



ANNUAL REPORT 2020

TABLE OF CONTENTS

1. Letter from the Executive Director
2. Successes and Milestones
3. Operations Update
4. Ridership Data
5. Community Impacts
6. Financial Summary

LETTER FROM THE EXECUTIVE DIRECTOR

Mahalo nui to our sponsors, partners, community supporters, and customers that enable Biki to be a 24/7 public mobility option in urban Honolulu.

In 2020, the uncertainties and difficulties of the global pandemic presented many new challenges, and I was (and continue to be) very inspired by how our team worked to keep the bikes rolling at 100% between various periods of multiple community lockdowns. I can also proudly say that our dedicated actions kept us and our customers healthier in 2020 than otherwise might have been without access to Biki.

Biki remained fully operational throughout the COVID-19 crisis, operating as an essential transportation service without any cuts to stations or bikes in 2020. This was not the case nationally, where 46% of all US docked bikeshare services did not operate during the 2020 portion of the pandemic, as reported by the Bureau of Transportation Statistics, USDOT.

2020 was a true litmus test of who in Honolulu depended on cycling as a transport mode while many of our campus, office and tourist customers stayed home throughout the lockdowns. When our ridership crashed by nearly 80% in that first month we considered closing down until the City declared Biki an essential service. Our trips then quickly recovered to half of the pre-pandemic levels and the proportion of utilization shifted to even more use by local members (80% versus 69% in 2019).

Much of this was due to 79.6% of our members reporting that they chose to continue to ride Biki because they felt it was the safest form of public transportation during the pandemic.

Thus, cycling became the primary mode of shared or public transportation for many. Additionally, this change was also reflected in our decision to shift excess station capacity from tourist sites to essential destinations like public parks and 24-hour supermarkets. This further proved that Bikeshare Hawaii's top priority continues to be providing a service for Honolulu residents that enables our community to achieve its environmental, health and mobility goals.



Bikeshare Hawaii looks forward to working with you to continue our collective pedal through to the start of our fifth year as Honolulu's bike transit service. Our work, as the non-profit portion of the bikeshare public private partnership hui, is funded primarily through business donations and grants.

This journey continues to show that bikeshare offers significant individual and community benefits, and thus moves us all closer toward the goal of a more healthy and resilient public transportation ecosystem.

Todd Boulanger, Executive Director



Figure 1. Source: Honolulu Star Advertiser

SUCCESSES AND MILESTONES

Despite all the local and global challenges during 2020, Biki had a number of notable successes. **More than 59,000 people took over 797,000 Biki trips in 2020** as residents chose Biki as their preferred mode of transportation to reach their essential workplaces, pick up supplies, and get fresh air and exercise. There was a 41% decline in rides from 2019. However, while the total number of rides taken by visitors decreased by a staggering 68%, the number of resident rides only decreased by 26%. **And, despite the stay-at-home orders, the Biki system had over 7,300 new member enrollments by local residents!** Many of these new members decided to sign up for Biki because of health concerns related to using crowded public transit systems, their gyms had closed, or they decided to opt for a more affordable transportation option during a time of job loss and economic uncertainty.

MORE BIKE LANES - Another silver lining the pandemic provided was fewer cars on the road, which allowed the City to complete a number of important bike infrastructure projects to improve Honolulu's micro-mobility network. Both Pensacola Street and Ward Avenue now have protected bike lanes that serve as much-needed mauka-to-makai (mountain to ocean) connections to the primary King Street and Beretania Street corridors.

OPEN STREET SUNDAYS - The City and Hawaii Bicycling League hosted Open Street Sundays by closing Kalakaua Avenue to cars and opening it to cyclists, pedestrians, and a multitude of other human powered vehicles. On four consecutive Sunday mornings, local families flocked to Waikiki to enjoy public spaces and engage in recreation in an outdoor, socially distanced setting. This "Open Street" or "Shared Street" concept was piloted in many cities across the globe to bring communities together and stimulate local economies by increasing traffic to businesses. It allowed Hawaii residents to envision a more human-centric neighborhood, rather than one that is designed for cars. The success of this initiative could be seen in the increase of Biki trips during each event, many of which were taken by first-time riders who may not have had bicycles at home, but still wanted to participate. We are encouraged by these programs that improve the safety, accessibility, and mobility of our community, and we look forward to more projects in the coming years.

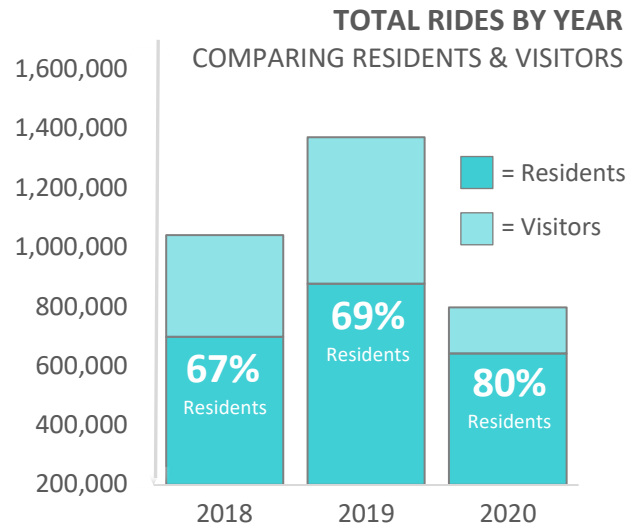


Figure 2. Biki users participating in an Open Street Sunday event



PUBLIC SERVICE CAMPAIGN - Bikeshare Hawaii was selected as the non-profit recipient of Ad 2 Hawaii's 2020 Public Service Campaign. This pro-bono professional media campaign provided statewide exposure through numerous platforms including radio, TV, and digital and print advertising. The central message communicated that Biki is a community service that offers a variety of benefits to all residents, regardless of gender, socio-economic status, and ethnicity. The valuable exposure generated by this campaign came at an important time when many of Honolulu's residents were stuck at home in front of screens. It served as an opportunity for Biki to connect with the community and reach new customers while reiterating our role as an essential transportation provider.

Figure 3. Ad 2 Honolulu Public Service Campaign

OPERATIONS UPDATE

As the early pandemic cut daily tourism arrivals to a mere 1% of previous state levels, Bikeshare Hawaii began to analyze how the remaining customers were using the system. The need for physically distanced transportation to reach essential services and workplaces caused Biki to relocate some stations to areas that would better serve residents. The new station at a popular 24-hour grocery store, Don Quijote, immediately rocketed to the fourth most-used station in our service area. When public parks and entertainment venues closed, beach surf areas became some of the only legal spaces available to residents. The Biki station installed at Leahi Beach Park was a good example of this as its 23 docking points handled a demand that would have required up to 15 paved parking stalls.

STATION RELOCATIONS - A new factor affecting operations and customer satisfaction was the requirement to relocate several stations impacted by large-scale paving work in the Downtown and Chinatown areas. This was noticeably frustrating for residents, small businesses and their customers who depended on Biki. As a solution, we approached private property owners located near the paving zones, who had unused, off-street space. This resulted in new partnerships and helped fill in the service area gaps.



System Data	2019	2020
Total # of Biki Stops	136	135
Total Bikes in Service	1205	1109
Total End of Life Bikes	36	50
Station Relocations	7	9



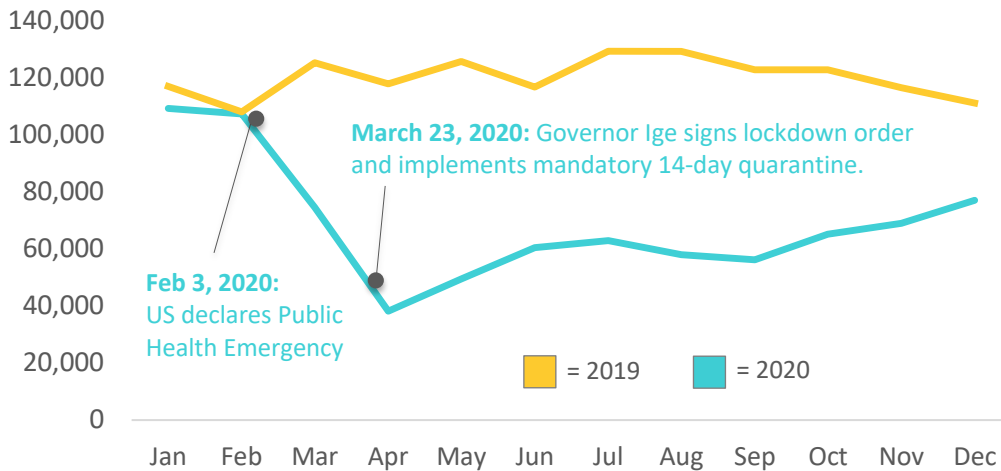
VANDALISM CHALLENGES - The industry-wide problem of vandalism targeting bikeshare systems hit Biki hard in late 2020. The combined elements of the pandemic: isolated commercial areas without 'eyes-on-the-street' and higher levels of community stress, led to vandalism evolving from basic graffiti to the destruction of bike frames and mass slashing of tires. The increase in vandalism, combined with a shortage of bike replacement parts, meant that a growing portion of our fleet was unusable and had to be brought into storage.

SERVICE CHANGES – To keep riders safe and help stop the spread of COVID-19, we shifted our top priority from rebalancing stations to sanitizing equipment. As a result, **the Biki Crew spent more than 3,700 hours disinfecting bikes and stations in 2020.** To protect staff, the office was closed to the public, call center agents transitioned to working from home, and a scattered schedule was developed to promote social distancing in the workshop. As system usage and revenue continued to decline, Biki's operating partner decided to retain all employees, but at reduced hours, so staff could keep their health coverage. The lower usage of the system resulted in fewer customer service calls, less wear and tear on equipment, and a reduction in the need for rebalancing.

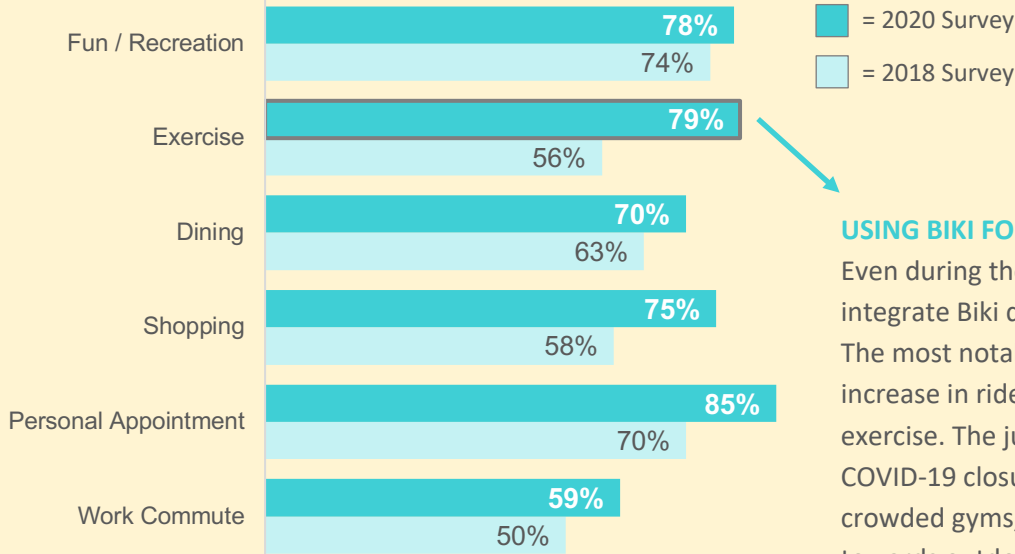


RIDERSHIP DATA

COMPARING 2019 & 2020: TOTAL RIDES BY MONTH



WHERE/WHY DO MEMBERS RIDE?



Data Source: Biki Member Surveys (May 2018 & July 2020)

USING BIKI FOR EXERCISE DURING COVID-19

Even during the pandemic our members continued to integrate Biki deeper into all of their transportation habits. The most notable change from 2018 to 2020 was the increase in riders who reported using Biki for the purpose of exercise. The jump from 56% to 79% was likely due to COVID-19 closures, which drove residents away from crowded gyms, exercise classes, and team sports, and towards outdoor activities such as biking.

2020 BIKI SNAPSHOT

797,800 TOTAL TRIPS

41% decrease from 2020



59,500 TOTAL RIDERS

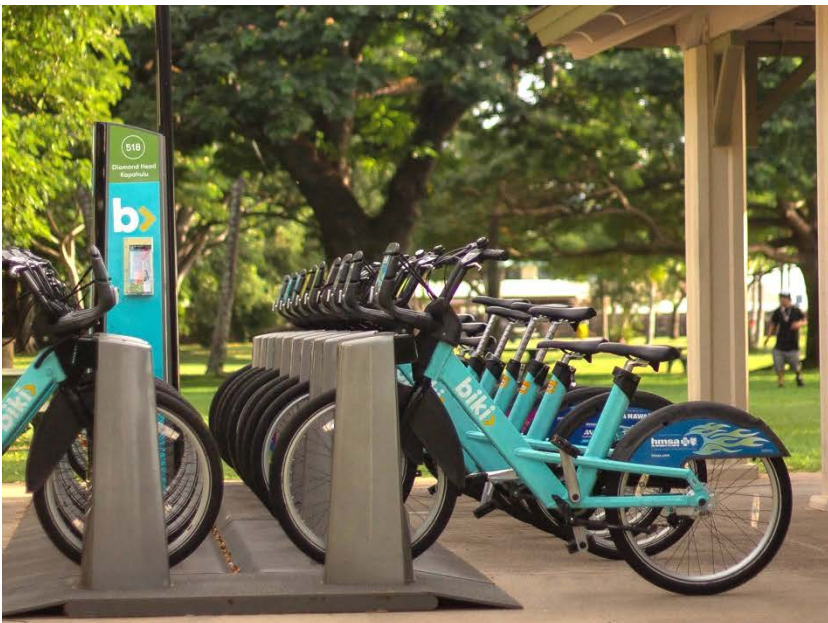
50% decrease from 2019



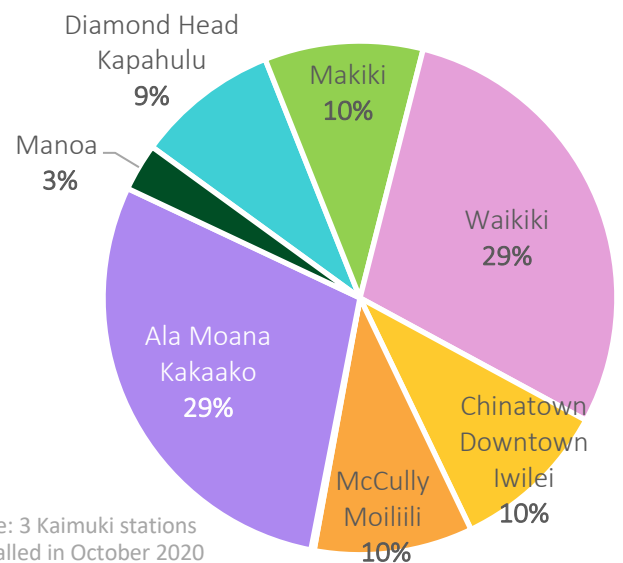
14,600 ACTIVE MEMBERS



7,300 NEW MEMBER ENROLLMENTS



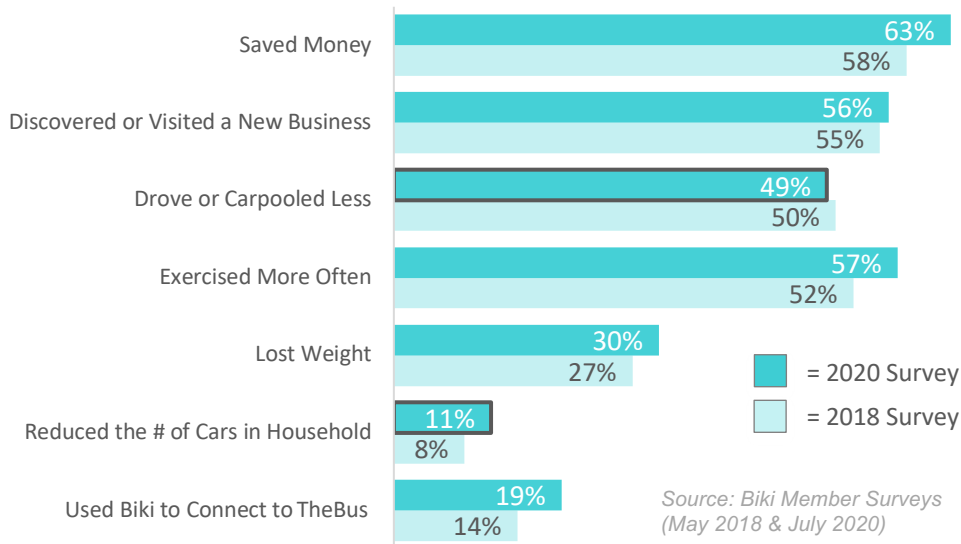
RIDES BY NEIGHBORHOOD



Note: 3 Kaimuki stations installed in October 2020 made up <1% of total rides

COMMUNITY IMPACTS

SINCE JOINING BIKI, MEMBERS REPORT HAVING....



ENVIRONMENTAL BENEFITS OF BIKI

Biki is one of the Honolulu's most effective tools to reach its climate goals of reducing greenhouse gas emissions by 45% (by 2025) and achieving carbon neutrality (by 2045) as per the City's climate action plan (*One Climate O'ahu*). It's a solution that exists now that can be expanded and integrated more deeply into the community well before rail and other alternatives are able to serve our island.

Biki is also a critical program to help Honolulu achieve the City's objective of doubling the bicycle commuting mode share by 2024.

ENVIRONMENTAL IMPACTS

13,000,000 MINUTES
traveled on Biki Bikes

equivalent to:



2 MILLION LBS
of CO2 avoided



136,000 GALLONS
of gasoline saved

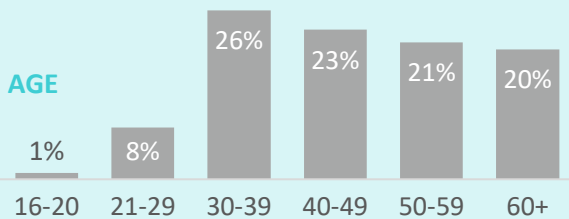


280 CARS
removed from the
roadway for one year

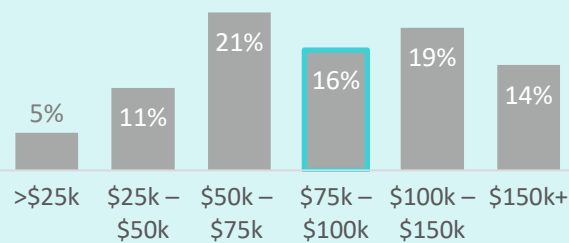
Data Source: Biki 2020 Ridership Data, EPA Greenhouse Gas Equivalencies Calculator

MEMBER DEMOGRAPHICS

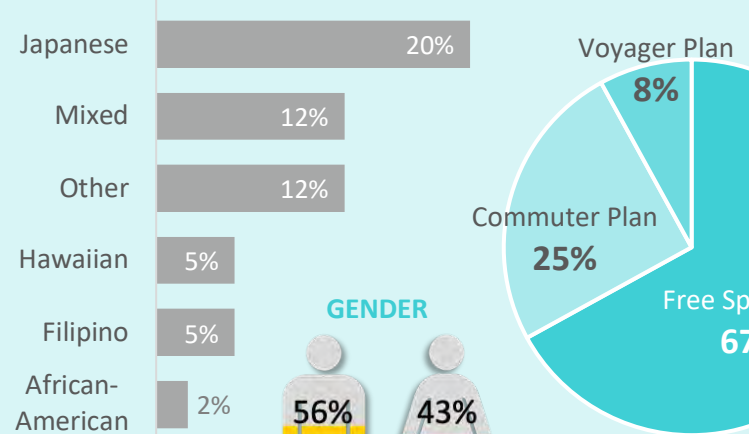
AGE



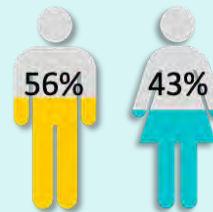
ANNUAL HOUSEHOLD INCOME



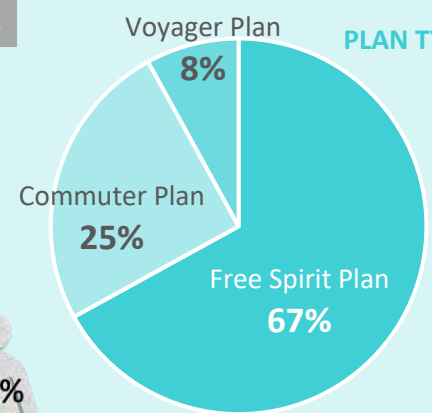
ETHNICITY



GENDER



PLAN TYPE



Note: Charts may not add up to 100% because some survey respondents elected not to answer.

*The median household income in Honolulu in 2020 was \$87,470.

Sources: Biki Member Survey (July 2020), Census.Hawaii.gov

TRENDS

33 MIN 55 SEC

AVERAGE RIDE
DURATION

FRIDAY

MOST POPULAR
DAY OF THE WEEK

4PM

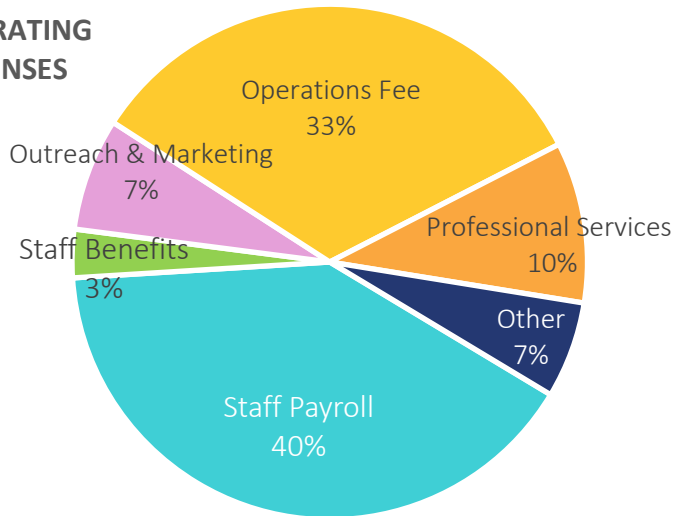
MOST POPULAR
TIME TO RIDE

#231 ALA MOANA
KAPIOLANI & KEEAUMOKU

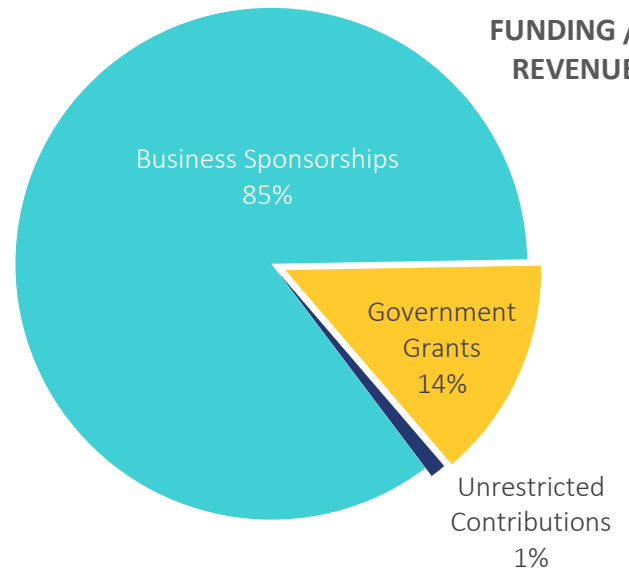
MOST POPULAR
BIKI STOP

FINANCIAL SUMMARY

OPERATING EXPENSES



FUNDING / REVENUE



MISSION

Bikeshare Hawaii's mission is to provide the public with high quality, convenient, reliable, and affordable bikeshare services that enhance community health and livability, strengthen our public transportation system, and connect people to more places where they live, work and play throughout Hawaii nei.

BOARD OF DIRECTORS

Chair: Greg Gaug	<i>Ulu pono Initiatives, Senior VP of Investments & Analytics</i>
Rick Egged	<i>Waikiki Improvement Association, President</i>
Josh Feldman	<i>Tori Richard Ltd., President / CEO</i>
Marcy Fleming	<i>Kamehameha Schools, Director of Transactions</i>
Danielle J. Harris	<i>Elemental Excelerator, Director of Innovation, Mobility</i>
Randolph Moore	<i>University of Hawaii, Regent</i>
Michael Robinson	<i>Hawaii Pacific Health, VP of Government Relations & Community Affairs</i>

SUPPORTERS

PROGRAM SPONSORS



PARTNERS

- City and County of Honolulu
- State of Hawaii
- Ulu pono Initiative
- Hawaii Bicycling League
- Hawaii Alliance for Community Based Economic Development
- Oahu Metropolitan Planning Organization

GRANTORS

- US SBA Paycheck Protection Program
- State of Hawaii PIVOT grant
- Walmart Community Grant
- Ad 2 Hawaii (in-kind)

STATION SPONSORS

- Alexander & Baldwin
- Castle & Cooke Hawaii
- Don Quijote (USA)
- Finance Factors
- Greystar
- Hawaii Community Development Authority
- Hawaii Convention Center
- Hawaii Pacific University
- Howard Hughes Corporation
- Kamehameha Schools
- Kapiolani Community College
- Pacific Park Plaza
- Prince Waikiki Hotel
- Queen Kapiolani Hotel
- Redmont Real Estate Group
- University of Hawaii Manoa



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