

NICE



RIDE

MINNESOTA

2014
ANNUAL
REPORT

2015
MID-SEASON
UPDATE

OUR MISSION || To enhance the quality of our urban life by providing a convenient, easy-to-use bike sharing program that will provide residents and visitors a healthy, fun, different way to get around town.



OUR VISION || We see a bike sharing program that will permanently change the way people experience and perceive our city, as well as the way they experience and perceive transportation.

Nice Ride will **create a more vibrant city**, a place where people want to work, live and play. Nice Ride will stand as a working example of how our state and cities create programs that meet critical and shared public goals.

Nice Ride will **show that the benefits of alternative transportation are many and lasting**. For our residents those benefits will include:

- AVOIDING VEHICULAR CONGESTION
- REDUCING OUR CARBON FOOTPRINT
- LESS DEPENDENCE ON FOSSIL FUELS
- MORE EFFICIENT MOVEMENT FROM PLACE TO PLACE
- MORE OPPORTUNITIES FOR HEALTHY PHYSICAL ACTIVITY
- MORE INTERESTING PERSONAL EXPERIENCES INTERACTING WITH THE CITY
- A GROWING AFFINITY TO MAKE OTHER CHANGES IN ALL MODES OF TRANSPORTATION

NICE RIDE PROFILE:

Non-profit owner/operator of the Twin Cities bike sharing system.

190 stations, 1,700 bikes and growing!

LETTER FROM THE EXECUTIVE DIRECTOR

Two years ago, with the support of Blue Cross Blue Shield of Minnesota, Nice Ride set out to expand our operational capacity and pilot new ideas to reach more people in more places. As we pass our fifth birthday, these investments are paying dividends.

Our urban system—now 190 stations—is more reliable and convenient. Equipping our team with the tools, training, and facilities they need drives reliability. Simplified pricing, more stations, and new features like key-dispensing stations; enabling your credit card as a back-up member key enhance convenience. Steady growth in rides and stronger financials are the result.

In 2016, we will continue to focus on reliability and convenience. We expect to launch an app that will let anyone unlock a bike in seconds with a smartphone and create options for seamless integration with transit, car share, ride share, and trip planning tools. At the local and national level, we are leading a public/private dialogue to speed this integration. Our near-term goals for expansion focus on dense neighborhoods surrounding the University of Minnesota campus, which has become the largest center of transit-oriented development in the Midwest.

The great thing about experiments is that you always learn, whether they work or not. Nice Ride Neighborhood is an experiment that is working. We are learning that, in neighborhoods impacted by income and health disparities, the bike is a great tool to build community. Transportation and health benefits result, but connecting with friends and exploring the city together is the glue. Our first Wheel Being program was an experiment that did not work. We asked physicians in suburban clinics to refer clients to the program. Our focus on active transportation and community-building missed the mark in this context. At least at the engagement stage, a focus on fitness and bikes designed for longer rides may gain more traction outside urban areas.

CONTINUED...

2015 marks the fifth year of our partnership with the National Park Service to expand alternative transportation to the Mississippi National River and Recreation Area. With seventeen new stations, getting to the riverfront by bike has never been easier. As the riverfront changes from industrial to residential and recreational, we are exploring innovations to put you *on* the water too.

Year two of our small-cities pilot in Bemidji brought expansion of outreach programs and consolidation of rental locations with a simpler payment system. We're learning that an all-of-the-above approach, supporting events, infrastructure development, and access to bikes, can fill gaps and grow momentum in a small city.

Nationally, led by Philadelphia and Chicago, bike share systems are making equity a core value and experimenting with new approaches, including hiring access managers for larger systems, creating cash payment options, and partnering with emerging initiatives like Slow Roll. We're participating in that national discussion, developing our own core values statement, and incorporating their lessons learned into our programs.



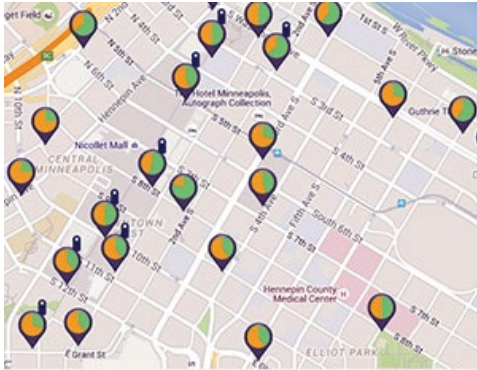
Bill Dossett, Executive Director
Nice Ride Minnesota

As we plan to engage hotel guests in downtown Rochester and develop new programs targeted to its unique dynamics—particularly its global visitor base, dense core, and terrific trail system—we will draw on all of these lessons and match pace with Rochester's Destination Medical transformation.

Thank you to all of the sponsors, supporters, and members who envision great places and make innovation happen.

Handwritten signature of Bill Dossett.

OPEN SOURCE PLANNING



In 2015, Streets.mn and Nice Ride Minnesota announced a new joint project to crowdsource analysis and recommendations for the evolution of the Twin Cities bikeshare system.

Nice Ride reached out to the community for ideas, advice and recommendations for station locations, system operations and overall system development from the mobility-savvy readers and writers of streets.mn. At the end of the project, recommendations will be compiled by Community Design Group, and presented to the Nice Ride board of directors as a new, five year strategic plan.



Here are some of the questions we are looking to answer:

Where in the Twin Cities does the green bike system work best? How do land-use, density, and parking cost/availability shape bike share usage? What else correlates strongly?



Are there zones where a denser grid of stations (i.e., a station every two blocks) will maximize utilization? What are the current boundaries of those zones? Will those zones expand with new development? How far?

FIVE-YEAR ASSESSMENT & **STRATEGIC PLAN**

Nice Ride staff compiled a 5-year assessment for a strategic planning session of the Board of Directors held in January 2015.

We have attempted to highlight key lessons learned, some from successes and some from mistakes. We also asked our partners to comment on Nice Ride, our impact, and what we can do better. From our perspective, we see in front of us a world of opportunity to build healthier and more vibrant cities and towns. We hope this history will help others seize those opportunities too.



An overview of the bikeshare system's history, planning efforts, and ongoing initiatives:

<https://goo.gl/21Bqz2>

NICE RIDE NEIGHBORHOOD

Juliet Mitchell and Neighborhood participants join Nice Ride Event Coordinator Anne Skold for a ride.



Juliet Mitchell, a Frogtown rider, knew about the program last year but decided that she couldn't participate because of previous time obligations. "If I make a commitment, I'm going to do it," said Mitchell. After 10 years away from cycling (her last bike was stolen), Mitchell made time to participate in the 2015 program, and had a positive experience.

She was particularly fond of the group ride events. "Each time we got together we learned a little something," she said. "It was a good cross-section of people...that sense of community was there." She also expressed that she's glad the group was diverse, especially in terms of age.

Mitchell, who runs a career development and life etiquette business, has found parallels in lessons from the Neighborhood program and the courses she teaches through her business. "Not only in biking, but in life, little improvements and adjustments can make a positive difference," read a recent post-ride note on her business's Facebook page.

PROGRAM PARTNERS

MINNEAPOLIS

Northpoint Health and Wellness Center
Indian Health Board
Little Earth of United Tribes

ST. PAUL

St. Paul Public Housing
Model Cities



Anthony Taylor of Major Taylor Bicycling Club of Minnesota

COMMUNITY BIKE PARTNERS

Venture North
Cycles for Change
The Hub Bike Co-op

EVENT / PROGRAM SPONSORS

Major Taylor Bicycling Club of Minnesota
Bike MN



Nice Ride Neighborhood participants on a group ride.

RANGER ON CALL



The National Park Service created the Ranger on Call tour to help guests experience the Mississippi River from a Ranger's perspective.

Nice Riders will find signs on featured bike stations that provide directions for a self-guided tour.

Just call the phone number on the sign to hear a Park Ranger provide interesting facts and information about the specific area.

NICE RIDE BEMIDJI



Two participants ride together on new bike infrastructure in Bemidji.

2015 brought changes in Bemidji. Blue Cross funded the design of a new Bemidji bike plan carried out by Community Design Group. The focus of the plan is to use bikeways to connect Downtown to Uptown, an area with shopping and hotels.

A new location at Harmony Co-op Downtown has been very popular as a starting and ending point for social rides.

Through two clinics, Sanford Health and True North, twenty participants joined Bemidji's Wheel Being program largely thanks to the efforts of its local champion, Dr. Diane Pittman.



Melinda Neville, Nice Ride's Bemidji Program Manager, has done a great job of increasing ridership in Bemidji.

5 YEARS OF NICE RIDE



Nice Ride Executive Director Bill Dossett leads a ride at Open Streets Lyndale to celebrate Nice Ride's fifth anniversary in June, 2015



Event Team member Mario Macaruso hands out one of 1,000 carrot cake cupcakes given out to celebrate the occasion

NICEST DAY **EVER**



A volunteer from The Minneapolis Foundation assists two new riders with getting their Nice Ride bikes

We partnered with The Minneapolis Foundation to help them give back to the community in celebration of their centennial anniversary. The Minneapolis Foundation donated one dollar to Free Bikes 4 Kidz for every ride taken on a Nice Ride bike on June 27th, 2015.

5,613 rides were taken that day, setting an all-time record.

“Nice Ride beats daily ridership record”

- Star Tribune

“Nice Ride beats single day riding record during #NicestDayEver...”

- Bring Me The News

COMMUNITY OUTREACH



Outreach team member Michele Molstead [right], helps a new rider adjust her seat during the 'Nicest Day Ever' event.

1 SEASON
5 INSTRUCTORS
149 RIDES
164 EVENTS

GROUP PARTNERSHIP

The 2015 season brought our most successful employer partnership program ever. Nice Ride moved to an online registration process and over 25 organizations joined to provide discounted Nice Ride memberships to their employees.

The largest partnership, with the University of Minnesota, has over 1,000 new Nice Ride members registered through the program. We saw big increases in ridership on the university's campus this year and expect to see continued growth in 2016.

Nice Ride provides station demonstration tours, helmet giveaways, and participation initiatives to encourage employees to ride.



After signing up for their new Nice Ride memberships, University of Minnesota employees receive instructions from Nice Ride outreach staff on proper helmet fit.

THE #GNARLYRIDE

There are some new twins in town, and they're not so nice. In 2015 we had two new bikes roaming the Twin Cities streets. While they work like the green bike share bikes you're used to, they sure don't look like them.

We partnered with our station sponsors The Wedge Co-op, Car2go, The Birchwood Cafe, Peace Coffee, and Dorsey & Whitney LLP to provide great prizes to contest winners every month, providing an exciting and valuable incentive to post about the bike online.

Jeff (@jgibbs) · Sep 4
Finding #gnarlyride gives me that same great feeling I used to get when I finished a page of Where's Waldo.



Don Glichnat (@DGLichnat) · Sep 13
I joined @nicolemaryann as a #GNARLY employee and got to ride the #gnarlyride at @CoopWedgeLLP.



Nicole Mary Ann (@nicole_mary_ann) · Sep 2
The #gnarlyride looks good next to the @TheCoopFactor this morning! #gnarlyride #GNARLYRide #Wedge

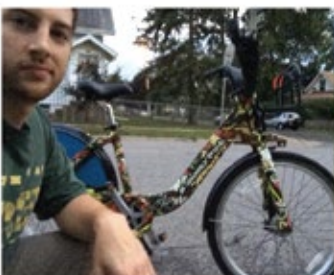


NICE RIDE, BUT **GNARLIER**

Jim Ivey (@jivey) · Jul 23
Hey buddy. Good to see you hanging out in #Lowertown. Let's go for a #gnarlyride!



Matthew Yates (@TheMatthewYates) · Aug 13
You know me, still the same O.G. That's a G for gnarly. #nicole #gnarlyride



FLEET MANAGER

When I was eight, my parents bought the bike shop in our town. It helped grow and sustain in me the natural love I had for bikes. I loved their freedom, utility, and fun. The shop also taught me a lot about the mechanics and material science of bikes, and gave me an appreciation for the relevance of bikes to all different types of people.

As Fleet Manager I am responsible for the bulk of repairs on both our green bike share fleet and the orange Neighborhood bikes used in our long-term programs. That means not only do I do a lot of maintenance work, I also maintain the parts inventory, train others, research parts and solutions, and formulate solutions to stuff that comes up.

The green bikes are designed to be easy to use, durable, and resistant to everything from the weather to vandalism. I see a lot of the sort of wear and tear typical of normal use.

We recently attended the annual North American Bike Share Association meeting, where vendors displayed their latest bikes and hardware technology.

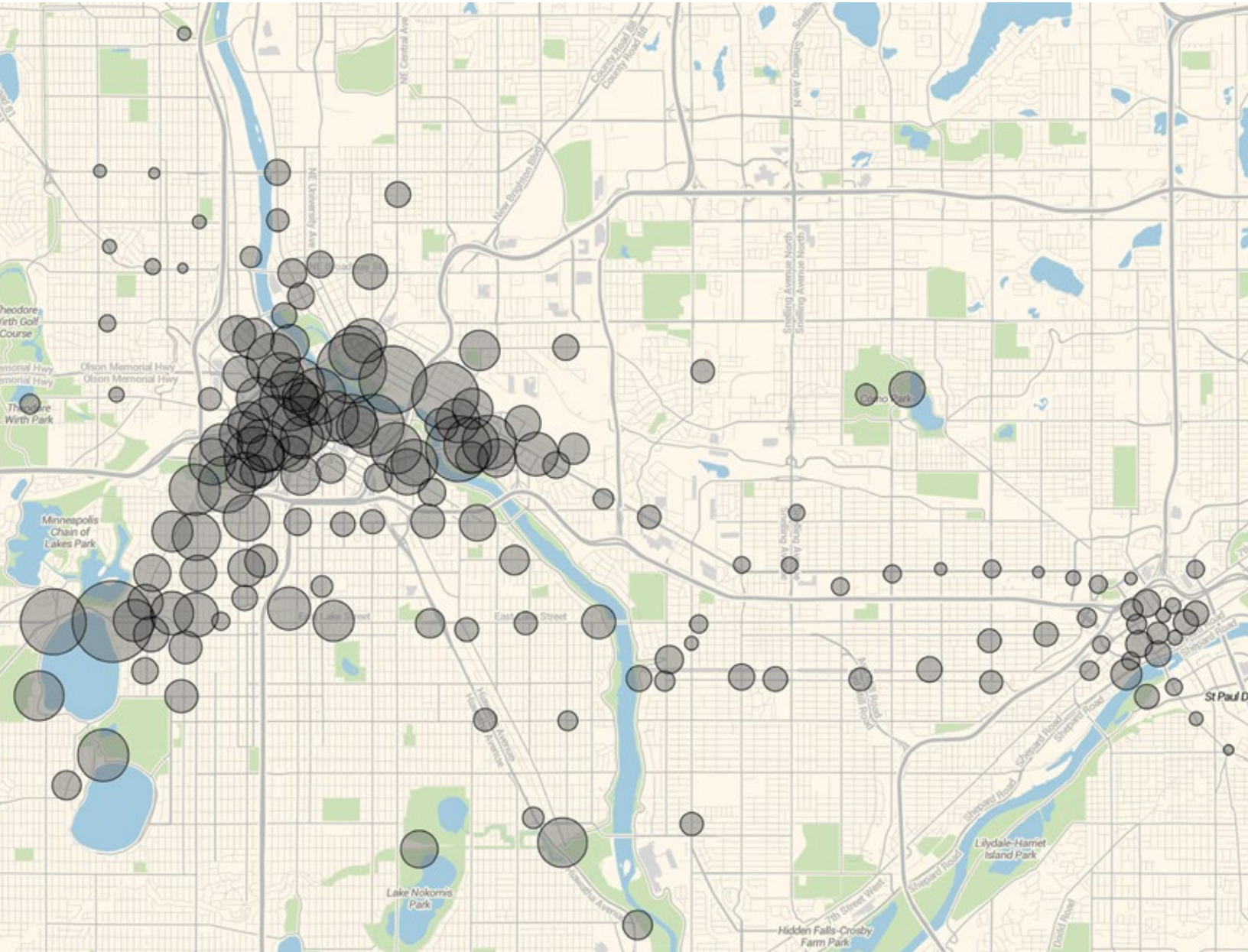
I'm excited to integrate the next generation of bike sharing technology and continue improving the experience for riders.

Andy Corson
Nice Ride Fleet Manager



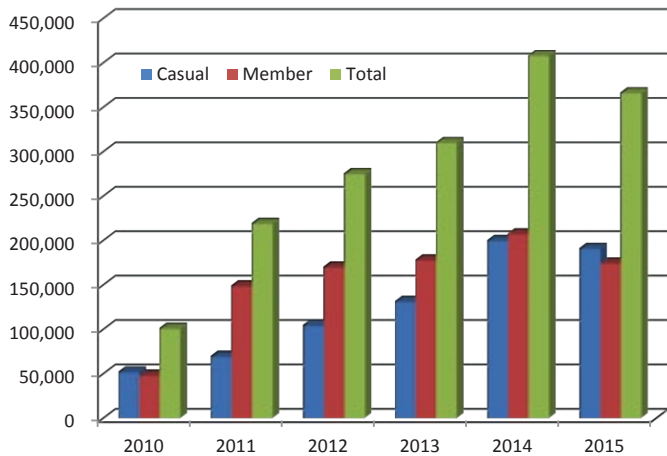
SYSTEM USAGE

APRIL - AUGUST 2015

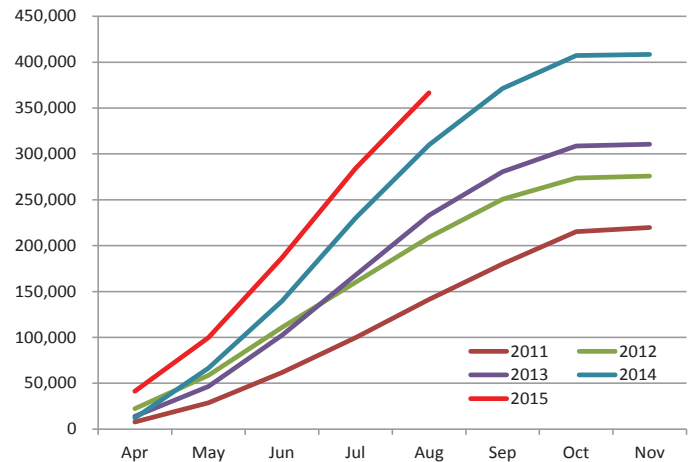


This heat map shows the frequency of rentals by station in the urban network.

Number of Trips Per Year (2015 - August)



Cumulative Trips Per Year



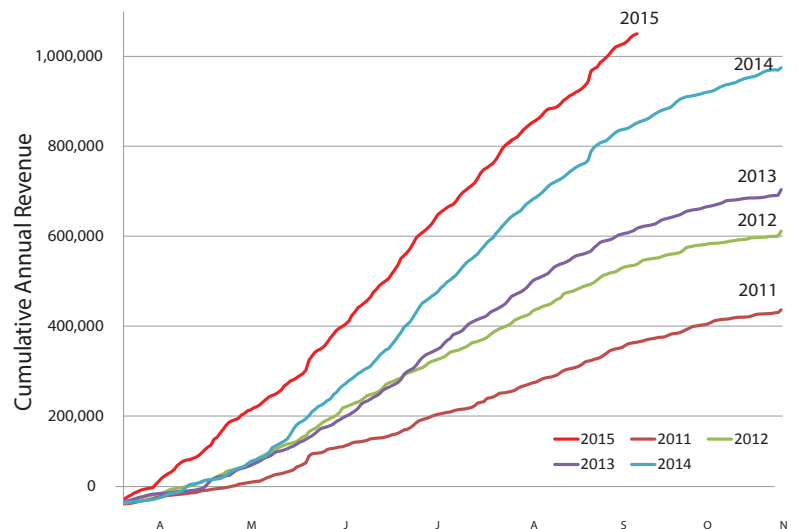
Percent of Stations in Each District

9 Planning Districts	2010	2011	2012	2013	2014	2015
Minn-Downtown	37%	26%	22%	20%	20%	22%
Minn-East	28%	24%	19%	19%	19%	23%
Minn-North	3%	8%	7%	6%	6%	6%
Minn-South	14%	9%	8%	11%	11%	10%
Minn-Southwest	18%	15%	12%	13%	13%	12%
St. Paul Central	0%	5%	8%	6%	6%	6%
St. Paul West	0%	10%	8%	10%	10%	9%
St. Paul North	0%	3%	2%	2%	2%	2%
St. Paul Downtown	0%	0%	14%	12%	12%	11%

Percent of Total Trips in Each District

9 Planning Districts	2010	2011	2012	2013	2014	2015
Minn-Downtown	46%	46%	40%	37%	37%	35%
Minn-East	28%	28%	27%	23%	23%	26%
Minn-North	0%	1%	1%	1%	1%	1%
Minn-South	6%	6%	6%	9%	9%	9%
Minn-Southwest	20%	19%	18%	19%	19%	18%
St. Paul Central	0%	0%	2%	2%	2%	2%
St. Paul West	0%	1%	3%	3%	3%	3%
St. Paul North	0%	0%	1%	1%	1%	1%
St. Paul Downtown	0%	0%	4%	4%	4%	4%

Subscription Fee Revenue



Bike share revenue and trips continue to increase each year. Through August 2015, subscription revenue is up 22% and the number of trips taken is up 18% over 2014.

TITLE SPONSOR HIGHLIGHT



[Right to left] Janelle Waldock, Director of the Center for Prevention at Blue Cross and Blue Shield of Minnesota, stands alongside Minneapolis Mayor Betsy Hodges, Bill Dossett, Nice Ride's Executive Director, and Latrisha Vetaw, Program Manager at NorthPoint Health and Wellness.

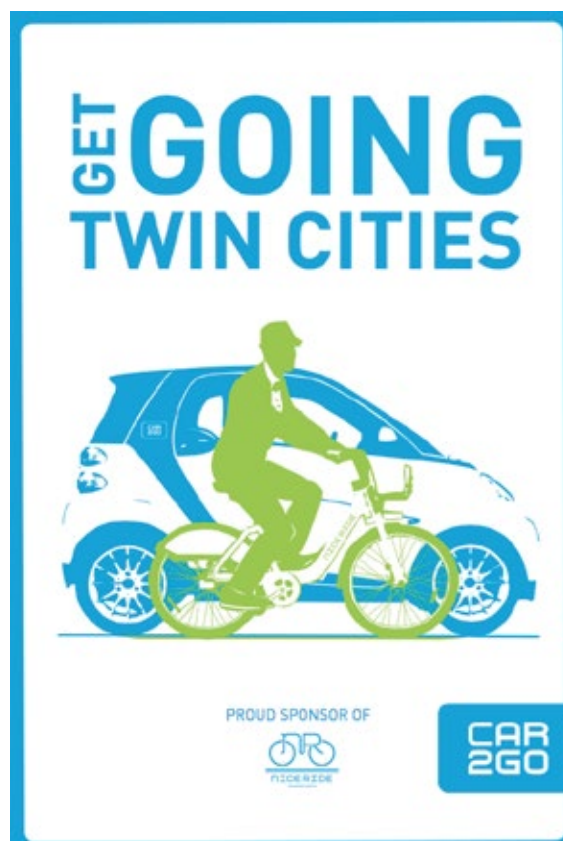
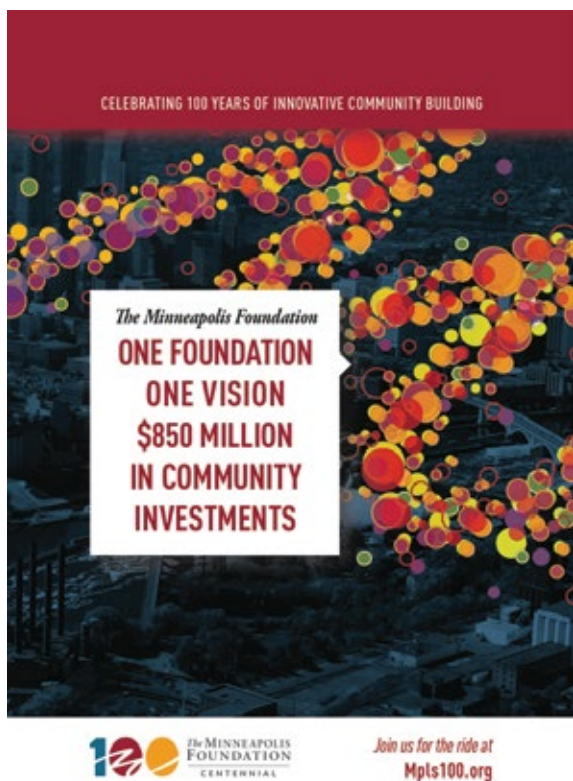
In June 2015, Nice Ride Minnesota and Open Streets Minneapolis both celebrated five-year anniversaries. In the above photo, Janelle addresses a group of volunteers and participants getting ready for a celebratory ride down Lyndale Avenue.



**BlueCross
BlueShield**
Minnesota

Center for
Prevention

SPONSORSHIP || From small businesses to multinational companies, sponsors of Nice Ride share a commitment to bike share and the many benefits it brings to their employees, customers, and communities. Investment in urban cycling demonstrates their dedication not only to encouraging active lifestyles, but also to sustaining a healthy, carbon-free mode of transportation.



The Minneapolis Foundation [left] became a sponsor in 2015 to support Nice Ride's mission while celebrating their centennial anniversary with the #NicestDayEver. Car2Go Twin Cities [right] has been a sponsor since 2014 and actively supports alternative transportation solutions as a fantastic event partner across the Twin Cities.

2014/2015 STATION **SPONSORS**

PROGRAM **SPONSOR:**

- **Target Corporation**

STATION **SPONSORS:**

- ABC Ramps
- Allina Health
- Augsburg College
- Birchwood Cafe
- Caribou Coffee, 2014
- Car2go
- CenterPoint Energy (New in 2015)
- Dorsey & Whitney, LLP
- Freewheel Bike
- Mississippi Market Natural Foods Co-op
- MPLS Parking
- The Minneapolis Foundation (New in 2015)
- Peace Coffee
- Roepke Public Relations
- Seward Community Co-op
- Target Corporation
- Wedge Community Co-op



Target is our largest station sponsor, and also funds the Community Partner and Student Scholarship programs. These programs provide free memberships to eligible community members and students that would find the cost to be a barrier to riding.

GOVERNMENT GRANTS:

- National Park Service-Mississippi National River and Recreational Area
- Hennepin County
- TDM Metropolitan Council

OPERATING GRANT FUNDERS:

- Pieper, Whitaker & Bjork, LLC
- The McKnight Foundation
- Allina Health

CAPITAL GRANTS:

- Bemidji State University
- George W. Neilson Foundation
- Shakopee Mdewakanton Sioux Community

MEDIA AND EVENT SPONSORS:

- Meet Minneapolis
- Metro Transit
- Car2go Twin Cities

PROFESSIONAL SERVICES/IN-KIND CONTRIBUTIONS:

- Pieper, Whitaker & Bjork, LLC
- Allina Health
- Duffy & Partners
- Mike Gibbs
- Dorsey & Whitney, LLP
- Faegre and Benson
- Winthrop and Weinstine
- Persuasion Arts & Sciences
- Roepke Public Relations
- Dero
- Mint Roofing

INDIVIDUAL AND BUSINESS DONORS:

- Jennifer Arriola
- Ryan Hagerman
- Melissa Hill
- Byron Lubenkov
- Deborah Liang
- Jamie Marshall
- Stuart McKernan
- Medica
- John Munger
- Lara Pischke
- Katherine Roepke
- Aaron Tag

2015 FINANCIALS

OVERVIEW || Nice Ride Minnesota is a 501(c)3 not-for-profit organization. As a social enterprise, it looks to community investment and earned income to sustain and grow. Nice Ride maintains two budgets, an Expansion Budget and an Operations Budget, summarized on the following pages.

EXPANSION BUDGET || Acquisition, shipping and assembly of new stations and bikes and expansion planning is funded through a public/private partnership.

Through the funding of these sponsorships, \$8.5M has been invested in Nice Ride urban bike share equipment and infrastructure through 2015.

Sources of Expansion Funds through 2015:

Bike Walk Twin Cities/FHWA	2,793,000
NPS Alternative Transportation to MNRRA	1,604,000
Central Corridor Funders Collaborative	350,000
City of MN Convention Center	250,000
DHHS Communities Putting Prevention to Work	200,000
University of Minnesota	150,000
MNDOT/FWHA	100,000
Hennepin County	90,000
TDM-Metropolitan Council	70,988
Macalester College	30,000
Total Public Funding	5,637,988
Title Sponsor-Blue Cross & Blue Shield of MN	3,016,685
Total Sources of Public and Private Funding	8,654,673

Uses of Urban System Expansion Funds:

Annual Investment

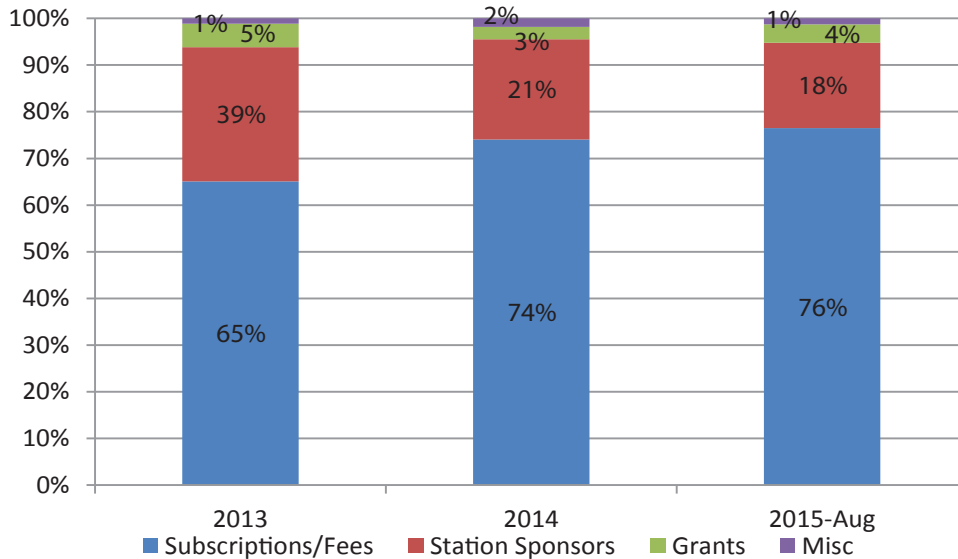
	Stations	Bikes	Dollars
2010	65	700	3,141,215
2011	51	500	2,233,511
2012	30	128	1,121,668
2013	24	228	1,021,875
2014	0	0	0
2015	20	158	923,349

Cumulative Investment

	Stations	Bikes	Dollars
2010	65	700	3,141,215
2011	116	1,200	5,374,726
2012	146	1,328	6,496,394
2013	170	1,556	7,518,269
2014	0	0	0
2015	190	1,714	8,441,618

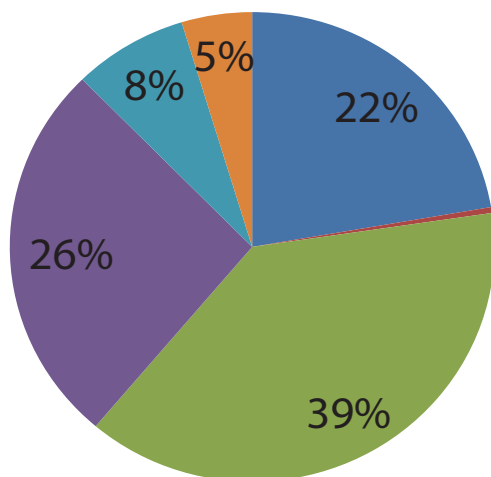
OPERATIONS BUDGET || Nice Ride does not receive public funding support for operations. Operating Costs are covered by Memberships, Passes, Usage Fees and Station Sponsorships. As we continue to grow our customer base, membership and pass sales continue to grow and reflect a greater percent of total revenue.

Percent of Urban Program Revenue

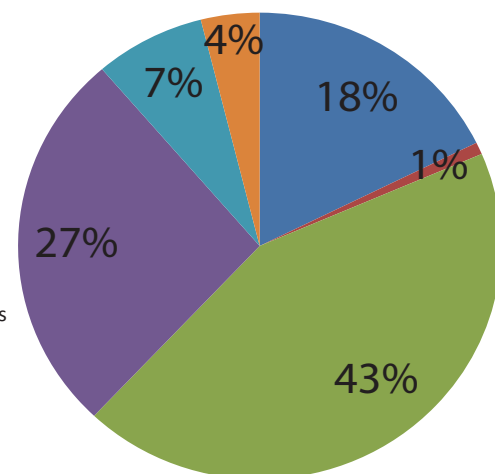


SUBSCRIPTION REVENUE || As of the end of August, revenue from Memberships, Passes and the number of trips taken are up 18% over 2014. In 2015, we introduced a simplified pricing structure that replaced tiered usage fees with a flat fee. Bike share users appreciated the simplified usage fees and the change did not negatively impact revenue or usage.

2014 Subscriptions and Trip Fee Revenue

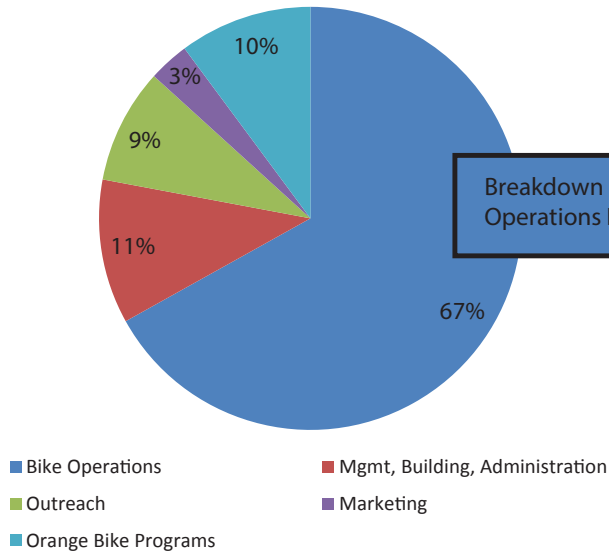


2015 Subscriptions and Trip Fee Revenue (Aug YTD)

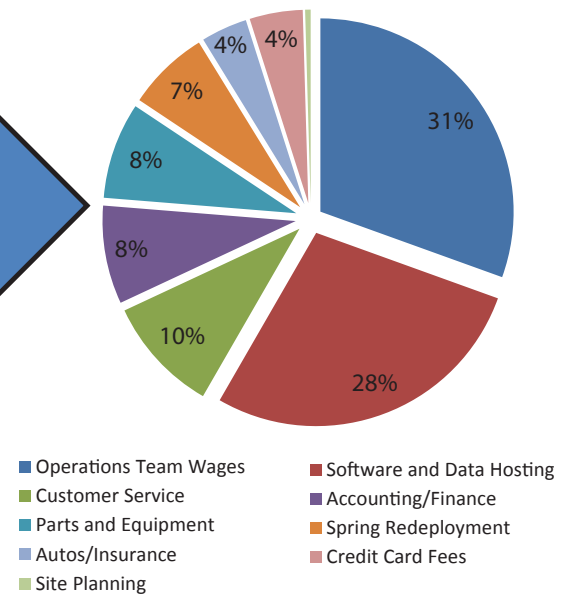


- Annual Memberships
- Member Trip Fees
- Casual Pass
- Casual Trip Fees
- 30 Day Pass
- 30 day PAYGO

2015 YTD Operating Expenses



2015 YTD Bike Operations



NICE RIDE MINNESOTA STATEMENT OF ACTIVITIES (Condensed) YEARS ENDED DECEMBER 31, 2013 and 2014

SUPPORT AND REVENUE	2014	2013
Sponsorship Contracts	\$ 232,300	\$ 231,500
Contributions	1,005,000	1,620,000
Government Grants	303,093	720,060
Subscription Income	1,107,624	750,189
In-Kind Revenue	348,206	337,055
Product Sales	1,955	1,989
Miscellaneous	39,363	36,441
Loss on Disposal of Property and Equipment	(17,493)	
Total Support and Revenue	3,020,048	3,697,234
EXPENSES		
Program Services	2,851,979	2,208,001
Support and Administrative	417,722	381,743
Fundraising	72,846	34,578
Total Expenses ⁽¹⁾	3,342,547	2,624,322
CHANGE IN NET ASSETS	(322,499)	1,072,912
Net Assets-Beginning	6,132,768	5,059,856
Net Assets-Ending	\$5,810,269	\$6,132,768

⁽¹⁾ Includes all costs/revenues for Expansion and Operations including In Kind Expense and Depreciation



Theo Langason
Nice Ride Outreach Team

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PERRY WILSON

Contract Administrative Law Judge, State of Minnesota



NICE RIDE **STRATEGIES**

URBAN BIKE SHARE.

BIKE PLACES.

SUPPORTING INDIVIDUALS.