



**CAMINO REAL**  
REGIONAL MOBILITY  
AUTHORITY

**CRRMA BOARD  
PRESENTATION**

**EL PASO BIKE SHARE  
PROGRAM**

**SUNCYCLE Q1 – FY2017  
PERFORMANCE REPORT**

**January 11, 2017**



ELPASO.BCYCLE.COM  
(915) 212-2453



#### STATION LOCATIONS

- Medical**
  - Education**
  - Park**
  - Civic Site**
- 1) City Hall
  - 2) Pioneer Plaza
  - 3) Cleveland Square Park
  - 4) Anthony Street
  - 5) Downtown Transfer Center
  - 6) EPCC
  - 7) University & Oregon
  - 8) UTEP Library
  - 9) Ballpark West Durango
  - 10) El Paso County Courthouse
  - 11) Mundy Park
  - 12) San Jacinto Plaza
  - 13) UTEP Academic Services Building
  - 14) UTEP Sun Bowl Drive North
  - 15) UTEP Sun Bowl Drive South

#### Mobile App



Download the free "B-cycle Now" app for:

- Bike and dock availability
- Station locations
- Recommended routes between stations
- For iPhone & Android



# SunCycle Performance Report

## Summary of Activity



	Fiscal Year 2016				Fiscal Year 2017	TOTALS
	Q1	Q2	Q3	Q4	Q1	
Rides Taken	1,543	853	2,488	7,178	4,046	16,108
Total Rides (Minutes)	59,244	40,723	115,124	305,968	177,924	698,983
Total Rides (Miles)	6,688	4,320	13,813	38,335	21,369	84,525
Average Ride (Minutes)	38.40	47.74	46.27	42.63	43.98	43.39
Average Ride (Miles)	4.33	5.06	5.55	5.34	5.28	5.25
Carbon Offset (Pounds)	6,315	4,082	13,063	36,252	20,208	79,920
Calories Burned	265,896	171,906	550,110	1,526,466	850,824	3,365,202

# SunCycle Performance Report

## Program Highlights



- San Jacinto Station – most check outs to date (replaced Pioneer Plaza), followed by Pioneer Plaza, Cleveland Square and Anthony Street
- Sunday remains the most active day, followed by Saturday
- Rides peak between 7:00pm and 10:00pm
- Top 50 Routes (top 4 are roundtrips)
  - San Jacinto, Pioneer Plaza, Anthony Street and Cleveland Square

# SunCycle Performance Report

## 1st Quarter of 2017



### Member Trip Activity Summary

El Paso B-cycle  
2016-09-01 - 2016-11-30

Has RFID	Membership Type	Checkout Date	Bike Trips	User Count	Bikes Used
No	24 Hour Pass (Kiosk)		3,801	1,526	110
	30 Day Pass		27	2	15
	Semester Pass		7	1	4
			3,835	1,529	110
Yes	Annual Membership		211	17	90
			211	17	90
Total			4,046	1,545	117

Has RFID	Membership Type	GPSData	Checkout Date	Bike Trips	Total Duration	Avg Duration	Distance (miles)	Est Carbon Offset	Est Calories Burned
No	24 Hour Pass (Kiosk)			3,801	171,951	45	20,771	19,645	827,148
	30 Day Pass			27	2,080	77	94	89	3,750
	Semester Pass			7	146	21	22	21	876
				3,835	174,177	45	20,887	19,756	831,774
Yes	Annual Membership			211	3,747	18	482	452	19,050
				211	3,747	18	482	452	19,050
Total				4,046	177,924	44	21,369	20,208	850,824

# SunCycle Performance Report

## 1st Quarter of 2017



### Member Trip Activity Summary

El Paso B-cycle  
2016-09-01 - 2016-11-30

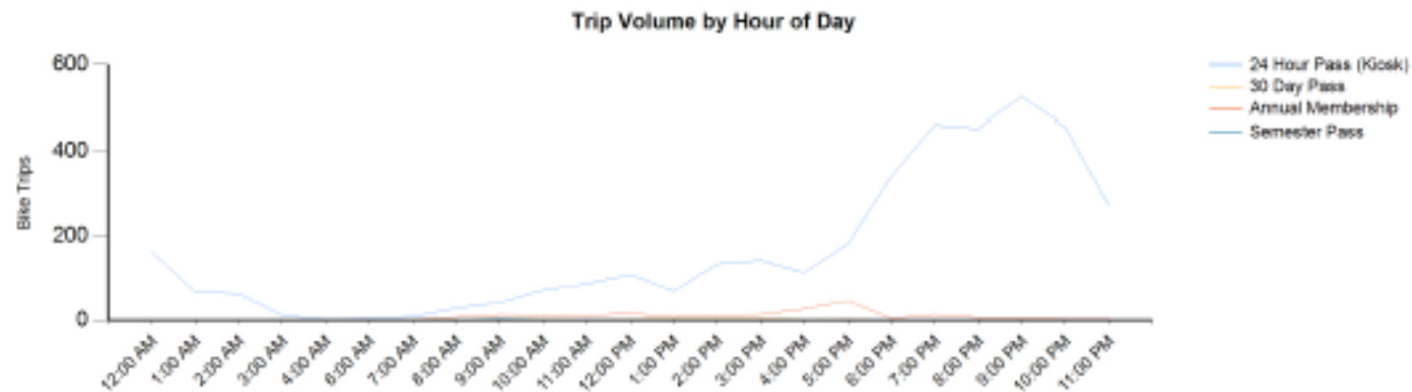


# SunCycle Performance Report

## 1st Quarter of 2017

### Member Trip Activity Summary

El Paso B-cycle  
2016-09-01 - 2016-11-30



# SunCycle Performance Report

## Financial Activity through FY17, Q1



Period	Grants & Revenues	Expenses	O&M Funds Remaining
Phase 1 - Capital	\$720,000.00	(\$387,674.32)	\$332,325.68
Phase 2 - Capital	\$584,000.00	(\$353,330.07)	\$562,995.61
Q1	\$6,893.41	(\$16,367.54)	\$553,521.48
Q2	\$3,727.11	(\$15,720.29)	\$541,528.30
Q3	\$12,235.25	(\$16,092.69)	\$537,670.86
Q4	\$34,968.11	(\$23,081.45)	\$549,557.52
Q1	\$20,139.17	(\$48,177.27)	\$521,519.42

### NOTES:

- 1) Phase 1 and Phase 2 grants consisted of \$720,000 and \$584,000, respectively.
- 2) Startup Expenses included purchase and build-out of the bikes and stations, as well as the initial kickoff event.

# SunCycle Promotional Program



- Partnership Program
  - Reduced Cost for Annual Memberships
    - Large Employers
  - Reduced Cost for Day Passes
    - Hotels, Bars, Multiday Special Events
- Sponsor Program
  - Advertising within SunCycle Program
    - Bikes (front, rear, shrouds)
    - Kiosks
    - Maps

# SunCycle Promotional Program



## ANNUAL PARTNERS

### 1ST GEAR

Created with large employers in mind, your business will receive key fobs to distribute to your employees as you see fit. They'll each get a key fob which is linked to your corporate account, meaning any additional fees or overages will be charged directly to your credit card.



### 2ND GEAR

Your business will receive a customized promo code, which your employees can use when activating their own personal membership. Any additional fees or overages will be charged to your employee's personal account.

## DAILY PARTNERS

### 3RD GEAR

Buy SunCycle day passes in bulk and save! You'll receive a set number of one-time-use promo codes which can be entered at any of SunCycle's sixteen stations for a day-full of unlimited 30 minute rides. You can give them out to whomever you think would enjoy taking advantage of El Paso's most convenient way to ride. This membership level is ideal for hotels, bars and restaurants.



## OUT OF THE BOX

### 4TH GEAR

Kick your commitment into overdrive! If you need a plan that's not listed here, let us know. We're ready to roll on working directly with partners on creative membership packages which work for you.

### KICK STAND

Sometimes we all need a little temporary assist. And that's where SunCycle's mobile kiosk comes in. This innovative tool allows us to set up a temporary rental location at areas outside of the existing station network. Perfect for walking tours, bar crawls, or art walks.



## Partnership Program

# Questions?



Camino Real Regional Mobility Authority

300 N. Campbell, 2nd Floor

El Paso, Texas 79902

(915) 212-1072

[info@crrma.org](mailto:info@crrma.org)

[www.crrma.org](http://www.crrma.org)

