Q3 2021 Citi Bike Write Up

By Jordan Morales

Data was pulled from July 2021 through September 2021(Q3) to compile a report the usage of the Citi Bike program. There were several observations made from the data that will be discussed below.

Observation 1.

Over the course of Q3, there was 9,437,236 rides given using the Citi Bike program. 5,774,987 rides were done by members of the Citi Bike program and 3,557,232 were done by casual riders of the program. This breaks down to 61% of the rides belonging to members that are paying a monthly membership of $14.92. The other 39% of riders either paying $3.50 for a one-way ride, or $15 per day for a day pass. Unfortunately, without having the membership data to know the exact count of members for this period we can’t give a precise count of revenue, however we can provide an estimate on revenue based on single rides for the quarter. At $3.50 a ride times 3,557,232 rides, this would generate a minimum of $12,450,312 in revenue.

Observation 2.

For Q3, the top five busiest Starting stations and Destinations stations remain the same. Though their order will vary, this suggests that vast majority of riders are going between the locations. Below are the top 5 Starting Stations and Destination Stations.

Busiest Starting Station:

1. E 17St & Broadway
2. W 21 St & 6 Ave
3. West St & Chambers St
4. Cleveland Pl & Spring St
5. West St & Liberty St

Busiest Destination Station:

1. E 17th St & Broadway
2. W 21St St & 6th Ave
3. West St & Chambers St
4. Cleveland Pl & Spring St
5. West St & Liberty St

Observation 3.

When the ride data is filtered by Starting and Destination locations for members and casual riders, the data changes significantly. There is no overlap between the top five busiest Starting stations and Destination Stations. Members have a completely different set of staring locations and destinations compared to that of casual riders.

This might suggest that there is a higher concentration of riders in these areas, or some locations might be closer to tourist attractions that casual riders would use. This might also suggest that there are different priorities where members are traveling compared to that of casual riders.

Busiest Casual Rider Starting Station:

1. Central Park S & 6 Ave
2. 10 Ave & W 14
3. 7 Ave and & Central Park South
4. West St & Chambers St
5. 12 Ave & W 40 St

Busiest Casual Rider Destination Station:

1. 10 Ave & W 14
2. Central Park S & 6 Ave
3. 7 Ave and & Central Park South
4. West St & Chambers St
5. West St & Liberty St

Busiest Member Starting Station:

1. W 21 & 6 Ave
2. E 17 St & Broadway
3. 1 Ave & E 68 St
4. Broadway & E 14 St
5. 9Ave and W 22 St

Busiest Member Destination Station:

1. W 21 & 6 Ave
2. E 17 St & Broadway
3. 1 Ave & E 68 St
4. Broadway & E 14 St
5. 9Ave and W 22 St

Further analysis would be needed to verify why this might be the case. We would need to evaluate each location to establish what might be the draw for each station. Potential findings would be that some locations are near major transit stations, shopping centers, entertainment districts or business centers.