

ROAM

ANNUAL 2024 REPORT



a message from the ceo



ROAM Share wrapped up its 14th year of operating bike share. 2024 was a year of significant growth in our ridership with over 115,000 bike share trips taken across our three bike share programs. It's a testament to the growing popularity of bike share as a sustainable and convenient transportation option, and one that improves the places we live, work and play.

Since ROAM's humble beginnings in 2011 we've grown into a regional transportation provider, operating:

- Valentine Bike Share in Valentine NE (aka The World's Most Rural Bike Share Station!)
- BikeLNK in Lincoln NE
- Heartland Bike Share in the Omaha & Council Bluffs Metro

Climate, transportation equity, connections to transit, and financial sustainability continue to be key themes for the industry and ROAM remains an industry leader in bike share. In addition to increasing ridership and expanding our service area, we made important improvements to our bike share system, adding more ebikes to our fleet and upgrading our mobile app to make it easier for users to find bikes and plan their trips.

In early 2024 we introduced LB 1250 in the Nebraska Legislature, the first bike share specific bill at the state level in the US. With incredible public and industry support, we are pursuing a new version for 2025.

I want to thank our riders, our partners, and our staff for making 2024 a successful year for bike share across Nebraska and Southwest Iowa. In 2025 we're excited to continue to grow and improve our programs. We plan to add more bike share stations and ebikes to our communities, and continue our work to make bike share more affordable and accessible for everyone.

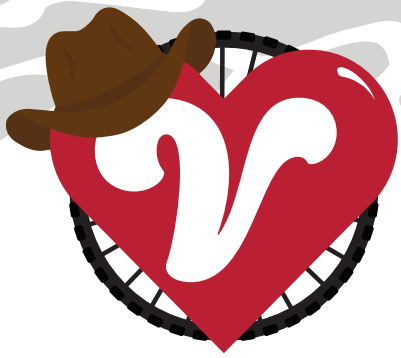
I look forward to working with you all in 2025 to make bike share even better.

Share bikes, ride on,



Benny Foltz
ROAM Chief Executive Officer





VALENTINE BIKE SHARE 2024



Valentine Bike Share is the best way to explore Valentine and the Cowboy Trail. One of Valentine's most unique attractions, it is the WORLD's most rural bike share station!

We believe bikes are the ideal way to experience the enduring beauty of the Sandhills and the charm of the Heartland region. And that they are a lot of fun to ride!

Since its launch in 2020, bike share has been an effective tool to improve the livability and health of Valentine community members and provides an excellent amenity for its many annual visitors.

Valentine Bike Share is available 24/7 during the operating season with bikes pedaling from May to November.



★★★ **1** STATION ★★★ **10** CLASSIC BIKES ★★★

Valentine Bike Share is operated by ROAM, a local 501c3 nonprofit organization that exists for the development, promotion and operation of bike sharing programs for the benefit of the general public, aimed at promoting health and quality of life as well as mitigating climate change and promoting the use of sustainable & equitable forms of transportation.

Bringing bike share to rural communities is a pillar of ROAM's commitment to promote & support bike access for all. The trail—and adventure—await!



operated by **ROAM**



BikeLNK

2024 Report

System Overview

BikeLNK is Lincoln, Nebraska's bike share system, consisting of **21 stations and 125 bicycles** located in and around the city's downtown center, serving thousands of individual riders per year.



The BikeLNK system is a hybrid between classic and electric bicycles, with **100 classic bikes** and **25 ebikes** across a total of almost 250 docks.

In operation since 2018, BikeLNK has received **nearly 250,000 trips**, leading to a number of measurable community health and environmental benefits, such as offset CO2 and increase in calories burned.

BikeLNK's top stations are consistently those utilized by students and staff at the University of Nebraska-Lincoln, who receive a 75% discount due to their continued sponsorship of multiple stations and bikes. UNL student/staff trips consistently make up around 80% of the total system trips. This has consistently been one of the most valuable partnerships for BikeLNK, and serves one of the most populous and important demographics in the downtown area.



As a part of the ROAM Share network, BikeLNK shares the same mission statement, strategies, and administration, but reports directly to the City of Lincoln, who owns the majority of the physical capital, i.e. the bikes, stations and kiosks. Major decisions such as system expansion, project time allocation, and community outreach efforts are all vetted by the Lincoln Transportation & Utilities.

2024 Performance

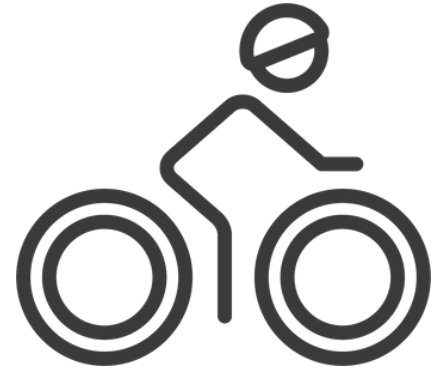
Total Trips: **27,828**

Total Minutes: **593,298**

Total Miles: **57,235**

Calories Burned: **2,261,265**

Carbon Offset (lbs): **54,064**



Top Stations:

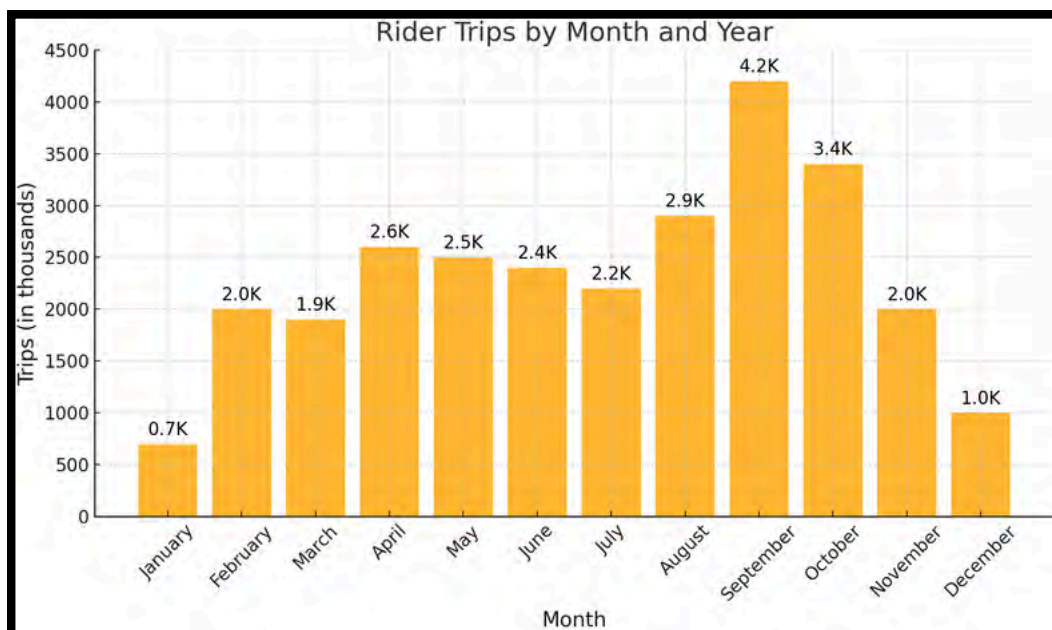
1. 14th & 'R'

2. 11th & 'N'

3. 14th & Avery

4. 19th & 'S'

5. 14th & 'Q'



Community Engagement

Part of a successful bike share operation is its connections with the community. Engaging local organizations and businesses is crucial in maintaining public awareness of bike share and ensuring that those who are in need of affordable and equitable transportation can access it. BikeLNK has consistently fostered community relationships since its inception, and 2024 was no exception. Here are a few important examples.

Thanks to a generous contribution from The Cooper Foundation, BikeLNK was able to begin distribution of nearly 80 free Aluminum Access (1-year) passes to transportation-disadvantaged populations through 7 partners who work directly with these individuals. Pass distribution is still ongoing, and will continue well into 2025. The photo on the right captures a BikeLNK team member explaining how to use an ebike to a pass recipient.



Throughout the spring and into the summer, BikeLNK collaborated with local senior advocate organization 'Aging Partners' to conduct a series of lectures we dubbed "bike share 101." Here, seniors were provided the opportunity to learn how to use bike share themselves and attend a group ride. This was many of these individuals' first exposure to ebikes, which are better suited toward people with limited mobility.

Throughout the year, BikeLNK takes part in a number of street fairs, health fairs, block parties, and awareness events. Usually the participation is in the form of tabling, demonstrating the bicycles, and speaking to the various community members to further expand collaborative connections and the BikeLNK rolodex. To the right is the BikeLNK table at the Juneteenth event at the F Street Community Center.



Our Team

Hunter Arias
City Manager

Alejandro Martinez
Operations Manager

David Cisneros
*Assistant Operations
Specialist*



Heartland
Bike Share

ANNUAL REPORT 2024



OUR MISSION



ROAM Share (which operates as **Heartland Bike Share** in the Omaha & Council Bluffs Metro) is a 501c3 local nonprofit organization that exists for the development, promotion and operation of bike sharing programs for the benefit of the general public, aimed at promoting health and quality of life as well as mitigating climate change and promoting the use of sustainable & equitable forms of transportation.

HOW WE DO IT

1.



Enhance our network and footprint of bike share stations to meet community demand for ebikes. We fill transportation gaps to operate bike share where it is needed most.

2.



A thriving Reduced Cost Membership (RCM) program. We promote community access to bike share, and finances should never prevent someone from accessing public transportation.

3.



Collaborate with communities we serve. We are stronger when we work alongside those helping us meet our collective transportation goals and supporting a unified vision for the Metro.

4.



Advocate. We share about the importance of micromobility with policy-makers on the city, state, and national levels. We encourage a robust vision for our transportation future.

OUR FOOTPRINT

425 EBIKES

84 STATIONS

750 DOCKS

4 CITIES

Omaha, Papillion, Bellevue, Council Bluffs

5 COUNTIES

125 SQ. MILES

“it’s provided a healthier and convenient option of transportation”

MOST BIKE TRIPS BY STATION

- ❶ 45th & Emile (UNMC)
- ❷ 39th & Jackson (UNMC)
- ❸ Bob Kerrey Pedestrian Bridge
- ❹ Chalco Hills
- ❺ Tom Hanafan Park (Council Bluffs)
- ❻ 36th & Raynor Parkway (Bellevue)
- ❼ 11th & Jackson
- ❽ Maverick Village (UNO)
- ❾ Kiewit Luminarium
- ❿ 10th & Pacific

Heartland Bike Share operates transportation that is adaptive, influenced, and responsive to our communities. In 2024, our most utilized stations were found in urban centers, college campuses and economic impact zones. Our non-profit model ensures our values align with the people and places we call home. We take a human-focused, data-proven approach to identifying where our stations will have lasting impact.

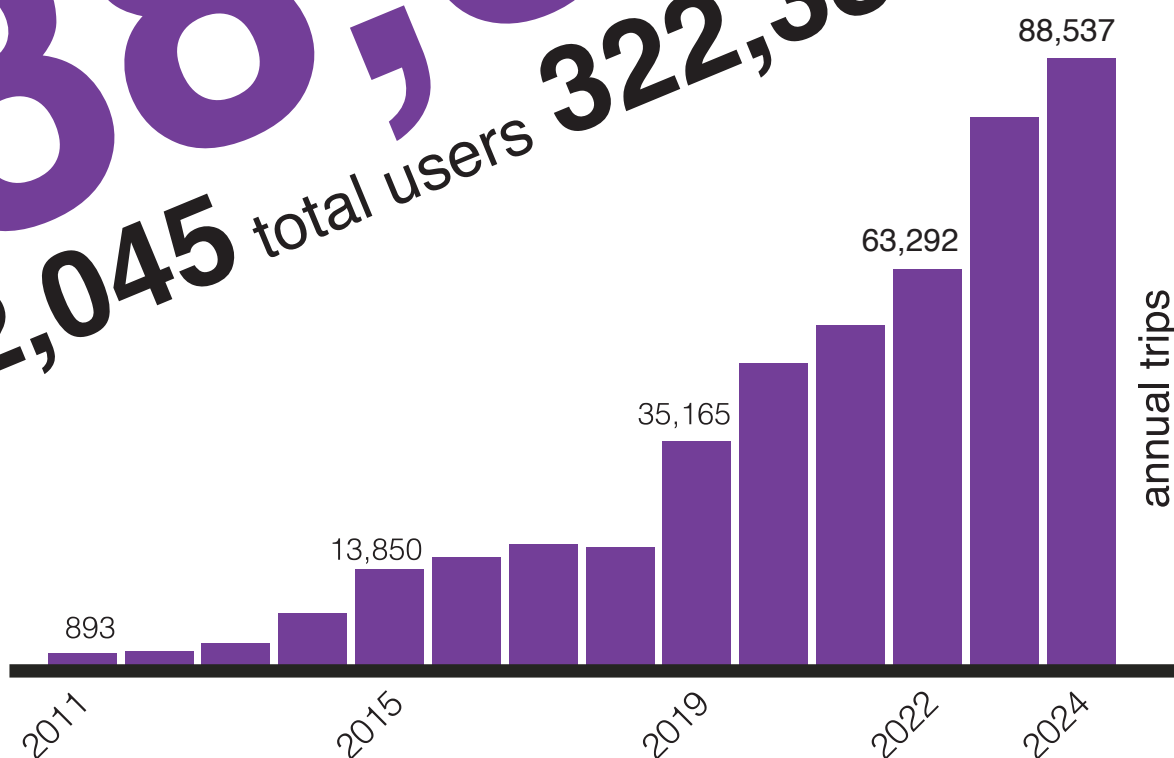
record-breaking
performance

20
24



88,537 bike
trips

12,045 total users 322,386 miles traveled



We operate bike share in the Omaha Metro to create lasting economic, environmental and community impact. Since 2020, we've increased micromobility trips in the region by 88%.

But growth is more than a number. That's why our focus has always been to create a robust network of bikes and stations that connect residents to essential employment, education, health, and recreation opportunities. HBS users ride among the furthest—and longest—of any in North America.

We're propelling the movement movement, one pedal stroke at a time.



307,454
lbs. carbon
offset



119,283
vehicle miles
replaced



2,692,594
active mobility
minutes



78% of HBS trips are taken by monthly and annual members



62% of HBS trips replace a motor vehicle trip



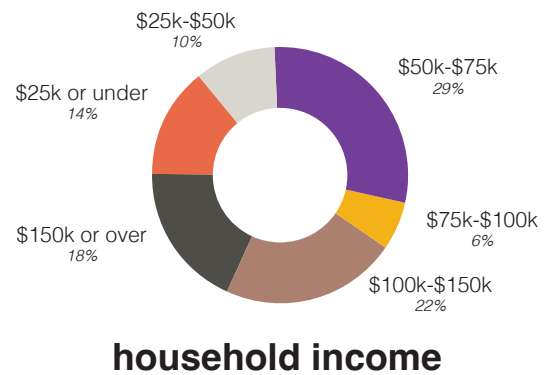
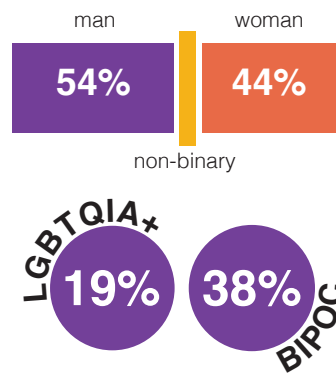
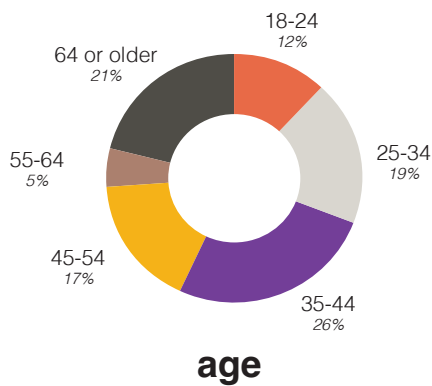
65% of HBS trips are less than 30 minutes



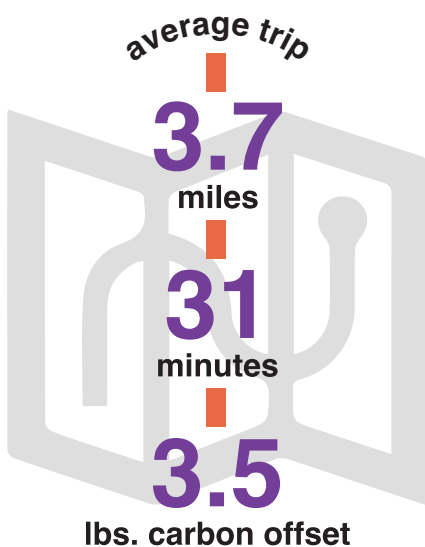
100% of HBS trips are ebike supported



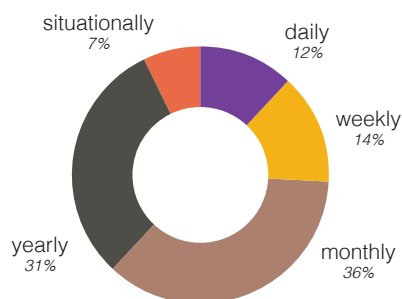
2024 rider demographics



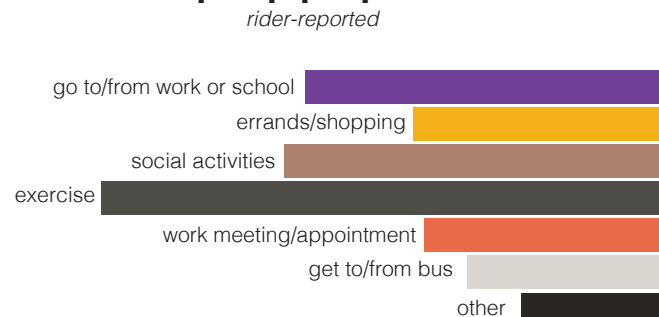
usage behavior 2024



rider system usage



top trip purposes



“Heartland Bike Share makes trips without a vehicle possible... it connects my bus route, work, short trips to other meetings”

rcm impact

“having access to multiple modes of transportation has increased my sense of freedom, independence, and security”

rcm
program
reduced cost membership



Transportation is the lifeblood of our community. Active mobility strenghtens our bonds.

In 2019 Heartland Bike Share launched what would become our Reduced Cost Membership (RCM) program and the industry standard for equitable access to micromobility. 2024 was a record year for this flagship program with a record 11,000+ rcm-supported bike share trips and 35 community distrubition partners.

Heartland’s RCM program provides \$5 annual memberships to underserved and financially vulnerable communities. Our firm belief: everyone should have access to bikes, no matter their economic background.

YEAR	TRIPS	ANNUAL MEMBERSHIPS	PARTNERS
2019	1,455	50 (free)	8
2020	1,532	58 (free)	13
2021	4,180	189 (free)	16
2022	5,176	272 (free)	23
2023	5,429	169 (\$5)	26
2024	11,427	797 (\$5)	35

rcm community

annual passes provided to community members through nonprofit partnerships



Since 2019 Heartland Bike Share has distributed free- and reduced cost memberships to community members through collaborative outreach in collaboration with local nonprofit partners. This robust network of 30+ organizations distributes passes directly where access is needed most.

RCM annual passes - with just a \$5 initiation fee - provide users unlimited 60-minute access to HBS ebikes for a full year.

Notable nonprofit partners with our RCM community program include RISE, the Center for Immigrant and Refugee Advancement (CIRA), Table Grace, The Union, and No More Empty Pots.

rcm student

annual passes supported through agreements with local institutions

Heartland Bike Share believes affordable access to transportation for those pursuing and implementing higher education is critical to creating an Omaha that cultivates and attracts young talent.

In 2024 we created the MavBike program, an official partnership between University of Nebraska-Omaha and HBS allowing Mavericks to access bike share for just \$5 annually.

HBS will continue to pursue innovative agreements with learning institutions to deliver active mobility to the student communities that will shape the future of our Metro.



rcm library

free 24H passes delivered through local library partnerships

The very first of its kind in micromobility, Heartland Bike Share's library pass program still leads the way. Heartland collaborates with all our metro area public libraries to provide free daily pass access through their respective checkout platforms.





2024 saw the launch of We on Wheels (W.o.W), a community bike ride series developed by Heartland Bike Share in partnership with local community organizers. With the support of title sponsor CHI Health and 10 other community sponsors, Heartland embarked on an ambitious community bike ride series designed to strengthen community and explore active mobility infrastructure. The inaugural ride hosted over 70 community participants, 30 complementary Heartland ebikes, and one very rad (and canine) rolling DJ.

Together the group rolled from Gifford Park and over the Bob Kerrey Pedestrian Bridge to the east terminus of the FIRST AVE Trail in Council Bluffs for a round trip of 12.9 miles and countless good vibes.



Special thanks to CHI Health for their title sponsorship of W.o.W

W.o.W will ride again in 2025, beginning with a spring ride highlighting the completion of Omaha's new 'Baby Bob' Bridge and emerging the trail systems in North Omaha.





fundraising

slow race

4.16.2024



Heartland Bike Share knows its all about the journey, not how fast you get there. For our first-ever annual fundraising event—and to commemorate the anniversary of Bike Share Day in Omaha—Heartland hosted the Slow Race. We're prepared to say this was the first race of its kind in bike share.

The Slow Race had over 40 participants in its inaugural outing and over 30 locally-produced items auctioned, the Slow Race was an instant success with our riders and stakeholders. We'd say next year's race can't get here soon enough, but then that wouldn't be very slow would it?

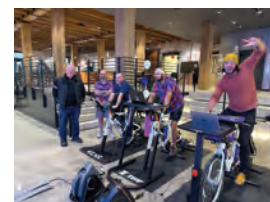
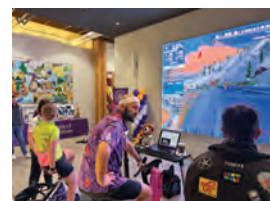
ride at the dock

12.18.2024

2024 was a huge year for Heartland, and there was no other way to send it off than a fundraiser of epic proportions. Enter Ride at the Dock. In another industry-first, CEO Benny Foltz rode twelve straight hours to raise funds and awareness for active mobility in greater Omaha.

Utilizing Zwift© and the virtual world of Watoopia, Benny pedaled alongside Heartland Bike Share riders, municipal officials, statewide representatives, and friends from across our Millwork Commons neighborhood. Ride at the Dock leveraged existing community support and a powerful donation match to garner public interest and impact.

Over the twelve hours Benny rode 123 miles, climbed 14,000 feet of elevation, raised over \$25,000 and wolfed 7 slices of pizza (thank you, Dolomiti!).



advocacy

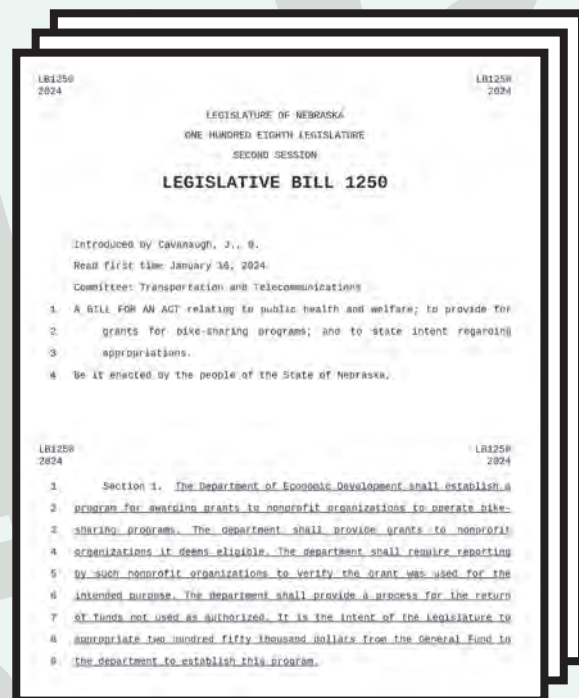
LB 1250

Bike share remains federally unclassified as public transportation in the US. This precludes Heartland Bike Share from most federal transportation funding mechanisms and those available to other regional transit operators.

In January 2024 Heartland introduced the first-ever statewide legislative bill specific to bike share in the US. In partnership with Nebraska State Senator John Cavanaugh Heartland introduced LB 1250 that would allow the Nebraska Department of Economic Development to provide grants for nonprofit organizations for the purpose of operating bike share programs.

Heartland's work garnered national recognition, receiving attention from industry news outlets as an innovative solution to the funding challenges faced by public active mobility transit programs. LB 1250 received robust in-person support from our regional partners such as City of Omaha, City of Lincoln, and Bike Walk Nebraska.

We are again partnering with Senator Cavanaugh to introduce a similar legislation for consideration in 2025.



community events

FILM STREAMS™ 5.16.2024



To celebrate National Bike Month Heartland Bike Share collaborated with Film Streams for a special screening of the classic film *Bicycle Thieves* (1954), complete with a post-film discussion moderated by CEO Benny Foltz centered on active transportation in Omaha.



10.22.2024

For the second year running Heartland Bike Share partnered with Union Omaha to deliver a unique experience for Owl players and coaching staff. After an ebike ride at our Chalco Hills station, Heartland Bike Share joined Union Omaha on 10.26 at Werner Park as their featured nonprofit.



Heartland Bike Share is a national leader in bike share and active mobility. As part of HBS's nonprofit work we regularly collaborate and develop resources with operators and transit organizations for the benefit of bike share at local, state and federal levels across North America and the world.

In October the ROAM leadership team traveled to Philadelphia for the 2024 North American Bikeshare and Scootershare Association (NABSA) Annual Conference. At the conference ROAM Director of Development Logan Spackman was elected to NABSA's 2025-2026 Board of Directors.

Our NABSA board presence (CEO Benny Foltz has served previously) ensures our industry's largest lobbying and advocacy organization has regional representation for Midwest communities and nonprofit micro-mobility operators.



our partners

RCM Partners

Omaha Public Library
Papillion Public Library
Bellevue Public Library
Council Bluffs Public Library
Astute Coffee
RISE
Heart Ministry Center
inCOMMON
Latino Center of the Midlands
Charles Drew
All Care
CulxrHouse
Highlander
JUST RIDE Group Ride
Southside Redevelopment Corps Group
Ride
Center for Immigrant and Refugee
Advancement (CIRA)
City Sprouts
No More Empty Pots (NMEP)
NEAT/Bike Walk Nebraska
Black and Pink
Table Grace
The Union
Nurture Farm Stand
Big Muddy Urban Farms
75 North
SkateFest
Metro Regional Transit
Omaha Municipal Land Bank
The Terrace
Ooh Delally
University of Nebraska-Omaha
Carole's House of Hope
International Council for Refugees
and Immigrants, Inc

Regional Partners

City of Omaha
City of Papillion
City of Bellevue
City of Council Bluffs
Papio Natural Resources District
Nebraska Game & Parks Commission

Sponsoring Partners

CHI Health
Metropolitan Area Planning Agency (MAPA)
Olsson

Equipment Partners

Bicycle Transit Systems (BTS)
ABUS

Additional Support

The Sherwood Foundation
Peter Kiewit Foundation
Robert B. Daugherty Foundation
Annette & Paul Smith Charitable Fund
William & Ruth Scott Foundation
Omaha Community Foundation
Lozier Family Foundation
Don C. Scott Family Foundation

Affiliations



PARTNER

our team

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ROAM Chief Executive Officer

Paul Ullman
ROAM Chief Facilities Officer

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