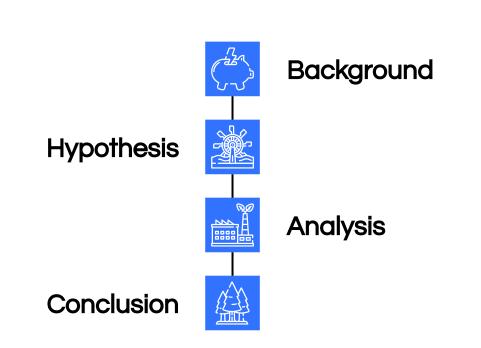


Joseph Smith

## Agenda



## About the Data

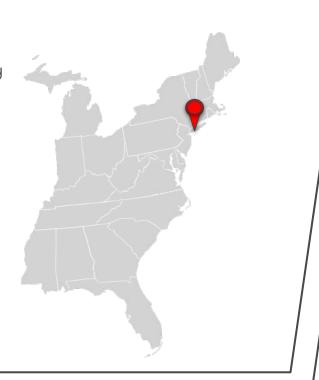
 2019 & 2022 Data is collected from Citi Bike and is limited to <u>Jersey City</u> only

#### 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?





#### Subscriber v Customer Comparison



#### 2019

10.73%

Avg. Minutes '19

39

Total Hours '19 % of Total

27,527

% of Total Rides '19

Ride Count '19

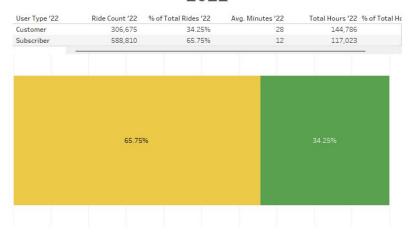
42,177

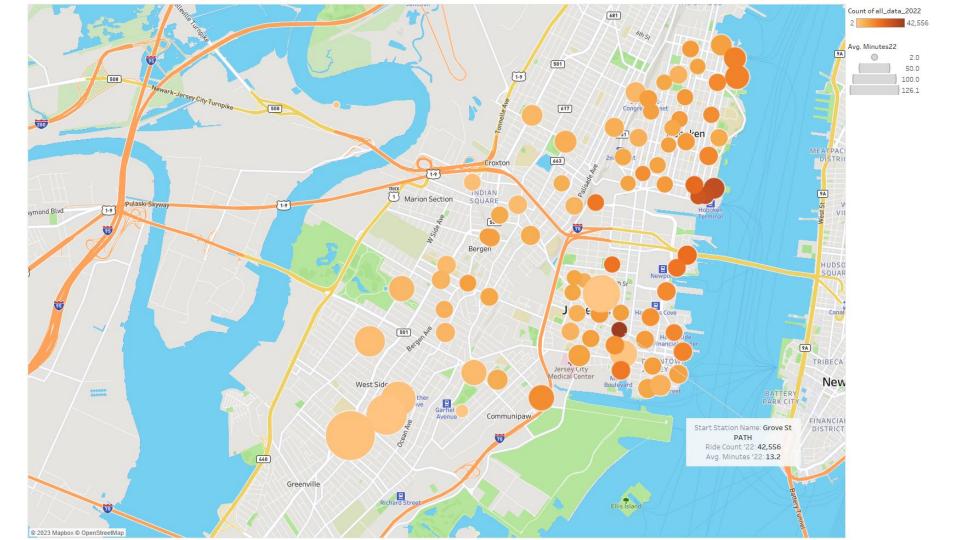
User Type

Customer

	100-100		( CONTRACTOR )
		89.27%	10.73%

#### 2022





2022 2019 At-Risk End Stations At-Risk End Stations Howard St & Centre St W 84 St & Greenwich Columbus St & W Greenwich Ave Jay St & & Charles St York St West St & North Moore St Chambers St & Greenwich St & Hubert St Cabrini Blvd & W 177 St Park PI & Church Old Slip & Front E 5 St & Cooper Christopher St & South End Ave & Liberty St St Greenwich St Murray St & West St E 20 St & FDR 6 Ave & Drive 6 Ave & W Walker St Vesey St & Church W Broadway & W Houston St Great Jones St Broadway Broadway & W 56 St Fulton St & & Moylan Broadway Central Liberty St & Broadway 12 Ave & W 40 Park West 10 Ave & W Central Park North & Adam Clayton Powell Maiden Ln & Gansevoort St & W 20 St & Pearl St Hudson St 11 Ave Fulton St & Little West St & Mercer St & North Moore Broadway 1PI Spring St St & Lafayette St & Jersey St W 27 St & 7 W 16 St & The Ave High Line Vesey PI & River Terrace West Thames St Water St & West St & Chambers



## Conclusion

#### Conclusion and Proposal

- Conclusion:
  - o 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