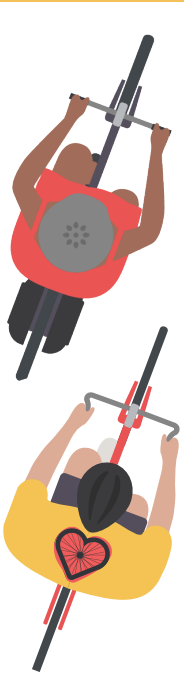


LOVE TO RIDE SANTA CRUZ

ESTABLISHED 2022



3,712
people riding



517
new riders



280,979
lb CO₂ saved



229,051
total trips



2,853,584
total miles

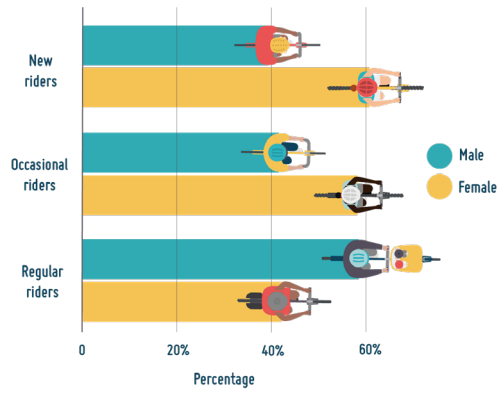


434,734
transport miles



75,292
transport trips

Gender split:



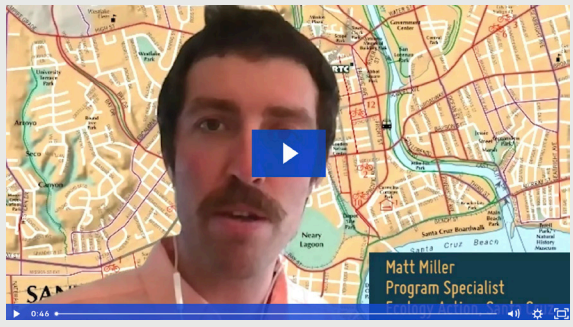
Motivators to riding:

- Enjoy outdoors **74%**
- Improved fitness **68%**
- Live sustainably **49%**

Barriers to riding:

- Bad weather **18%**
- Don't know safe route **15%**
- Commute is too far **11%**

Hear from the client



- New riders
- Occasional riders
- Regular riders

