



SUMMIT BIKE SHARE

END OF YEAR REPORT 2024



Travel like the
mountainkind.
visitparkcity.com



Summit Bike Share



#	Station	#	Station
1	Jeremy Ranch P&R	13	Canyons Forum
2	Ecker P&R	14	Canyons Sundial
3	Outlet	15	Ski & Snowboard
4	Canyons Corner	16	PC MARC
5	KJ Transit	17	Park Avenue
6	Fieldhouse	18	Park City Hospital ¹
7	Newpark	19	City Park
8	Justice Center ²	20	PC Library
9	Silver Springs	21	Old Town Transit
10	Willow Creek Park	22	Upper Main Street
11	Canyons Transit	23	Deer Valley
12	Slopeside Village	24	Lincoln Station ¹

¹ Station added during 2024 season.

² Station removed during 2023 season.

Powered By



Source: Basin Recreation



2024 Highlights



2024 Stats



Marketing



Financials



Key Performance Indicators



Survey Results



2025 Goals

Table of Contents

2024 Highlights

- Kicked off the season on May 14 to coincide with Transit to Work week, approximately 7 weeks earlier than in 2023.
- Added new stations at Lincoln Station and the Park City Hospital.
- Contracted with Jibe Media to develop a marketing plan.
- Hosted several group rides, serving the Wasatch Back Economic Summit, Canyons Village Summer Concert Series, and the Park City sister city ride with Courchevel, France.
- Decommissioned 60 bikes from fleet due to safety issues.
- Closed the season on October 30th with no major issues.



2024 Stats



231 Bikes



23 Stations



169 Operational Days



17,976 Rides



74,146 Miles Ridden



4.1 M Calories Burned



30.0 Tons in CO₂ Reduction



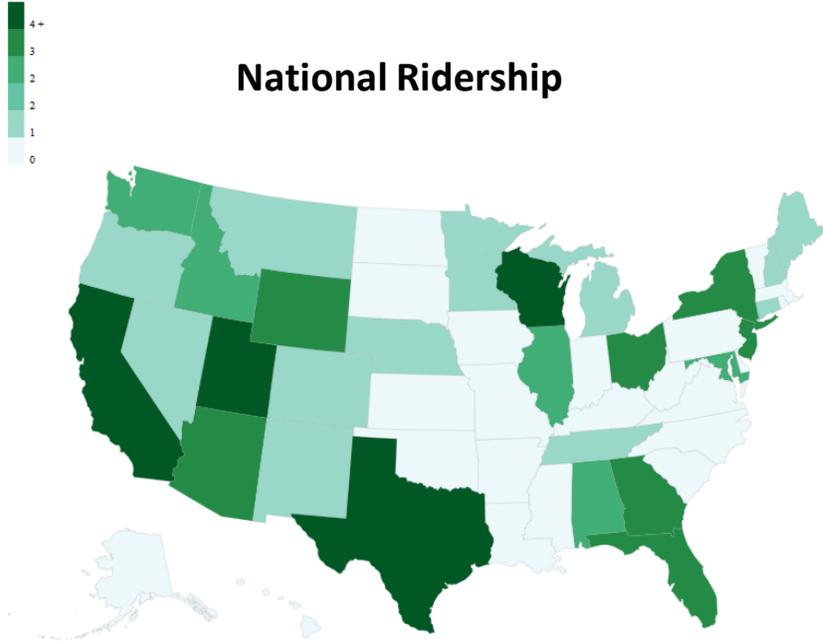
4.1 Mile Average Distance



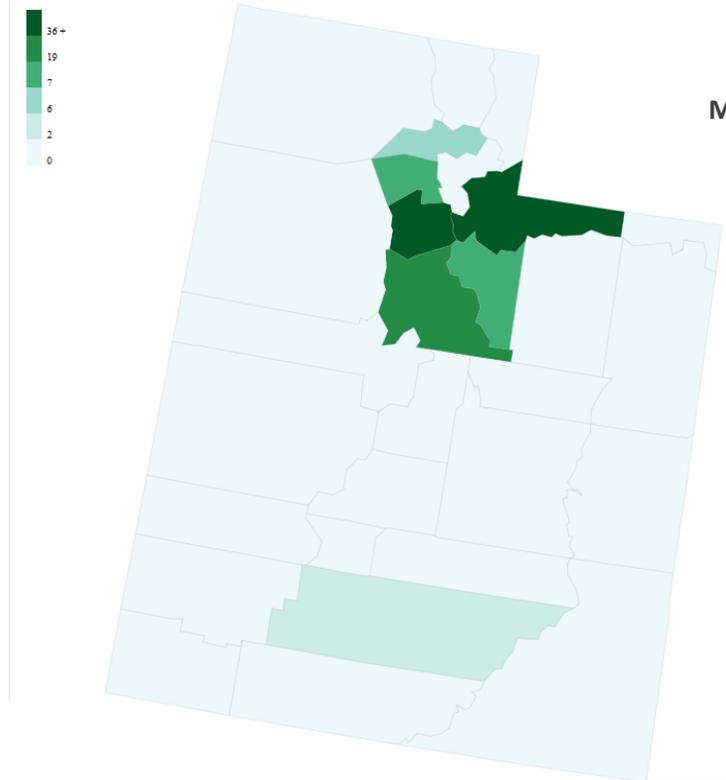
39.3 Minute Average Duration

Localization & Memberships

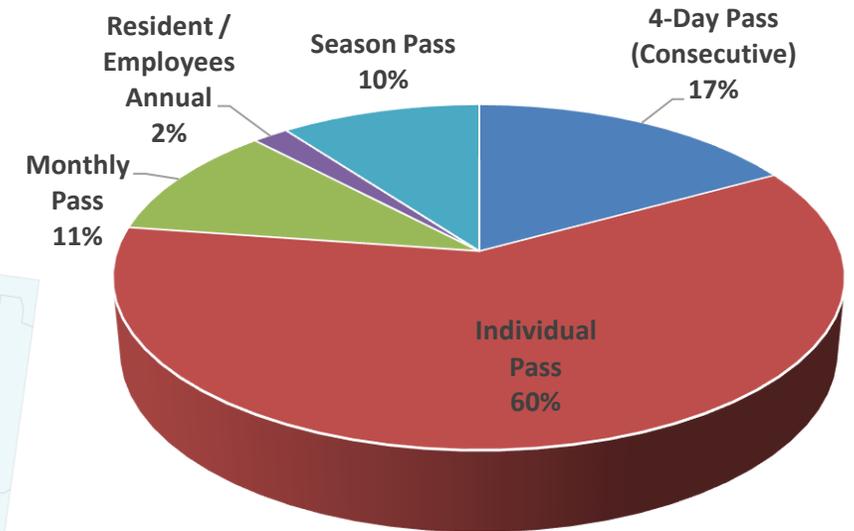
National Ridership



Utah Ridership



Membership Types



Usage By Station



#	Station	Origin	Destination
1	Old Town Transit Center	1640	1944
2	Canyons Transit Hub	1753	1768
3	Newpark Plaza	1684	1733
4	North City Park	1634	1732
5	Park Avenue	1546	1742
6	Park City Library	1094	1100
7	Willow Creek Park	849	807
8	Kimball Junction Transit Center	742	842
9	PC MARC	759	778
10	Silver Springs	776	744

Table shows trip data for 10 most popular stations.

Station dots are proportional by total rides (origin & destination).

Social Media

Summit Bike Share's social media presence transitioned from bike share specific channels to Summit County channels. Summit County's channels have exponentially larger audiences and gave Summit Bike Share a bigger base to speak to - illustrated below.

	Old Bike Share Channels	Summit County Channels
FB	357 Followers	10,000 Followers
IG	297 Followers	5,322 Followers
X	86 Followers	4,689 Followers

Bike Share Marketing

Traditional Media

Summit Bike Share received 14 press hits throughout the 2024 season predominately from our local media outlets. We did receive a written article and on air time from regional media outlet, ABC4, on the Mental Health Awareness Campaign.



Partnerships

Summit Bike Share partnered with several community organizations on strategic initiatives. These partnerships included:

- 1 Park City Transit**
Partnered on Try Transit Week to offer free 30-min rides and tabled at Old Town Transit Center.
- 2 Summit County Fair**
For the first time ever, provided bikes to get folks from off-site parking spots to the fairgrounds in Coalville.
- 3 Summit County HD**
Together, with the Behavioral Health Team, Summit Bike Share provided free 30-min rides for the month of May to promote Mental Health Awareness Month.
- 4 Park City Chamber**
In addition to providing bikes for the Chamber's Sustainable Meetings and Events Planning Workshop, Summit Bike Share also collaborated on a photoshoot that highlights the bike share as a utility for our local community.
- 5 Swaner Eco Preserve**
Partnered on a Noxious Weeds Tour where community members used Summit Bike Share bikes to get around the Basin and identify noxious weeds.

Looking Ahead

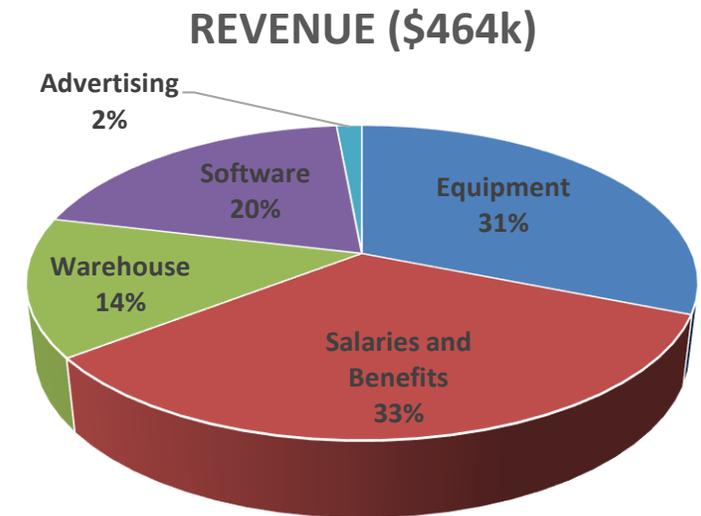
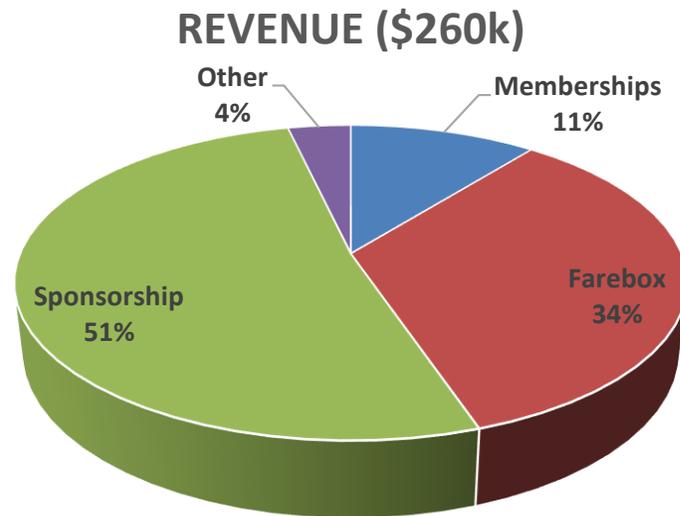
As mentioned elsewhere in this report, Summit Bike Share has contracted with Jibe Media to develop a **marketing plan, communications plan, and to conduct a rebranding** for the 2025 season. Highlights of this process so far include a thorough audience analysis and brand discovery document. It's been a wonderful exercise to **think critically** about who Summit Bike Share is and the community we serve.

In addition, Summit Bike Share will have a **dedicated Marketing Coordinator in place for the 2025 season**. Since the county has taken operations over, the county's communications team has dedicated 1 person to this job. However, that person does not work on the bike share full time and has myriad other county obligations to balance with the bike share. The Marketing Coordinator will provide much needed **capacity** that will allow us to tell the story of Summit Bike Share better than ever before.



Financials

- Extensive repairs were needed on the bikes after inheriting them from the previous service provider resulting in the need to purchase \$40,000 worth of equipment.
- Farebox revenue increased 36% from 2023.
- SBS is looking for additional sponsorships for the 2025 season.
- SBS is looking to relocate the warehouse to reduce approximately \$60,000 in annual costs.



Key Performance Indicators

Indicator	Valuation Metric	2023 Result	2024 Goal	2024 Result	2025 Goal
Ridership	Total Number of Rides	14,147	N/A	17,796	20,000
Reliability	Total Number of Bikes	252	272	231	250
	Total Number of Stations	22	25	23	25
Community Centric	Percentage of Rides by Summit County Residents	37%	45%	45%	50%
Active Transportation	$\frac{\text{Number of Rides}}{\text{Number of Operational Days}}$	119	120	106	125
Financial Stability	$\frac{\text{Expenses – Warehouse Cost}}{\text{Revenue}}$	1.044	<1	1.55	<1
Sponsor Longevity	Sponsor Retention Rate	100%	90%	100% 	90%

 Goal was met in 2024.

Survey Feedback

Concerns

Provide better membership options for the community

Increase the number of stations with Park City Mountain, Town Lift Plaza, and Prospector most frequently requested.

Improve quality of the bicycles.

Improve availability of helmets for users.

Potential Solution

Staff is working with a marketing team to develop more robust membership options, with a community-focus, in 2025.

Staff will pursuing station sponsors for these areas in 2025

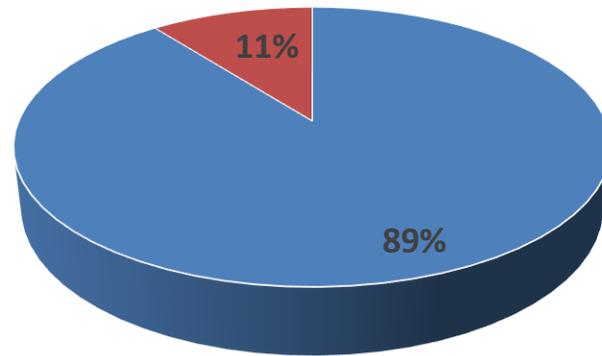
Staff has decommissioned 60 bikes this season to increase quality and improve safety.

Staff will be coordinating additional helmet partners for 2025 to increase safety of the program.



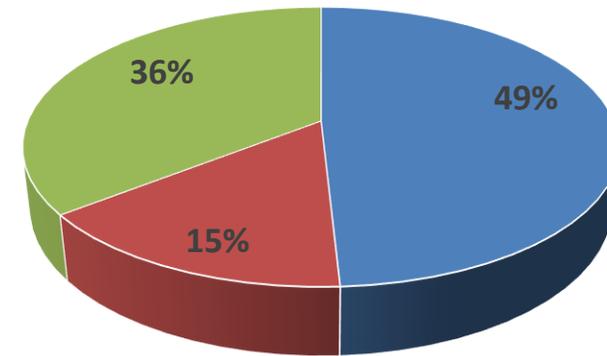
Customer Satisfaction

IT WAS EASY TO FIND A BIKE



■ Yes ■ No

WILL YOU RENEW YOUR MEMBERSHIP?



■ Yes ■ No ■ Maybe





Identify warehouse location.



Pursue funding options to increase the number of stations and bicycles.



Complete marketing plan to increase bikeshare ridership.



Identify station sponsors to increase revenues.



Develop resort and hotel membership plans and reintroduce employer membership plan.



Hire marketing coordinator to implement marketing plan.



Work with Summit County Green Business Program to increase partnerships.

2025 Goals