





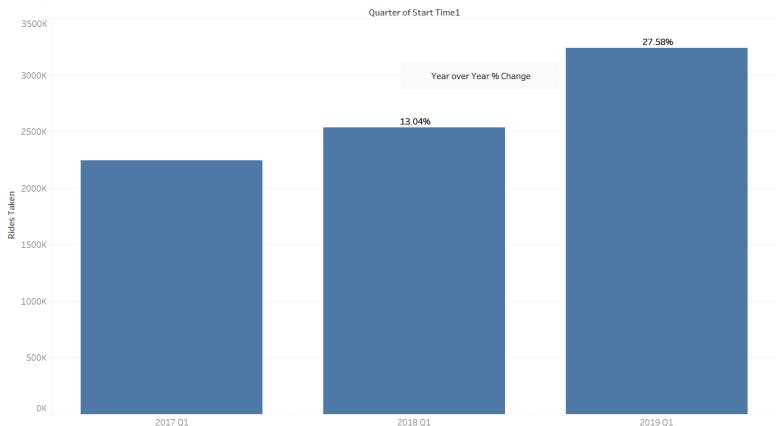
citibike NYC

Year over Year Trends 1Q17 – 1Q19



Ridership





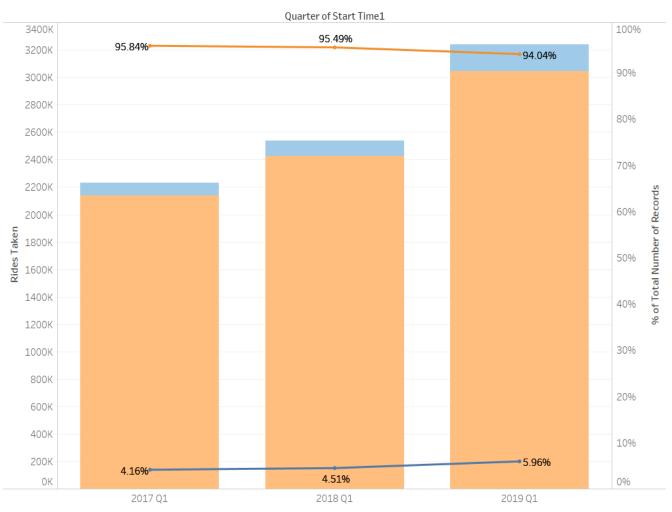
- Ridership trend is up
- Trend accelerating from 2018 to 2019



Subscription Trends

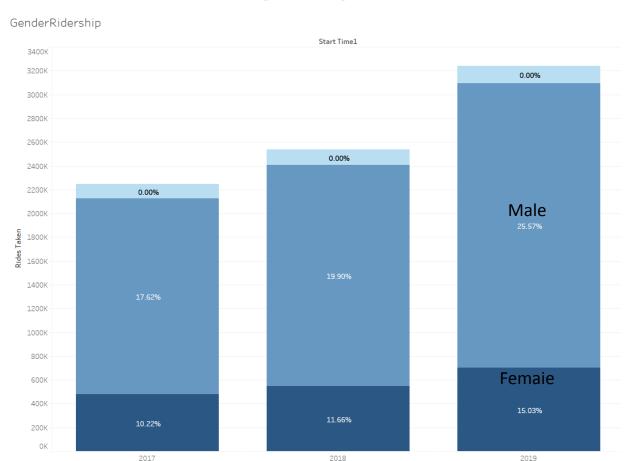
SubscriberRate

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





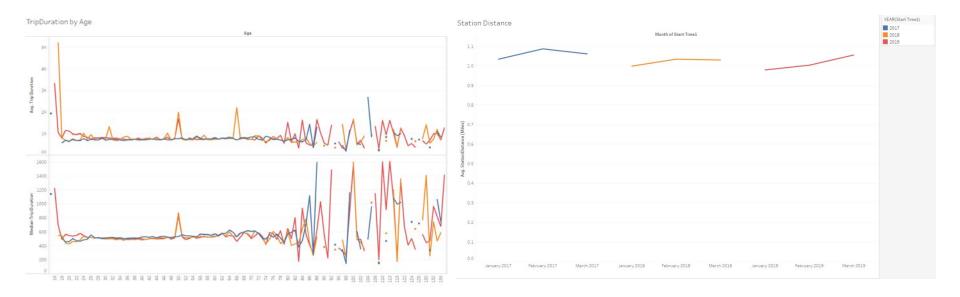
Ridership by Gender



- Female ridership is increasing
- Increase accelerated in 2019



Trip Time & Distance

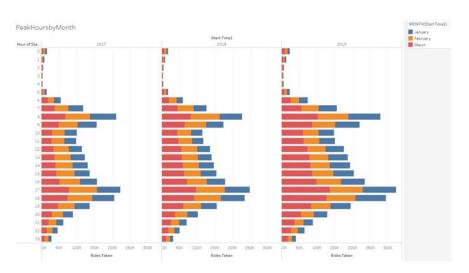


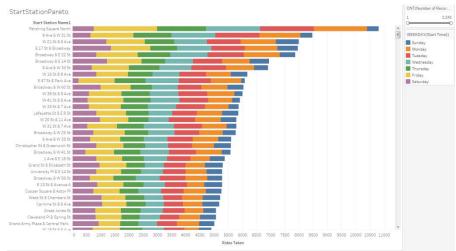
- Ride time and distance are relatively stable
 - Across people of working age
 - Over the months and years
- Typical ride is around 1 mile

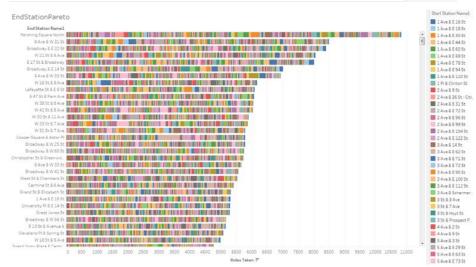


What Drives the Rides?

- 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

StartStationTail

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

Start Station Name1 End Station Name1 58th St Depot Handlebar @ Gowanus Handlebar @ Gowanus 27 Ave & 4 St Railroad Ave & Kay Ave 34 Ave & 13 St NYCBS Depot - GOW Sterling St & Bedford Ave 47 Ave & Skillman Ave 27 Ave & 9 St 27 Ave & 4 St Wolcott St & Dwight St 21 St & 38 Ave Crescent St & 35 Ave 11 St & 35 Ave 28 St & 36 Ave Sullivan PI & Bedford Ave Richards St & Delavan St Henry St & Bay St 2 Ave & 9 St 21 St & 36 Ave Newton Rd & 44 St 34 Ave & 13 St 24 Ave & 29 St Columbia St & Lorraine St Pacific St & Classon Ave Montgomery St & Franklin Ave Lewis Ave & Decatur St Pioneer St & Richards St 28 Ave & 44 St 40 Ave & Crescent St Throop Ave & Myrtle Ave Sterling St & Bedford Ave Rogers Ave & Sterling St Carroll St & Franklin Ave Union Ave & Wallabout St 21 St & Hoyt Ave S McKibbin St & Manhattan .. 27 Ave & 9 St 28 St & 38 Ave Vernon Blvd & 41 Rd Ditmars Blvd & 19 St 23 Ave & 27 St Nostrand Ave & Myrtle Ave Wolcott St & Dwight St Marcus Garvey Blvd & Ma.. 48 Ave & 30 PI Vernon Blvd & 10 St Dwight St & Van Dyke St Newtown Ave & 23 St 39 St & 2 Ave - Citi Bike HO at Ind.. E 115 St & Madison Ave 40 Ave & 9 St E 128 St & Madison Ave Clinton St & Centre St 31 Ave & 14 St E 97 St & 3 Ave 28 Ave & 35 St Henry St & W 9 St 31 Ave & Steinway St Crescent St & Ditmars Blvd E 118 St & Dark Ava W 129 St & Convent Ave

0

500 1

EndStationTail

WEEKDAY(Start Time1)

Sunday

Monday

Tuesday

Wednesday

Thursday
Friday
Saturday

