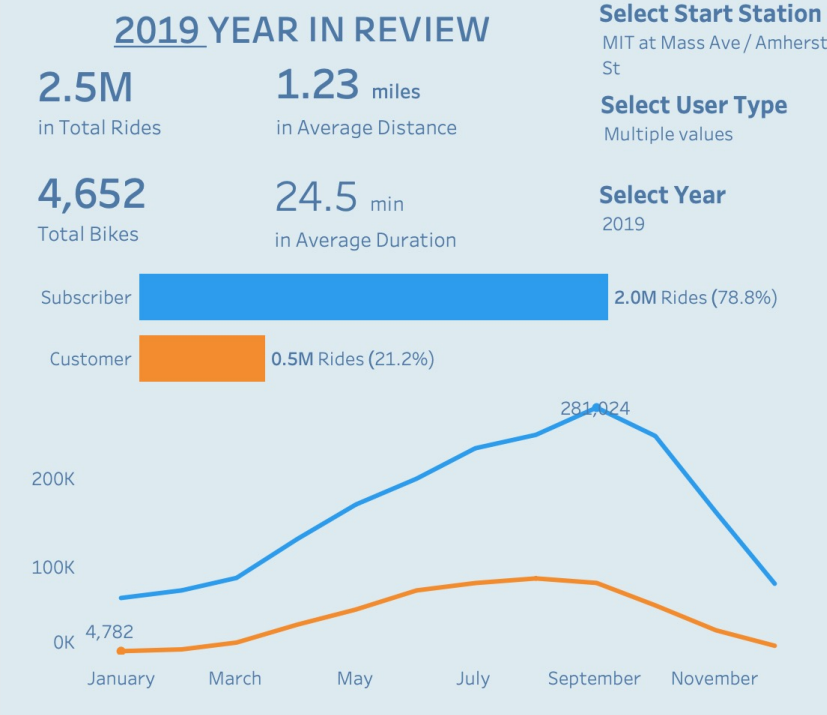




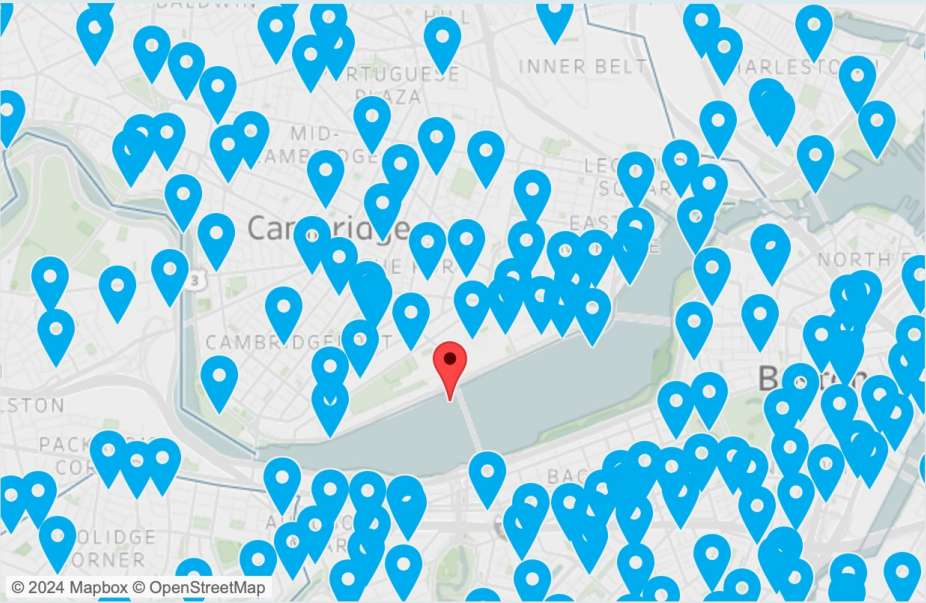
BLUEbikes: A roadmap  
to Subscribership.



is a regional bike sharing system, operating in Boston, Massachusetts. It has been active since its launch year, 2011. It caters to different types of users that includes subscribers and casual customers. It is designed to complement and integrate with buses and trains to allow users to combine bikes rides with other modes of transit. It incorporates eco-friendly practices and promotes sustainable commuting habits.



27 docks at MIT AT MASS AVE / AMHERST ST



Bluebikes Story

● ● ● ● ● ●



Select Gender

All

Select User Type

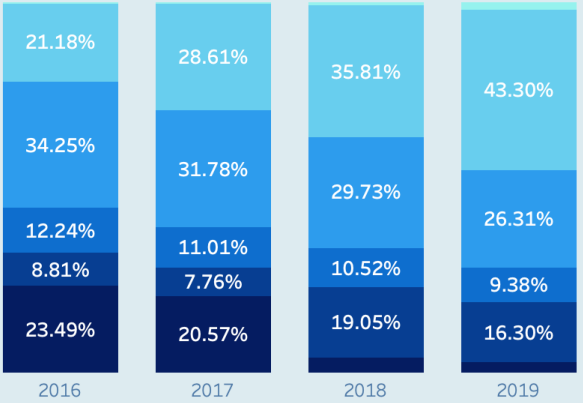
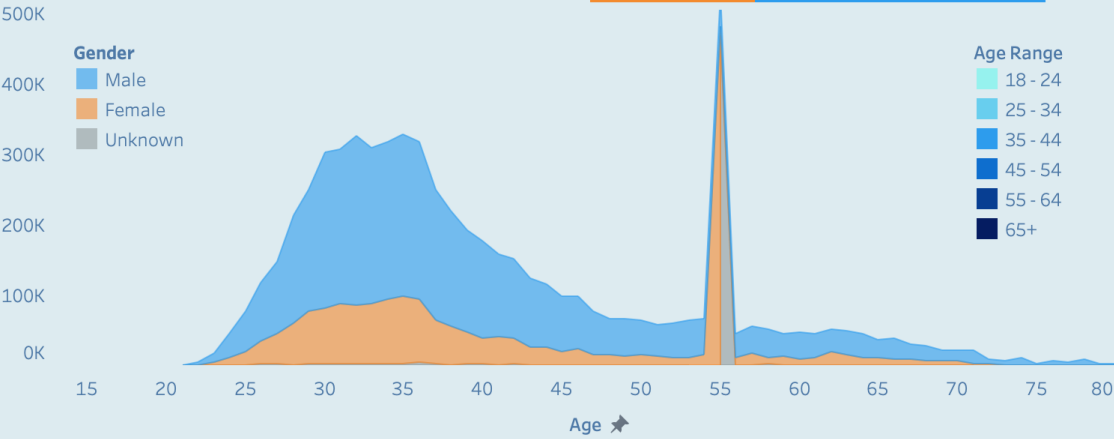
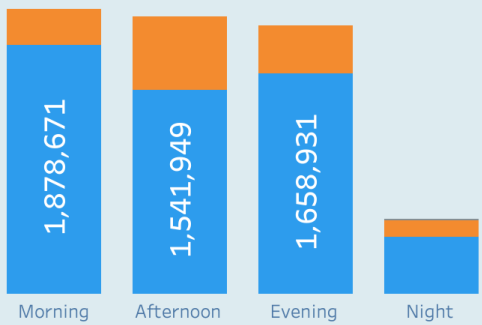
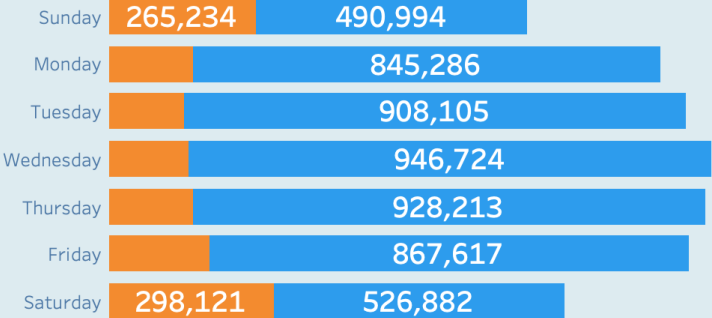
All

Select Year

All

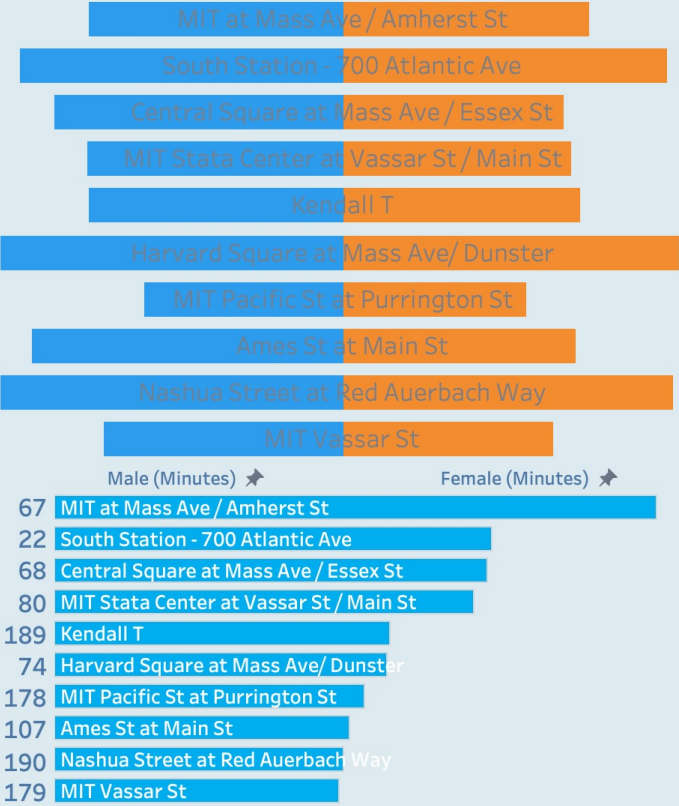
User Type

- Subscriber
- Customer





Top 10 Start Station

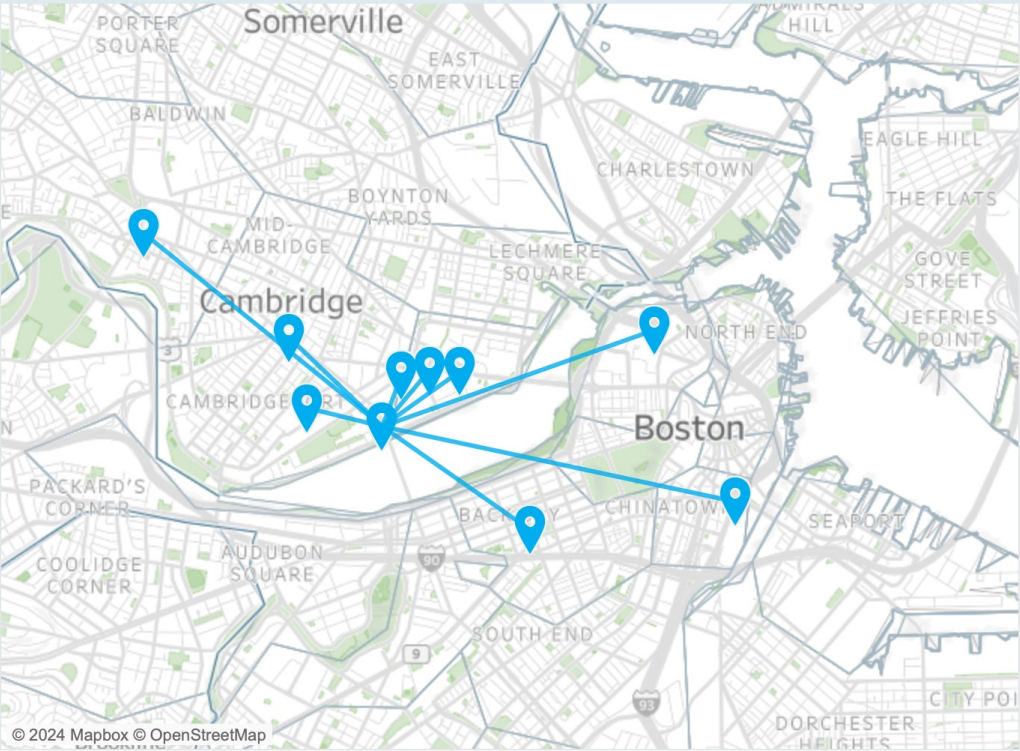


Select Gender  
All

Select Year  
All

Select User Type  
All

Select Start Station Name  
MIT at Mass Ave / Amherst St

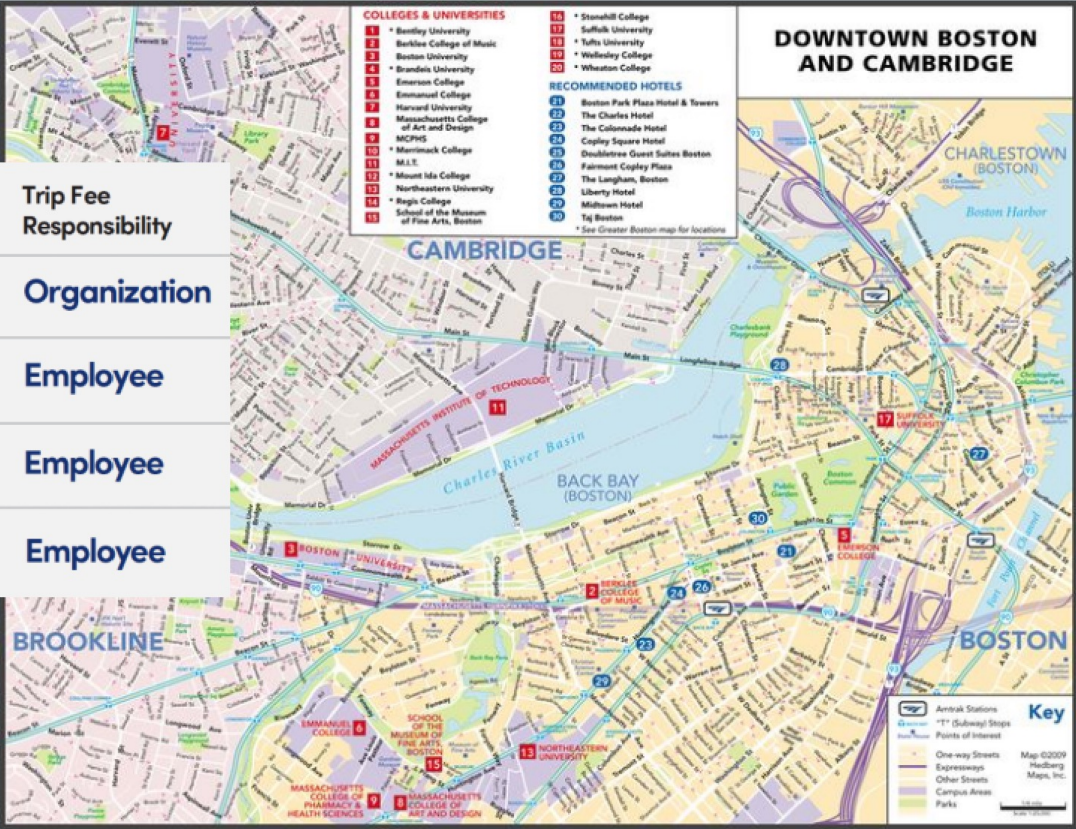


Group Rate Program

Subsidy Level	Organization Pays	Employee Pays	Trip Fee Responsibility
Platinum	\$98/sign up	\$0	Organization
Gold	\$98/sign up	\$0	Employee
Silver	\$45/sign up	\$45	Employee
Bronze	\$24.50/sign up	\$73.50	Employee

\*MIT is Silver Partners as organization pays \$49 annually and member pays \$49. Usage fees are covered by the member.

\*Harvard is Champion Partners as member pays \$98. Usage fees are covered by the member.





Thank you!

Do you have any questions?



\*Data Source  
General Assembly. 2023. Bluebikes Database. Retrieved  
from [GA\_2023].  
Bluebikes. 2023. <https://bleubikes.com/>.

