

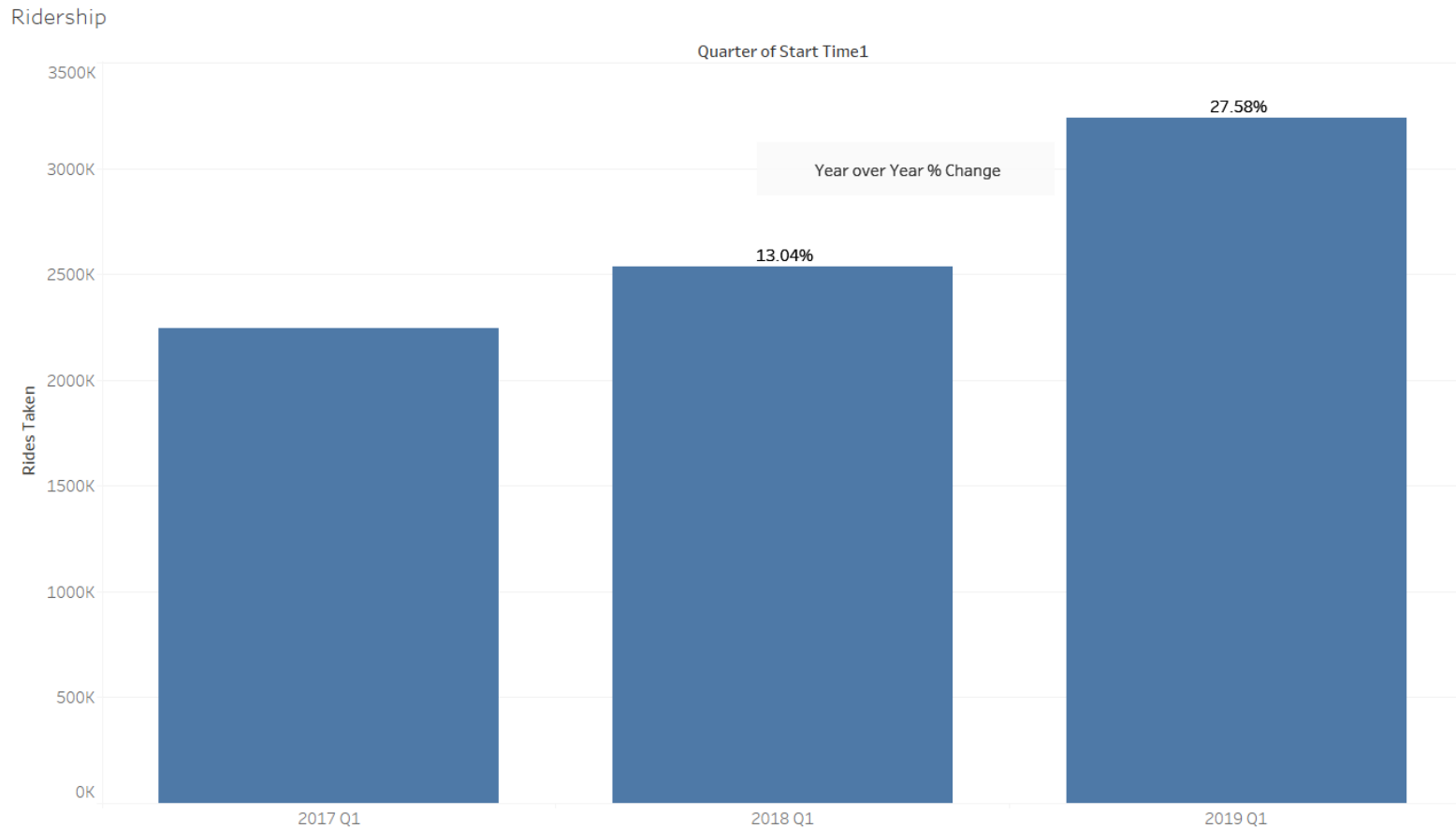


citibike NYC

Year over Year Trends 1Q17 – 1Q19



Ridership

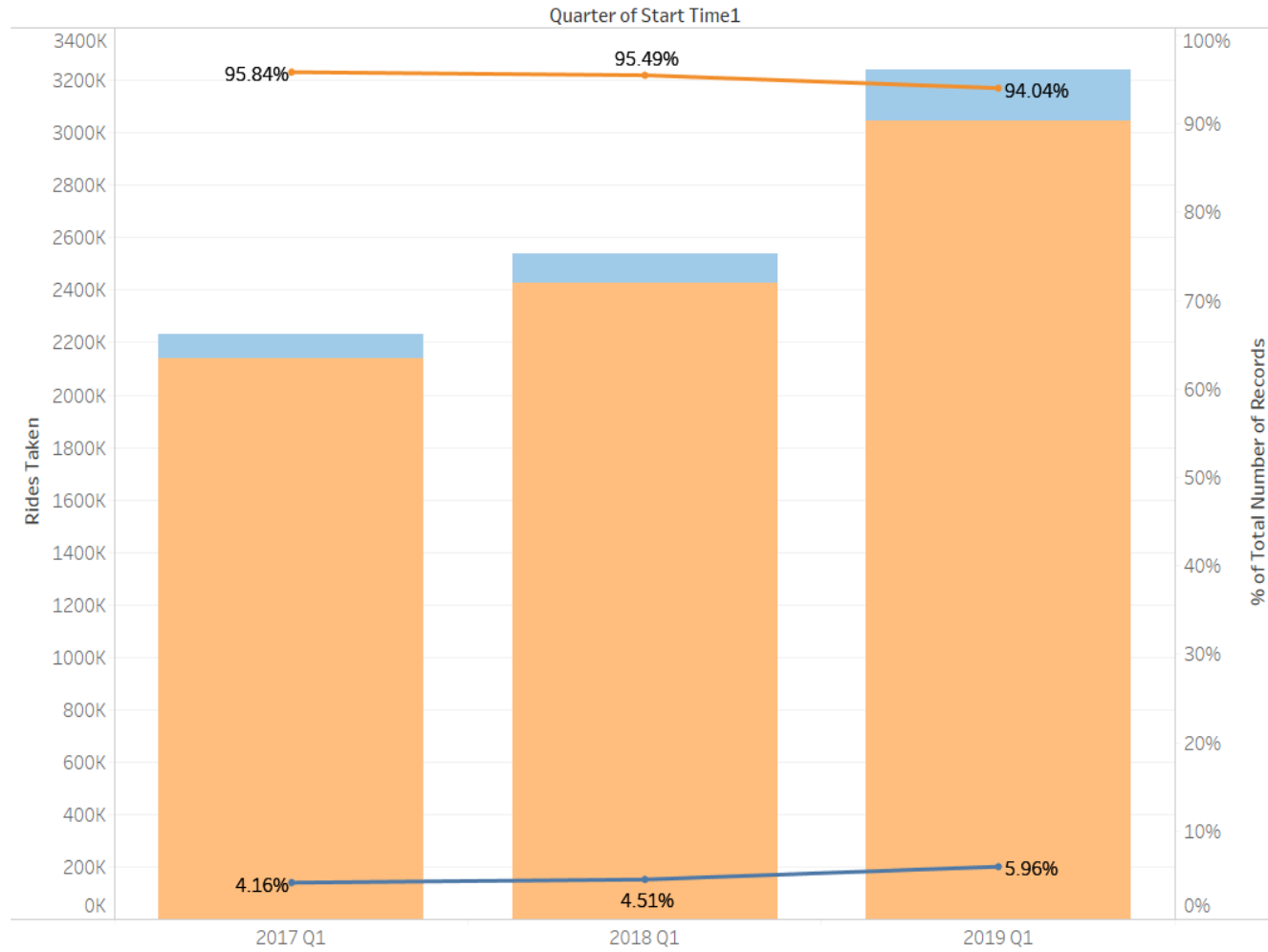


- Ridership trend is up
- Trend accelerating from 2018 to 2019



Subscription Trends

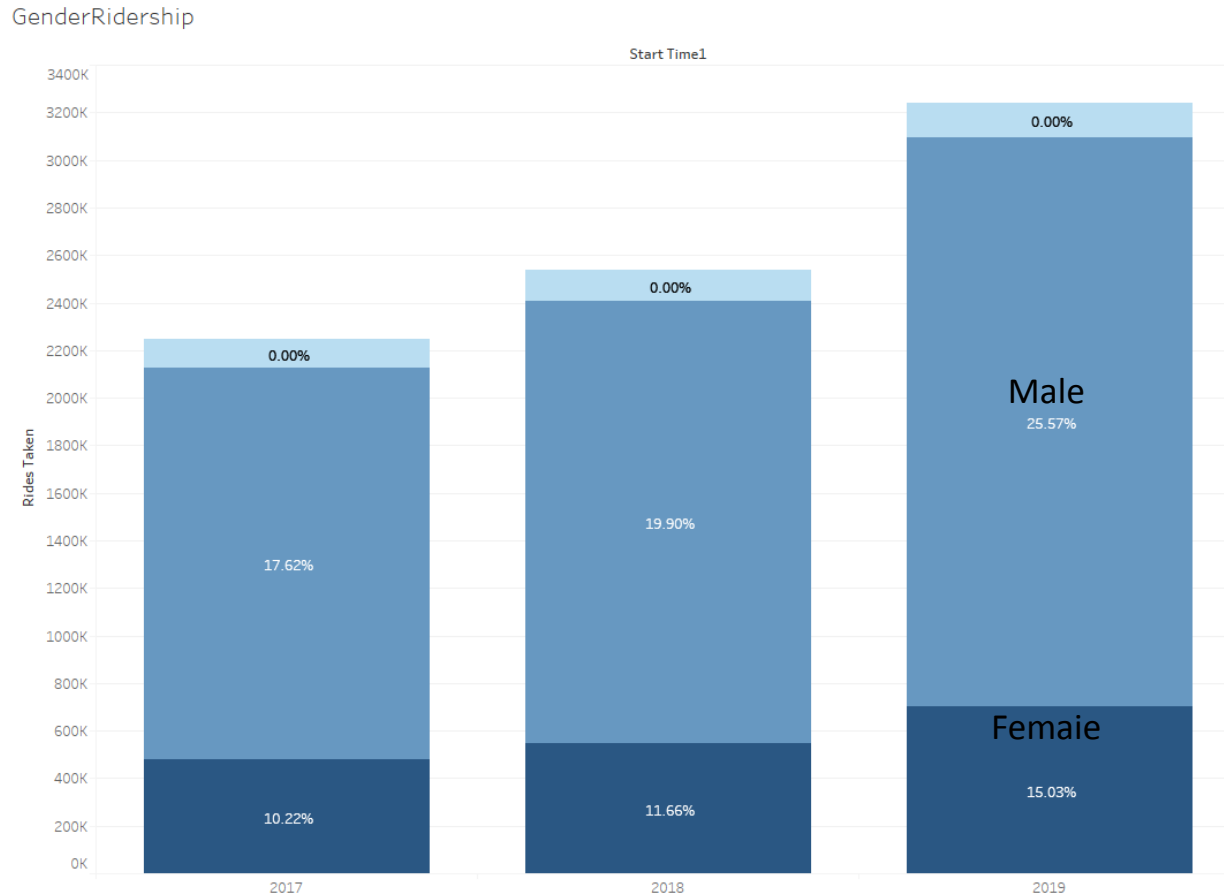
SubscriberRate



- Subscription rides increasing
- % non-subscription
 - Increasing
 - Accelerating
- If subscriptions are important
 - Find a way to encourage customers to subscribe

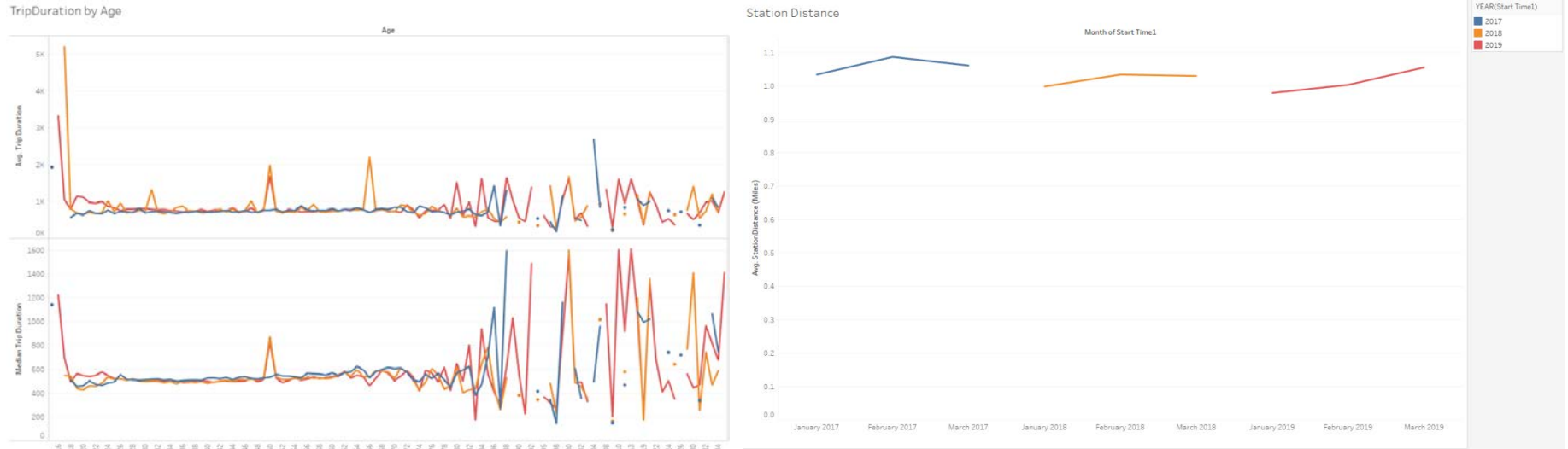


Ridership by Gender



- Female ridership is increasing
- Increase accelerated in 2019

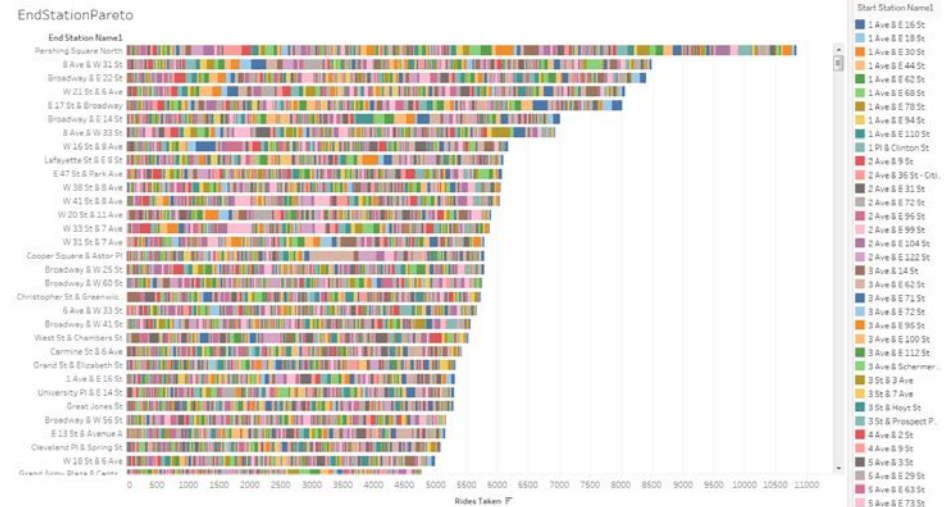
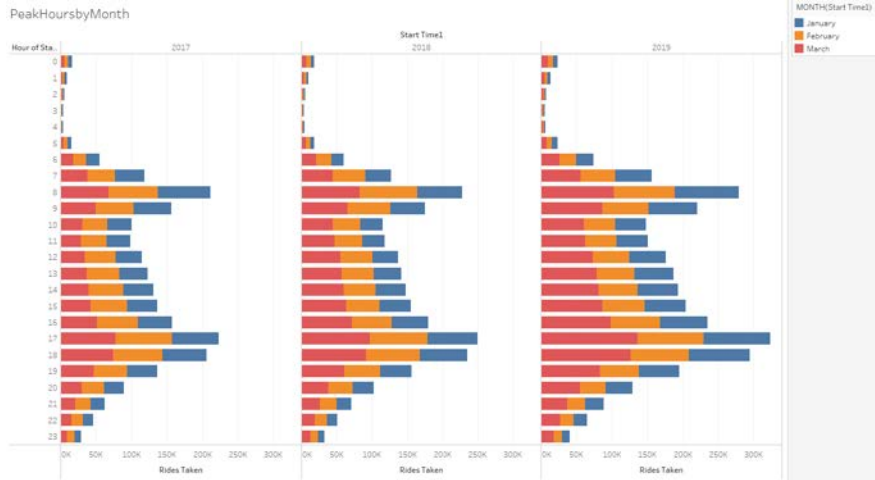
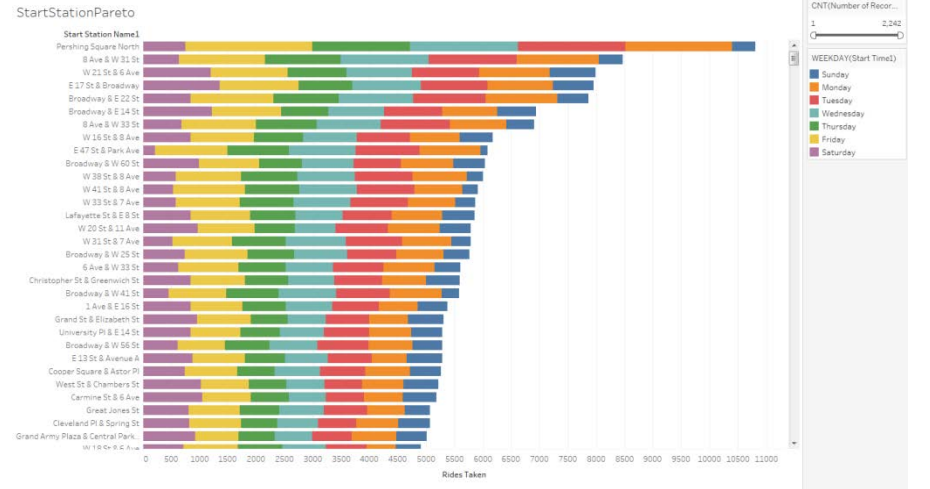
Trip Time & Distance



- Ride time and distance are relatively stable
 - Across people of working age
 - Over the months and years
- Typical ride is around 1 mile

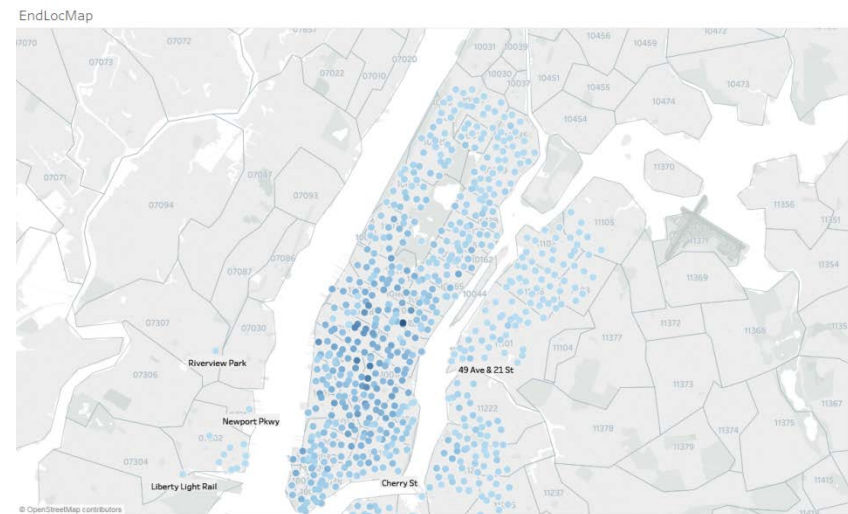
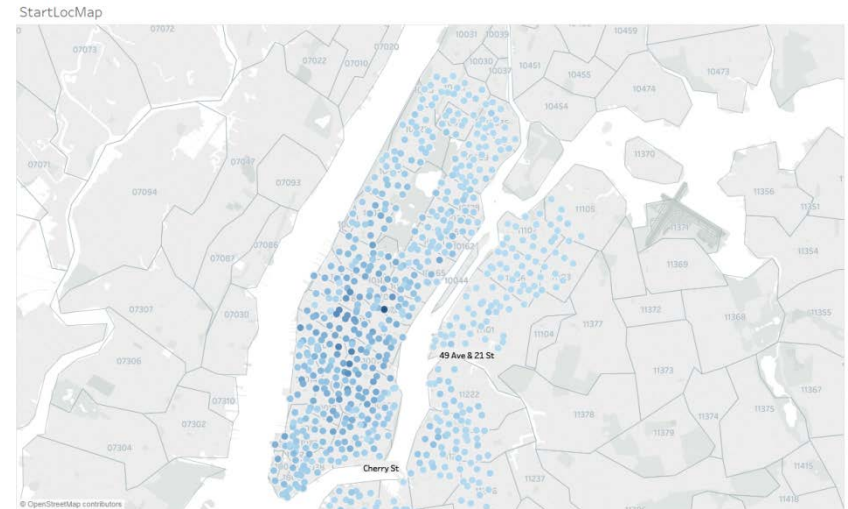
What Drives the Rides?

- Rides peak during rush hour
- Rides peak at business centers
- Rides originate all over the residential parts of the city



Ride Density

- The ride density map shows the same result
- Rides concentrated around business locations
- Rides are primarily driven by commuting



Low Use Stations

- Many stations are low use
- Even low use stations have hundreds of rides/qtr

