

Redwood

The logo for Redwood Bikes Share features a stylized bicycle in red. The front wheel is replaced by a white silhouette of a Christmas tree, and the rear wheel is replaced by a white lightning bolt, symbolizing electric bicycles.

BIKESHARE

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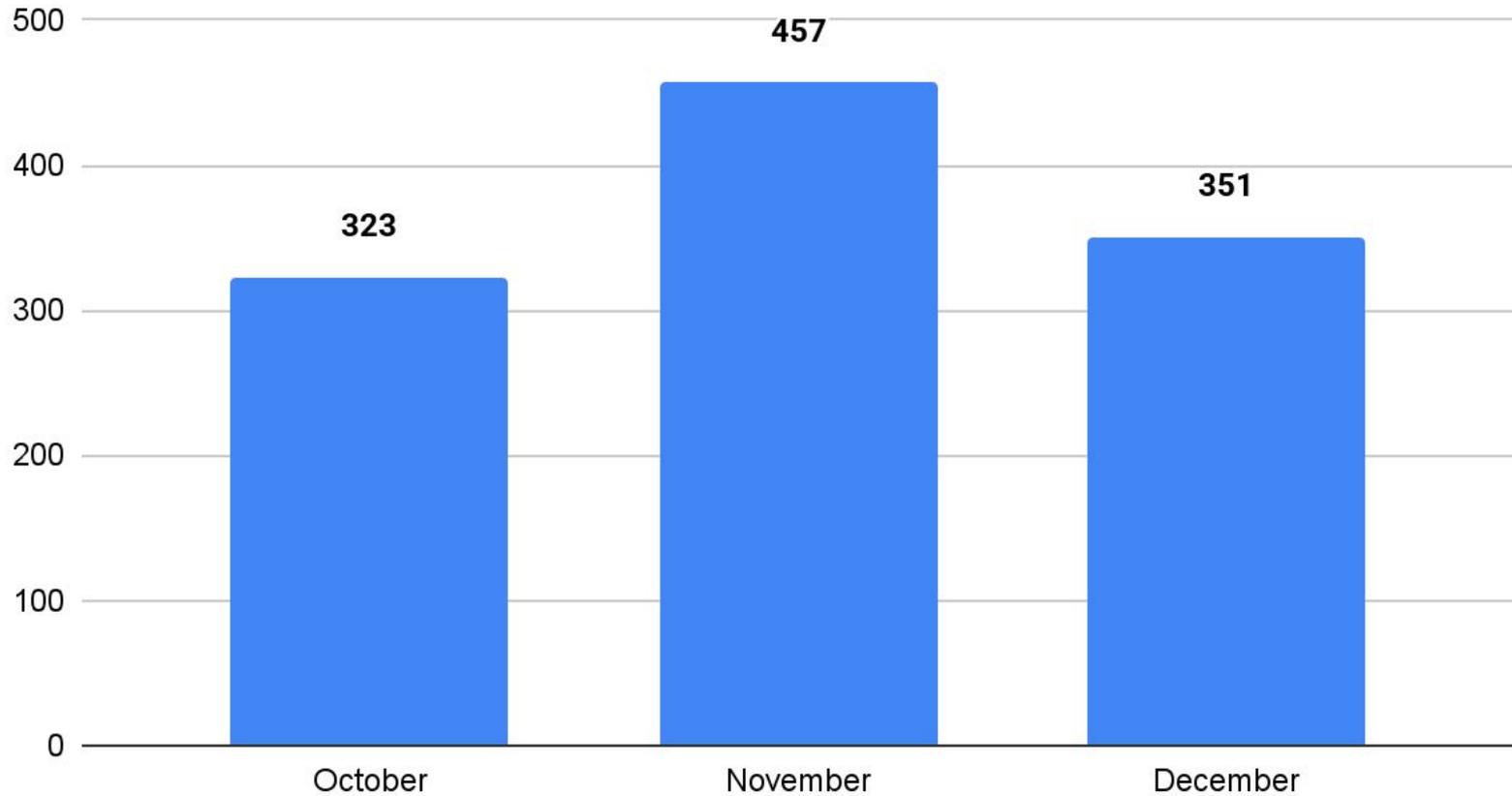
System Data & Analysis
10/14/2024 - 12/31/2024

System Wide Trip Data

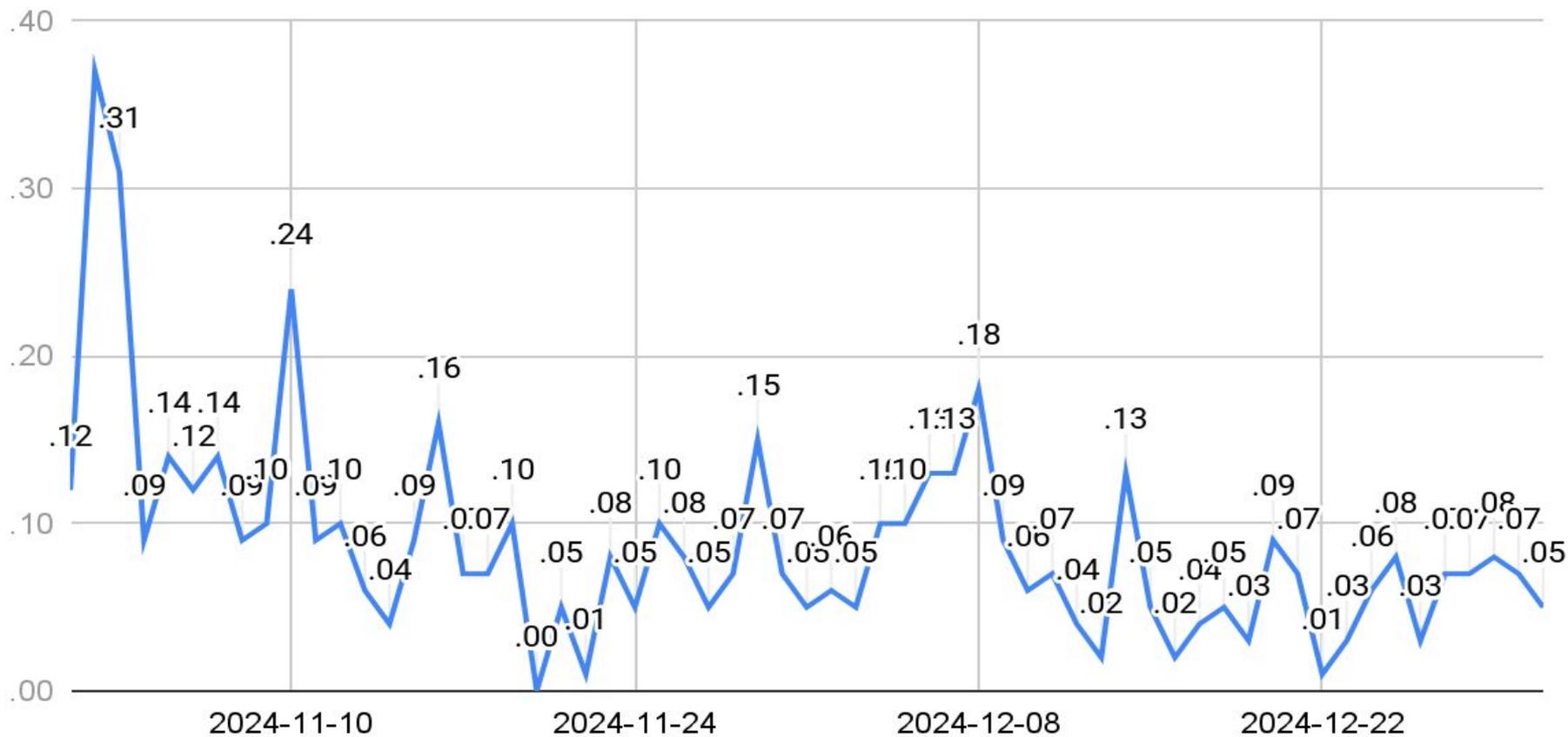
Key Takeaways

- 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

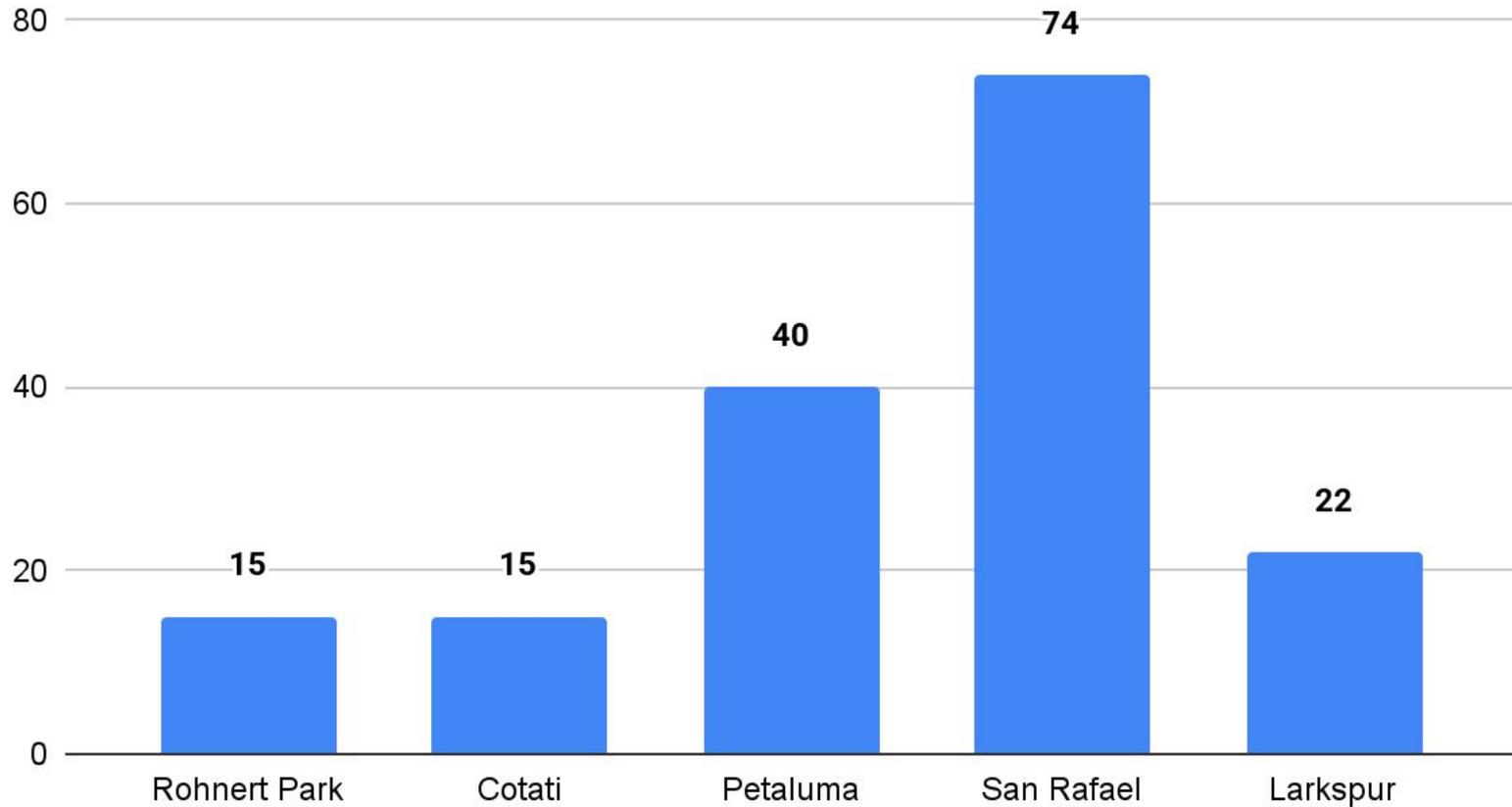


Trip Data per Active City

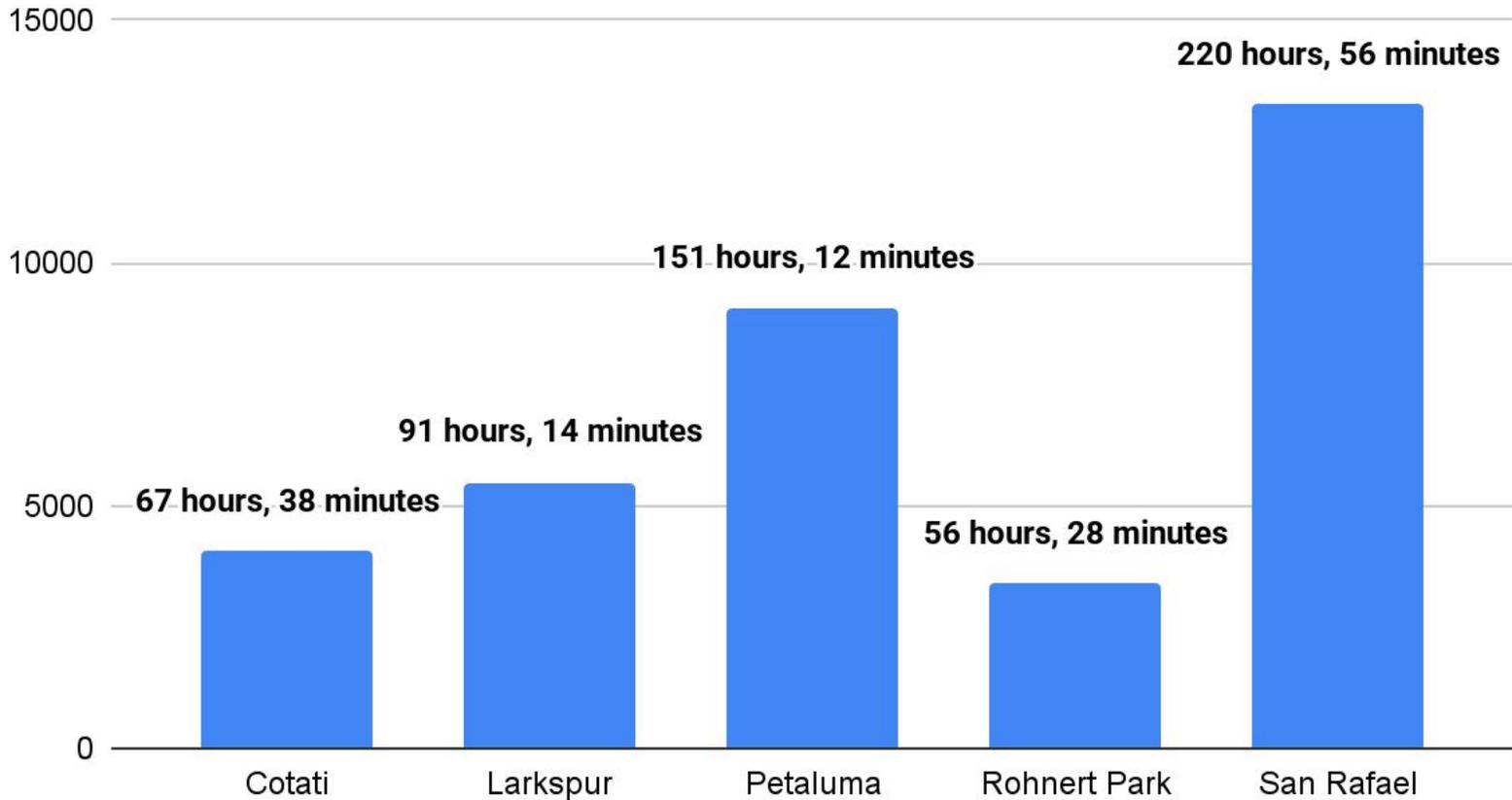
Key Takeaways

- 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

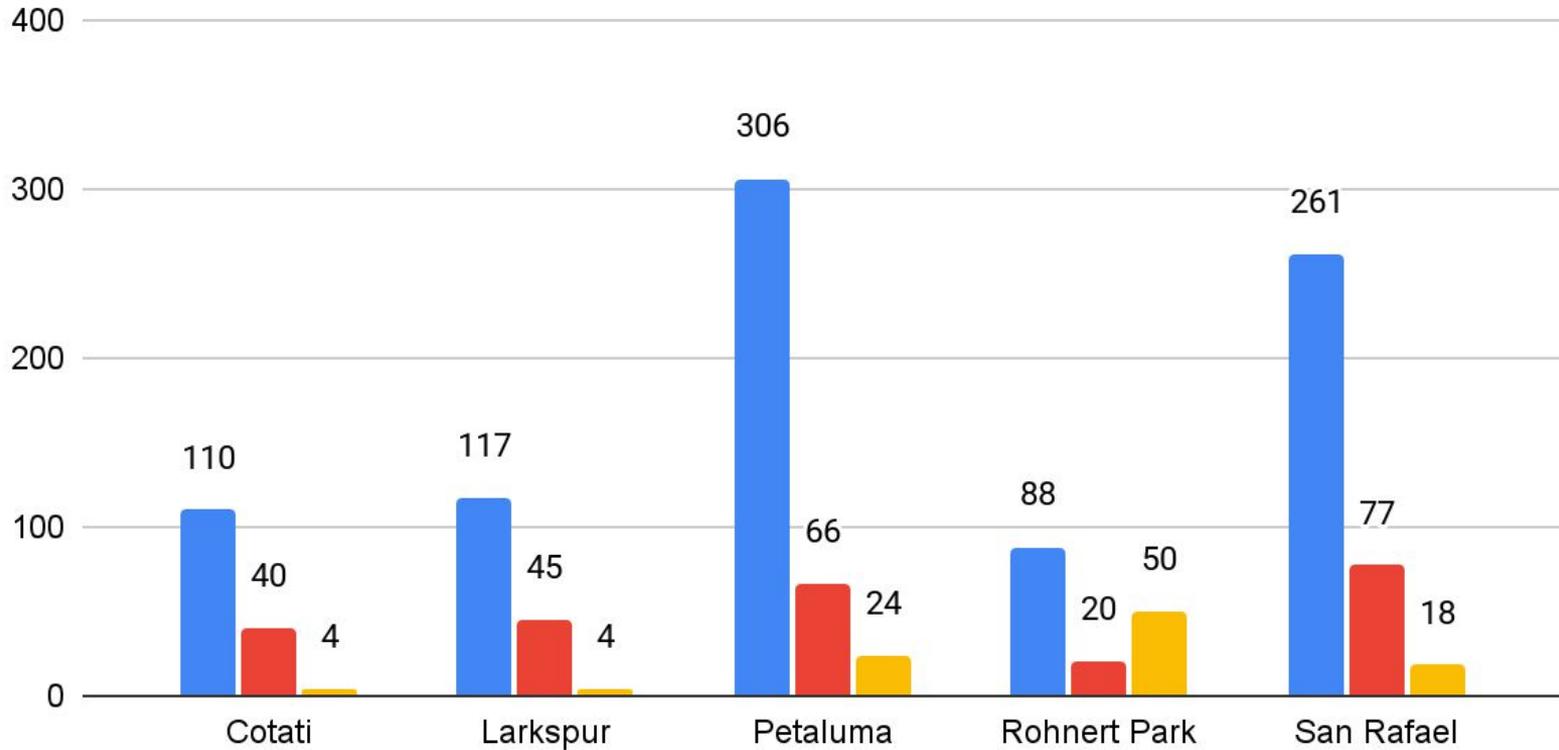


Total Time Ridden by City



Trip Types by City

PAUG Monthly Member Equity Member

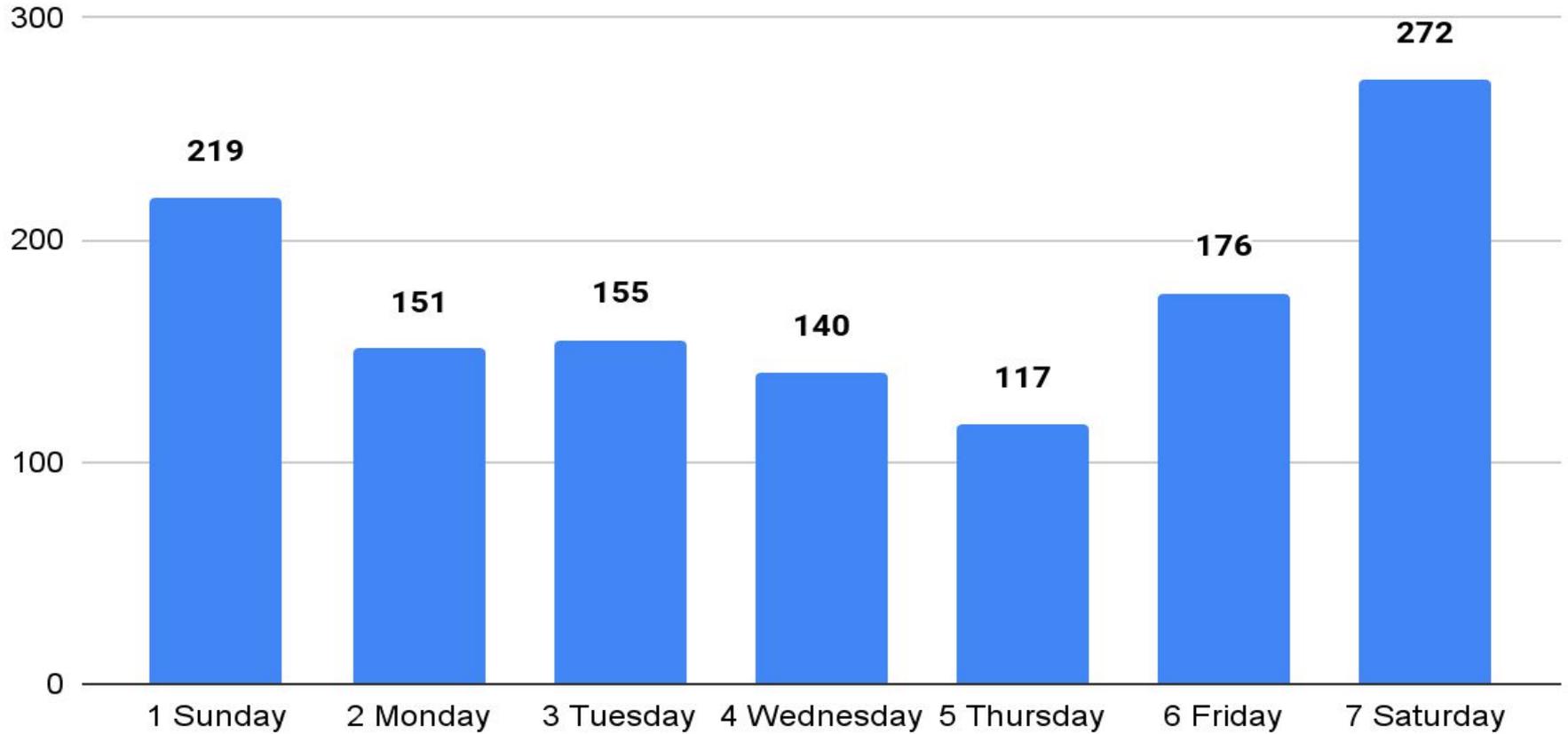


Trips & Hub Data

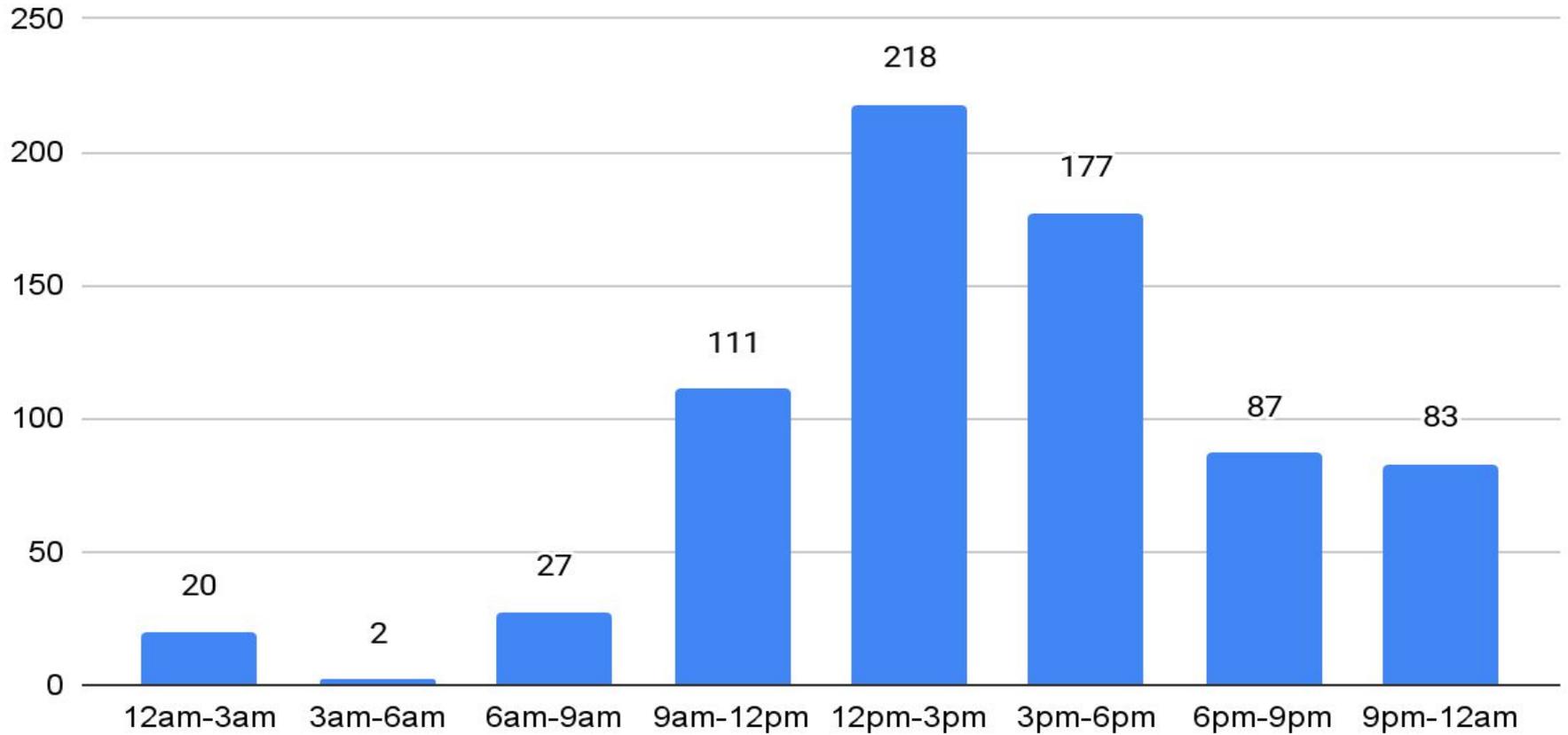
Key Takeaways

- 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

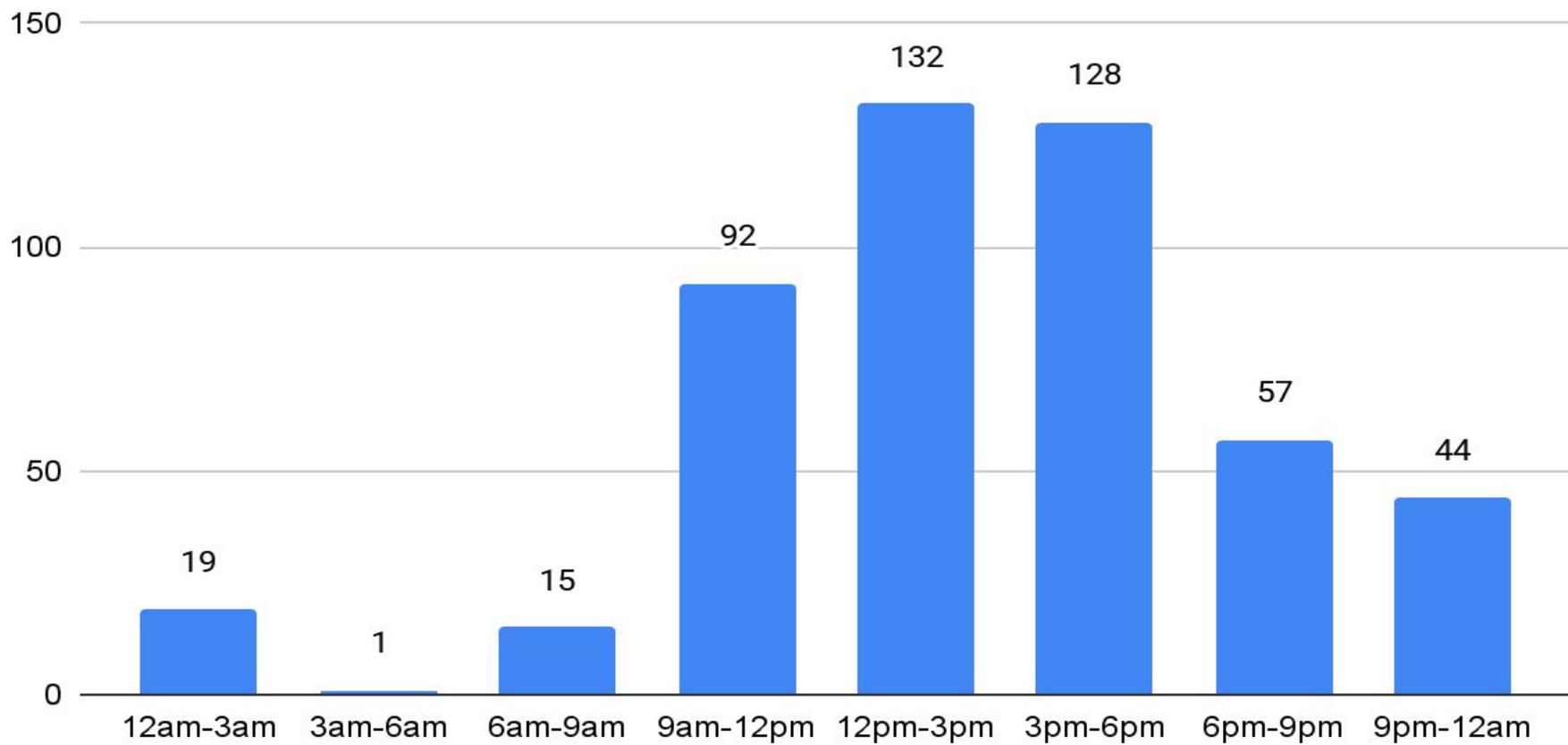
Trips by Day of Week



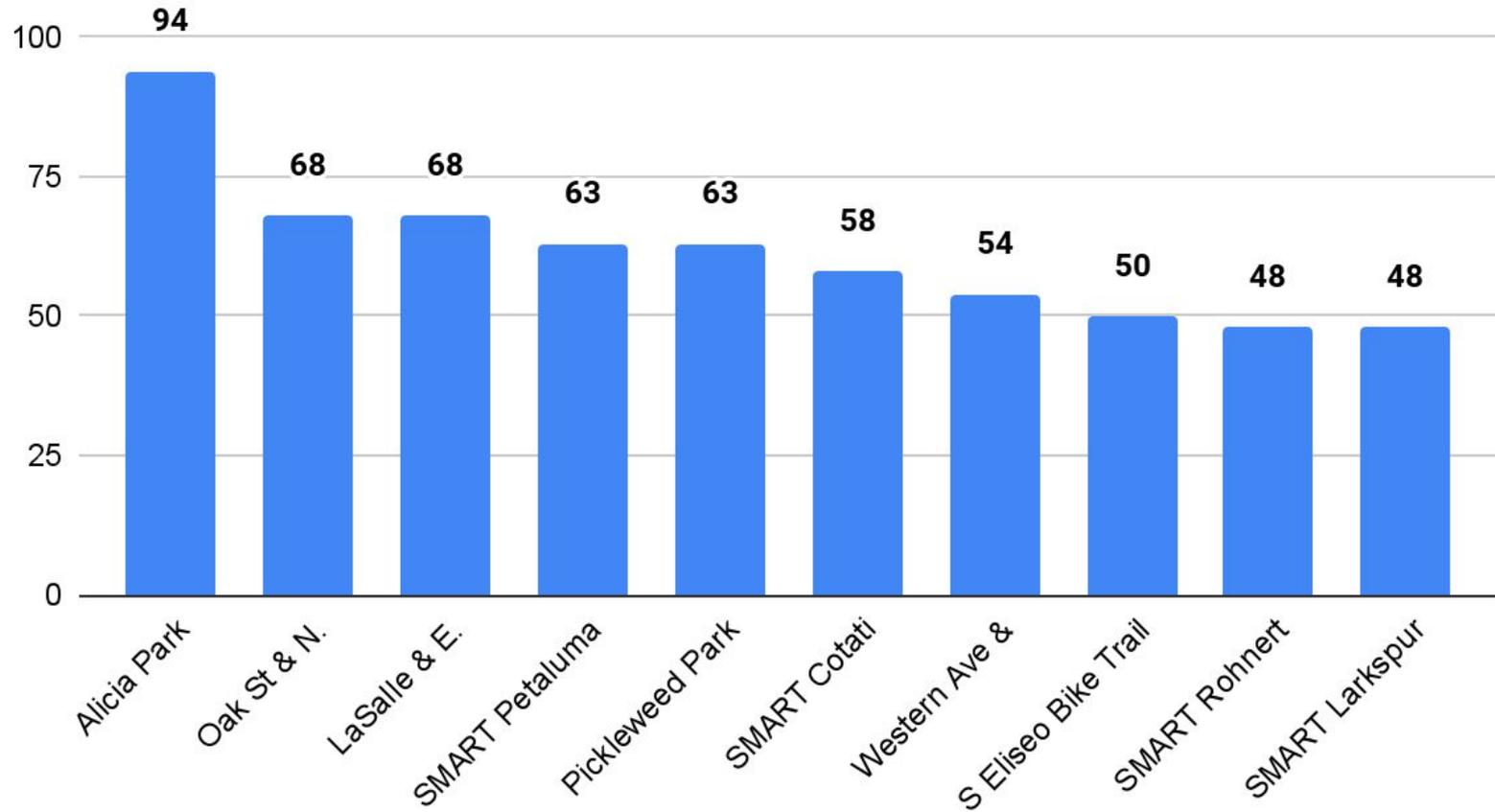
Trips by Time of Day - Weekdays



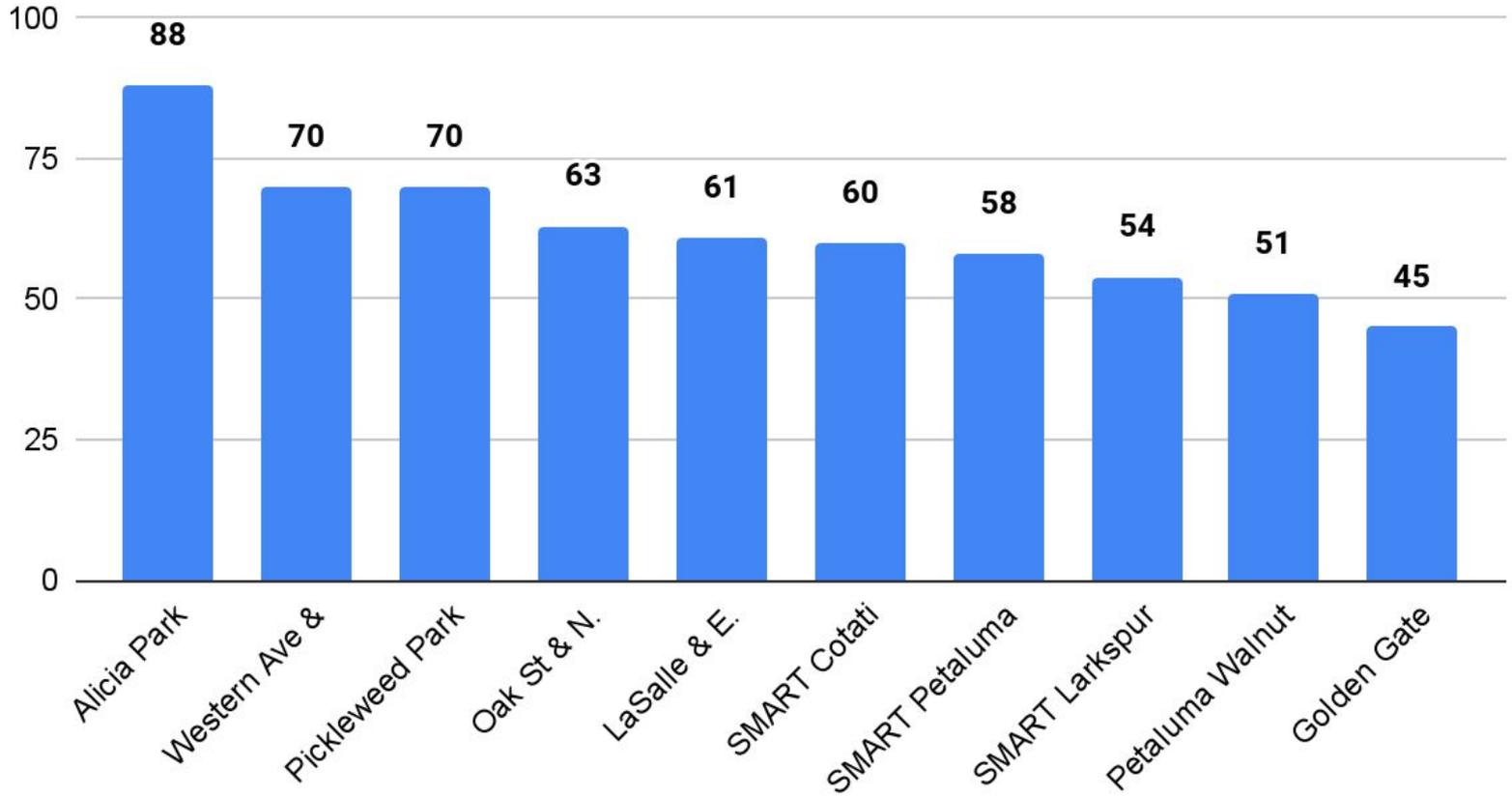
Trips by Time of Day - Weekends



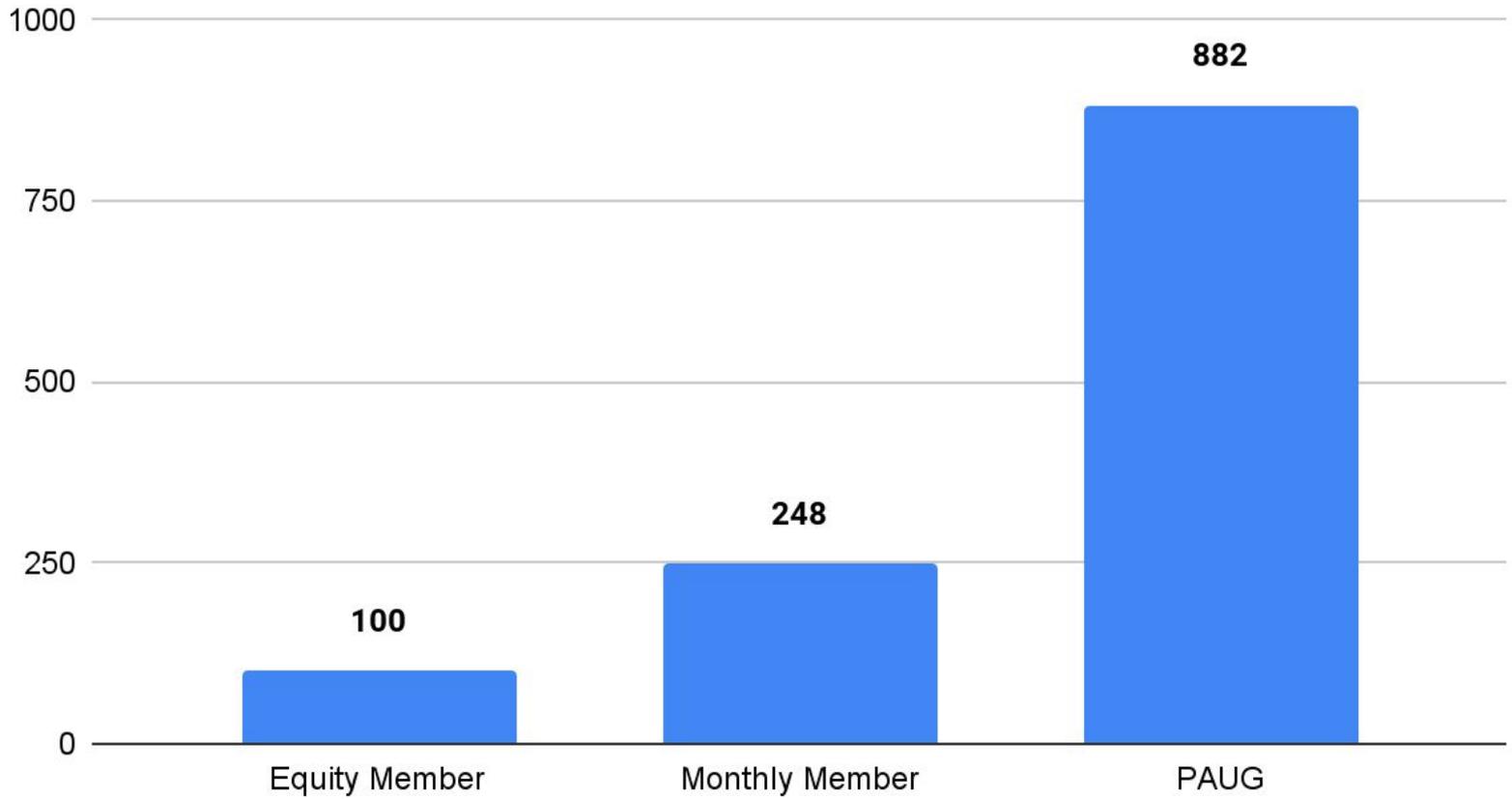
Redwood | Top Hubs for Trip Starts



Top Hubs for Trip End



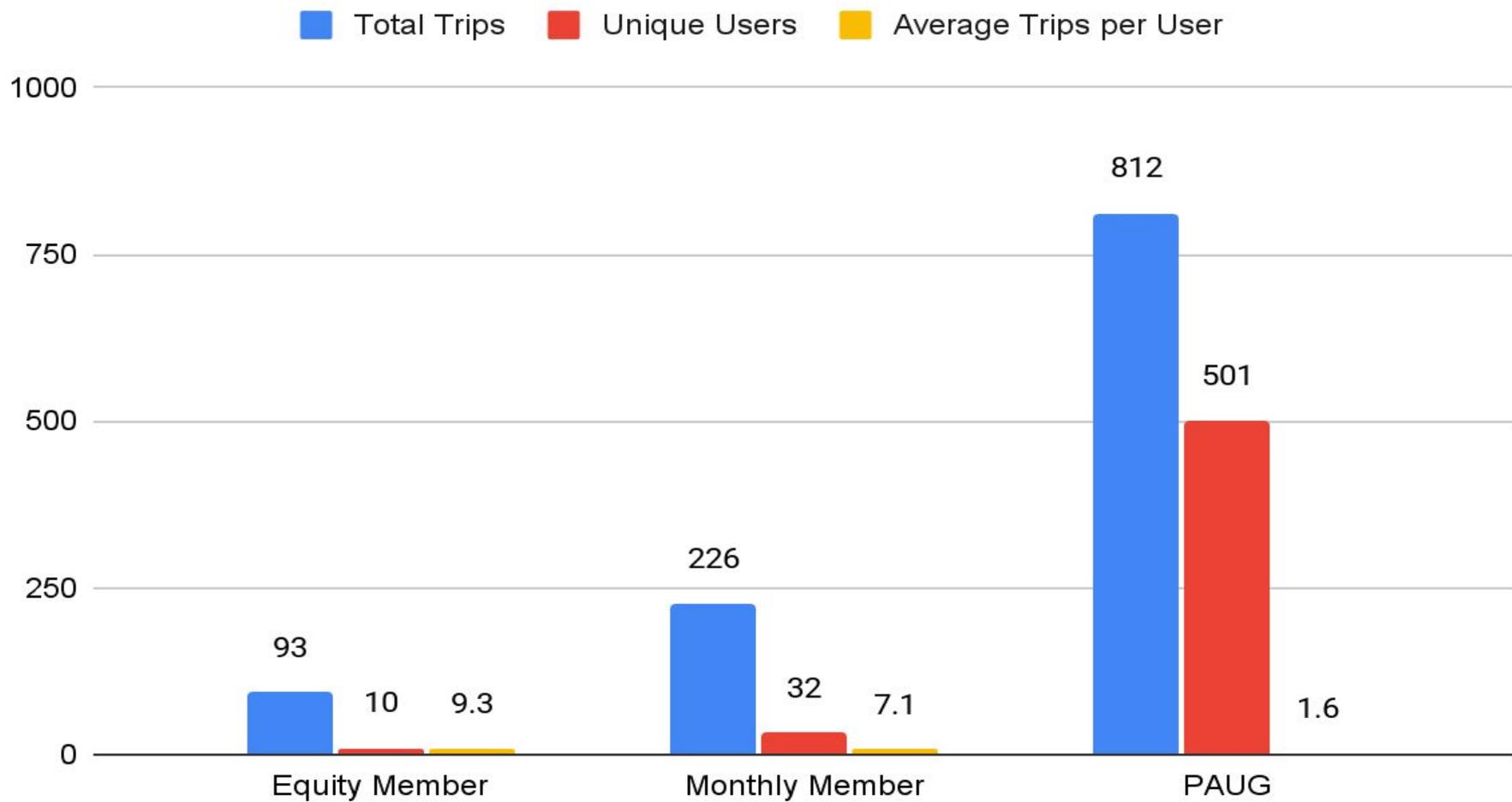
Trips by Payment Type



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

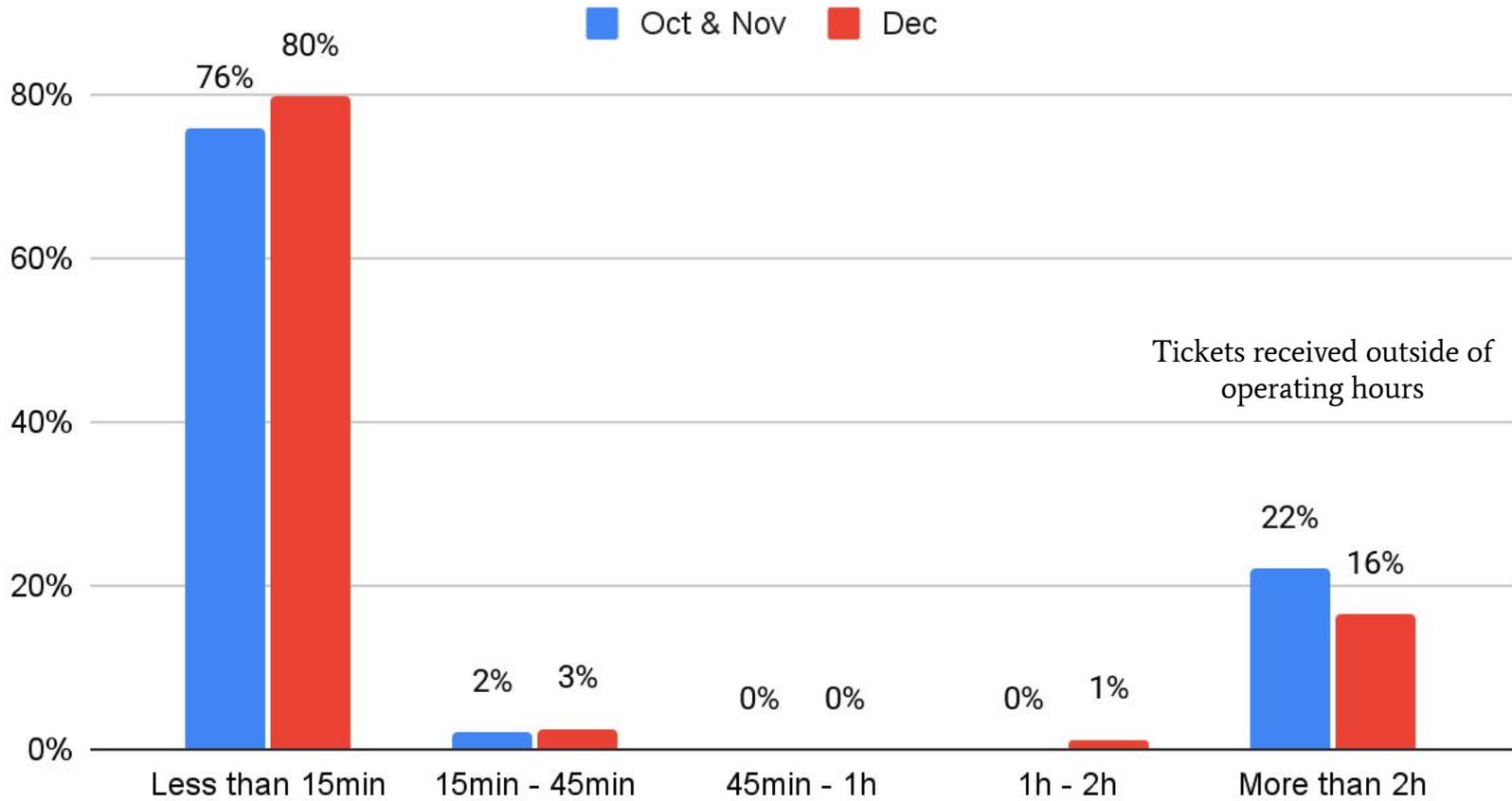
Hours of Operation

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



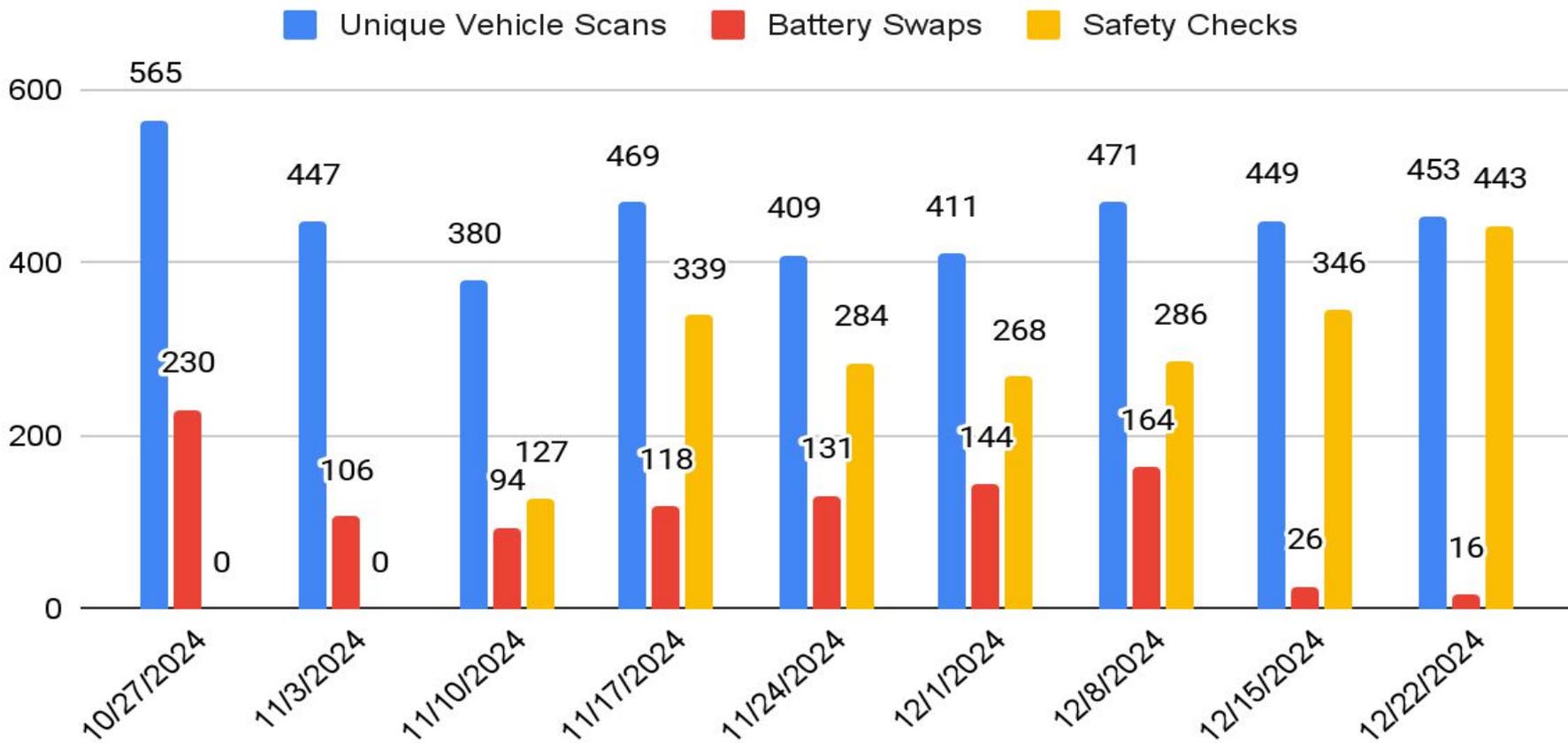
Operations Data

Key Information

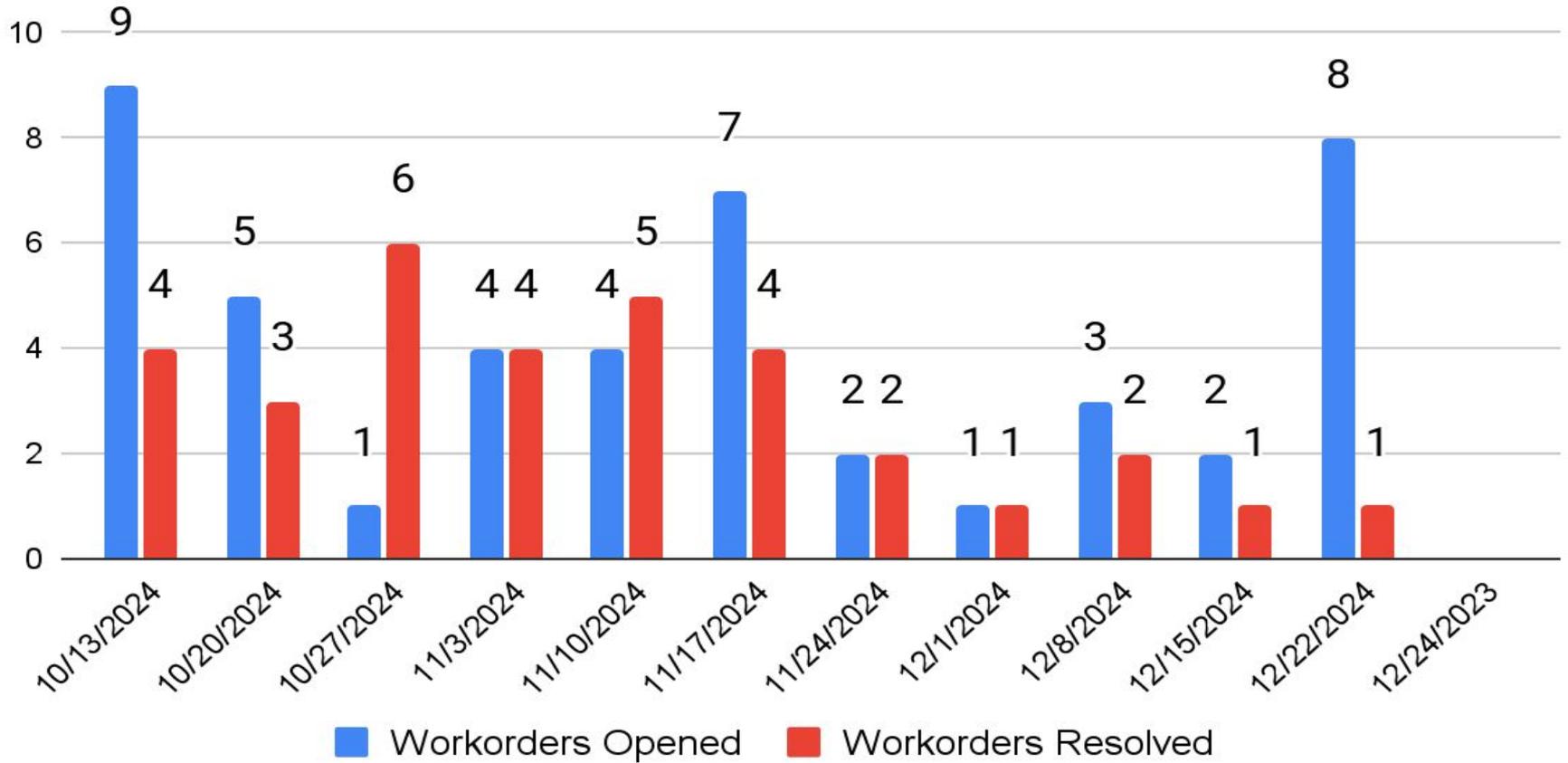
- Procured second electric van for daily operations; both are in use
- Our current team of 2 Field Technicians and 1 Fleet Mechanic will be expanding as other cities come on line
- Our Fleet Technicians' daily focus is on rebalancing vehicles and keeping hubs tidy
- A process change during December has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