

# Post-COVID Analysis: Citibike Ridership Jersey City

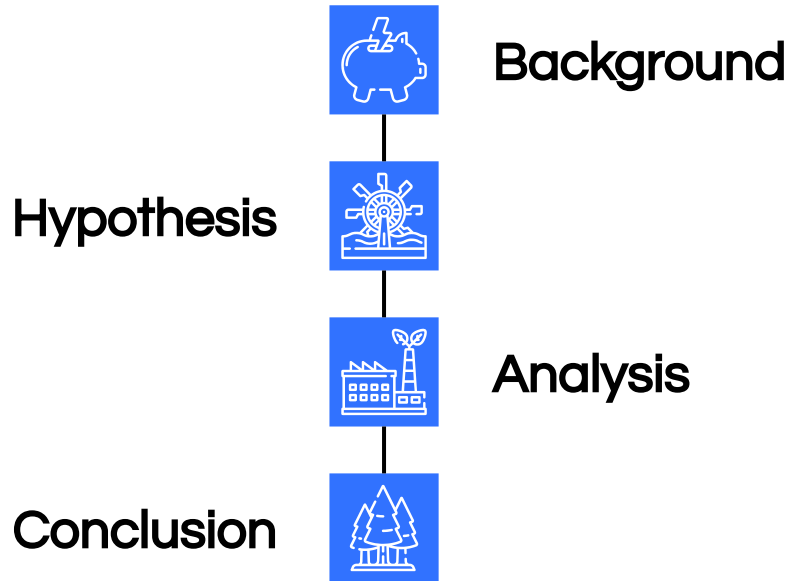
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Joseph Smith



# Agenda

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# About the Data

- 2019 & 2022 Data is collected from Citi Bike and is limited to Jersey City only

Does not include:

- Staff associated trips
- “Test” rides or stations
- Trips shorts that 60 seconds in length

## Assumptions

- Riders are using their own account (not subscribers)



# About the Data

## Limitations

- Data is limited to two specific years
- Only includes rides that started and ended in Jersey City
- Data collection methodology has changed slightly since 2019
- Rider identification is limited
- Subscriber v Customer
  - Customer = 24-hour pass or 3-day pass user;
  - Subscriber = Annual Member

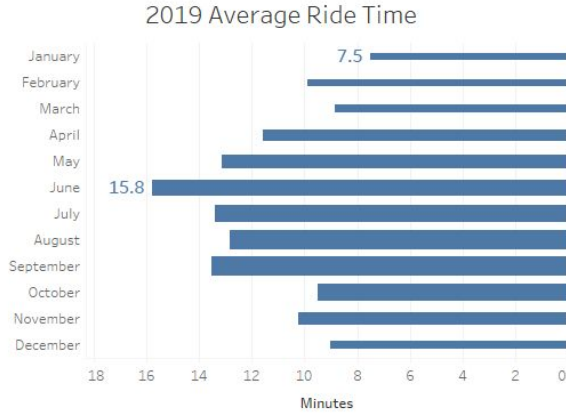
# Exploration



If COVID has negatively impacted the number of rideshare users, then how has individual station popularity changed since 2019?



## Ridership

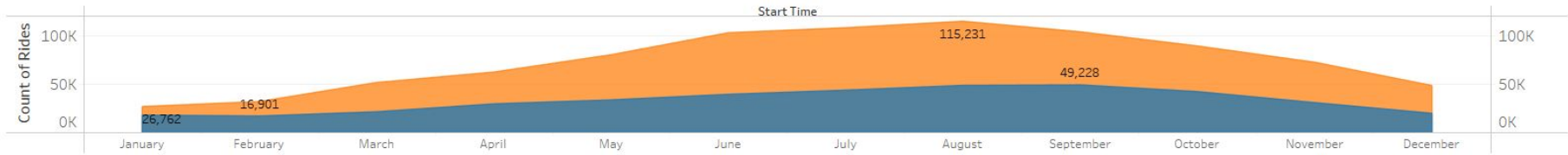


Total Rides 393,122

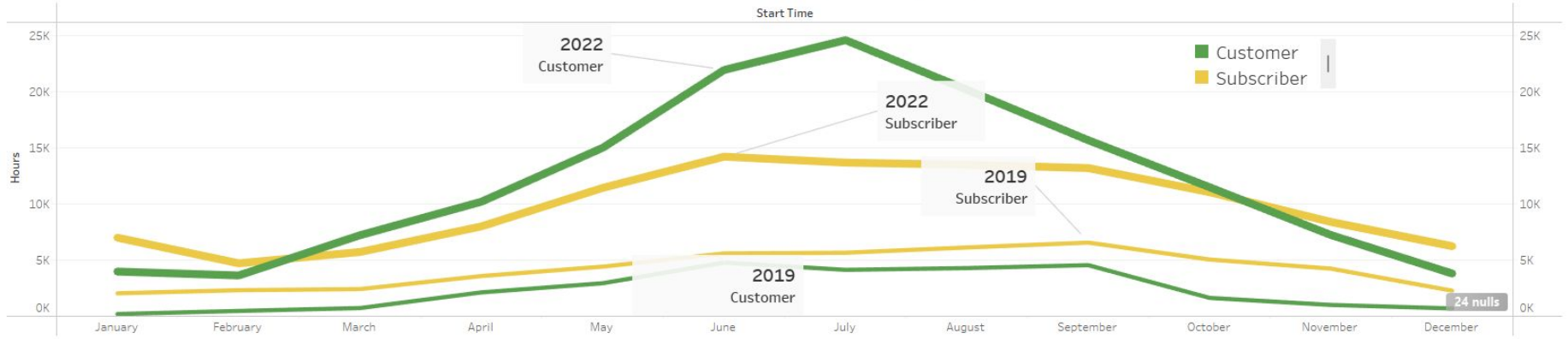
11.87 Minutes

Total Rides 895,485

17.54 Minutes

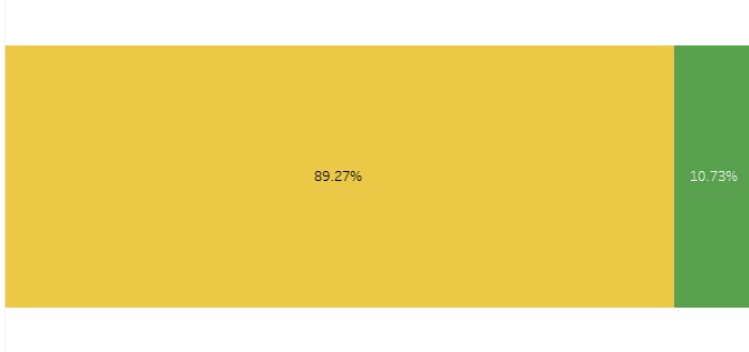


## Subscriber v Customer Comparison



2019

User Type	Ride Count '19	% of Total Rides '19	Avg. Minutes '19	Total Hours '19	% of Total
Customer	42,177	10.73%	39	27,527	



2022

User Type '22	Ride Count '22	% of Total Rides '22	Avg. Minutes '22	Total Hours '22	% of Total Hc
Customer	306,675	34.25%	28	144,786	
Subscriber	588,810	65.75%	12	117,023	

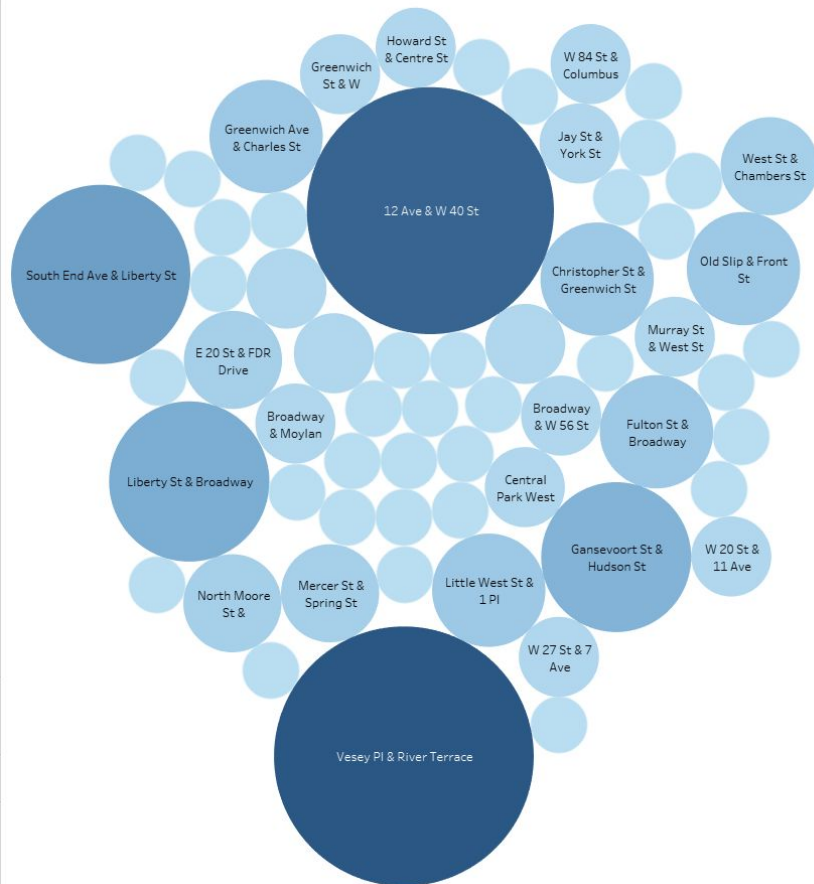




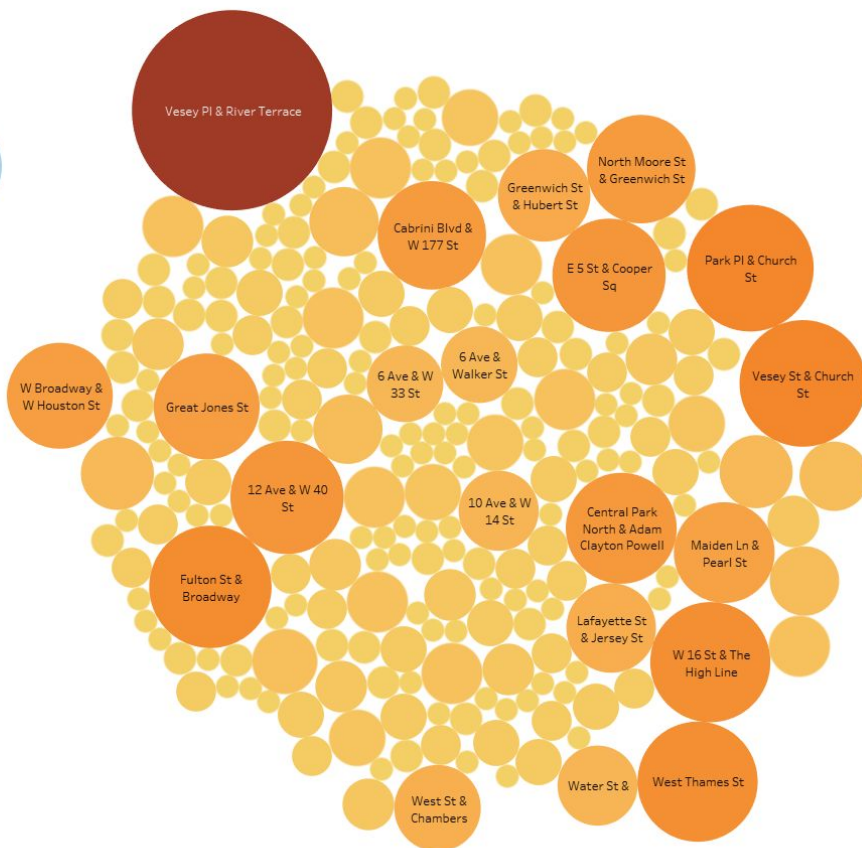




## 2019 At-Risk End Stations



## 2022 At-Risk End Stations





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# Conclusion

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## Conclusion and Proposal

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- Conclusion:
  - Despite COVID, Ridership has increased since 2019
  - Jersey City population has increased
    - 262,729(2019) to 305,904 (2023)
- Proposal:
  - Analyze the risk stations to determine profit margin while continuing to invest in additional stations near highly used stations

# Thank You

Joseph Smith