



**CAMINO REAL**  
REGIONAL MOBILITY  
AUTHORITY

**CRRMA BOARD  
PRESENTATION**

**EL PASO BIKE SHARE  
PROGRAM**

**SUNCYCLE Q1 – FY2020  
PERFORMANCE REPORT**

**January 8, 2020**

# AGENDA



- Summary of Activity
- Program Highlights
- Time and Day usage
- Financial Update

# SunCycle Performance Report

## Summary of Activity



	FY2016	FY2017	FY2018	FY2019	FY20 Q1	ALL YEARS
<b>Rides Taken</b>	12,062	18,449	15,250	15,673	3,642	<b>65,076</b>
<b>Total Rides (Minutes)</b>	521,059	788,425	676,631	662,863	166,999	<b>2,815,977</b>
<b>Total Rides (Miles)</b>	63,156	95,522	78,484	74,145	18,621	<b>329,928</b>
<b>Average Ride (Minutes)</b>	43.20	42.74	44.37	42.29	45.85	<b>43.69</b>
<b>Average Ride (Miles)</b>	5.24	5.18	5.15	4.73	5.11	<b>5.08</b>
<b>Carbon Offset (Pounds)</b>	59,712	90,317	74,198	70,701	15,769	<b>310,697</b>
<b>Calories Burned</b>	2,514,378	3,802,829	3,124,341	2,963,577	661,059	<b>13,066,184</b>



# SunCycle Performance Report

## Program Highlights



- Q1 FY20 activity finished 2 trips higher than Q1 FY19
- September and October showed growth but activity slowed in November
- There was a cold snap during the week of Thanksgiving that slowed activity and the bump from the opening of Winterfest was not as pronounced as in years past
- Peak hours for bike rides are between 7pm and 10pm
- San Jacinto continues to be our busiest station, connecting customers to other stations throughout the system
- Pioneer Plaza station was relocated to Arts Festival Plaza in late November and showed strong performance despite ongoing construction in the area
- Usage of the Bcycle app continues to rise; 9% of day passes were booked using the app compared to 6% last quarter

# SunCycle Performance Report

## 1st Quarter of 2020

### Member Trip Activity Summary

El Paso B-cycle  
2019-09-01 - 2019-11-30

User Type	Membership Type	Checkout Date	Bike Trips	User Count	Bikes Used
Casual	1 Day Pass (APP ONLY)		328	118	70
	1 Day Pass (Kiosk only)		3,144	1,334	124
			3,472	1,452	124
Member	30 Day Pass		93	1	21
	Annual Membership		77	6	19
			170	7	29
<b>Total</b>			<b>3,642</b>	<b>1,459</b>	<b>126</b>

User Type	Membership Type	GPSTData	Checkout Date	Bike Trips	Total Duration	Avg Duration	Distance (miles)	Est Carbon Offset	Est Calories Burned
Casual	1 Day Pass (APP ONLY)			328	18,302	56	1,899	1,803	75,792
	1 Day Pass (Kiosk only)			3,144	146,106	46	16,382	15,543	653,389
				3,472	164,408	47	18,280	17,346	729,181
Member	30 Day Pass			93	1,348	14	203	192	8,058
	Annual Membership			77	1,243	16	139	132	5,506
				170	2,591	15	341	324	13,564
<b>Total</b>				<b>3,642</b>	<b>166,999</b>	<b>46</b>	<b>18,621</b>	<b>17,670</b>	<b>742,745</b>

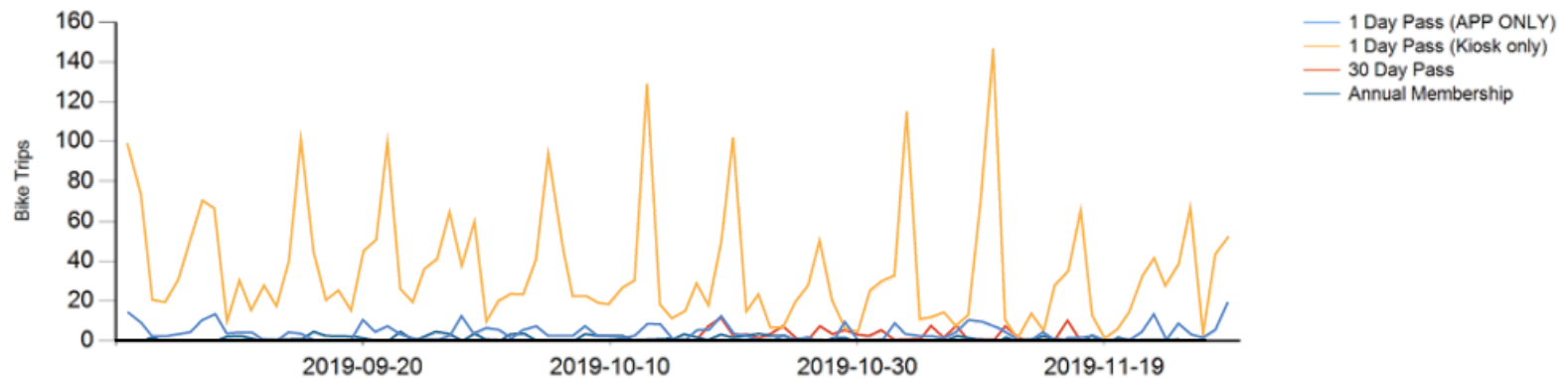
# SunCycle Performance Report

## 1st Quarter of 2020

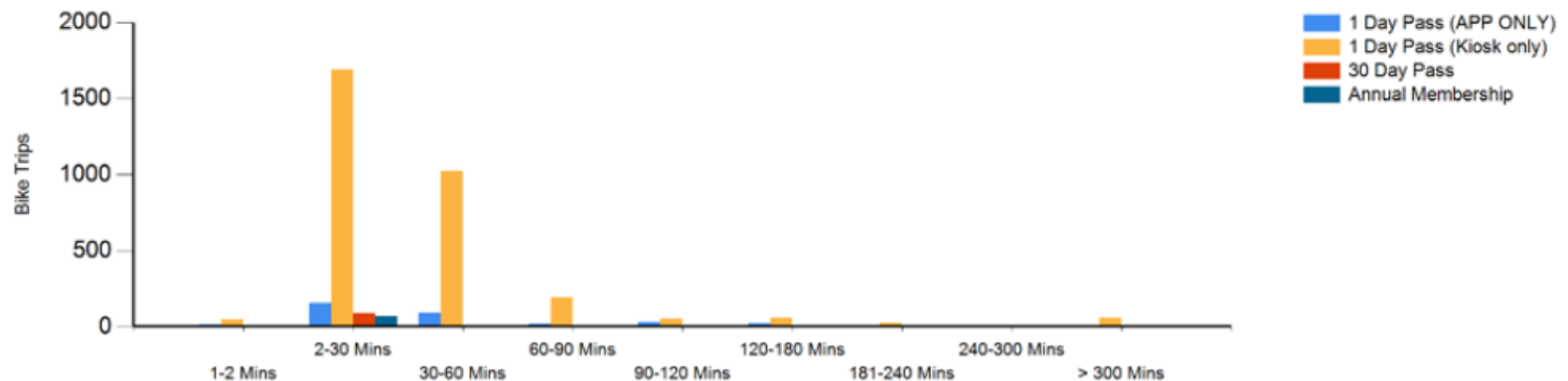
### Member Trip Activity Summary

El Paso B-cycle  
2019-09-01 - 2019-11-30

**Trip Volume by Membership Type**



**Trip Volume by Duration**

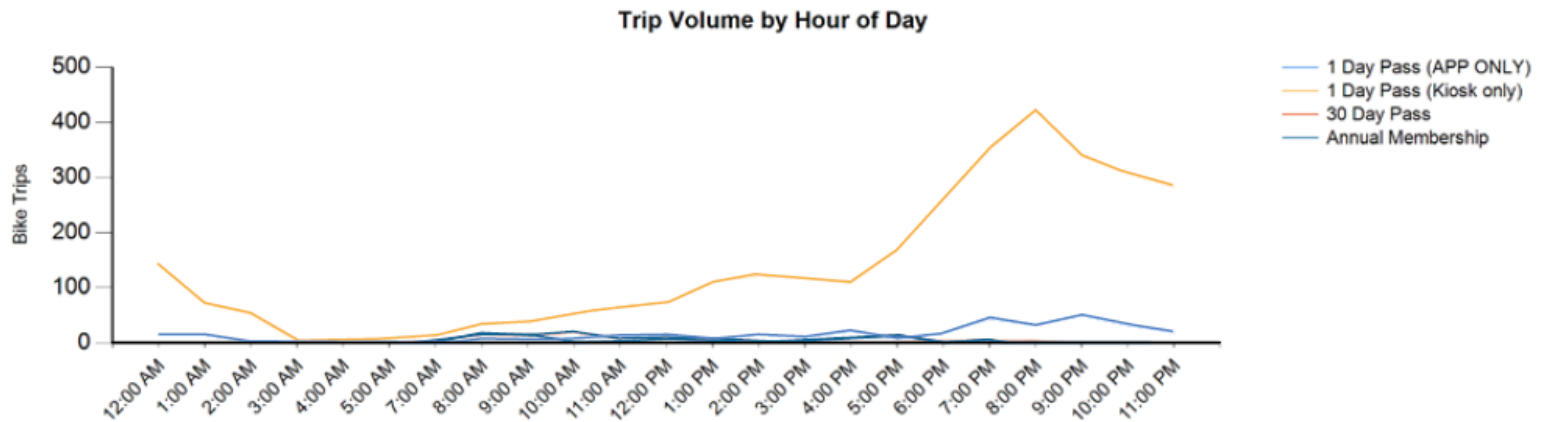
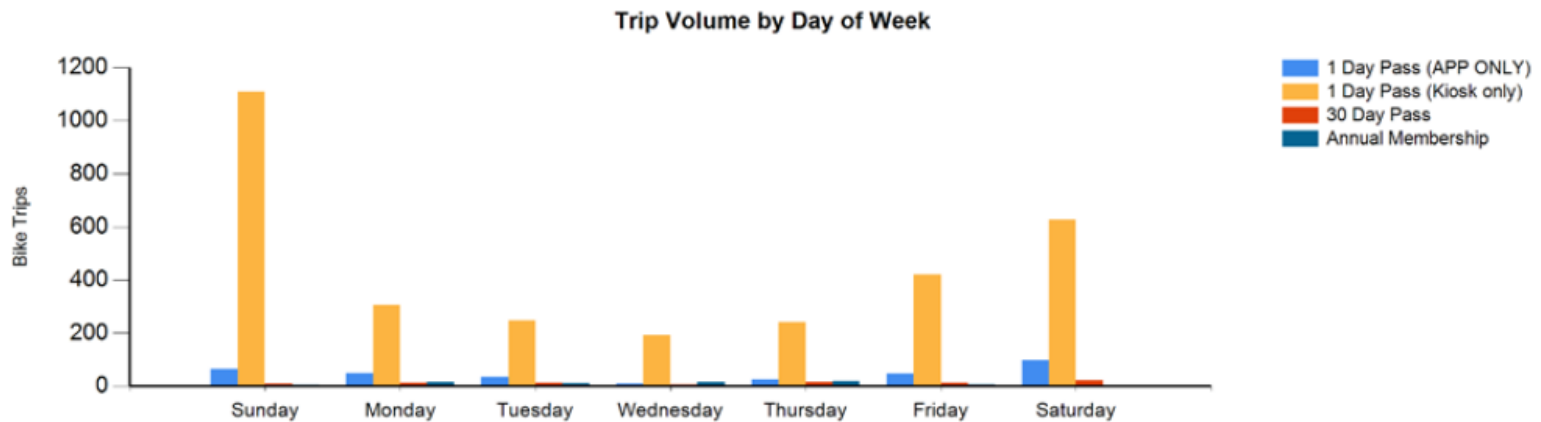


# SunCycle Performance Report

## 1st Quarter of 2020

### Member Trip Activity Summary

El Paso B-cycle  
2019-09-01 - 2019-11-30





# SunCycle Performance Report

## 1st Quarter of FY20



- FY20 Q1 ridership level with FY19 Q1
- Added station at Franklin and Oregon in September to provide outlet for overflow demand at San Jacinto
- Pioneer Plaza Station relocated to Arts Festival Plaza in late November
  - 126 trips in 10 days
- Received approval from the City of El Paso to place a station in Mission Hills Park; coordinating the installation with Parks & Recreation
- Sponsorship push



# SunCycle Performance Report

## Financial Activity through FY20, Q1



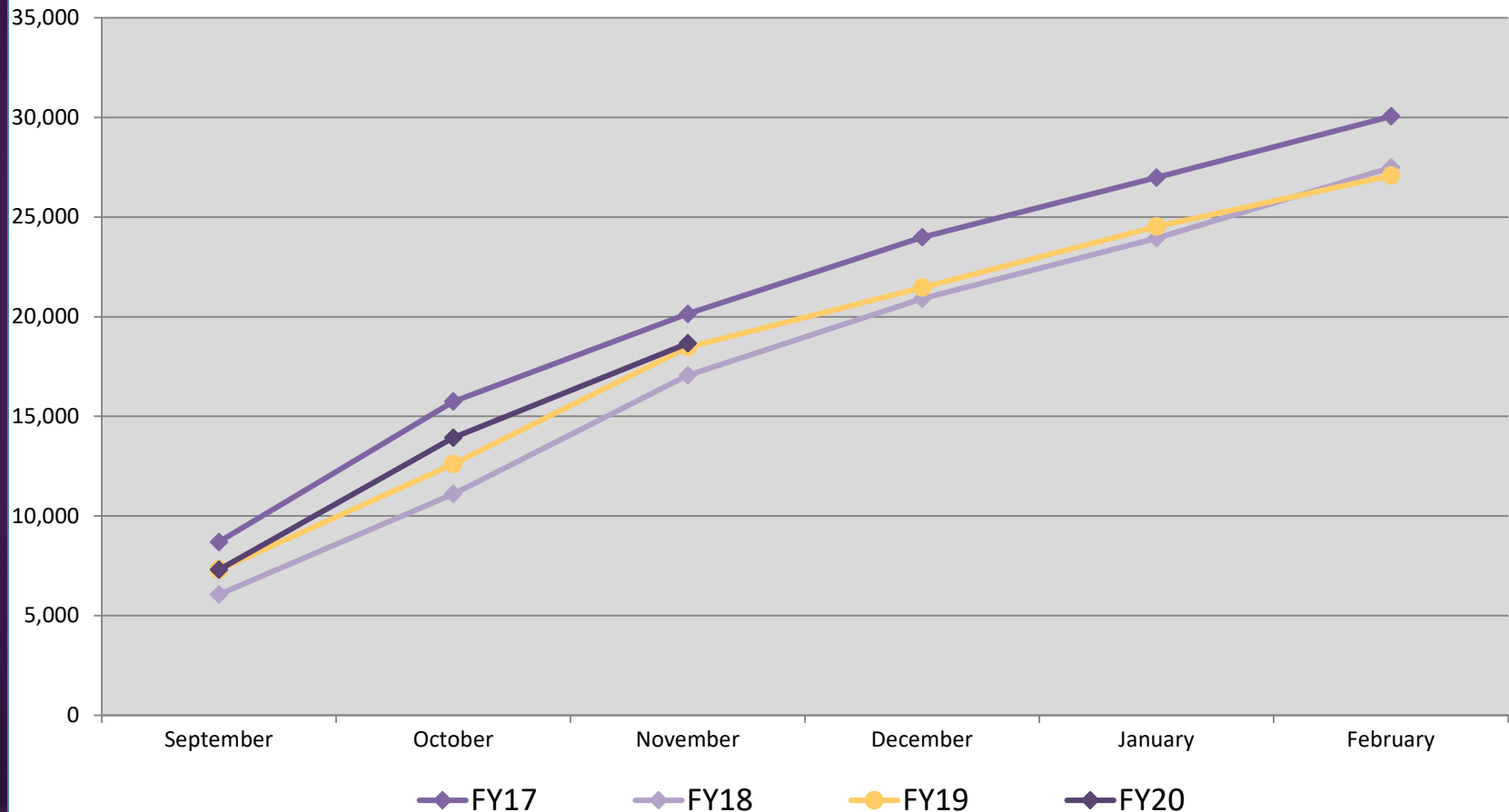
Period	Grants & Revenues	Expenses	O&M Funds Remaining
Phase 1 - Capital	\$720,000.00	(\$387,674.32)	\$332,325.68
Phase 2 - Capital	\$584,000.00	(\$353,330.07)	\$562,995.61
FY16	\$57,823.88	(\$71,261.97)	\$549,557.52
FY17	\$89,198.34	(\$183,873.69)	\$454,882.17
FY18	\$74,751.81	(\$190,972.03)	\$338,661.95
Sponsorship	\$90,000.00	\$0.00	\$428,661.95
FY19	\$74,617.82	(\$236,033.51)	\$267,246.26
FY20 - Q1	\$18,663.67	(\$47,875.05)	\$238,034.88
<b>TOTALS</b>	<b>\$1,709,055.52</b>	<b>(\$1,471,020.64)</b>	<b>\$238,034.88</b>

### 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 Ridership Revenue

## Bike Share Net Ridership Revenue



# Questions?

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