

FIRST 3 YEARS OF SERVICE

June 28, 2017 - June 27, 2020



THE SYSTEM

1288 BIKI BIKES

136 BIKI STOPS

7.5 MILES

TOTAL RIDES

3,148,000+

TOTAL RIDERS

275,500+

BIKI MEMBERS

32,000+

MOST-USED DOCKED BIKESHARE SYSTEM

RANKED #6

RESIDENT RIDERSHIP

54% YEAR 1

67% YEAR 2

YEAR 3 **72%**

AVG. MEMBER RIDE TIME

19 MIN 42 SEC

WHERE DO BIKI USERS RIDE?



PLAN TYPE

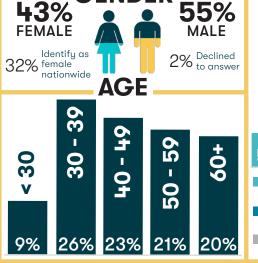
WHO ARE BIKI MEMBERS? SURVEY DATA 2020

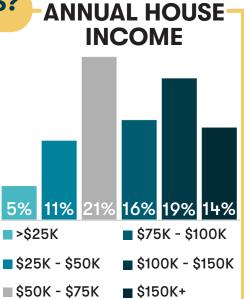
GENDER



64% FREE SPIRIT

- \$15 / MONTH FOR UNLIMITED 30 MINUTE RIDES
- \$25 / MONTH FOR UNLIMITED 60 MINUTE RIDES
- \$20 FOR A BANK OF 300 MINUTES





WHY DO MEMBERS RIDE?

SINCE JOINING BIKI

79% 58% **EXERCISE / FITNESS** SAVED MONEY **EXERCISE MORE** 57% SHOPPING 75% PERSONAL APPOINTMENTS 75% VISITED A NEW BIZ 55% DINING 70% DRIVE/CARPOOL LESS 49% 30% **WORK COMMUTE LOST WEIGHT** 59% TRENDS & RECORDS

CONNECT TO THE BUS 19% WAIKIKI #321 4863 3-4PM **FRIDAY** SEASIDE & KALAKAUA FEB 22, 2019 REDUCED # OF CARS **BUSIEST TIME BUSIEST DAY BUSIEST BIKI STOP RECORD DAY** IN HOUSEHOLD