

MOVING PEOPLE FORWARD

THE FUTURE OF MOBILITY IN COLORADO

**Creating shared mobility systems
that work for everyone**

Hosted by

Presented by



@bicyclecolo
#2021MPF

Land acknowledgement



Denver March Powwow 2019



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Our Mission:

Improve People's Lives with the World's Best Transportation



New York



Chicago



San Francisco



Boston



ON SEPTEMBER 6, 2018

JONATHAN COFIÑO BECAME THE FIRST IN HISTORY
TO TAKE A RIDE ON A LYFT SCOOTER.

Download and start scooting



SCOOT ON, JONATHAN!

ONE SMALL RIDE FOR JONATHAN.
ONE GIANT SCOOT FOR DENVER.

JONATHAN COFIÑO
MANKIND'S FIRST LYFT SCOOTER RIDER

Download and start scooting



Lyft Bikes & Scooters

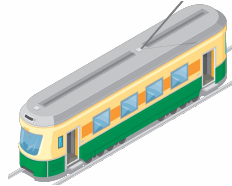
Lyft Bikes and/or Scooters are available in **15 markets:**



- Boston Metro
- Chicago
- Columbus
- Denver
- Los Angeles
- Miami
- Minneapolis
- New York City Metro
- Oakland
- Portland
- San Diego
- San Francisco
- San Jose
- Santa Monica
- Washington DC Metro

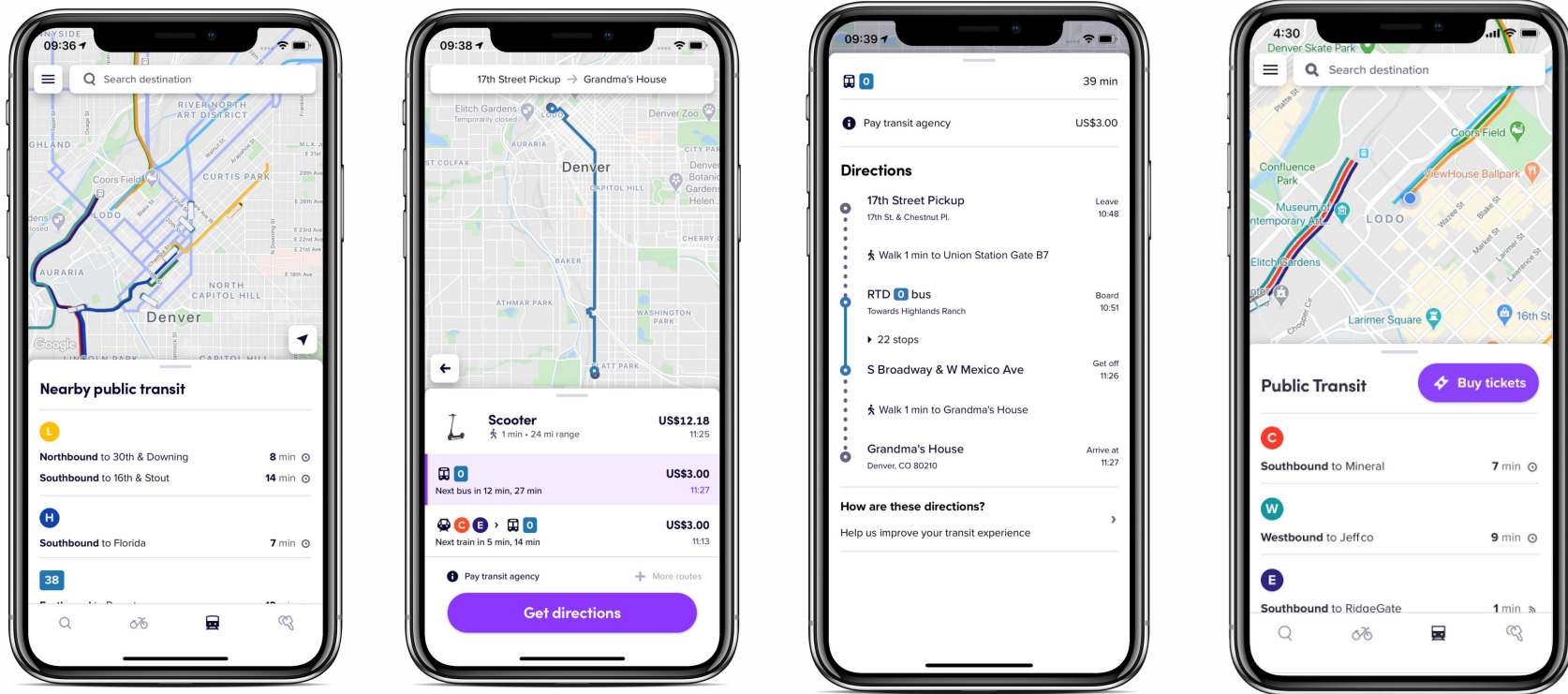
Travel Distance

- Walk
- E-Scooters
- Bikeshare
- Transit
- Shared Rides
- Rideshare
- Carshare

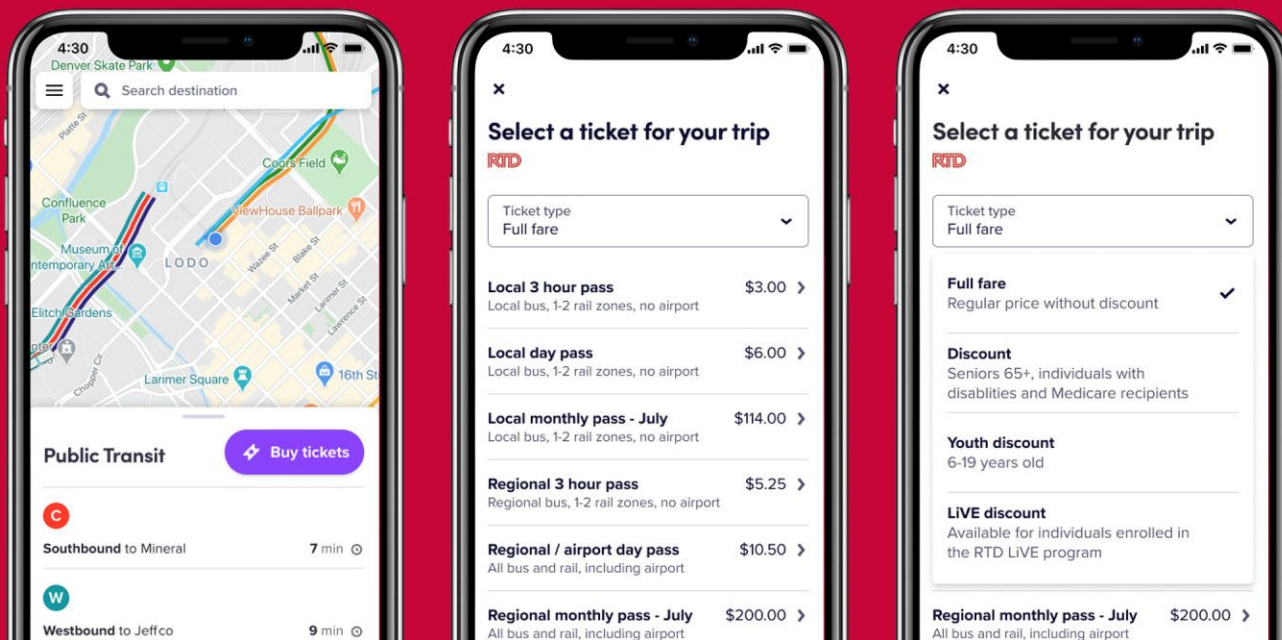


**The Future is
Multimodal**

Inviting Residents into Public Transit



Purchase RTD tickets through the Lyft App

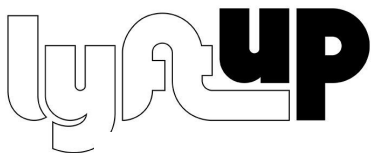




Transportation access is one of the most important drivers of economic mobility.

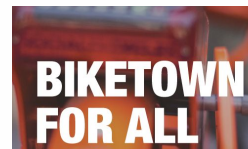


COMMUNITY PASS



*Denver Community Pass
Education & Enrollment Partners*

Lyft's Reduced Fare programs served around **30,000 members** annually





SCOOTERS

DRIVER

RIDER

LOG IN

[Home](#)

[How to Ride](#)

[Community Program](#)

[FAQ](#)

How to qualify for the Lyft Community Pass

The Community Pass program is available to Denver residents ages 18 and older who qualify for Colorado Works, SNAP, Low Income Home Energy Assistance Program (LIHEAP), and other similar programs.*

[SIGN UP](#)



Thank you!





Thank you to our Champion Sponsors!



QUALITY BICYCLE
PRODUCTS



peopleforbikes



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Norms

- Be present and actively listen
- Generously share your thoughts, ideas and questions in the chat
- Assume best intentions of each other
- Challenge your assumptions
- Seek to understand new, different or constructive perspectives
- Expect and accept non-closure
- Lean into any discomfort
- Hold yourself and each other accountable to these norms



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Creating shared mobility systems that work for everyone



Jolie Nesmith,
Executive Director,
PikeRide



James Currie,
Operations Director,
WE-cycle



Stephen Rijo,
Senior City Planner,
Denver DOTI



Ron Burke
Head of Micromobility
Policy, Lyft



Pete Piccolo,
Executive Director,
Bicycle Colorado



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Jolie Nesmith,
Executive Director,
PikeRide



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PikeRide Colorado Springs



- Launched in June of 2018 with a fleet of over 200 pedal bikes under the charitable non-profit arm of Colorado Springs Downtown Partnership.
- Transitioned to a fleet of over 250 electric-assist bikes in 2019
- Became our own stand-alone 501(c)3 in 2020
- Launched our *PikeRide For All* initiative in 2020 to increase access to PikeRide
- Experienced over 120% increase in ridership during 2020



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PikeRide mission statement

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

PikeRide core 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



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PikeRide For All



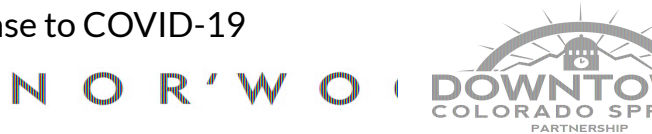
WeRide: A reduced-cost membership opportunity

Adopt-A-Bike: An opportunity for health care workers at two of our local hospitals

Street Team: PikeRide community ambassadors

CAP: PikeRide partners with Community Assistance Programs to provide access.

Free Rides: Response to COVID-19



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**THE
COLORADO
TRUST**

A Health Equity Foundation



peopleforbikes

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James Currie,
Operations Director,
WE-cycle



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A 501(c)(3) not for profit serving the Roaring Fork Valley
with community-supported bikeshare.

MISSION: CONNECTING PEOPLE TO PLACE!

Who We Serve: We provide commuters, locals, and
visitors fare-free, first-last mile to connections to transit.

FARE-FREE UNDERWRITERS





WE-cycle
launches
in Aspen!

2013

WE-CYCLE PICKING UP SPEED



Fare-Free for 30
minutes! RFTA Ballot
Measure 7A Passes!

2018



2016

Basalt System launches!
Movimiento en Bici
program founded!

**BETTER
BIKE
SHARE
PARTNERSHIP**

2020

Snowmass System Launches!
Creative system adjustments
in response to the pandemic!



Stephen Rijo,
Senior City Planner,
Denver DOTI



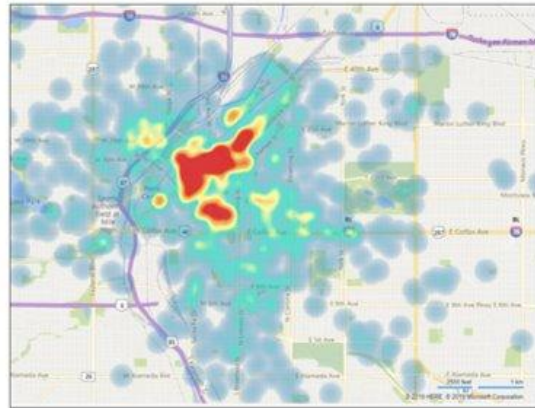
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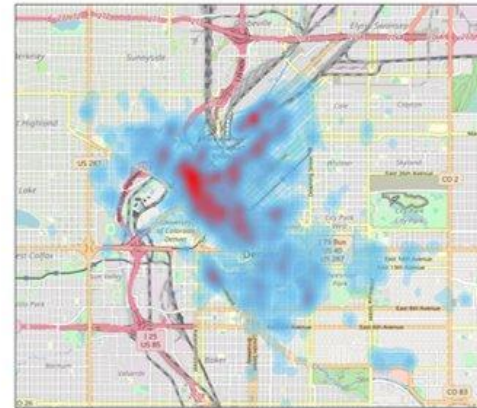
DOTI's Shared Micromobility Program

- Pilot Program - Launched August 2018
 - Permit Program with Opportunities for Expansion
 - Millions of Trips and Miles Traveled in First Years
 - Downtown-Centric Program
- Denver Bike Sharing - B-Cycle Program
 - Legacy Docked Bikeshare System
 - Closed in January 2020
 - People Like Bikes

Scooters



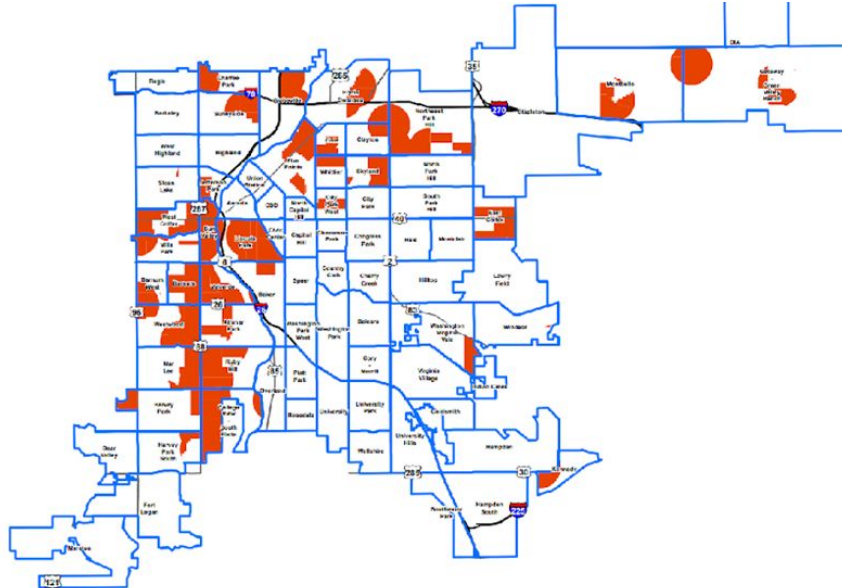
E-Bikes



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DOTI's Shared Micromobility Program

- Citywide Program
 - RFQ Process Underway - Kicked Off in March 2020 & Launching Soon - Cannot Discuss
 - 30% Deployment in Opportunity Areas
 - Bike/e-Bike Quantity is at Least 20% of Total Electric Scooter Fleet
 - Meaningful Quantity of Free and/or Subsidized Rides for Denver's Residents



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Ron Burke,
Head of Micromobility
Policy, Lyft



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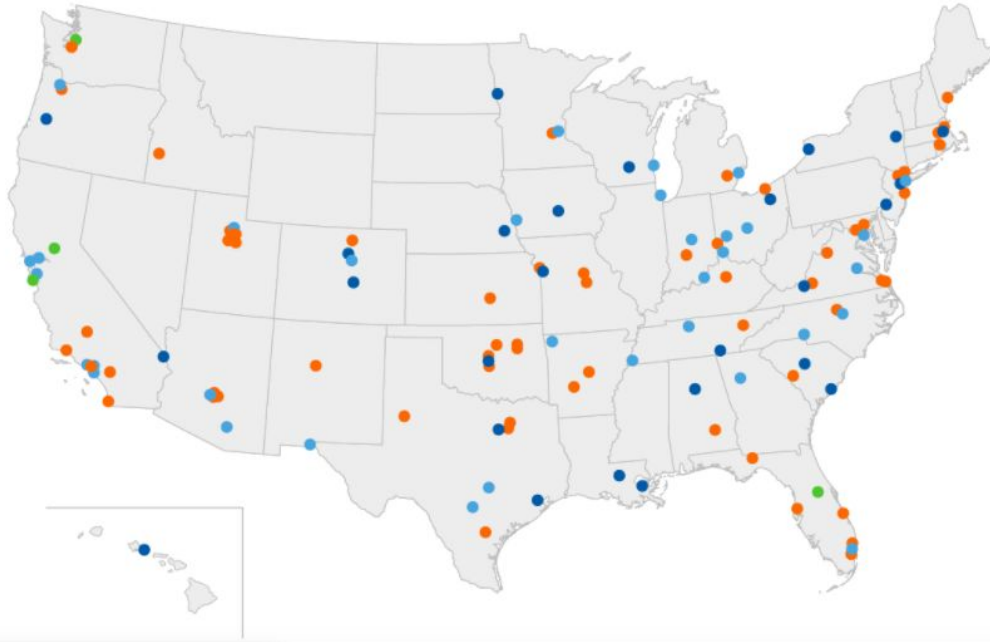
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- Station-based systems only
- Both dockless & station-based systems
- Dockless scooters and/or bikes only
- Dockless bikes only



272 Communities in the U.S. have access to a bike or scooter share service



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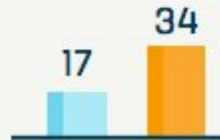




Small Cities

Less than 200K people

Number
of Systems
in North
America



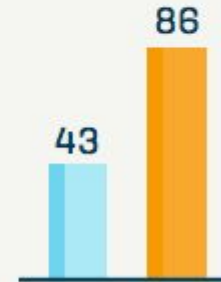
Medium Cities

200K – 500K people



Large Cities

More than 500K people

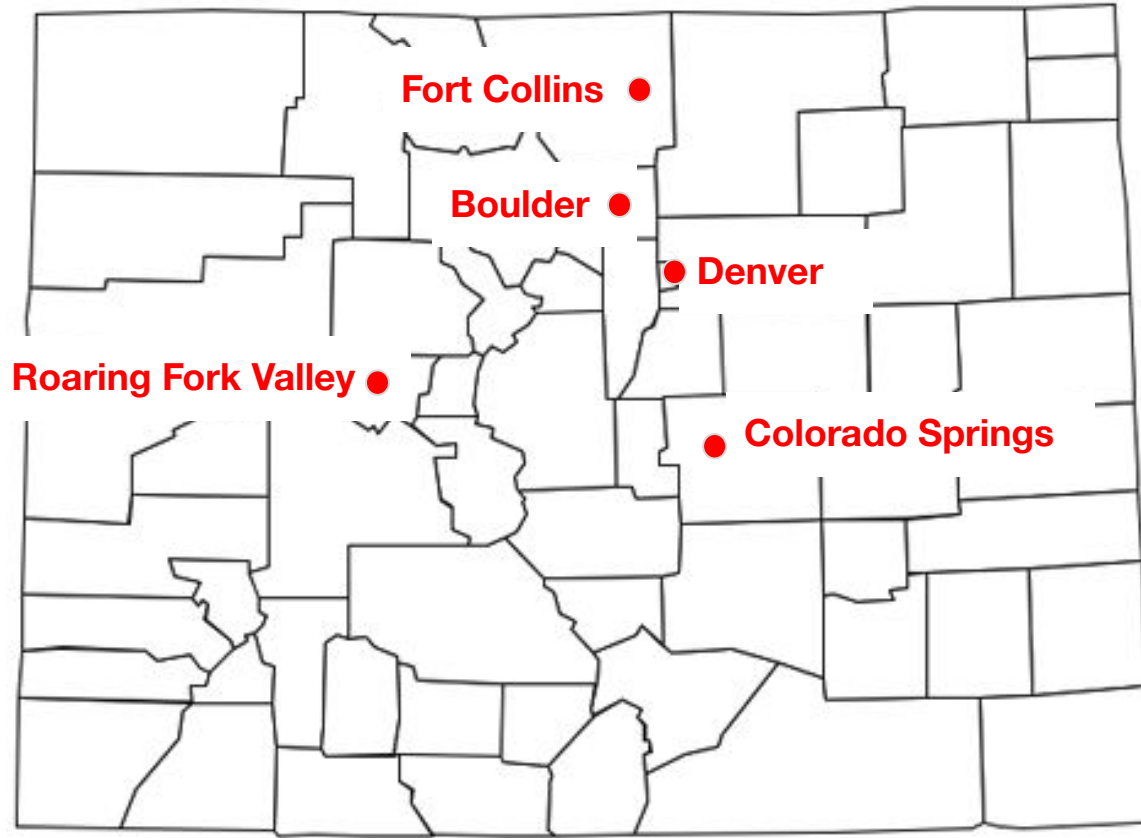


Source: North American Bike Share
Association 2019 State of the Industry Report



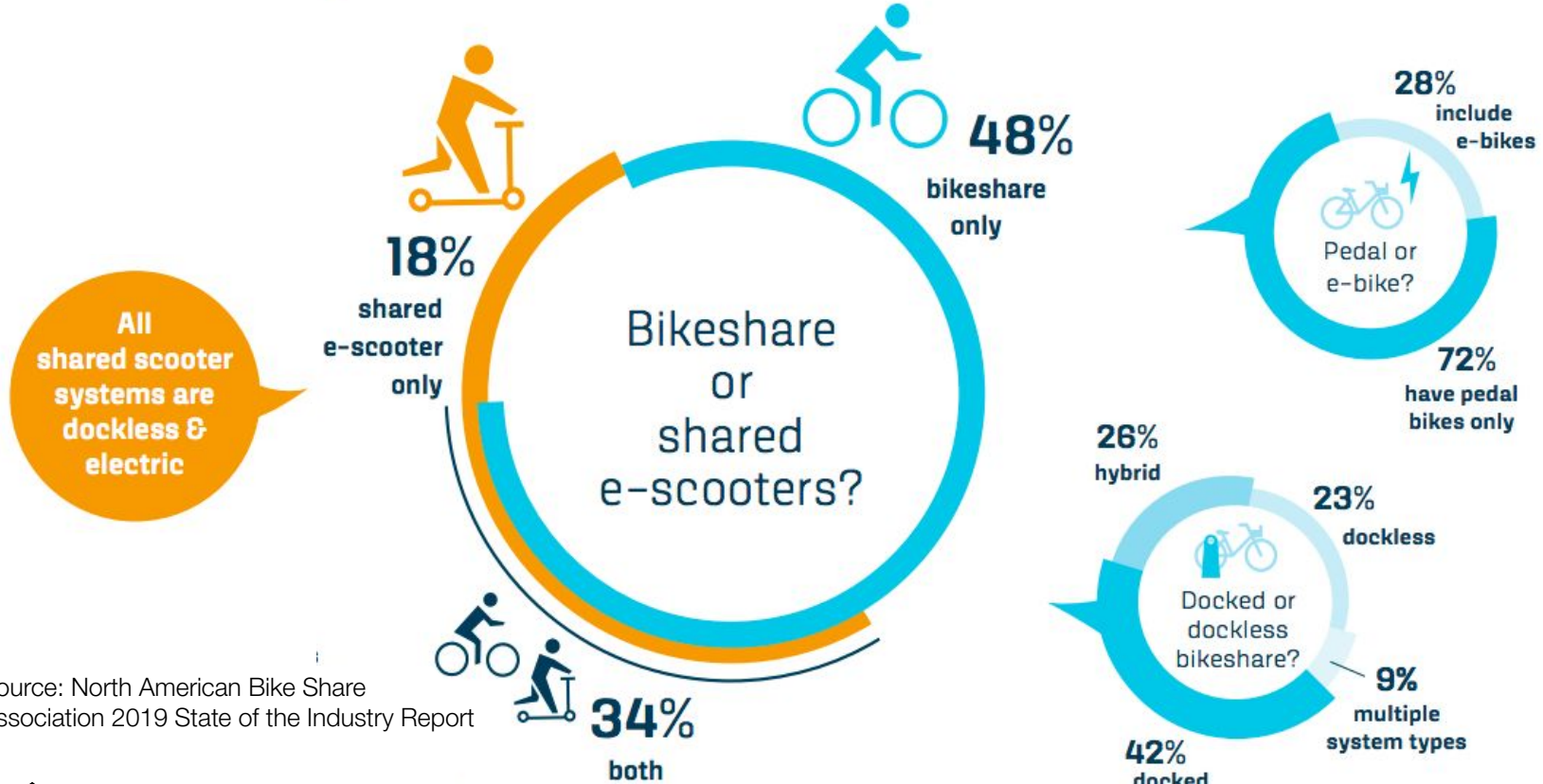
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Source: North American Bike Share Association 2019 State of the Industry Report

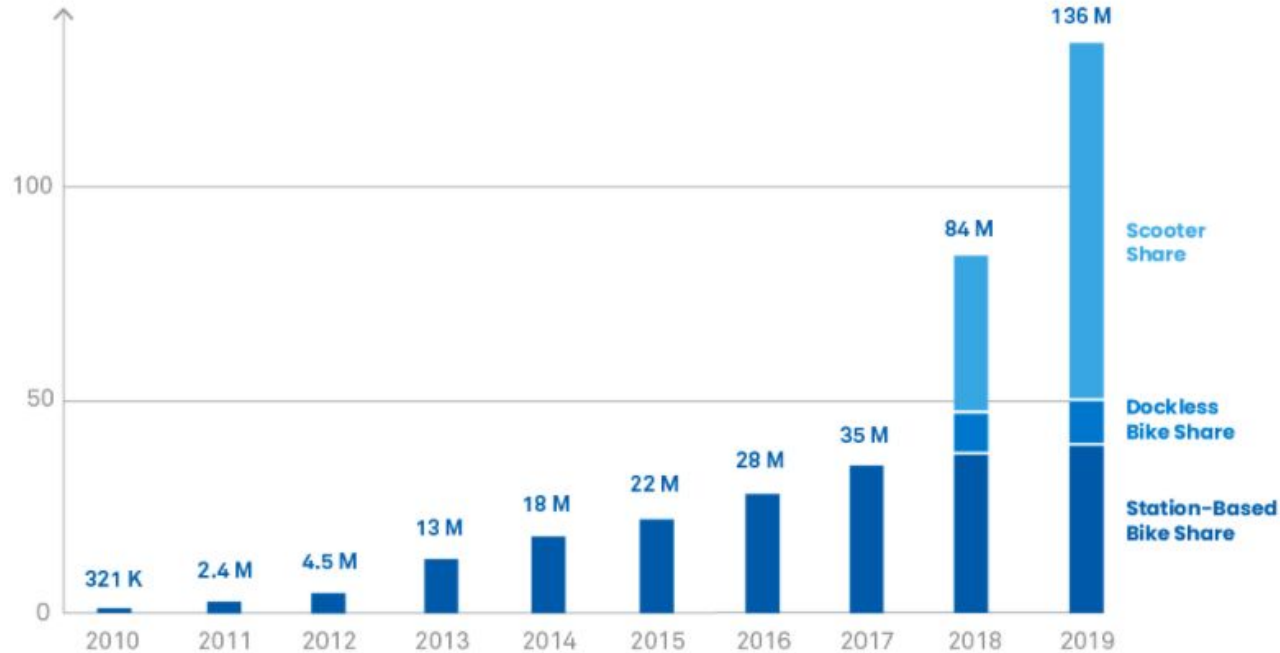


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SHARED MICROMOBILITY RIDERSHIP GROWTH FROM 2010-2019,
IN MILLIONS OF TRIPS

Source: NACTO



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Bicycle and Scooter Trips are Replacing Car Trips

MODE SHIFT

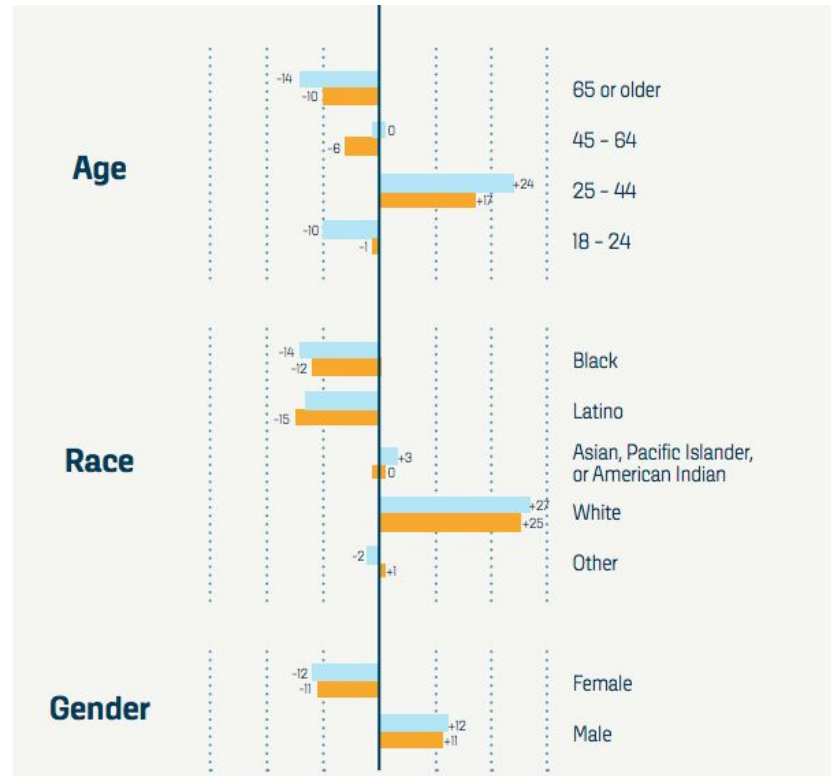
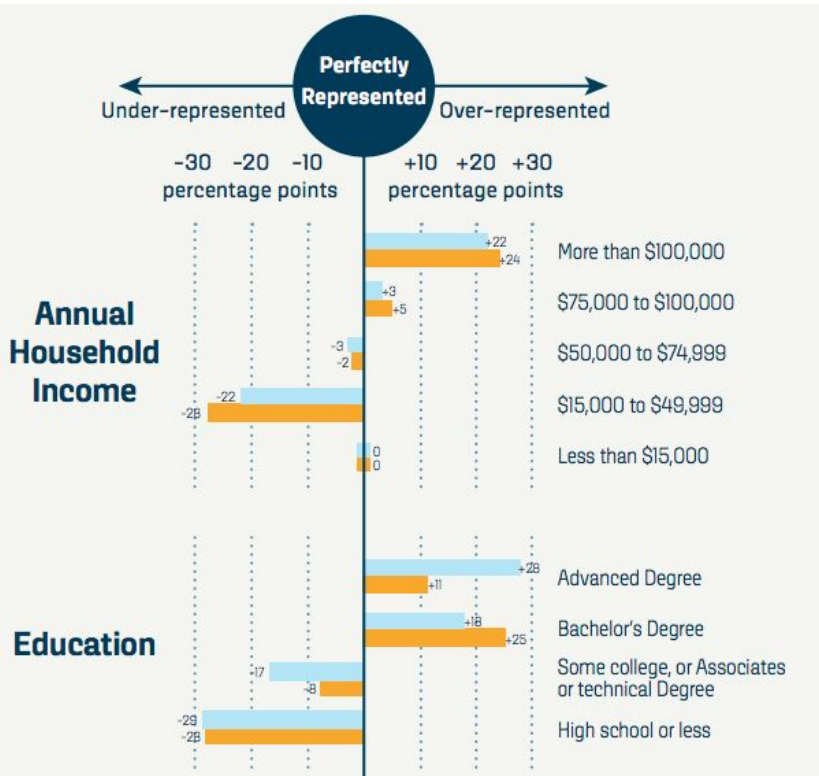
Source: NACTO

In a survey of ridership in 6 cities, dockless bike & scooter trips replaced trips that would have been completed by...



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Compared to the population of the communities they operate in, shared micromobility users are disproportionately:

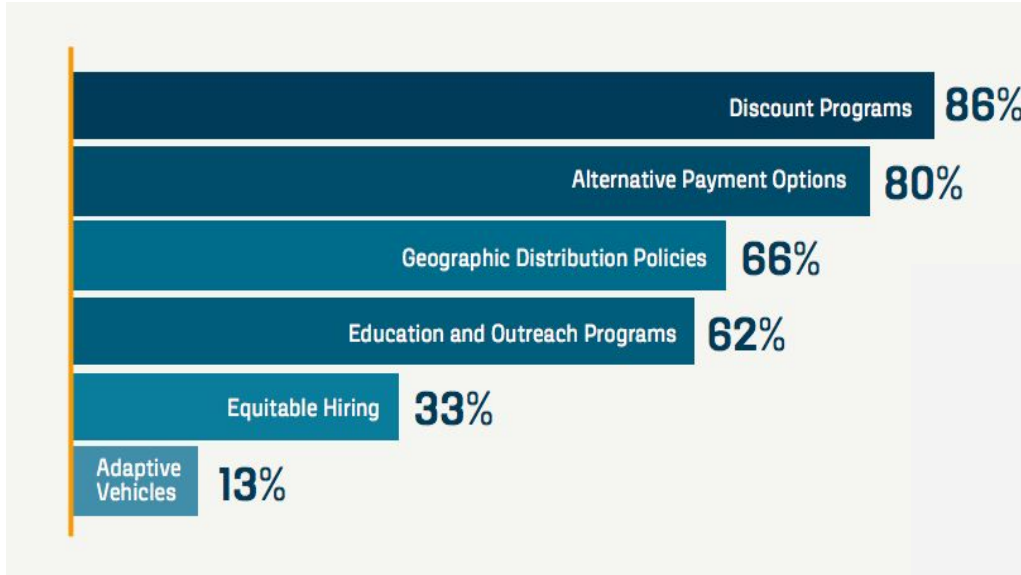
- Young (Age 25 - 44)
- White
- Male
- Have higher incomes
- Have higher levels of education

Shared bike and e-scooter systems show broadly similar demographic user bases



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Source: North American Bike Share Association 2019 State of the Industry Report



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Q&A



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Bicycle Colorado has two amazing opportunities to win bikes this month!



Tickets at bit.ly/raffle221



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Thank you!



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