

April 30, 2020



COVID-19 AND THE AFFECTS ON CITIBIKE RIDERSHIP

A report by Bonnie Shen





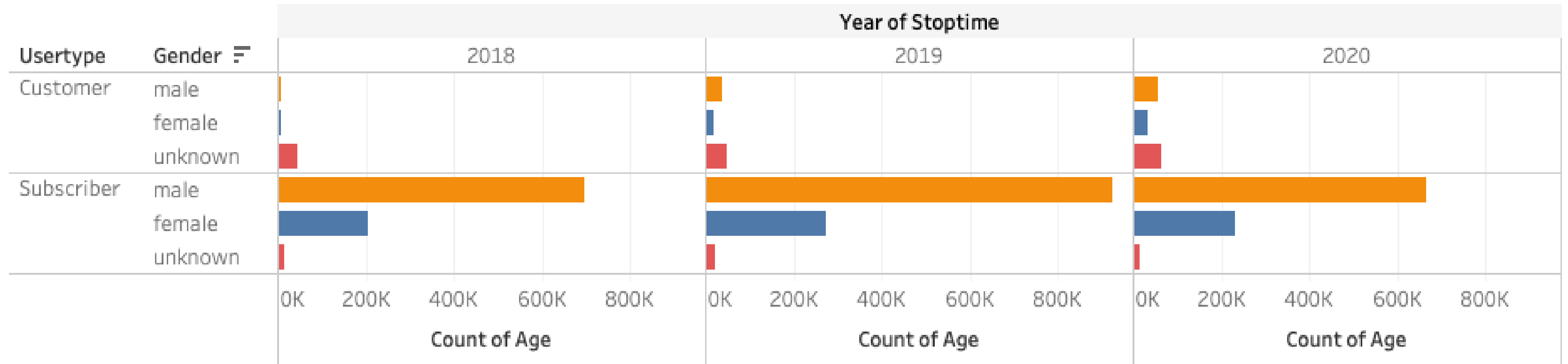
REPORT OBJECTIVE

In this report we will be looking at Citibike Ridership from three months in three different years:

- March 2018
- March 2019
- March 2020

We will evaluate Citibike's core customer group, whether the Citibike Program is growing sustainably, and finally how has the COVID-19 pandemic affected the business.

User Type by Gender for Month of March



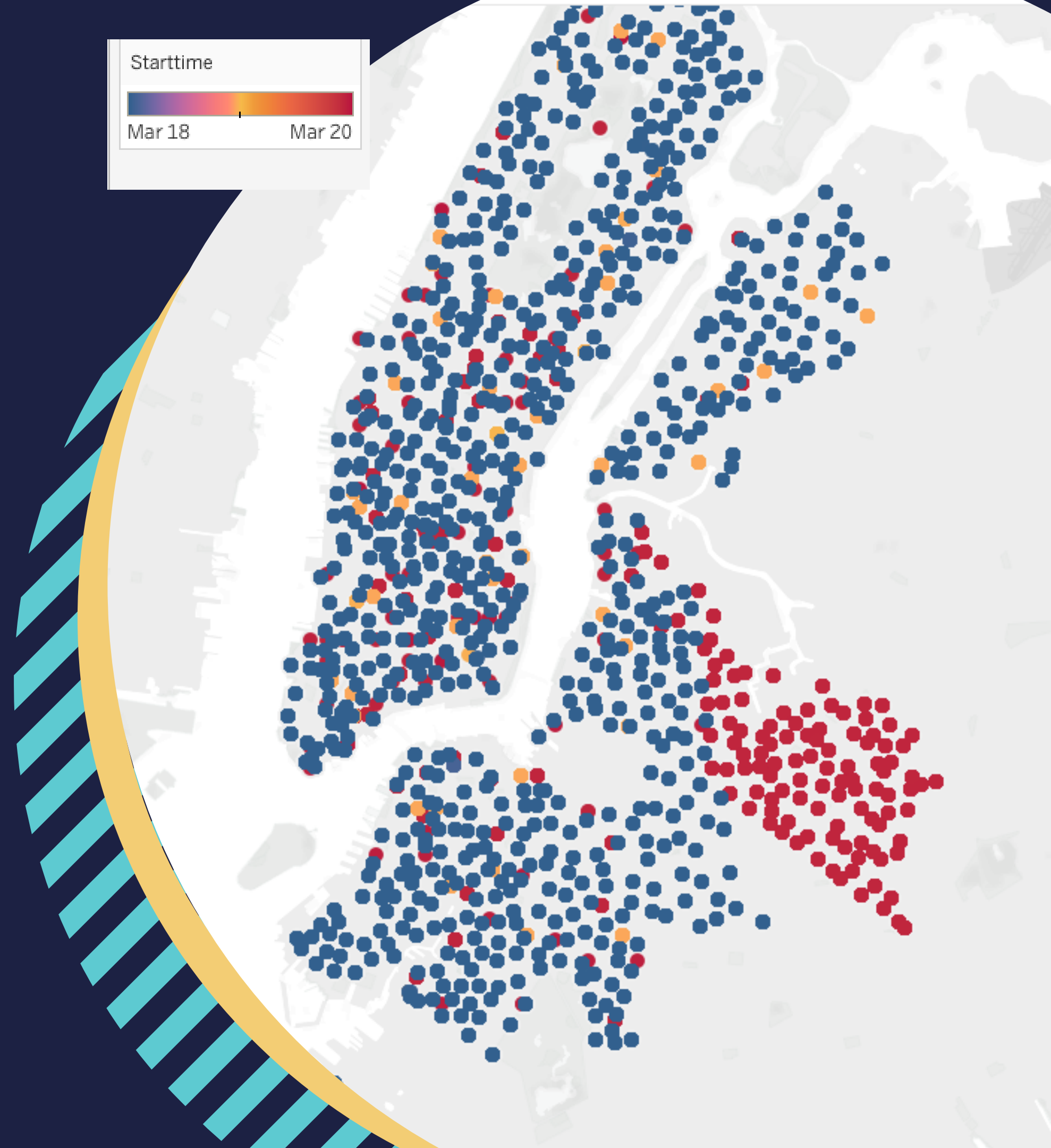
CUSTOMER GROUPS

As we see in these three graphs, Citibike's customers are mostly male. Citibike saw healthy growth in Subscribers – repeat customers who saw value in purchasing a membership – meaning they use Citibikes as a primary mode of transportation. Memberships jumped from 700k to 880k from March 2018 to March 2019. However, the membership dropped back down to 675k in March 2020 and we will evaluate why.

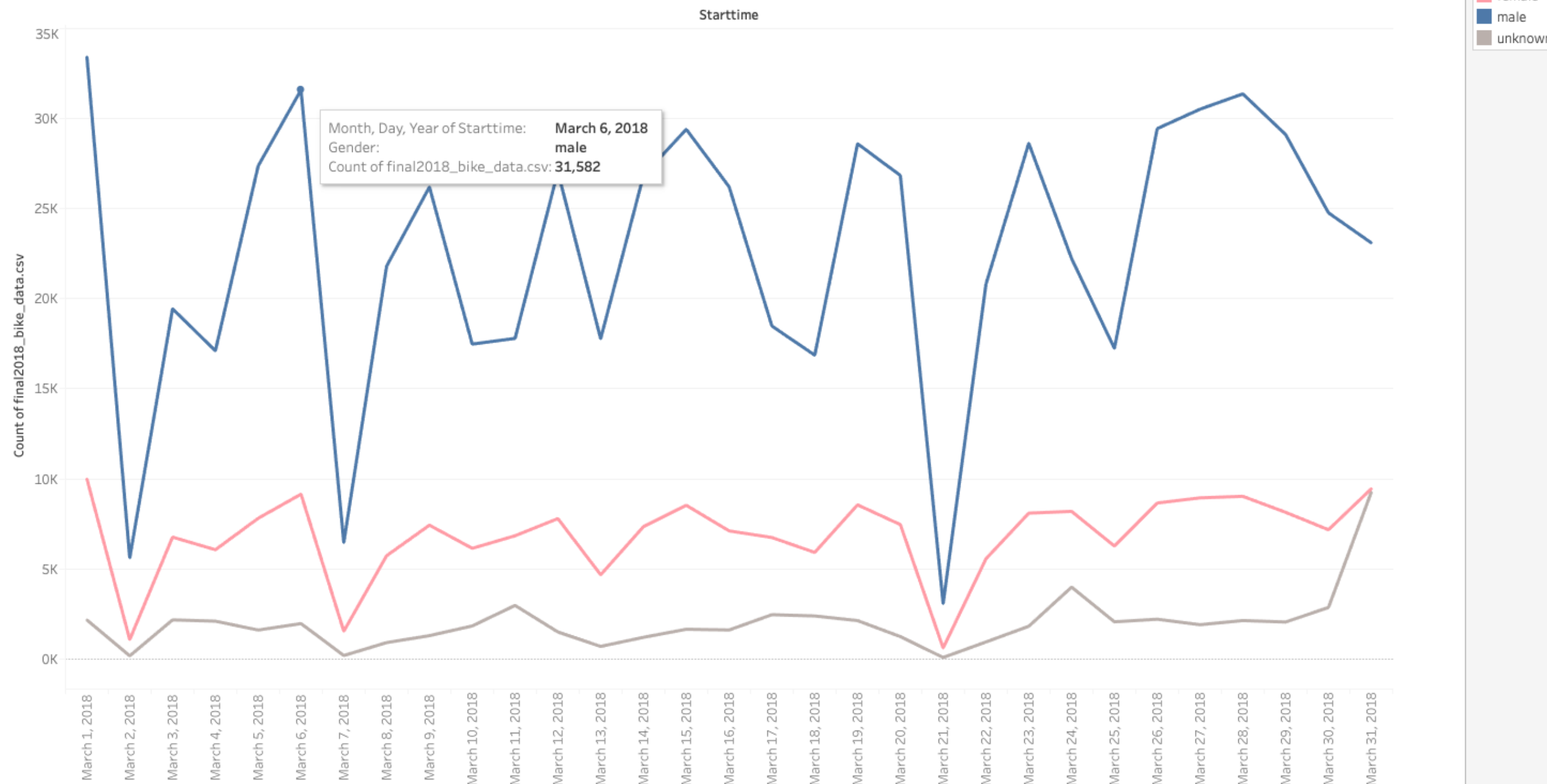
Station Expansions

Citibikes invested a lot of money to establish a good number of stations around New York City. The blue dots demonstrate stations that were already in operation in 2018 – most densely concentrating in Manhattan, Bronx and Brooklyn.

The yellow and red dots visualize the stations added in 2019 and 2020 respectively. 2020 saw an aggressive expansion into the Queens borough of NYC



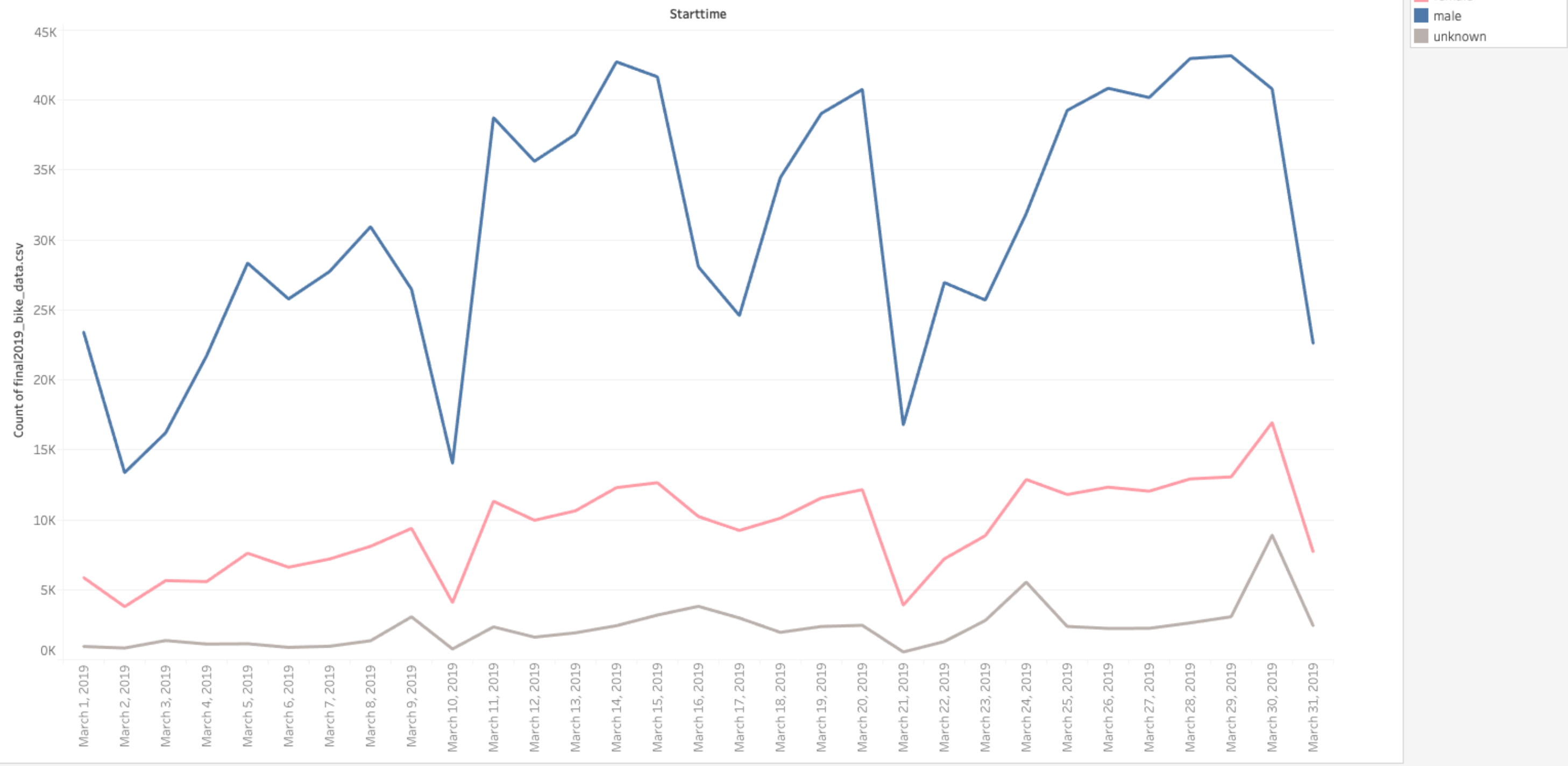
Ridership Per Day of Week 03.2018



MARCH 2018

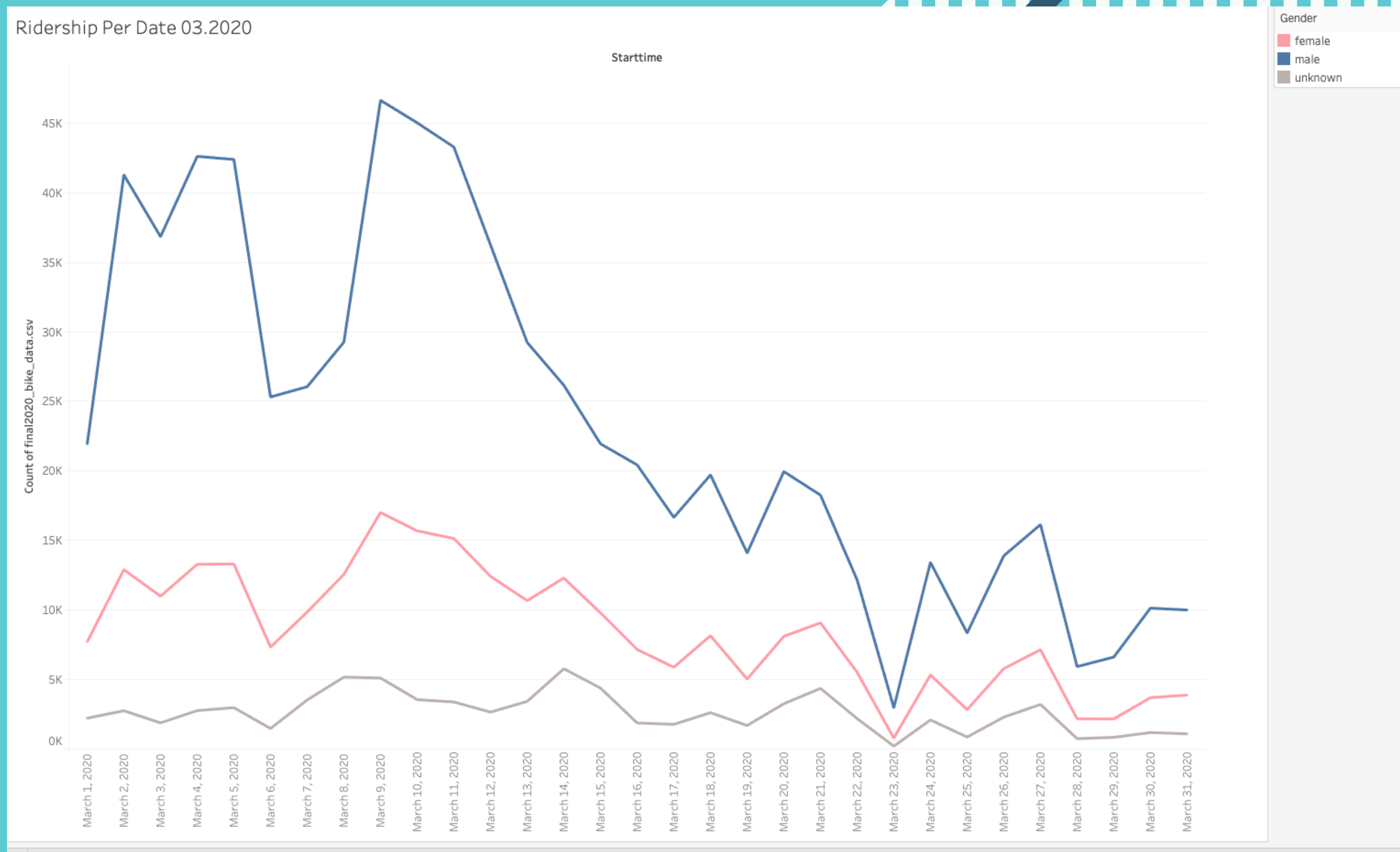
In March 2018, Citibike saw an average ridership of over 45,000 per day. This only dramatic dips were on some Sundays and Wednesdays, with the lowest dip happening on March 21st.

Ridership Per Date 03.2019



MARCH 2019

In March 2019, Citibike saw growth in daily an average ridership. There was only a dramatic dip on March 10 which was Daylight Savings Day and March 21st again for reasons unknown.



MARCH 2020

In March 2020, we start to see a steady decline of ridership as fears of Coronavirus spread throughout NYC. Shelter in Place is announced by Mayor Andrew Cuomo on March 20th which actually spiked activity - probably so users could go buy supplies.

Looking to the Future

Citibikes has seen a rapid decline in ridership during the month of March 2020 when the Coronavirus pandemic is hitting NYC the hardest. However, the company has been strategic and careful in growth when adding new bikes to the fleet and station locations.

With declining rideshare and subway trains as transportation options, Citibikes can grow its ridership by properly maintaining bikes and offering sanitation options for customers, who will still need to travel to get supplies as we all ride out this pandemic together.