Toronto Bike Share

Usage Data Analysis

Stephan Grimm

18/08/2020

Talking Points

- What are we here for?
- Answering Questions
  - Who is paying?
  - When are bikes used?
  - Where is being biked?
- What can we improve?

What are we here for?

- Understand and improve customer and business profile
- Using 1,492,368 trips in 2017

Who is paying?

Overage Fee

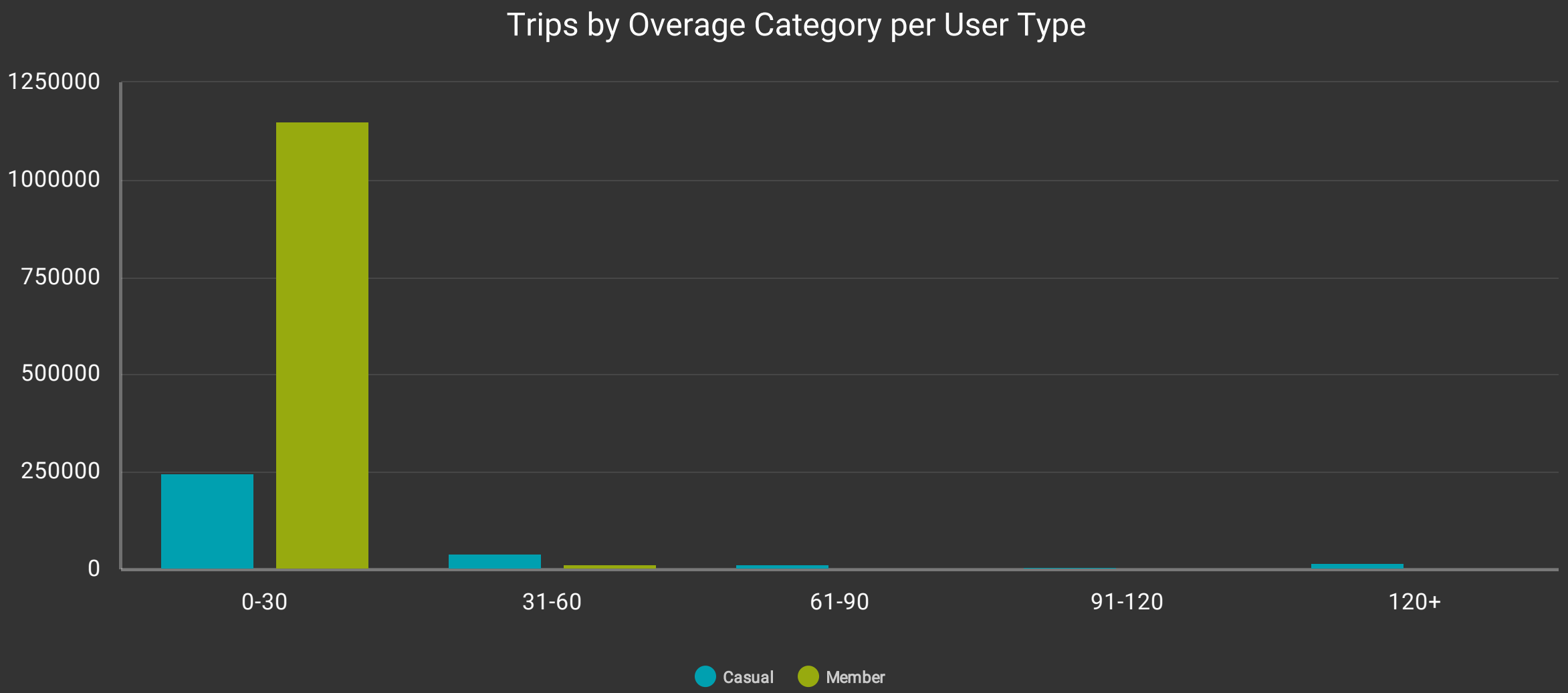
Single day trip costs $18.25

- Passes

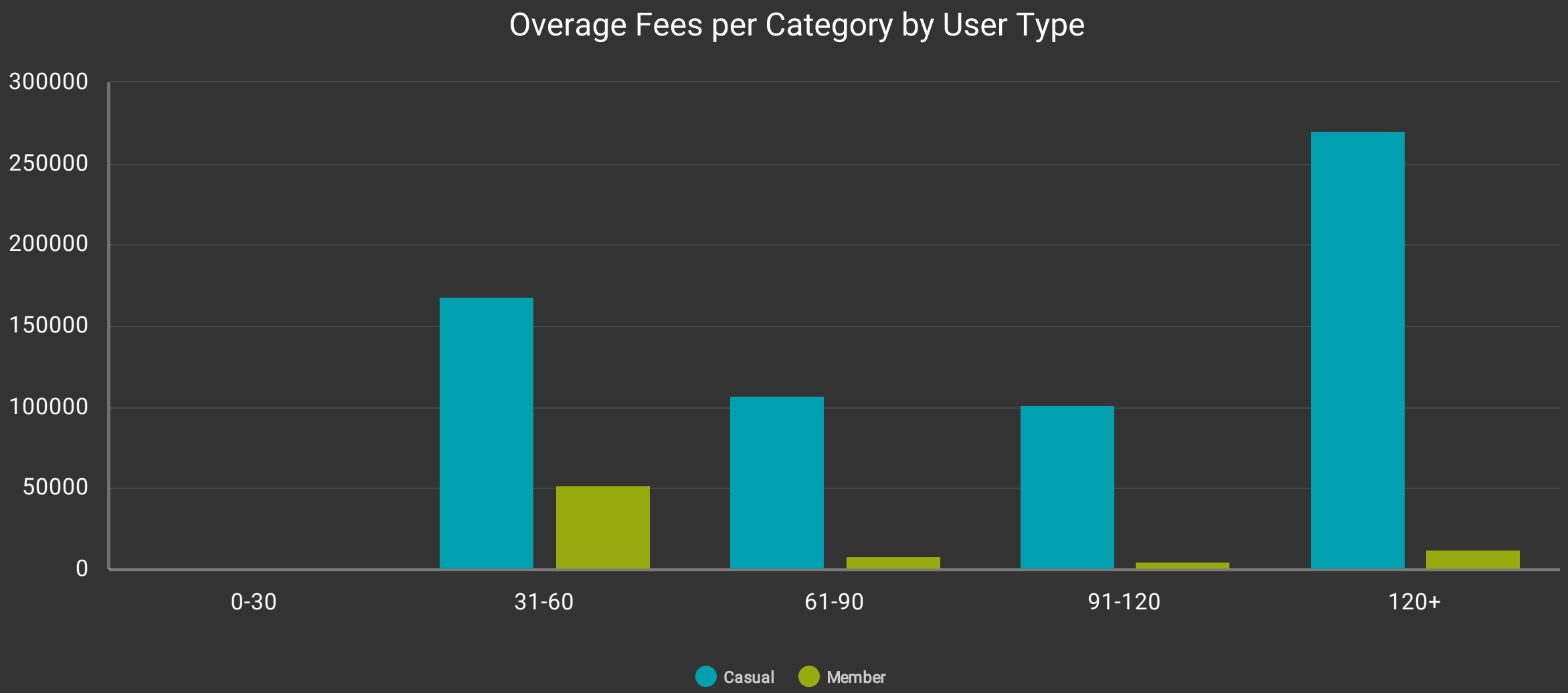
Annual Pass	$99
72H Pass	$15
24H Pass	$ 7
Single Trip	$ 3.25

Minutes	0-30	31-60	61-90	91-120	120+
Overage Fee	0$	4$	8$	12$	16$

7% of trips pay overage



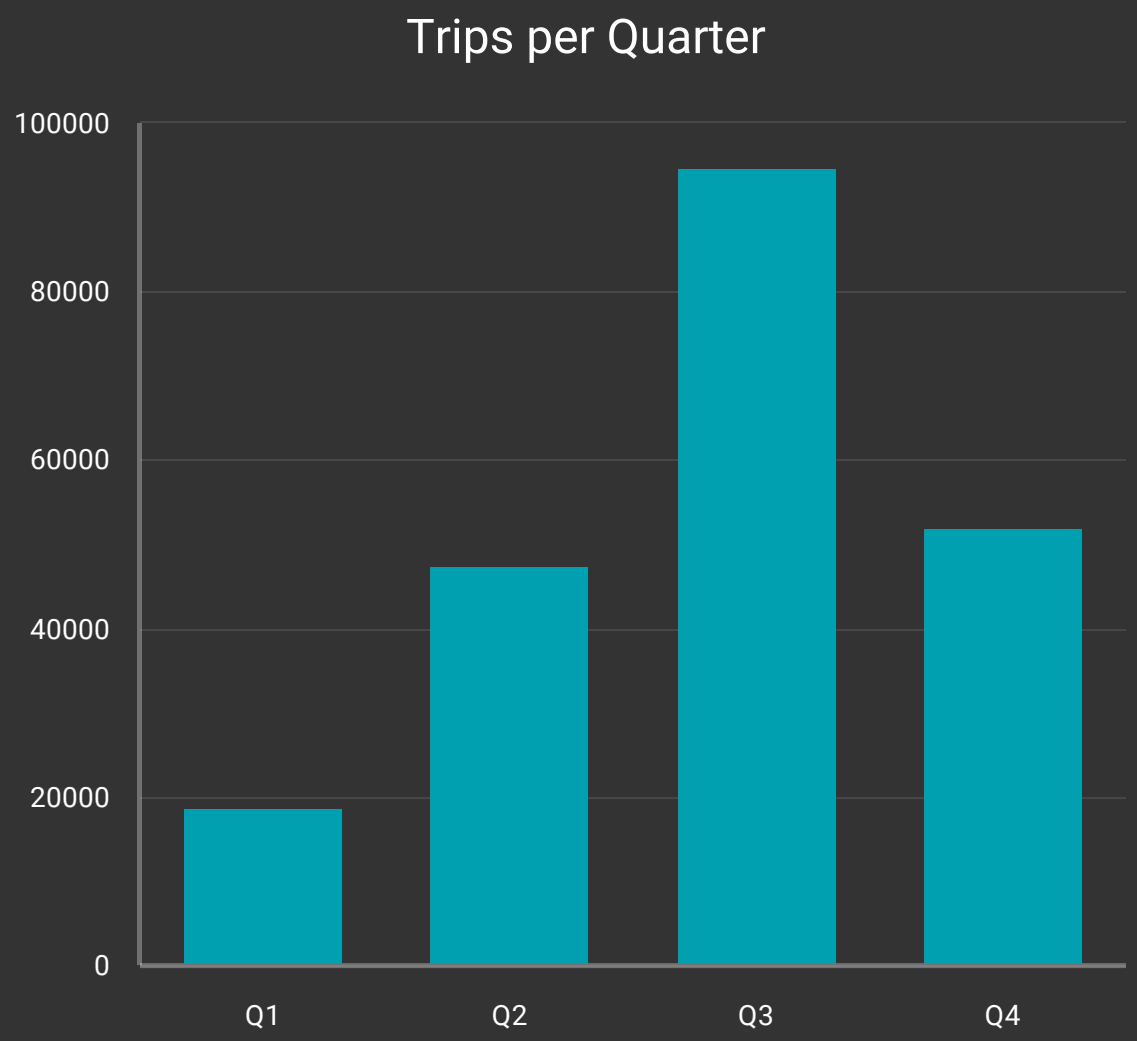
Casuals care more about time

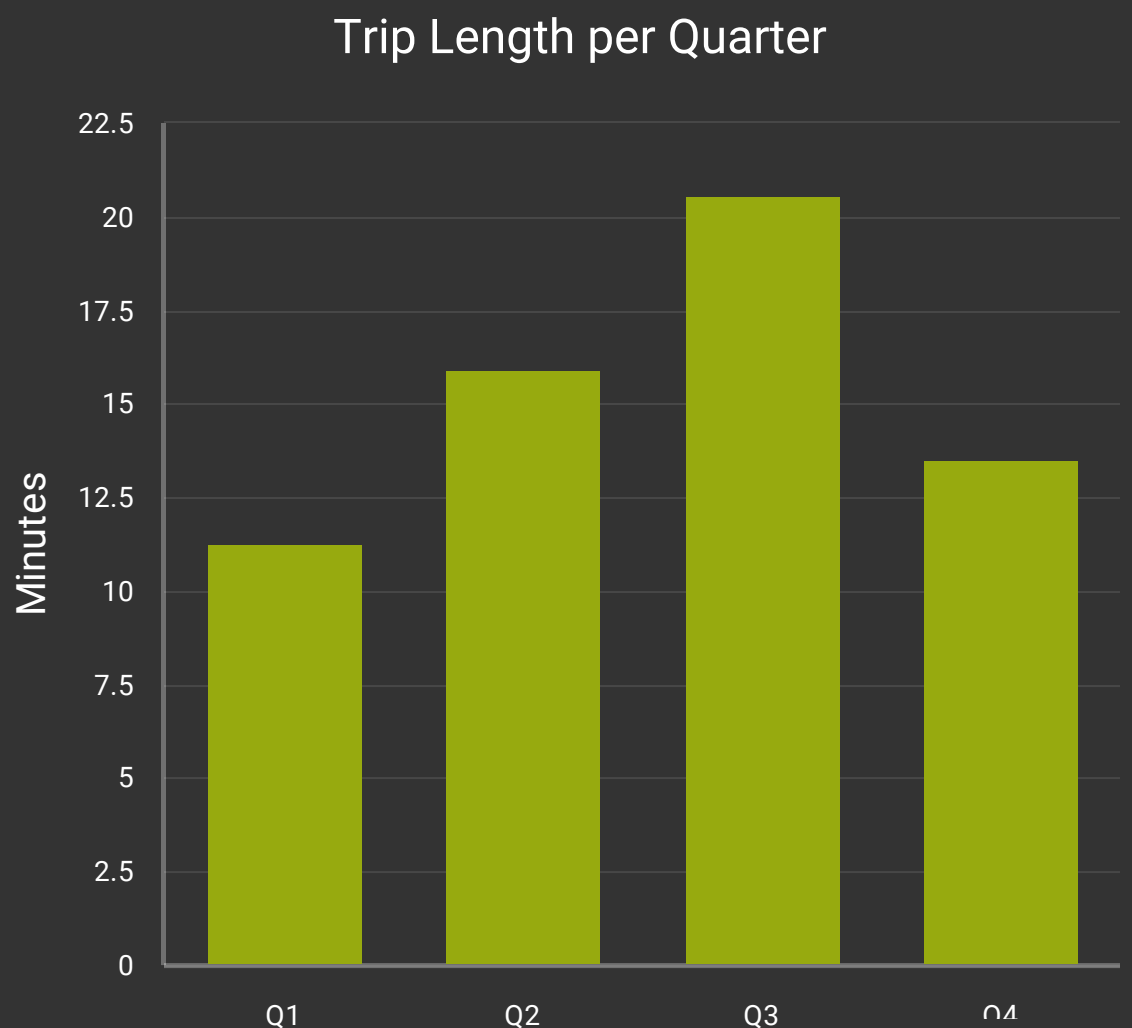


When are bikes used?

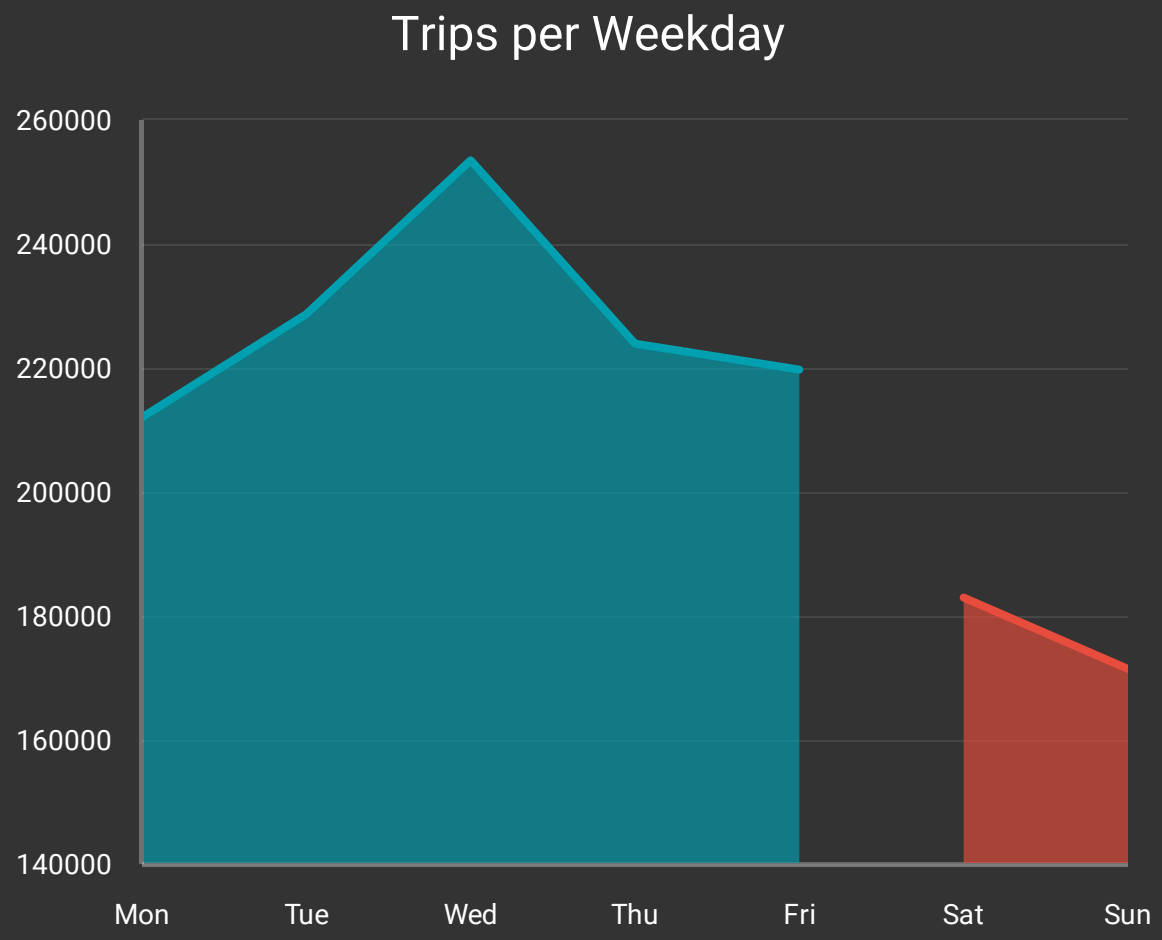
Time/Usage profile

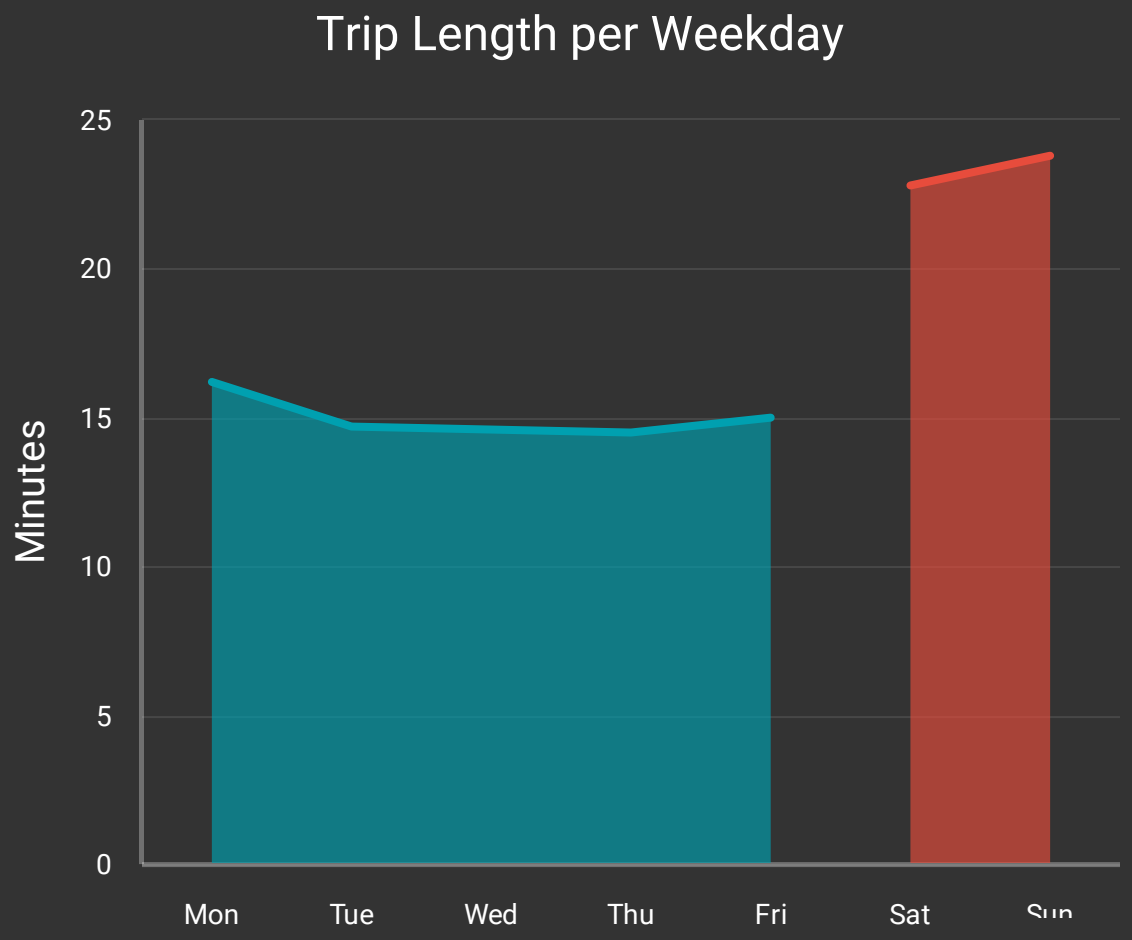
It's more fun in the summer!





Weekdays are busiest, weekends give opportunity for overage





Where is being biked?

Popular Stations

Bikers want to get out of town

Station (Start)	Counts		Station (Finish)	Counts
Union Station	**22,143**		**Union Station**	**29,228**
Simcoe St / Wellington St W	21,365		Simcoe St / Wellington St W	22,809
York St / Queens Quay W	19,143		York St / Queens Quay W	20,768
Bay St / Wellesley St W	18,082		King St W / Spadina Ave	19,521
King St W / Spadina Ave	18,039		Queen St W / Portland St	17,872

Round-trips around sights are most popular

Station (Start)	Station (Finish)	Counts
Ontario Place Blvd / Remembrance Dr	**Ontario Place Blvd / Remembrance Dr**	**3,802**
Bay St / Queens Quay W (Ferry Terminal)	Bay St / Queens Quay W (Ferry Terminal)	3,468
York St / Queens Quay W	York St / Queens Quay W	2,333
Front St W / Blue Jays Way	Union Station	1,956
HTO Park (Queens Quay W)	HTO Park (Queens Quay W)	1,366

What did we learn?

- Users generally know their time
  - Member don't pay overage, casuals care less
- Summer and weekdays are busiest
- Weekends give opportunity for more overage
- Union Station and round-trips are popular

What can we improve?

- Special passes
  - Business
  - Summer
- Increase overage fees on weekends
- Increase single usage price at specific stations