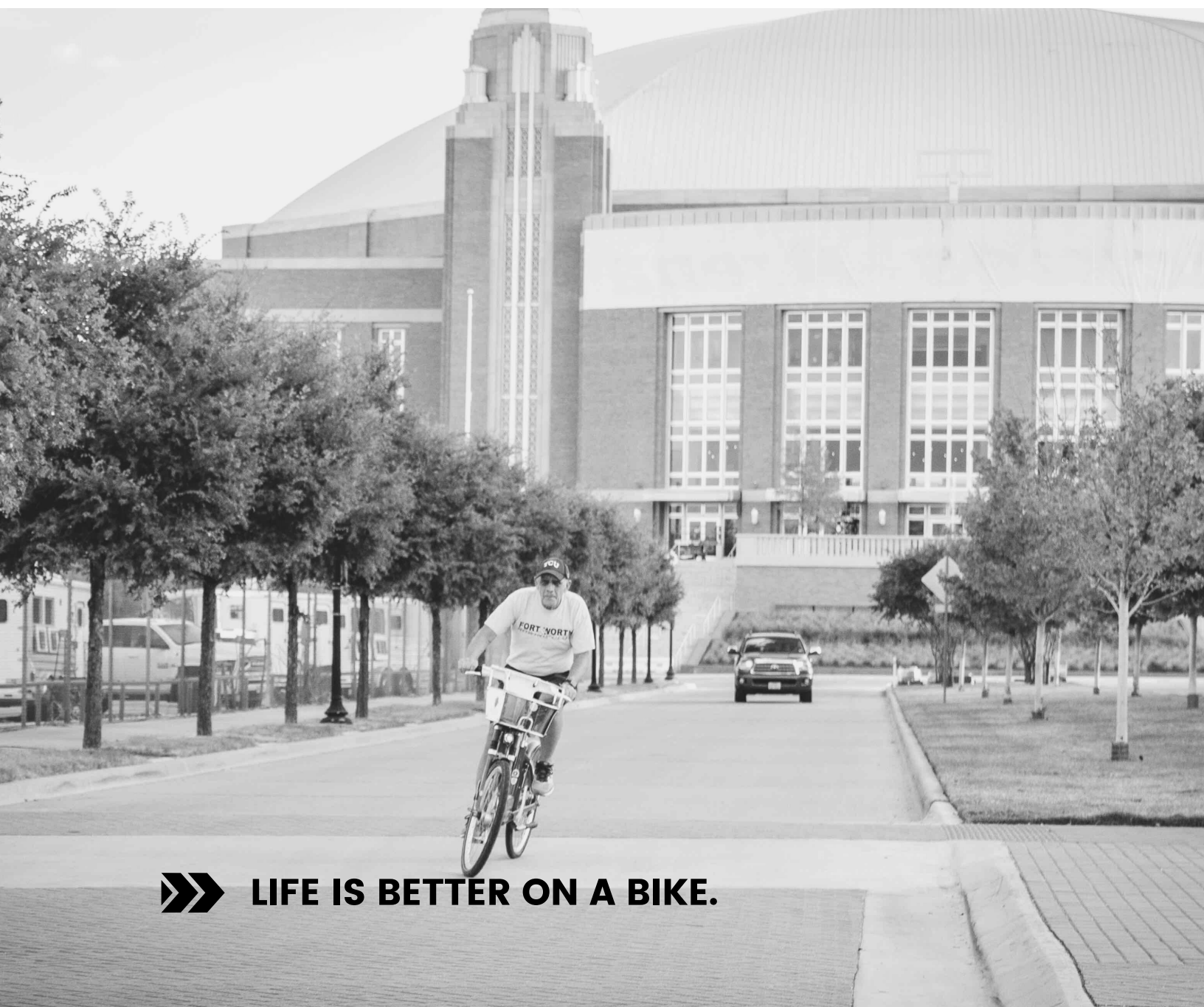


2021

ANNUAL REPORT



LIFE IS BETTER ON A BIKE.

WHERE WE'VE BEEN

2013

The FORT WORTH BIKE SHARING system launched on April 22, 2013, with 30 stations and 300 bikes.



2014

Fort Worth Transportation Authority authorized a match for a Federal Highway Administration grant to expand the bike sharing program by 15 stations and 50 bikes.



2017

The City of Fort Worth authorized the use of Urban Development Action Grant funds for the addition of a station at Shamblee Library.



2019

Fort Worth Bike Sharing added 50 electric-assist bikes to the fleet and debuted them during Fortress Festival on April 27th.

2020

28 stations and 80 additional electric assist bikes were purchased with the purpose of expanding our service to areas without easy access to the system.



2021

Fort Worth Bike Sharing becomes a department under Trinity Metro, contributing to a robust transportation system by providing a First and Last Mile option for transit users.

WHERE WE ARE



Fort Worth Bike Sharing provides 24-hour access to a bike sharing system via Day Pass, 30-day, semester, or yearly membership options. Users can choose to ride one of the hundreds of bright red classic bicycles or check out a white, electric, pedal-assist bicycle stationed at any of the 59 stations located around the city.

We began 2021 with the exciting challenge of introducing over 25 new stations to the system. A project that has helped us deepen relationships with our communities, lower barriers to healthy transportation, and reach more riders than ever before!

Fort Worth Bike Sharing is committed to staying true to the mission of enhancing the community by providing an affordable, efficient, environmentally-friendly bike sharing program that complements the existing public transportation system and provides both residents and visitors a healthy, convenient way to move around the city.

SYSTEM SCOPE



59

STATIONS



145

ELECTRIC BIKES

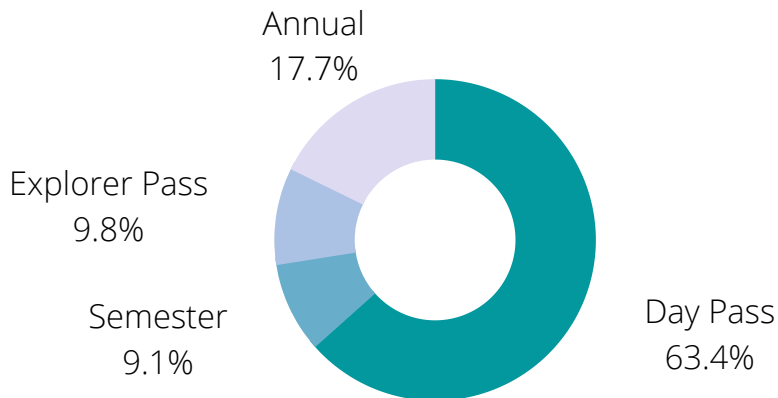


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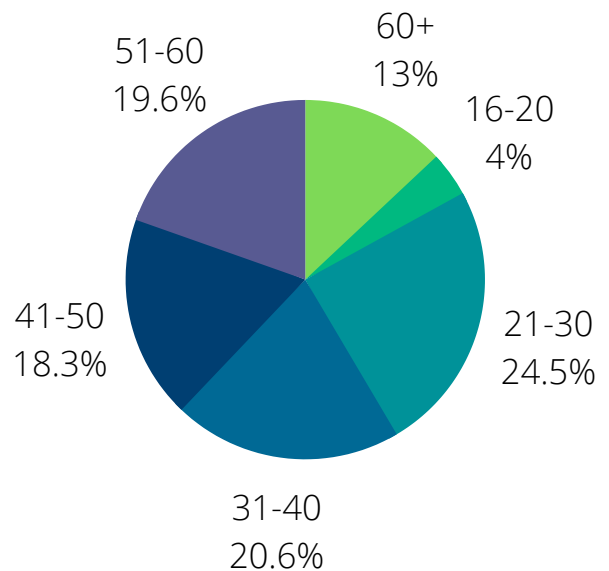
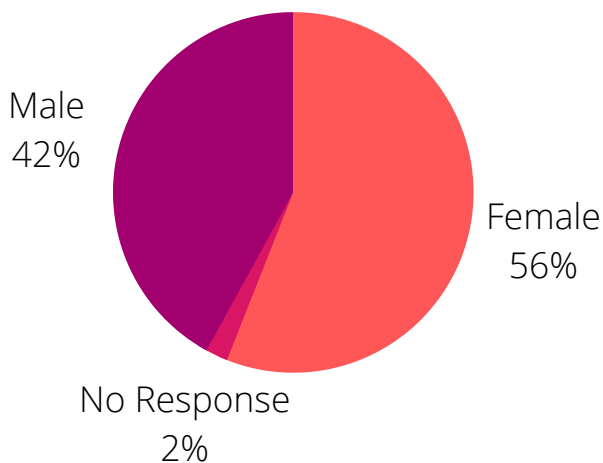
CLASSIC BIKES

WHO'S RIDING

BREAKDOWN BY MEMBERSHIP TYPE

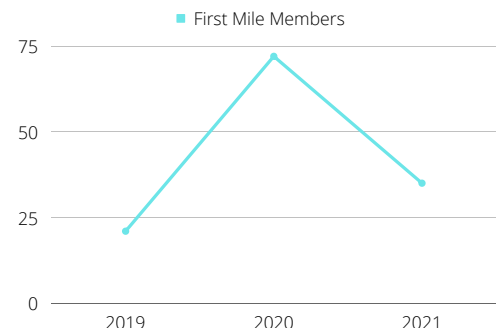


MEMBERSHIP BREAKDOWN BY GENDER AND AGE



FIRST MILE SPOTLIGHT

Individuals who qualify for the First Mile Program are eligible to sign up for an annual membership for just \$10 a year. We have seen a decline in First Mile memberships in 2021 and have identified this program as an opportunity for improvement. A refresh to the First Mile Program is coming soon!



RIDERSHIP

TOTAL RIDES (2013-2021)

475,136

31% of all trips were taken by long-term members (explorer/monthly, semester and annual members).

TRIP STATS

MOST POPULAR ROUTE

**TRAILHEAD AT
CLEARFORK to
RIVERFRONT**

AVERAGE TRIP LENGTH

35 MINUTES



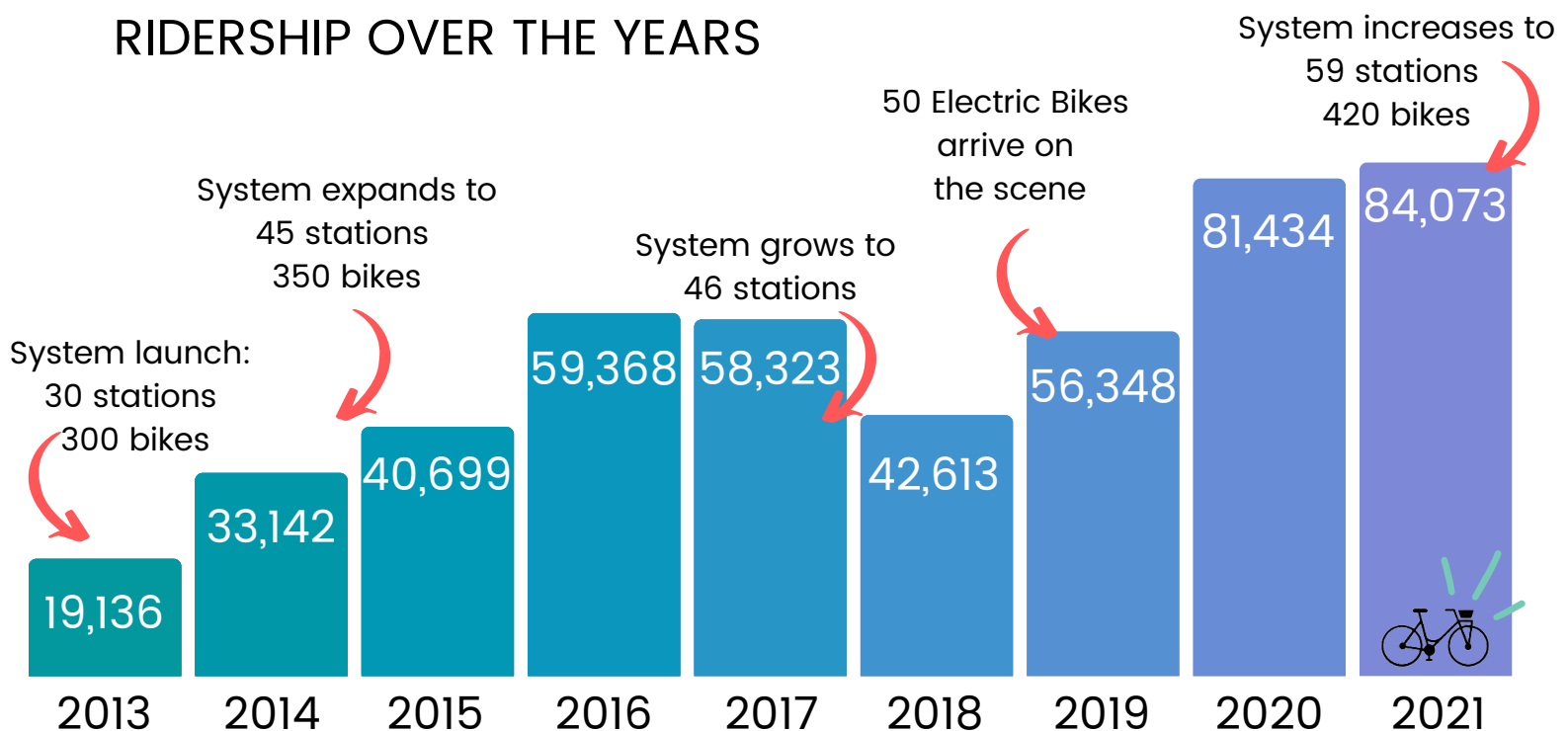
RIDERSHIP IMPACTS

2.3 MILLION
MILES RIDDEN

95.3 MILLION
CALORIES BURNED

2.2 MILLION
METRIC TONS OF CO2 OFFSET

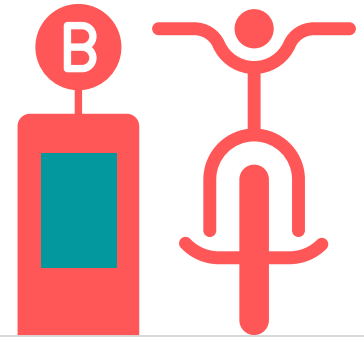
RIDERSHIP OVER THE YEARS



STATIONS AND BIKES

STATIONS WITH THE GREATEST INCREASE IN RIDERSHIP:

**The Trailhead at Clearfork
Museum Place
Weatherford & Main
City Place**



ELECTRIC BIKE SPOTLIGHT

LONG TERM MEMBERS

Annual members made up 19% of active pass holders but took 24% of all electric bike rides.

MORE RIDES

Average number of rides per electric bike per day: 1.5
Equalling 3x more rides than classic bikes.

LONGER RIDES

Average electric bike ride time: 46 minutes
45% longer than classic bike rides.

THE 12 NEW STATIONS OF 2021:

June - TCU Lowden, TCU Worth Hills
July - Bluebonnet Circle, The Grand, Vaughn & Collard
August - The Shops at Clearfork, Hotel Dryce
September - Capps Park
October - Kellis Park, Rosemont Park
December - Fort Brewery, Northside TexRail



COMMUNITY ENGAGEMENT



BLUE ZONE FREE FIRST FRIYAYS

Our very successful program offering free day passes on the first Friday of every month continues to grow in popularity. In a win-win partnership with Blue Zones Fort Worth, we've been able to get over 580 people on bikes.



AMERICAN HEART / AMERICAN DIABETES ASSOCIATIONS

Fort Worth Bike Sharing is proud to support both the American Heart Association and American Diabetes Association during their annual ride events by offering promo codes for attendees, marketing, and participation.



TOUR DE FOUNDRY RIDES

There's no better way to get people on a bike than to offer them a party to go along with their ride. In our partnership with The Foundry District, we show riders what a day on a bike can look like – and always guarantee it'll be a blast!



BIKE TO WORK WEEK/ DAY

We encourage users to ride for all their life events, including their daily commute. We helped host virtual Bike to Work Week and joined in as companies around Fort Worth hosted their own Bike to Work Days.



VOTE BY BIKE

Each voting day, we proudly offer free ride codes to get people to those polls. We strongly believe that a lack of transportation should never stand in the way of casting a vote!



SPONSOR PROMOTIONS

We love supporting our sponsors in unique and creative ways and have been busy brainstorming win-win promotions to get people active in our community.

THANK YOU

Fort Worth Bike Sharing keeps rolling thanks to these amazing sponsors and partners:

