GREENRIDE
RIDERSHIP REPORT:
END OF YEAR - 2021
Ridership Data

MAY 2021 - DECEMBER 2021

FLEET OVERVIEW
Average number of deployed bikes: 99
Total number of rides: 8,851

RIDERSHIP TRENDS
Average trips per rider: 2.34
Most popular days of the week for ridership: Thursday, Saturday, Friday
Peak ridership times: 2pm, 3pm, 1pm

RIDER DATA
Total number of unique riders: 3,783

MEMBER TYPE
Annual Subscribers: 14 users, 216 trips
Campus Subscribers: 128 users, 2,641 trips
CATMA Subscribers: 1 user, 23 trips
Bolt Forward: 6 users, 80 trips
Pay As You Go: 3,743 users, 5,991 trips

CUSTOMER SUPPORT
Average response time of customer service team (via email, live chat, and telephone): 41 seconds
Website and telephone uptime: 99.99%

TRIP DATA
Average trip length: 2.9 miles
Average trip duration: 33.79 min
Total miles ridden: 25,274.2 miles
Total minutes ridden: 299,045 min

HUBS
Top hub locations: Penny Lane, Ben & Jerry’s, UVM Library
Number of rides that ended in a hub: 5,093
Number of rides that ended outside of a hub: 3,856

SUSTAINABILITY
Carbon emissions saved: 22,222 lbs

*Filtered to only account for trips longer than .25 miles and less than 15 miles and trips greater than 2 minutes, but less than 200 min.
## Hub Activity

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Heat Maps
Ride Paths
Trip Data By Subscription

MAY 2021 - DECEMBER 2021

AVERAGE TRIP DURATION
Campus Plan: 40 min
CATMA Plan: 31.82 min
Bolt Fwd: 27.72 min
Annual Plan: 31.67 min
Pay As You Go: 54.22 min

AVERAGE TRIP DISTANCE
Campus Plan: 1.1 miles
CATMA Plan: 1.26 miles
Bolt Fwd: 1.78 miles
Annual Plan: 2.25 miles
Pay As You Go: 3.68 miles

TOTAL TRIP DURATION
Campus Plan: 105,650 min
CATMA Plan: 732 min
Bolt Fwd: 2,218 min
Annual Plan: 6,841 min
Pay As You Go: 324,889 min

TOTAL TRIP DISTANCE
Campus Plan: 2,908 miles
CATMA Plan: 29.15 miles
Bolt Fwd: 143.11 miles
Annual Plan: 486.87 miles
Pay As You Go: 22,088 miles

BUSIEST TIME OF DAY (# OF RIDES)
Campus Plan: 4pm, 1pm, 2pm
CATMA Plan: 6am, 4pm, 11am
Bolt Fwd: 5pm, 3pm, 5am
Annual Plan: 6am, 4pm, 3pm

BUSIEST DAY OF THE WEEK (# OF RIDES)
Campus Plan: Thursday, Wednesday, Tuesday
CATMA Plan: Wednesday, Thursday, Friday
Bolt Fwd: Tuesday, Friday, Saturday
Annual Plan: Wednesday, Saturday, Thursday
Top Hubs By Subscription

MAY 2021 - DECEMBER 2021

CAMPUS PLAN
- UVM Library
- Champlain CCM
- UVM Gutterson Garage
- UVM Living Learning

BOLT FWD
- Cambrian Rise
- Downtown Transit Center
- Penny Lane

ANNUAL PLAN
- Ben & Jerry’s
- S. Burlington City Hall
- Downtown Transit
- Living Learning Center

CATMA PLAN
- UVM Billings
- UVM Waterman
- Winooski Falls Way
- UVM Library

PAY AS YOU GO
- Penny Lane
- Ben & Jerry’s
- Downtown Transit
- UVM Library
Takeaways from 2021

GENERAL FINDINGS
- Subscription purchases increased dramatically once students returned to campus
- Students using the Campus Plan account for the majority of the subscription holders for the Greenride system
- Penny lane remains the busiest hub, with roundtrip rides averaging 60 minutes
- Out of Hub lockups may not always be reporting 100% accurately. We are continuing to try and improve the geofencing around each hub location to improve the accuracy.

WINTER OPERATIONS
- Fleet operates at around a 50% capacity
- Airport hub moves into parking garage for the winter
- Cherry St. Hub location is reduced during winter months
- See attached document for specific Winter Operational Practices

PENNY LANE
- Pay as you go riders took roundtrip rides averaging 60 minutes
- The average distance of round trip rides was 5.68 miles, significantly longer than rides originating from other hubs, on average.
- Weekends were the busiest time for the round trip Penny Lane rides

BOLT FORWARD
- Six users accounted for 80 trips in 2021
- Cambrian Rise, Downtown transit center were most utilized hubs
- 5pm, 3pm and 5am were the busiest travel times for Bolt Forward users
Priorities for 2022

**FLEET INCREASE**
- Getting the fleet to the full 200 is a top priority
- Parts and batteries have been delayed by the supply chain issues seen across the country and are impacting the timeline to get the fleet to full capacity

**HUB EXPANSION**
- We will begin testing out virtual hubs in local neighborhoods
  - Old North End is our first recommendation for expansion
- South Burlington and Winooski locations are part of the expansion plans for 2022
- Hubs still awaiting various approvals:
  - City Market South
  - Landry Park, Winooski
  - Switchback Brewing

**ESCALATED PRICING**
- Bolt's Tech Team is building this into their Q2 pipeline to complete. Discussions will be held with partners to determine specifics.