



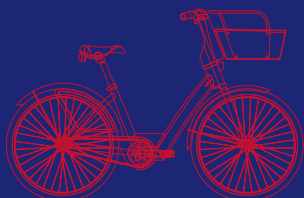
# 2011 ANNUAL REPORT



 **denver**  
**Bike Sharing**

**DENVER**  *cycle*





# WELCOME



*Presenting Sponsor*

## CORPORATE PROFILE

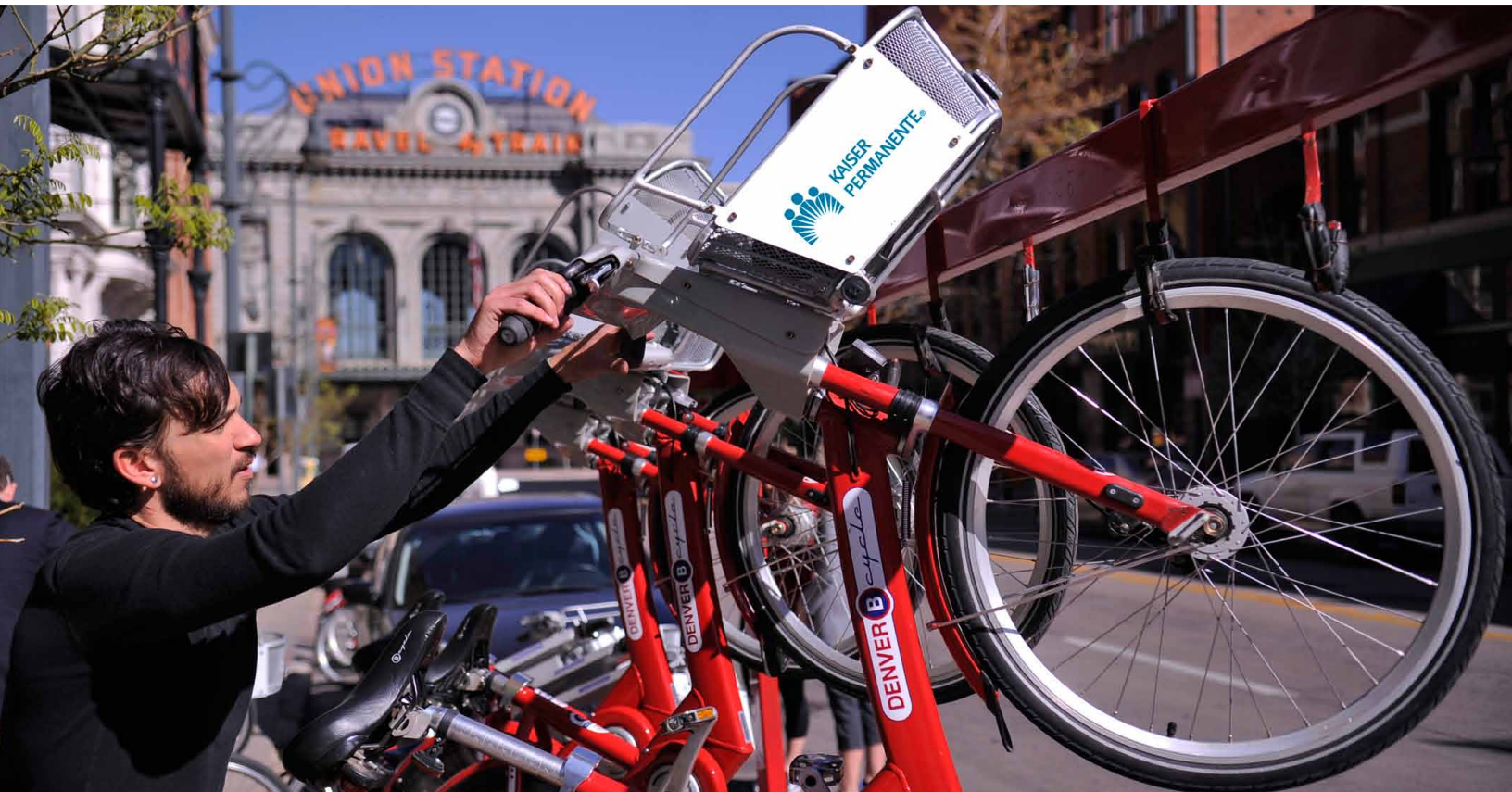
Denver Bike Sharing is a 501(c)(3) non-profit that owns and operates an automated, public bike sharing system, consisting of 520 bicycles and 52 stations located throughout downtown Denver and surrounding neighborhoods. It is designed for use by many people for short trips.

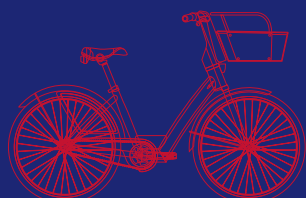
## OUR VISION

The vision of Denver Bike Sharing is to help create a shift in Denver's transportation culture that supports the City of Denver's goal to increase its bicycle commuting population to 10 percent of all commuters by 2018. Within the next three to five years Denver Bike Sharing aims to build a public bike sharing network of 1250 bikes and 150 stations that serves downtown, surrounding mixed use neighborhoods, and several outlying population centers.

## OUR MISSION

Denver Bike Sharing operates a comprehensive, city-wide bike sharing system in Denver, to promote health, quality of life and preservation of the environment. Denver Bike Sharing offers residents and visitors an alternative form of public transportation. Denver B-cycle complements and is integrated into the city's transportation system.

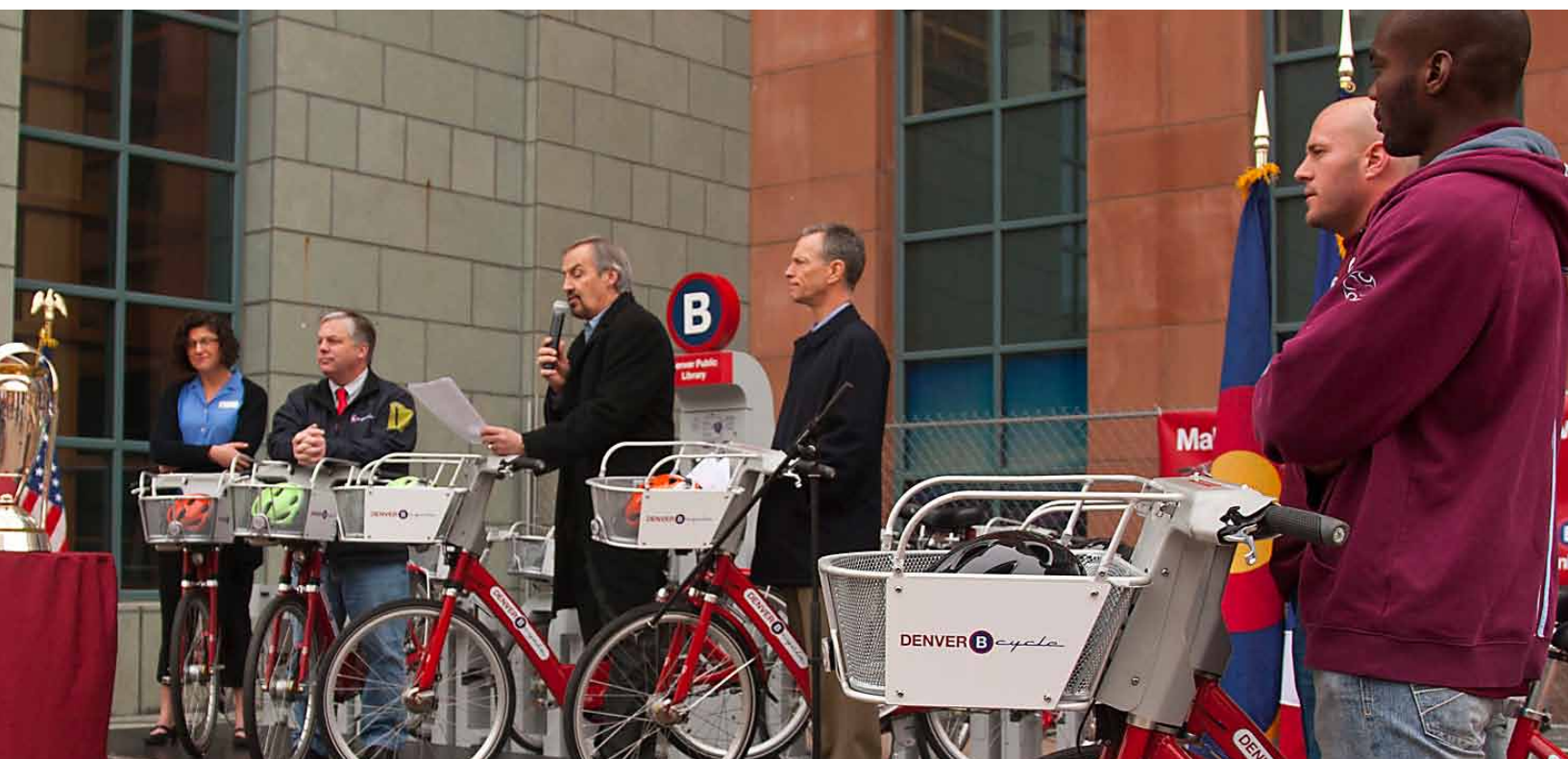




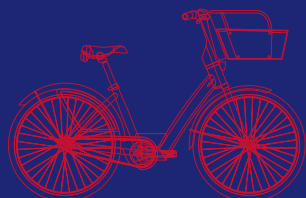
# TABLE OF CONTENTS

Letter from the Chair of the Board .....	4
Denver Bike Sharing Board of Directors .....	4
Letter from the Executive Director .....	5
Our Success is in Our Numbers.....	6
Our Success in Improving Our Community .....	6
Our Success in Improving Our Business .....	7
Membership & Usage .....	8
Financials.....	9-10
System & Station Management .....	11
Operations .....	12
Customer Service & System Functionality .....	13
Marketing.....	14-15
Community Support.....	16
Donors, Partners & Sponsors .....	17
Staff .....	18
A Special Thank You .....	19
B-cycle Station Maps .....	20-21

March, 2011 Launch Press Conference: (from left to right) Monica Buhlig, Senior Community Health Specialist, Kaiser Permanente; Bob Burns, CEO, B-cycle LLC; Guillermo "Bill" Vidal, Interim Mayor, City and County of Denver; Ken Gart, Chairman, DBS Board of Directors.







## LETTER FROM THE BOARD CHAIR

“Our number of bicycle checkouts are up. Our technology and infrastructure are increasingly reliable. We’re making great strides towards a viable long-term economic model.”

– Ken Gart, *Board Chair*

### BOARD OF DIRECTORS

**Ken Gart**, *Officer and Chair of Board Partner, Gart Properties*

**Steve Sander**, *Officer & Secretary Director of Strategic Marketing, Denver Marketing Office*

**Michael Fahndrich**, *Officer & Treasurer Director, CBIZ MHM, LLC*

**Jock Bickert**, *Director*

**Peter Coakley**, *Director Principal, Inverness Properties*

**Adam Devoe**, *Director Attorney, Brownstein Hyatt Farber & Schreck, LLP*

**Andy Duvall**, *Director Research Assistant Professor, University of Colorado Denver*

**Dr. Eric France**, *Director Chief, Population & Preventative Services, Kaiser Permanente Colorado*

**Jay Kenney**, *Director Kenney Brothers Foundation*

**Susan Powers**, *Director President, Urban Ventures, LLC*

**Emily Snyder**, *Director Senior City Planner, City and County of Denver*

**Robin Thurston**, *Director Co-Founder, Chief Product Officer, Map My Fitness*

**Tom Walton**, *Director Philanthropist, The Walton Family Foundation*

Dear Friends,

This is going to be a big year for Denver Bike Sharing, thanks to the groundwork laid in 2011. By securing additional capital last year, we'll see significant growth in the system between 2012 and 2013. People invest where they see value – and our system has provided significant value in the last year. Our number of bicycle checkouts are up. Our technology and infrastructure are increasingly reliable. We're making great strides towards a viable long-term economic model. Cities like L.A. and Fort Worth are looking to Denver as a national example for bike sharing.

Engagement is key. If there was one thing I could ask everyone who reads this annual report, it would be this: spread the word. Encourage your friends and family to research their nearest station, buy a helmet and start pedaling. They will be impressed by the convenience of the system, the savings in parking and the benefits to their health.

I have served on many boards, and I am proudest of my civic involvement in Denver Bike Sharing. This is, in part, due to the hardworking staff of the organization. Every day they harness their personal passion for biking to create transformative behavior throughout our city. Each time I see one of our red bikes cruising down the street I feel both proud and excited. After all, it is an element like Denver B-cycle that helps define a community.

On behalf of the Denver Bike Sharing Board of Directors, I thank you for your support and look forward to watching our system grow in the months ahead.

Cheers,

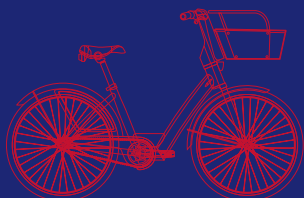
**Ken Gart**

*Board Chair, Denver Bike Sharing*



**Ken Gart**

*Board Chair, Denver Bike Sharing*



## LETTER FROM THE EXECUTIVE DIRECTOR

**“We saw a 97% increase in bike checkouts from 2010 to 2011, with only a 10% increase in operating and G&A costs.”**

**- Parry Burnap**  
*Executive Director*

Dear Bike Sharing Advocates,

Bike sharing is spreading like neurons in a network across the country. This is good news for the environment, the economy, our personal health and our sense of community. Cities across the country contact us almost daily wanting to know how they can create a bike sharing system like Denver's. When asked how we were able to build a successful model, I cite three key components: top level leadership, grass roots passion and hard work. We obtained a critical mass of supporters early on, including riders, neighbors, sustainability and bike advocates, corporate leaders, political officials, agency staff, lawyers, urban planners and business leaders. Each used their skills and passion to bring this concept to fruition with us, and we are grateful for their partnership.

Thanks to our supporters, Denver Bike Sharing made great strides in 2011. Over the last year we have been fine-tuning our operations and solidifying as a team, and I'm proud of the progress we have made in both areas. We leveraged generous contributions from local foundations and philanthropists to raise more than \$1.1 million in state and federal grants. We will use these funds to increase the size of our system within the next year, creating access to bike sharing for an even broader cross-section of Denver.

We saw a 97% increase in bike checkouts from 2010 to 2011, with only a 10% increase in operating and G&A costs. Our membership revenue exceeded our projections by almost 30%. Usage fees were nine percent lower than our projections. Revenue from walk-up and short-term users exceeded the income generated by Annual Members. (Annual Members took 60% of all trips, but only paid usage fees three percent of the time). We believe this means that these card carrying members are learning to use our system as it was intended to be used; for trips less than 30 minutes. Our mission is to be an alternative form of public transportation, and our walk up and short-term users are helping us subsidize our mission.

Looking ahead, our three major organizational challenges in 2012 will be raising budgeted sponsorship dollars and managing the expansion of the system by 56%, while examining and adjusting the business model to assure long term financial stability.

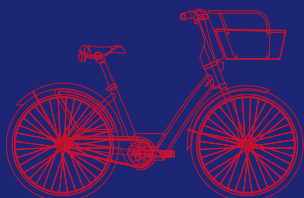
I am reminded of something called “The Fun Theory” when I think about bike sharing. According to this theory, fun is the easiest way to change people's behavior for the better. Riding a bike is not a sacrifice – it's a joy. Next time you start to get in your car for a short ride to work, shop or recreate, alone or with friends, take a B-cycle! Or eliminate the stress from a longer ride by using a B-cycle to access public transportation. I encourage all of you to explore this concept of alternative transportation and see for yourself just how liberating it can be.

Sincerely,

**Parry Burnap**  
*Executive Director, Denver Bike Sharing*



**Parry Burnap**  
*Executive Director*  
Denver Bike Sharing



# OUR SUCCESS IS IN OUR NUMBERS

## OUR SUCCESS IN IMPROVING OUR COMMUNITY

According to a 2010 survey of our members, 43% of Denver B-cycle trips replaced car trips. In a 2011 survey, this number fell to 36%. These rates are used to calculate the following estimates.\*

### Total Miles Ridden

2011: 431,817 miles  
2010: 211,111 miles  
Percent Increase: 105%

### Gallons of Gasoline Not Used

2011: 37,101 gallons  
2010: 15,857 gallons  
Percent Increase: 134%

### Pounds of Carbon Emissions Avoided

2011: 729,783 lbs  
2010: 311,900 lbs  
Percent Increase: 134%

### Total Calories Burned

2011: 12,954,511 calories  
2010: 6,333,332 calories  
Percent Increase: 105%

### Pounds of Toxic Air Pollutants Avoided

2011: 22,476 lbs  
2010: 9,606 lbs  
Percent Increase: 134%

### Total Pounds Lost

2011: 3,701 lbs  
2010: 1,810 lbs  
Percent Increase: 105%

### Dollars Saved on Car Parking

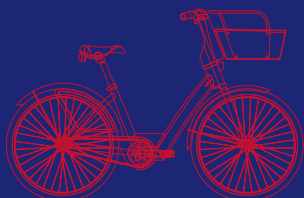
2011: \$506,909  
2010: \$311,126  
Percent Increase: 63%

*Survey data gathered and interpreted by  
Andy Duvall, DBS Director  
Research Assistant Professor, University of  
Colorado Denver*

Mayor Vidal at Denver Nuggets game







# OUR SUCCESS IS IN OUR NUMBERS

## OUR SUCCESS IN IMPROVING OUR BUSINESS

Denver Bike Sharing continues to evolve as a successful 501(c)(3) with an increasing number of users. With 217 operational days, we had 52 stations available for use in 2011. We also benefited from increased awareness of our system through 211 mentions in the media, and roughly 90 events that helped engage the community. Here is more information on our performance over the last year.

### Average Total Checkouts Per Day:

2011: 748 checkouts

2010: 453 checkouts

Percent Increase: 65%

### Total Annual Memberships Purchased:

2011: 2,675 memberships

2010: 1,784 memberships

Percent Increase: 50%

### Total Checkouts Lasting Two Minutes Or Longer:

2011: 202,731 checkouts

2010: 102,981 checkouts

Percent Increase: 97%

### Total Number of Facebook Fans:

2011: 3,770

2010: 2,435

Percent Increase: 54%

### Total Short-Term Memberships Purchased (24 hour kiosk, 24 hour online, 7 day, 30 day):

2011: 42,320 memberships

2010: 32,922 memberships

Percent Increase: 29%

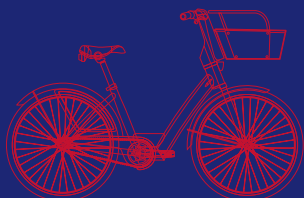
### Total Number of Twitter Followers:

2011: 3,841

2010: 2,498

Percent Increase: 54%

The image shows a screenshot of the Denver B-cycle Facebook page and a separate view of the Twitter profile. The Facebook page features a red bicycle as the profile picture, a cover photo of a person riding a bike, and a post from Michelle Pitkethley asking about new station locations. The page has 3,895 likes and 134 people talking about it. The Twitter profile shows the handle @Denver\_Bcycle, a bio about bringing bike sharing to Denver, and a list of recent tweets including an anniversary party announcement and a promotion for a mobile web app.



## MEMBERSHIP & USAGE

All of our riders can be broken into two groups: Annual Members and Short-Term Members.

**42,320** Short-Term Memberships (24-Hour Kiosk, 24-Hour Online, 7 Day, 30 Day)

+

**2,675** Annual Memberships

=

**44,995** Total Memberships

84% of surveyed Annual Members stated they plan to renew their membership in the coming year.

### THE ANNUAL MEMBER

We know our Annual Members took more trips during weekdays and typically used the same stations at the same times, with 84% using our system at least one day per week. This means our B-cycles were likely being used for work related trips, and that our Annual Members viewed the bicycle as an “every day” form of transportation. The average membership and usage fee per Annual Member was \$52.25 in 2011.

Statistics on our Annual Members:

- In 2011 we sold **2,675** Annual Memberships, a **50%** increase from 2010.
- Our Annual Members took **121,781** trips, accounting for **60%** of all B-cycles during the year.
- Approximately **16%** of our Annual Members used Denver B-cycle for all or part of their commute, and **32%** used it to go from transit stops to a destination.
- **35%** of Annual Members had an RTD pass, and **25%** of Annual Members reported that jointly using Denver B-cycle and transit often allowed them to leave their car at home.
- Annual Members attributed many positive changes in their lives to the use of Denver B-cycle: weight loss (**14%**), increased fitness (**26%**), reduced stress (**33%**) and better moods (**50%**).
- **72%** of our Annual Members reported that they rode a bicycle more frequently since using Denver B-cycle.
- **74%** of Annual Members reported that other people tried Denver B-cycle because of them.

### THE SHORT-TERM MEMBER

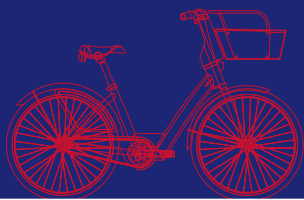
We know our Short-Term Members took more trips during the weekend, and were more likely to travel in groups. This means they were likely using B-cycles for commutes to recreational activities as well as recreation in-and-of itself.

Statistics on our Short-Term Members:

- 24-hour members took **74,797** trips in 2011, accounting for **37%** of all trips taken during the year.
- The average membership and usage fee revenue per 24 hour member was **\$9.85** in 2011.
- 24 Hour online, 7 day and 30 day members took the remaining **3%** of trips taken in 2011.

Since learning about Denver B-cycle, **61%** of riders reported that they now bicycle more frequently than before.



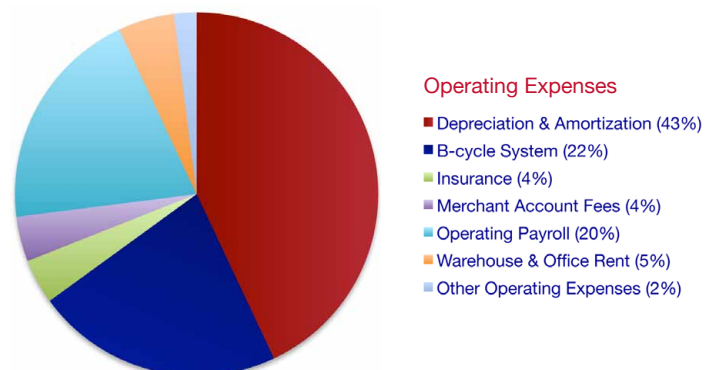
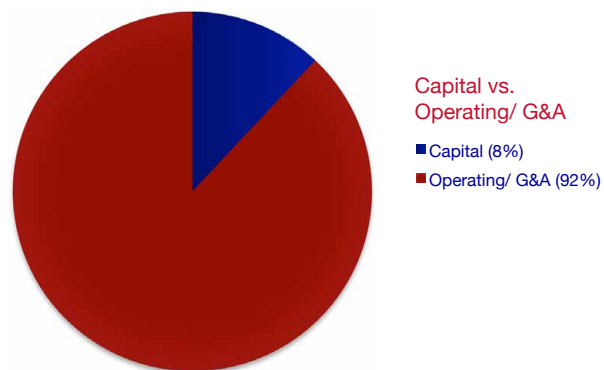
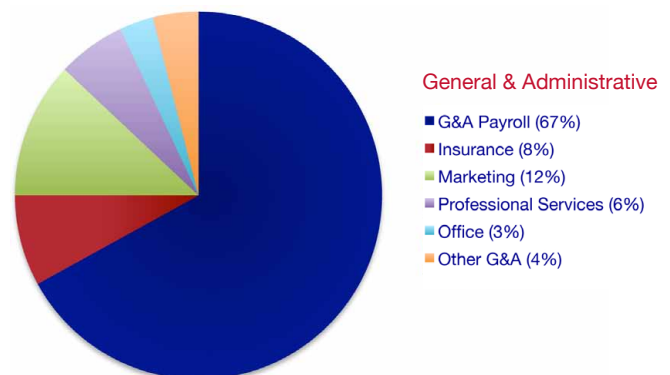
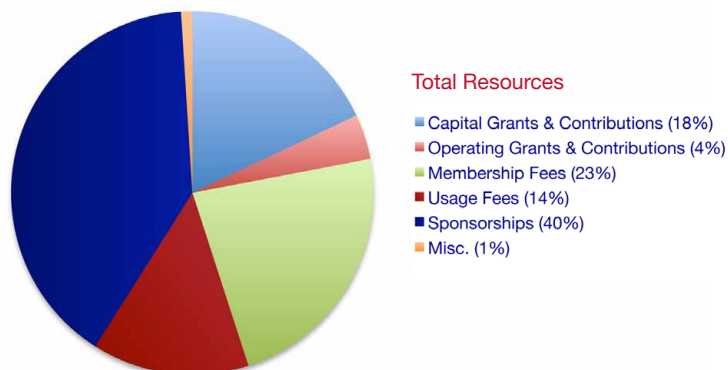


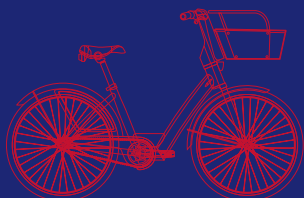
# FINANCIALS

Denver Bike Sharing's (DBS) business model relies on grants and gifts to finance capital expenditures, while recurring annual sponsorship revenue and membership and usage fees pay for operating, and general and administrative expenses. Expecting a \$264,388 net deficit in 2011 which was offset by our beginning cash balance, DBS ended 2011 with a net surplus of \$232,474 and an ending cash balance of \$590,425. Of this amount, restricted funds and deferred income equated to \$217,622. DBS entered 2012 in a very stable cash position.

## LOOKING AHEAD

DBS leveraged generous contributions from The Gates Family Foundation and The Anschutz Foundation to receive awards totaling more than \$1.1 million in state and federal public transportation funding. DBS worked with our partners at Denver Department of Public Works who submitted successful applications on our behalf for Funding Advancement for Surface Transportation and Economic Recovery Source (FASTER) and Transportation Community and System Preservation Program (TSCP). Timing of the funding process will determine whether DBS breaks ground for the 27-station system expansion in late fall of 2012 or early spring of 2013.





# FINANCIALS

## STATEMENT OF FINANCIAL POSITION - Accrual Basis As of December 31, 2011

<b>ASSETS</b>	
Current Assets	
Checking/Savings	586,060
Accounts Receivable	17,055
Other Current Assets	38,266
Total Current Assets	641,382
Property and Equipment	
Bikes	440,807
Events Equipment	1,964
Leasehold Improvements	8,281
Office Equipment	59,630
Shop Equipment	3,323
Stations	1,367,232
Transportation Equipment	73,547
Property & Equipment - Other <sup>1</sup>	(61,545)
Total Property & Equipment	1,893,240
<Less> Accumulated Depreciation	(727,749)
Net Property & Equipment	1,165,491
Other Assets	4,430
<b>TOTAL ASSETS</b>	<b>1,811,302</b>
<b>LIABILITIES &amp; NET ASSETS</b>	
Liabilities	
Current Liabilities	195,488
Long Term Liabilities	32,670
Total Liabilities	228,159
Unrestricted Net Assets	1,583,144
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,811,302</b>

<sup>1</sup> Represents reduction in cost of Season 1 system.

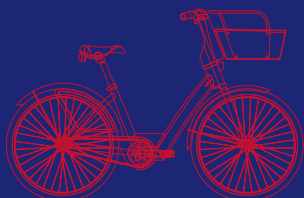
## STATEMENT OF ACTIVITIES - Accrual Basis January through December 2011

<b>INCOME</b>	
Capital Resources	268,312
Operating Resources	
Gifts in Kind - Services	6,307
Operating Grants and Contributions	66,405
Membership Fees	356,103
Sponsorships	607,903
Usage Fees	206,944
Total Operating Resources	1,243,662
<b>TOTAL INCOME</b>	<b>1,511,974</b>
<b>EXPENSE</b>	
Operating Expenses	
B-cycle System	220,582
Depreciation & Amortization	442,320
Insurance	35,439
Merchant Account Fees	37,503
Operating Payroll	200,609
Rent - Warehouse and Office	49,035
Other	20,332
Total Operating Expenses	1,005,820
General and Administrative	
G&A Payroll	316,443
Insurance	39,729
Marketing	53,881
Office	11,498
Professional Services	29,808
Other	19,750
Total General and Administrative	471,109
<b>TOTAL EXPENSE</b>	<b>1,476,929</b>
Other Income/Expense	(1,078)
<b>NET INCOME</b>	<b>33,967</b>



*100,000<sup>th</sup> Rider of Season Two, Bill Saslow*





## SYSTEM & STATION PLANNING

Using **\$1.1** million in Federal grants, Denver Bike Sharing will purchase up to **30** new B-stations and bikes in the next year.



Thanks to the support of the Denver Housing Authority, in 2011, Denver Bike Sharing was able to install new stations at 10<sup>th</sup> & Osage and 22<sup>nd</sup> & Pennsylvania, ending the season with **52** active stations and **732** bicycle docks.

At the beginning of 2011, 50 B-cycle stations were operational, containing 702 docks from which our users could dock and check out bikes. The majority of our stations continue to be centered in downtown Denver, with supporting stations in surrounding neighborhoods. By situating our stations near densely populated areas and existing bus and light rail stops, our system is able to serve the community as both an alternative to cars and a complement to public transportation.

In 2011, Denver Bike Sharing used funding from the Denver Housing Authority to install new stations at 10<sup>th</sup> & Osage and 22<sup>nd</sup> & Pennsylvania, ending the season with 52 active stations and 732 bicycle docks. Our most popular station, Market Street Station, had 8,985 checkouts in 2011.

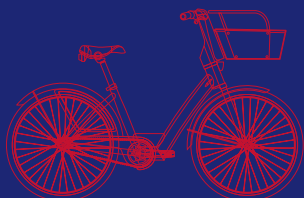
Over the last year, we have learned that certain geographic locations target certain membership types. For example, our B-stations in Cherry Creek accrue more checkouts by 24 Hour Members and our Market Street station attracts more Annual Members. Looking ahead, Denver Bike Sharing will leverage this type of data in order to reach members of a particular type through marketing, customer service or outreach.

### LOOKING AHEAD

With success comes expansion, and our system will be growing over the next year. Thanks to our partnership with Denver Public Works and local matching funds we received from several foundations and philanthropists, DBS was awarded a total of \$1.1 million in capital funding through two grants: Transportation, Community, and System Preservation Program (TCSP) awarded by the Federal Highway Administration, and Funding Advancements for Surface Transportation and Economic Recovery (FASTER) awarded by the Colorado Department of Transportation. Our grant funding will be used to purchase approximately 27 new B-stations and associated bikes. We will also receive private funds from the Denver Housing Authority to purchase and install a B-station at 9<sup>th</sup> & Santa Fe in 2012, and funding through a Transportation Solutions grant to fund the relocation of our University of Denver Nagel B-station.

Expansion will be designed to complement Denver's existing public transportation system. Future B-station locations will target the following neighborhoods: West City Park, the Colfax corridor, East Capitol Hill, Lower Highlands and Highlands, the Santa Fe district, Washington Park, and 1<sup>st</sup> & Broadway commercial district. Some locations will also be added to downtown Denver, as more stations will be needed to receive B-cycles from new neighborhood users commuting into downtown daily for work.

We are pleased to be able to bring bike sharing to new high density, mixed residential/commercial, transit oriented neighborhoods. With this expansion, we believe we can increase Annual Membership sales in new areas, and give existing users an increasing number of appealing destinations.



# OPERATIONS



On average, each of our **520 B-cycles** received regular maintenance and cleaning ten times in 2011.

## OVERALL SYSTEM PERFORMANCE

Thanks to updated software, hardware and the additional operational experience of our staff, our systems, stations and bikes functioned very reliably in 2011. We maintained three full-time and five part-time field technicians working 10-hour shifts.

### STATIONS

Our stations installed in 2010 have had two years of outdoor wear and tear. In spite of their exposure to the elements, they functioned extremely well and continue to improve. Our solar stations remain powered and operational, and even stations in poor solar locations operated smoothly through additional battery charging.

### BICYCLES

Our B-cycles performed better in 2011 as a result of component changes and part modifications. In the last year, we redesigned our maintenance process to provide better consistency. Our technicians brought bikes to the shop on a three-week schedule for more detailed service, and inflated tires and did visual inspections on a bi-monthly schedule. On average, each of our B-cycles received regular maintenance and cleaning ten times in 2011.

### BALANCING

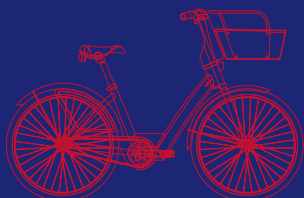
Our goal is to maintain a balanced system, assuring the availability of bikes and empty docks to which to return them, while minimizing the usage of fossil fuels from driving our truck around to re-distribute bikes. We accomplish this by continuously monitoring real time conditions and recurring patterns in the system and proactively balancing. However, when possible we try to let the system maintain its own equilibrium to reduce fossil fuel use and associated financial and carbon costs.

In our first two years, we learned that the optimum ratio for the system was 2 docks for every one bike, a change from our original assumption of 3 docks for every two bikes. To reduce our environmental footprint, in 2011, Encana funded the conversion of our two trucks to compressed natural gas engines.

## LOOKING AHEAD

In the coming year we will look forward to management software improvements that will help us continue to optimize our operational and distribution practices. We hope these increased efficiencies will help us manage an expanding system with minimal additional personnel costs.





## CUSTOMER SERVICE & SYSTEM FUNCTIONALITY



Software and hardware optimization, as well as the addition of color touch screens to bike stations, reduced the incoming call volume to Denver Bike Sharing staff by **29%**.

Denver Bike Sharing gained a new troubleshooting process in 2011: the ability to control stations remotely. If hardware is not performing correctly, we can now restart stations with minimal service interruption to our end-users. This has also helped us be more environmentally friendly by reducing the number of on-site trips taken for each station restart.

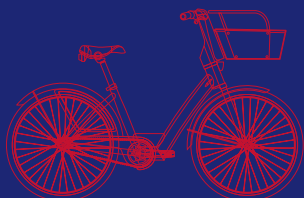
Software and hardware optimization, as well as the addition of color touch screens to bike stations, reduced the incoming call volume to Denver Bike Sharing staff by 29%. These improvements helped reduce the time our walk-up users spend checking out a bike from a station, which was several minutes in 2010, to as little as 90 seconds in 2011. Annual members can now check out a bike directly from the dock with their membership cards in only 5-8 seconds.

### LOOKING AHEAD

Pricing structures and usage fees continued to be a source of confusion for walk-up users in 2011, resulting in 1,595 calls to Denver Bike Sharing staff (33% of all calls during 2011). For the 2012 season, we have redesigned our kiosk stickers that explain our pricing structure by incorporating feedback from users and staff members.

On several occasions during large-scale events such as Rockies Opening Day and A Taste of Colorado our cellular networks were overloaded. This resulted in the failure of large sections of the system to operate at the standard we expect. We hope that Sprint's new investments in downtown will alleviate many of these issues seen in 2011.

We will also look to create additional materials to train Denver Bike Sharing staff on customer service, in order to increase the number of qualified representatives who can address issues. We will also be refining our afterhours automated phone attendant to provide better quality customer support during non-business hours.



## MARKETING



*October, 2011 Orange Ride*

Achieving widespread adoption of bike sharing as a consistently used transportation option is both a sales and a community behavioral change challenge.

### EVENTS & CONTESTS

- Held 90 events: 72 booth events, 9 guided rides and 8 presentations
- Hosted Denver B-cycle's first anniversary party at the Museum of Contemporary Art Denver, attended by over 500 people
- Offered two safety training sessions
- Participated in Colorado Gives Day, resulting in an additional \$1,845 in new gifts from individuals
- With the support of Aspen Skiing Company and Sky Hotel Aspen, launched a November Ridership contest, increasing interest during a typically slow month of usage, and helping us surmount our goal of 200,000 rides for the season

### TRADITIONAL & NON-TRADITIONAL MARKETING

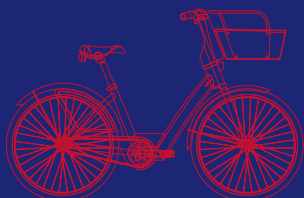
- Distributed 2,500 rack cards to 56 locations primarily targeting out of town users
- Sold 88 30-day memberships through Groupon, the deal-of-the-day web site
- Gathered e-mail addresses from walk-up users through SMS text messaging campaigns, while simultaneously bringing in 44 new annual memberships
- Created text messaging campaign to reach our members with relevant data and targeted marketing messages
- Implemented bike handlebar QR codes allowing smart-phone users to access the city's most recent bike maps
- Continued our Business Supporters Program, allowing members to receive discounts at 21 businesses when they showed their Denver B-cycle membership card
- Activated 340 new memberships through group membership programs with 13 companies
- Launched our first Low Income Pilot Project resulting in 37 new memberships and 248 additional rides
- Performed targeted outreach at low-performing stations



**Make every day Bike to Somewhere Day.**  
B-cycle memberships only \$49 until 4/22  
**DENVER B** *cycle* .com

*Denver Post Strip Ad*





# MARKETING



## SOCIAL MEDIA

- Doubled Facebook and Twitter audiences, reaching 3,770 Facebook friends and 3,841 Twitter followers, using scavenger hunts and #hashtag contests
- E-mail audience increased 12% in the last half of the year

## PUBLIC RELATIONS

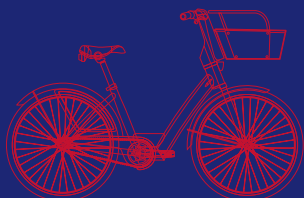
- Featured in 211 news articles and blog posts, both locally and nationally



*Denver B-cycle receives award from Downtown Denver Partnership*

## AWARDS & ACCOLADES

- Received one of six Downtown Denver Awards from the Downtown Denver Partnership at their annual black tie dinner, attended by 1,100 people
- Received the 2010 Large Project Award from the Colorado Chapter of Advancing Women in Transportation
- Received the Tourism Star Award from VISIT DENVER for Denver B-cycles outstanding contributions to local tourism
- Finalist for the Healthy Living Innovation Award bestowed by the Department of Health and Human Services
- Voted the Reader's Choice Best Green Service by Westword
- Voted Editor's Choice Best B-cycle Station, Best Smart Phone App and Best Bicycle Challenge by Westword
- Voted Judge's Choice for St. Patrick's Day Parade float



## COMMUNITY SUPPORT

We remain indebted to the community for its support of Denver Bike Sharing. Donations, sponsorships, in-kind support, members and riders – all are critical to the success of our system.

We have many champions in government and non-profit sectors as well, and we would not have achieved our level of success without their support. They include: Mayor's Greenprint Denver Program; Office of Economic Development, Strategic Marketing; Department of Public Works; Department of Parks and Recreation; Denver Police Department; City Attorney's Office, Community Planning & Development; Department of Environmental Health; Department of General Services, Facilities Management; Denver City Council; BikeDenver; Bicycle Colorado; Mayor's Bicycle Advisory Committee; Regional Transportation District; VISIT DENVER; and Transportation Solutions.

### COLORADO GIVES DAY

---

In 2011, Denver B-cycle participated in Colorado Gives Day, a program of the Community First Foundation, and received \$1,845 from members of the community wanting to support local non-profits. These donors included:

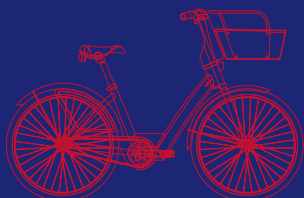
Alison Torvik	Jessica Andersen	PB Schechter
Allison Gleichman	Jill Moore	Randall Hunt
Amy Schiebel	Joseph Murphy	Raydean Acevedo
Barbara Masoner	Josh Gold	Sabra Anckner
Chrystal Leyva	Joshua Fine	Sally Brashear
Coleen (Cole) Judge	K R Jones	Sheri Lockhart
Community First Foundation	Kirk Mills	Stefanie Winfield
David Kueter	Kristen Burke	Steve Gore
Dawn Kearns	Laura Beard	Thomas Lydigsen
Deborah Main	Linda White	Vera Divenyi
Devra Altman	Lois Walton	Warren Kuehner
Emily Frost	Mark Jones	Wayne Harding
Heather O'Connell	Mary Ann Amari	
James Simpson	Paul Carlson	

### IN-KIND

---

Brownstein, Hyatt, Farber, Schreck, LLP





## PARTNERS AND CASH & TRADE SPONSORS



**KAISER  
PERMANENTE®**

*Presenting Sponsor*

Brownstein | Hyatt  
Farber | Schreck



Mayer  
Hoffman  
McCann P.C.  
An Independent CPA Firm



**THE DENVER POST**  
**denverpost.com**



**elevatedthird**

Web Design, Development & Search



FAIRFIELD  
AND  
WOODS, P.C.



LEADING HOSPITALS.  
TRUSTED CARE.

**HUMANA**  
Guidance when you need it most



integer



**ORANGE BARREL**  
MEDIA

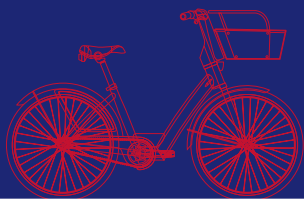


**PATTON BOGGS LLP**  
www.pattonboggs.com

**pear**  
WORKPLACE SOLUTIONS



"Kentwood City Properties is a strong supporter of Denver B-cycle. As sponsors of the program, we are creating different ways to encourage people to use B-cycle. We encourage our brokers and staff to commute to work by bike and to show properties using B-cycle. We also encourage Denver residents to use B-cycle in the same ways." said Dee Chirafisi, Founding Partner of Kentwood City Properties.



## STAFF



*Left to right - back row:*

**Jeff Cleary**, Full Time Technician

**Jared Rader**, Part Time Technician

**Nick Bohnenkamp**, System Planning & Special Projects Director

**Daniel Noriega**, Full Time Technician

**James Kunz**, Full Time Technician

**James Waddell**, Sponsorship, Marketing & Development Director

**Ben Turner**, Sales, Marketing & Communications Manager

**Mark Kittler**, Full Time Technician

**Matt Virlee**, Customer Relations & Low Income Outreach Manager

**Kathy Dremann**, Business Affairs Director

**Parry Burnap**, Executive Director

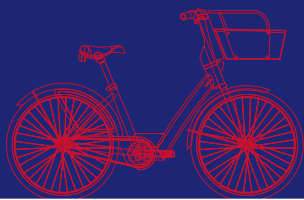
*Left to right - front row:*

**Evan Ely**, Part Time Technician

**Phil Marino**, Shop & Service Manager

“We have a long-standing commitment to making the healthy choice the easy choice. Bike sharing stands for health and putting active transportation — short trips done by bike or by walking — into people’s lives.”

- Corina Lindley, Presenting Sponsor Kaiser Permanente in an interview with the *Denver Business Journal*, June 10, 2011.



# A SPECIAL THANK YOU

We'd like to thank a spectrum of individuals who have come together to support Denver B-cycle. Their time, resources, passion, advocacy and commitment have elevated our city as a national leader in the bike sharing movement.

John Adams • Katie Adamson • Jandel Allen-Davis • Alyssa Alt • Sarah Anderson • Natalie Anne • Amanda Archerd • Lindsay Arell • Javier Badell • Sue Baker • Lori Baker Strand • John Bannister • Andrea Beatty • Clay Beatty • Julie Bengtson • Jock Bickert • Lindsey Bieging • Brenda Boeck • Cindy Bosco • Tracy Boyle • Sally Brashear • Winton Brazil • Justin Bresler • Kelly Brough • Tim & Libby Brown • Jayne Buck • Dan Bush • Jeff Calderone • Rebecca Cales • Vanessa Caniff • Frank Cannon • Amy Cara • Gavin Carney • Adan Cerda • Dee Chirafisi • Nicole Christianson • Peter Coakley • Jeff Comcast • Julia Cowan • Kimball Crangle • Ethan Crawford • Debbie Cullen • Alex Davis • Dede de Percin • Melina Dempsey • Stephen Dennis • John Desmond • Adam DeVoe • Mike Dino • Tami Door • Kenny Doss • Lee Driscoll • Carlene Dumont • Andrew Duvall • Jacob Duvall • Wendy Eberhardt • David Ehrlich • Lucy Elmore • Holly Endres • Mike Fahndrich • Fangmeier • Sheila Fangmeier • Becky Farr • Annette Fedd • George Ferris • Steve Ferris • Jens Fannesbeck • Gabow • Jessica Garber • Ken Gart • Taylor Gerhart • Erika Gibson • Meredith Giske • Keith Goertz • Karen Gougeon • Anthony Graves • Kevin Graves • Kelly Greengard • Ashley Grosh • Becky Grupe • Cindy Haner • Wayne Harris • Carla Harshberger • Micah Henke • Derek Henry • Sheri Herner • Tiffany Hoffman • Michael Holm • Leslie Horna • Walter Isenberg • Sean Janelle • Mary Jo • Kat Jokonpatra • Doug Jones • Cole Judge • Sam Kauffman • Chris Kinsman • Cindy Kreutz • Kramer, Kristen • Christiana Kuipers • Lamb • Heather Larabee • Karen Leaffer • Amanda Lindelow • Corina Phillip Lucero • Meg Lyda • Donna Lynne • Colin McCluskey • Kelly McCourt • Dan Miller • David Miller • Terry N. Loesch • Mark Najarian • Tammie • Deborah Park • Kristin Pazulski • Price • Teo Price-Broncucia • Rassman • David Reed • Sarah Romero • Gary Catherine Ryon • Hassan Scharf • PB Schechter • Eleni Sarris • Chandler Sharp • Elizabeth • Arne Sjodin • Holly Smith • Tyler Smith • Denise Stepto • Gretchen Williams • Bruno-mlot • Jim Theye • Thurston • Alec Tiger • Janie Tow • Elizabeth • Chantal Unfug • Gary VanBuskirk • Amy Venturi • Greg Vigil • Lukas Walton • Tom Walton • Phil Washington • John Isabel Werner • Roxane White • Joyce Witte • Karen Worminghouse

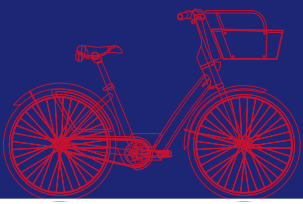
## THANK YOU!

• Crissy Fanganello • Christopher Chris Frampton • Eric France • Meredith Good • Robert Gore • Steve Gore • Tom Alex Hall • Rachel Halzel • Leslie Hancock Hatch • John Hayden • John Hayden • Jay Hoambrecker • Doug Hock • Andrew Matt Hubbard • Genevieve Hutchison Zuelsdorf • Carl Johnson • Roy Johnson • Mike Keller • Vikki Kelly • Jay Kenney • Alison Laevey • Steve Lake • Megan Lindley • Jordan Lloyd • Ken Lloyd • Aylene McCallum • Rich McClintock • Mayor Michael Hancock • Alex Mehn Morrissey • Scott Munroe • Daniel Murray • Amanda Megan O'Connor • Kerri O'Malley • Greg Olson • Jonathon Papsin • Tonja Petticrew • Nikki Powers • Susan Powers • Rob Troy Rackham • Austin Rand • Sean Rasso • John Tyler Reeder • Meghan Riley • Jonah Rogin • Richard Rost • Rocio Rowland • Steve Sander • Ellen Sandvig • Richard Andy Schneider • Peter Schultz • Smith • Todd Selden • Michael Shriver • Jamie Sieb • Anna Simon Smith • Kelly Smith • Shelley Emily Snyder • Andy Spielman • Maren Stewart • Steven Strollo • Alison Thayer • Mary Therese • Maggie Thompson • Robin • Ryan Tobin • Allison Torvik • Train • Matt Trasen • Mike Ullrich • Upson • Piep Van Heuven • Luke Caroline Villegas • Gabby Voeller • Watson • Michele Weingarden • Dan Yablonsky • Phillip Zakrzewski

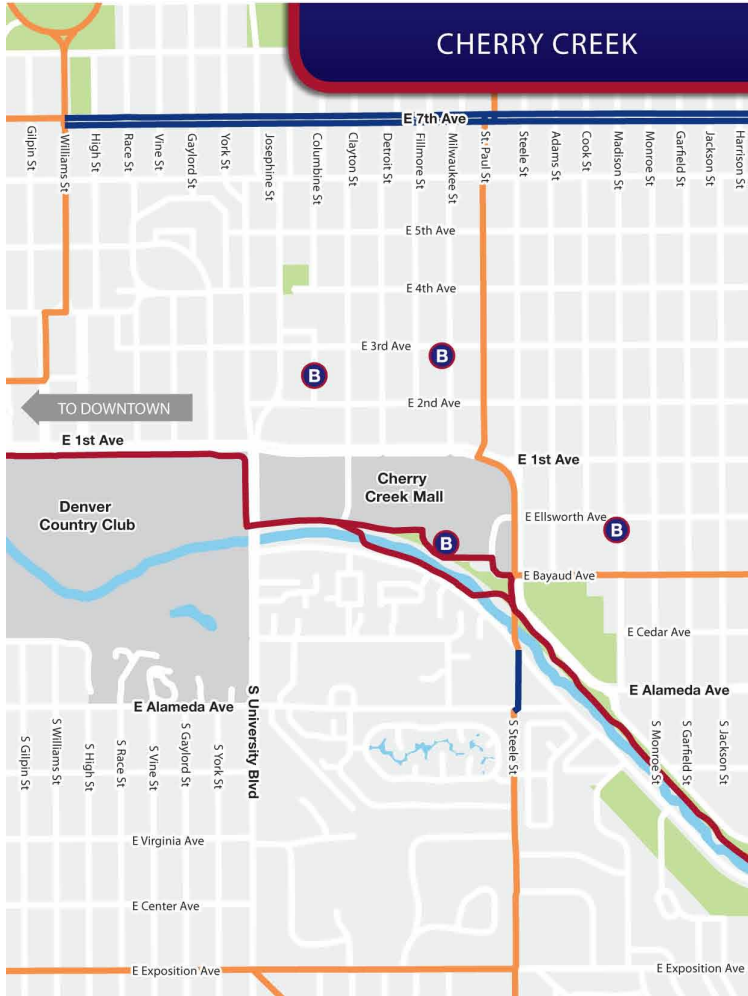




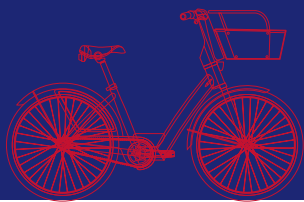




# B-CYCLE SOUTH STATIONS







**KAISER  
PERMANENTE®**

*Presenting Sponsor*

2737 Larimer Street, Suite A, Denver, CO 80205 | 303.825.3325 | [www.denverbikesharing.org](http://www.denverbikesharing.org)

 **denver  
Bike Sharing**

**DENVER**  *cycle*