

# METRO BIKE SHARE



**Can we be  
better?**

Presented by: David Perez  
Presented on: December 12, 2024





# AGENDA

- Challenges
- Solutions
- Conclusion
- Future Research
- References



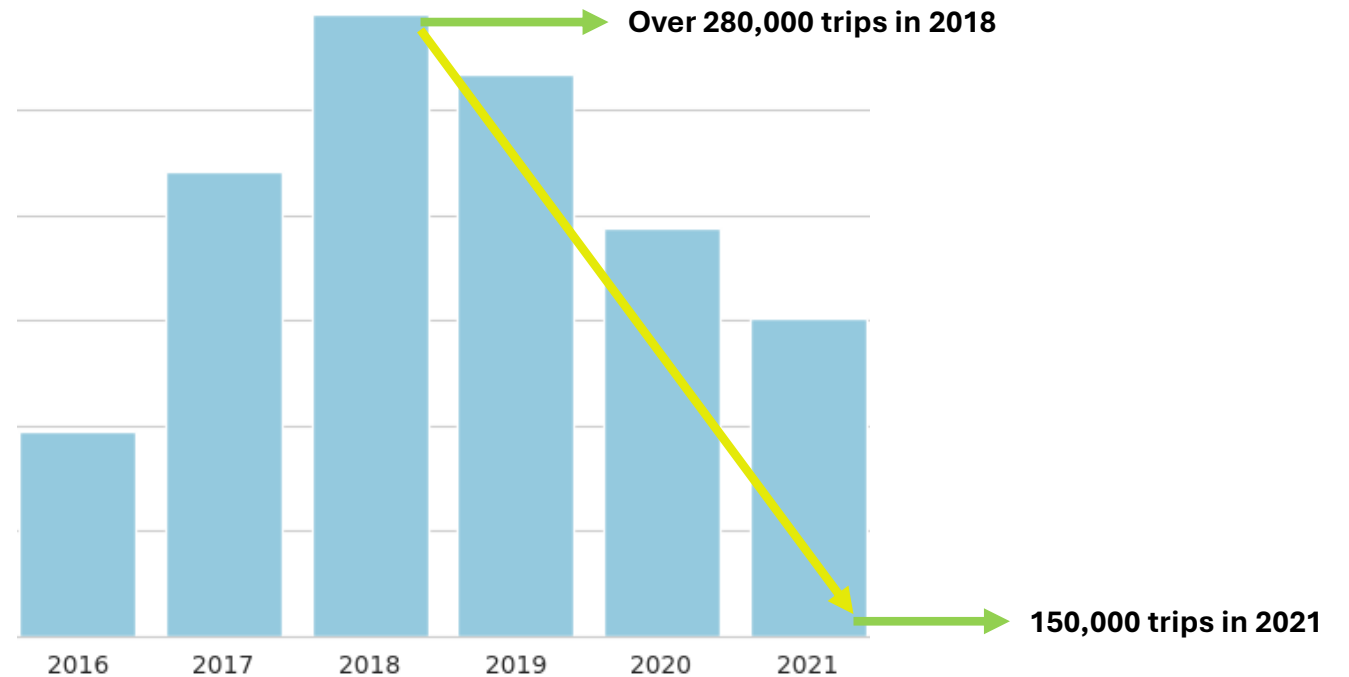
# CHALLENGES

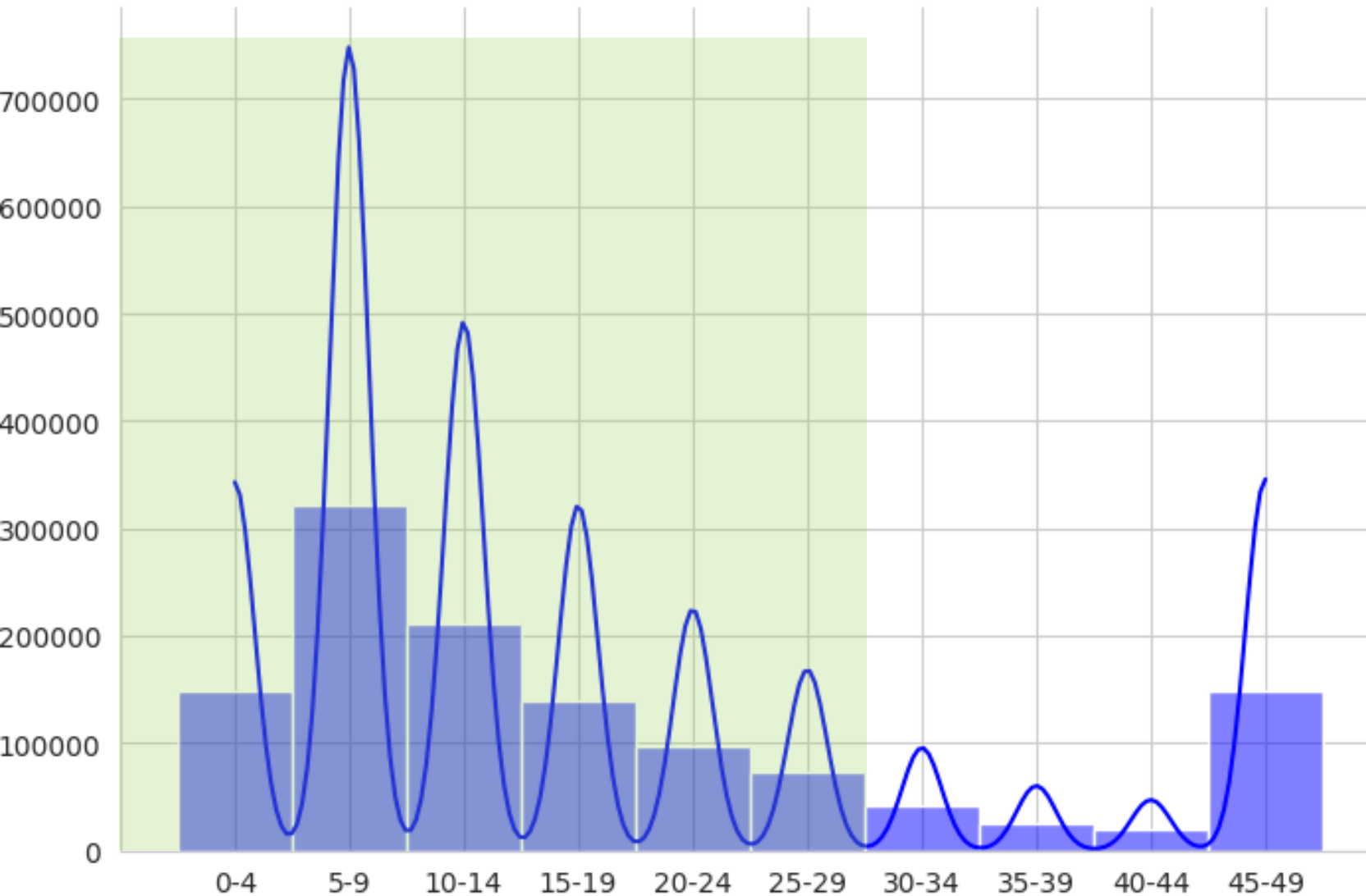


# TRIPS

Although Metro Bike Share has come a long way since 2016, there seems to be a negative trend after 2018.

- Over 280,000 trips in 2018
  - 265,000 trips in 2019
  - 180,000 trips in 2020
  - 150,000 trips in 2021





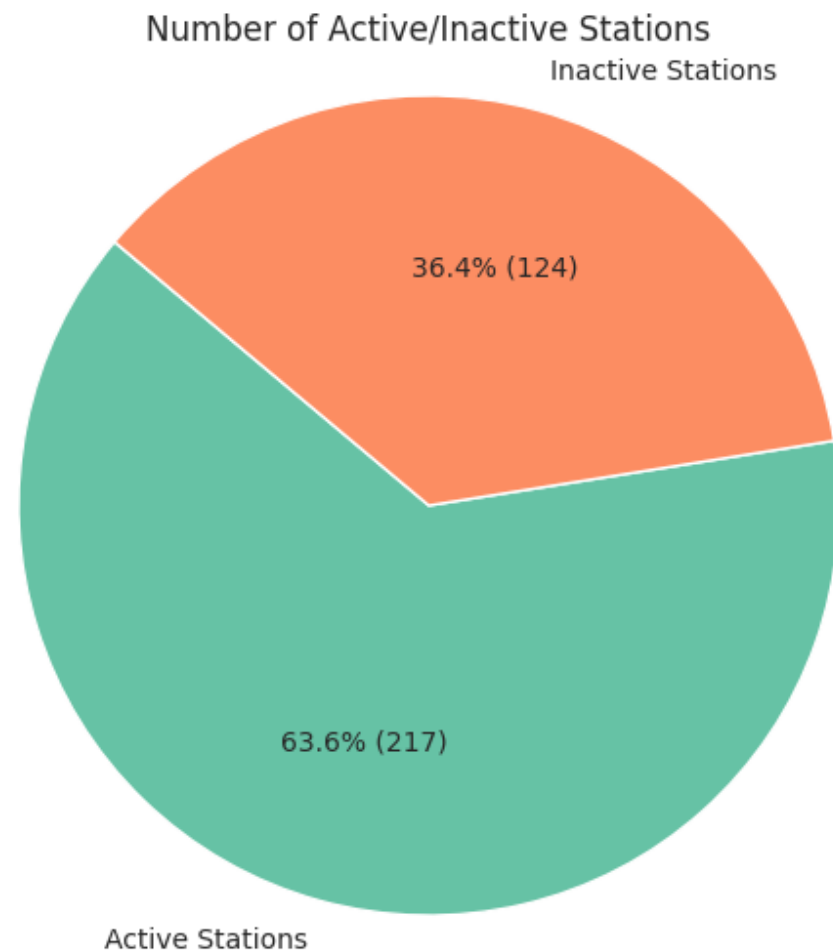
## AVERAGE DURATION

Most trips are within the 30-minute window allotted for each trip purchase without penalty (all trips after 30 minutes are subject to additional fees). Staying within this window means less opportunity to generate revenue on trips that are 30+ minutes long.

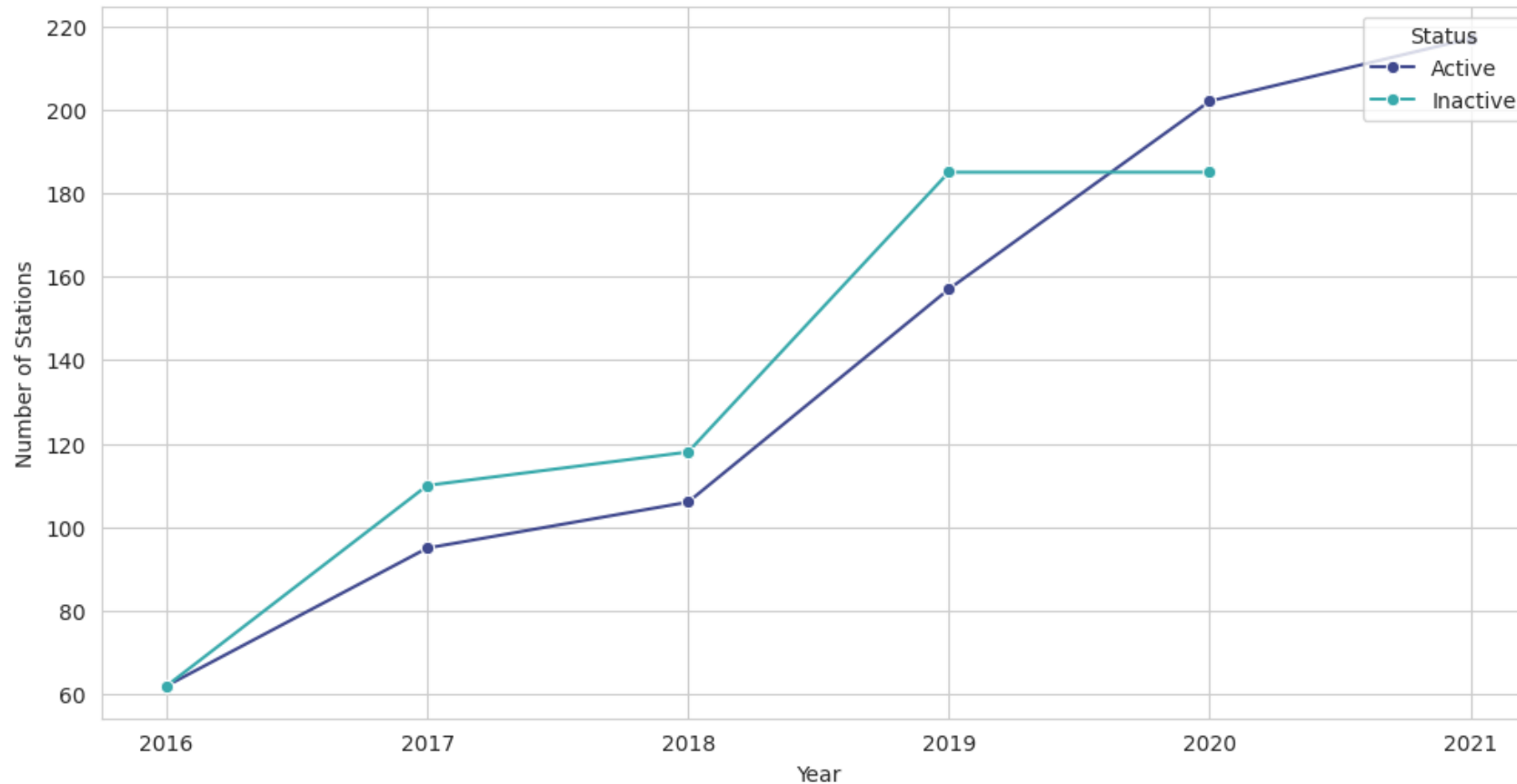
# NUMBER OF INACTIVE STATIONS

The number of active stations surpass that of inactive stations, but there is still a significant number of inactive stations.

- 217 Active Stations
- 124 Inactive Stations

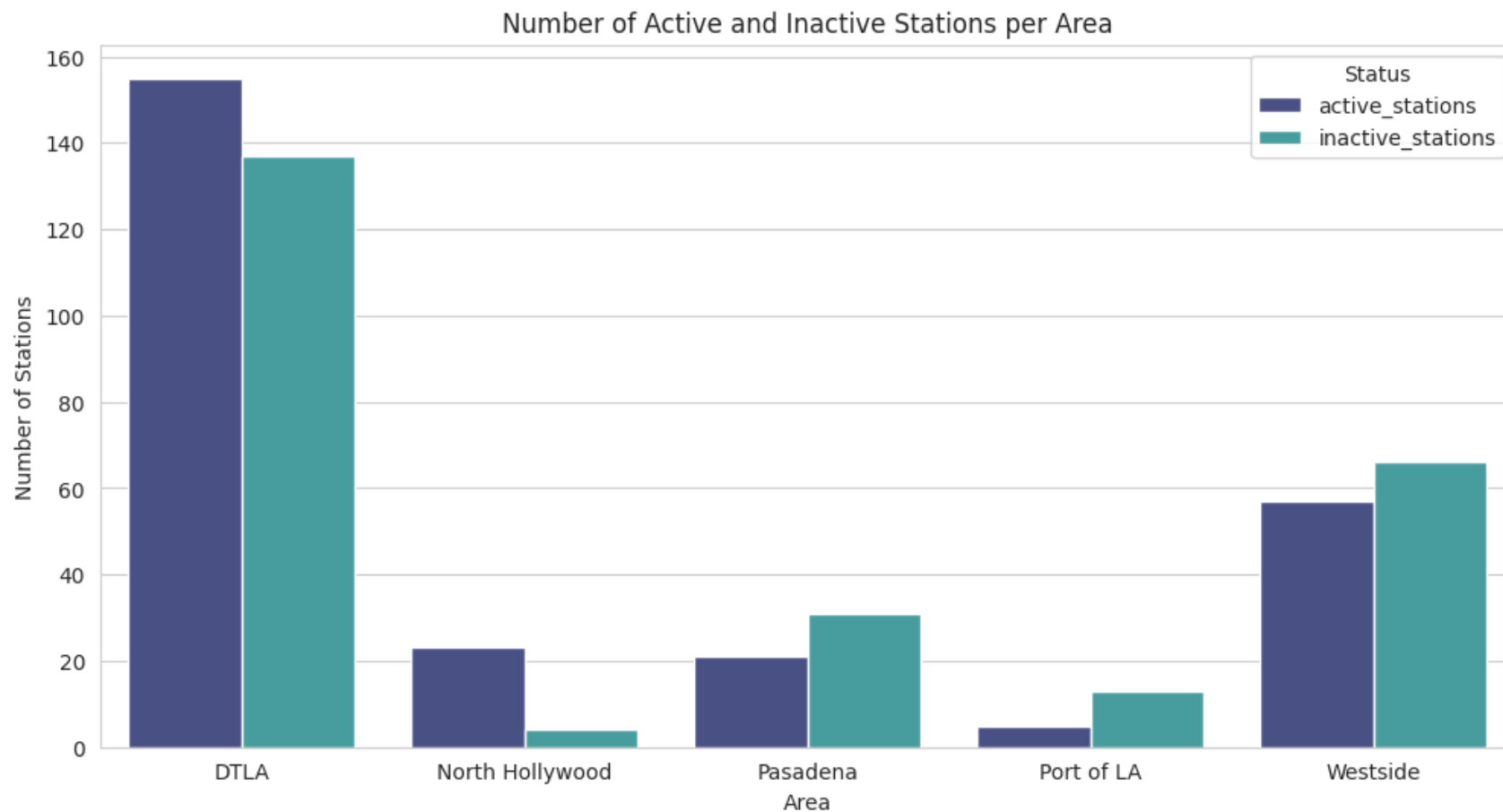


Number of Active and Inactive Stations Over the Years



## NUMBER OF INACTIVE STATIONS (cont.)

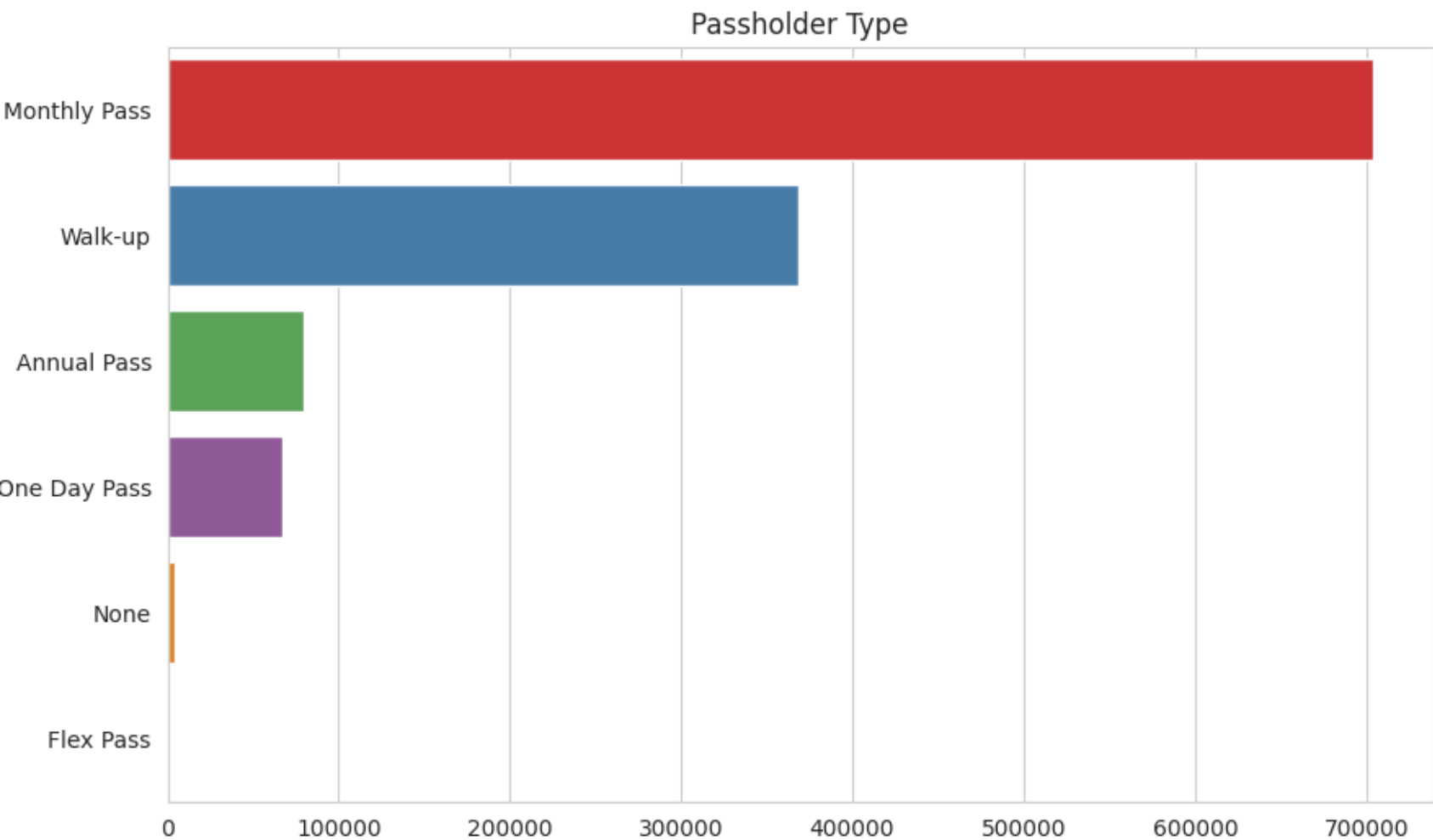
The lack of consistency regarding active/inactive stations can deter customers from using Metro Bike Share as they may feel as if they cannot depend on regular availability in their area.



## ACCESSIBILITY

Most stations, active or inactive, are concentrated in the downtown LA area, which limits accessibility and commuting potential.

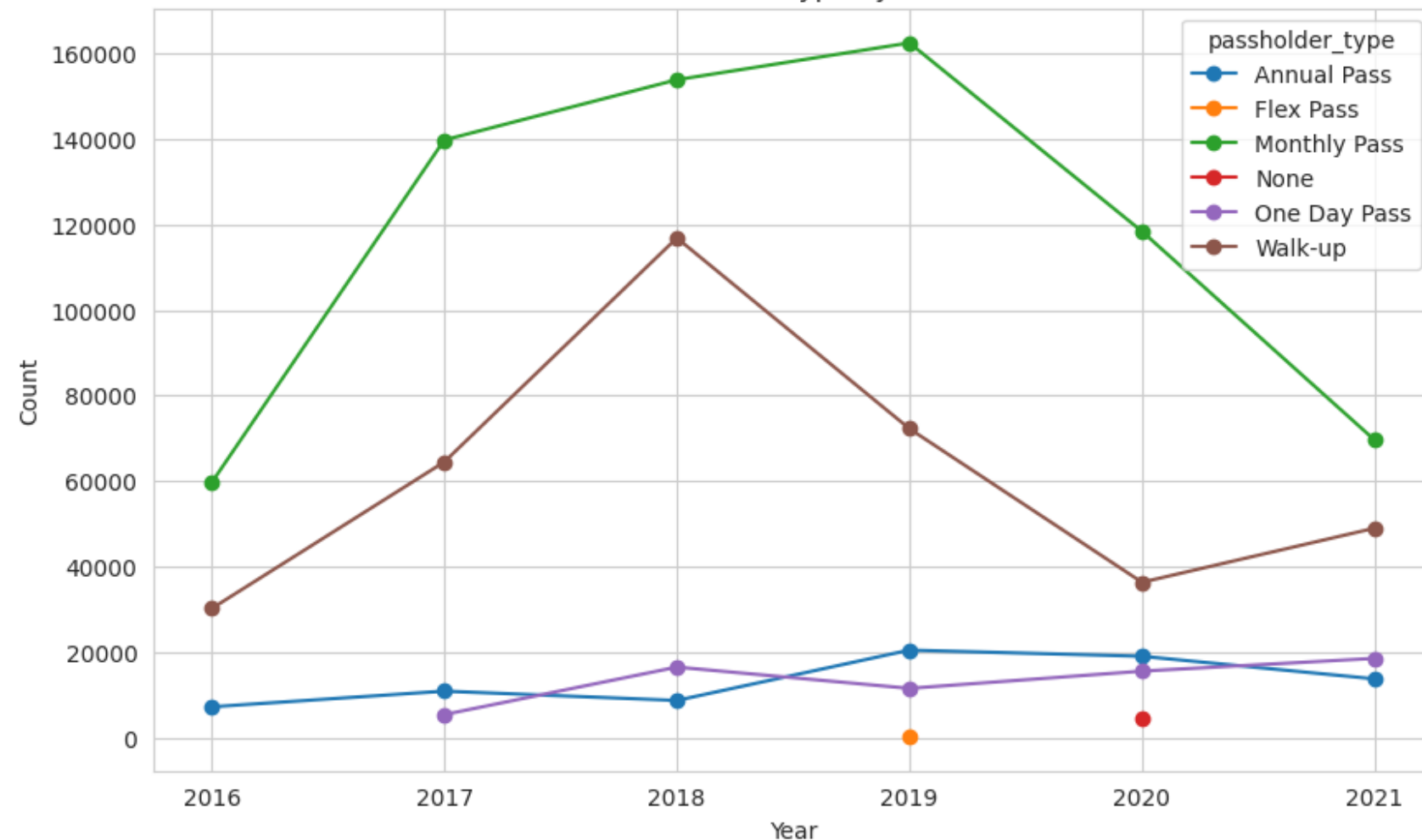




## PASS TYPES

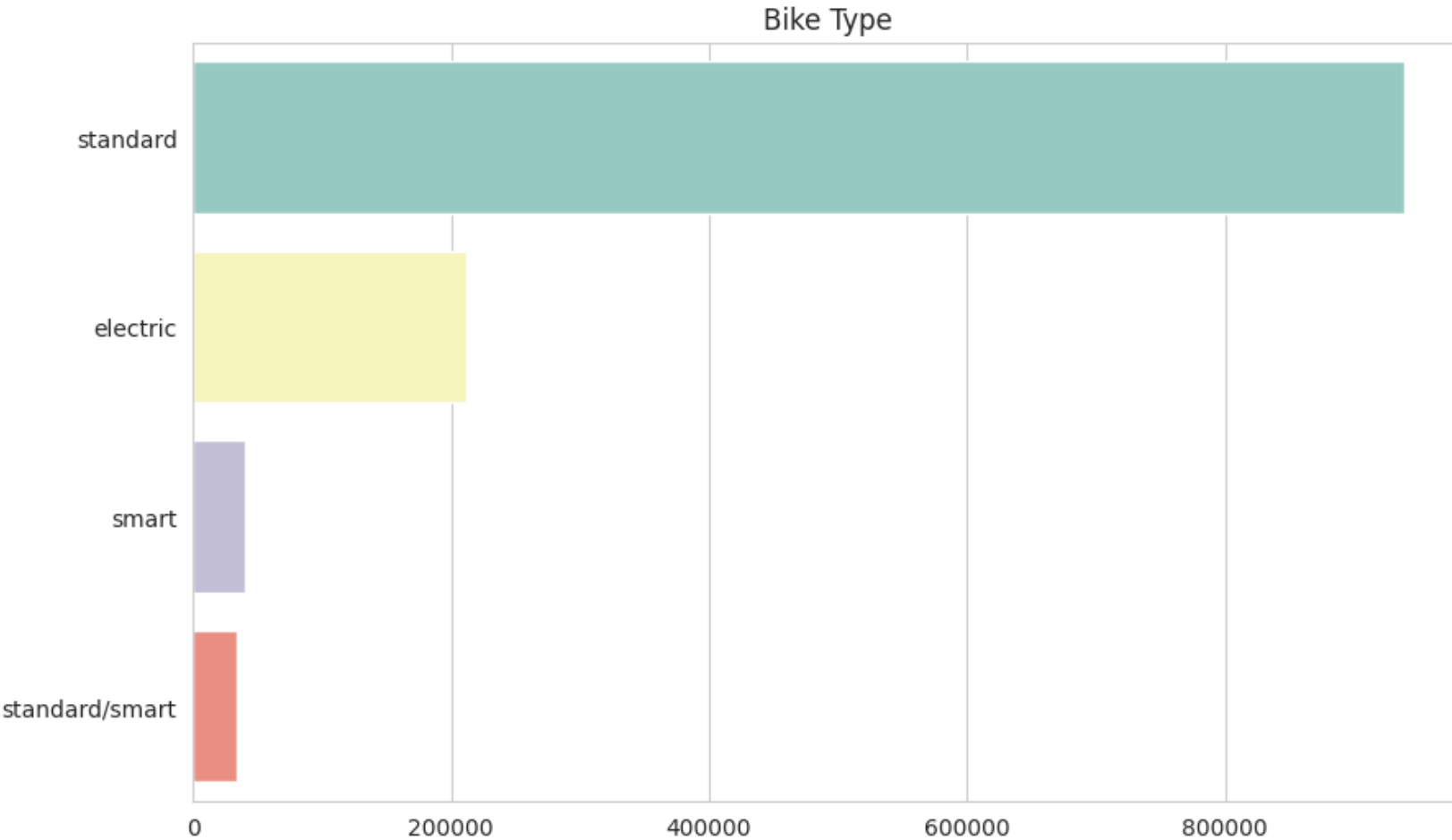
Monthly passes are being sold more than any other pass types even though buying an annual pass would be more economically feasible for the customer. Why aren't people buying annual passes?

Passholder Type by Year



## PASS TYPES (cont.)

This could be due to the fear of long-term commitment to spending money on annual pass for a service they may or may not need in the future. Factors that can contribute to this fear may or may not include job security, temporary living situations, fluctuation in exercise activity, etc.



## BIKE TYPES

Standard bikes are the most popular bike option, but they aren't built for long commutes.

# SOLUTIONS



## NEW PASS TYPES

Implementing weekly, quarterly, or even 6-month pass types could incentivize customers to purchase a pass more custom to their needs.

### 1-Ride

**\$1.75/30 Minutes**

All rides are \$1.75 every 30 minutes

Purchase at any station, online or in the mobile app.

[Sign Up](#)

### 30-Day Pass

**\$17/month**

All rides 30 minutes or less are free.

\$1.75 per 30 minutes thereafter.

[Sign Up](#)

### 24-Hour Access

**\$5 to Start**

All rides 30 minutes or less are free.

\$1.75 per 30 minutes thereafter.

[Sign Up](#)

### 365-Day Pass

**\$150/year**

All rides 30 minutes or less are free.

\$1.75 per 30 minutes thereafter.

[Sign Up](#)





**Pedal Perks**



**Refer a Friend**

## **NEW REWARDS PROGRAM**

We currently have Pedal Perks and Refer a Friend program incentives. What about adding a program that promotes healthy living and exercising for durations longer than 30 minutes?

## MORE OPTIONS FOR BUSINESSES

We currently have an annual pass for businesses that are partners of Metro Bike Share but maybe giving these businesses more pass type options for different time spans (weekly, monthly, etc.) at a discounted rate will incentivize customers.

### 365-Day Pass

\$89 per year

All the benefits of our 365-Day Pass

\$89 per employee (over 40% savings)

Employees pay for all trips over 30 minutes

[Contact Us](#)

# STATION CONSISTENCY

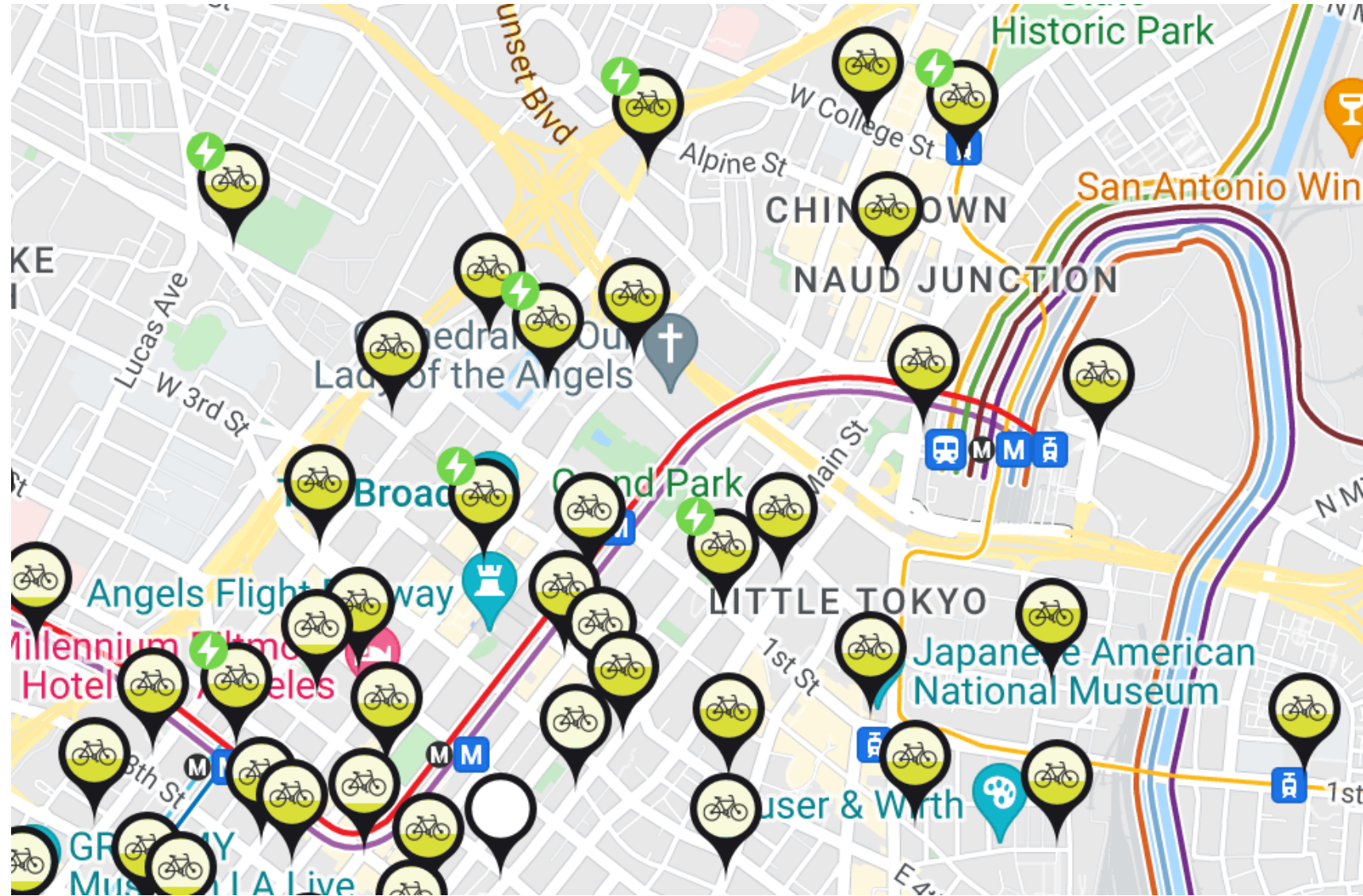
Creating a solid criteria for what warrants a Metro Bike Share station and maintaining that station can create consistency and customer dependability.





## EXPANDING

Expanding operations to other parts of the city that meet the criteria of a Metro Bike Share station will allow flexibility in travel, a larger network, longer commutes, more accessibility, and more exposure.





## NEW BIKE TYPE

Introduce a new bike type that is built for longer commutes and/or exercising. This can create new interest by gaining a new customer base while promoting a healthier lifestyle.





## **CONCLUSION: Can We Be Better?**

Absolutely! After analyzing the data for insights, we were able to get an idea of where some of our weakness's lie, and generate possible solutions based on that data:

- New pass types and rewards incentives to potentially increase interest.
- Create guidelines for bike stations to maintain station stability, consistency, and dependability.
- Expand where applicable to create flexibility in travel, a larger network, longer commutes, more accessibility, and more exposure.
- New bike types built for longer distances to encourage longer durations of usage.



# FURTHER ANALYSIS

To implement the suggested solutions (or any additional solutions for that matter), more research and data would need to be considered such as:

- Demographic Datasets
  - Surveys
  - Case studies
- Inventory assessment
  - Storage necessities
- Cost of new bikes and stations (including maintenance costs)
- Risk assessment of potential profit vs investment







## REFERENCES

All information, including datasets, pricing information, rewards programs, etc., were found on the Metro Bike Share website:

<https://bikeshare.metro.net/>