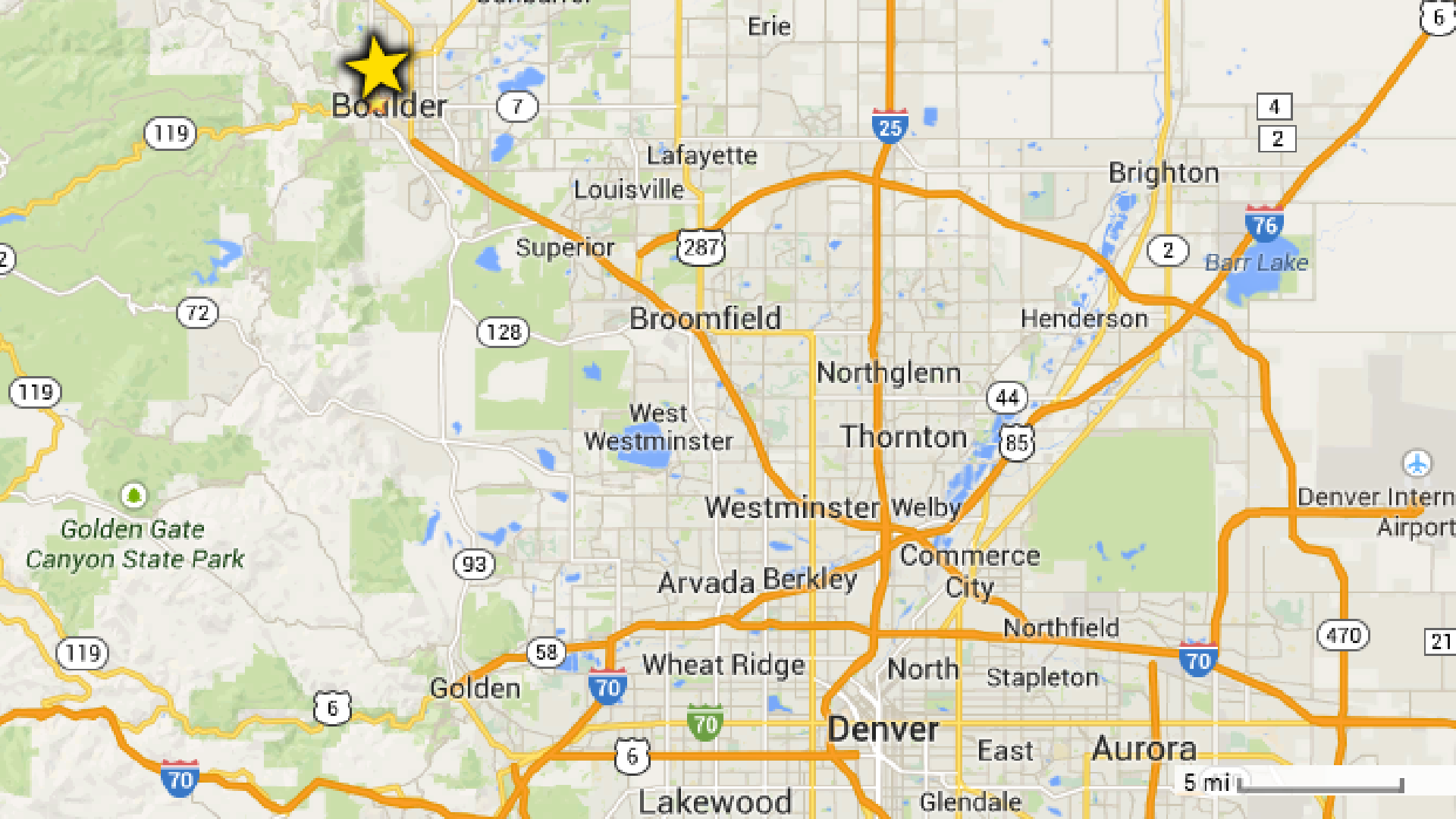


BOULDER **B** *cycle*™



James Waddell
Executive Director













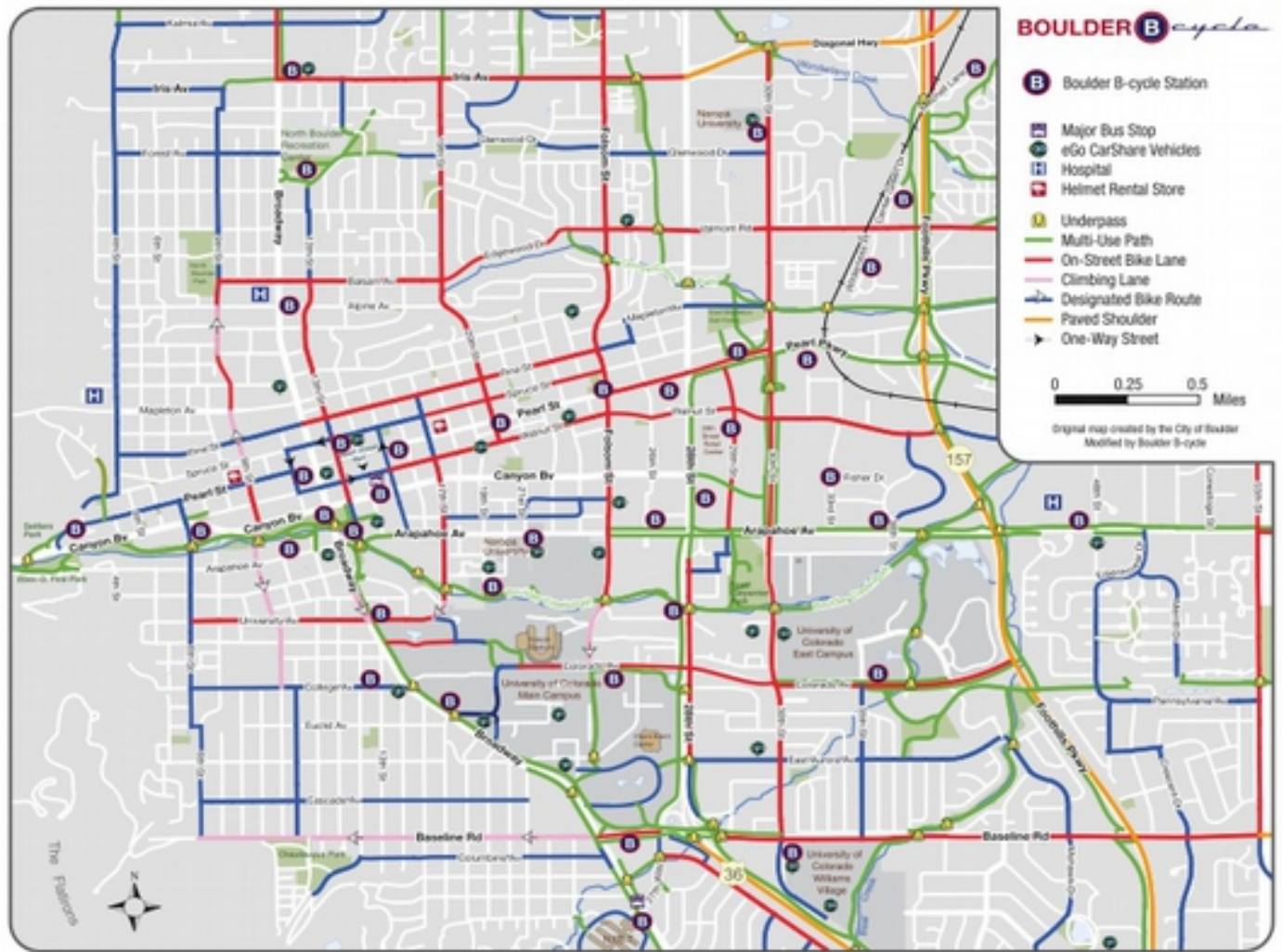
100,000
+
60,000



**System:
39 Stations
280 Bikes**

**13th largest
system.
278th
largest city.**

**7 sq miles.
3 FT staff**



System growth

	2011	2012 *	2013	2014**	2015
Operating days	211	291	365	365	365
Stations <i>(at year end)</i>	12	22	22	38	41
Bikes <i>(at year end)</i>	80	150	150	265	300

* November 2012 went 365 days

** April 2014 went 24hrs



Results

	2011	2012	2013	2014	2015
Annual pass sales	1,171	869	807	955	1,200
24hr pass sales	6,117	8,190	8,698	11,559	16,000
Trips taken	18,469	23,951	30,314	43,143	84,000



**“You can’t always get what you want...
but if you try sometimes, well you just might find
....you get what you need”.** Mick Jagger 1968



Operating costs / revenue

	2011	2012	2013	2014	2015
Operating revenue	\$370,016	\$328,494	\$384,059	\$409,910	\$581,967
Operating costs	\$354,000	\$396,055	\$403,990	\$450,421	\$559,599
	\$16,016	-\$67,561	-\$19,931	-\$40,511	\$22,368

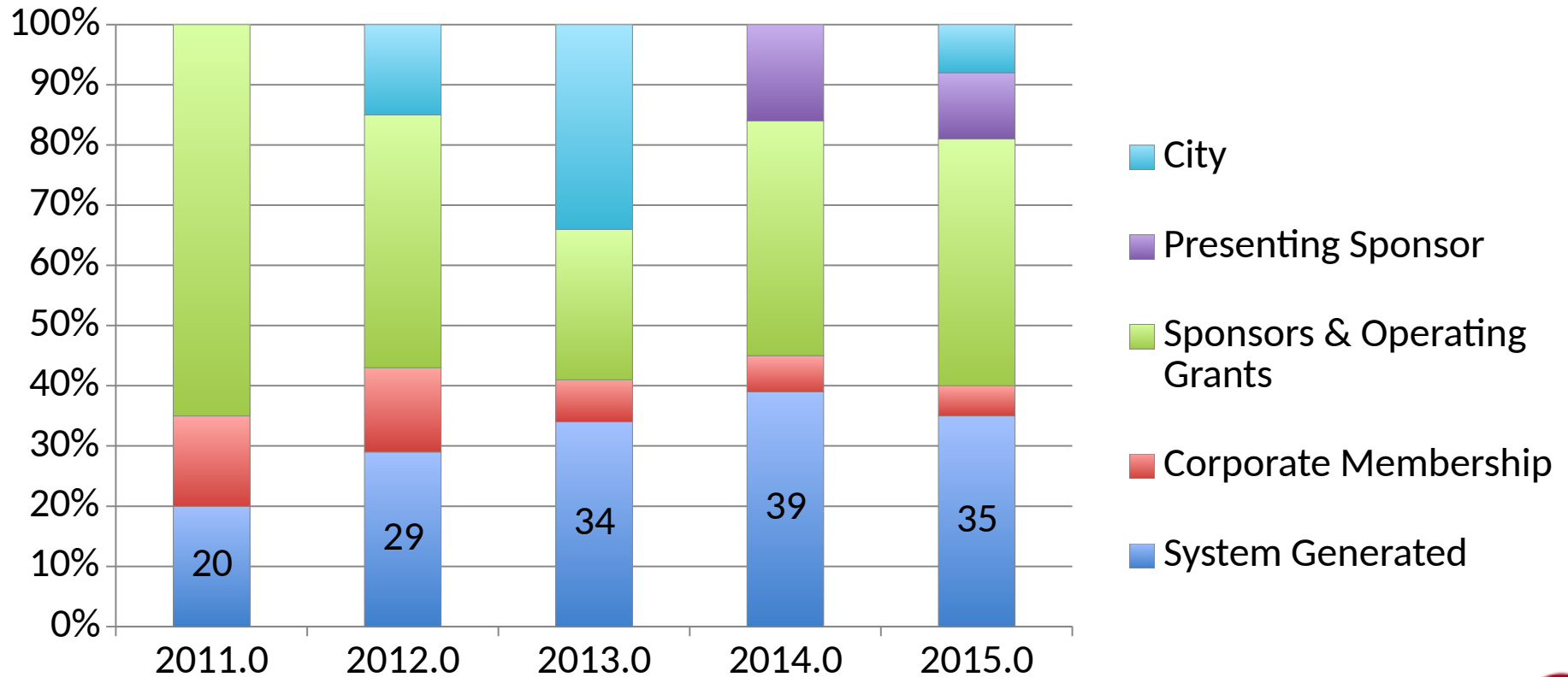


How much from the system

	2011	2012	2013	2014	2015
Operating Revenue	\$370K	\$328K	\$384K	\$409K	\$587K
System generated	\$74K	\$98K	\$128k	\$160k	\$205k
Percentage of OR	20%	29%	32%	39%	35%
Increase YOY		+31%	+31%	+24%	+29%



Where's the revenue coming from?



“Aha-aaaa....all the things I could do
....if I had a little **money**”

ABBA 1986



Pass types 2011 - 2015

	2011	2012	2013	2014*	2015
24 hour pass	\$5	\$5	\$7	\$8	\$8
7 day pass	\$15	\$15	\$15	\$20	\$20
150 day pass (semester)				\$45	\$45
Annual	\$50	\$50	\$65	\$70	\$70
Free trip period	60 min	60 min	60 min	30 min*	30 min*
Overtime fees	\$4.50 / 30	\$4.50 / 30	\$4.50 / 30	\$3 / 30	\$3 / 30



2015 passes

Pass type	Cost	Free trip	Fees
24 hour	\$8	0-30	\$3 every 30
7 day	\$20	0-30	\$3 every 30
150 day	\$45	0-30	\$3 every 30
Annual	\$70	0-30	\$3 every 30

2016 passes ?

Pass type	Cost	Free trip	Fees
24 hour	\$8	0-30	\$3 every 30
Free PPT	\$0	none	\$3 every 30
Monthly	\$11	0-30	\$3 every 30
Annual	\$99	0-60	\$3 every 30



The Future - How much from the system

	2016	2017	2018
All operating revenue	\$600K	\$600K	\$600K
System generated	\$270K	\$346K	\$423k
Percentage of OR	45%	58%	70%
Increase YOY	+31%	+28%	+22%



From here to there

Revenue	2015	2018
System generated	35%	70%
Presenting Sponsor	11%	15%
City	8%	10%
Sponsors, corp membership and operating grants	25%	5%



2015 revenue % per pass type including overtime fees

Pass type		2015
\$8	24 hour	85%
\$20	7 day	4%
\$45	150 day	3%
\$70	Annual	8%



2018 revenue % per pass type including overtime fees

Pass type		2018
\$8	24 hour	68%
\$0	Pay Per Trip	9%
\$11	Monthly	13%
\$99	Annual	10%

