

ANBL SAFE RIDE REPORT

GETTING NEW BRUNSWICKERS HOME SAFELY AT ANBL-SPONSORED EVENTS

QUARTER 3 FY2024-2025: OCTOBER 1 - DECEMBER 31, 2024



MEASUREMENT	Q1	Q2	Q3	Q4	TOTAL
EVENT ATTENDANCE	7441	79,961	12,429		
# OF SAFE RIDE PASSENGERS	1752	16,530	4,474		
% TOTAL OF ATTENDEES	24%	21%	36%		
VOLUNTEER & STAFF HOURS	88.5	458	116		
# OF COMMUNITIES	5	9	6		



TOTAL ATTENDANCE AT
ANBL-SPONSORED
SAFE RIDE EVENTS

99,831

OBJECTIVES FOR FISCAL 24-25: TOTAL ATTENDANCE EXPOSURE OF 100,000+ PEOPLE | 17,000 SAFE RIDE PASSENGERS