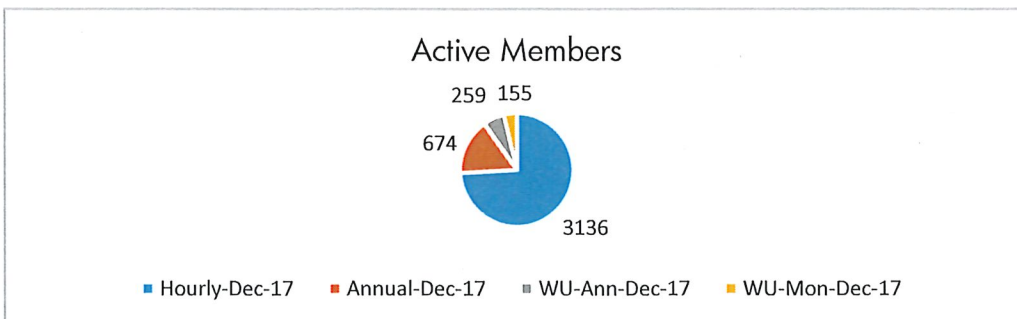
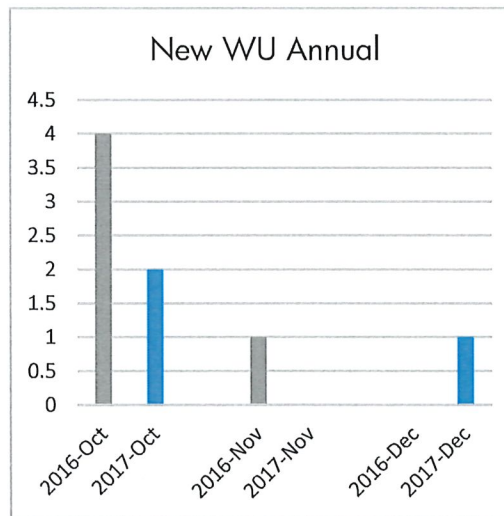
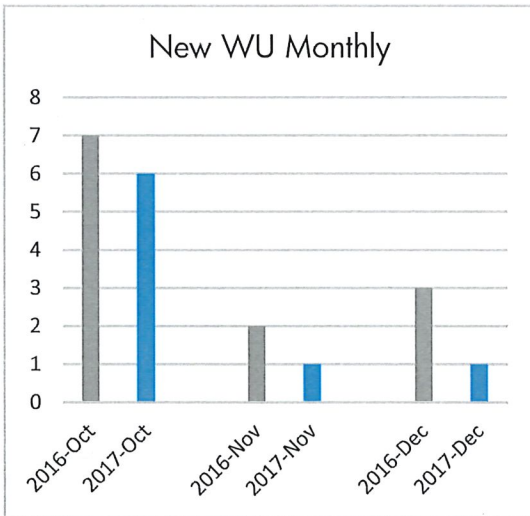
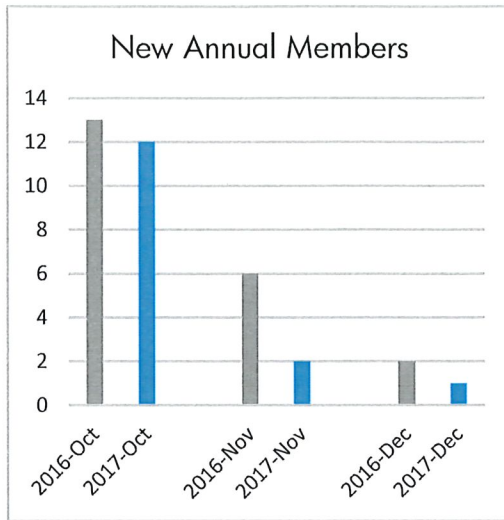
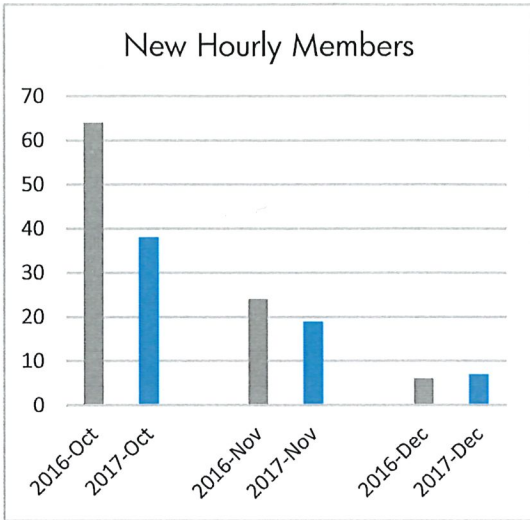
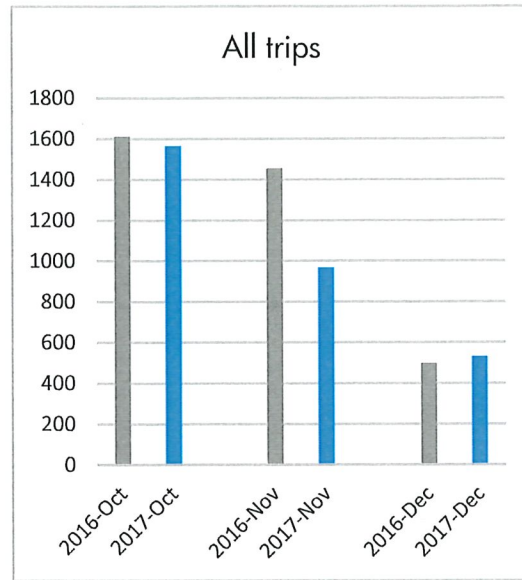
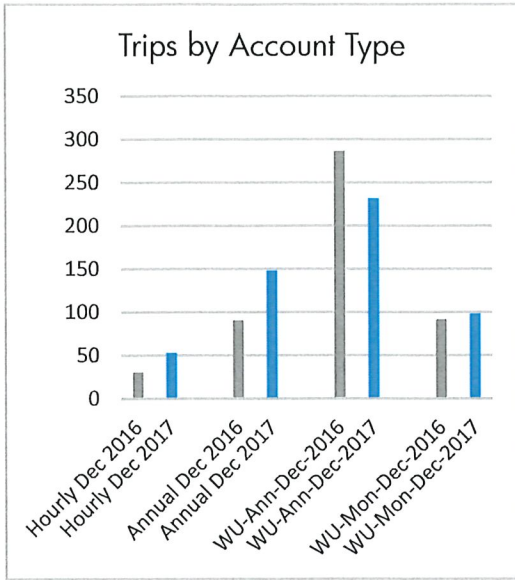


Monthly Report December 2017





Operations notes

Bike availability	94%
Out of hub lockups	15
Holds	25
Multiple rentals trips	9%
Active riders last 3 mos.	263
Repairs reported	31

Notes/Events for Dec 2017

- Presentation from KU planning students 12/4
- Presentation from WU accounting students 12/7
- Long Range Planning 12/8
- HHN Annual Meeting 12/11

Topeka Metro Bikes Annual Totals 2017

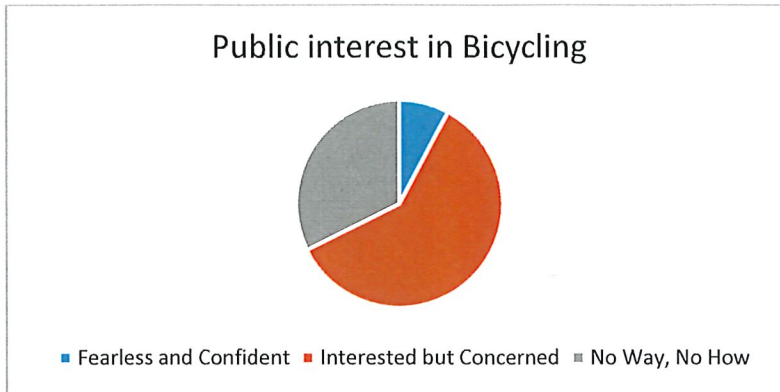
		In 2016:
Total Trips	17298	15269
Washburn - Annual	7580	6774
Washburn - Monthly	2307	1852
Annual	4134	4110
Hourly	3277	2533
New Members	1189	1450
Washburn - Annual	56	82
Washburn - Monthly	108	110
Annual	199	174
Hourly	826	1084
Active Members	4224	3239
Washburn - Annual	259	231
Washburn - Monthly	155	109
Annual	674	538
Hourly	3136	2361
Active Members with at least one rental		
	1522	1739
Repairs reported		
	656	380
Holds		
	1466	1467
Out-of-hub lockups		
	849	973



Topeka Metro Bikes, signups, and community events: Strategy notes for 2018

1. Who rides bikes?

Most people, when considering bicycling, fall into one of three categories:



Source: Portland State University study, 2005

The largest group, “Interested but Concerned,” accounts for about 60% of the population. These folks are more likely to ride on bike paths or protected bike lanes. Many TMB riders are in this category; this is demonstrated by high ridership at the Lake Shawnee trail and along the Shunga Trail, especially near Crestview Park.

The next group, Fearless and Confident, are already sold on bicycling. The final third won’t ever ride a bike – but still benefit when others ride, in the forms of better traffic flow, more open car-parking spaces, and better overall community health.

2. Who rides Topeka Metro Bikes?

TMB’s biggest signup days have coincided with good timing and good weather (like the initial launch week, or Labor Day), followed closely by days when we’ve hosted registration tables.

Date	Event	Total Signups
4/15/2015	Bikeshare launch	108
4/21/2015	Saturday after bikeshare launch	34
4/28/2015	WU Glow Ride 2015	29
5/30/2016	Labor Day 2016 (75F, sunny, moderate wind)	31
6/11/2017	Topeka Metro Employee Picnic	18

As an aside, TMB would do well to regularly host registration tables at community partner and sponsor sites. Frequently in our community interactions, we find that most people who have seen the bikes still don’t know how the bikeshare system works, or how to register to ride.



Topeka Metro Bikes, signups, and community events: *Strategy notes for 2018*

Some of the most fervent riders are the international exchange students at Washburn. This is no accident. Through a partnership with the International House, TMB does frequent “How-to-Ride” presentations with these students, and in two years, has done more than 15 such orientations. Washburn’s current and former international students are the one group that has more institutional knowledge about Topeka Metro Bikes than any other rider group in Topeka.

3. Why do people ride?

In informal surveys of members, the three main predictors for going for a bikeshare ride are 1) good weather, 2) free time, and 3) riding with friends or family. This suggests that our leisure riders tend to be, again, in that “Interested but Concerned” group, unlikely to ride in the cold or rain or by themselves.

The Topeka Community Cycle Project has seven years’ experience hosting community bicycling events focused on safety and education in Topeka, and has found consistently that people need an “excuse” to go out and ride a bike. So, in 2015, TCCP started its “Wheelie Good Time” ride series. Each ride has a theme, usually involving food, a distance limit of 10 miles, and a brief but clear safety briefing at the start of the ride. These rides are a natural fit for TMB riders, so we teamed up with TCCP to host some of the 2016 “Wheelie Good” rides. These rides offer a more controlled environment, and tend to attract those riders who are interested but concerned.

We also know that some people will sign up and use bikeshare simply because it is convenient. We know this to be true given the volume of traffic on the Washburn campus, where just a few hundred people are making thousands of bike trips a year.

To expand the convenience of our system, we should grow the system little by little. National research shows that for bikeshare to grow consistently, stations need to be within walking distance of home or work, or both, for members. This requires careful system planning, without growing haphazardly, or placing new bikeshare stations too far from existing ones. Chicago doesn’t place any new station more than a ½ mile from an existing one.

4. Why Open Streets?

Open Streets events, or Cyclovias, are big, community block parties. Streets are closed to car traffic and everyone is invited to go walking, bicycling, strolling, or skateboarding out into the public space. Closing off the streets is critical for creating a slower-paced, quieter road environment – one which is perfect for trying out bikeshare, experimenting with newly formatted bike lanes, or embarking upon a guided bicycling tour of the city. These festivals are a great time to link the bikeshare brand with fun and community, moving beyond the utility of transit.

When Open Streets events are combined with high-profile features like a national-invitation criterium race, spectator-participant demos like a rideable pump track course, and special or memorable group outings like a nighttime glow ride, they have the potential to reach hundreds or even thousands of visitors and Topeka families. Tulsa Tough, Dirty Kanza, and Chequamegon Fat Tire Fest (Wisconsin) are just a few regional examples of events which have ballooned from local to national-scale celebrations.



Topeka Metro Bikes, signups, and community events:

Strategy notes for 2018

In addition, TMB should host its own small events. Group rides, like “Bikeshare 101” (which would mimic the “Wheelie Good” format), and Open House events at popular bikeshare stations, should be scheduled throughout the season to help make riders comfortable with the system.

5. Maintenance and Customer Service

TMB’s primary duty, even before marketing and outreach, is to provide a quality, functioning, bikeshare network in Topeka. We know that the potential impacts of a poorly maintained fleet could compound into significant customer service and public perception issues, so we take this very seriously. For a fleet of even 100 bikes, let alone 200 or more, this is not a small undertaking.

In short, maintenance of the fleet is a major commitment and takes the bulk of our time. Repairs take the most time and remove a bike from circulation – so we make sure to stick to a schedule of monthly preventive maintenance and safety checks on every bike, to keep the system rolling smoothly.