MISSION, VISION, AND VALUES

PikeRide is a 501(c)(3) nonprofit bike share organization that owns and operates a community-driven, sustainable, active transportation and recreation option in Colorado Springs. In 2021, the system included 300 e-bikes and over 50 hubs located throughout Downtown Colorado Springs, the southwest portion of Hillside, Old Colorado City, and Manitou Springs.

OUR MISSION

PikeRide serves to elevate our community with a fun, healthy, planet-friendly, and cost-effective way to get around.

OUR VISION

To live in a city where transportation comes in many different forms and bike share is available for everyone. Where our love for the outdoors is demonstrated one ride at a time. To create a community where people celebrate the journey, not solely the destination.

OUR VALUES

- Promote an accessible and healthy form of mobility.
- Embrace and serve the community that we live and work in.
- Be committed to equity and inclusion in a way that promotes respect for all persons.
- Integrate sustainable practices into all aspects of operations.
2021 BOARD OF DIRECTORS

*Jill Gaebler
Former City of Colorado Springs Councilwoman

Ian Johnson
Colorado College

*Judy Kaltenbacher
Stockman Kast Ryan + Co

*Amy Long
VisitCOS

Adam Morley
Wolf & Key Marketing

*Davin Neubacher
Navakai

Bill Nelson
Lewis Roca Rothgerber Christie LLP

Becca Sickbert
Manitou Springs Creative District

Carrie Simison
Cerberus Brewing Co.

Brian Vitulli
Mountain Metro

*Executive Committee
“Pike ride helps me reliably get to my job before buses are running. Allows me to maintain my autonomy even without a car.” - 2021 PikeRider
EXECUTIVE SUMMARY

SINCE LAUNCHING IN THE SUMMER OF 2018, OVER 77,000 TRIPS HAVE BEEN TAKEN ON A PIKERIDE, CREATING SIGNIFICANT POSITIVE IMPACT ON THE ENVIRONMENTAL SUSTAINABILITY, ECONOMIC VITALITY, AND HEALTH OF COLORADO SPRINGS.

In 2021, PikeRide offered 300 bikes and over 50 community hubs. PikeRide experienced an over 60% increase in ridership and served more than 6,400 people with a fun, healthy, planet-friendly, and cost-effective way to get around.

2021 HIGHLIGHTS

Increase of service area to include the City of Manitou Springs with three new hubs.

Partnership with Amazon to provide hub expansion in Hillside.

PikeRide staff exceeded annual goal of growing ridership by 50%.

Partnership with Switchbacks to provide a hub at Weidner Field.

Started offering bike valet for all bikes at local events which significantly increased community engagement.

Fully staffed PikeRide team of cross-trained employees making operations more efficient.

Awarded Colorado Springs Health Foundation grant to increase accessibility to PikeRide.

Awarded Revitalizing Main Streets grant, providing PikeRide the opportunity to purchase 100 new electric-assist bikes.

Awarded Transportation Alternatives Program funding from CDOT to install 18 additional hubs. Hubs to be installed in 2022.

Colorado College students returned to campus, and Colorado College returned as a PikeRide partner.
20,000+ free trips given away since launch

16 new hubs installed

Colorado College returns as a partner

Over 550 trips ended at Manitou Springs hubs

Over 8,000 trips ended at Downtown Colorado Springs hubs

Service area expanded to include Manitou Springs

450+ bikes valeted with free event parking

Manitou Springs hubs
“Being new to electric bikes, this was the perfect opportunity to experience an ebike without the expense. I love exploring downtown and all the trails within the city. These bikes are the perfect opportunity to explore quickly while having fun and enjoying some outdoor time in this beautiful city.” - 2021 PikeRider
During 2021, PikeRiders rode over 60,000 miles, equivalent to 2.4 trips around the world.
Top 10 rider ZIP codes

1. 80903
2. 80907
3. 80904
4. 80909
5. 80918
6. 80905
7. 80916
8. 80906
9. 80910
10. 80919

Top 5 rider states

1. Colorado
2. Texas
3. California
4. New York
5. Illinois
PikeRide HUB USAGE

Start trips
End trips

- Tutt Library @ CC
- Armstrong Hall @ CC
- Outside of hubs
- Worner Student Center @ CC
- Acacia Park
- Tejon / Moreno
- Cascade / Bijou
- Pikes Peak Ave Downtown
- Bancroft Park
- Downtown Tejon Strip
- N Shooks Run
- Cascade / Monument
- Boulder / Institute
- Memorial Park
- Lincoln Center
- City Hall
- Nevada / Costilla
- Bon Shopping Center
- Cerberus Brewing
- Pioneers Museum
- ECO | 333
- Fine Arts Center @ CC
- W Colorado / 21st
- Visit COS
- The Mae on Cascade
- Helen Hunt Center
- U. S. Olympic & Paralympic Museum
- Plaza of the Rockies
- No Excuses - Cascade / Del Norte
- Fontanero / Wahsatch
- Greenway Flats @ Springs Rescue Mission
- Manitou Springs Schryver Park (August)
- The Island @ Corona
- Divine Redeemer School
- Penrose Library (August)
- Olympic Training Center
- Manitou Springs Econolodge (August)
- Nevada / Las Animas
- Centennial Hall
- City Administration Building
- ** Bookstore @ CC (November)
- * Bijou/Spruce (November)
- * Weidner Field (September)
- * Hancock / Columbia (November)
- ** Kinship Landing
- * Wahsatch / Pikes Peak Ave (September)
- * Fountain Blvd / Institute (November)
- * Costilla / Institute (November)
- ^ 8th Street Walmart
- * Colorado Ave / 15 St (November)
- * Manitou Springs Hiawatha Gardens (December)
- * Prospect Lake Dr / Meade St (November)

* Hub installed during 2021
^ Parking only
Most popular hubs

<table>
<thead>
<tr>
<th>Location</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tutt Library @ CC</td>
<td>7,590</td>
</tr>
<tr>
<td>Armstrong Hall @ CC</td>
<td>5,985</td>
</tr>
<tr>
<td>Worner Student Center @ CC</td>
<td>4,245</td>
</tr>
<tr>
<td>Acacia Park</td>
<td>3,592</td>
</tr>
<tr>
<td>Tejon / Moreno</td>
<td>2,904</td>
</tr>
<tr>
<td>Downtown Tejon Strip</td>
<td>2,743</td>
</tr>
<tr>
<td>Cascade / Bijou</td>
<td>2,650</td>
</tr>
<tr>
<td>Bancroft Park</td>
<td>2,201</td>
</tr>
<tr>
<td>Pikes Peak Ave Downtown</td>
<td>2,028</td>
</tr>
<tr>
<td>N Shooks Run</td>
<td>1,848</td>
</tr>
<tr>
<td>Cascade / Monument</td>
<td>1,710</td>
</tr>
<tr>
<td>Boulder / Institute</td>
<td>1,664</td>
</tr>
</tbody>
</table>
Survey participants feel that PikeRide:

- Is fun
- Is easy and convenient
- Is good for the environment
- Improves health
- Provides a sense of connection to community

45% of survey participants indicated they chose to go to a business because of its accessibility to PikeRide.

Survey participants use PikeRide for the following reasons:

- 100% Recreation or to attend a social event
- 50% Work / school commute or work meeting
- 47% Shopping
- 19% To / from bus stop or parking

33% of survey participants indicated they would have traveled alone in a car if they had not used PikeRide.

“I love using PikeRide to travel around The Springs, it is convenient and because they are electric bikes, I get to my destination much faster.”
- 2021 PikeRider
**Race**
- 75% White
- 9% Hispanic or Latino
- 6% Multiracial or Biracial
- 4% Black or African American
- 4% Asian or Pacific Islander
- 1% Native American or Alaska Native
- 1% Other

**Household income**
- Under $15,000: 5%
- $15,000 - $29,999: 10%
- $30,000 - $49,999: 15%
- $50,000 - $74,999: 20%
- $75,000 - $99,999: 15%
- $100,000+: 10%

**Gender**
- 49% Woman
- 45% Man
- 3% Transgender
- 2% Non-binary / non-conforming
- 1% Other

**Education level**
- 12th grade or less: 3%
- High school: 10%
- Some college: 27%
- Bachelors: 39%
- Masters: 15%
- Doctorate: 5%

**Age**
- 16 to 20: 11%
- 21 to 24: 12%
- 25 to 34: 30%
- 35 to 44: 20%
- 45 to 54: 12%
- 55 to 64: 10%
- 65+: 5%

**Employment status**
- Retired: 6%
- Unemployed: 12%
- Part-time: 20%
- Full-time: 62%
ENVIRONMENTAL AND HEALTH IMPACT

PIKERIDERS TRAVELED OVER 60,000 MILES, SAVING MORE THAN 2,138,112 POUNDS CO2 EMISSIONS IF THOSE MILES HAD BEEN IN A CAR - THE EQUIVALENT OF 101,815 TREES AND BURNED APPROXIMATELY 2,803,300 CALORIES - THE EQUIVALENT OF 56,000 BURGERS.

2,138,112 pounds of CO2

101,815 trees

47% of survey participants indicate that they have had improved mental health and reduced stress levels.

2,803,200 calories = 56,000 burgers
HEALTH IMPACT

PIKERIDE DIRECTLY SUPPORTS THE HEALTH AND WELLNESS OF OUR COMMUNITY BY GETTING PEOPLE OUTDOORS AND PARTICIPATING IN AN ACTIVE MODE OF TRANSPORTATION AND RECREATION.

“Since beginning to use Pike Ride in August, I have used PikeRide extensively. The ease of renting a bike and the abundance of bikes in the city have made mobility so much easier for me. Previously, as a college student with no car, I would basically only go places in walking distance or along a nearby bus route. PikeRide has allowed me to be a tourist in my own city and experience so much more of it! While last year I found it difficult to find a ride to the grocery store to buy food, PikeRide eliminates this problem, making groceries just a quick two mile ride away. My health has improved as a direct result of this as well as the physical exercise. PikeRide provides a tremendous service to myself and many other students and I want to thank you all for making a real impact.” - 2021 PikeRider

43% of survey participants indicate that PikeRide has helped to improve their fitness and increase energy levels.
AT A GLANCE

300
total bikes

52
total hubs

36,111
total trips

April - October
peak season

6,425
unique riders

12 Minutes
average ride time

2 Miles
average trip distance

~64,356 Miles
estimated distance traveled

~2,138,112 LBS
of CO2 avoided

“My friends and I love using pikeride to go to our local movie theaters, restaurants, lakes, parks etc! We rely on pikeride all the time and we love how reliable they are.” - 2021 PikeRider

“PikeRide is a good way to get home from work when it’s late and the bus doesn’t run.” - 2021 PikeRider
WHAT’S NEXT?

“I lost my left foot a couple years ago and now am more active and healthy both mentally and physically due to the Pike Ride thank you so much.” - 2021 PikeRider
LOOKING FORWARD

2022 WILL CONTINUE TO SEE INCREASED OPPORTUNITIES FOR PIKERIDERS AS EXPANSION AND GROWTH CONTINUES AT A RAPID PACE. ADDITIONALLY, PIKERIDE WILL BE ADDING SEVERAL NEW POSITIONS TO THE PIKERIDE TEAM.

**2022 future hubs**

**100 new bikes**
Revenues

- Grants: $231,308 (32%)
- Sponsorships & Donations: $224,139 (31%)
- eBike rentals: $126,310 (17%)
- In-kind: $74,026 (10%)
- PPP Loan: $43,079 (6%)
- Employee Retention Credit: $27,539 (4%)
- Total revenue: $727,709

Expenses

- Program expenses: $356,053 (52%)
- eBike vendor fees: $87,898 (15%)
- General & Administrative: $100,066 (15%)
- Occupancy: $41,770 (9%)
- Marketing: $32,256 (7%)
- Fundraising: $13,651 (2%)
- Total expenses: $574,435

32% Grants
31% Sponsorships & Donations
17% eBike rentals
10% In-kind
6% PPP Loan
4% Employee Retention Credit

52% Program expenses
15% eBike vendor fees
15% General & Administrative
9% Occupancy
7% Marketing
2% Fundraising
OUR TEAM

Jolie NeSmith  
Executive Director

Noah Garcia  
Fleet Manager

Kevin Hughes  
Assistant Manager

Craig Ianacone  
Senior Mechanic

Roland Wick  
Assistant Manager

Mark Palm  
Fleet Mechanic and Field Technician

Selena Young  
Fleet Mechanic and Field Technician

Gypsy Queen-NeSmith  
Shop dog

“I used PikeRide when visiting Colorado Springs with my boyfriend. There’s no better way to explore a city than to bike through it! We spent the best morning biking around the super quaint college campus and into downtown for brunch and coffee. And let me tell you, the exercise really helps offset the “calories don’t count on vacation” mentality! Later that night we used PikeRide again to get to the Switchbacks soccer game. And how convenient that PikeRide was hosting a bike valet - including valet for personal bikes!” - 2021 PikeRider
Interested in advertising or partnership opportunities?

PikeRide continues to seek partners that are excited about micromobility, health, and the vitality of our community. By partnering with PikeRide you are supporting the environmental sustainability, economic vitality, health, and social renewal of Colorado Springs.

Advertising and partnership opportunities include free memberships, mobile branding on bikes, and the ability to partner with a great local community nonprofit. Contact us for more information at Info@PikeRide.org.
Your local nonprofit electric bike share