



**Denver Bike Sharing 501(c)(3)**  
*Owner / Operator of Denver B-cycle*

**Regional Air Quality Council**  
**February 4, 2011**

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**720-259-0136**



# What is Bike Sharing?

*A type of public transportation in which a fleet of bicycles within a network of stations is available to users for short term use.*

About 99 systems around the world

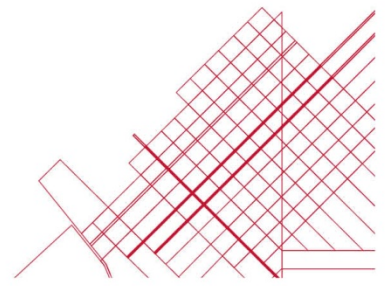
Emerging acronym: PBS



# Denver B-cycle :



## 50 Stations & 500 Bikes





# How it Works

DENVER **B**cycle™



How Denver B-cycle Works

**Follow these easy steps**



Sign In

Sign up online or purchase a 24-hour membership at a B-station.

[More Information](#)



Select

Choose a bike from any B-station.

[More Information](#)



Ride

Grab your bike and go.

[More Information](#)



Return

Park your B-cycle at any B-station.

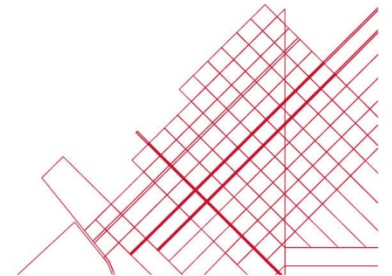
[More Information](#)





# 2010 Results

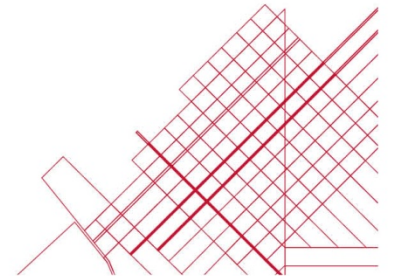
- 1,784 annual membership
- 32,922 short-term memberships
- 102,981 rides
- 211,111 miles ridden (avg.=2.13 miles/trip)
- 6,333,332 calories burned
- 1,810 pounds lost



# 2010 Results



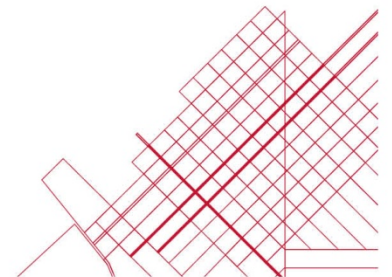
- 43.16% of B-cycle trips replaced vehicle use
- 21% used B-cycle to connect to transit



# 2010 Results



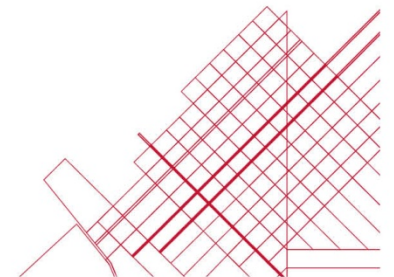
- 15,868 gallons of gasoline not used
- \$41,256 est. saved on gasoline
- \$311,126 est. saved on car parking



# 2010 Air Quality Benefits



- 🚲 312,121.61 lbs. of CO<sub>2</sub>e avoided
- 🚲 3,362.40 lbs. NO<sub>x</sub>
- 🚲 6,250.35 lbs VOCs





# The Future

## 2011

- The bikes are back on March 14
- Incremental growth as funding available

## 2012-2015

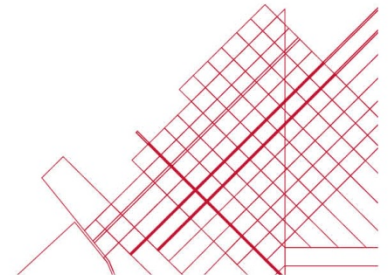
- Capital campaign 1500 bikes
- 1500 bikes, 500 stations
- Downtown and outlying satellite nodes





# How Can We Work Together?

- Plan on Us
- Cross Promotion
  - Every Trip Counts
  - Ozone Aware
  - Air Quality Alerts on B-Cycle Media





Questions?

