

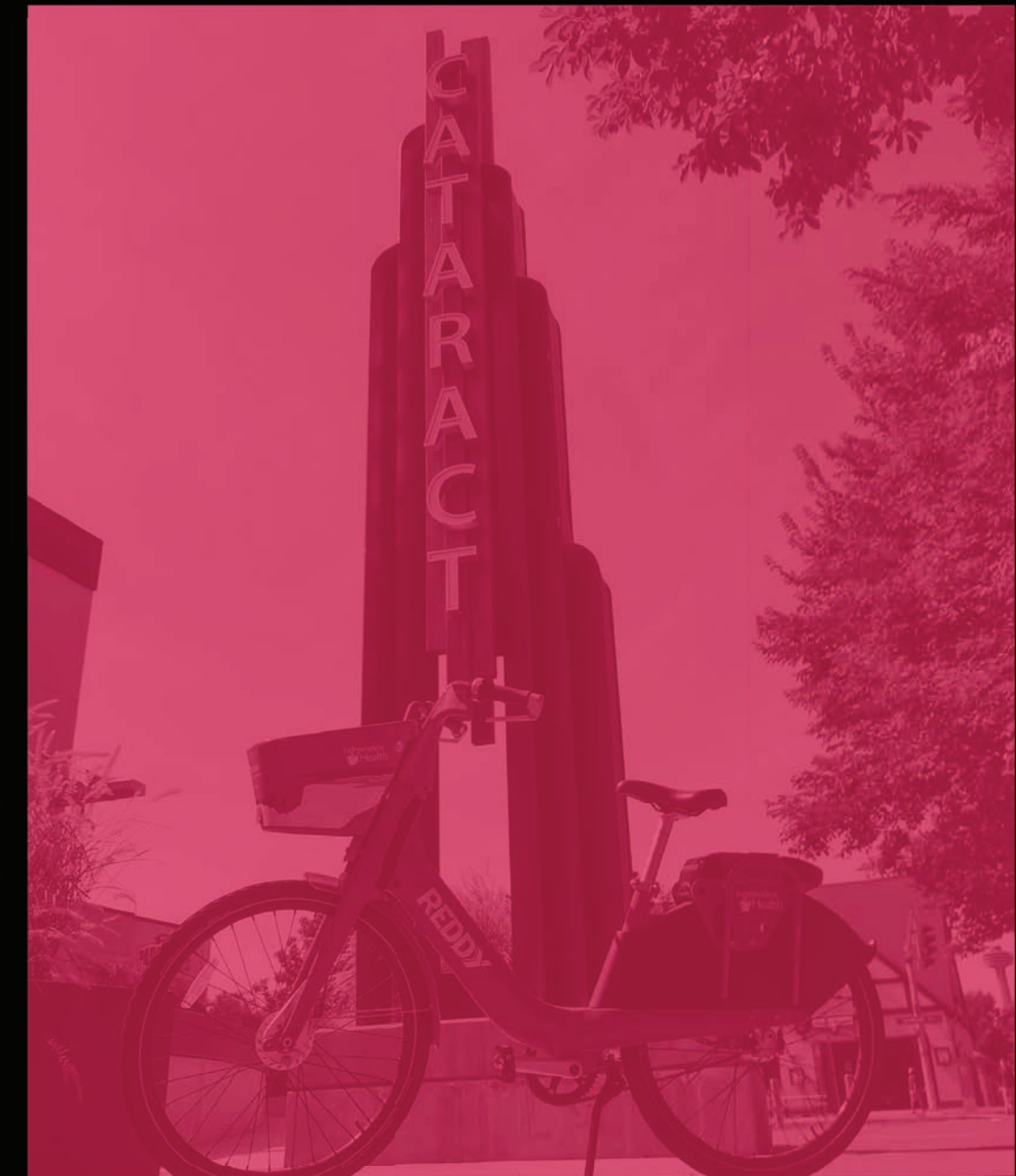
2020



REDDY
bikeshare

IN PARTNERSHIP WITH
Independent
Health.

SEASON 5 IMPACT REPORT



Dear Riders, Partners, and the Western New York Community,

Thank you for taking the time to read about Reddy Bikeshare and our work in 2020, a year like no other, and we welcome you to take a dive into our first-ever annual report. **This report demonstrates the growing popularity of bikesharing in WNY** and was created with the intent to thank our riders, to inform and engage with our community, as well as to recognize our partners that help make everything we do possible.

Partnering with Independent Health again in 2020 helped us to elevate the program to more of the community at a time when it was really needed. Together with Independent Health, we are focused on finding ways for our communities to get and stay healthy and connected in 2021.

Biking is a great way to prioritize your health and well-being. After enduring a challenging year, our team appreciates self-care and well-being more than we ever have. A **222% increase in riders** tells us that a rapidly increasing number of Western New Yorkers would agree that Reddy bikes are fun and support overall wellness. As champions of biking, we know that bikes also serve a holistic good – our collective public health, a greener environment, they support small business, and they make people happy. Scientists, health experts, urban planners, small businesses and community associations all agree – **biking can be transformational.**

We truly hope that we helped make someone's day just a little easier and a little brighter. We are staying committed to continuous improvement – as individuals, as a team, and as a service. We will continue to support and empower residents of low-income communities, underserved communities, and black and brown communities, where we know it has historically been more difficult to bike and get around. **With our partner, Independent Health, we stay committed to building stronger relationships that will help us bridge the gaps in transportation and health equity we see across the region.**

Finally, thank you once again to our riders who have helped us grow so much in 2020. We're grateful for the opportunity to help keep you moving in 2021 and beyond!

Sincerely,

J. White

Jennifer White
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REDDY
bikeshare

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@ReddyBikes



The SMI and Reddy teams took a group ride to the Outer Harbor during golden hour on a late summer's night, something we do often to bond.



New member testing out how to lock the bike to a station rack.



Sticker inside the Reddy basket: "Feel the power of Niagara Falls around you."



Group ride along the Shoreline Trail at LaSalle NFTA-Metro Station.



New member Robin K. enjoyed using it to explore the Outer Harbor!

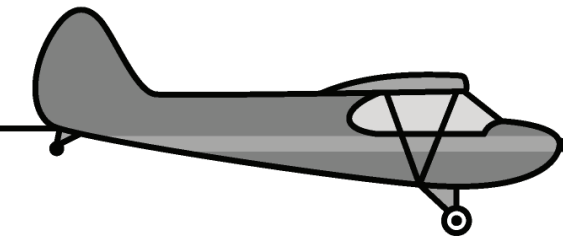


Reddy bikes at Delaware Park in Buffalo

The Niagara Scenic Parkway Trail winds along the Niagara River through a series of state parks and Reddy bikes are accessible at various points throughout the area.

2020 IMPACT

222% INCREASE IN SIGNUPS



81%
INCREASE
IN MILES
TRAVELED

BIKE BOOM
BIKE BOOM
BIKE BOOM



542
\$1 EMERGENCY
RELIEF PASSES
REDEEMED

40
ADDITIONAL
REDDY BIKES

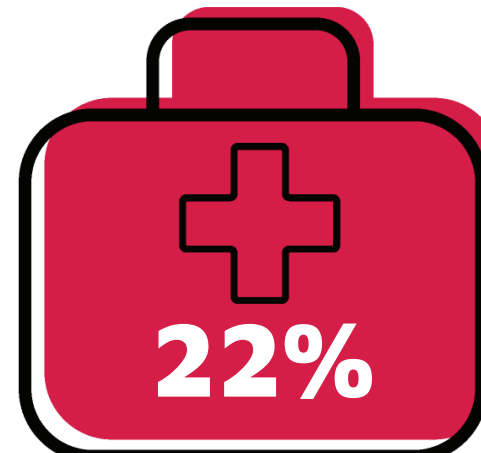
11
NEW
BUFFALO
STATIONS



Including two along the Buffalo Metro Rail. Reddy bikes can now be accessed at 11 out of 13 total Metro Rail Stations!

MOST ACTIVE
RIDER RODE
579
MILES

3,500
HAND
SANITIZERS
DISTRIBUTED



MEDICAL/ HEALTHCARE
INDUSTRY



FOOD SERVICE
OR DELIVERY

Essential workers signed up for the \$1 annual pass. The majority of them either work in the healthcare field or in food service/delivery

578
ESSENTIAL
WORKERS

EMAIL

PASSWORD

11
COMMUNITY EVENTS



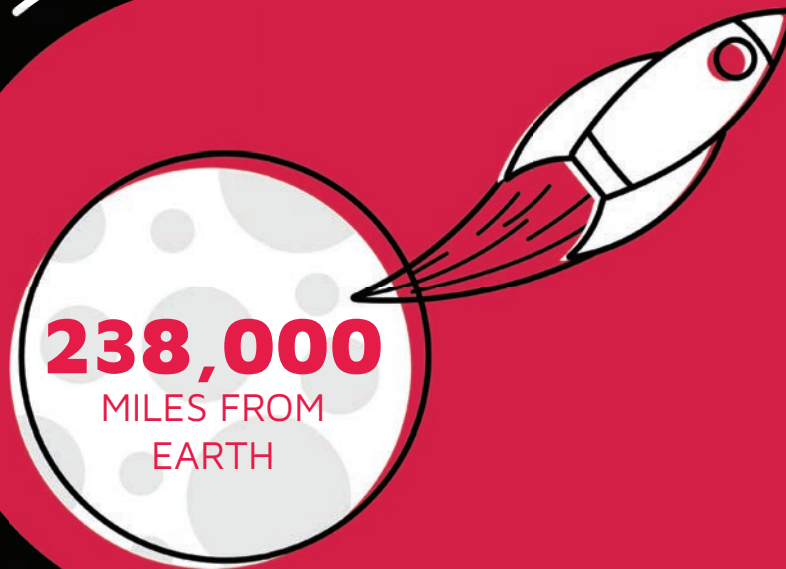
300%
INCREASE IN
SHORT-TERM
RIDERS **61%**
INCREASE
IN ANNUAL
MEMBERS

LONGEST
TRIP WAS
58
MILES!

AT LEAST
2 RIDERS
VENTURED ON
THE **50-MILE**
ROUND TRIP
FROM THE FALLS
TO BUFFALO
AND BACK!



SINCE LAUNCH IN 2016



Members have ridden a staggering
282,882 PEDAL-POWERED MILES
a distance further than that of the moon!

Members have burned a collective
11.4 MILLION CALORIES
The equivalent of 266,044 chicken wings



Members avoided greenhouse gas emissions in the amount of
34 MILLION GRAMS
Equivalent to 12 tons of waste or 1,484 trash bags recycled



FROM TWO OF OUR HAPPY MEMBERS



"Last year, Reddy bikes helped me to get back and forth from the store especially while my Jeep was being serviced. They also allowed me to travel to my mother's house to check on her after she underwent surgery last summer, all while getting in some good exercise!"

- Rodrick, Essential Worker, Niagara Falls, NY

- Sarah, Transit Rider, Buffalo NY

"I was so appreciative to have the option of using a bike and lowering the pressure on the city buses during this pandemic. Without the bikes, things would have been a lot more difficult. It's a long walk with heavy groceries. It's nice to get exercise while running errands, too. Using Reddy Bikes made a stressful time more manageable."



POP-UP AND COMMUNITY EVENTS



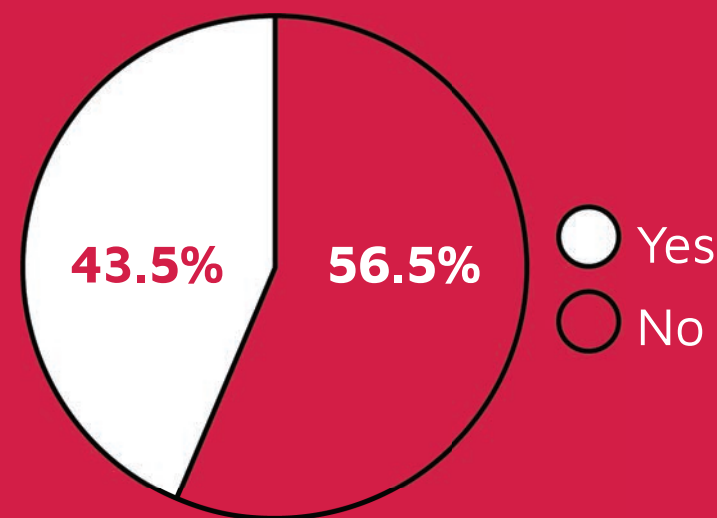
Through support from NYS Homes and Community Renewal, we partnered with the University District Community Development Association to expand to the Ken-Bailey neighborhood at the Varsity Theatre, one of 11 new Buffalo stations added in 2020. Pictured below left are Reddy bike staff, volunteers, and new members enjoying bikes on a sunny August day. Below right is Reddy bike staff and partners just after setting up at the Create a Healthier Niagara Falls Collaborative's annual "Walk the Falls" event,

where we helped encourage residents to walk, bike, or run as part of a healthy and active lifestyle. Covid-19 limited our ability to engage with new riders in 2020, but we still worked with our partners to plan and safely execute 11 community events to conduct outreach, education, and sign-up efforts between both Buffalo and Niagara Falls. We hope to continue these efforts in 2021 and beyond and encourage community-based organizations near our stations to contact us if interested in working together.

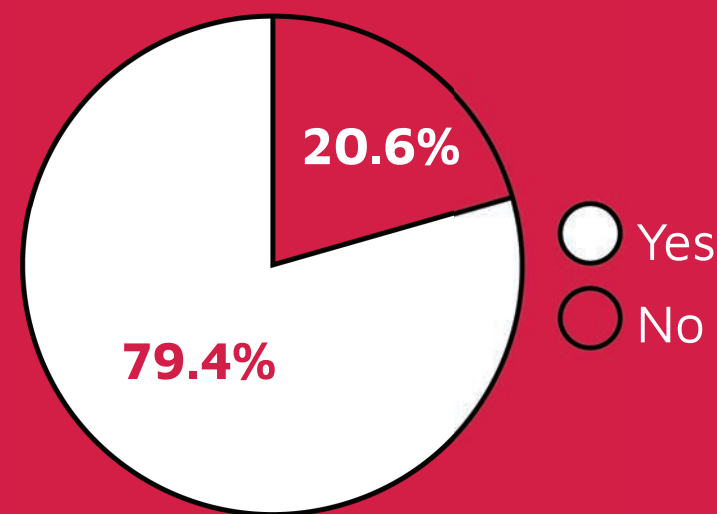


SURVEY HIGHLIGHTS

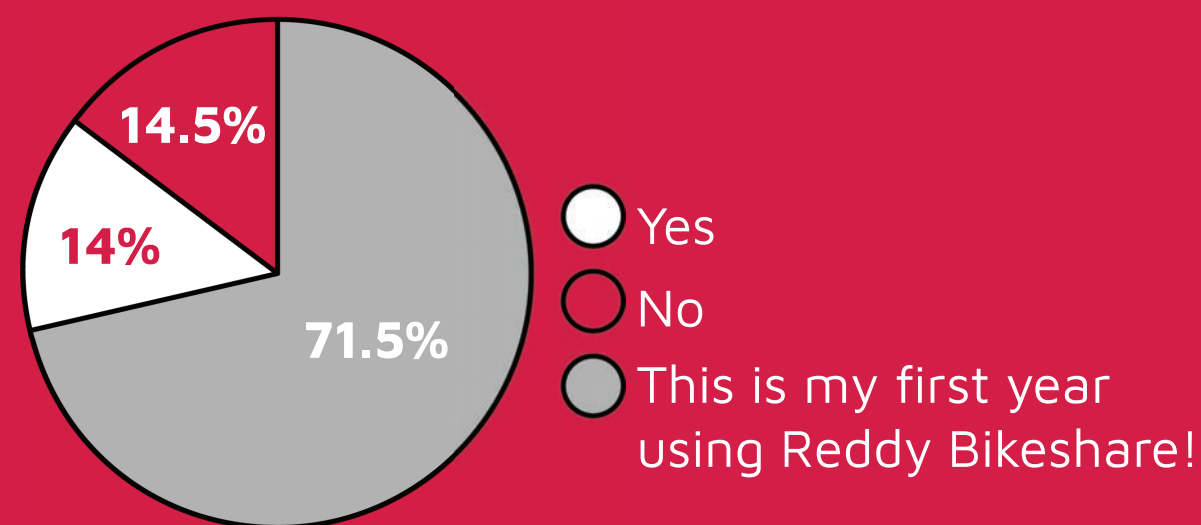
Do you own a bicycle?



Do you own an automobile?



Has your typical use of Reddy Bikeshare changed this year due to the pandemic?



Words used by our members.

THANK YOU TO OUR PRESENTING SPONSOR



THANK YOU SUPPORTING PARTNERS



The City of Niagara Falls has been instrumental in our success during the 2020 season. Their support of our operations throughout the city has helped us engage with residents and visitors alike. We look forward to working more with Mayor Restaino and his team as we look ahead to 2021 and beyond.



Reddy Bikeshare is an Associate Member of the DNFBA. Our team is committed to working with a variety of local businesses who serve visitors to Niagara Falls every day. DNFBA members have been incredibly supportive of Reddy and have shown their support through willingness to collaborate and excitement for the program's first full season in 2020.



A longstanding supporter and partner of Shared Mobility Inc. The Buffalo Niagara Medical Campus promotes bikesharing by working with us to host two stations, a campus-wide free parking zone, a sign-up kiosk as well as providing free annual passes for any campus employee. Last year, the BNMC also sponsored free annual memberships for residents of the Fruit Belt community, an initiative we will continue to work together on in 2021.



An early supporter of Reddy, we began working together in 2017 to provide free annual passes to employees, who have traveled a collective 13,000 miles since. Commute options and access to healthy and active recreation has changed in a positive way for many employees. M&T supports Reddy Bikes as a station sponsor for Reddy's locations near their branches on Elmwood Avenue, Grant Street, Parkside and on Main Street in Niagara Falls.



In 2020, we received emergency funding that allowed us to distribute \$1 annual passes to essential workers throughout our region. We also equipped each bike with sanitizer and added two additional stations along the Buffalo Metro Rail. We couldn't have done this without vital support from the Better Bikeshare Partnership.



One of our newest station partners, the Richardson Olmsted Campus in Buffalo is committed to promoting multi-modal transportation for all who visit. You can find the Reddy station sited in one of their parking spots, hosting space for 5 "vehicles" instead of just one. Discounted passes are also available for employees and guests throughout 2021.



Working with the University District Community Development Association and with support from NYS Homes & Community Renewal, Reddy added a station on Bailey Ave. at the Varsity Theatre in Buffalo. With their support we also distributed free memberships to community residents, hosted two pop-up events to offer bikeshare tutorials, and guided a group ride through the neighborhood. We're excited to continue our work here in 2021 and beyond.



Bikesharing and transit go hand in hand. In 2020, we partnered with NFTA Metro to expand transportation access for transit riders by adding stations along the Metro Rail. NFTA also provides free annual passes to their employees, an initiative that supports health, wellness, and transportation options for essential workers.



The Create a Healthier Niagara Falls Collaborative serves as a vital resource and partner in addressing the health needs of City residents. Their support and collaboration help us to reach more people in the community that would benefit from increased access to affordable transportation and fitness options. We have joined them at several of their community events, including "Walk the Falls" an annual campaign to shed light on the city's health disparities and to encourage residents to get more active.


Reddy to Ride Into 2021

Your health and well-being is important to us. For our members and the entire WNY community.

It's why we've been committed to partnering with Reddy Bikeshare since the beginning. And why we support the local biking community. Together, we're working to create a culture of health in WNY by supporting recreation, transportation and exercise through bicycling.

As your local health plan, we're in it for the long ride. And we remain Reddy to helping you find ways to get and stay healthy in 2021 and beyond.





**We believe access to
healthy, affordable,
and equitable mobility
options is a human right.**