FORT WORTH BIKE SHARING ADVISORY COMMITTEE WORKING SESSION
TUESDAY, FEBRUARY 8, 2022 3:00 P.M.
FORT WORTH BIKE SHARING
ADVISORY COMMITTEE WORKING SESSION

TUESDAY, FEBRUARY 8, 2022 3:00 P.M.

801 GROVE STREET
Downtown Fort Worth
801 Grove Street, Ground Floor
Fort Worth, Texas 76102

Committee Members:  Staff Support:
Ben Robertson—Chairman  Jennifer Grissom, Director
Chris Nettles
Mike Brennan
Amanda Coleman
Melissa Konur
Brian Leaf
Jeremy Williams
Fernando Peralta
Michael Whitmarsh

A. CALL TO ORDER  Ben Robertson
B. BRIEF OVERVIEW  Jennifer Grissom
C. SPONSORSHIP AND GRANT OPPORTUNITIES
D. APP VS. KIOSK
E. ANNUAL REPORT
F. GROWTH OPTIONS
G. RAISING DAY PASS PRICING
H. OTHER BUSINESS
I. ADJOURN  Ben Robertson

Please check the website for information about future meetings.
AGENDA:

- Brief Overview
- Ridership Reports
- Sponsorship and Grant Opportunities
- App vs Kiosk
- Raising Day Pass Pricing
- Next New Station Locations and Timeline
- Growth Options
- Annual Report
MISSION:
To enhance the community by providing an affordable, efficient, environmentally-friendly bike share program that complements the existing public transportation system and provides both residents and visitors a healthy, convenient way to move around the city.

PASS TYPES:
Day Pass – Kiosk – $8
Day Pass – App – $8
Explorer Pass – $20
Semester – $50
Annual – $100

Discount Options:
Student/Senior/Military – Annual Membership – $65
First Mile Program – Annual Membership – $10
TCU, UNT HSC, TM Employee – Annual Membership – Free
SYSTEM MAP & GROWTH:

- Bluebonnet Circle
- Capps Park
- Fort Brewery
- Foundry District
- Hotel Dryce
- Kellis Park
- Northside TexRail
- Omni Hotel
- Rosemont Park
- TCU @ Lowden
- TCU @ Worth Hills
- The Grand
- The Shops
- Vaughn & Collard
- Harley Ave @ Dickies Arena – 60
- Northside Community Center – 61
- Marine Park at NW 20th St - 62

SYSTEM SCOPE

- 59 STATIONS
- 145 ELECTRIC BIKES
- 275 CLASSIC BIKES
COMMUNITY ENGAGEMENT:

- Blue Zones Free FriYAy
- Tour de Foundry Rides
- American Heart Association and American Diabetes Association
- Cowtown Marathon
- Open Streets/ PARKing Day
- TRWD Donation Promotion
- DFWI Neighbors Grocer Promotion
- CycloCross Relays
- Third Thursday
- Art Bikes
- Oktoberfest Ride
- Roll or Stroll Restaurant Week
- FW Opera Bike In Concert
- Earth Day Scavenger Hunt
- DNA Works FWLT Support
RIDERSHIP OVER THE YEARS

- **2013**: 19,136
- **2014**: 33,142
- **2015**: 40,699
- **2016**: 59,368
- **2017**: 58,323
- **2018**: 42,613
- **2019**: 56,348
- **2020**: 81,434
- **2021**: 84,073

### January

<table>
<thead>
<tr>
<th>Year</th>
<th>2022</th>
<th>2021</th>
<th>2020</th>
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<tbody>
<tr>
<td>January</td>
<td>4,267</td>
<td>3,651</td>
<td>3,505</td>
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SPONSORSHIP:

Current sponsors:
- Cassco Edwards
- City Center
- Cook Children's
- Burnett Cherry Street (Cousins)
- Downtown Fort Worth, Inc.
- Higginbotham
- Jones, Lang, LaSalle (777 Main)
- Kimbell Art Museum
- Modern Art Museum
- Moncrief Cancer Institute

- Near Southside, Inc
- Red Oak Realty
- Texas Christian University
- Trademark Waterside
- Trademark Westbend
- TRWD
- UNT Health Science Center
- Foundry District

Looking for:
- Title Sponsor Opportunities
- Grant Opportunities
PROBLEM: Screens fail for a variety of reasons, supply chain issues have left us with a lack of replacements and those we have on order (since August) are now not expected to be delivered until at least June.

SOLUTION: Create app based kiosks. This has worked well at the TCU stations with no loss of ridership.
ANNUAL REPORT:

Full report headed out next week, individualized sponsor reports to follow.
GROWTH OPTIONS:

River District
Gateway Park #2
Riverside Park (off Belknap)
# DAY PASS PRICE INCREASE

**RECOMMENDATION:**

<table>
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<tr>
<th>Description</th>
<th>Value</th>
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<tbody>
<tr>
<td>TOTAL DAY PASSES at $8 (promo code passes removed)</td>
<td>36,145</td>
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<tr>
<td>TOTAL REVENUE @ $8</td>
<td>$ 289,160.00</td>
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<tr>
<td>TOTAL REVENUE @ $10</td>
<td>$ 361,450.00</td>
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<tr>
<td>DIFFERENCE</td>
<td>$ 72,290.00</td>
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<tr>
<td>COST OF 25 EBIKES</td>
<td>($ 67,500.00)</td>
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<tr>
<td>Estimated Yearly Revenue from 25 Ebikes</td>
<td>$ 47,600.00</td>
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From San Antonio Bcycle: We increased our prices in Sept 2021; compared to 2020 trips increased 4.5% and revenue increased by 14% YOY Sept-Dec

AUSTIN: Pay As You Ride - $1 to unlock and $.23/ min. OR $12.99 for a Day Pass
HOUSTON: $3 for 30 minutes – no day pass option
SAN ANTONIO: $15.00 Day Pass