

Bike Share Usage:

Annual Member vs Casual Rider

Kevin Laborde

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A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

Main Focus

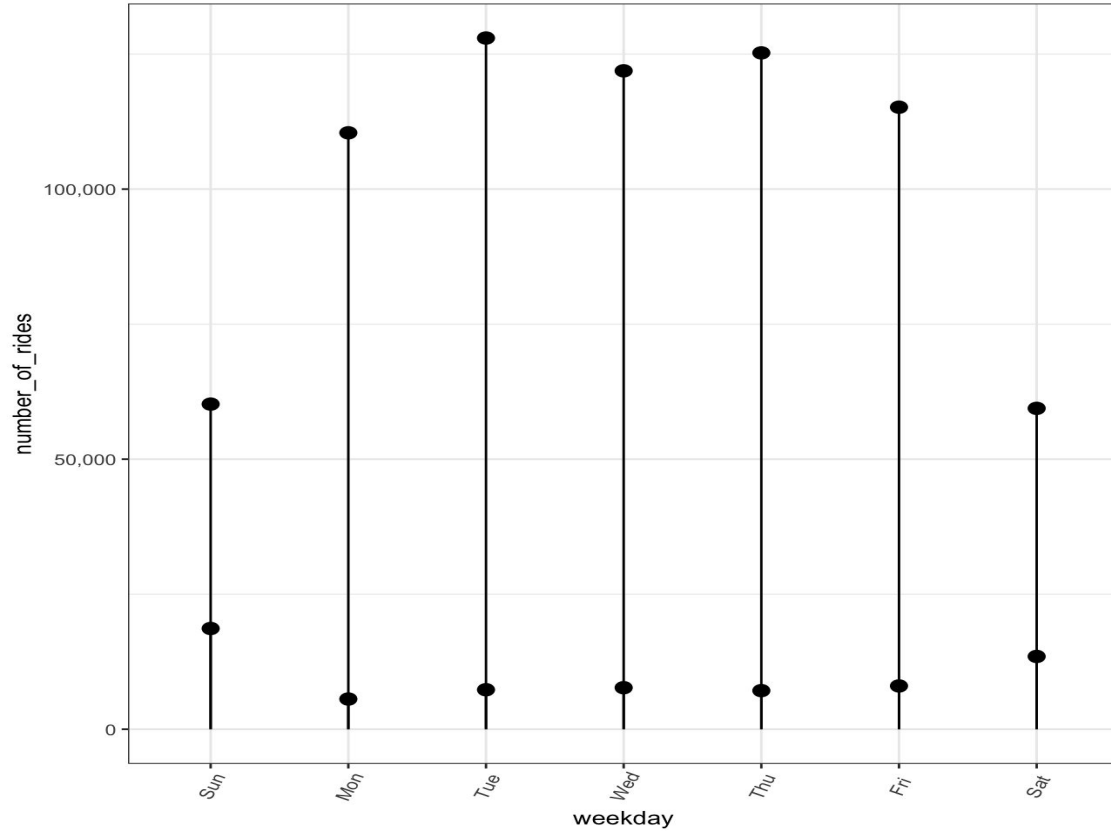
- Why do annual members and casual riders use bike share differently?
- Why would casual riders buy an annual membership?
- How can bike share services use digital media to influence casual riders to become annual members?

How: Gather the daily number of rides and average duration of rides for both annual members and casual riders.

Then: Determine if annual members use bike share services more or less than casual riders daily to see how they use bike share services differently.

Number of rides per day

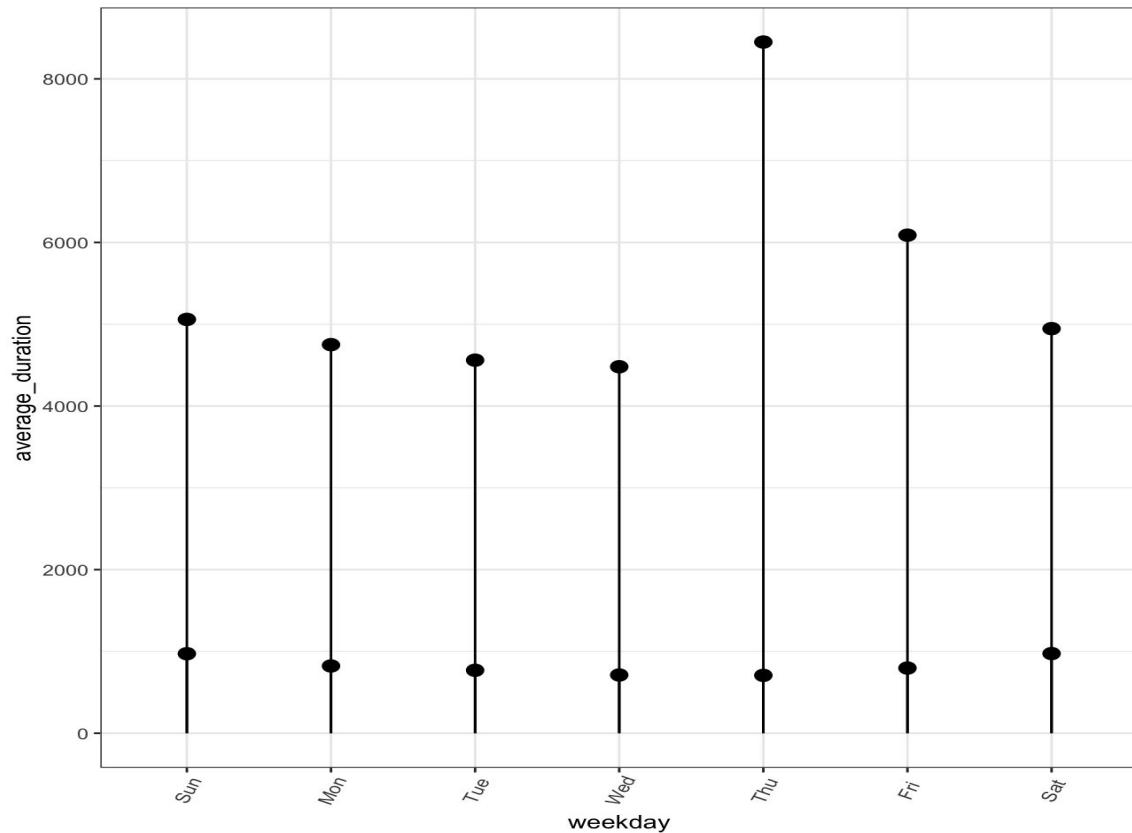
Member vs Casual riders



Number of rides per day

Average duration of rides per day in seconds

Member vs Casual riders



Average duration of rides per day (in seconds)

There are 2 to 5 times as many daily casual riders as there are daily annual members, many things can factor into this conclusion, such as location and bike availability.

PROS of annual memberships

- Use the service anytime and as much as you want
- Longer time limit
- More varieties of bikes
- No unlock fee
- Less money paid per minute/per ride

CONS of annual memberships

- Continue to “pay” even if you do not use the service as much yearly
- Bikes might not always be available in your area

Bike share services should integrate the pros and cons into their marketing so that casual members know all the perks they get when purchasing memberships.

Marketing can also start doing more deals or make a monthly subscription so that annual memberships stand out even more.

Social media presence and ads can also help influence casual riders to consider purchasing a membership.

How can bike share services use digital media to influence casual riders to purchase subscriptions?

Summary

There are more casual riders daily than annual members, due to casual rider now knowing why they should purchase an annual membership.

Marketing could persuade more casuals into purchasing a membership by showing off the pros and cons of having a membership through social media, ads, and word of mouth.