

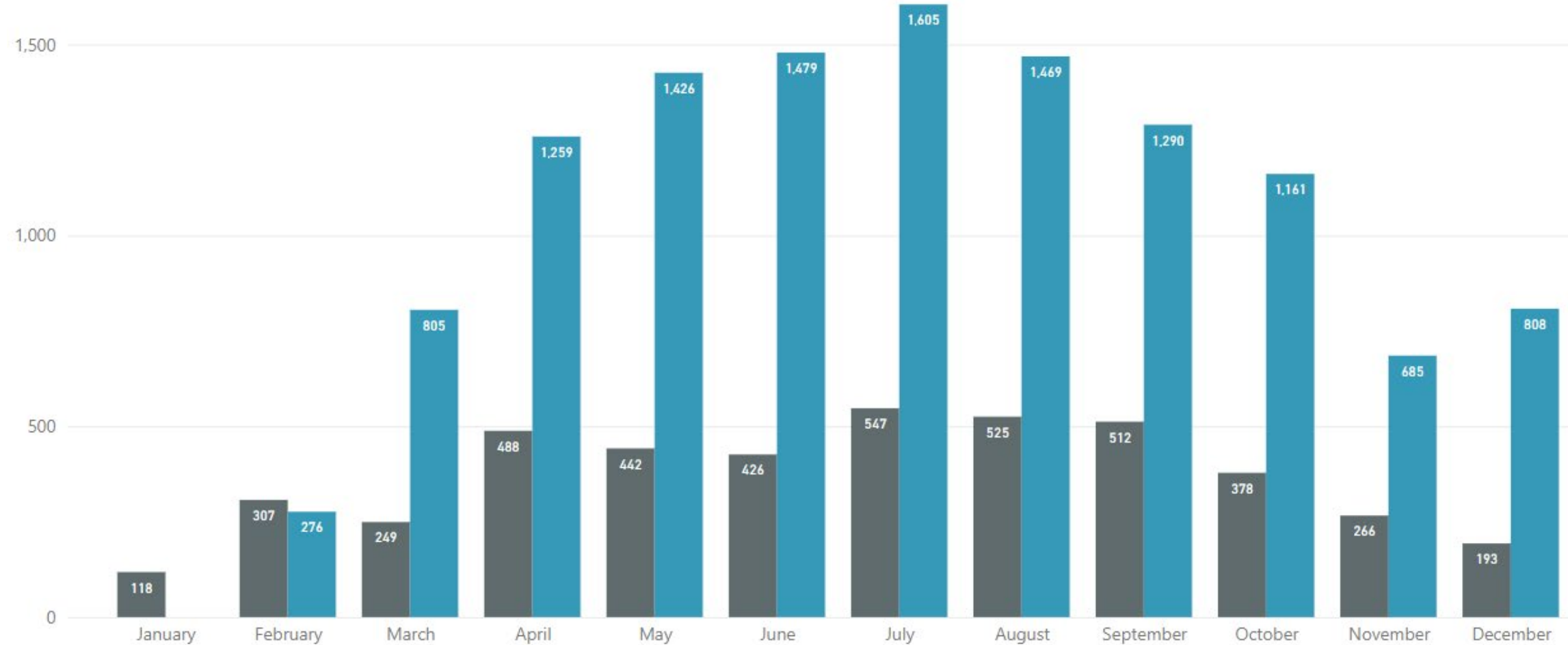
GREENVILLE **B** Cycle

RIDERSHIP

- Standard Bike – Best Year
 - 2017 – 4,451 Trips
- EBike – Best Year
 - 2021 – 12,263
- Average Ride Duration
 - 69 Minutes
- Estimated Calories Burned
 - 4,044,342
- Estimated Carbon Offset
 - 96,138 Pounds

Rider Trips by Month and Year

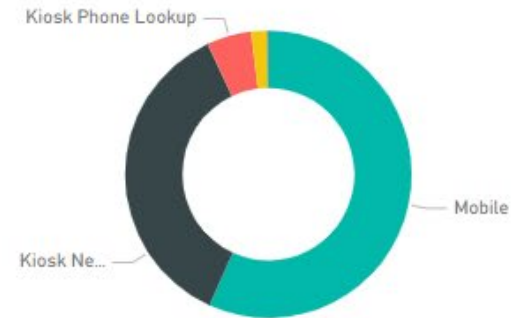
Year ● 2017 ● 2021



STATION PERFORMANCE

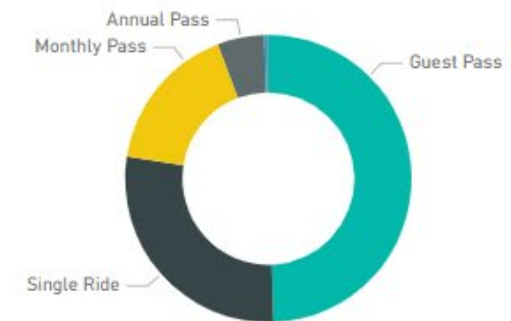
- 57% Mobile Checkout
- 32% Kiosk Checkout

Rider Trips by Checkout Method

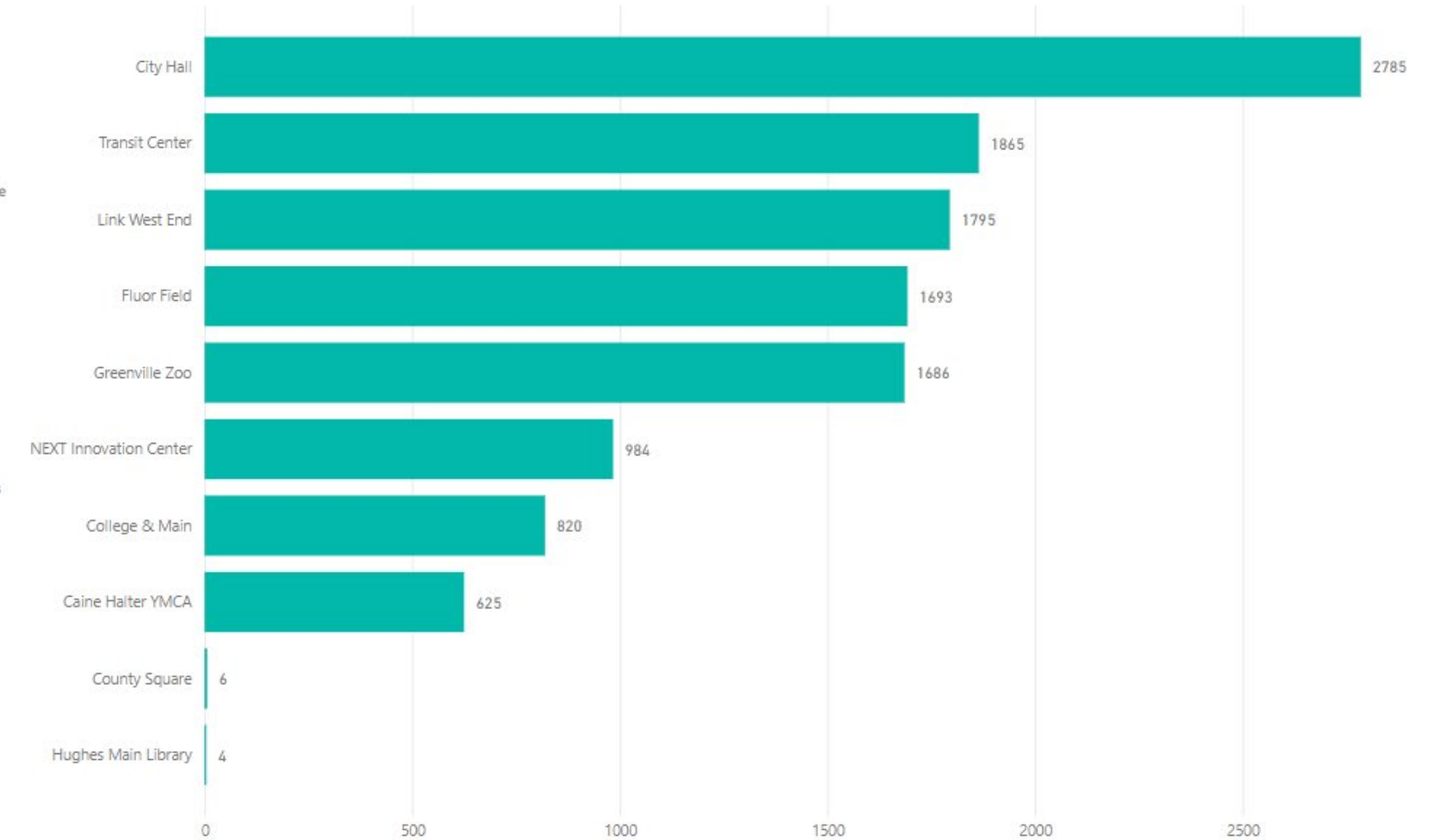


- 49% Guest Pass
- 27% Member Pass
- 24% Single Ride

Rider Trips by Membership Type



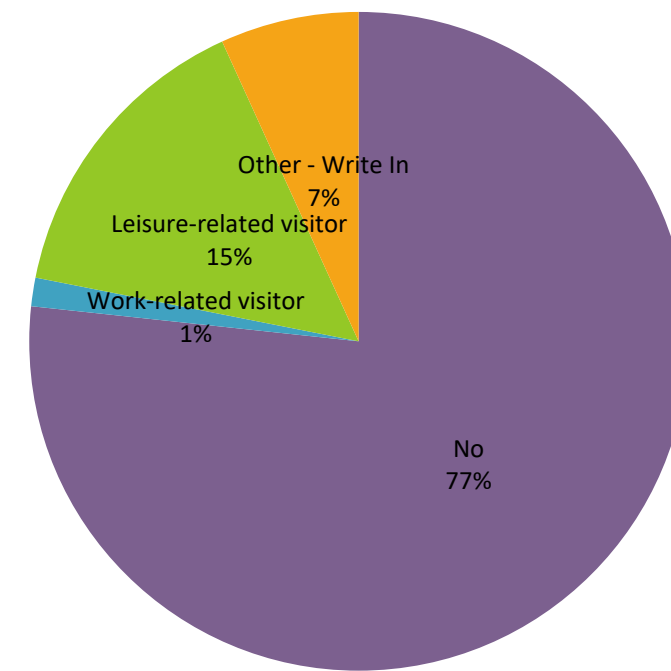
Rider Trips by Checkout Kiosk



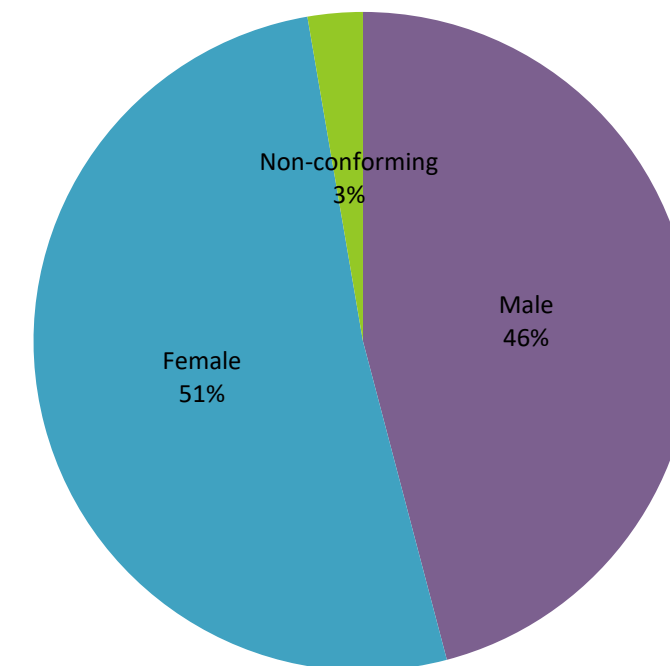
ABOUT OUR RIDERS

- Greenville BCycle riders are:
 - Local (77%)
 - Riding bikes more often as a result of BCycle (68%)
 - Riding for recreation (92%)
 - Female (51%)
- Riders see Greenville BCycle as an asset to the community:
 - 98% see BCycle as good for the city
 - 80% believe that BCycle makes Greenville a more enjoyable place to live
 - 69% see BCycle as part of Greenville's public transportation
 - 58% are more likely to visit a business that is close to a BCycle station
- Riders love e-bikes:
 - 86% ride more often because there are e-bikes
 - 67% say they get more exercise as a result of riding BCycle e-bikes
 - 65% took their first e-bike ride on a BCycle

Are you a visitor/tourist?



What is your gender?



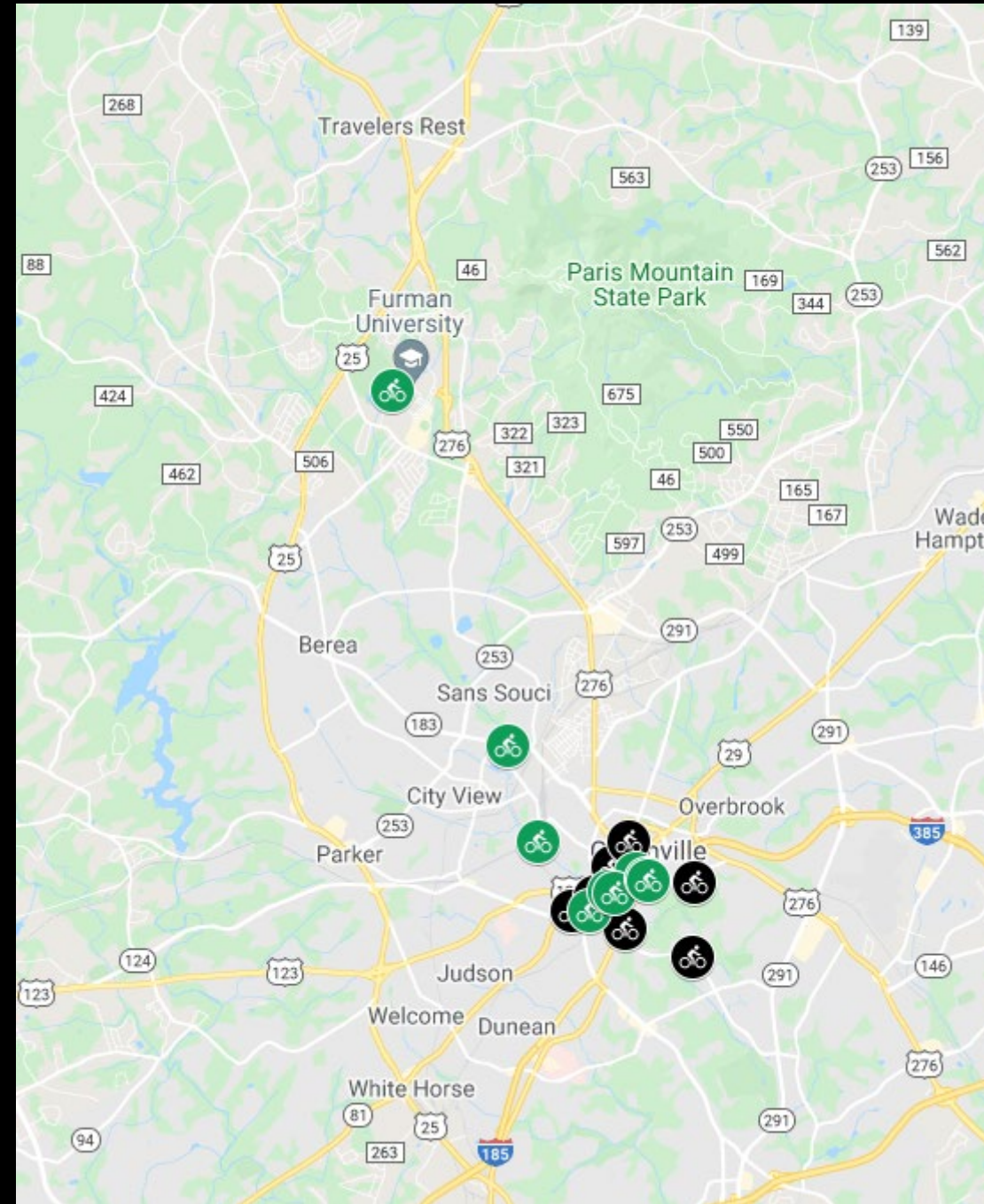
EXPANSION PLANS

City Proposed Locations

- The Commons
- Under Main Street Bridge

Other Proposed Location

- Unity Park
- Green Fetish
- McBee Avenue
- Swamp Rabbit Café
- Furman University
- Traveler's Rest



NEXT STEPS

- Transit App Integration
- City, County, and Private Expansion Opportunities
- Regional Expansion in Surrounding BCycle Systems
- Quick Deployment of BCycle Technology



OPERATIONS

- BEST IN CLASS TEAM IN THE FIELD
 - Reedy Rides
 - Tate Putnam and Jamie McDonough
 - 100% on all SLA's through May 2022
 - Accepted expansion opportunities in Upstate South Carolina
 - Model for BCycle opportunities

