

NYC Citi Bike: Gender Analysis 2018-2020

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2018-2020



About Citi Bike:

Launched in Spring 2013. Originally funded by Citibank but is now owned by Lyft. Citi Bike in NYC is the largest biking network in the country.

Business Case:

Who are Citi Bike subscribers and who are Citi Bike customers? How can we motivate customers to become subscribers?

Focus: Gender

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About the Dataset

Dataset

- Composed of data from years 2018-2020
- Retrieved from Citi Bike website <https://ride.citibikenyc.com/system-data>

Assumptions

- "Other" gender is due to customer input
- Gender count may not be accurate as it is self-reported

Limitations

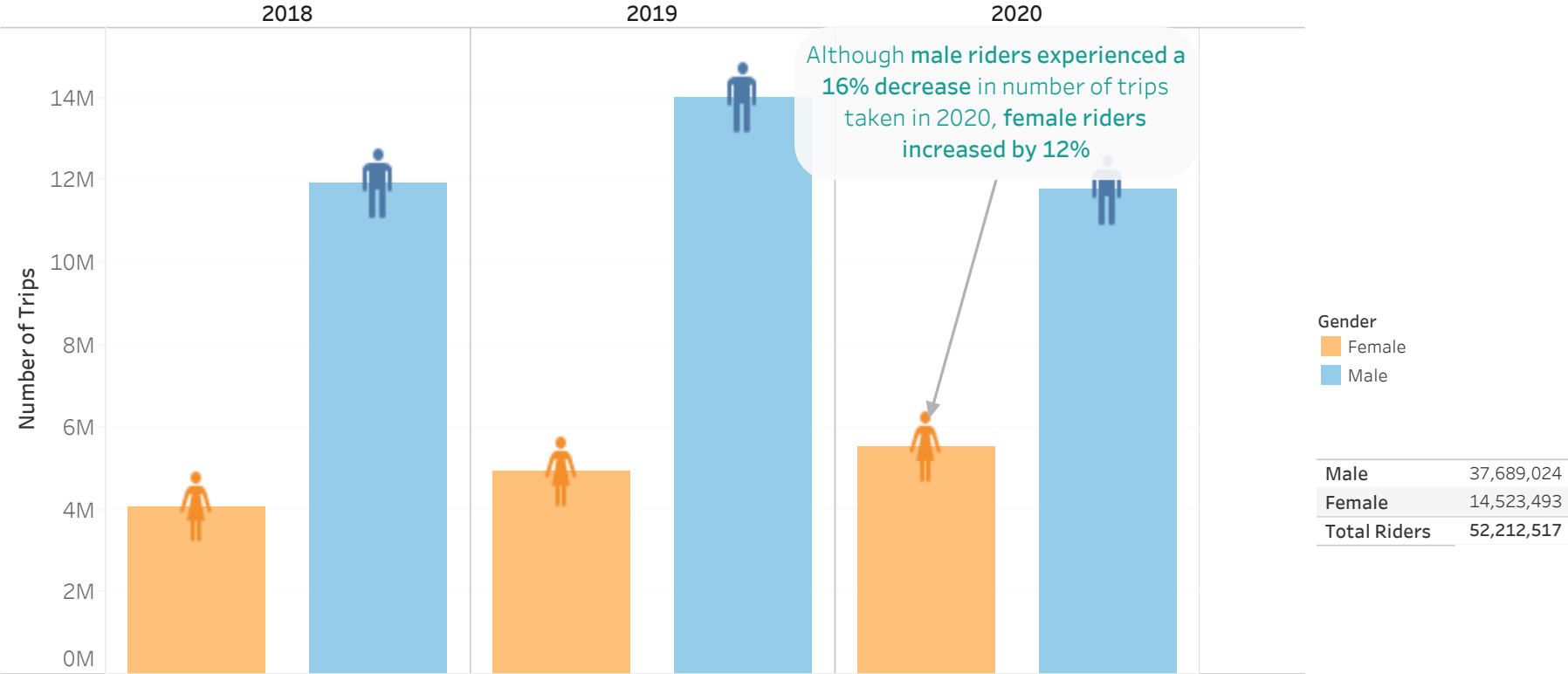
- NYC Citibike stopped including gender in Feb 2021..

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Total Bike Trips Per Year by Gender



Citibike riders are predominantly self-identifying males

Of the 52 Million trips completed in New York City, 28% of rider self-identified as female. Yearly ridership continues to grow but when comparing male to female growth, female ridership still lags.

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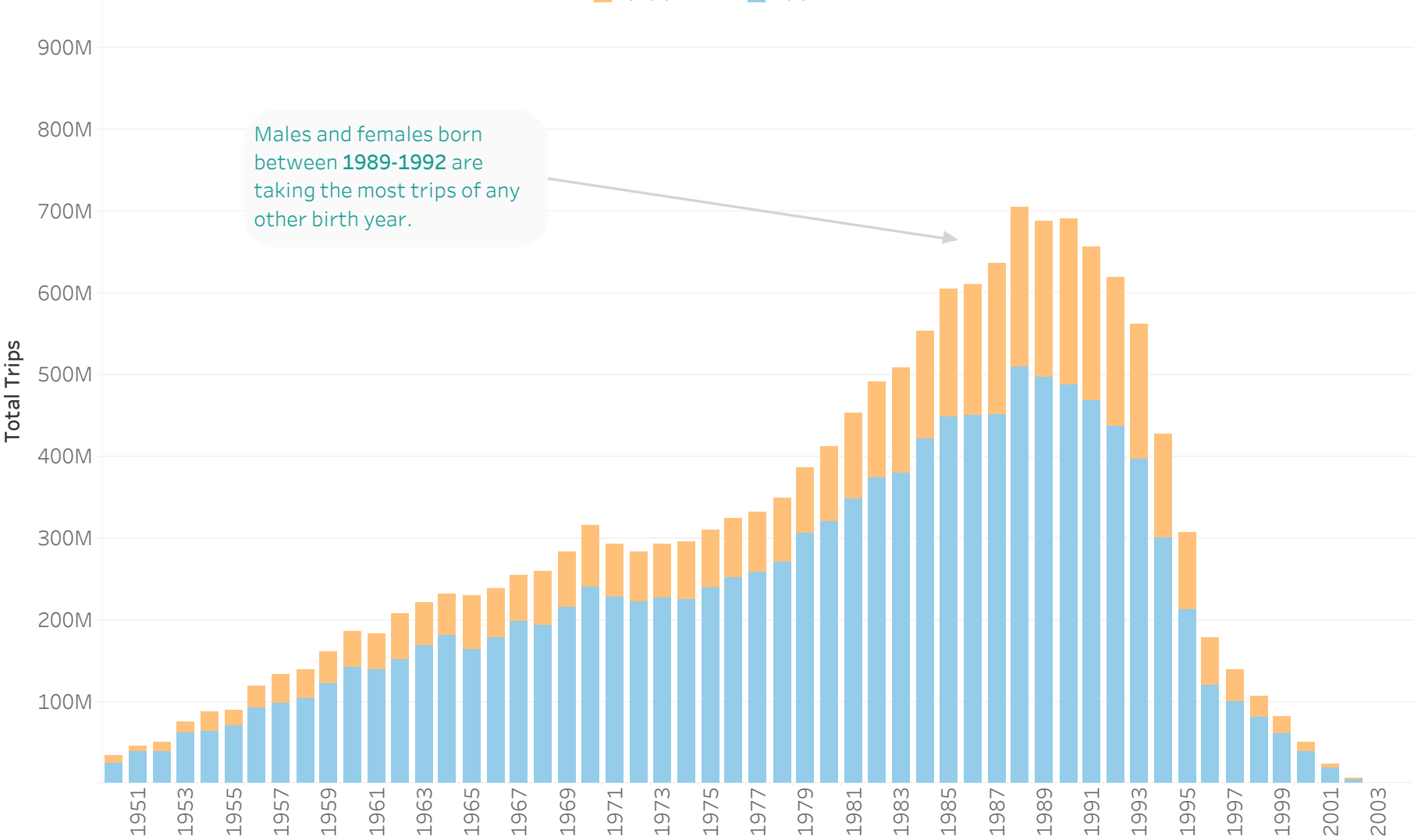
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Birth Year by Gender

Female Male

Year (Click Filter)

All



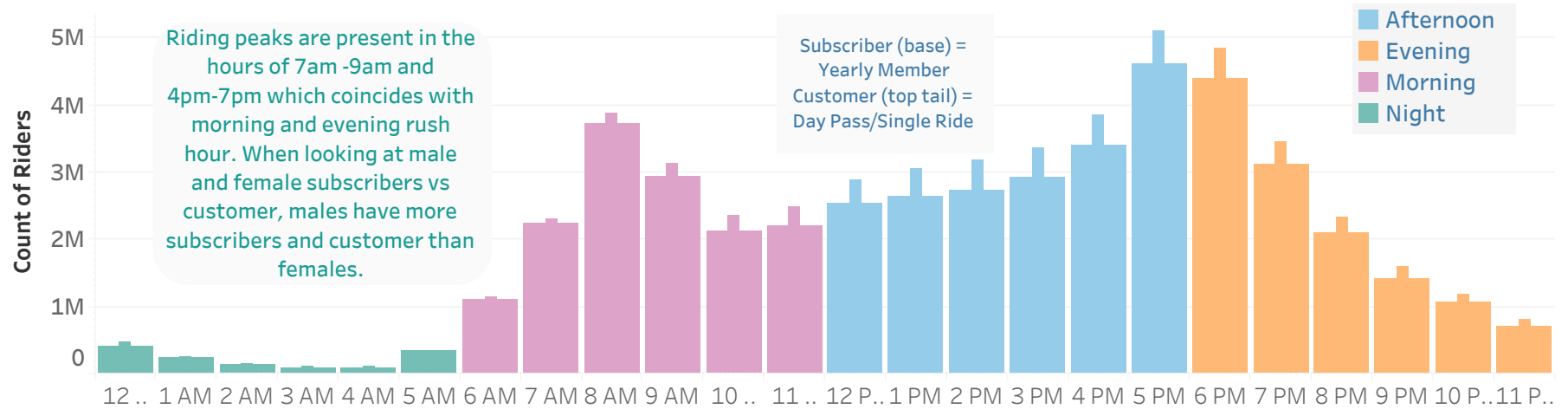
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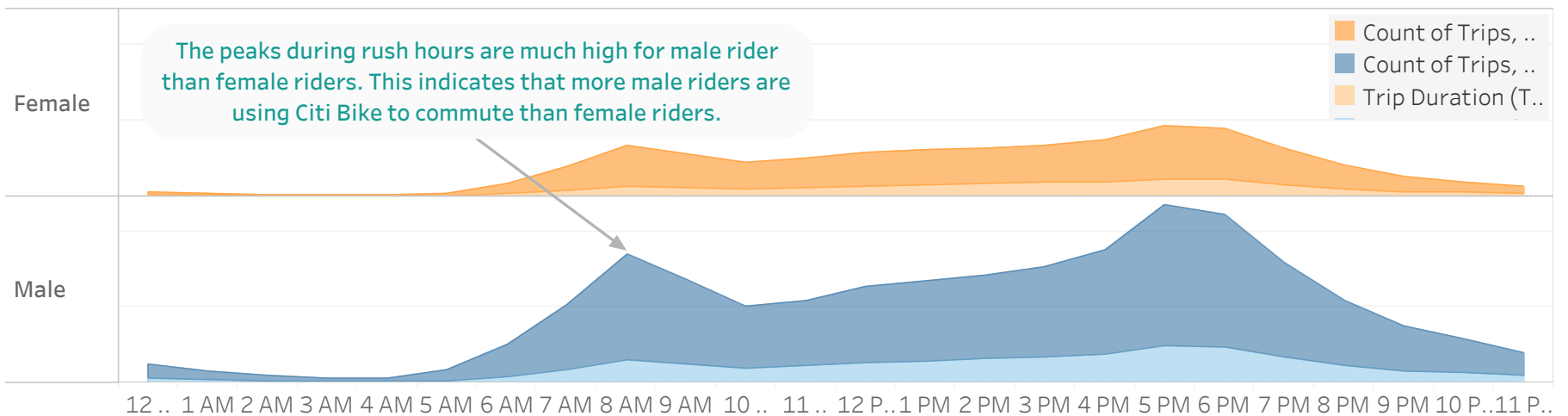
Hourly Usage by Gender/Customer Type

Please Select Gender to ..

All



Trip Duration by Gender



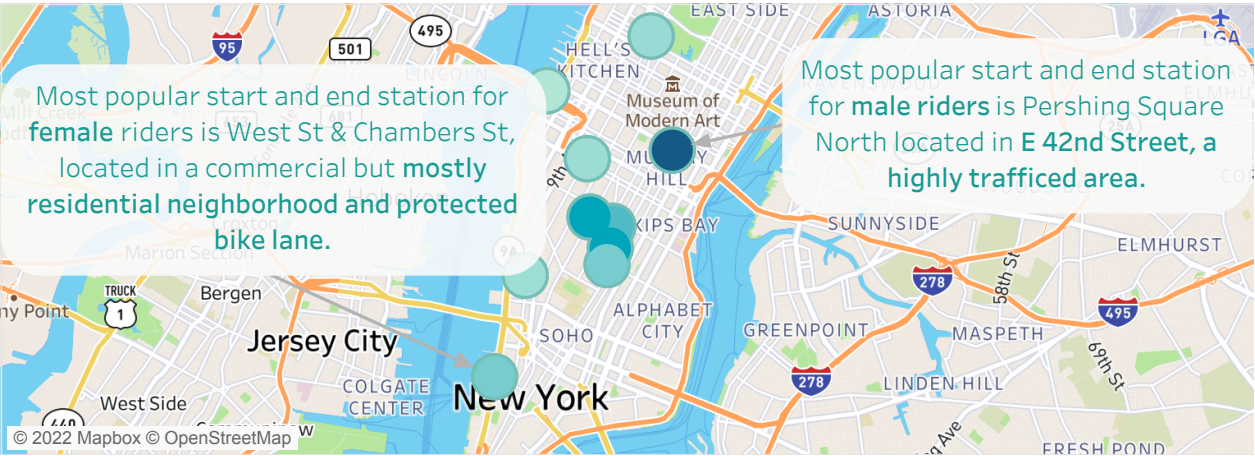
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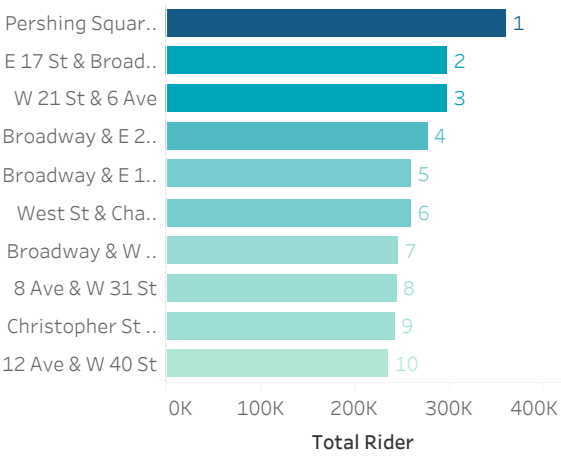
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Please Select **Gender** to Apply Filter

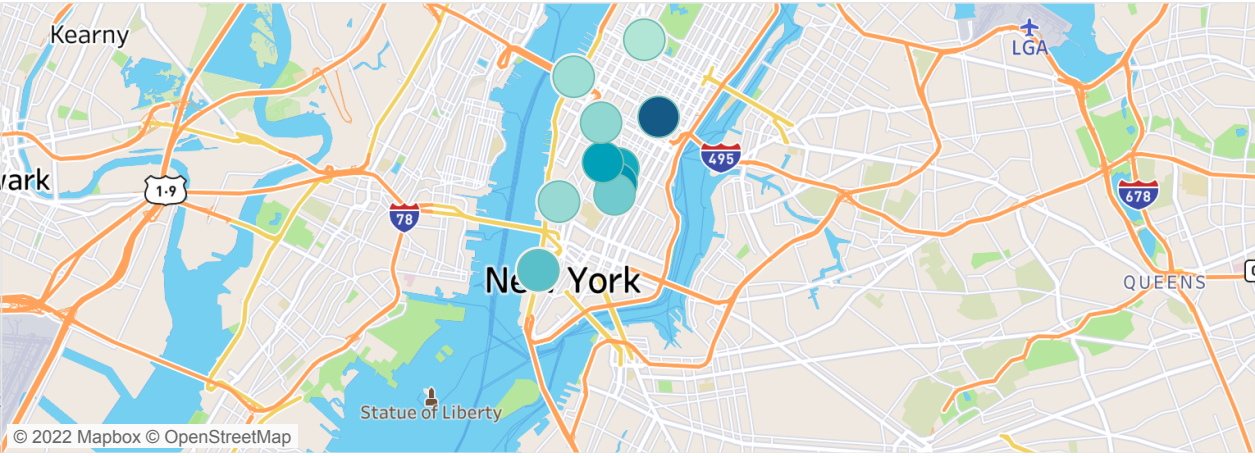
Most Popular Start Station



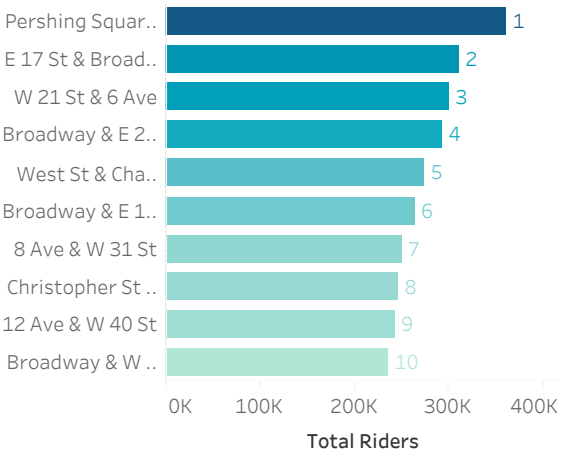
Starting Station and Rank



Most Popular End Station



End Station and Rank



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Next Steps

What's Happening Here?

Add Greenway Connections

Install Protected Bike Lanes

11th Ave. and W. 40th St.
Midtown Crosstown Protected Bike Lanes

Improve Traffic Flow

Install Pedestrian Islands

NYC DOT will install protected bike lanes on 11th Ave., from W. 38th St. to W. 42nd St. and W. 40th St., from 11th Ave. to 12th Ave.:

- Install two-way, jersey barrier-protected bike lanes on W. 40th St. between 11th Ave. and 12th Ave.
- Install southbound bollard protected bicycle lane on 11th Ave. between W. 38th St. and W. 39th St. and 11th Ave. between W. 40th St. and W. 41st St.
- Install two-way, jersey barrier-protected bike lanes on 11th Ave. between W. 39th St. and W. 40th St.
- Install shared bike lane markings on 11th Ave. between W. 41st St. and W. 42nd St.

Implementation begins in early-October



For additional information about this project, contact the NYC DOT Manhattan Borough Commissioner's Office at 212.839.6210 or visit our website: nyc.gov/dot
To sign up for NYC DOT updates, visit: nyc.gov/dotnews



Recap

- Male riders are outpacing female riders EXCEPT during 2020
- Millennial males and females make up the largest rider group
- Female riders prefer access to safer bike stations

Attract female riders

- Female rider prefer 'safer' locations with less traffic, how can we advertise to them? Research most used apps.
(<https://wagner.nyu.edu/rudincenter/2014/05/citi-bike-and-gender/>)
- Expansion of protected bike lanes will lead to increased female ridership
(<https://www1.nyc.gov/html/dot/downloads/pdf/bike-safety-plan.pdf>)

Data Recommendations

- Resume collecting gender data with more gender options
- Female ridership is a metric used for assessing the safety of a bike network
(<https://wagner.nyu.edu/rudincenter/2014/05/citi-bike-and-gender/>)

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Trip Duration (Seconds): Length of bike ride in seconds

Trip Duration (Hours): Length of bike ride in hours

Start Time and Date: Time and date a ride began

Stop Time and Date: Time and date a ride ended

Start Station Name: Name of station where ride began

End Station Name: Name of station where ride ended

Station ID: Unique numerical identifier for each Citi Bike station

Station Lat/Long: Latitude and longitude of each Citi Bike station

Bike ID: Unique numerical identifier for each Citi Bike bicycle

User Type: Customer = 24-hour pass or 3-day pass user;
Subscriber = Annual Member

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