

# 2023 Community Ride Debrief

City of Brampton – Tyron Nimalakumar

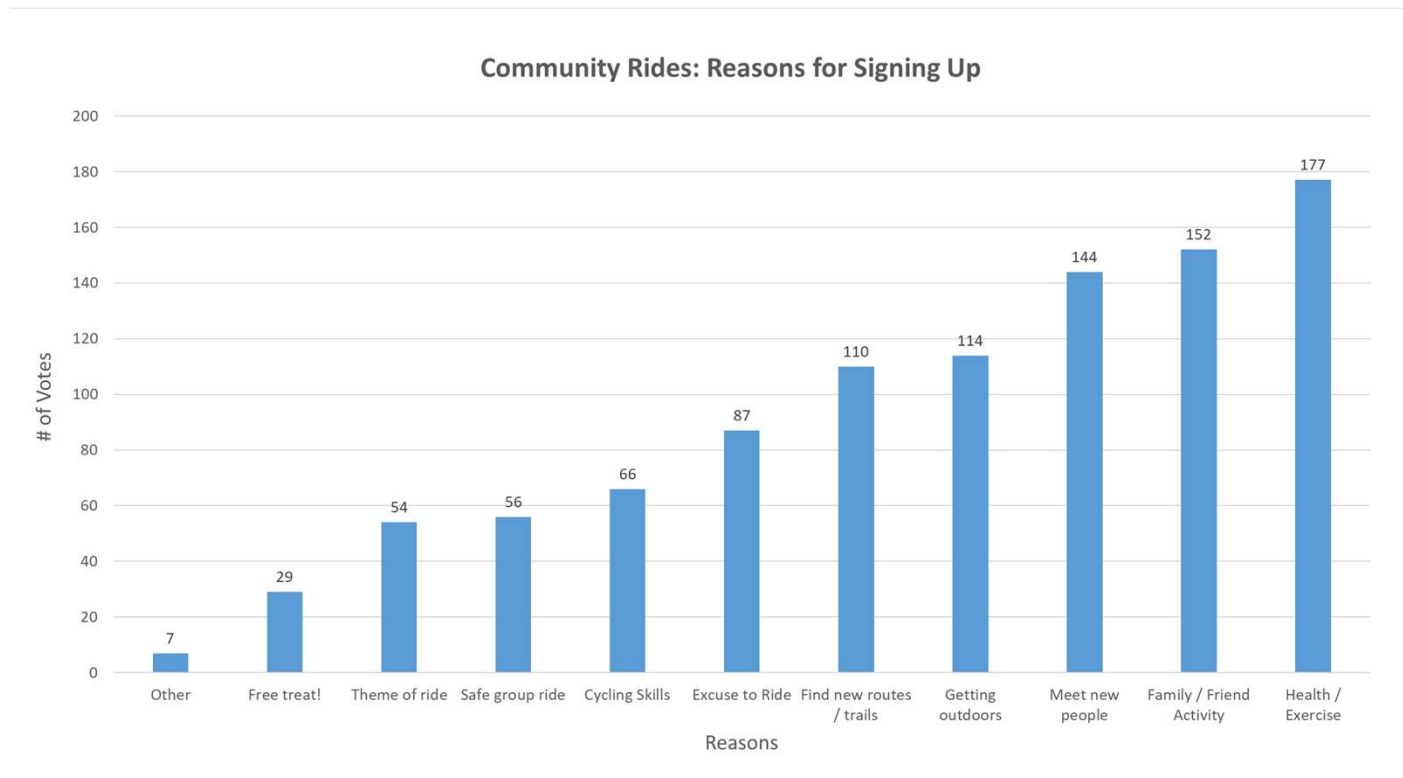
October 12<sup>th</sup> 2023

# Basic Stats

- Ridership averaging 30-40 people
- 67 riders on the Tour the Trees Ride!
- 286 unique registrations
- 409 total registrants
- 14 total rides
- Less focus on geographic distribution, more on themes

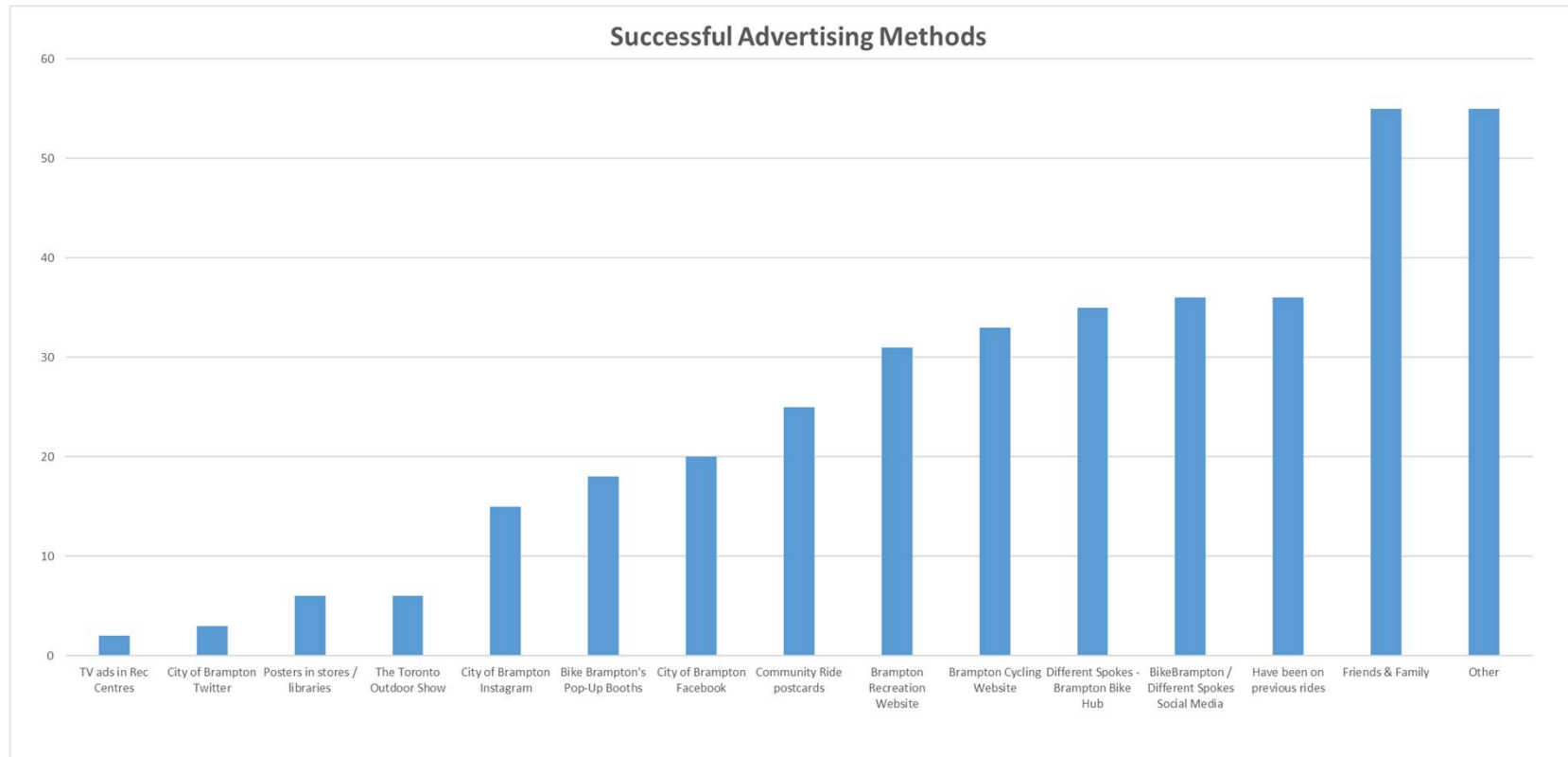


# Sign-Ups



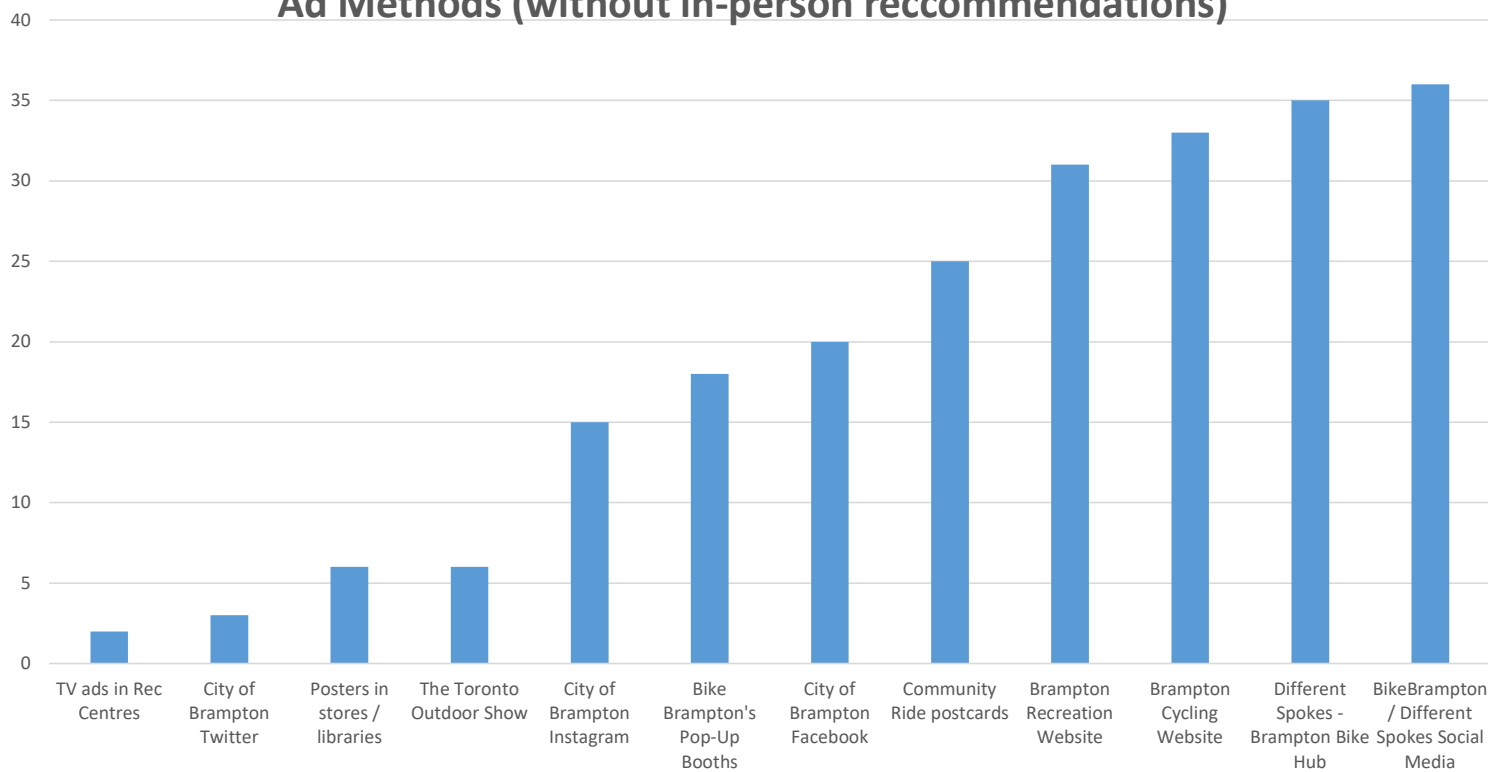
- Top reasons are:
  - Exercise
  - Something to do with friends / family
  - Meeting new people
  - Getting outdoors
- Brand as an activity for people to get outdoors
- People aren't totally swayed by treat

# Successful Ads



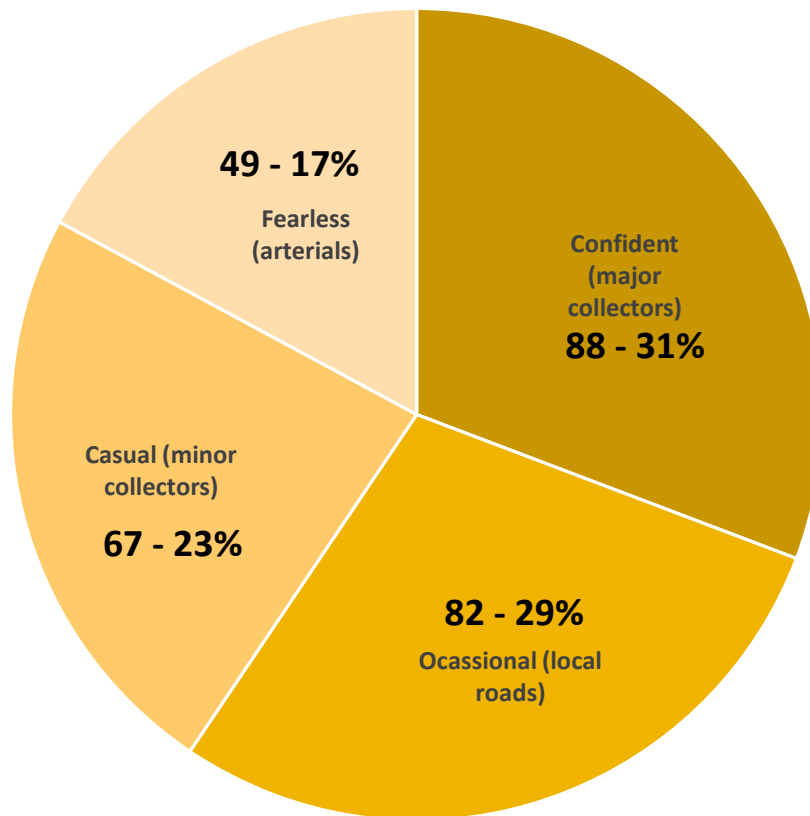
# Successful Ads

Ad Methods (without in-person recommendations)



- Effectiveness of different spokes!
- Our website are doing well
- Print media is less effective than social media

# Rider Risk Acceptance



- Good distribution of riders from all skill levels
- 1/3 of riders are self-professed “occasional riders”
- Do we want to change the make-up of rides in the future?