

# Redwood BIKESHARE



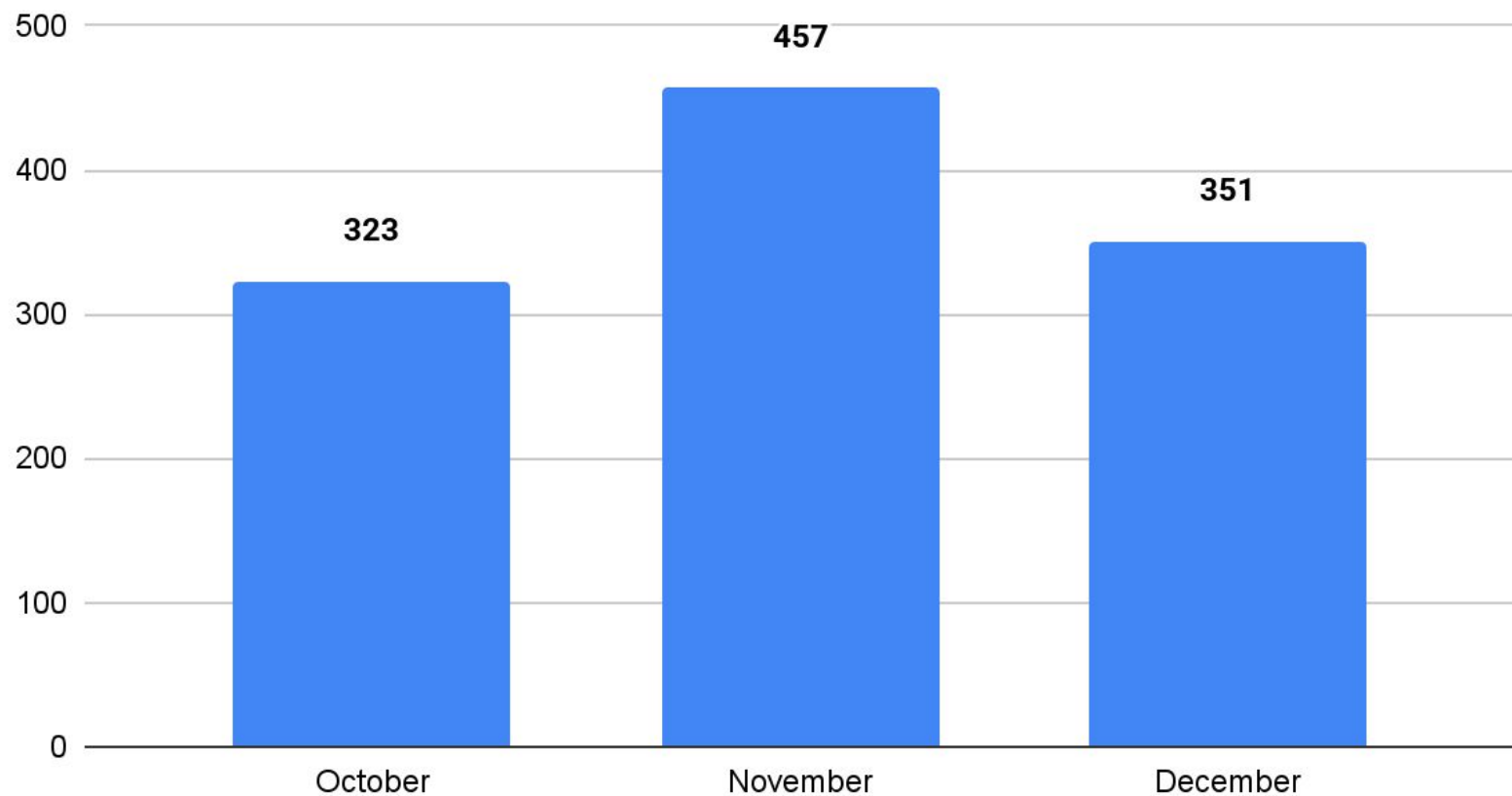
System Data & Analysis  
10/14/2024 - 12/31/2024

# System Wide Trip Data

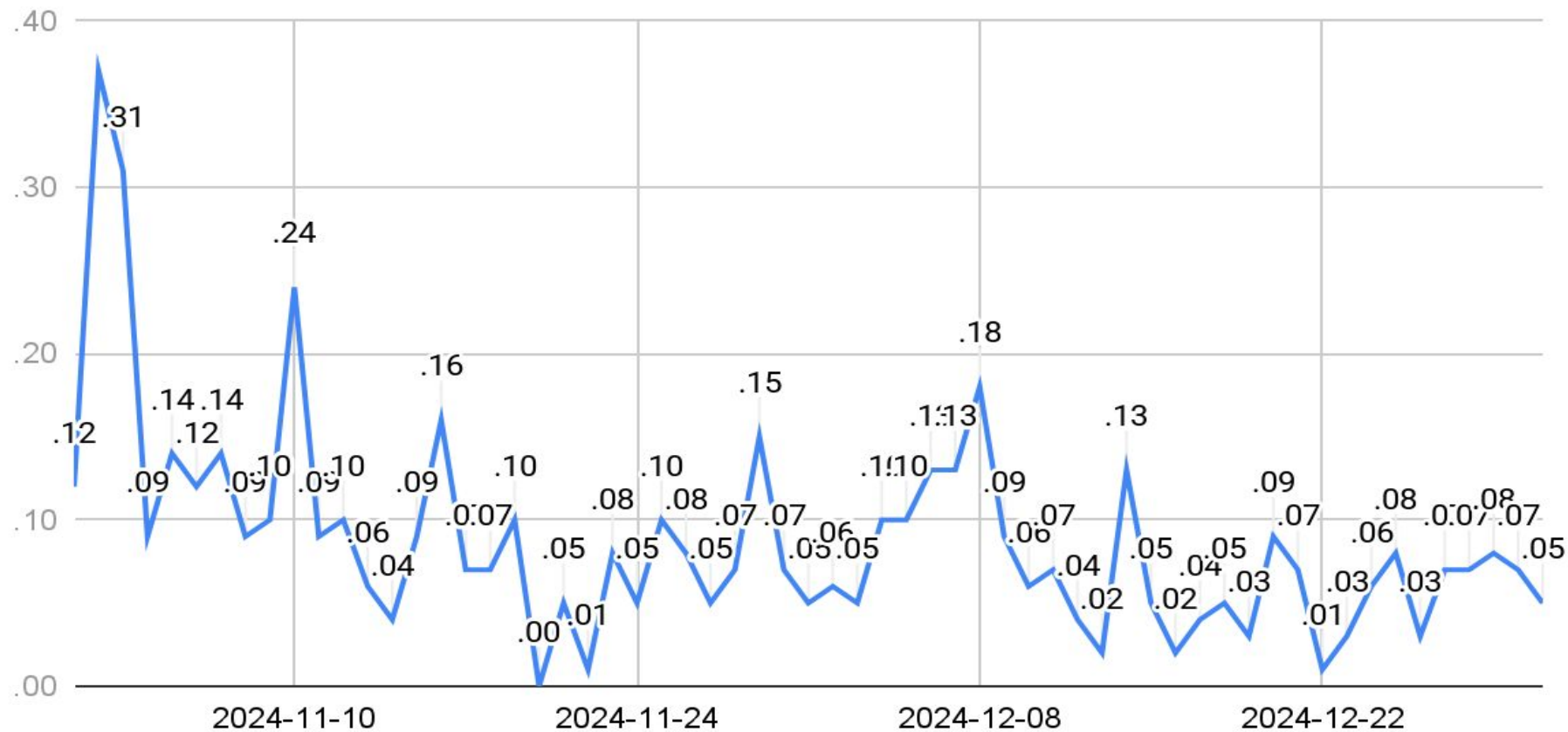
# Key Takeaways

- The average trip lasts for about 37 minutes and covers approximately 2.24 miles
- The ratio of trips per deployed bike has declined over time, due to increased the fleet size and the recent weather

## Total Trips per Month



# Trips per Deployed Bike per Day

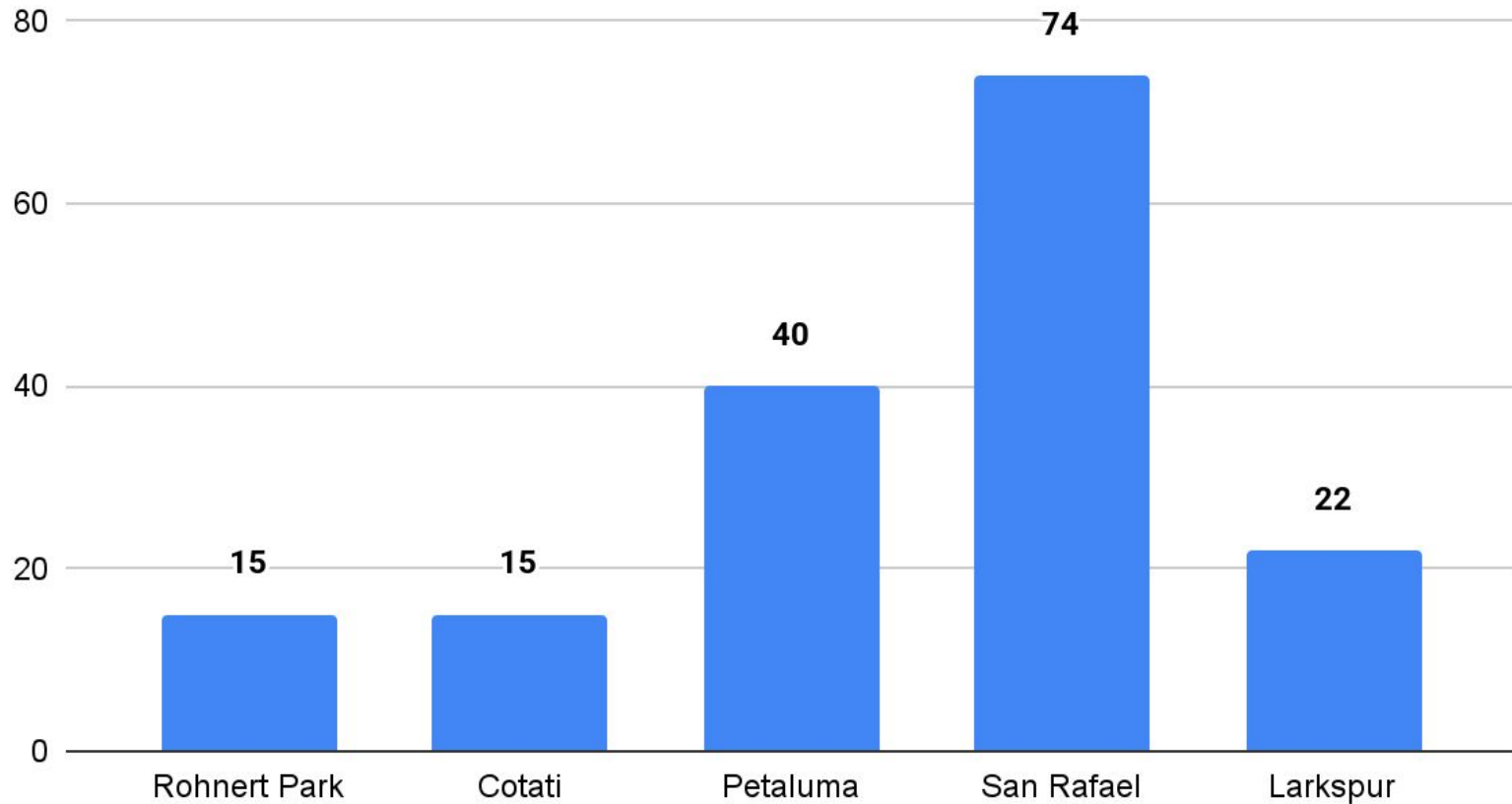


# Trip Data per Active City

# Key Takeaways

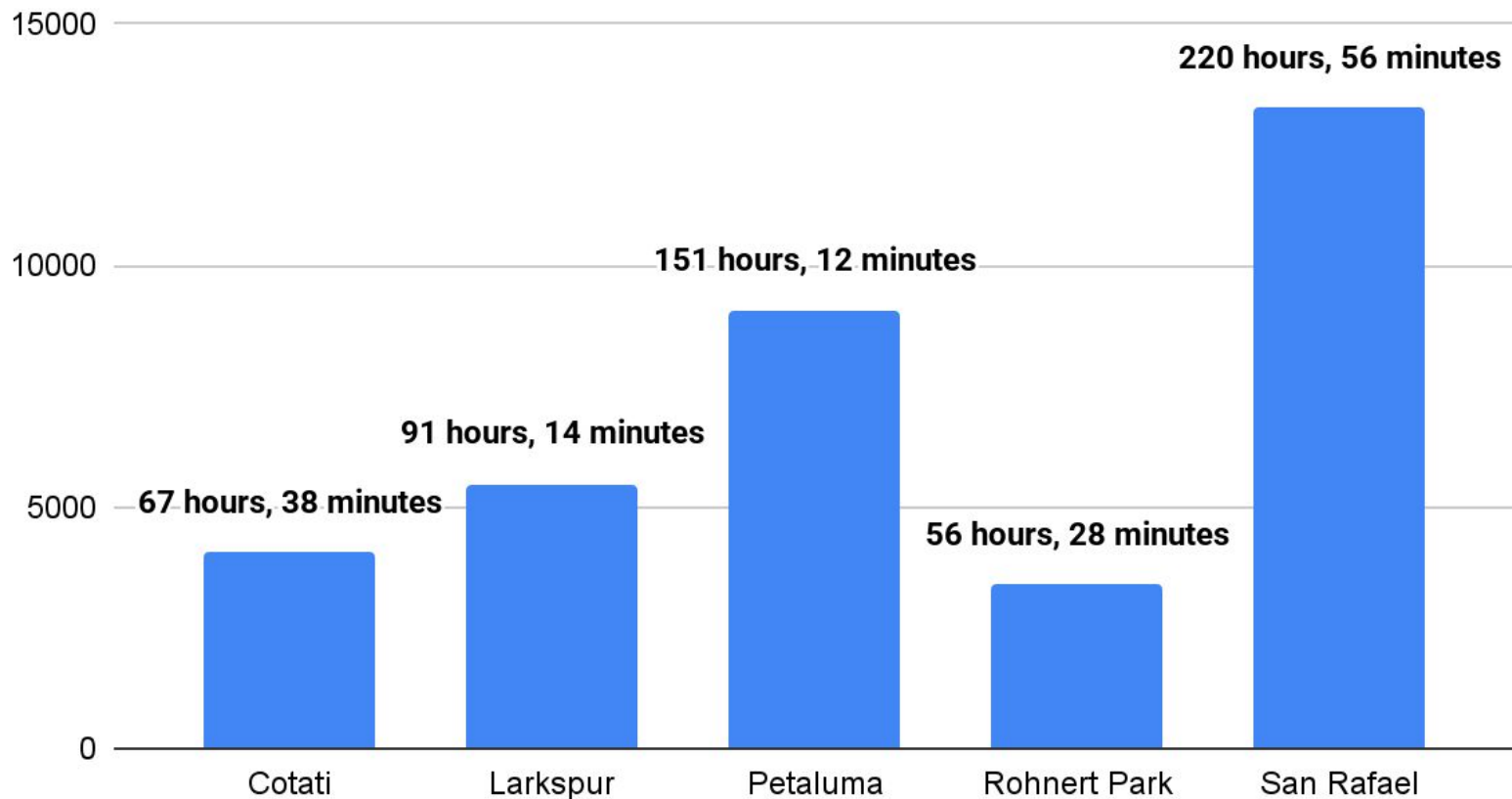
- San Rafael and Petaluma are our most active cities, with Petaluma showing the highest useage
- San Rafael has the highest proportion of Membership rides: 22% of rides started in town
- Rohnert Park has the highest proportion of Equity rides: 32% of rides started in town

## Deployed Bikes per City

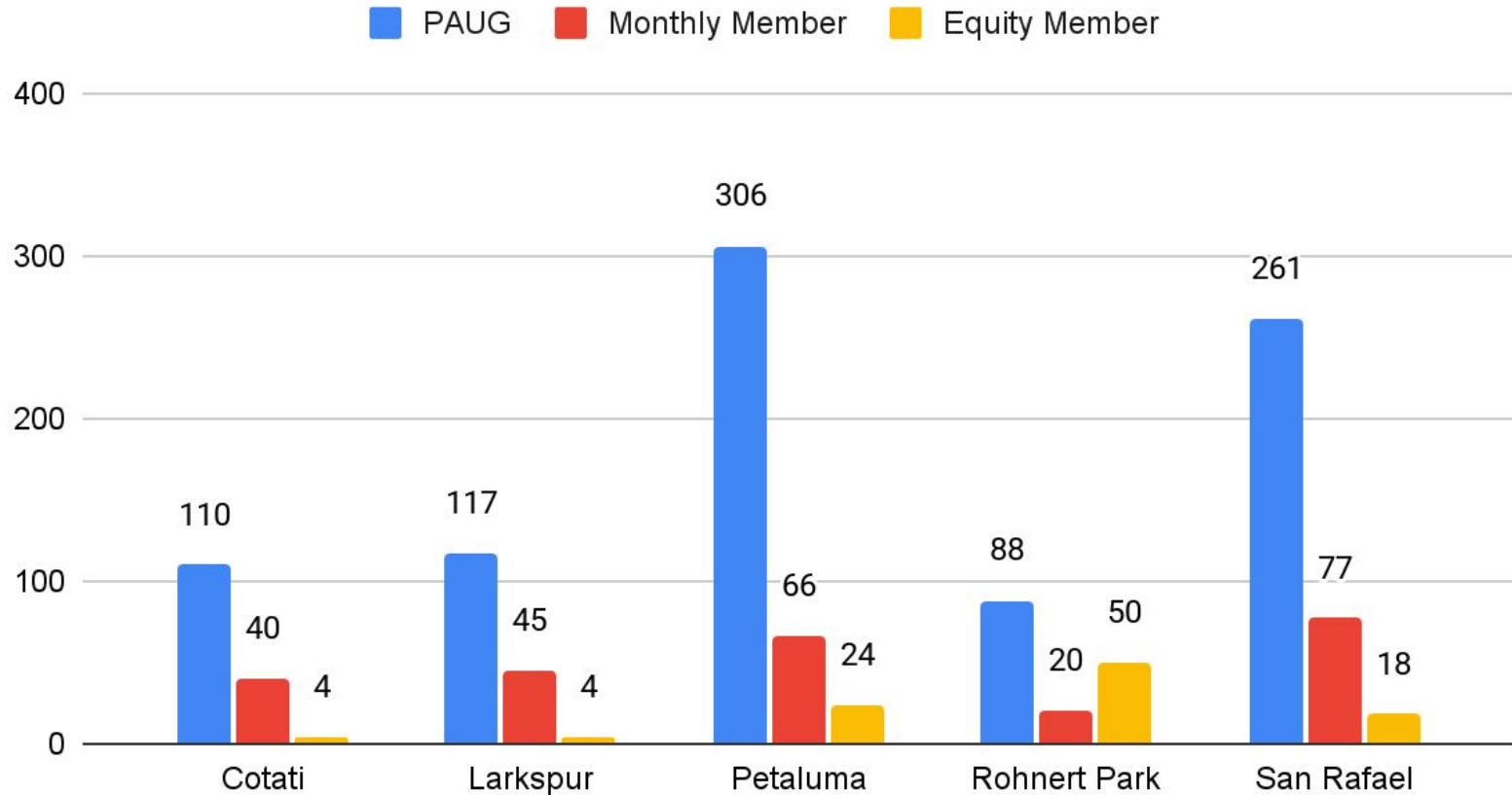




## Total Time Ridden by City



## Trip Types by City

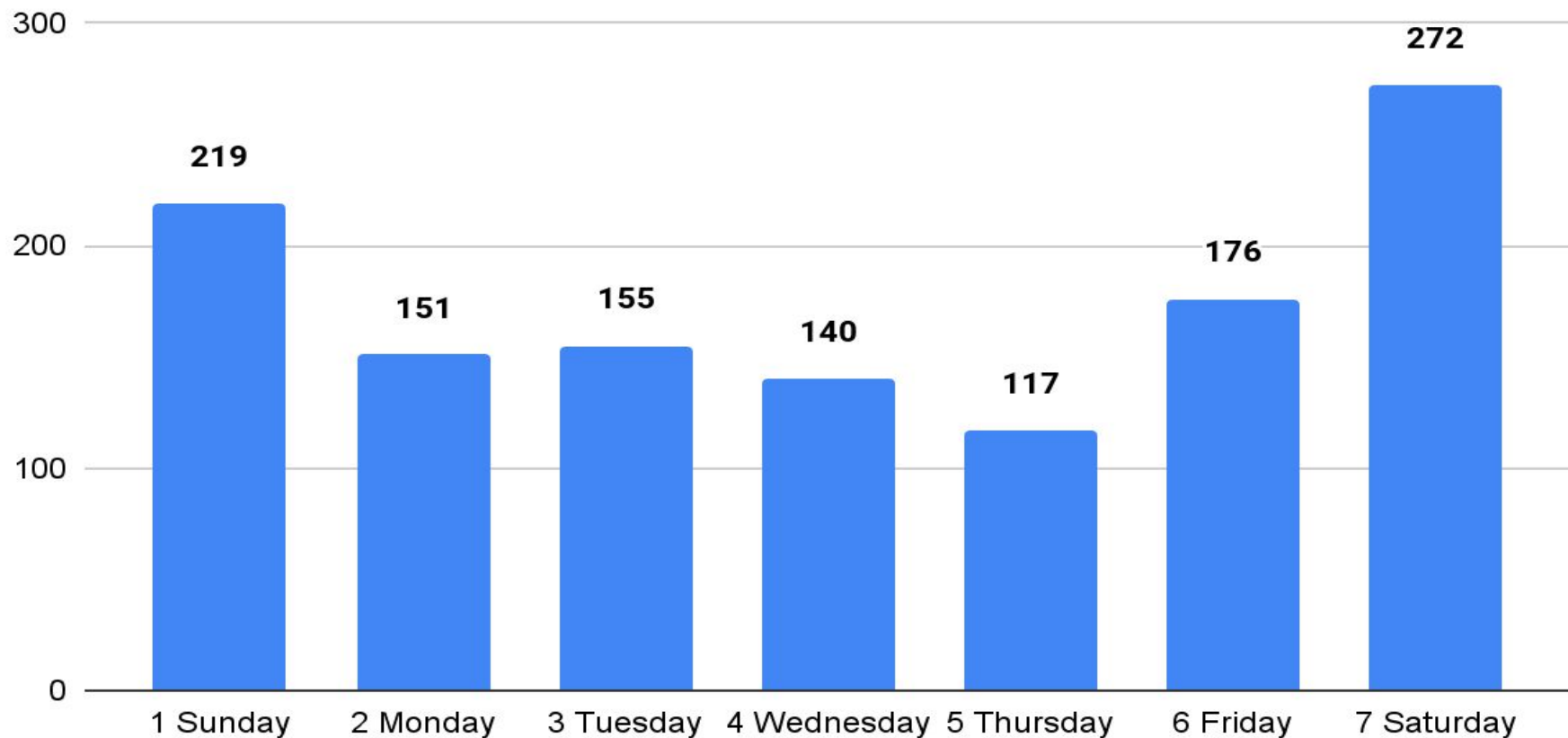


# Trips & Hub Data

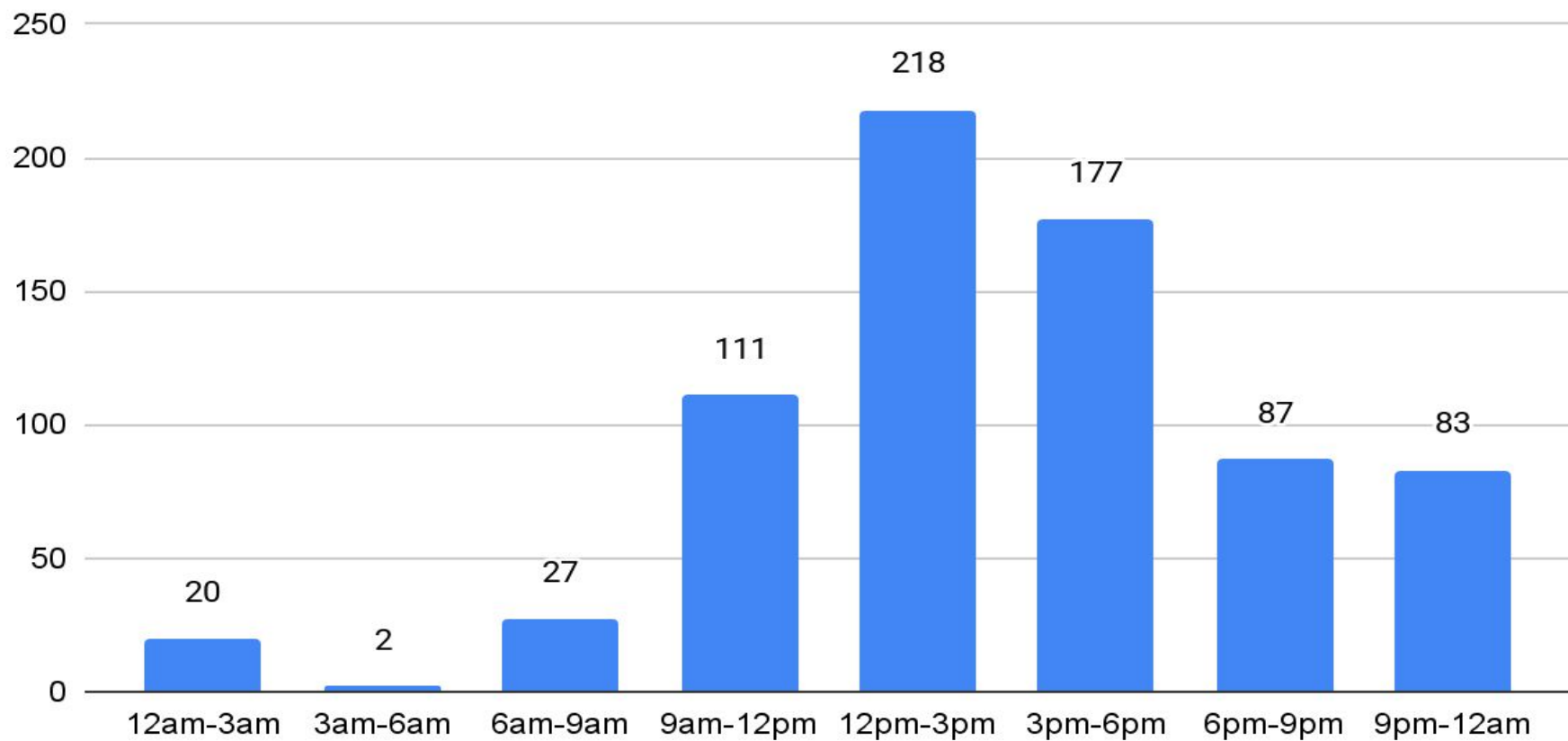
# Key Takeaways

- Most Rides are taking place on from Friday through Sunday
- Our Pay-as-you-go option accounts for the vast majority of trips: 72% of trips use this payment method
- Our voucher promotions have been popular:  
RideRedwood: 105 uses  
BikeToVote: 74 uses

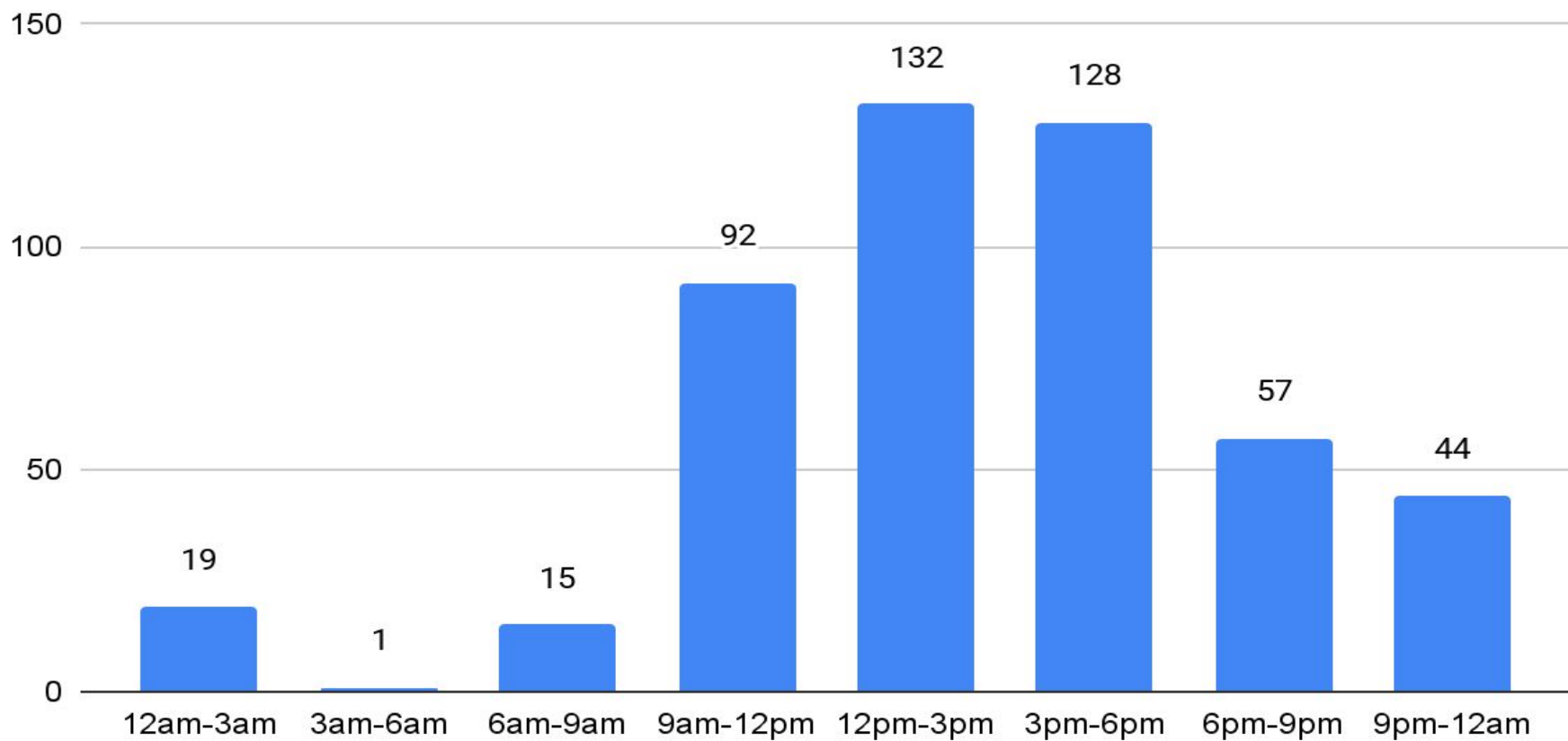
## Trips by Day of Week



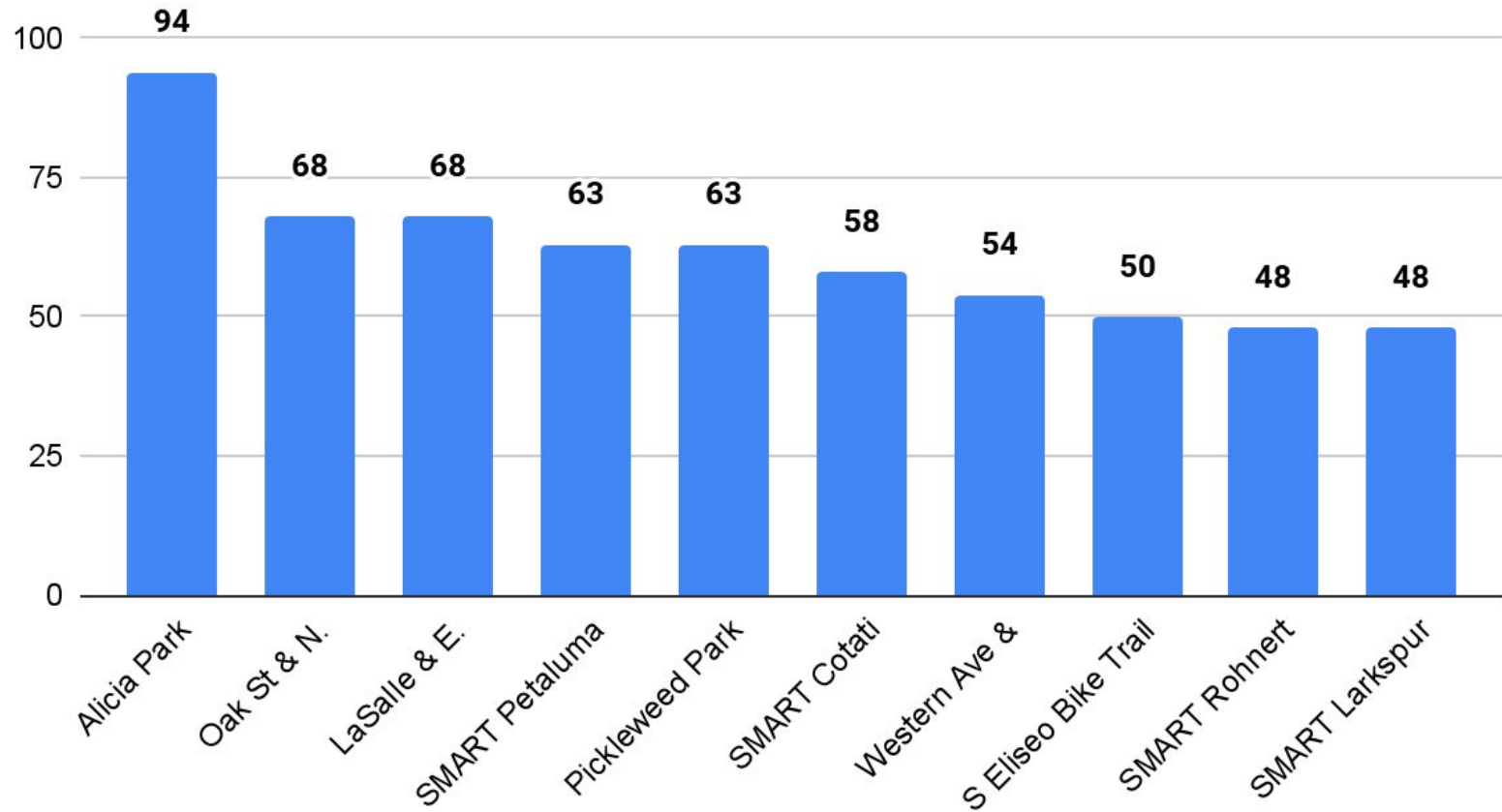
## Trips by Time of Day - Weekdays



## Trips by Time of Day - Weekends

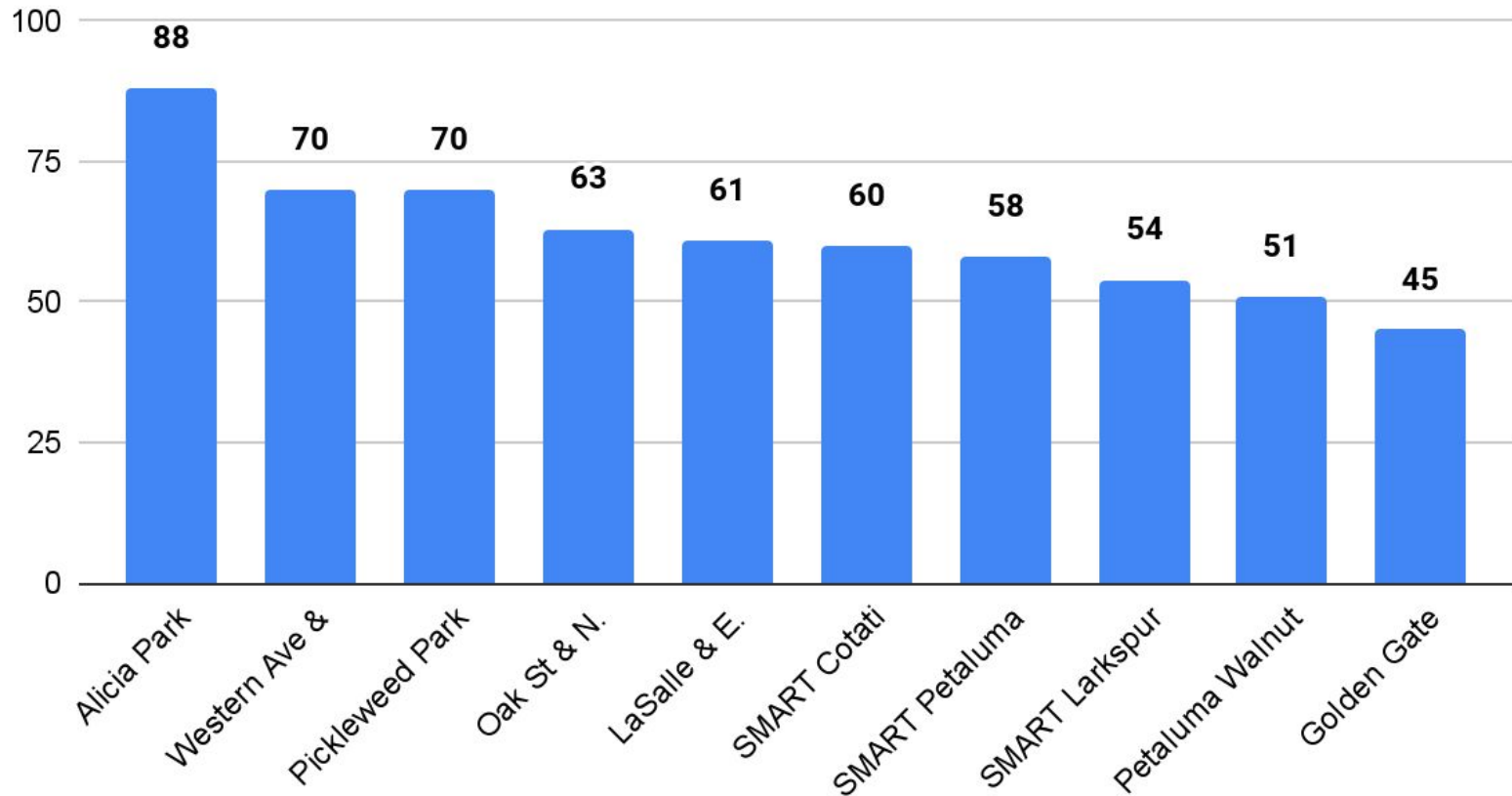


## Redwood | Top Hubs for Trip Starts

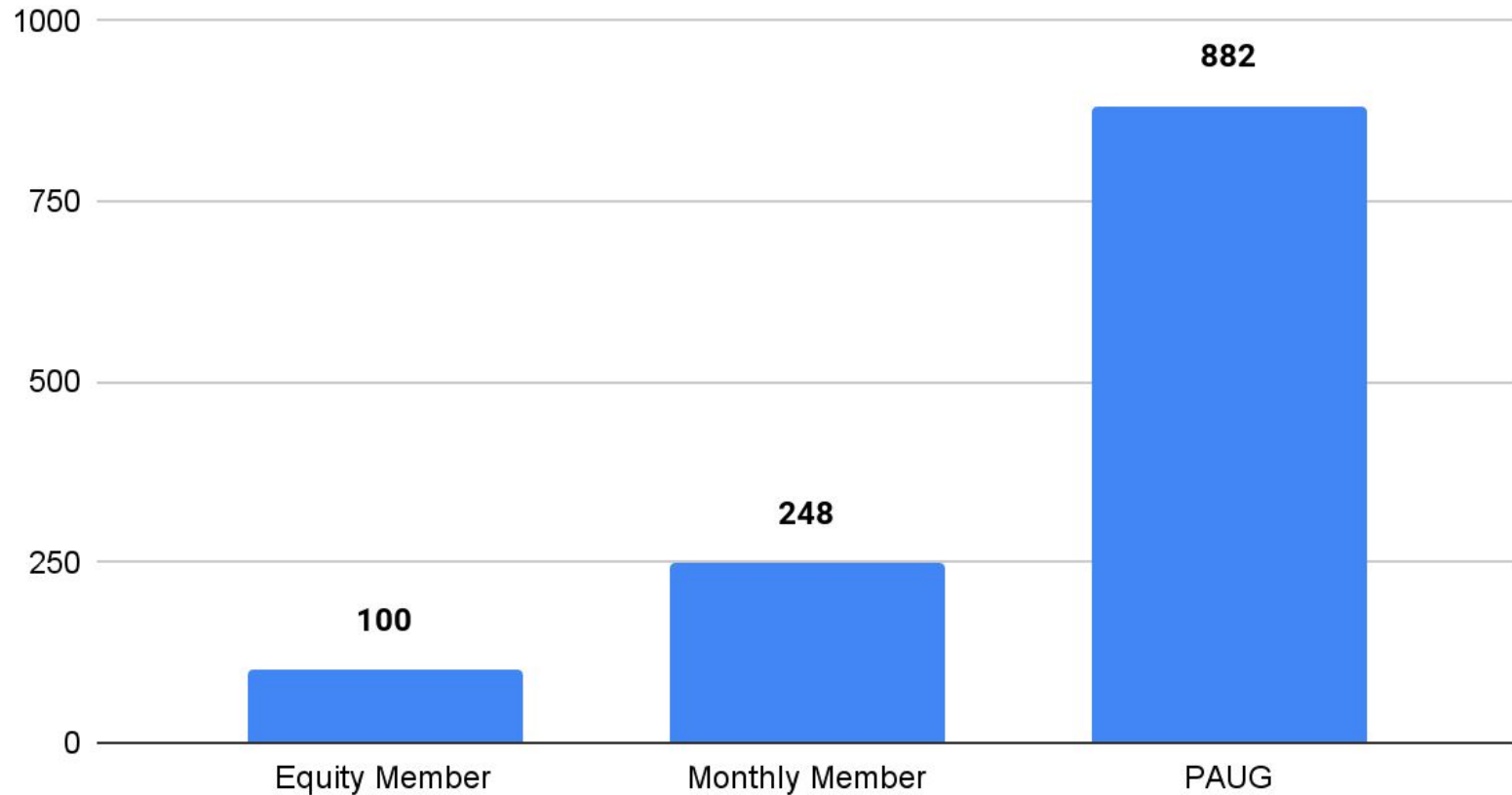




## Top Hubs for Trip End



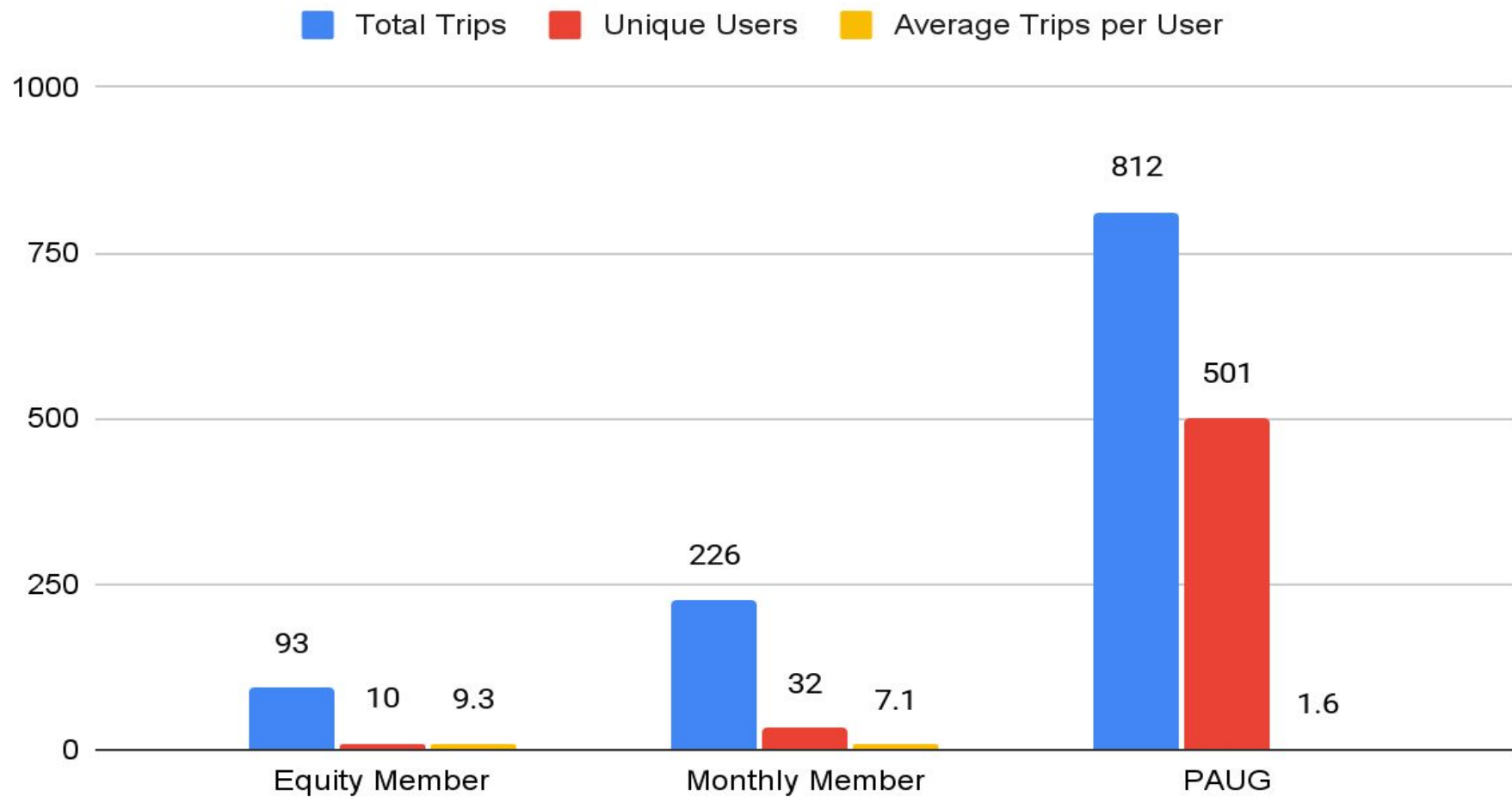
## Trips by Payment Type



# Rider & Membership Data

# Key Takeaways

- We are seeing a large number of people who have created accounts, but have not yet taken a ride
- Monthly and Equity Pass members account for a very high proportion of rides compared to Pay-as-you-go users:
  - Monthly: > 7 rides per member
  - Equity: > 9 rides per member
  - PAUG: approx. 1.5 rides per user



# Customer Service Data

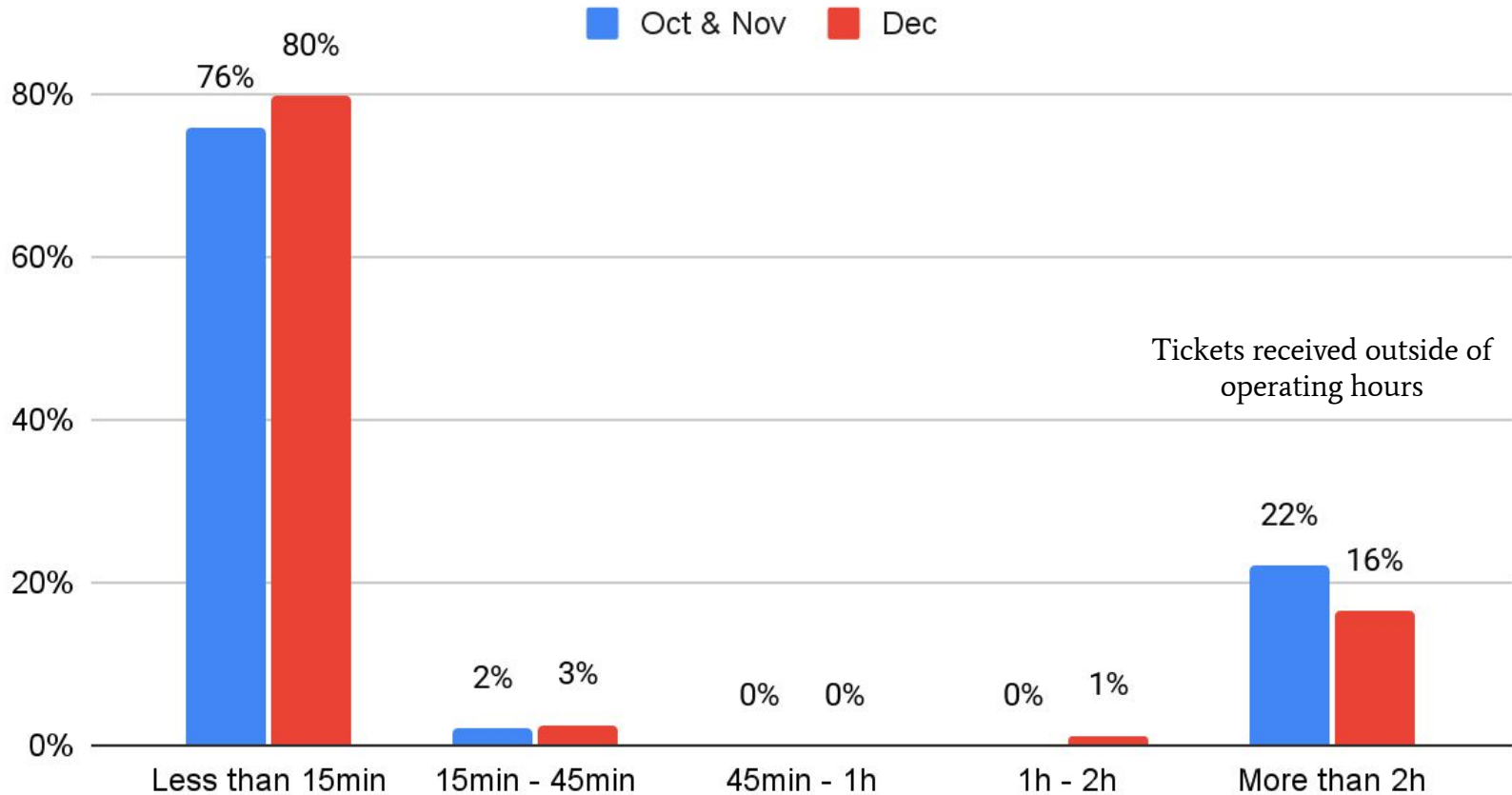
Hours of Operation

8am - 8pm

# Key Takeaways

- Total Ticket Number: 93
- Average Ticket Response Time: 1 hour, 45 mins
- Total Fines & Fees Issued: \$157 over 2 occurrences

# Ticket Response Time





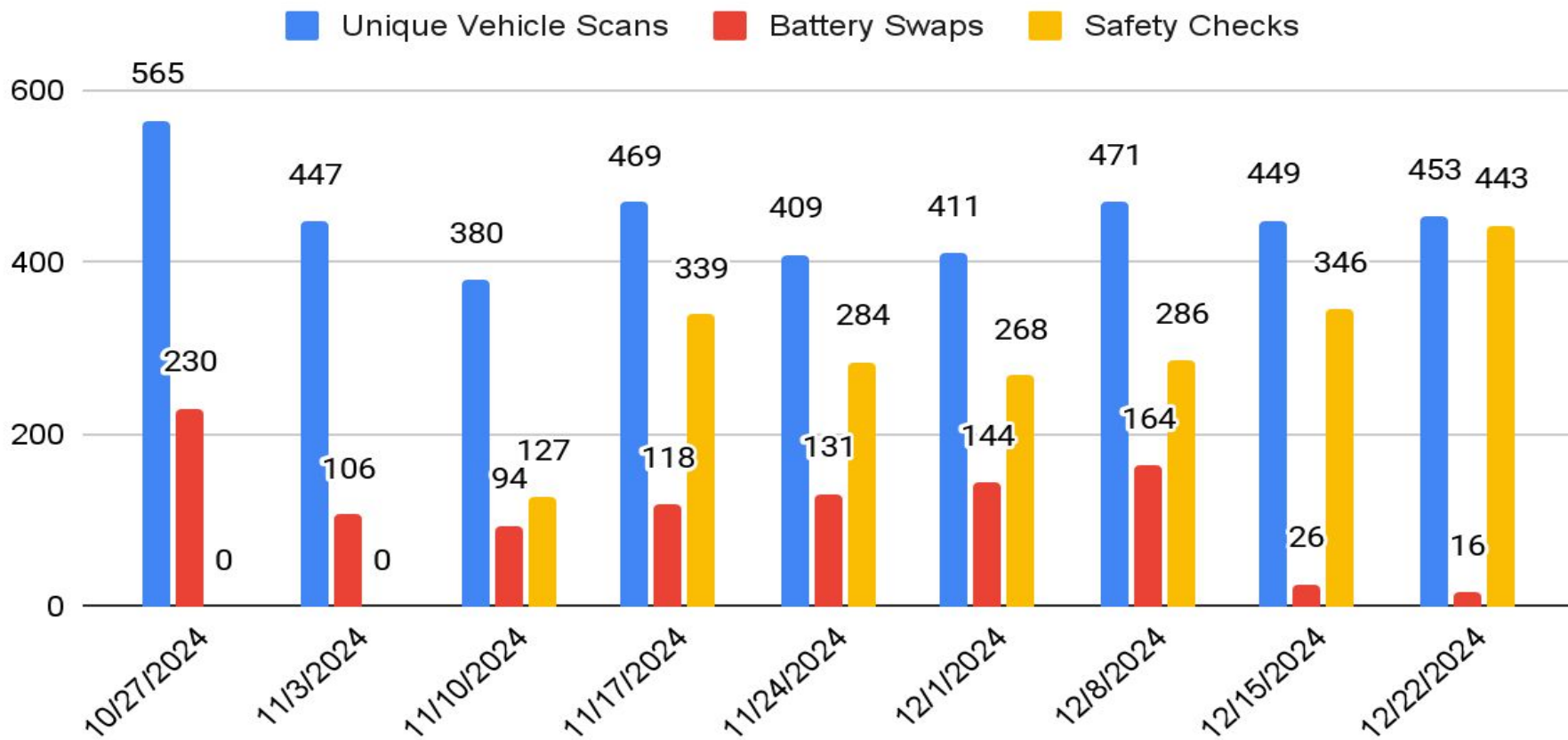
# Operations Data

# Key Information

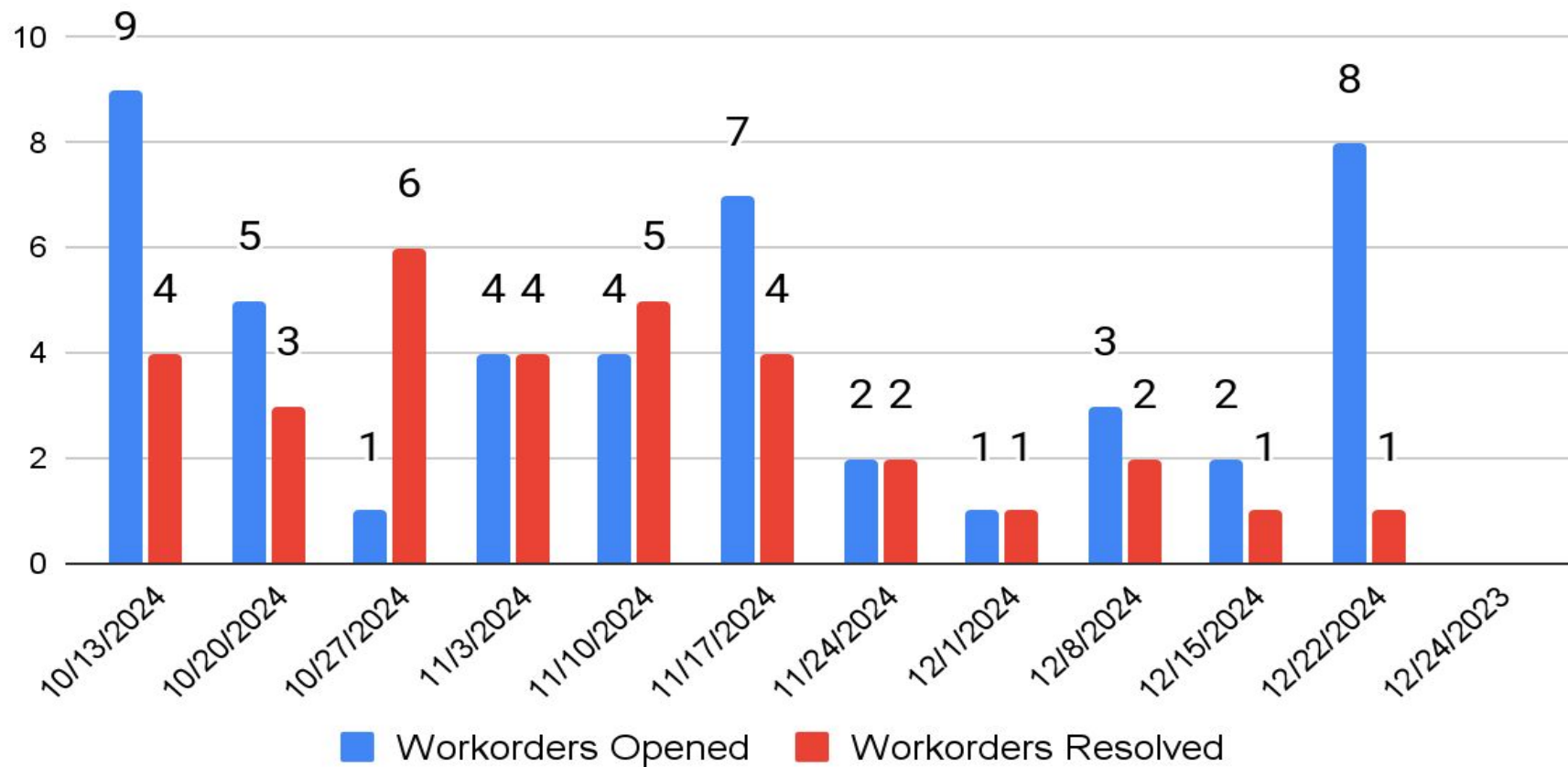
- Procured second electric van for daily operations; both are in use
- Our current team of 2 Field Technicians and 1 Fleet Mechanic will be expanding as other cities come on line
- Our Fleet Technicians' daily focus is on rebalancing vehicles and keeping hubs tidy
- A process change during December has led to a smaller number of batteries being changed



# Field Operations Tasks per Week Start Date



## Work Orders Resolved by Week Start Date



# Noteworthy Discoveries

We are seeing some interesting trends in addition to the preceding charts:

- Many people are riding in pairs or small groups
- Some riders are traveling up to 5 miles from one town to another
- Public feedback has been overwhelmingly positive

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Thank you  
from our team,  
and from your communities!



Petaluma

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