

Number of Trips by User Type

- Notably, the number of trips completed by casual users grew tremendously between 2019 and 2020, roughly 79% (580,072 to 1,038,067).
- However, the number of trips completed by members stagnated somewhat in this same time frame, growing only 0.56%.
- This trend is perhaps a sign that Bike Share Toronto should consider focusing on strategies to increase membership and convert more casual users to members, whether through increased marketing or sales incentives.

Number of Trips by Hour

- Not surprisingly, for trips by members we see two main peaks over the course of the day. These align with rush hour (8am and 5pm), which makes sense, as we would expect that many members are Toronto residents who in the warmer months may use Bike Share Toronto to get to work, particularly in the Downtown Core.
- With trips by casual users we see a more gradual increase in trips over the course of the day, with a steady decline after 5-6pm.
- Bike Share Toronto may want to explore ways of incentivizing more trips by casual users in the morning hours.

Number of Trips by Month

- As expected, the peaks of ridership occur in the warmer months of the year. However, there has been some slight variation from year to year and by user type.
- For casual users the peak months were July in 2017, August in 2018, August in 2019, and August in 2020.
- For members the peak months were June in 2017, July in 2018, August in 2019, and August in 2020.
- For casual users there is a substantial drop off in ridership after August, and for members after September.
- Bike Share Toronto should explore ways to incentivize increased ridership in the Spring and Fall, perhaps by offering promotions.

Average Trip Duration in Minutes

- The average trip duration by casual users steadily declined between 2017 and 2020 (from 36.59 minutes to 30.04 minutes).
- On the other hand, the average trip duration by members increased slightly (from 11.44 minutes to 13.47 minutes).
- While this change in average trip duration by members may be inconsequential, as they pay a flat membership fee for up to 30 minute rides and typically have substantially shorter trip times than casual users, the decline in average trip duration by casual users

represents a loss in sales, as users pay extra fees on trips longer than 30 minutes, and the number of these trips seems to be declining on average.

- Bike Share Toronto should consider ways to incentivize longer trips, perhaps by adding another one time payment option for casual users. It might be worth investigating whether or not the relatively mysterious concept of time based overage fees scares away customers who would otherwise be willing to go for longer trips.

Busiest Starting Stations

- Among the busiest starting stations in 2020 were: 1. York St. / Queens Quay W, 2. HTO Park, 3. Ferry Terminal, 4. Queens Quay / Yonge St, 5. Billy Bishop. Interestingly, from 2017-2019 Union Station was the busiest starting station, however, in 2020 it was 14th.
- The majority of the busiest stations are either in the Downtown Core or close to a relevant destination for tourism or summer related activities.
- Bike Share Toronto should consider investigating demand, for example, around what stations do people often find an empty bicycle rack? There might be areas of high demand that require even more stations to meet that demand. On the other hand, there should be research done to expand to areas that do not yet have any Bike Share racks. Perhaps the best way for Bike Share Toronto to increase ridership would be for the City of Toronto to continue to invest in making Toronto a more bike friendly city, with more bikelanes and more car-traffic free streets.