Thank You!

Montgomery County 2016 Update

BIKE SHARE TEAM:
Anthem Blue Cross & Blue Shield
Bike Miami Valley
Bonbright
CareSource
City of Dayton
CityWide Development
PNC
Premier Health
Public Health – Dayton & Montgomery County
Downtown Dayton Partnership
Five Rivers MetroParks
Greater Dayton RTA
MVRPC
Montgomery County
Sinclair College
University of Dayton
What is Link?

• Link is a bike share system designed for short trips that often times replace a car trip or walking trip
• 27 station network and a fleet of 225 bikes
Link Operational Model

Greater Dayton RTA
- Bike share equipment ownership
- Maintenance
- Bike redistribution
- Equipment storage

Bike Miami Valley
- Fundraising
- Customer relations
- Call center support
- Public relations and marketing
- Special event planning and cycling safety

MVRPC
- Office space for bike share staff
- Office equipment, furniture, and IT
- Office admin support

Downtown Dayton Partnership
- Bike share research
- System planning
- Sponsor / partner outreach
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**MEMBERSHIP RATES**
Costs include unlimited 30 minute trips

- **24-Hour**: $5
- **Monthly**: $10
- **Annual**: $65

+ **$3** Every Additional 30 minutes

New Monthly Rate!
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System Statistics

**Since we started this journey in May 2015...**

Our LINK users took **57,173** trips in that time.

512 have an annual pass.

7,170 buy a daily pass.

In that time they have ridden **139,378** miles, or half the distance to the moon!

You would need to consume **35,382** tacos to get the **5,519,634** calories needed to ride that far!
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System Statistics

USER DATA FROM 1/1 TO 12/31/2016

Our LINK users took 30,617 trips in 2016.

22 minutes was the average trip.

384 have an annual pass.

42 have a monthly pass.

3,483 buy a daily pass.

27 have a student pass.

Our riders burned 1,799,305 calories, or about 13,133 scoops of vanilla ice cream!

They also pedaled 73,235 miles, equal to 2.9 trips around the Earth!
Montgomery County Update

Benchmark City Second Year Comparison

### Trip Count Benchmark Cities

<table>
<thead>
<tr>
<th>City</th>
<th>Dayton</th>
<th>San Antonio</th>
<th>Forth Worth</th>
<th>Milwaukee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trips</td>
<td>30,000</td>
<td>40,000</td>
<td>35,000</td>
<td>70,000</td>
</tr>
</tbody>
</table>

### Trips per Station per Day Benchmark Cities 2nd Year Data

<table>
<thead>
<tr>
<th>City</th>
<th>Dayton</th>
<th>San Antonio</th>
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<th>Milwaukee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trips per Day</td>
<td>3.00</td>
<td>3.50</td>
<td>2.50</td>
<td>3.00</td>
</tr>
</tbody>
</table>
Customer satisfaction with the system is high, indicating the quality of our system and staff.
Economic Impact

Do you make purchases when you ride?

- **Never**: 18%
- **Purchase**: 82%

Amount of Trips to Purchases

- **Never**
- **Once or more per year**
- **Once or more per month**
- **Once or more per week**
- **Once or more per day**

Number of People

- [Graph showing frequency of trips to purchases]
Sponsored Station and Bike Usage

Station Check-ins and Check-outs since launch:

- West Third: 2,895
- Job Center: 134

Station Check-ins & Check-outs 2016:

- West Third: 1,514
- Job Center: 134

Trips taken on Bikes

- Since launch: 3,117
"I work downtown, and I really enjoy having the Link program available as an option to get around. I typically use the Link Bikes to get to places that are just outside of my walking range like the 2nd St. Market, or the restaurants on Brown Street near the University of Dayton. It definitely beats getting in the car, fighting traffic and trying to find a parking spot!" - Nick James - Annual Link Member
Thank you for your support!

- Expansion Sponsors include Greater Dayton RTA, the County and CityWide Development
- New stations include:
  - Longworth
  - Tech Town
  - Job Center
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2017 Opportunities

- Link 2nd Anniversary May 13th at Fifth Street Brewpub from 1pm-4pm
- My Day with Link promotion in May (have an employee sign up!)
- Meet and Greet with Bob Burns May 8th at 10:30 AM at the Crowne Plaza
- 25% off Annual Membership Code: MCOLINK
- Allegra Allery sponsoring free Link rides on Bike to Work, May 19
- B2B Challenge Returns in June!