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**FOR IMMEDIATE RELEASE**

**Boulder B-cycle Breaks Bike-Sharing Records This Summer**

**By Maya Gurarie**

BOULDER, CO—Now in its eighth year, Boulder B-cycle has seen two months in a row of record use. With the sunny summer weather and 300 bikes in the network, ridership is soaring. Trips went up in June and just kept going. There were over 15,000 trips in the month of July, compared to 13,966 trips in the same month last year. Additionally, both Corporate passes and Casual Cruiser pay-per-trip passes have increased in popularity.

“We have a solid network of 46 stations, so Boulder’s red bikes are more accessible than ever to check out on demand. In a time of rapid change in the shared mobility industry, we're happy to be an integral part of Boulder's transportation ecosystem,” said Boulder B-cycle Executive Director Kevin Crouse.

[Corporate passes](#) in particular are gaining popularity, having increased by 10 percent over 2017 registrations, adding thousands of B-cycle trips from employees who enjoy bike sharing as part of their benefits packages. Among Boulder B-cycle’s most active corporate partners is Google, with roughly half the company’s Boulder employees registered to use the system. Employees who use the bike sharing have more transportation options for commuting, recreation and health.

“Google Boulder is committed to helping employees reduce car trips while making getting around town as convenient as possible, and our partnership with Boulder B-Cycle plays a significant role in that strategy. The convenience of B-cycle stations near our Pearl Place campus and the network of multi-use paths and dedicated bike lanes make short trips easy and accessible,” said Onsite Public Relations Partner Curtis Hubbard.

In addition to corporate passes, the number of people who use the pay-per-trip [Casual Cruiser](#) pass has almost doubled over the last year. This pass allows riders to pay \$2 for the first 30 minutes every time they ride, with no registration fees. That price is less than the cost of RTD or ride sharing. It's an easy way to add bike sharing as a transportation option without planning ahead.

"What's fun about Boulder B-cycle is the fact that it's a bike on call whenever you need it. Wherever you see a station you can grab a comfortable bike with built-in lights, fenders, and a basket, 24/7, year-round. Plus, bike sharing makes it easy to connect to transit and get to your destination quickly," said Crouse.

Businesses interested in adding bike sharing as a corporate benefit can apply [on Boulder B-cycle's website](#).

For locals and visitors interested in trips to take by B-cycle can find [self-guided brewery, coffee and tea, and restaurant tours by Boulder B-cycle](#).

#### About Boulder B-cycle

Boulder B-cycle is a 501(c)(3) nonprofit organization dedicated to providing a transportation method that is green, cost-efficient and fun through the implementation of a bike-sharing program in Boulder. The system serves locals and visitors alike with a network of 46 stations and 300 bikes.

#### About Kaiser Permanente Colorado

Kaiser Permanente Colorado, presenting sponsor of Boulder B-cycle is the state's largest nonprofit health plan, proudly working to improve the lives and health of Colorado residents for 45 years. Kaiser Permanente Colorado provides comprehensive health care services to more than 565,000 members through 28 medical offices and a network of affiliated hospitals and physicians. For more Kaiser Permanente news, visit [kp.org/share](http://kp.org/share) or follow us on Twitter @kpcolorado or [facebook.com/kpcolorado](https://www.facebook.com/kpcolorado).

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