



January 2023 Newsletter

Can you believe 2023 is already here? The Red Bike team can! We are so excited to start our 2023 expansion and focus on providing the people of Cincinnati the best year of Red Bike ever! Thank you to everyone who donated, purchased memberships or passes, and supported Red Bike in 2022. We appreciate you!

If you want to see specific things this year, feel free to email us at support@cincyredbike.org.

Learnings From the Fall User Survey

First, thanks to everyone who participated! The response was dramatic, and it is so helpful to understand how all our users interact with our system. So, what did we learn?

- ❖ Go users feel supported by Red Bike
 - A large percentage of Go Members (81%) say that it is getting better at serving people like them.
- ❖ Red Bike riders continue to diversify
 - The percent of respondents who identify as Black or African American increased from 13% in March 2019 to 28% in October 2022.
- ❖ Boost in mental health and autonomy
 - A majority of users feel more connected to their community, they get more exercise now, and they feel healthier now.
- ❖ More stations in more places
 - A new station was placed in front of Shelterhouse, which provides shelter, safety, and nourishment to individuals.
 - Shelterhouse is the number 1 station for Go Users and number 5 station for 2022.
- ❖ Riders want more trails and paths
 - Users say more lanes, trails, paths (48%) would encourage them to use Red Bike.
- ❖ E-bikes are in high demand
 - Of 115,000 rides in 2022, 71% of them were on an E-bike. We are working hard to secure investments to electrify the entire fleet.

Commented [ED1]: Is it worth sharing that SH is #1 station for Go + #5 station for 2022?

Commented [MP2R1]: yes!

Cincinnati Gives Campaign

Thank you to all our riders who donated to the Cincinnati Gives Challenge in December! The money raised is vital for Red Bike to stay on course and will be put to good use. Look out this year for possible future campaigns to raise money for our small non-profit!

Ridership

Over the course of 2022 we have had a lot of trips on Red Bikes, 101,397 to be exact! The estimated carbon offset from all those trips is over 525,000 pounds! If you purchased a 2-hr pass this year you were a part of the 8,101,177 calories burned by our casual users. Our Go, Monthly, and Annual members collectively burned 13,995,227 calories! Annual members rode most often on Wednesdays around 5 PM and our Monthly users hopped on their Red Bikes most frequently on Fridays at 5 PM. Red Bike users rode a total distance of 554,071 miles, in 2022, equal to about 22 times around the Earth!

Join Our Team

We're looking for a thoughtful and outgoing individual to join our team. We're hiring a part-time Outreach & Engagement Assistant to help us deepen our relationships in the community. Submit a resume and brief introductory email to support@cincybikeshare.org by January 20.



Team photo from Red Bike's 2022 Holiday Party