

Summary

On average, there were 53,936 rides per day in the second half (H2) of 2018, with a total of 9,924,203 trips. There were 795 active stations with 14,740 bikes in the fleet at the end of the year.

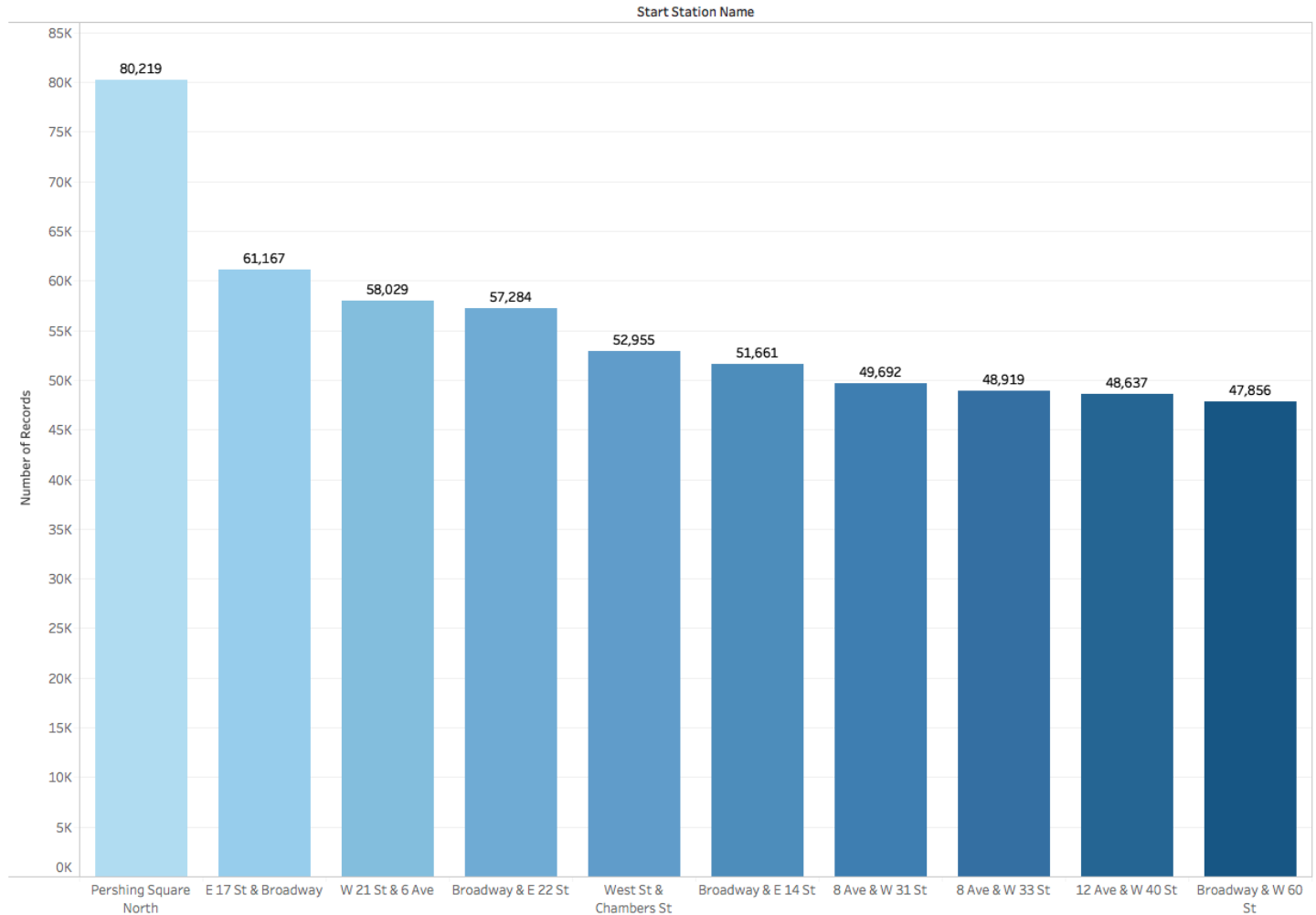
The average trip lasted 16 minutes. Annual members completed the majority of trips, recording 8,755,410 trips, compared to 1,168,793 trips by casual customers. Nevertheless, casual members had significantly longer average trip durations. Trip numbers were generally higher on weekdays, but weekends were more popular among casual customers. Additionally, rides were on average one minute longer on weekends. Ridership is generally higher amongst men; however, women have trips that are two minutes longer on average. The average age of our riders is 40 years old, but the majority of our riders (32%) are in their 30s.

The most popular origins and destinations continue to be stations near large transit and tourist hubs, including the stations near Central Park, The Empire State Building, Penn Station, Pershing Square, Madison Square Garden and the area around Union Square. As has been the pattern, the least frequented destination stations are in Harlem, Queens, and Brooklyn. As has traditionally occurred in the past, ridership decreased in the winter months by nearly 50%, as did trip duration.

The gender distribution for H2 started with 24% of the riding population identifying as female, however, by December that number dropped to 22%. As the population of women in NY is around 52% we should work harder to increase our female ridership. We also see a strong relationship between locations of high station usage and household income. We need to assess why ridership is lower in these areas and improve our services in low income areas. Lastly, there is also a relationship between locations of high station usage and Median Age. Areas with lower median ages have lower station usage than areas of higher median age.

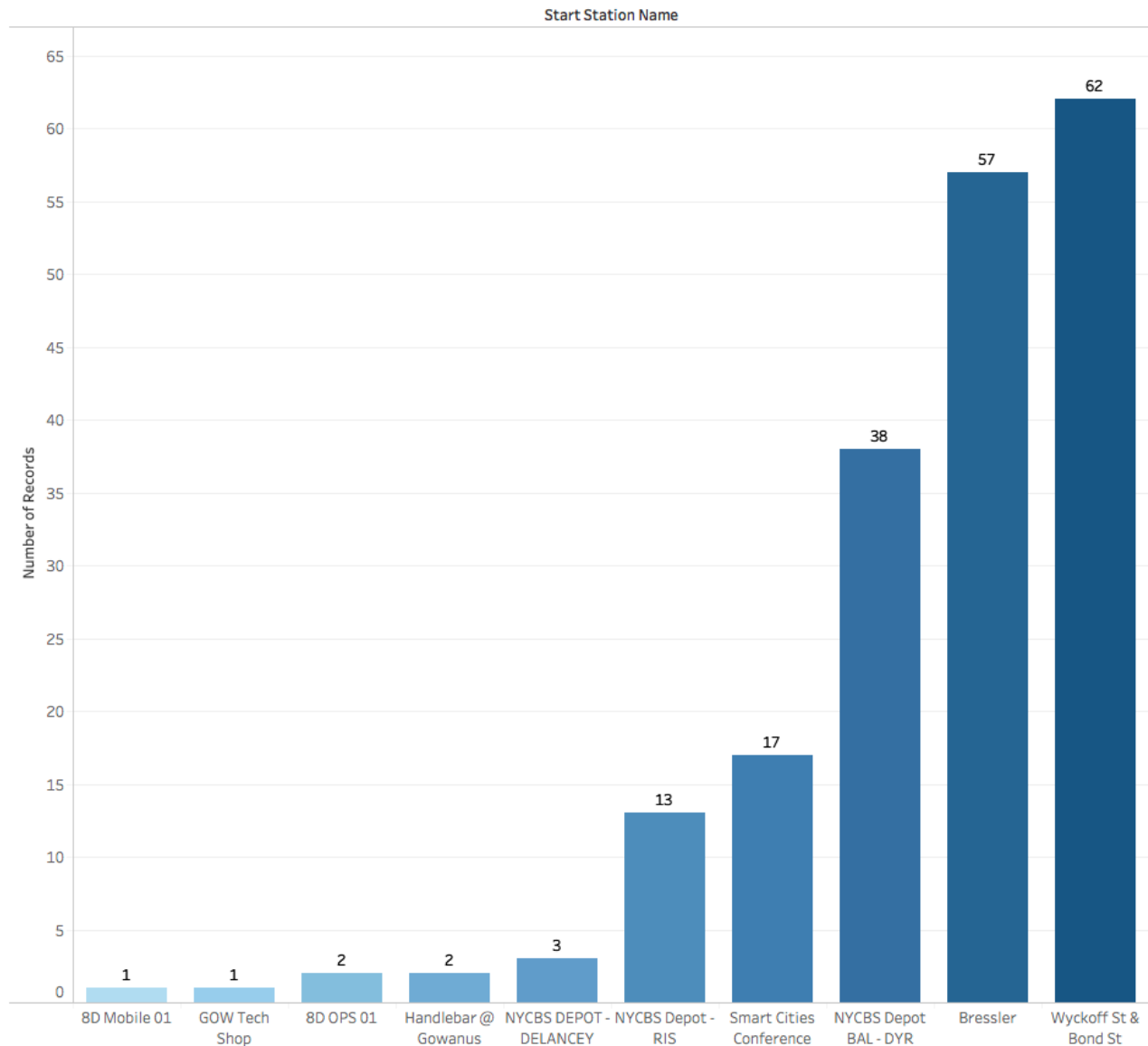
Top 10 Start Stations

Top 10 Stations - Start



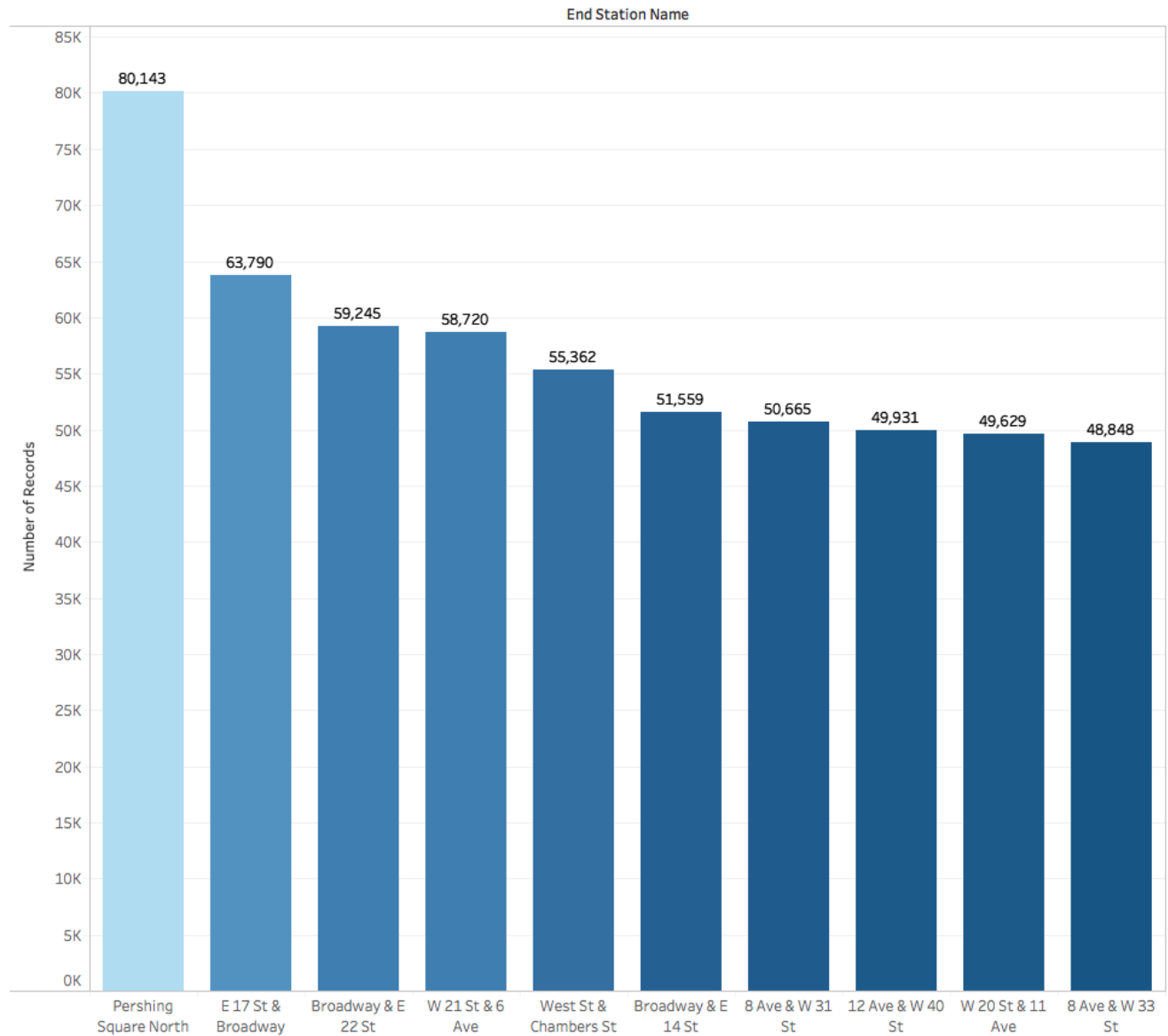
Bottom 10 Start Stations

Bottom 10 Stations - Start



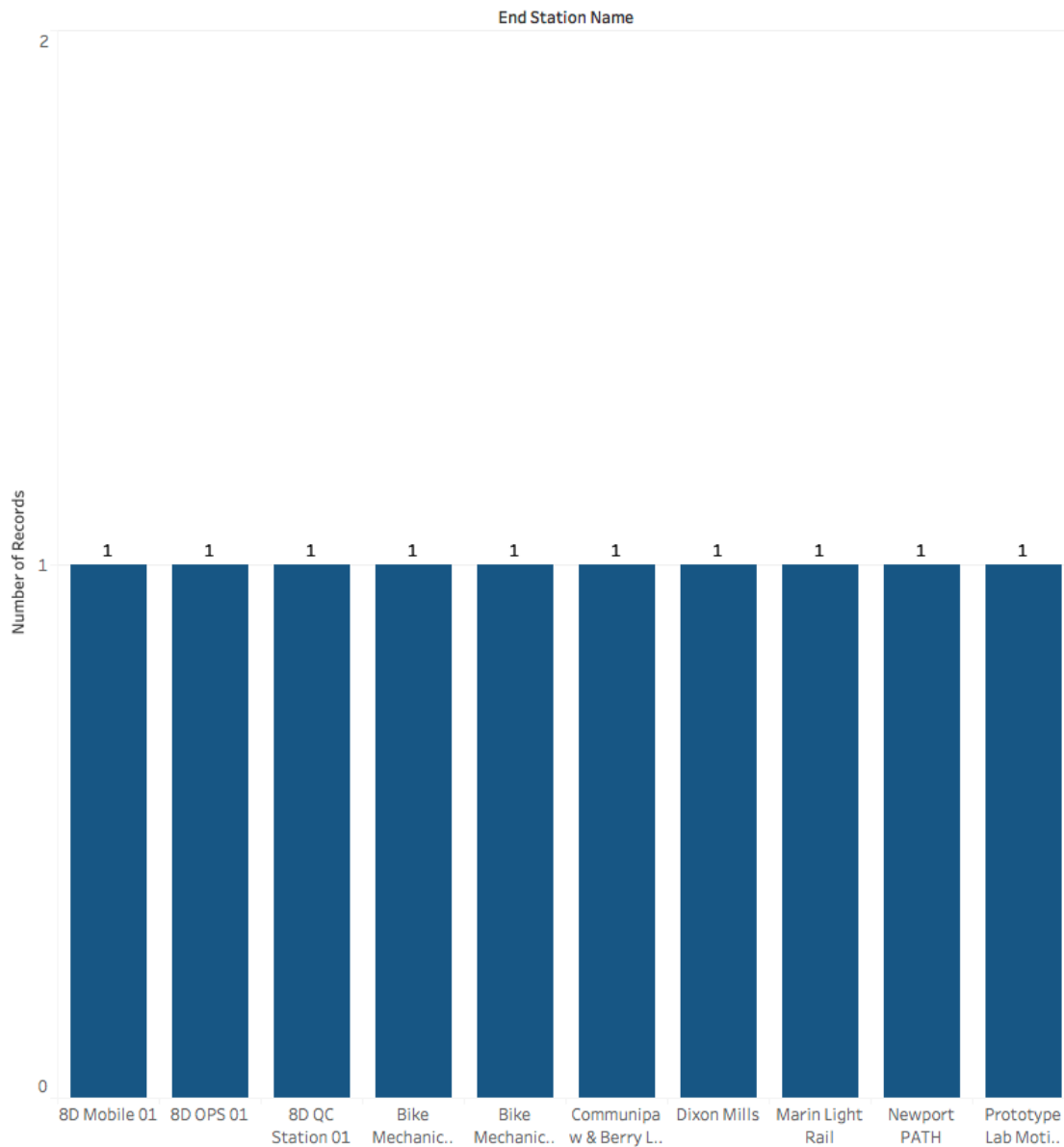
Top 10 End Stations

Top 10 Stations - End

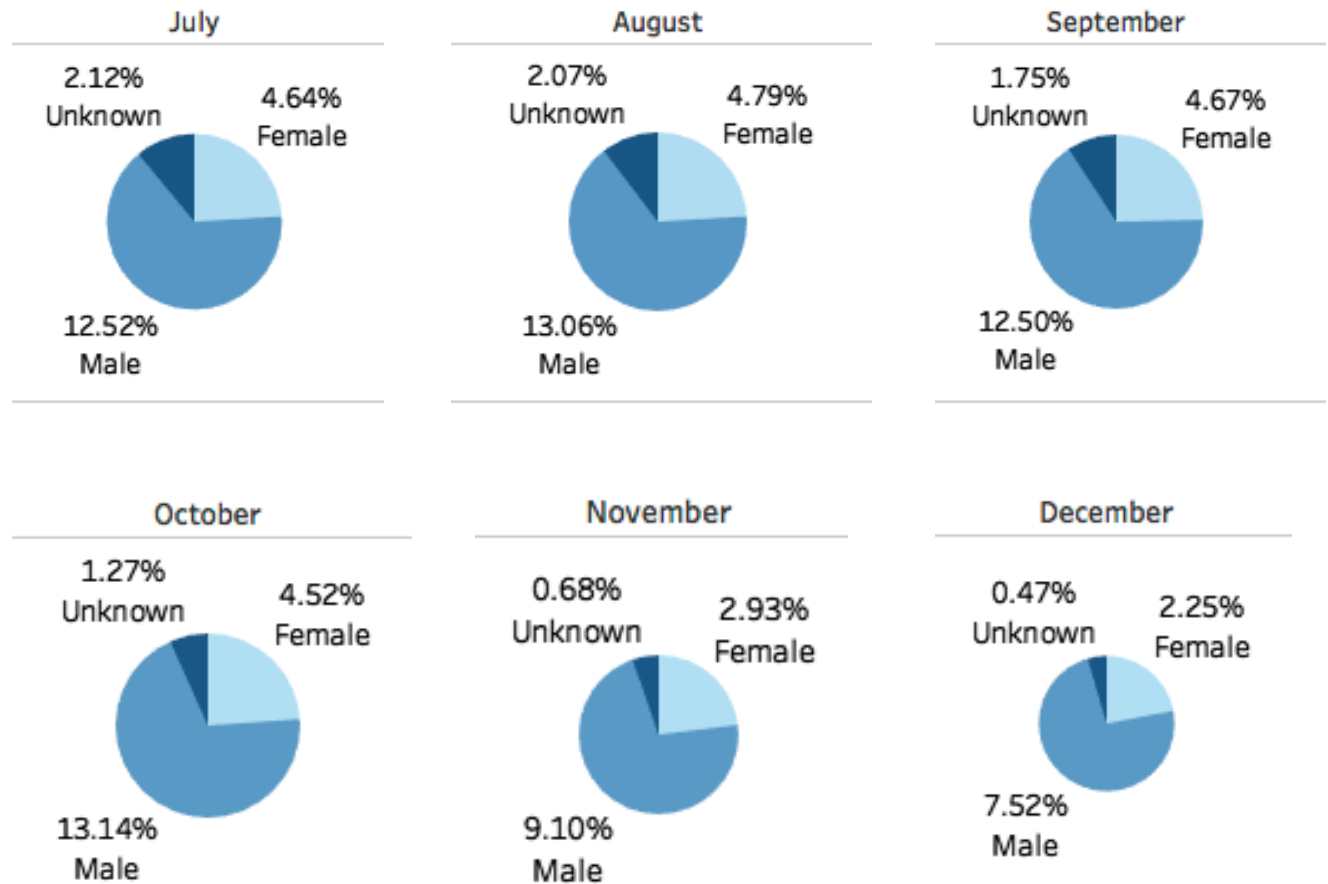


Bottom 10 End Stations

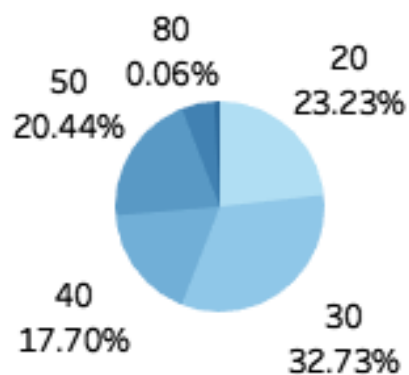
Bottom 10 Stations - End



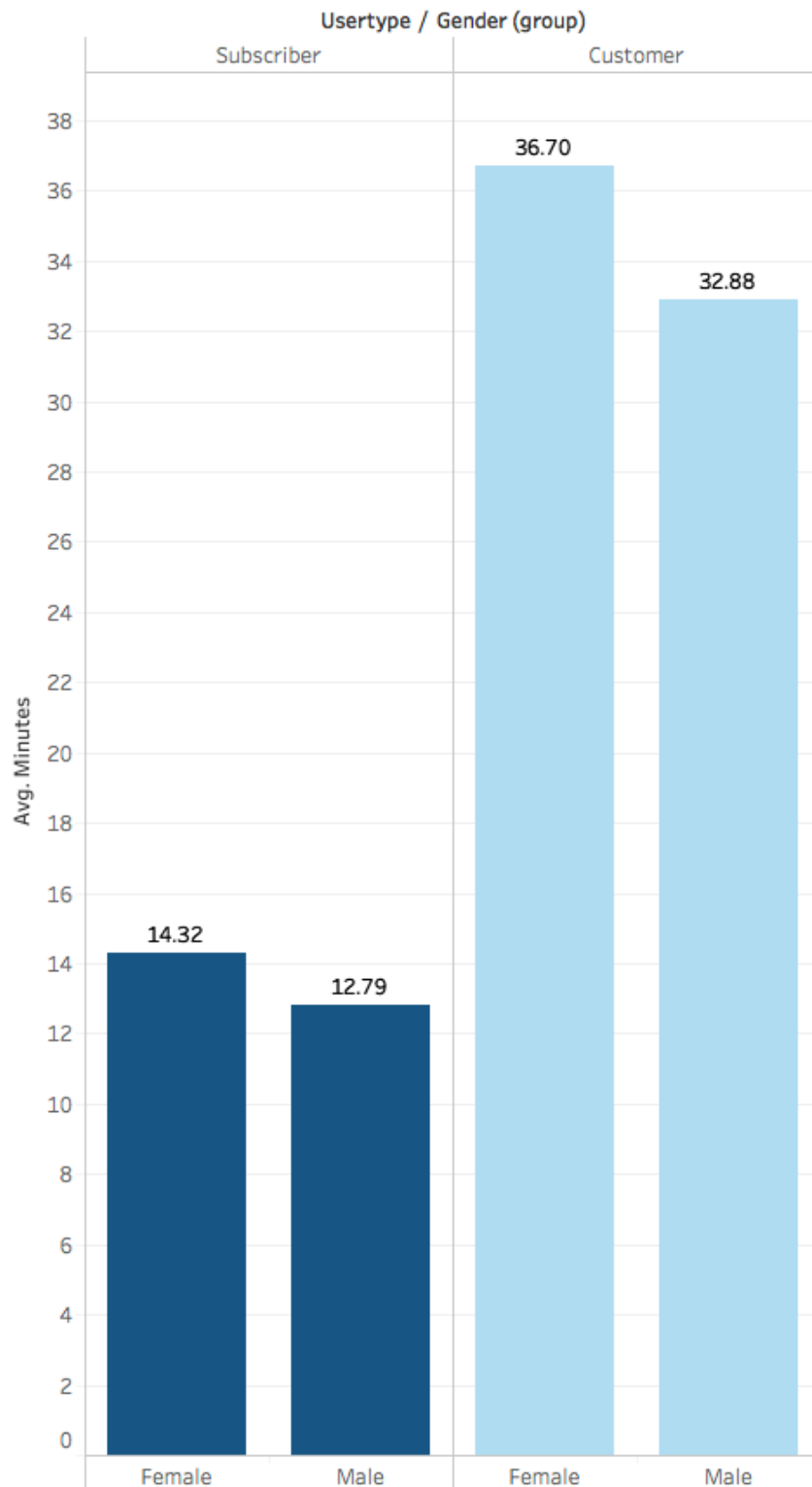
Monthly Ridership by Gender



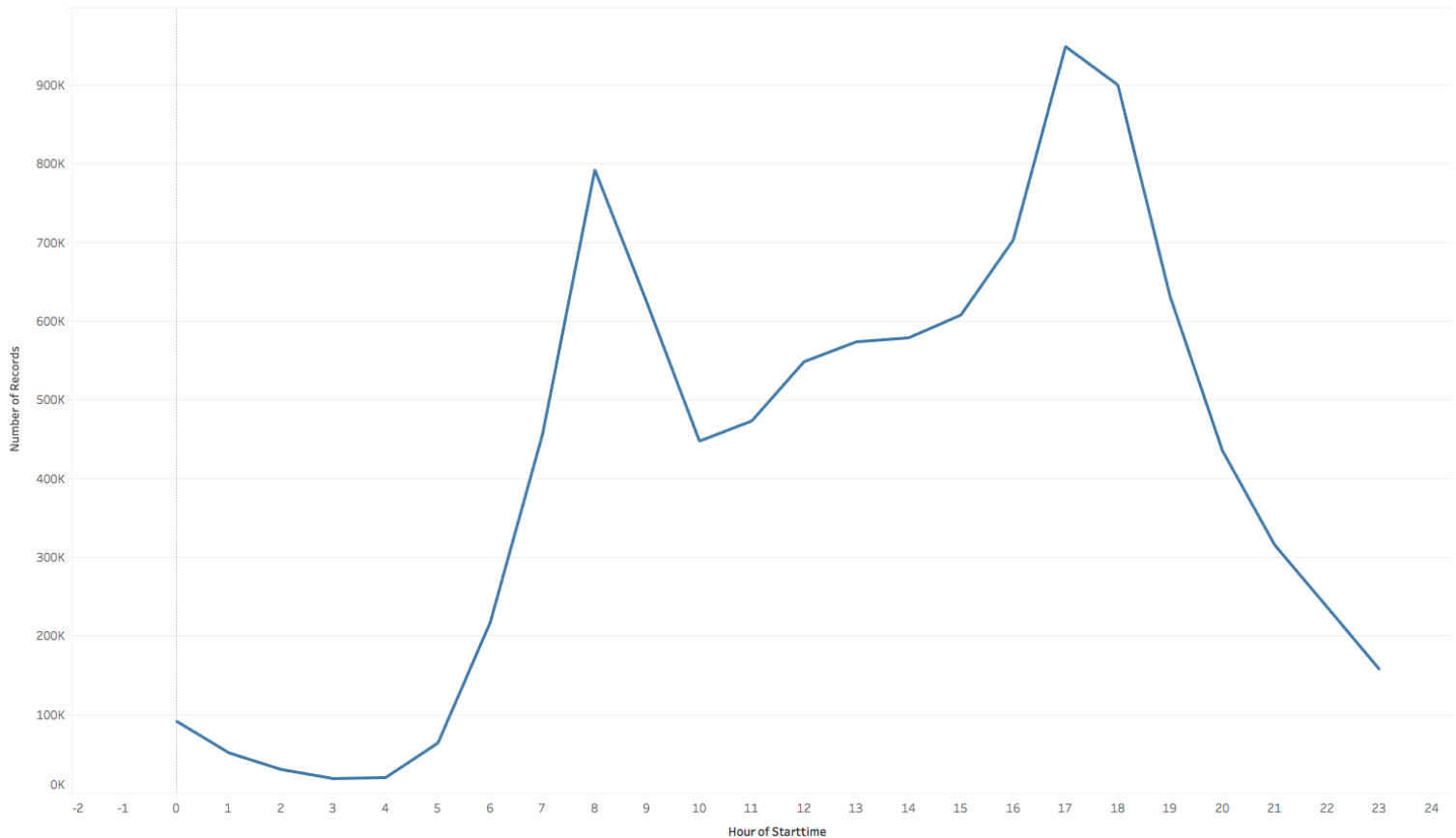
Age Distribution



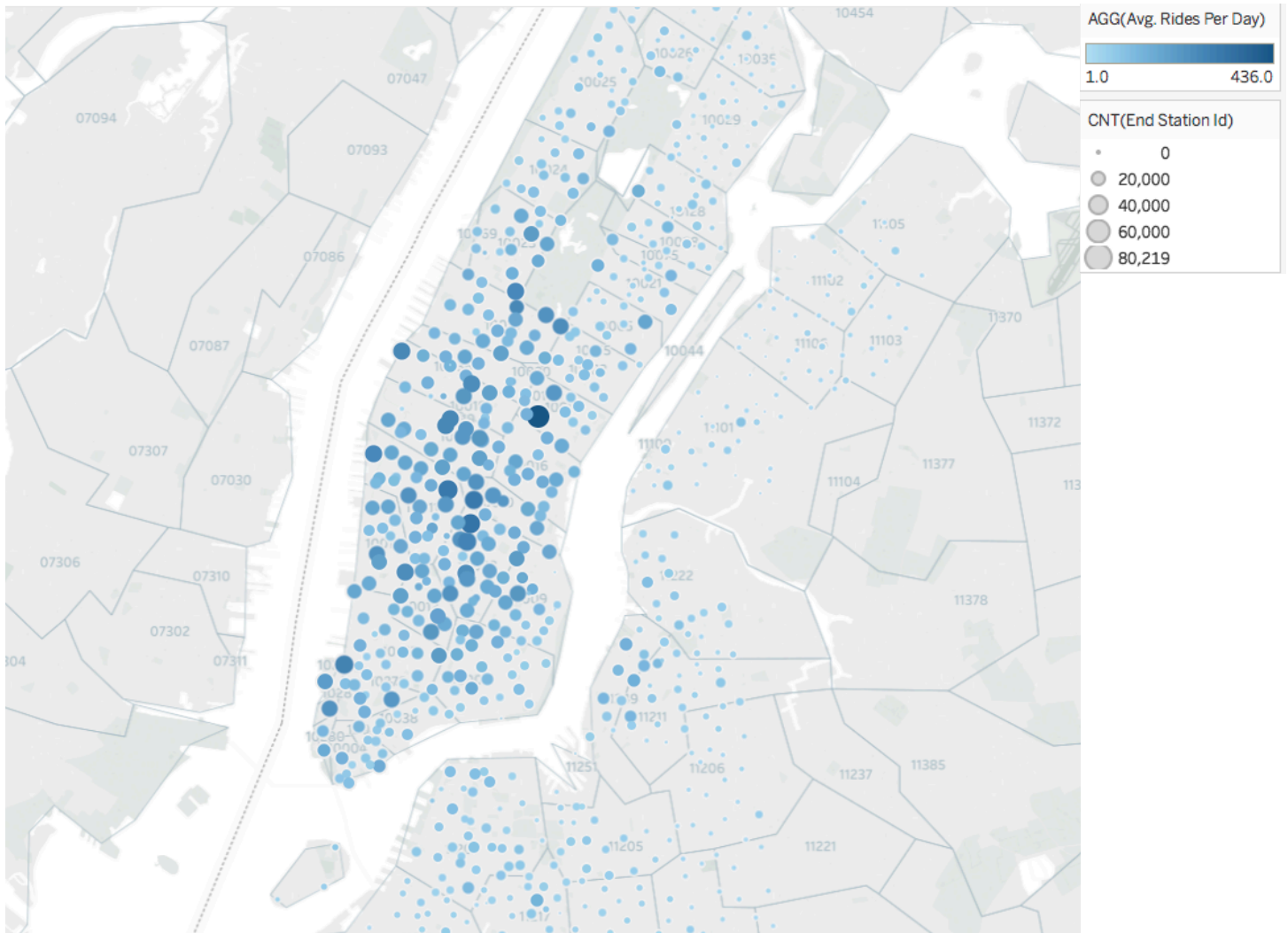
Trip Duration by User Type & Gender



Trips by Hour of Day

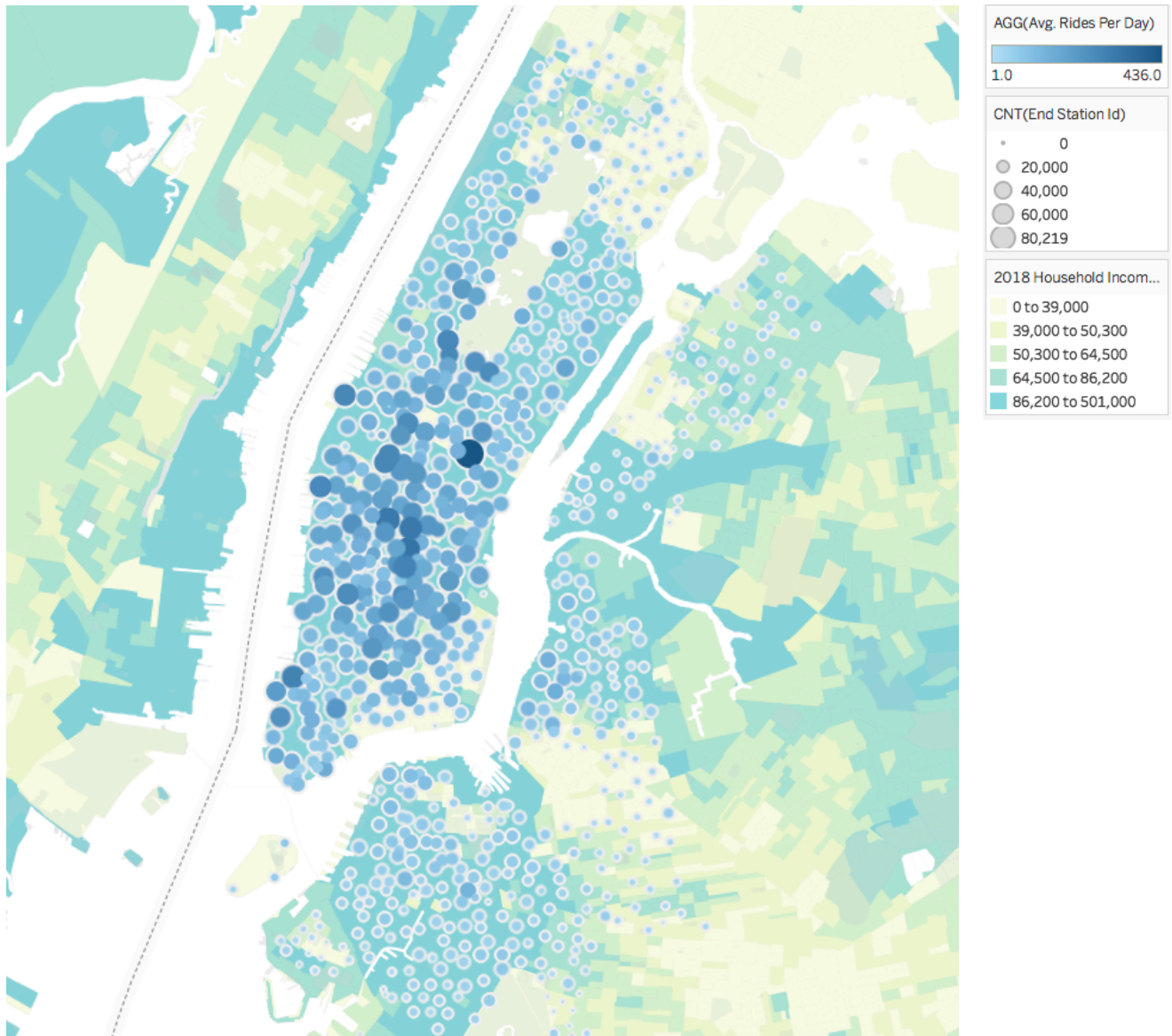


Map of Stations by Zipcode

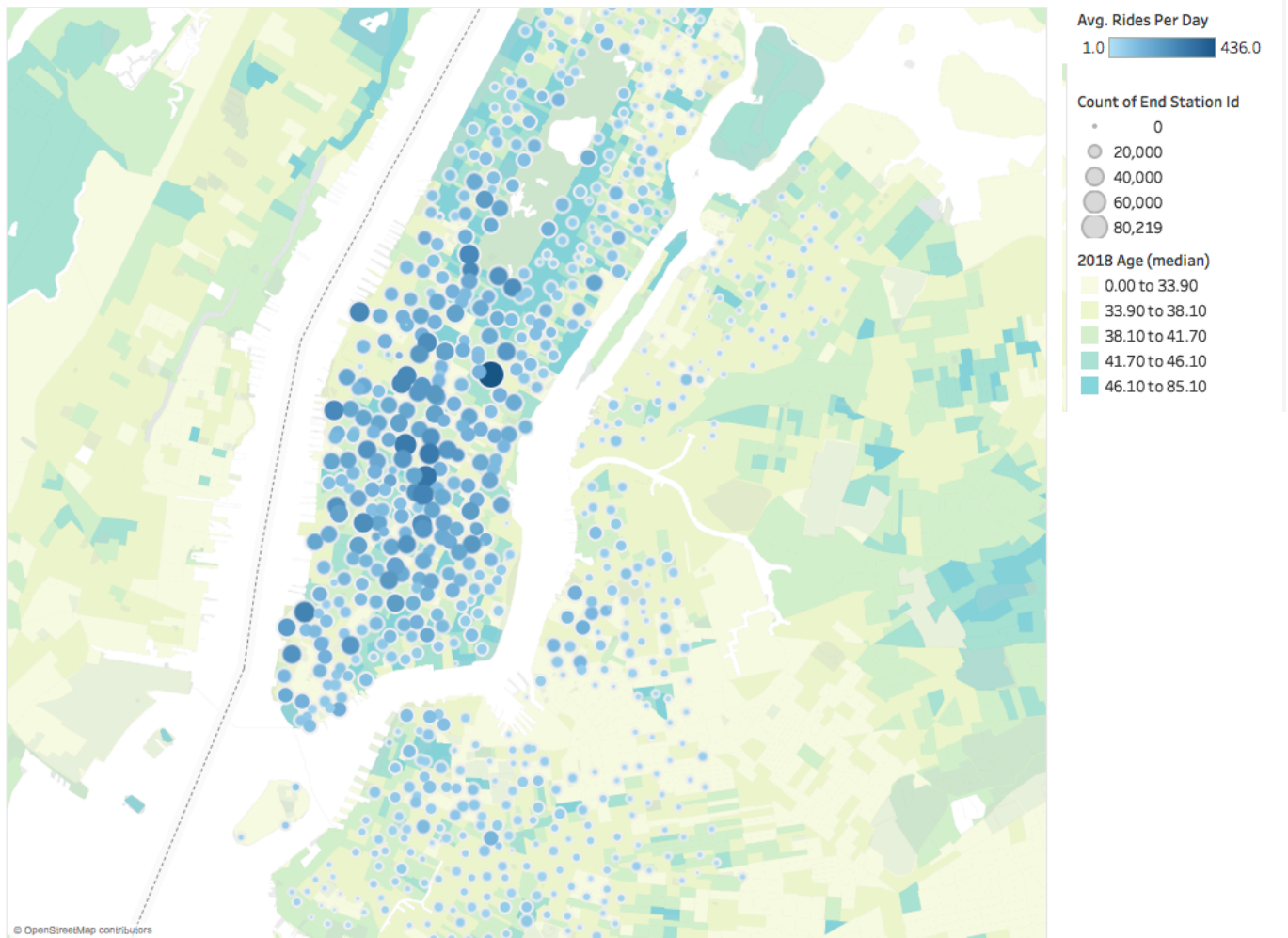


The Citi Bike program is operated by NYC Bike Share, LLC, a subsidiary of Lyft, Inc.

Map of Stations by Household Income



Map of Stations by Median Age



Trip Data Comparison July – Dec 2018

