



2021

BIKESHARE REPORT

Director's Comments

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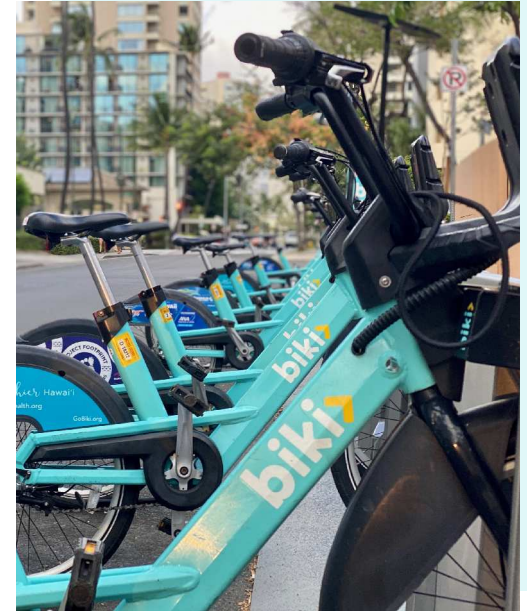
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Just when we thought we knew what to expect in 2021, we were surprised by something new and often outside our control.

We expected 2021 to be similar to 2020, with a slow growth build back as we continued to see stay-at-home orders, the seemingly permanent transition to remote work, and the slow resurgence of the visitor market. But we were wrong. In just over one year, Biki was tested by a sudden pivot from dismal demand to unexpected over-demand (589% growth) as visitors dealt with a summer rental-car shortage by using bikeshare. Biki made transportation in Honolulu more resilient by covering for the 2020 disinvestment of national rental car companies by providing a way for the rapid influx of tourists to move around town affordably and experience Honolulu in a pleasant way.



Since the launch of Biki in 2017, the National Association of Transportation Officials (NACTO) has ranked Biki among the top U.S. bikeshare systems. And, almost 90% of station-based bikeshare trips continue to be concentrated in only six urban areas: New York City, Chicago, Boston, San Francisco Bay Area, Washington D.C and Honolulu (Biki).

Looking forward to 2022, I found this recent quote from NACTO, that will be our guide star, as we ride towards Biki's developing destiny, as a maturing bikeshare transit service:

"Cities and operators must also strengthen their partnerships to ensure that shared micromobility continues to provide the essential service that helps people get where they need to go safely, comfortably, reliably, and at prices they can afford. Working together, cities, operators, funders, and regulators must ensure that shared micromobility systems reduce driving and emissions, and help mitigate looming climate disasters."

– Shared Micromobility in the U.S. 2020-2021 (NACTO, page 26)

A handwritten signature in black ink, likely belonging to the Biki Director, positioned in the bottom right corner of the page.

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Decommissioning Stations: In April 2021, we made the difficult decision to remove seven stations from service as a cost-reduction strategy for our operator. We selected stations that were underutilized due to shifts in rider destinations and trip frequency. By the end of the year, three of the stations had been returned back to service.

Fare & Plan Changes: In October, we increased visitor walk-up fares and extra time fees to ensure the financial sustainability of our service. Understanding that visitors have a different price elasticity than local residents, we decided to make no changes to our affordable kama'aina monthly rates, which have remained unchanged since Day One. As a community-based organization, this was especially important during a time of underemployment and financial instability. We also renamed several fares and terms.

After four years of analyzing how people use Biki, we introduced a brand-new day pass option called “The Jumper”. This \$12 pass allows for unlimited 30-minute rides during a 24-hour period. Day passes have become standard practice and are offered by most other U.S. bikeshare systems.



Previous Name	New Name	Old Price	New Price
\$15 Monthly	The Commuter	\$15	\$15
\$25 Monthly	The Voyager	\$25	\$25
Free Spirit Plan	The Free Spirit	\$20	\$25
Single Ride	One-Way	\$4.00	\$4.50
\$20 Plan	Multi-Stop	\$25	\$30
N/A	The Jumper	N/A	\$12
Overage Fee	Extra Time	\$4.00	\$5.00

 = Kama'aina memberships  = Visitor rates  = Other

Educating Customers: In anticipation of an influx of visitor arrivals following the pandemic, we installed signage at many Waikiki stations to educate tourists on an important district traffic law: no riding on the sidewalk. We also launched a new, more user-friendly website that simplifies the rental process.

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Pandemic Recovery: Biki proved to be resilient following the COVID-19 pandemic, with rides increasing by 31% in 2021 from the previous year and the number of unique riders increasing by 76%. This ridership growth was the result of a rebounding tourism industry, increased shopping and entertainment activity, and more residents returning to work.

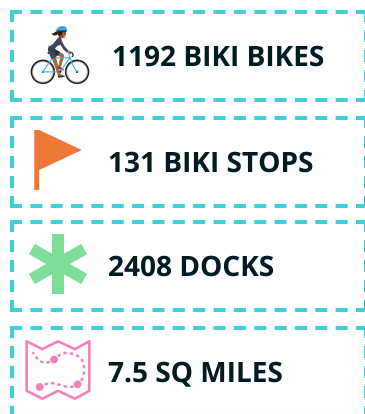
Biki Ambassador Pilot Program: Thanks to grant funding provided by the Better Bike Share Partnership, we launched an Ambassador Pilot Program in July 2021 to increase awareness and ridership among Native Hawaiians and other underserved communities. We selected a cohort of ten ambassadors who represented different neighborhoods within our service area.

During the 6-month pilot period, Ambassadors engaged with their communities, educated residents on how to use the system, and distributed free month trials to give new riders the opportunity to experience bikeshare. Ambassadors also wrote blog posts, promoted bikeshare on social media, and distributed more than 120 free helmets to the community at an event co-hosted with the Hawaii Bicycling League.



Ward Avenue Protected Bike Lane: The city installed protected bike lanes on both sides of Ward Avenue between King Street and Ala Moana Boulevard. This project provides an important north to south connection to the King Street protected bikeway (installed in 2014), and now better serves the commercial, retail, and dense residential destinations of Kakaako. There are currently six Biki stations adjacent, or within close proximity to this new bikeway.

Ridership Data



1,047,000
 TOTAL RIDES
 ↑ 31% from 2020

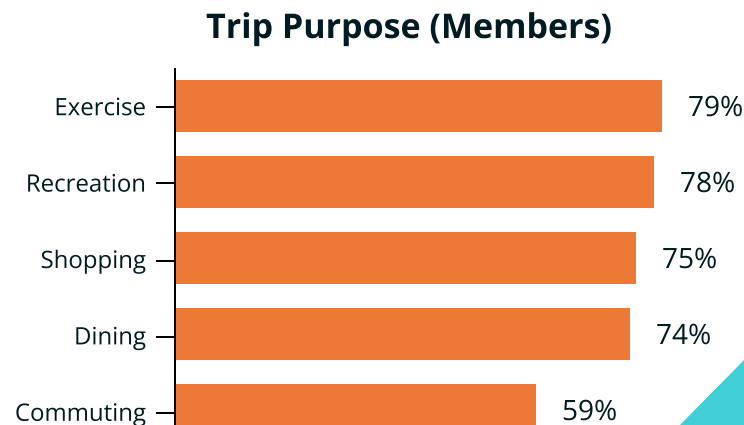
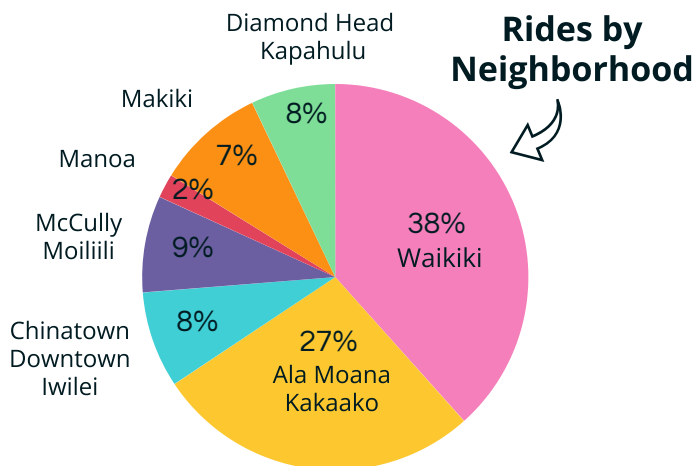
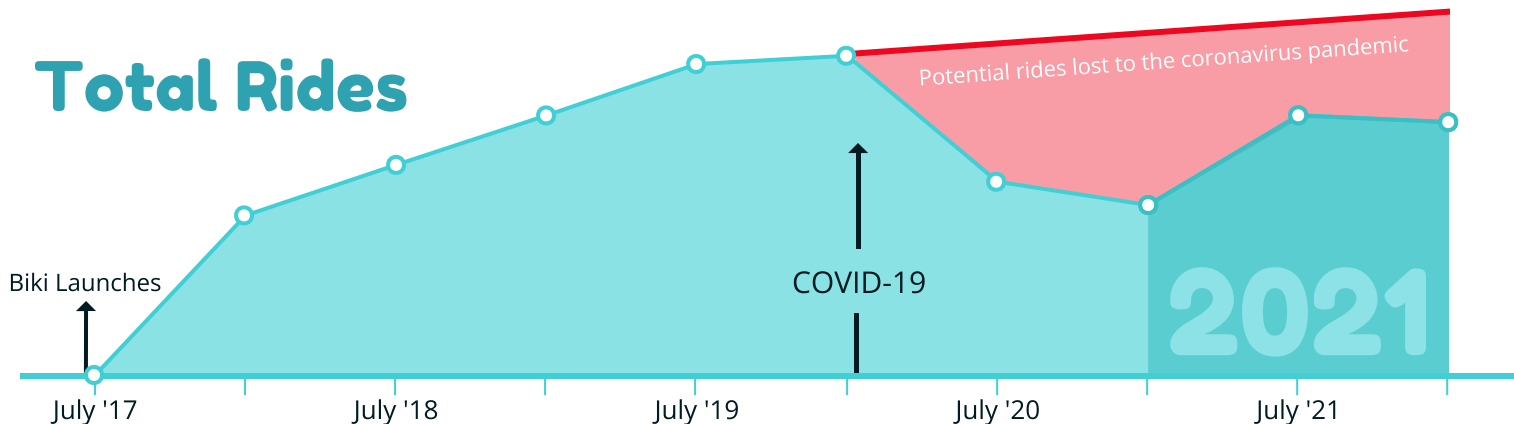
104,000+
 TOTAL RIDERS
 ↑ 76% from 2020

23,000+
 ACTIVE MEMBERS
 ↑ 59% from 2020

8,400+
 NEW MEMBER
 SIGN-UPS

#6
 MOST USED
 STATION-BASED
 BIKESHARE SYSTEM
 IN THE NATION
NACTO Shared Micromobility Snapshot (2020-2021)

Total Rides

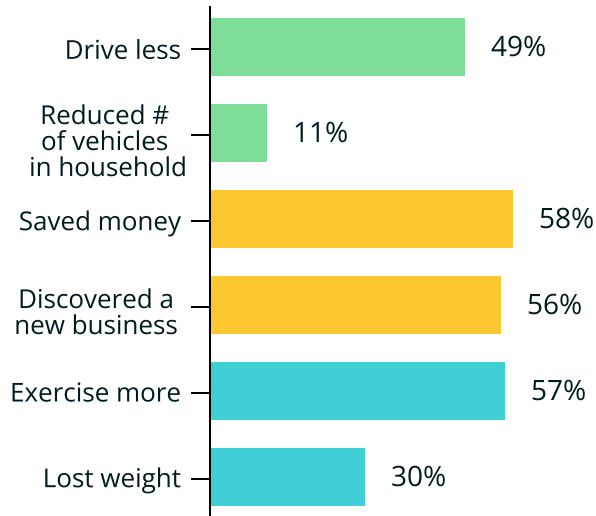


Source: Biki Member Survey (2020)

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Member Impacts



Source: Biki Member Survey (2020)

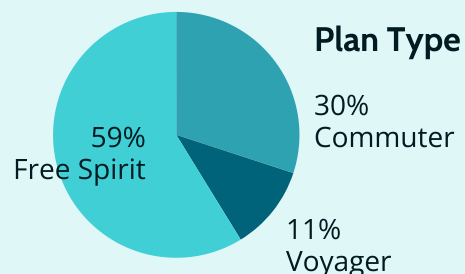
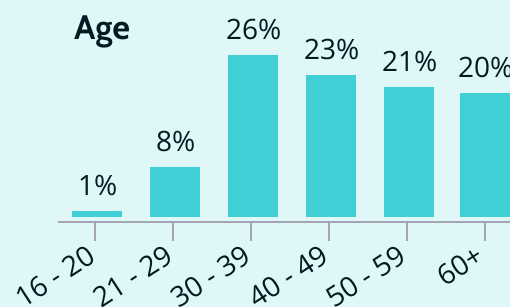
Community Benefits



Honolulu's first Climate Action Plan (CAP) was adopted by the city in 2021 and outlines 47 specific actions for the city to immediately pursue to reduce our community's global greenhouse emissions.

The CAP states that **35% of Oahu residents report that Biki bikeshare is physically accessible to them**; as such, Biki importantly adds users to the city's growing network of protected bike lanes and supports the city's objective of doubling bicycle commuting by 2024.

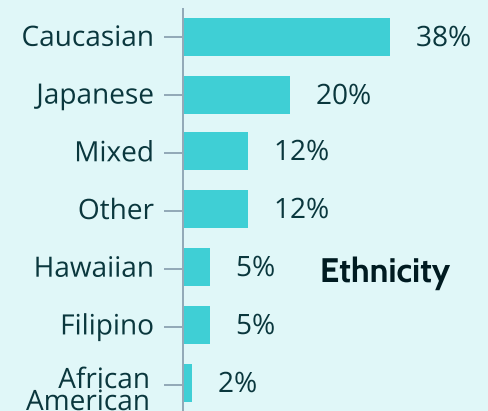
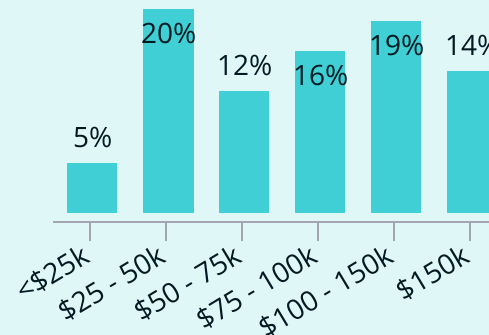
Member Demographics



Neighborhood

1. 96815 4. 96813
2. 96826 5. 96822
3. 96814

Annual Household Income



Gender Identity

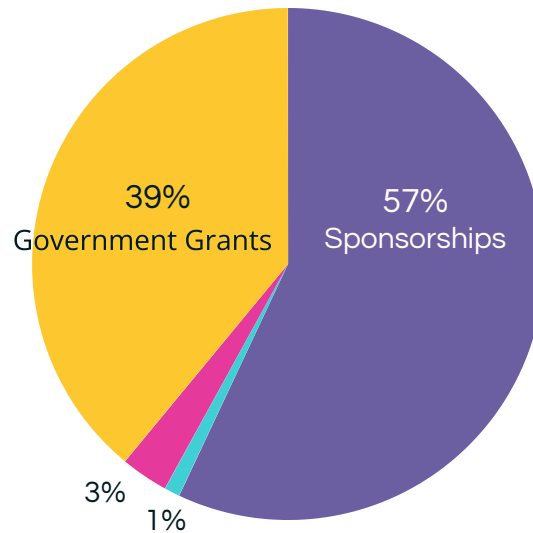
55% MALE **45%** FEMALE

Source: Biki Member Survey (2020)

Financial Summary

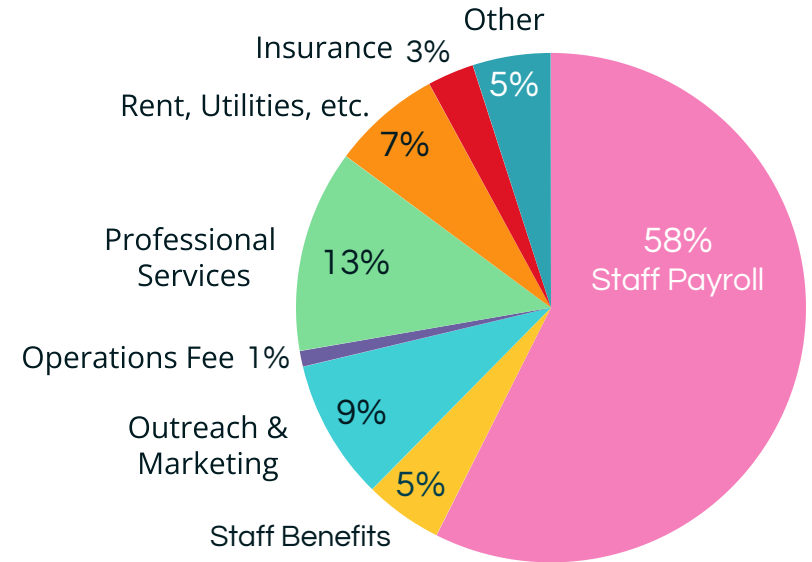
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Funding Sources



● Unrestricted Contributions ● Restricted Contributions

Total Expenditures



Board of Directors

Chair: Greg Gaug, *Ulupono Initiative, Senior VP of Investments & Analytics*

Rick Egged, *Waikiki Improvement Association, President*

Josh Feldman, *Tori Richard Ltd., President/CEO*

Marcy Fleming, *Kamehameha Schools, Director of Transactions*

Danielle Harris, *Elemental Excelerator, Managing Director of Engagement & Innovation*

Randolph Moore, *University of Hawaii, Regent*

Michael Robinson, *Hawaii Pacific Health, VP of Government Relations & Community Affairs*

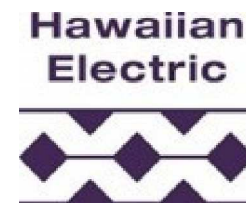
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Program Supporters



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PALI MOMI
STRAUB
WILCOX



Partners

City and County of Honolulu
 State of Hawaii
 Ulupono Initiative
 Hawaii Bicycling League
 Oahu MPO

Grantors

Better Bike Share Partnership
 State of Hawaii Pivot
 US SBA
 Elemental Excelerator
 American Savings Bank

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
- Pacific Park Plaza
- Prince Waikiki Hotel
- Queen Kapiolani Hotel
- University of Hawaii (Manoa)

About Bikeshare Hawaii

Bikeshare Hawaii is the non-profit organization that manages the Biki program in Honolulu. As a 501(c)3, Bikeshare Hawaii relies on funding and support from public institutions and private partners.

The mission of Bikeshare Hawaii 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.

Get in Touch

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GoBiki.org | [@GoBikHI](https://www.instagram.com/GoBikHI)