

Boston Blue Bikes

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和会员卡

MBTA and Blue Bikes

Blue Bikes One Time Ride
\$2.95

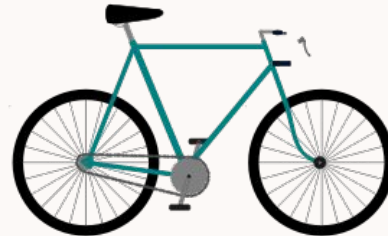
for 30 minutes
With Blue Bikes APP

Subway One-Way
\$2.40

With Charlie Card, Charlie Ticket, or cash

Local Bus One-Way
\$1.70

With Charlie Card, Charlie Ticket or Cash





The search for more subscribers...

What observed patterns of customers and subscribers can be used to increase the number of Blue Bike subscriptions?

Data

01

Data

Data was pulled from Blue Bikes 2016-2019.

02

Assumptions

Count of bike id can be used as a total number of rides

03

Limitations

No rider identification
No user birth year for customers in 2016/2017



Questions for Analysis

Districts

Which districts see the highest rates of subscribers and customers?

1

Seasonality

How do seasonal weather patterns impact subscriptions and riding patterns?

3

Age Groups

How does age impact subscription rates?

2

Timing

What rider patterns are associated with subscriptions versus one time use?

4

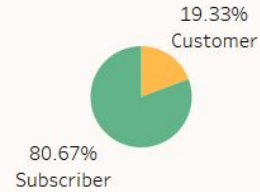
District

- ☒ (All)
- ☐ Boston
- ☐ Brookline
- ☐ Cambrid...
- ☐ Everett
- ☐ Somervi...

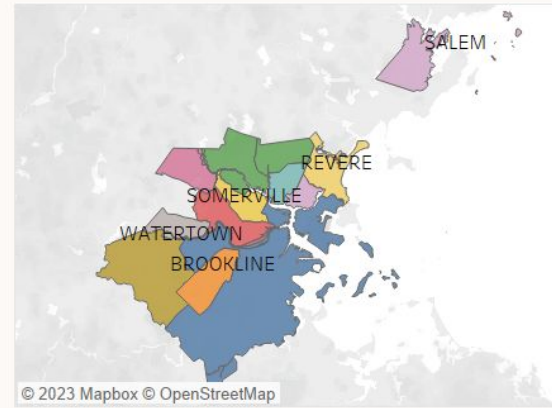
User Type

- ☐ Customer
- ☒ Subscriber

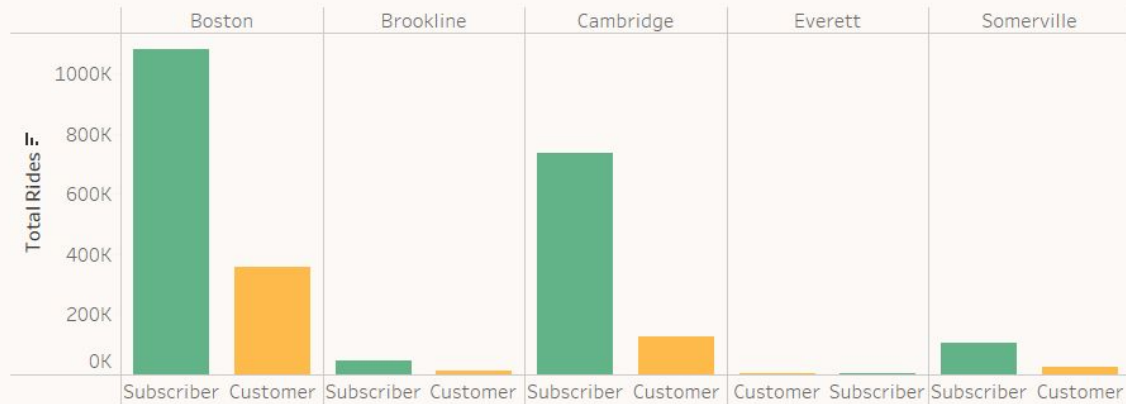
User Types by District



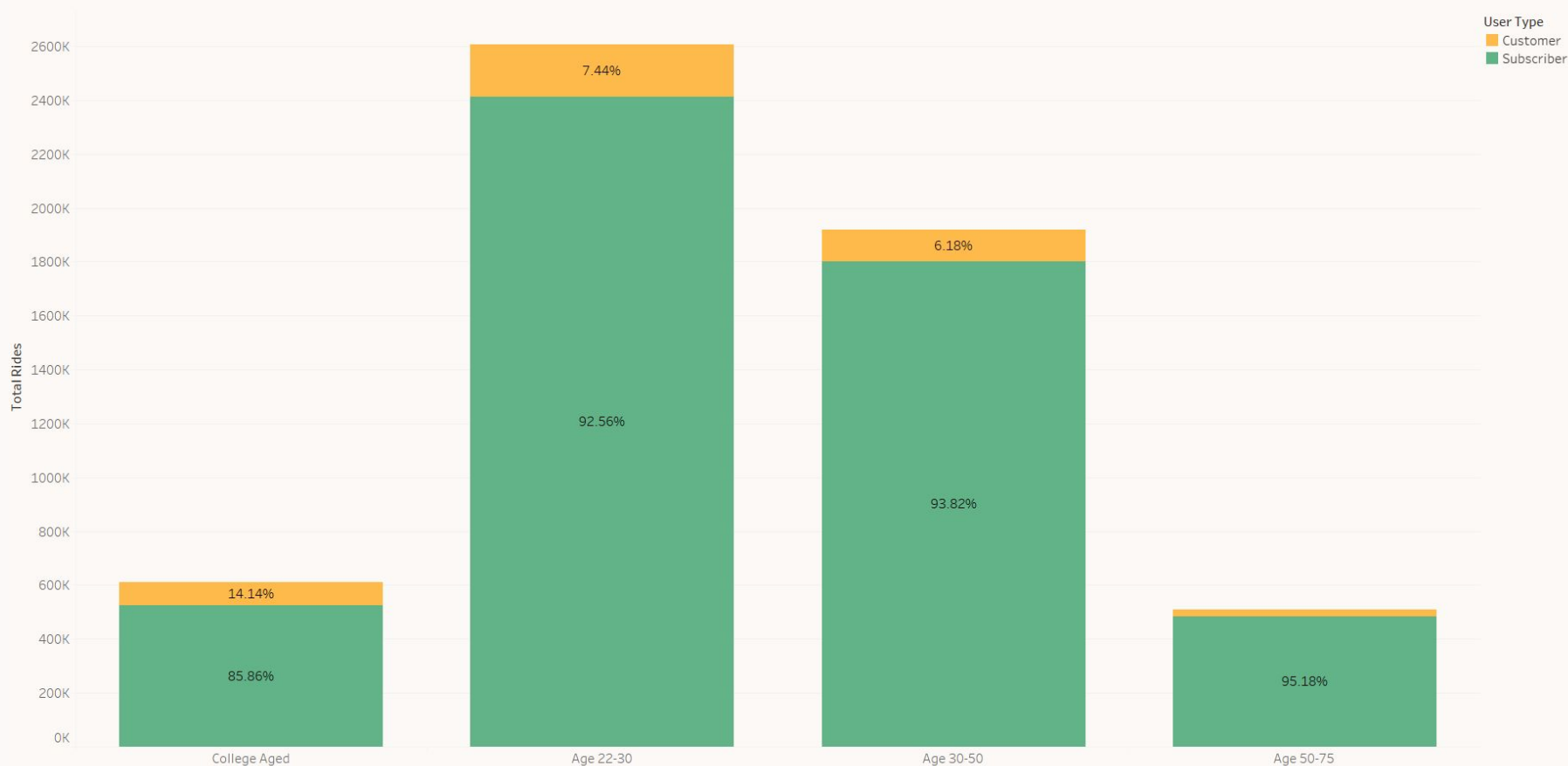
Blue Bike Districts



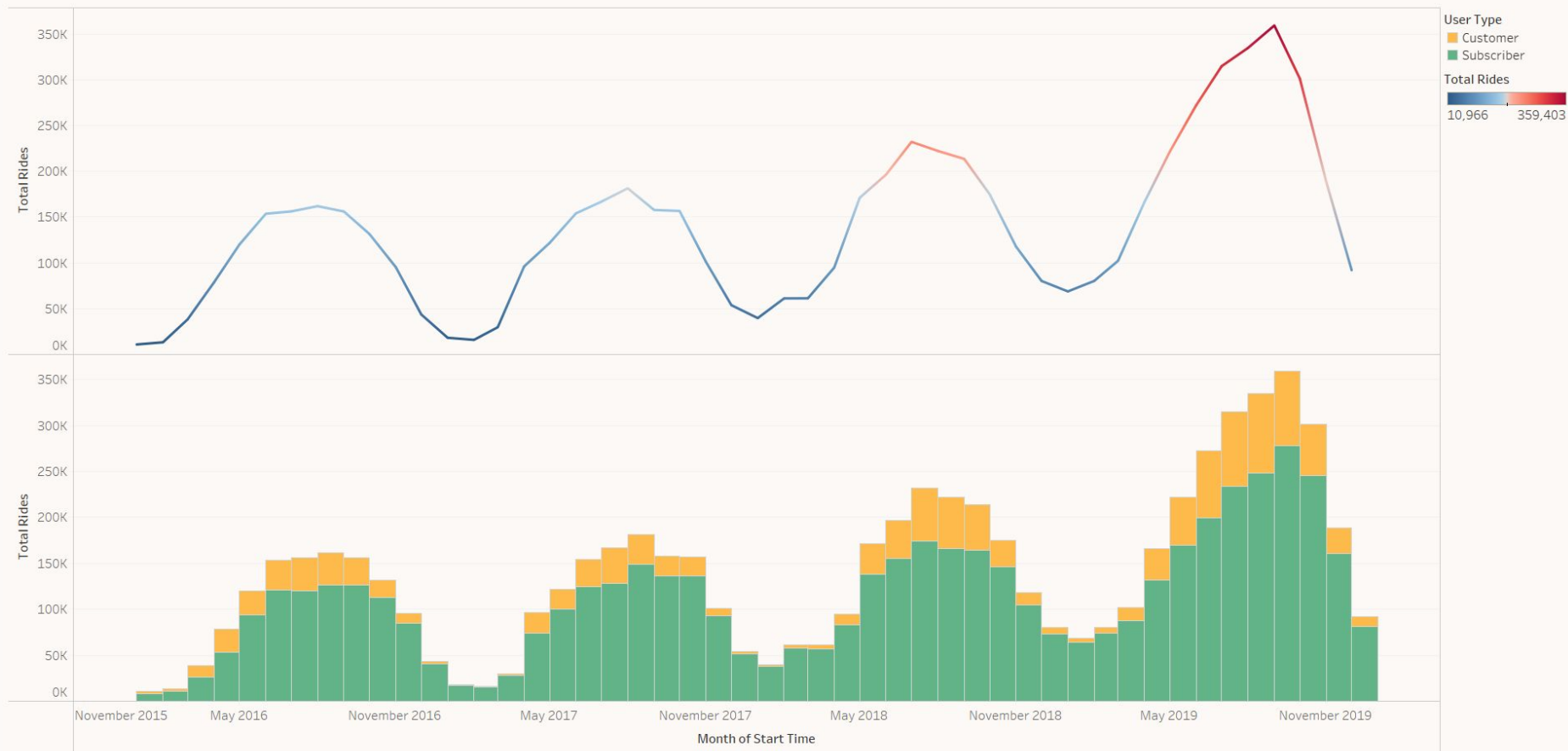
Riders By District



Customers and Subscribers by Age

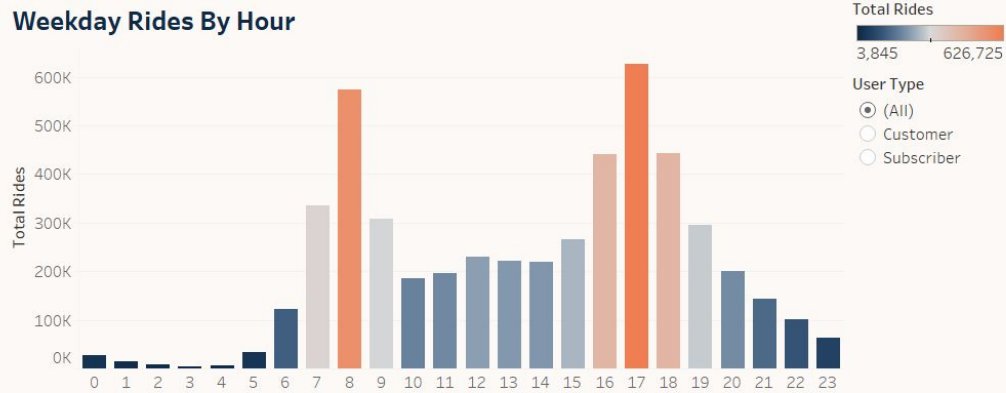


Rides by Season

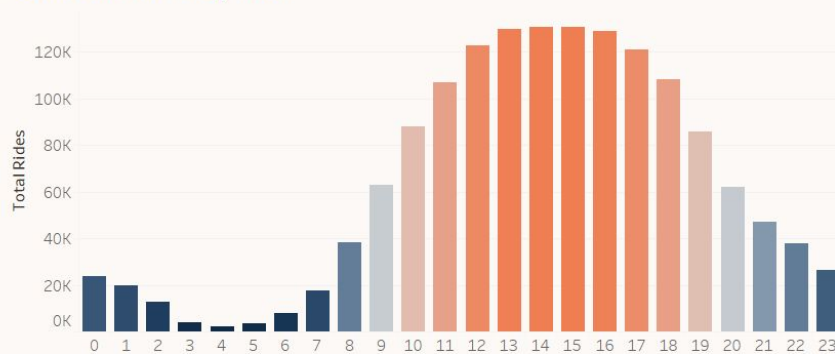


Rides by Time of Day

Weekday Rides By Hour

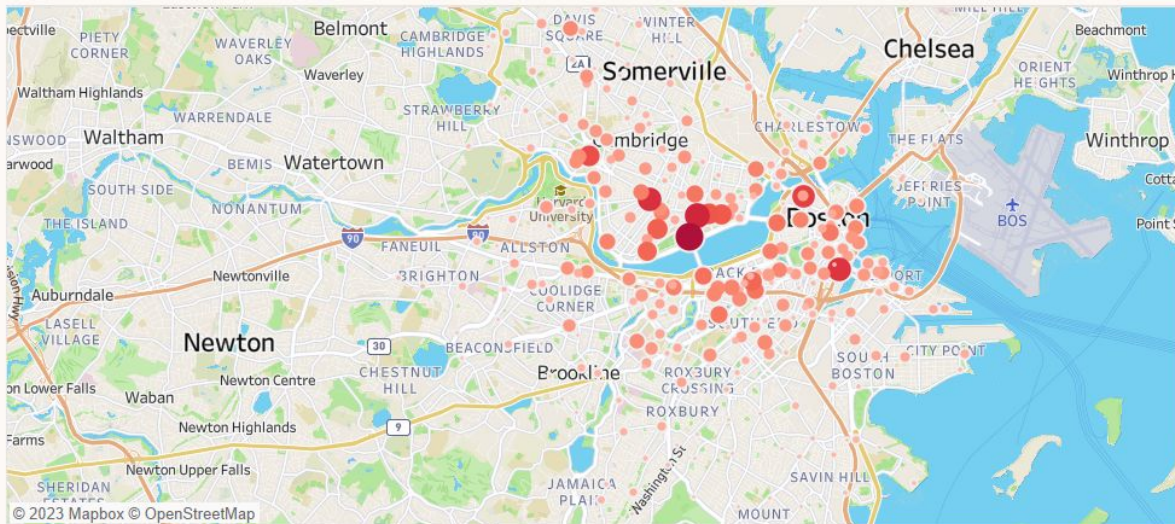


Weekend Rides By Hour



Rides by Duration, Distance, and Stations

Top Stations By User Type



Ride Duration

Customer 52 Minutes

Subscriber 14 Minutes

Manhattan Distance

Customers 1.7 Miles

Subscribers 1.6 Miles

User Type

- ☒ (All)
- ☐ Customer
- ☐ Subscriber

Recommendations

01

Everett

Advertise low income memberships, partner with schools and hospitals to subsidize membership for employees

02

College Students

Use surge pricing to finance subsidies to match MIT's \$45 membership and charge \$22.50 once per semester

03

Seasonal Changes

Expanded winter challenges
\$60 Summer Membership

04

Surge Pricing

Raise the price of one time rides during commuter hours and mid-day rides on the weekend

05

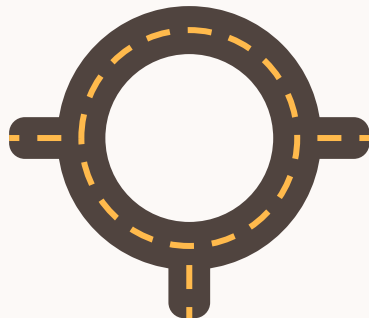
Time Limits

Lower the time limit from 30 minutes to 20 minutes for the minimal fee for a one time ride

Questions for Further Analysis

Educational Opportunities

Which communities are underrepresented in our ridership and what educational resources would increase their ridership?



Redistribution

How can we use data about our most popular routes to redistribute bikes to best meet the needs of subscribers?

Biking Trends

Which events draw people who are under 30 out on bikes and what resources would it take to put on Boston events like women's rides, races, and college outing club challenges?

Sources

- <https://bikesharingworldmap.com/#/boston/>
- <https://www.bluebikes.com/about>
- <https://member.bluebikes.com/map/>
- <https://www.census.gov/quickfacts/fact/table/cambridgecitymassachusetts/PST045221>
- <https://web.mit.edu/facilities/transportation/bicycling.html>
- <https://www.bluebikes.com/blog/bluebikes-coming-soon>
- <https://www.census.gov/quickfacts/fact/table/everettcitymassachusetts/PST045221>
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- <https://www.census.gov/content/dam/Census/library/publications/2021/acs/acs-48.pdf>
- <https://www.weather.gov/wrh/Climate?wfo=box>