Our Mission | To enhance the vibrancy of the Greater Wasatch Front by providing an affordable, safe, convenient, fun, and efficient transportation option that connects people with the places where they live, work and play.

GREENBIKE BOARD OF DIRECTORS

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About GREENbike

Bike sharing is an innovative urban transportation solution that allows members to access bicycles from a network of fully-automated bike share stations for point-to-point trips.

GREENbike, Salt Lake City’s bike share program, is a non-profit organization, the result of a public/private partnership between Salt Lake City, the Salt Lake Chamber of Commerce, and the Salt Lake City Downtown Alliance. GREENbike works collaboratively to improve the community’s physical health and air quality by providing an active transportation alternative to single occupant automobile trips.

The current boundaries of the GREENbike system are formed by a rectangle extending north and south between South Temple and 400 South, and east and west between 200 East and 600 West—just over one square mile. This core area of downtown Salt Lake includes the business district, the Intermodal Transit Hub, the Salt Palace Convention Center, two shopping centers, and numerous restaurants and hotels.

Salt Lake City launched its GREENbike program in April 2013 with 10 stations and 55 bikes. In August, the program added two additional stations, expanded the capacity of five existing stations, and added 20 more bikes. By December 2013, GREENbike had the highest per bike usage rate of any small U.S. bike share system (less than 50 stations).

The program proved to be immensely popular and received support from local government, businesses, the media, and embraced by the general public. More than 200 news features, mentions and articles—all were positive. GREENbike’s Facebook page was by nearly 400,000 people in 2013.

The GREENbike program grew out of a desire to create an active transportation alternative to single occupant automobile trips, to enhance public transport, and increase transit options. Salt Lake City recognized the need for a sustainable transportation system that provides residents with safe, affordable, and efficient options to get around, and GREENbike has become a key component of that system.
Most people probably aren’t aware of this, but getting bike sharing off the ground in SLC almost didn’t happen. Only 18 months ago, we didn’t have a brand. And our bike share system consisted of a demo station, a single red bike and the flyer below that I made in Microsoft Word. Yes, we eventually hired a graphic designer to make something more respectable haha.

But for the record, I was EXTREMELY proud of this flyer. Because this flyer, the station and our one red bike were our only tools to raise the hundreds of thousands of dollars we needed to launch our initial network in SLC’s central business district. I’ll be honest… I was terrified!

But as often is the case, necessity was the mother of invention. And with the help of some great public and private community partners, we launched on schedule with 10 fully-automated bike sharing stations and 55 active bikes.

Since our April 8th launch, we’ve installed two new stations, expanded five existing stations and added 20 bikes to our active fleet. This year, over 6,100 people rode 65 bikes 25,361 times. Each bike averaged 390 trips over our 255 day season. That’s nearly two trips per-bike per-day! Not a bad rookie year SLC! In fact, these numbers made GREENbike the most successful small bike share system in the country.

GREENbike also garnered nearly 200 media features, mentions and articles in our inaugural season. AND ALL WERE POSITIVE! This kind of community support is rare for a new disruptive service, particularly one that involves public transportation. Our successes are due to GREENbike’s public/private partnership structure.

There are so many people that helped bring this project from a concept to a reality. I want to thank all of our sponsors, in particular our Title Sponsor SelectHealth and our 2013 Basket Sponsor Rio Tinto. Sponsorships are what allow GREENbike to keep its barrier to entry so low ($75 = 1 Year Membership) and still operate.

I also want to thank our board members; Scott Beck, Ralph Becker, Dee Brewer, Bill Cutting, Tim Harpst, Robin Hutcheson, Ted, Knowlton, Jason Mathis, Matt Sibul, Art Raymond and Greg Reid. But I would be remiss if I didn’t extend a special thank you to our board chair, Tim Harpst, Salt Lake City Mayor, Ralph Becker and the Executive Director of the Downtown Alliance, Jason Mathis.

As the retiring Salt Lake City Director of Transportation, Tim could’ve easily let the SLC Bike Share Project slip through the cracks as his overdue vacation plans with his lovely wife Stephanie were finally here. Instead, Tim and Mayor Becker found a $25,000 grant and convinced Jason Mathis to add bike share to his ongoing list of priorities including a Convention Center Hotel, the Downtown Farmers Market, a year-round public market, EVE, City Creek Center and solving homelessness.

Jason could’ve simply said that he and his staff did not have the bandwidth to take on some stranger (me) and another capital project with ongoing operational expenses and no dedicated funding. But Jason didn’t say that. As a result, we now have the GREENbike program. And in 2014, GREENbike will be back with more stations and bikes to get more people out of their cars and engaging with our city. It’s been the most rewarding experience of my life to be a part of it.

Sincerely,

Ben Bletter
In 2013 GREENbike brought bike share to Salt Lake City

Ben Bolte
Founder and Director

In July 2011, Ben left the Salt Lake City Transportation Division to join the Downtown Alliance and Salt Lake Chamber to help design and implement Utah’s first fully automated bicycle-sharing network.

As Director, Ben is responsible for all policy decisions, capital development, financial management, business development, branding, messaging, and creating system objectives.

Phil Sarnoff
Program Manager

In January of 2013, Phil left the Salt Lake City Office of Sustainability to become GREENbike’s Program Manager. As Program Manager, Phil is responsible for managing daily network operations and data collection.

Phil is originally from New York and received his PhD at the University of Utah. He is a competitive bike racer and enjoys backcountry skiing.

Jon Williams
Mechanic

Jon joined the GREENbike team in 2013 to fix and maintain the program’s fleet of bike share stations and bicycles. Jon has years of bicycle mechanic experience and is an avid cyclist. He lives in Salt Lake City with his daughter Hadley.

Carson Chambers
Rebalancer

Carson began working with GREENbike’s partner organization, the Downtown Alliance, in 2012, and joined the GREENbike team as a rebalancer when the system began operating in the fall of 2013. She helps keep bikes and docks available at each station.

In her free time, Carson enjoys being outdoors, playing and coaching lacrosse, traveling, and being in the company of friends and family.

Cameron Arellano
Intern / Rebalancer

Cameron started with GREENbike in 2013 as a part-time, seasonal rebalancer, helping keep stations operational and stocked with available bicycles and docks. Toward the end of the 2013 season he took on various projects as an intern, helping further develop the program.

Originally from the Bay Area in California, Cameron is a die-hard fan of the 49ers, Giants, and Golden State Warriors.
GREENbike's original network of 10 fully-automated bike share stations and 55 bicycles launched in April 8th, of 2013. Immediately, the system garnered widespread usage necessitating an expansion in July, 2013, which included the addition of two new stations, the expansion of five existing stations, and the addition of 20 more bikes. The program’s first season proved to be a big success, and its popularity was spurred by interest from the public, government officials, the business community, and the media. At the end of its first year of operations in December, 2013, the GREENbike system had the highest per bike usage rate of any small bike share system in the United States (less than 50 stations).

In 2014, the program will add an additional eight stations, expand the capacity at seven stations, and nearly double the number of available bikes. As the program moves forward, GREENbike will continue to create a dense network of stations in the downtown area in order to meet the needs of its users and to help Salt Lake City strengthen its image as an innovative, sustainable city.

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OPERATIONS

The 2013 operations staff was comprised of two rebalancers (employees who move bikes to different stations, ensuring available docks and bikes at each station), a bike and kiosk mechanic, and the program manager. A point of pride for the program is how “rebalancing” is accomplished—by pedal power. Employees use a bike to haul a bike trailer with the capability to transport two bikes at a time to other stations. Roughly 3,300 bikes were transported...
way. Each bike received regular maintenance throughout the season. Kiosks proved to be reliable and required little maintenance.

PASS SALES & RIDERSHIP

GREENbike usage in its inaugural year exceeded expectations with nearly 10,000 memberships sold, resulting in 25,361 trips taken over a 255 day operating season. An average of 60 bikes and 11 stations were available for use. GREENbike users rode more than 65,000 miles, offset over 60,000 pounds of carbon dioxide, and burned 2.5 million calories. Several pass options were available for both casual and regular program users. A 24-hour pass cost $5, a 7-day pass $15, and an annual pass $75 (which includes a free helmet). Each pass provides the user unlimited 30 minute trips. An extra fee is charged if the bike is not returned to a station within that time. Roughly two thirds of all GREENbike trips taken in 2013 were made by casual users (24-hour and 7-day passes).
65 GREENbikes took 25,361 trips in 255 days

Burned 2.8 million calories

Removed 58,322 vehicle miles from the road

CO2

Offset 66,000+ lbs of carbon dioxide

GREENbike trips by gender...

...comparatively, only 24% of all bike trips are taken by women.
We recommend that you avoid riding on 400 south for your own safety.
Checkouts by Station

Returns by Station
GREENbike Trips by Month

The program opened April 8th and closed for the season on December 15th.

The colder and wetter the weather, the fewer the trips.
Annual Survey

For many annual members, GREENbike improves livability in Salt Lake City, allows them to take fewer car trips, helps them exercise more, and facilitates spending at nearby businesses.

After GREENbike’s first year of operation, annual members were surveyed on a number topics. Questions ranged from general feelings about the program to lifestyle changes that occurred as a result of using GREENbike. The survey was created by GREENbike staff and emailed to all annual members. The survey was also made available on GREENbike’s Facebook page and posted on Twitter. Out of the roughly 300 annual members, 198 responded—nearly two thirds.

Demographics

Not surprisingly, many annual members live and/or work in downtown Salt Lake City. Of the members surveyed 42% live downtown and 65% work downtown. Males make up 69% of annual members—a larger percentage than that of program-wide users (60% male, 40% female). Members are well represented through a range of ages. The majority (85%) are between the ages of 25 and 54. The 25-34 age category represents the largest age group, 34% of all respondents.

Factors

Members were asked about the factors that contribute, and could potentially contribute, to them using the program. Air quality / environmental concerns, convenience (easier than walking, driving, or transit), and health / exercise were among the most important reason for purchasing a GREENbike membership—91%, 89%, and 88%, respectively, said these factors were important. Saving money on transportation (61%), avoiding parking a vehicle (72%), and connecting to transit and other forms of transportation (73%) were also important reasons for purchasing a pass.

Members also expressed that bicycle infrastructure is an important factor for using GREENbike. 87% of members surveyed said they would use GREENbike more if there were more protected bike lanes in downtown Salt Lake City.

Lifestyle

Specific questions were asked about lifestyle preferences and behavioural changes that have occurred as a result of using the GREENbike program. Respondents provided feedback on topics ranging from housing choices to shopping habits.

Many of the members who were surveyed view GREENbike as a motivating factor to living downtown. When asked if more bike share stations would make it more likely they would live downtown, 45% agreed it would—none said less likely. 74% answered they would be more likely to choose a downtown apartment or condo if they had a bike share station immediately in front of their building.

Those surveyed reported exercising more as a result of being a GREENbike member. 87% agreed that they
**This Ride's on Us**

Throughout 2013 GREENbike partnered with numerous community partners and businesses and went to the streets to share our program. To thank our partners GREENbike donated thousands of day passes and hundreds of annual passes (which comes with a free Bern helmet courtesy of LDS Hospital). GREENbike also gave away thousands of day passes at events and community outreach activities. We also donated many annual passes (with helmets) to a variety of partner fund-raisers and events. In all, GREENbike donated over $45,000 worth of bike share passes.

get more exercise including bike share trips and other forms of physical activity. 53% reported that using GREENbike motivated them to exercise more outside of using the program.

Respondents also reported they are more likely to shop at businesses near GREENbike stations (85% agreed). 35% of members claimed to spend $1-$20 per week as a result of using GREENbike, while 22% claimed to spend $21-$40. Only 5% reported spending $0.

**TRANSPORTATION**

Annual members were asked about their transportation decisions as a result of using GREENbike. 80% of respondents claimed to substitute a car trip 1-3 times per week. In addition, 79% said the program motivated them to replace extra vehicle trips in their daily life (e.g., carpooling, walking more, etc.). Because of GREENbike, 62% claimed to now use public transportation more often. 25% of members reported GREENbike as their first time ever using a bike for transportation. 27% said using GREENbike was the first time riding a bike downtown.

Aside from the direct influence GREENbike had on member's transport choices, they also report that the program has improved their overall perception of cycling. Members also agreed that GREENbike has made them think more favorably about bicycling as a viable transportation option (79% agreed, none disagreed). And 53% said bike share improved their general perception of cyclists.

**TAKE AWAY**

The GREENbike annual member survey provides valuable program information about who uses the system, factors that affect users, consumer choices, lifestyle preferences, and transportation impacts. For some, using our bike share program has renewed an interest in using a bicycle for transportation. For others, it provides a supremely convenient option to commuting with their personal bike. As a result, many report taking fewer car trips, and using transit and other forms of transportation more. Members also claim to shop regularly at businesses near bike share stations. Virtually all members who responded to the survey view GREENbike as a positive addition to the city, and many said they were more likely to live downtown because of it.
Thank you!

GREENbike had a fantastic inaugural season and would like to thank all of our supporters and everyone who uses the GREENbike program. Thank you to Salt Lake City who helped spark the program’s development, and to the Downtown Alliance for guiding the program to success. We would like to express special gratitude to our Board of Directors who generously donate their time and energy to making our organization great.

GREENbike is grateful for the support of our strategic partners: Salt Lake City, Downtown Alliance, Visit Salt Lake, UTA, SLC RDA; our title sponsor, Select Health; and our sponsors: Rocky Mountain Power, Backcountry.com, Squatters, AT&T, Key Bank, Harmons, Tour of Utah, Radisson, Intermountain LDS Hospital, City Creek Center, Rio Tinto, Fidelity Investments, and the Salt Lake County Center for the Arts.

We look forward to expanding the program in 2014 and providing an ever improving, fun and convenient bike share system to Salt Lake City.
GREENbike’s 2013 PHOTO ALBUM

From left to right: GREENbike Program Manager Phil Sarnoff, SLC Mayor Ralph Becker, GREENbike Director Ben Bolte and SLC Transportation Planner Colin Quinn-Hurst at the GREENbike Launch Press Conference. 4-8-13

GREENbike’s 1st Annual Squatters Fundraiser. (from left to right: GREENbike board member/UTA’s Chief Planning Officer Matt Sibul, GREENbike Director Ben Bolte and Downtown Alliance Executive Director/GREENbike board member Jason Mathis) 4-9-13

FOX13 article reporting on GREENbike’s initial success and imminent expansion. 5-26-13

SLUG Magazine article on the launch of GREENbike in SLC. 5-1-13

Congress for New Urbanism (CNU) downtown tour led by GREENbike Director, Ben Bolte. 5-1-13

FOX13 Salt Lake City’s Bike Share program expanding amid success
SLC Transportation Planner, Colin Quinn-Hurst and Bike Utah Executive Director, Scott Lyttle being interviewed by Fox 13 about the Open Streets Event. Open Streets closed 300S (600W to 200E) to cars for 5 hours to allow things like yoga classes and other activities to take place IN THE STREET. This was GREENbike’s 1st FREE DAY, a promotion code was posted at all stations allowing walk up users to access the bikes at no cost. 5-8-13

KUTV 2 NEWS declaring Bike Share in SLC a “SUCCESS.” 7-3-13

Salt Lake Tribune article on GREENbike’s immediate success 6-4-2013

Council Member and RDA Chair, Stan Penfold, speaking at GREENbike’s expansion press conference at the new Radisson Station. 7-30-13
GREENbike’s 2013 PHOTO ALBUM

Deseset News article reporting on GREENbike exceeding expectations. 12-30-13

Phil Sarnoff, Colin Quinn-Hurst, Ben Bolte, Jenn McGrath and Julianne Sabula after riding 26 miles on GREENbikes in the Salt Lake Marathon Bike Tour. 4-20-13

GREENbike was given a spot on the cover of the Wasatch Front Regional Council’s “Wasatch Choice For 2040 Vision, Regional Transportation Plan.”

Director Ben Bolte with the staff of Impact Hub SLC. 9-23-13

UTA G.M. Mike Allegra, Overstock.com CEO Jonathon Johnson, SLC Mayor Ralph Becker, Salt Lake County Mayor Ben McAdams and Utah Governor Gary Herbert on GREENbikes at a Clear The Air Challenge Press Conference. 7-1-13
GREENbike offered free annual passes to individuals willing to volunteer as part of the Downtown Ambassador’s Program. (from left to right: Ashleigh Hamilton, Jessica Johns and Rachel Luchini Everitt) 10-6-13

Salt Lake City employees riding GREENbikes in the 2013 Pride Parade.

Utah Governors Office of Economic Development Director, Spencer Eccles, riding into a presentation about transportation and economic development. 9-3-13

GREENbike participated in many community engagement events like L-3 Communications’ Green Day.

GREENbike Annual Member Paula Sturmer being interviewed on why she “loves” the program.

GREENbike feature in “Downtown The Magazine.” 6-1-13