



Bike Share Toronto 2018 Insights

Mohit Rathod

Today's Agenda

Discussion on three dashboards

Yearly Overview

User Behaviour

Station Popularity



Yearly Overview Dashboard (2018)



1.93M

Total Trips

31.09M

Minutes spend Biking

359

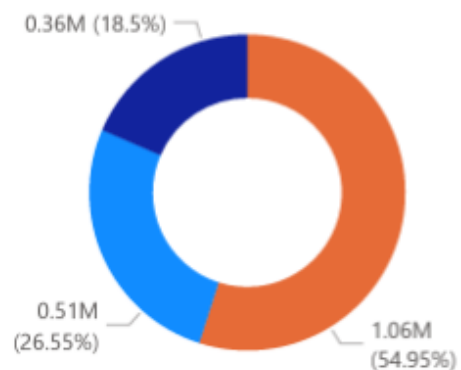
Total Stations

16.08

Average Trip Duration (minutes)

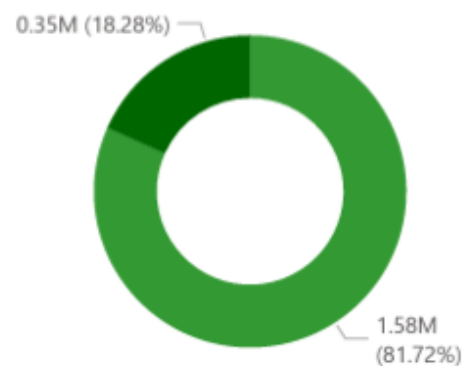
Total Trips by Time Category

Off Peak Evening Rush Morning Rush



Total Trips by Membership Type

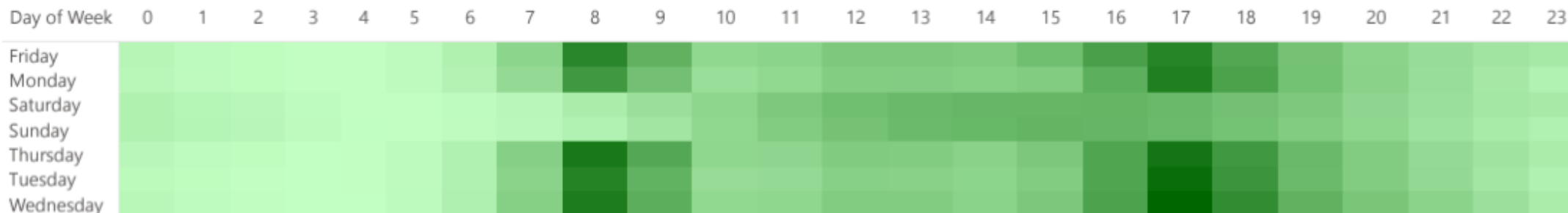
Annual Member Casual Member



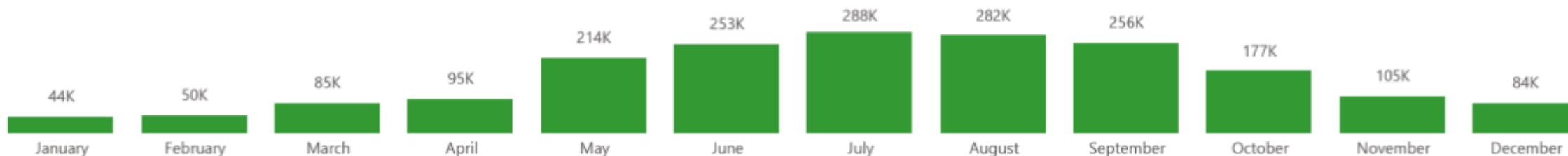
Average Trip Duration (mins) by Membership Type



Trips by Day of Week and Hour of Day



Trips by Month



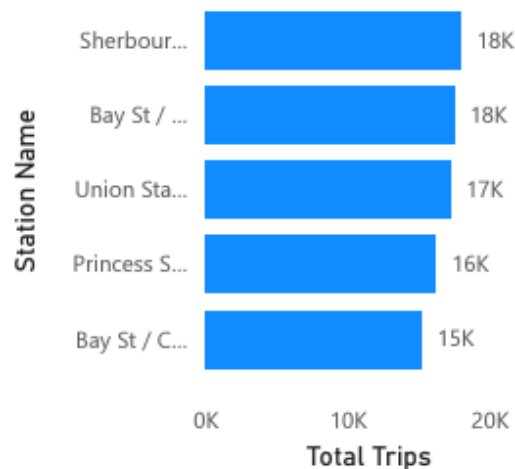


User Behavior Dashboard

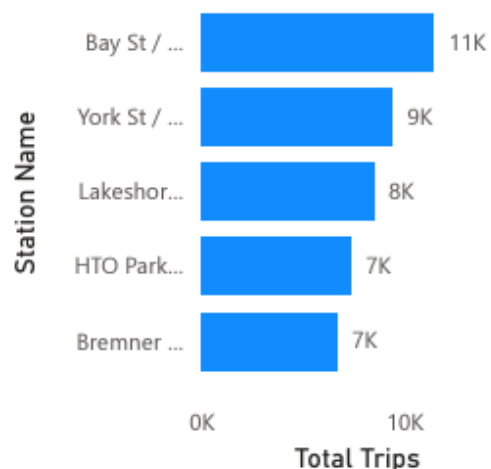
Understand the behavior of annual and casual members



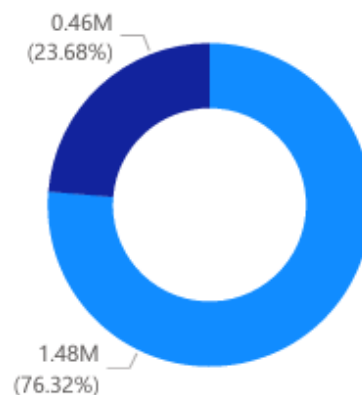
Top 5 Stations for Annual Members



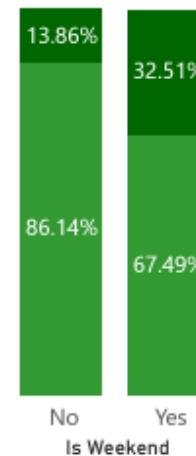
Top 5 Stations for Casual Members



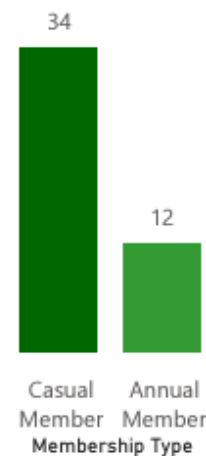
Total Trips Weekday vs. Weekend



Weekend vs. Weekday Trips



Average Trip Duration by Membership Type



Trips by Hour of Day

Membership Type ● Annual Member ● Casual Member



Trips by Month



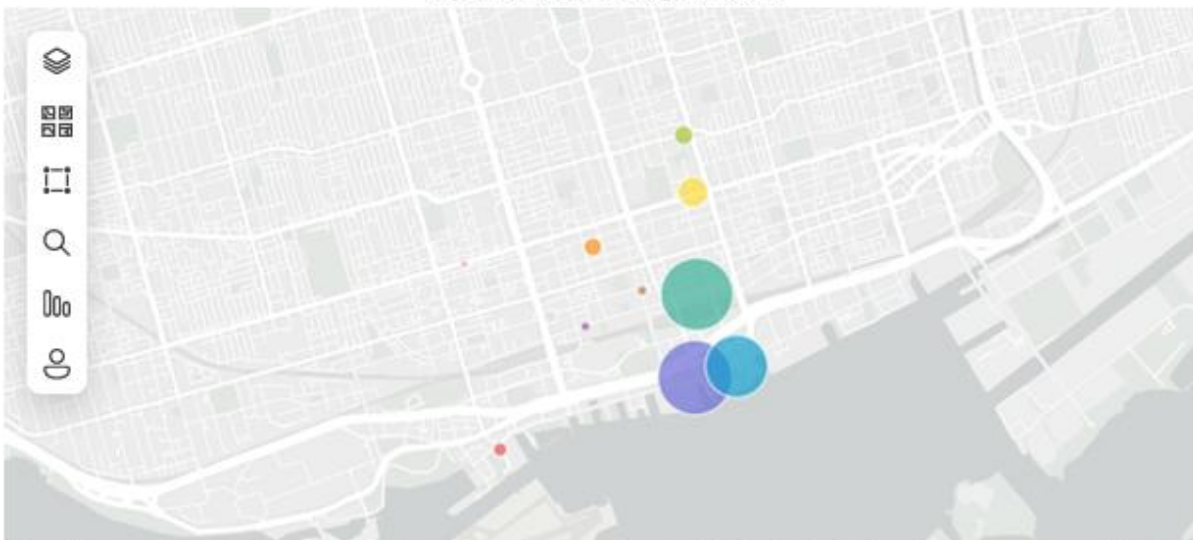


Station Popularity Dashboard

Monitor station usage patterns



Top 10 Stations by Arrival



City of Toronto, Province of Ontario, Esri Canada, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, L... Powered by Esri

Total Trips by Station Location



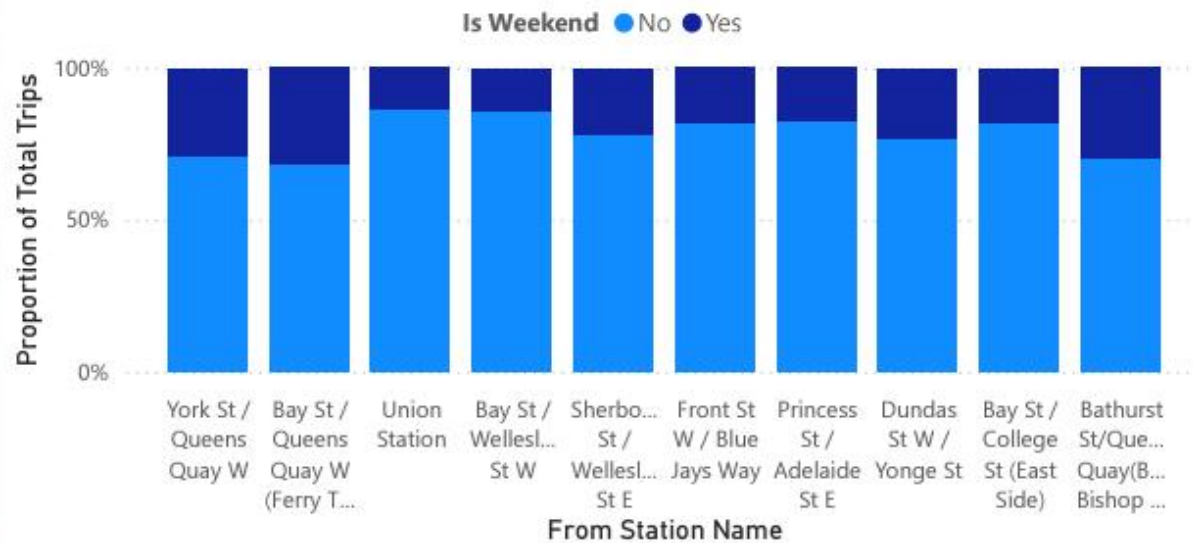
Microsoft Bing © 2024 TomTom, © 2025 Microsoft Corporation

Top 10 Stations by Departure



City of Toronto, Province of Ontario, Esri Canada, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, L... Powered by Esri

Trips by Station (Weekday vs Weekend)



Total Activity Highlights:



1.93 million total trips were recorded in 2018, amounting to **31.09 million minutes** spent biking.



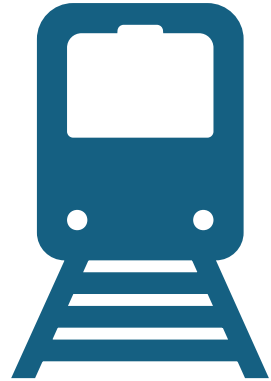
The system had **359 active stations**, with an overall **average trip duration of 16.08 minutes**.

Membership Composition

Annual members
accounted for the majority
of trips, contributing
81.72%

Casual members made up
the remaining **18.28%**, with
significantly longer average
trip durations (**34 minutes**
compared to 12 minutes for
annual members).

Weekend vs. Weekday Usage



Weekday trips are dominated by annual members at **86.14%**



Casual members contributed to **32.51%** of weekend trips.

Trips by Time of Day

Peak usage observed during morning rush hours **(7–9 AM)** and evening rush hours **(4–7 PM)**.

Evening rush hours had the highest concentration of trips.

Seasonality

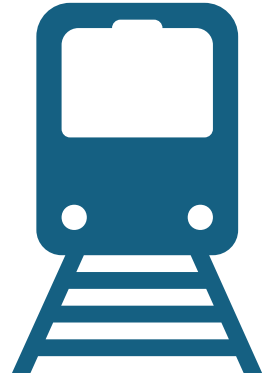


Summer months (**June: 253K, July: 288K, August: 282K**) witnessed the highest ridership.

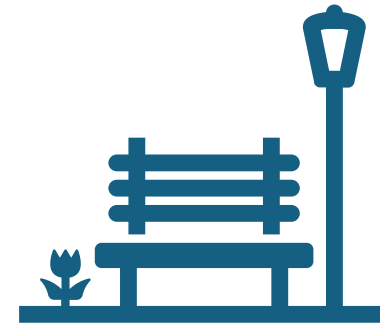


Winter months (**January: 44K, February: 50K**) saw significantly lower trips.

Station Popularity



Most popular stations for **Annual Members** include **Sherbourne St / Wellesley St E**, **Bay St / Queens Quay W**, and **Union Station**.



Casual users favored stations near recreational areas like **York St / Queens Quay W** and **HTO Park**.

Trip Duration and Time Categories

Duration Patterns:

The majority of trips fell in the **5-15 minute** range (over 1 million trips).

A smaller portion of trips were under 1 minute, highlighting efficient short-distance usage.

Time Categories:

Off-Peak: Largest share of trips (**54.95%**).

Morning Rush: 26.55%.

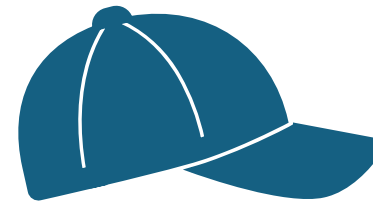
Evening Rush: 18.5%.

Weekend vs. Weekday Insights



Weekday Trips:

Dominated by commuters, reflecting heavy reliance on BikeShare for work-related travel.



Weekend Trips:

Higher proportion of recreational use, with casual members showing stronger activity.

Arrival and Departure Trends



Stations near major transit hubs (like Union Station) experienced the highest traffic for both arrivals and departures, showcasing their importance for daily commuters.



Stations near recreational areas were also highly utilized, particularly by casual members during weekends and leisure trips.

Thank You for Your Time and Attention!

- I hope you found these insights into Toronto's BikeShare program both engaging and informative.
- If you have any questions, suggestions, or would like to discuss this further, feel free to connect with me.

