



CitiBike Proposal

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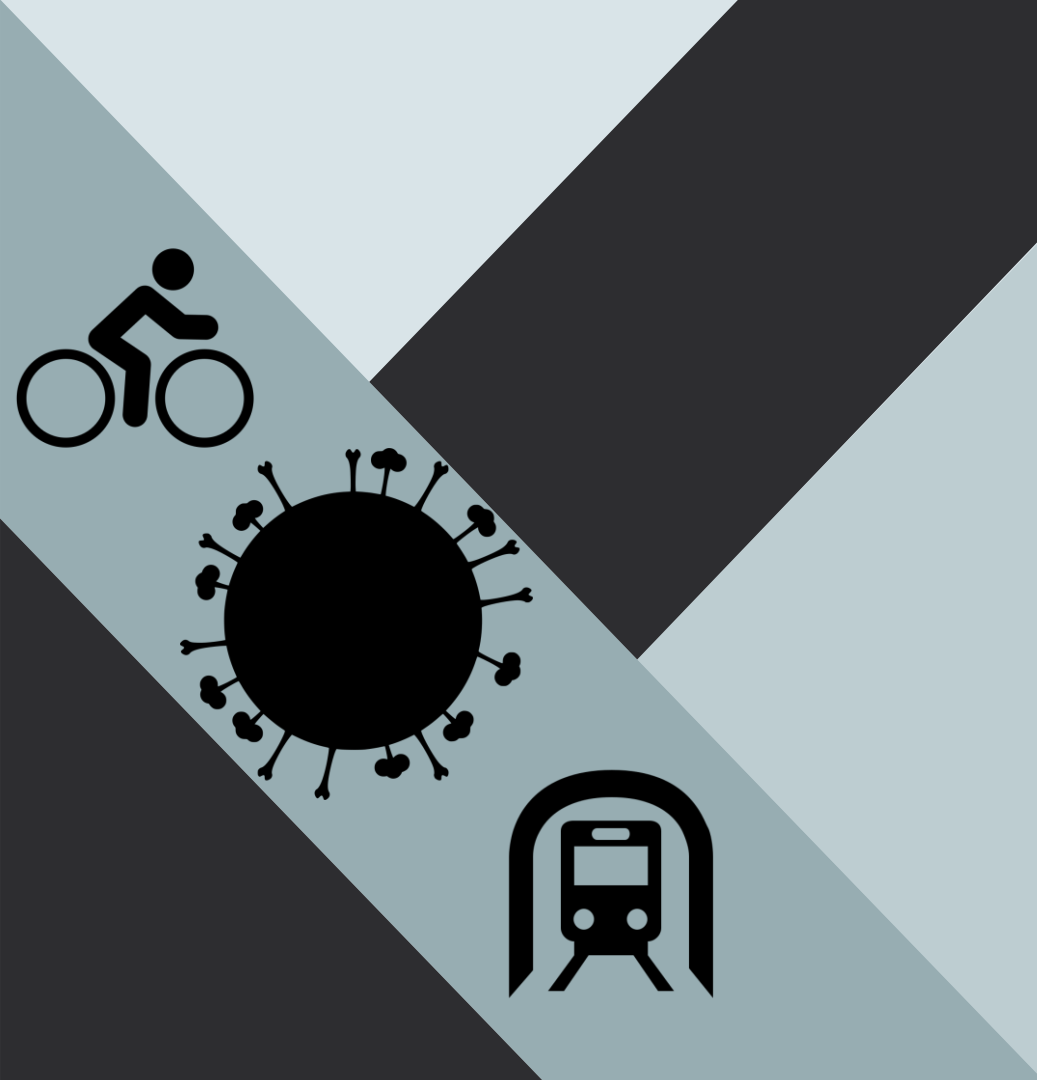
Extras



01

Introduction

Our Motivations



Motivations

- **Investigate the level of disruption in the NYC public transportation industry during the COVID-19 crisis**
- **Compare the relative levels of decline in demand experienced by MTA & CitiBike**
- **Provide recommendations for CitiBike**

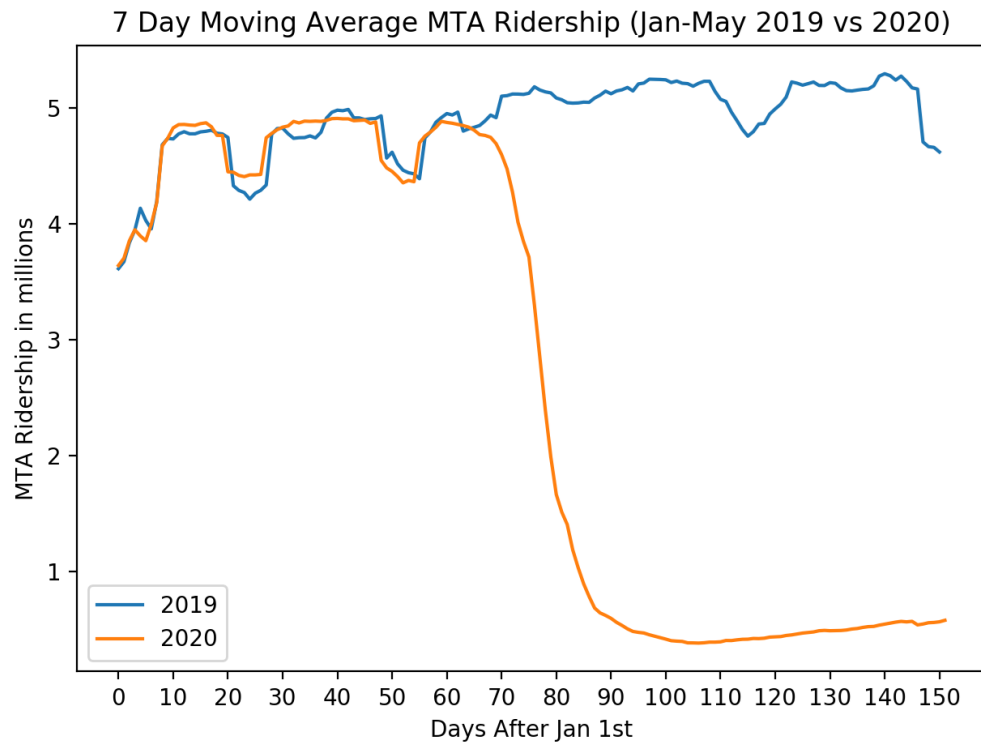


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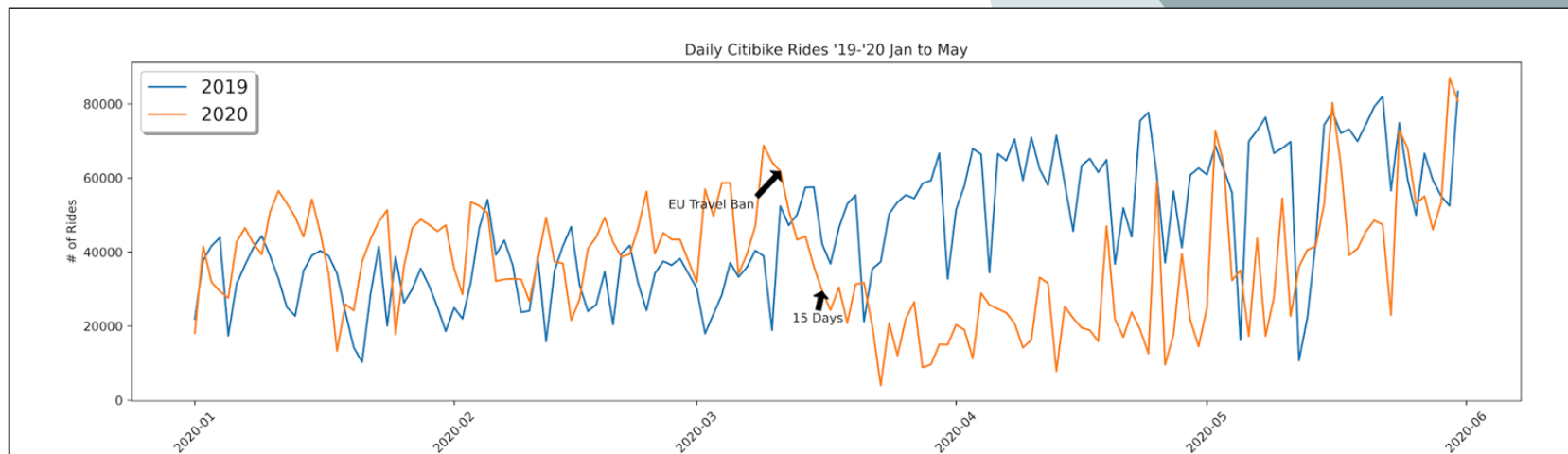
Analysis

COVID-19's effect on CitiBike and MTA

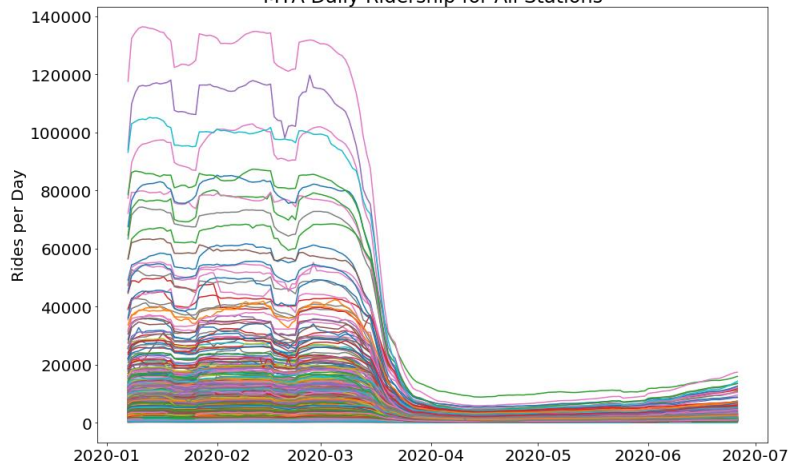
Effects of COVID-19 on MTA Ridership



Effects of COVID-19 on CitiBike Ridership

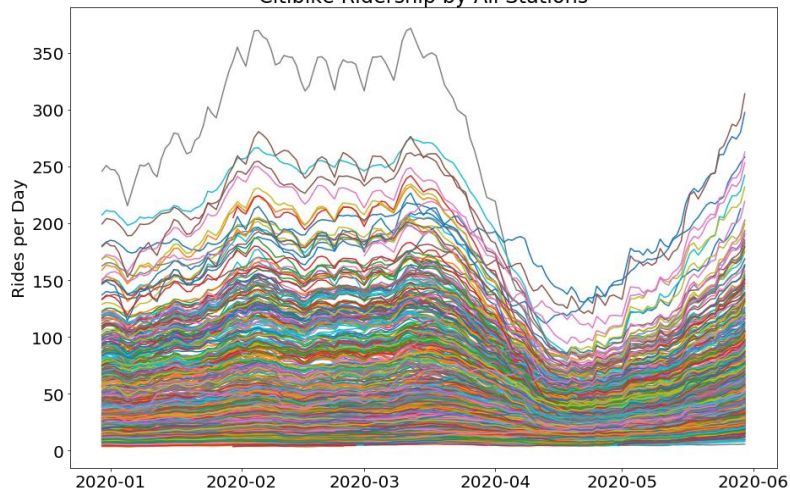


MTA Daily Ridership for All Stations

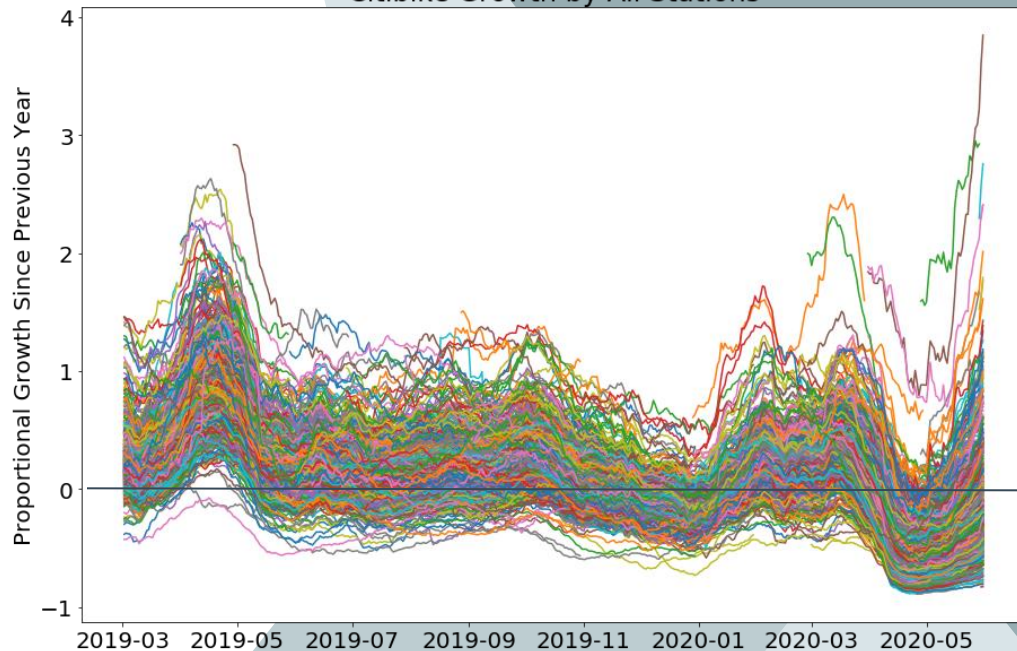


- **Dramatic, sustained reduction in MTA ridership**
- **Gentler, and short-lived reduction in Citibike ridership**
- **Citibike rapidly growing into the summer**

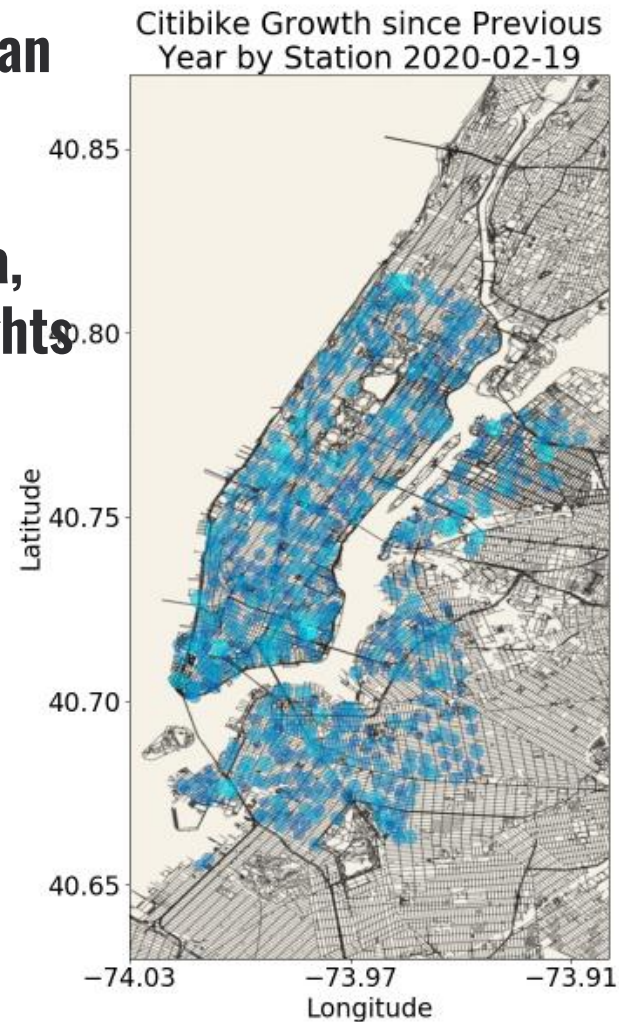
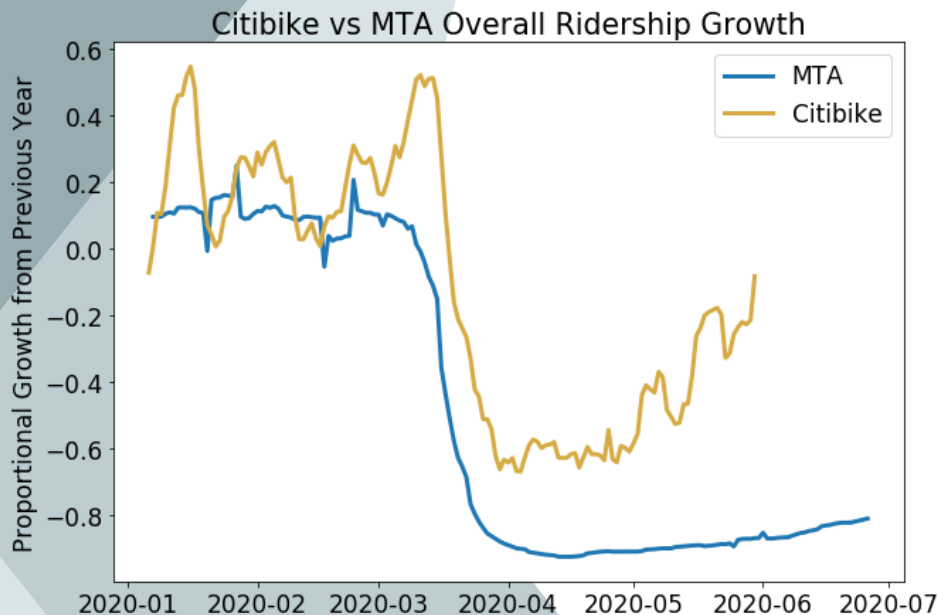
Citibike Ridership by All Stations



Citibike Growth by All Stations



- **Overall Citibike recovery much faster than MTA**
- **Particular post-COVID growth in Chelsea, the Garment District, and Brooklyn Heights**





03

Solutions

How CitiBike can respond to COVID-19



**IDENTIFY MOST
AFFECTED MTAs**



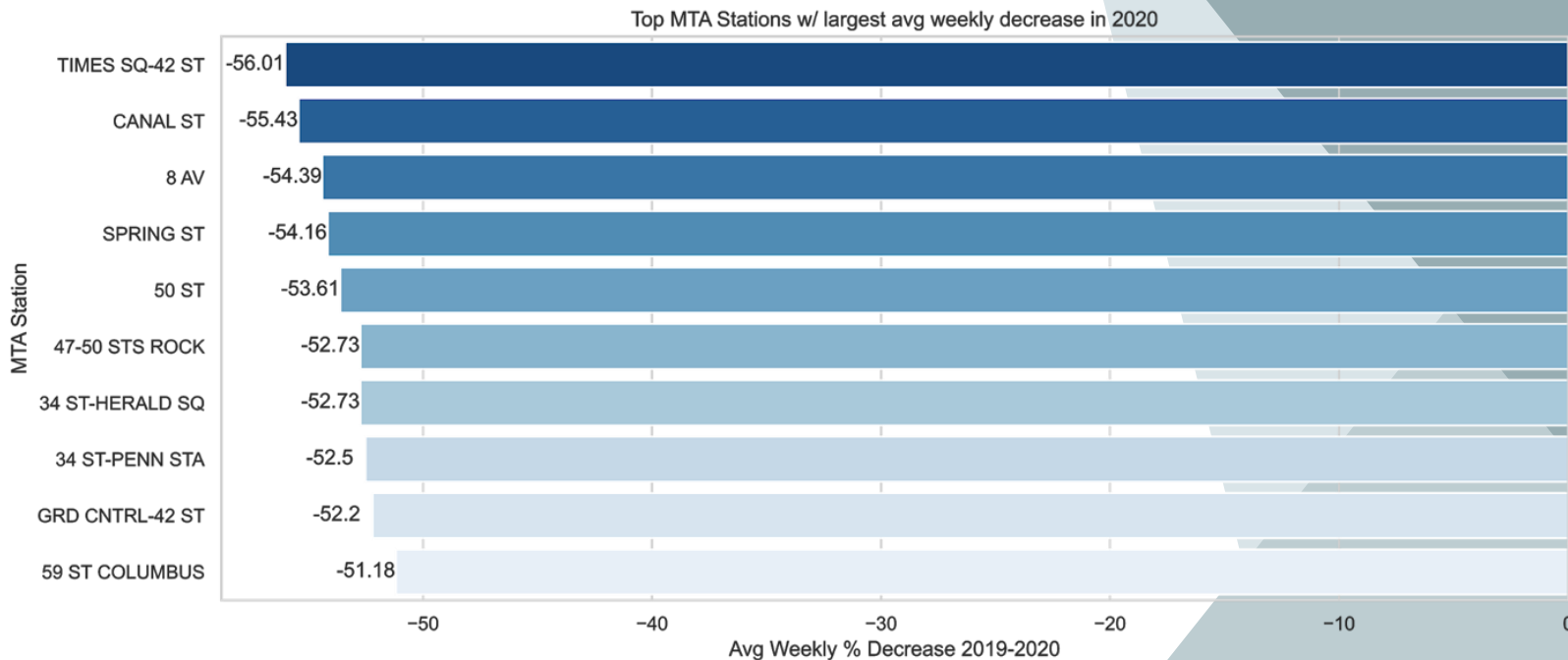
**FIND CLOSEST
BIKE STATIONS**

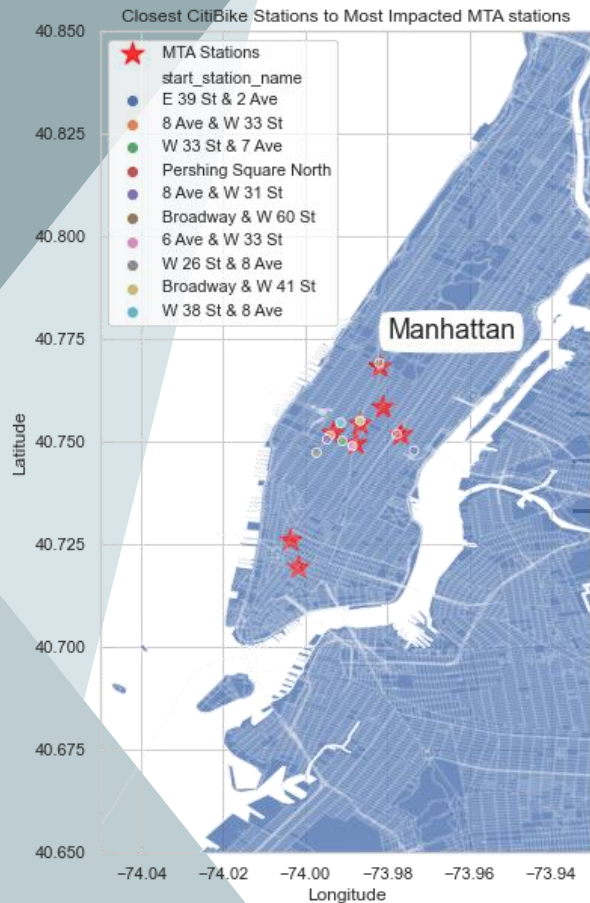


**IMPLEMENT
CUSTOMER
PROMOS AT BIKE
STATIONS**

**three steps to
take**

Top MTA Stations with the largest avg weekly % decrease in 2020





CitiBike Stations closest to most impacted MTA stations

E 39 St & Ave

8 Ave & W 33 St

Pershing Square North

Broadway & W 60 St

04

Future Work Ideas

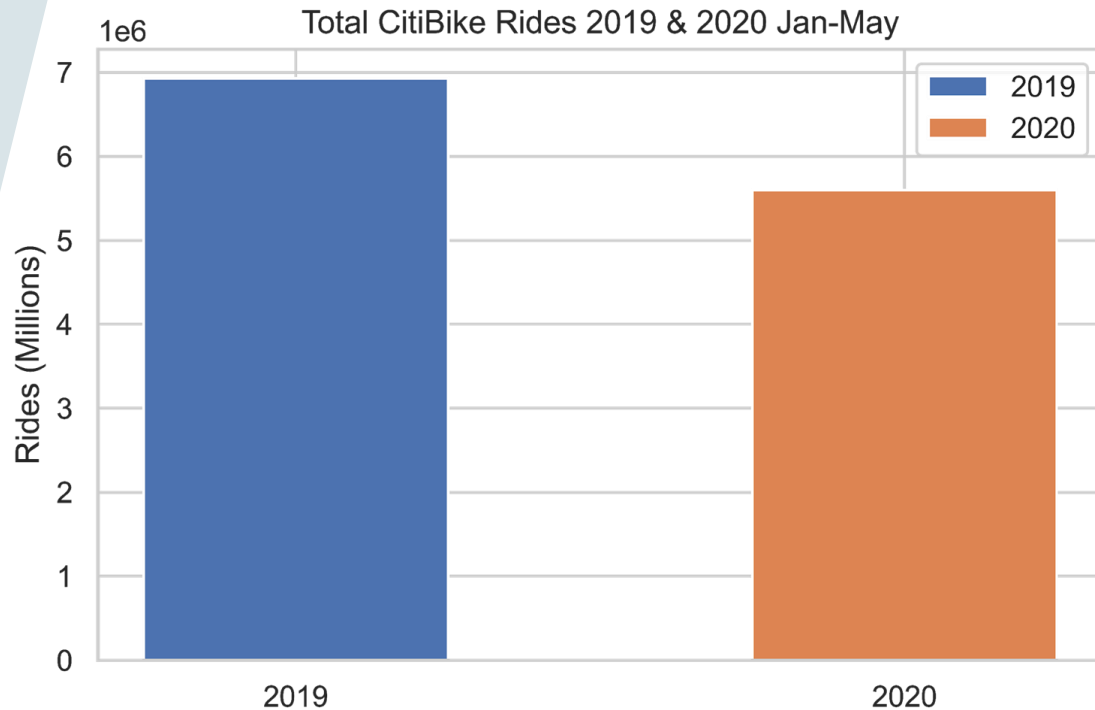
- Incorporate tourism data
- Consider direction of Citibike trips
- Incorporate new ridership data as it becomes available



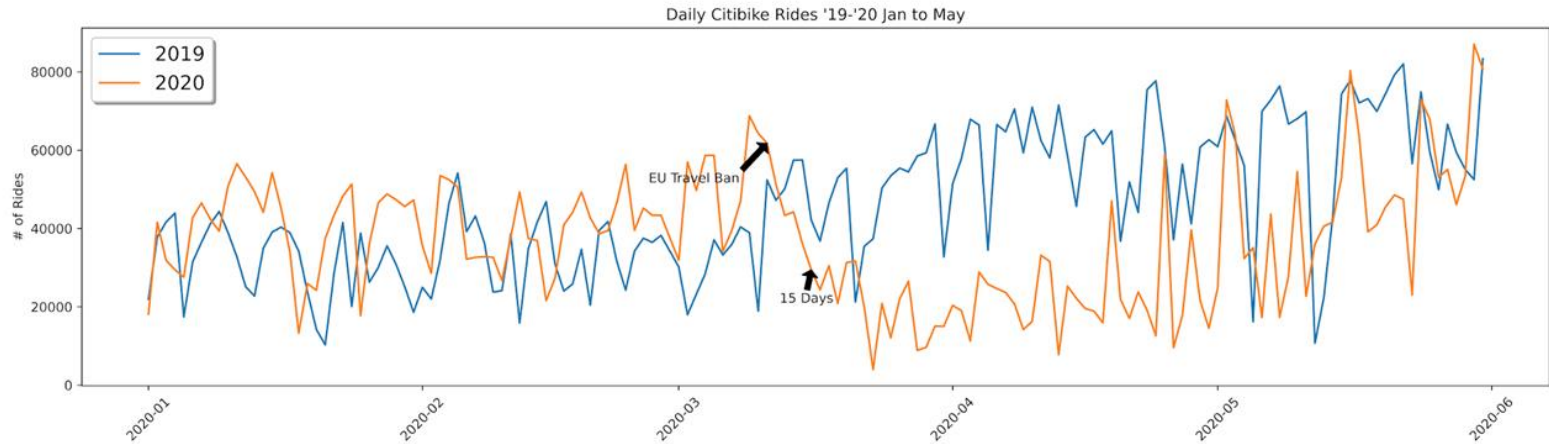
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Appendix

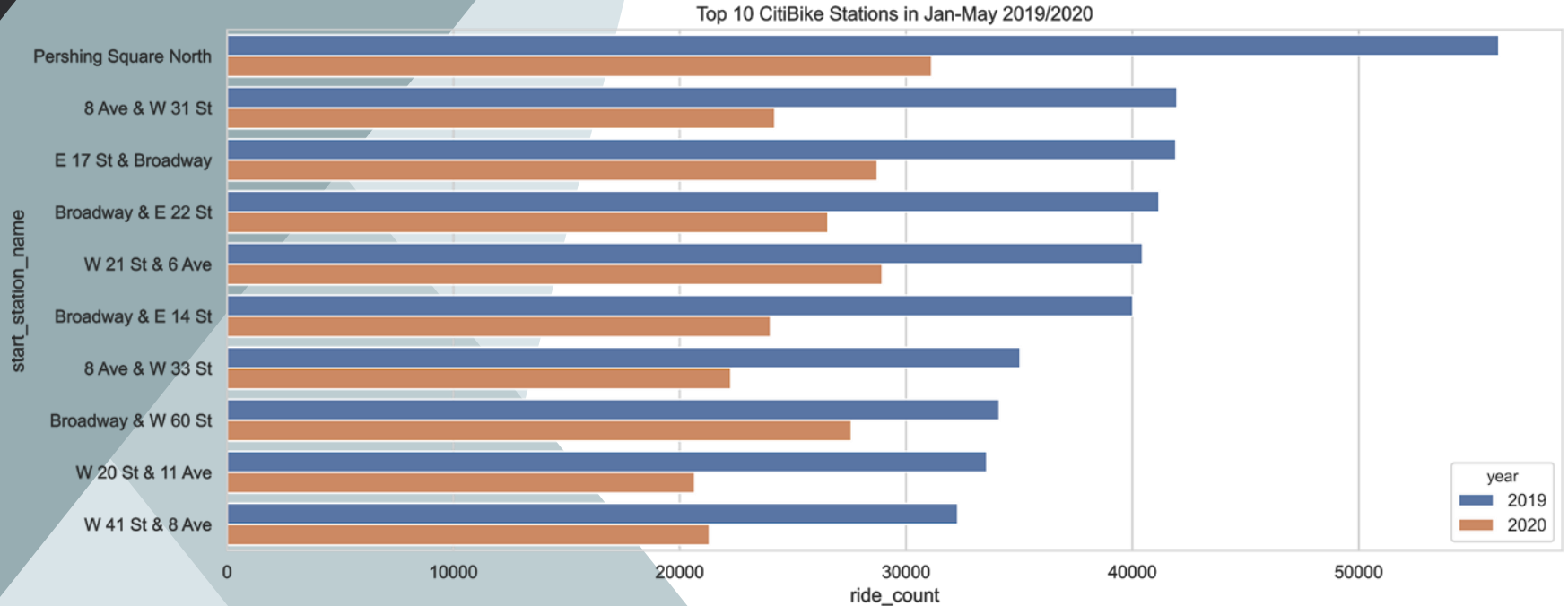
Total CitiBike Rides 2019 / 2020 Jan-May(millions)



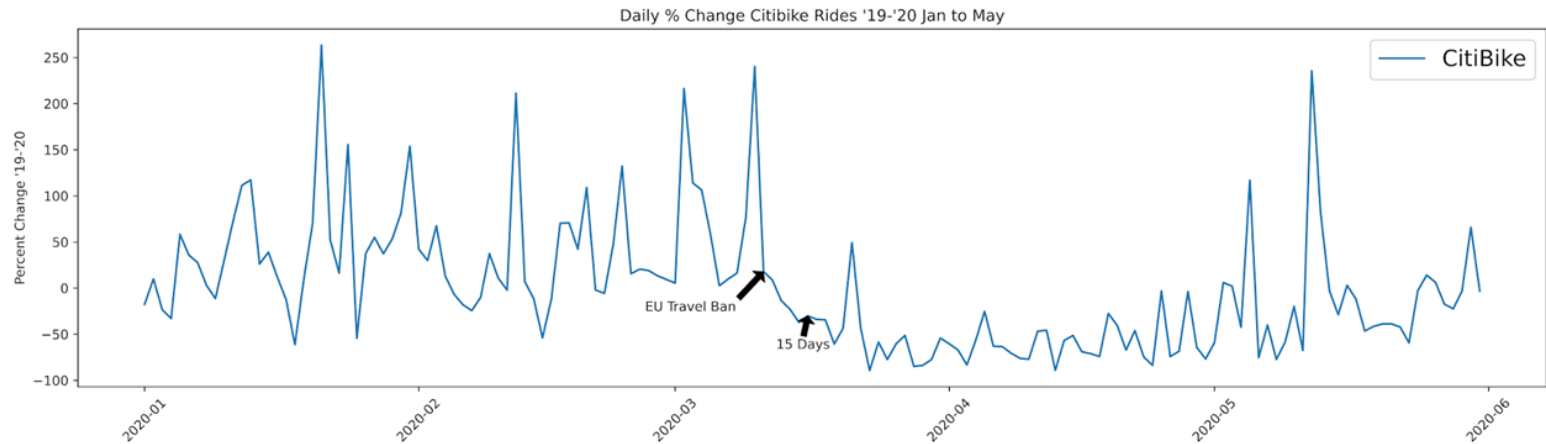
Total Daily CitiBike Rides 2019 / 2020 Jan-May



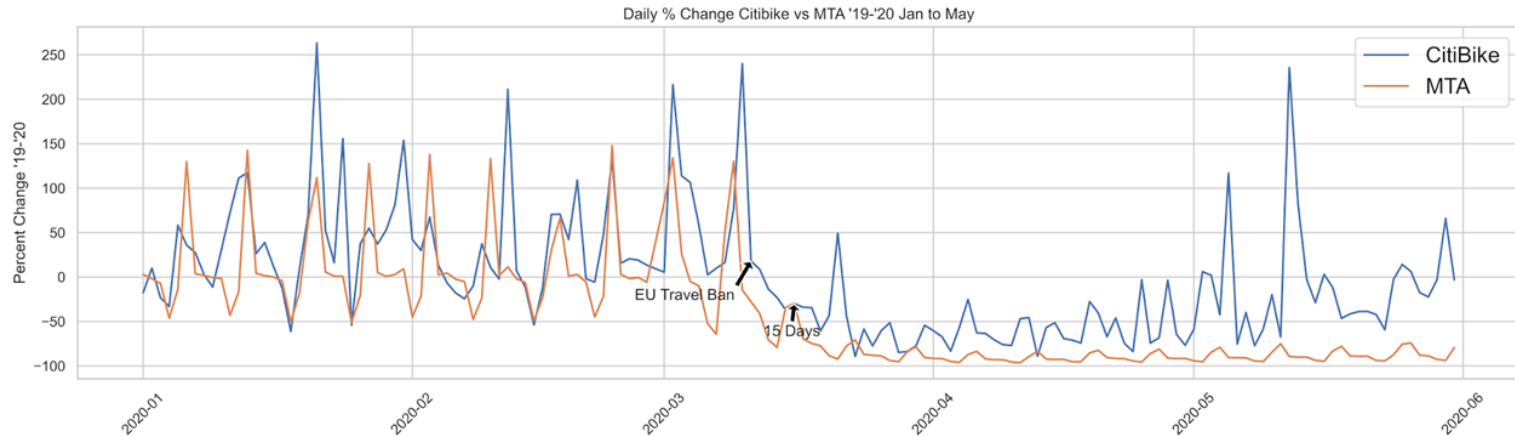
Top Ten CitiBike Stations Jan-May 2019 / 2020



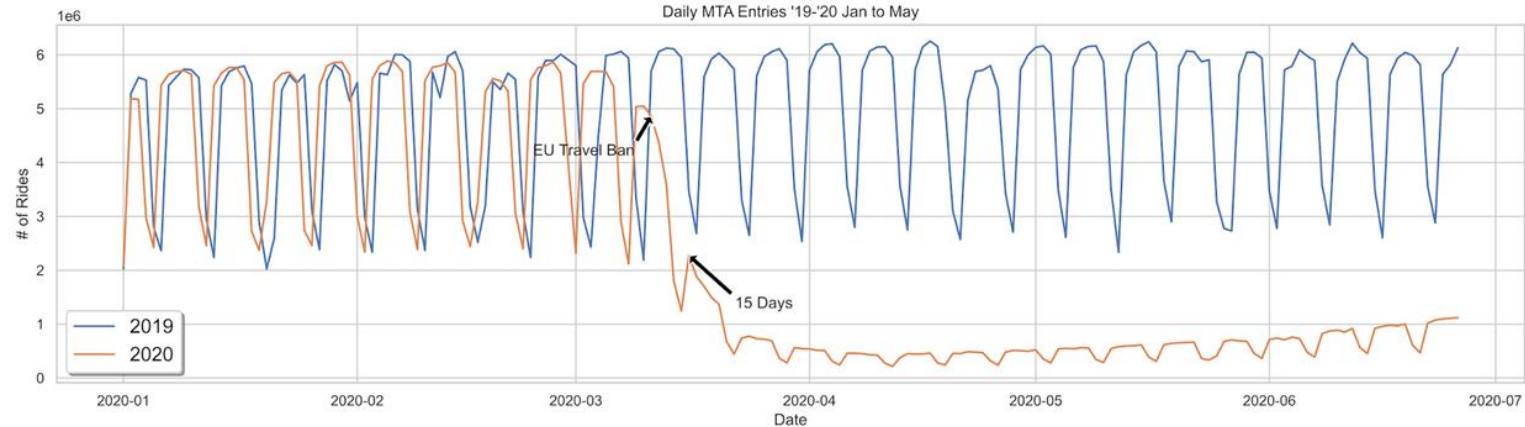
% Change Daily CitiBike Rides 2019 / 2020 Jan-May



% Change Daily CitiBike & MTA Rides 2019 / 2020 Jan-May



Daily MTA Entries 2019 / 2020 Jan-May



Avg rides per weekday MTA & CitiBike 2019 / 2020 Jan-May

