

REDBIKE

LAUNCH THROUGH 2015

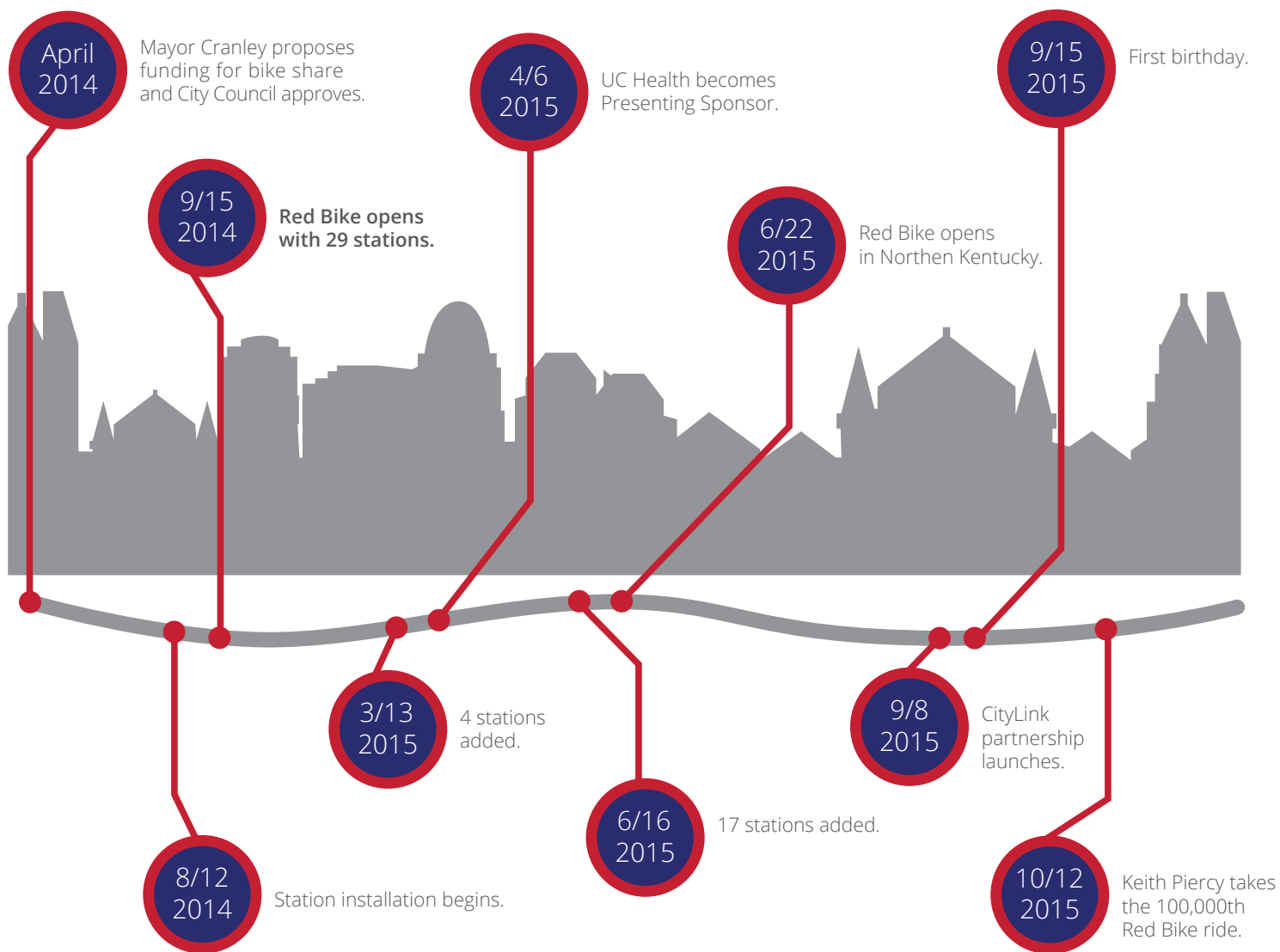
**ANNUAL
REPORT**





OVERVIEW

Red Bike is Cincinnati's newest and most fun system of public transportation. A bike sharing system consisting of 50 stations and 385 bikes, Red Bike is a 501(c)(3) non-profit organization dedicated to improving community by providing a low-cost, healthy, and green transportation option that makes Greater Cincinnati a more vibrant and connected community.



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RED BIKE BEGINNINGS

Celebrating our Roots

Red Bike began as a project of Leadership Cincinnati Class 34 in 2011. Over the next several years, a dedicated group of community leaders continued to drive the project forward, completing a feasibility study, issuing an RFP, and securing grants from the Haile Foundation and Interact for Health.

In spring of 2014, Mayor John Cranley announced his support for bringing bike share to Cincinnati and proposed contributing City funding to the effort. The initial plan was to create a system of bike share stations in Downtown and Over-the-Rhine. Mayor Cranley proposed expanding the initial system to include the neighborhoods of Uptown near the University of Cincinnati and the hospitals. In April, City Council unanimously approved funding for Red Bike, and the project became a reality.

Red Bike opened on September 15, 2014 with 29 stations throughout Downtown, Over-the-Rhine, and Uptown. Cincinnati embraced bike sharing from the start, with almost 15,000 rides and 568 annual members by the end of 2014.

Red Bike started 2015 off quickly, expanding the system with four new stations in March, reaching into Pendleton, the West End, and Prospect Hill. On Opening Day in April, UC Health partnered to become Red Bike's Presenting Sponsor, ensuring long-term sustainability for Cincinnati's bike share system.

In June of 2015, Red Bike grew again adding 17 new bike share stations. Under the leadership of Mayor Sherry Carran of Covington, Mayor Jerry Peluso of Newport, and Mayor Ed Riehl of Bellevue, Red Bike expanded into Northern Kentucky. Additionally, Interact for Health funded stations stretching to Cincinnati State and Northside.



With 50 stations in four cities and two states, Red Bike is the fourth largest BCycle bike share system in the country.

In September, Red Bike launched a partnership with CityLink Center to provide low-cost annual memberships to clients participating in CityLink's various programming.

Red Bike celebrated its first birthday with over 88,400 rides, 1,330 annual members, 14,700 unique bike riders, and its own beer, Red Bike Beer, brewed by Taft's Ale House. The number of bike rides taken on Red Bike in its first year was 70 percent over the year one projection of 52,000 rides.

On the morning of October 12th, Keith Piercy took the 100,000th ride on a Red Bike, an astonishing number of rides in under 13 months. By the end of 2015, Cincinnatians and visitors had taken over 115,000 rides on Red Bikes, including 102,000 in 2015 alone.

We are proud to be a part of Cincinnati & Northern Kentucky's flourishing community!





“I have been so pleased at the success and expansion of Red Bike. We knew Cincinnatians would embrace a bike sharing program, but the extent to which they have done so is truly gratifying. We want Cincinnati to be the best city in America to live, work and raise a family. Projects like Red Bike will improve the quality of life for our residents and help us achieve that goal.”

Mayor John Cranley



“UC Health is thrilled to be the presenting sponsor of the Red Bike program. We’re really committed to making sure that Cincinnati is the healthiest community in the entire United States, and I cannot think of a better way in which to make that happen than the Red Bike Program. As someone who lives downtown, all I have to do is look outside to see how successful this program is, and how bike share has been embraced by the citizens of Cincinnati.”

Dr. Lofgren, UC Health, President & CEO



“Red Bike has a lot of parents. Beginning as an idea in Leadership Cincinnati, and carried on and supported throughout by a passionate group of individuals dedicated to improving the community, Red Bike has delivered on our dream of creating a new system of transportation that brings health, connectivity, and vitality to the Greater Cincinnati region.”

Leslie Maloney, Board President

Red Bike Board of Directors

Leslie Maloney, President

Senior Vice President, The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation

Nancy Strassel, Vice President

Retired, Senior Vice President of Communications and External Affairs, Greater Cincinnati Health Council

Frank Henson, Secretary

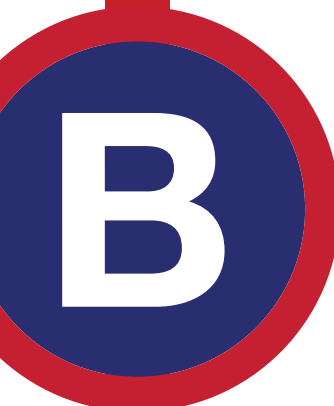
President, Queen City Bike and Chair, Tri-State Trails

Patrick Newton, Treasurer

Attorney, Ohio National Financial Services

Christie Kuhns, Board Member

Director, Community Strategic Planning, UC Health



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SYSTEM STATS

Startup + 2015 (9/15/14 - 12/31/15)



Annual Members
1,515



Unique Users
17,683



Miles Ridden
293,802

That's enough to ride around the Earth almost 12 times!

Calories Burned
11,651,944

That's the equivalent of 3,329 pounds of weight lost.



Gallons of Gas Saved
18,092

That's the equivalent of over 335,000 pounds of CO2.

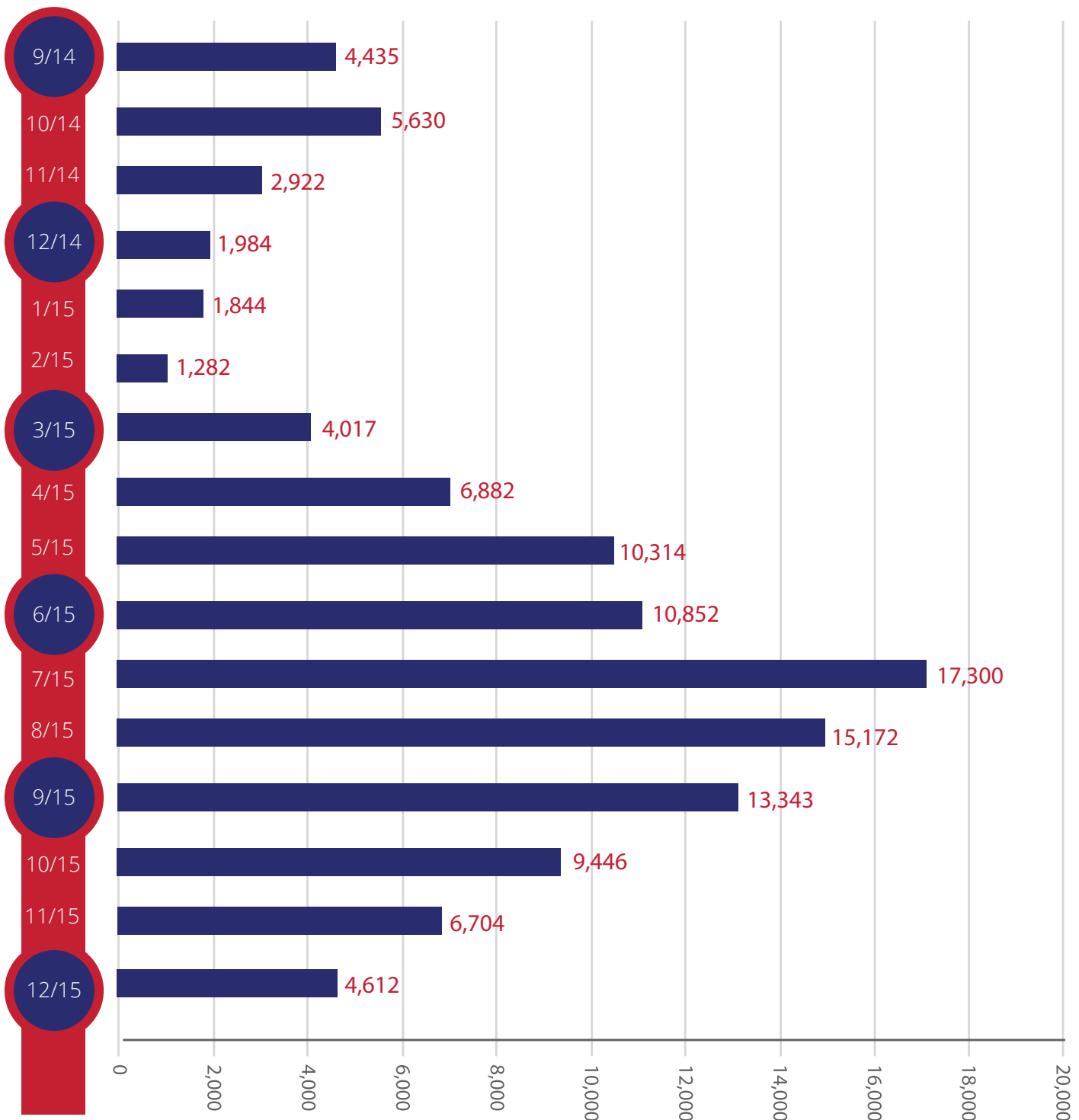


116,739 Total Rides



MONTHLY RIDE STATS

Not surprisingly, weather has a significant impact on ridership. However, even in the colder winter months, Red Bike saw steady ridership by a core of annual members using the system to commute to work and handle daily errands. Red Bike also saw sustained ridership growth after the expansion in June. Red Bike's busiest day was the Saturday before the All-Star Game with riders taking 1,664 trips, over two-thirds more than the previous busiest day. For the 4-day All Star Weekend, Cincinnatians and visitors took 4,543 rides on Red Bike.





RED BIKE NETWORK

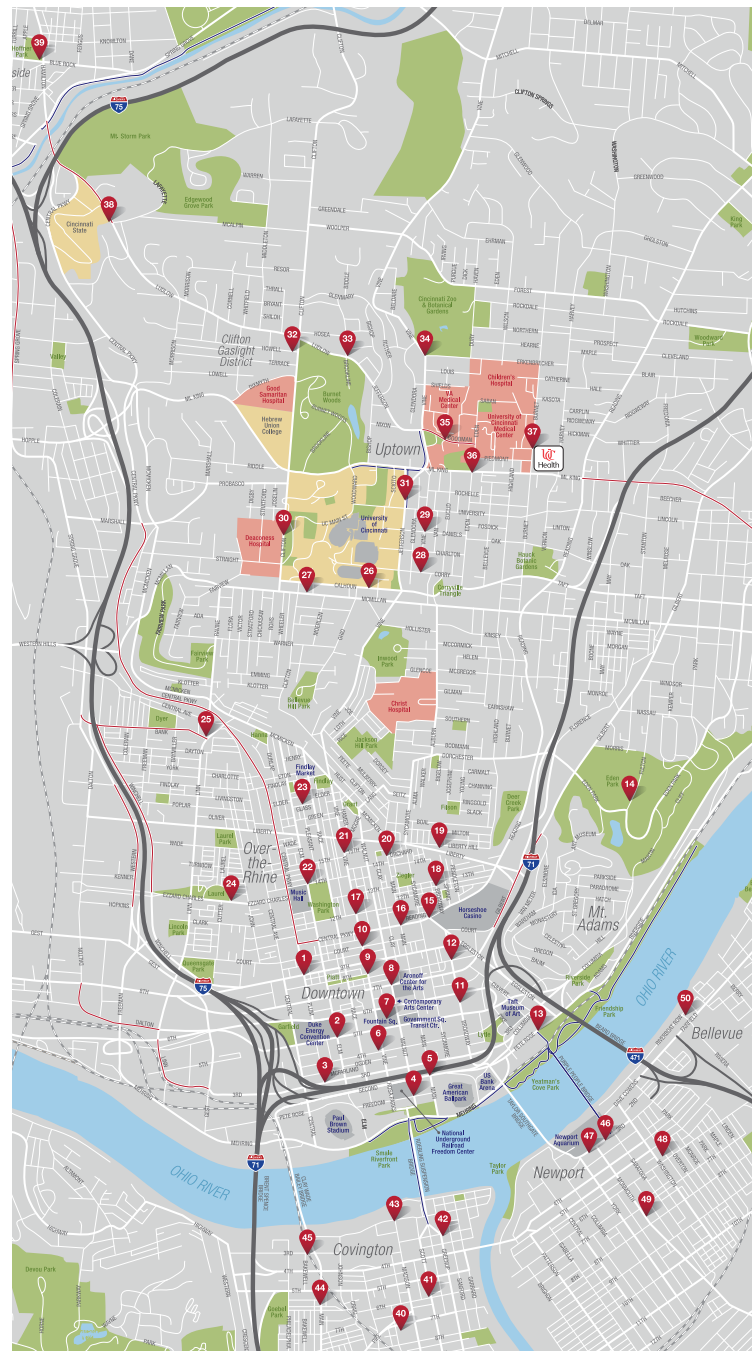


Cincinnati Stations

In 2015, Red Bike expanded its footprint into several new communities in Cincinnati, connecting new institutions, residents, business districts, and recreation options to everyone who uses Red Bike. Overall, Red Bike grew the number of stations in the system by over 70% in its first nine months.

- Fountain Square
- Freedom Center
- Ball Park
- City Hall
- Convention Center
- 3rd & Plum
- 4th & Vine
- Aronoff Center
- Public Library
- Vine & Court
- P&G
- 8th & Broadway
- Sawyer Point
- Casino
- Main & Central Parkway
- 12th & Vine
- Main & Orchard
- 15th & Vine
- Washington Park
- Findlay Market

- Pendleton
- Prospect Hill
- Ezzard Charles
- CityLink
- Calhoun & Dennis
- McMillan & W Clifton
- Short Vine & Corry
- Short Vine & Daniels
- Clifton at Stratford Heights
- Jefferson & University
- Howell & Clifton
- Clifton Library & Burnet Woods
- Cincinnati Zoo & Botanical Gardens
- Kingsgate
- MLK & Eden
- UC Health
- Eden Park
- Cincy State
- Hoffner



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West End

Red Bike added two stations to the West End, one at CityLink Center on the corner of Bank & Linn and another on Ezzard Charles at the Laurel Recreation Area.

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Northside, Clifton Library & Burnet Woods, Cincy State

Interact for Health provided a grant to Red Bike to fund an expansion up the Ludlow Avenue/Hamilton Avenue corridor that stretched Red Bike's network of stations to Northside, and included a station at Burnet Woods on the site of the new Clifton Library, and a station at Cincinnati State Technical and Community College, allowing students a new low-cost, healthy way to commute to school.

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Eden Park

Eden Park was a perfect location for a new station, serving the many visitors to one of Cincinnati's most beautiful parks. The station is also a short walk for residents of Walnut Hills.





Northern Kentucky Stations

Shortly after Red Bike opened in Cincinnati, planning began to expand bike share into Northern Kentucky. In January, Southbank Partners hosted an informational meeting of community, civic, and business leaders to discuss how to make it happen. Those gathered enthusiastically embraced expanding Red Bike across the river. Expansion was championed by Mayor Sherry Carran of Covington, Mayor Jerry Peluso of Newport, and Mayor Ed Riehl of Bellevue and supported by the Covington Board of Commissioners, Newport Board of Commissioners, and Bellevue City Council.

Covington

Duveneck Square
 Gateway College & Library
 Roebling Point
 RiverCenter & NKY Convention Center
 MainStrasse
 West 3rd & Bakewell

Newport

Newport on the Levee East
 Newport on the Levee West
 East Row Historic District
 Monmouth

Bellevue

Port Bellevue



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Northern Kentucky

Southbank Partners provided funding to each of the three cities to help with Red Bike expansion. In Covington, an extremely generous anonymous donor stepped up early, along with John and Sue Topits and Chuck and Julie Scheper.

In Newport, Capital Investment Group made an early significant contribution, and Lynn Schaber led a community fundraising effort that saw over 50 individuals, families, and businesses contribute a total of over \$30,000 to make Red Bike's expansion to Newport a reality.

In Bellevue, Mackey McNeill led the fundraising effort that raised \$14,000 from over 20 individuals and businesses to ensure a second Red Bike station would be installed in the Bellevue Business District. That station is being installed in July of 2016.

In June, Red Bike installed the 11 stations in Kentucky just in time for the All-Star Game, and ridership through the Red Bike network spiked immediately. Over 10,700 rides were taken in Kentucky through the end of 2015. The Northern Kentucky expansion was clearly one of the most important factors in Red Bike's early success.



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USER SURVEY

In August of 2015, Red Bike conducted a user survey. Respondents earned a free day pass. Over 1,400 people responded to the survey: 73% day pass users (1,075), 25% annual members (361), and 2% who had not used the system (34). The survey is significant because of the high number of responses overall and the high percentage of responses from day pass users specifically. Many bike share user surveys have a higher percentage of responses from annual members. The Red Bike User Survey revealed several key insights highlighted below and will be used to help inform and guide the growth of the program as it looks to continue to provide the highest quality experience to riders.

REDBIKE asked:

Why do you use Red Bike?

Multiple answers possible.

83% ride Red Bike because it's fun!

61% for exercise

52% it's good for my health

52% to get around more easily or faster

40% it's good for the environment

REDBIKE asked:

How often did you ride a bike before Red Bike?

74% used a bike less than once a month or never before Red Bike.

38% never used a bike

36% only used a bike occasionally

REDBIKE asked:

What types of trips do Red Bike trips replace?

40% of Red Bike rides replaced vehicle trips.

12% of trips would not have been taken.

5% personal bike trips were replaced

40% walking trips were replaced

3% other types of trips were replaced

REDBIKE asked:

Do you own a bike?

55
people

bought a bike because of Red Bike.

48% of Red Bike riders don't own a bike

52% of Red Bike riders do own a bike

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USER SURVEY *(cont.)*

REDBIKE asked:

How do you think Red Bike has helped the city?

78% said Red Bike has made Cincinnati a more enjoyable place to live!

REDBIKE asked:

Do you choose to go to businesses, shops or restaurant based on how accessible they are to a Red Bike station?

59% choose to go to businesses, shops, or restaurants based on accessibility to a Red Bike station.

15% Yes, often
44% Yes, occasionally

34% No
7% Don't know

REDBIKE asked:

What health effects do you attribute to Red Bike?

Multiple answers possible.

#1 Improved mood was the most reported health effect.

42% Red Bike puts them in a better mood
28% less stress
26% improved fitness

23% more energy
13% weight loss

REDBIKE asked:

Would you be more likely to do business with a company that is a sponsor of Red Bike?

65% are more likely to do business with a sponsor of Red Bike.

20% Yes, much more likely
45% Yes, somewhat more likely

17% No
18% Don't know

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DEMOGRAPHICS

As part of the User Survey, Red Bike asked about the demographics of riders. There were some interesting results.

- An almost equal number of male and female riders (49% each). Most bike share systems report a significantly higher ratio of male to female riders.
- Ridership closely mirrored the racial background of the region, according to the US Census Bureau's 2014 American Community Survey.
- Age of riders spread from 18 to 64 years old, with the highest concentration among 25 to 34 years old.
- Over a quarter (26%) of Red Bike riders had less than a \$40,000 household income last year.

This demographic information is a snapshot of the people who rode Red Bike from launch through 2015. Red Bike will continue to focus on providing a high quality, efficient, and fun transportation option for all Cincinnatians.

GENDER

49.2% female (597 respondents)
49.6% male (601 respondents)
1.1% N/A (13 respondents)

AGE

0.3% 0-18 age group (4 respondents)
19.3% 18-24 age group (235 respondents)
42.2% 25-34 age group (515 respondents)
14.0% 35-44 age group (171 respondents)
13.9% 45-54 age group (169 respondents)
8.5% 55-64 age group (104 respondents)
1.2% 65-older age group (15 respondents)
0.6% prefer not to say (7 respondents)

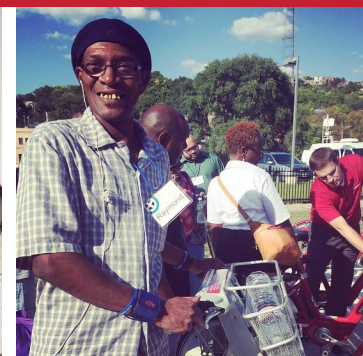
INCOME

11.8% less than 25k (143 respondents)
14.6% 25k-40k (177 respondents)
23.9% 40k-75k (291 respondents)
12.3% 75k-100k (150 respondents)
26.2% over 100k (319 respondents)
11.1% preferred not to answer

RACE

77.0% white (939 respondents)
13.8% black (168 respondents)
2.8% Two or more races (34 respondents)
2.3% Asian (28 respondents)
2.0% Other (24 respondents)
1.5% American Indian/Alaska Native (18 respondents)

* 3.1% Identified as Hispanic/Latino (38 respondents)





RED BIKE STORIES

CityLink Partnership

One of the challenges facing bike share systems across the country is how to ensure that bike share is accessible to everyone in a community. Red Bike takes that challenge seriously and is committed to operating an equitable and inclusive system.

In September, Red Bike and CityLink Center announced a partnership to encourage low-income ridership by offering \$5 annual memberships to CityLink clients. Seventeen people signed up for the pilot project, and received training on using the Red Bike system, as well as bicycle safety training from Riding Forward, a local cycling advocacy organization. In 2016 and the future, the CityLink partnership will expand to provide access to the discounted annual memberships to more people. Red Bike also will look to replicate the program with other local community partners to provide low cost memberships to their clients. Red Bike will continue to study similar strategies in other cities in order to continue to provide the most effective programs to engage people and make using Red Bike and option for everyone.



World Championship Bikes

To celebrate All-Star Summer, Red Bike deployed ten World Championship Bikes, two bikes to celebrate each year the Reds won the World Series.



Helmet Giveaway

Red Bike partnered with the American Pediatric Association and the YMCA to give out free bike helmets to kids.



Valentine's Day Bike

Red Bike passed out valentines to our riders in the spokes of our wheels. Riders who found them received discounts on day passes.

4th of July Parade in Northside

Red Bike rode in the annual 4th of July Parade in Northside.



Spooky Bikes

Red Bikes dressed up for Trick-or-Treating.





Opening Day Parade
Twenty Red Bikers rode in the Opening Day Parade with The Flying Pig Marathon and Channel 5.



Candy Cane Red Bikes
For the Holidays, two special Candy Cane Red Bikes hit the streets. Bicycle Santa also delivered presents and joy on a Candy Cane Red Bike.



Red Bike Beer
Red Bike may be the first bike share system in the country to have its own beer. Thank you, Taft's Ale House!



TESTIMONIALS

B TESTIMONIALS

"I use the Red Bike for transport to the Tank Bus link to the Cincinnati Airport. This is extremely convenient even with a carry-on bag."

"I think this was a wonderful addition to the city. It's a convenient and fun way to get around. Being a transplant, it's also a great way to show off the city when friends and family come in to visit. And, it's just fun to ride around the city on the bikes. I love it...as does everyone I've ridden the bikes with."

"My kids were visiting for the weekend. We spent the day Downtown. The bikes were a big hit as they were so much fun to move around Downtown. My self and the kids had a blast. Thanks for offering the service. I will definitely use them again."

"My friends and I used Red Bike day passes to take the time to be tourists in our own city. We rode from the Banks to Washington Park for the flea market and then to Findlay Market and back to the Banks. It's amazing how much more of the city you can take in when you're on a bike rather than in a car."

"A boon for public safety - the bikes are visible and sturdy on city streets, so they raise awareness among drivers and pedestrians and make bicycles in the road the norm. I feel like I'm part of a family when I take Red Bike - I wave to other Red Bikers and look for them when I'm driving. Red Bike puts the fun back into riding bikes!"

"During my use of Red Bike my blood pressure went from high to normal and my MD recommended that I continue using Red Bike."



B TESTIMONIALS

"Red Bike inspired me to fully challenge my rheumatoid arthritis. After just a few rides, I bought a cruiser bike and ride it daily. I'm feeling so much better physically and mentally!"



"After a particularly rough morning at work, I hopped on a Red Bike and pedaled all the way down to Friendship Park, made a few loops around Downtown and OTR, and made it back to my desk within the hour. I felt so much better having felt the wind on my face and getting some brisk pedaling in at work, and the rest of the day was so much better! I love not having to worry about a lock and key, especially when going down to the Banks for ball games, or over to Findlay Market for the biergarten. Red Bike has made Cincy more enjoyable and tourist friendly."

"I own three bikes, a bus pass, and love walking. I didn't think I would use Red Bike at all before the service started. When I got the annual pass, everything changed. It became so much easier to just hop on and ride a few blocks away, leave my bikes at home, jump on a bus uphill and ride downhill. It helped me to access the city in ways I hadn't thought of before."



"Red Bike made our All-Star week even better. We parked once and rode bikes all over to the events."





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2014 FINANCIALS

Accrual Basis: January through December, 2014.

Balance Sheet

ASSETS

Current Assets

Checking/Savings	301,367.57
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Total Current Assets	301,367.57
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Fixed Assets

Capital Equipment

<i>Bikes</i>	188,627.43
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<i>Site Prep</i>	72,379.00
------------------	-----------

<i>Station</i>	507,259.50
----------------	------------

Total Capital Equipment	768,265.93
-------------------------	------------

Leasehold Improvements	72,178.28
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Office Equipment	1,726.52
------------------	----------

Office Furniture	4,917.32
------------------	----------

Vehicle	24,283.50
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Total Fixed Assets	871,371.55
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Other Assets	9,026.00
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TOTAL ASSETS	1,181,765.12
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LIABILITY & EQUITY

Liabilities

Current Liabilities

<i>Accounts Payable</i>	22,705.68
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<i>Other Current Liabilities</i>	17,989.01
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Total Liabilities	40,694.69
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Equity

Unrestricted Net Assets	230,410.54
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Net Income	910,659.89
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Total Equity	1,141,070.43
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TOTAL LIABILITIES & EQUITY	1,181,765.12
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Profit & Loss

INCOME

Corporate Contributions	50,000.00
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Foundations	440,000.00
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Government Grants	579,638.50
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Program Income	75,272.00
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TOTAL INCOME	1,144,910.50
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OPERATING EXPENSES

Salaries	127,813.84
----------	------------

Benefits and Taxes	16,040.43
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Insurance	21,949.20
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Marketing	23,205.96
-----------	-----------

Professional Services	13,624.25
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Rent	5,500.00
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Merchant Fees	2,845.72
---------------	----------

Office Supplies	3,614.81
-----------------	----------

Phone & Internet Office	1,243.62
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Station Wireless	4,020.95
------------------	----------

Station Utilities	138.60
-------------------	--------

Travel	4,330.79
--------	----------

Station Parts	1,922.62
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Bike Parts	163.74
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Tools	1,514.69
-------	----------

Gas	1,003.25
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Van Maintenance	1,145.60
-----------------	----------

Other	4,172.54
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TOTAL EXPENSES	234,250.61
-----------------------	-------------------

NET INCOME*	910,659.89
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**Net Income is used to purchase capital equipment listed on Balance Sheet.*

B

2015 FINANCIALS

Accrual Basis: January through December, 2015.

Balance Sheet

ASSETS

Current Assets

Checking/Savings	320,379.03
------------------	------------

Total Current Assets	320,379.03
-----------------------------	-------------------

Fixed Assets

Capital Equipment

<i>Bikes</i>	337,898.11
--------------	------------

<i>Site Prep</i>	131,893.00
------------------	------------

<i>Station</i>	1,561,742.00
----------------	--------------

Total Capital Equipment	2,031,533.11
-------------------------	--------------

Leasehold Improvements	78,310.54
------------------------	-----------

Office Equipment	2,698.50
------------------	----------

Office Furniture	5,422.32
------------------	----------

Vehicle	24,283.50
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Total Fixed Assets	2,142,247.97
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Other Assets	10,026.00
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TOTAL ASSETS	2,472,653.00
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LIABILITY & EQUITY

Liabilities

Current Liabilities

<i>Accounts Payable</i>	61,865.68
-------------------------	-----------

<i>Other Current Liabilities</i>	13,313.69
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Total Liabilities	75,179.37
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Equity

Unrestricted Net Assets	1,141,070.43
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Net Income	1,256,403.20
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Total Equity	2,397,473.63
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TOTAL LIABILITIES & EQUITY	2,472,653.00
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Profit & Loss

INCOME

Corporate Contributions	154,500.00
-------------------------	------------

Individual/Business Contributions	51,714.00
-----------------------------------	-----------

Non-Profits/Foundations	373,000.00
-------------------------	------------

Government Grants	590,276.50
-------------------	------------

Sponsorships	256,000.00
--------------	------------

Program Income	314,729.28
----------------	------------

Misc. Income	572.36
--------------	--------

TOTAL INCOME	1,740,792.14
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OPERATING EXPENSES

Salaries	211,439.58
----------	------------

Benefits and Taxes	57,067.11
--------------------	-----------

Software Fees	87,124.95
---------------	-----------

Insurance	21,009.05
-----------	-----------

Marketing	12,417.49
-----------	-----------

Professional Services	8,065.33
-----------------------	----------

Rent	21,449.97
------	-----------

Merchant Fees	16,445.70
---------------	-----------

Office Supplies	4,141.45
-----------------	----------

Phone & Internet Office	3,125.88
-------------------------	----------

Cell Phone	1,011.95
------------	----------

Station Wireless	9,164.53
------------------	----------

Station Utilities	1,189.95
-------------------	----------

Shop Utilities	3,397.03
----------------	----------

Travel	2,618.65
--------	----------

Station Parts	5,708.57
---------------	----------

Bike Parts	7,846.70
------------	----------

Tools	1,721.21
-------	----------

Gas	4,828.54
-----	----------

Van Maintenance	792.79
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Other	3,822.51
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TOTAL EXPENSES	484,388.94
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NET INCOME*	1,256,403.20
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*Net Income is used to purchase capital equipment listed on Balance Sheet.

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UC HEALTH PARTNERSHIP

Thank You for Your Continued Support



UC Health, affiliated with the University of Cincinnati and the region's only academic health system, includes University of Cincinnati Medical Center, ranked among the top 25 percent of institutions according to UHC's 2015 Quality and Accountability Study; West Chester Hospital, named a 2016 Healthgrades® Distinguished Hospital Award for Clinical Excellence™; Daniel Drake Center for Post-Acute Care, Cincinnati's premier provider of long-term acute care; University of Cincinnati Physicians, Cincinnati's largest multi-specialty practice group with more than 700 clinicians and surgeons; Lindner Center of HOPE, the region's premier mental health center; and several institutes focusing on the areas of cancer, cardiovascular and lung disease, the neurosciences and diabetes.

Learn more at uhealth.com.



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THE OTTO M. BUDIG
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Newport Donors



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Alex Bowman
Chris Ridenour
Lisa Henry & Alvin Fehenda
The Elusive Cow
Cynthia Smith
Janet & Richard Neidhard
Anonymous Donors



Meet the Red Bike Team



Pictured: Steven Lee, Britt Glenn, Jason Barron, Trent Lobdell, Doug McClintock, Randy Evans, and Taylor Sayles.

— See You in 2016 —
Happy Red Biking!

Contact Info:
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support@cincyredbike.org
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