

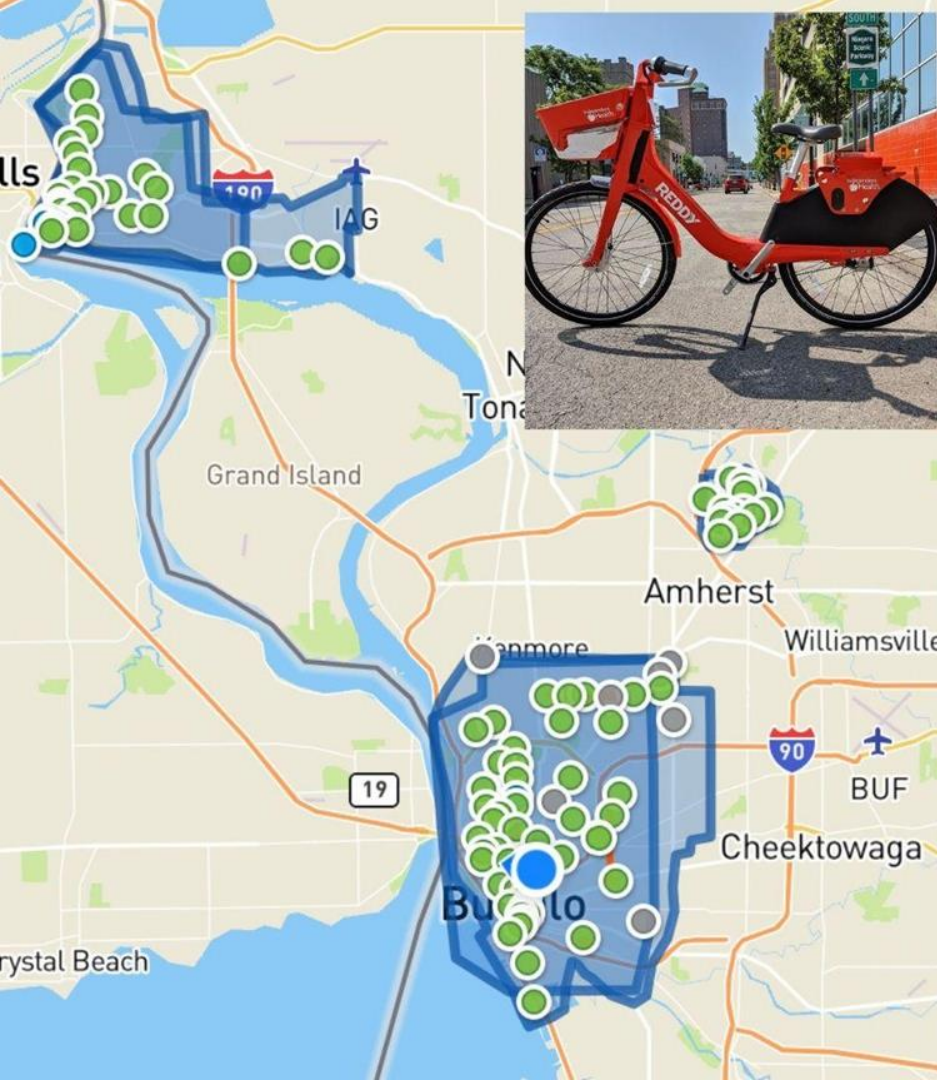


Shared Mobility

CREATING COMMUNITY-CONTROLLED BIKESHARING IN BUFFALO, NY

May 11th, 2022

Mitch LaRosa - Chief Development Officer



Reddy Bikeshare

BUFFALO AND NIAGARA FALLS

400 BIKES, 90 STATIONS

FIRST GPS ENABLED BIKESHARE IN NORTH AMERICA

- **2012 BUFFALO BIKESHARE PILOT WITH SOCIAL BICYCLES**

KEY DATES:

- **2016: INITIAL BUFFALO LAUNCH**
- **2018: UNIVERSITY AT BUFFALO EXPANSION**
- **2019: NIAGARA FALLS EXPANSION**
- **2022: PLANNED E-BIKE PILOT**

Bike Features

GPS Enabled

QR Code to Unlock

**App-Based with RFID
access card capabilities**

**Flexible Parking with U-
Lock**



2016 - 2021 Total System Impacts



19,438

Total Sign-ups
More than half of these sign ups took place in Niagara Falls



3,852,503

Total Calories burned
Equivalent to **89,593 chicken wings**



96,312

Miles Traveled
Equivalent to 4x the distance around the world at the equator



84,930.18

Lbs Carbon Offset
Equivalent to **7 garbage trucks** of waste recycled instead of landfilled

JUMP Bike Donation

3,100+ E-bikes



E-Bike Libraries

USING BIKES TO CREATE INCREASED MOBILITY FOR DISADVANTAGED COMMUNITIES

PARTNERED WITH EAST SIDE BIKE CLUB - BIKING GROUP OF MOSTLY OLDER ADULTS ROOTED IN BUFFALO'S BLACK COMMUNITY

- 2020: UBER 'JUMP DUMP' DONATION
- 2021: DEMONSTRATIONS AND TESTING
- 2022: FULL SCALE PILOT TO LAUNCH WITH SUPPORT FROM NCMM AND LOCAL FUNDERS

PILOT WILL EXPAND PROGRAM WITH LONG TERM RENTALS (1-2 WEEKS)

NEXT STEP: CONTINUE TO SEEK FUNDING FOR PROGRAM SUSTAINABILITY





Ride On!

