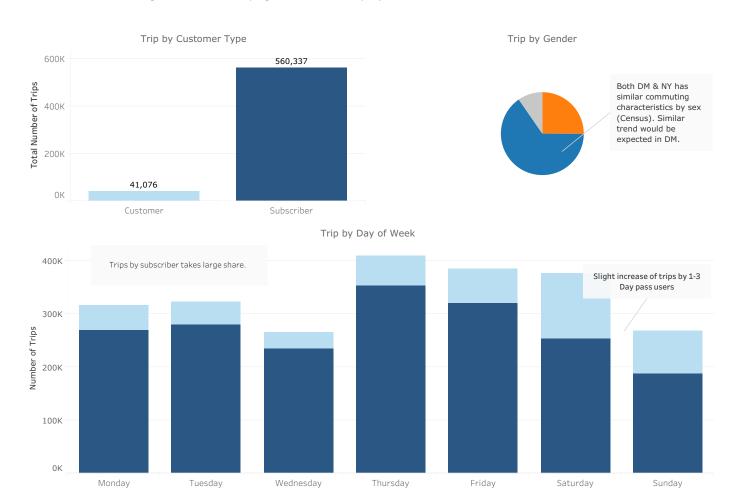
Intro - General Info	Trip Duration by User	Best Location for Stations	Temperature in NTC vs	Precipitation in NYC vs
about Citi Bike	Type		DM	DM

NYC Citi Bike

The charts show the general information of Citi Bike usage in August 2019, indicating that the main customer is male annual subscribers. They should also be the main target of the bike share program in Des Moines (DM).

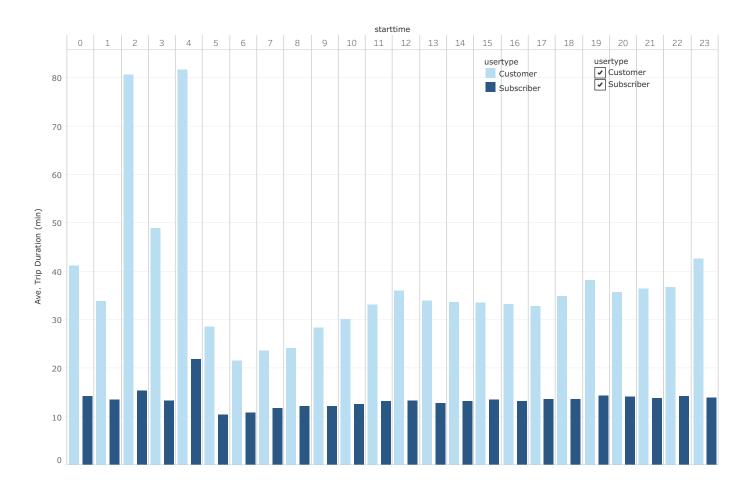


Intro - General Info about Citi Bike	Trip Duration by User Type	Best Location for Stations	Temperature in NTC vs DM	Precipitation in NYC vs DM

Trip Duration

Average duration of trip by subscribers (annual member) are 10-15 minutes. In Des Moines, approx. 30% of people spends similar travel time to work (Census data).

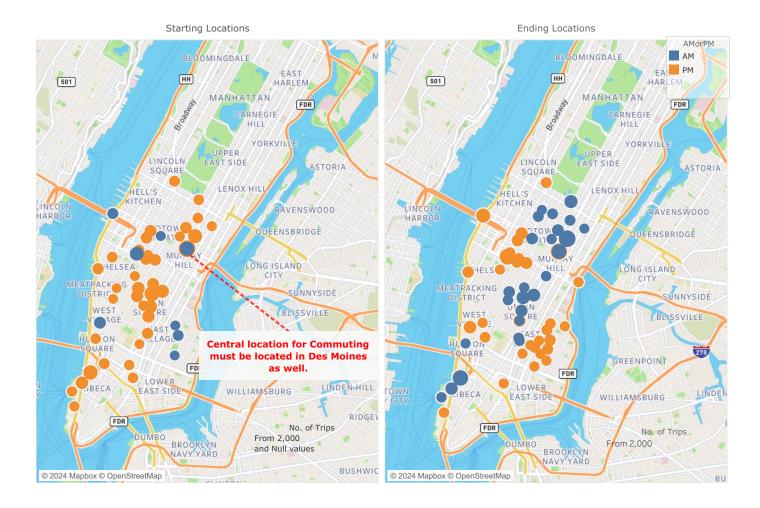
Time required to travel between sightseeing points in DM is also similar to the average duration for the customer (1-3 day pass user).



Intro - General Info	Trip Duration by User	Best Location for	Temperature in NTC vs	Precipitation in NYC vs
about Citi Bike	Туре	Stations	DM	DM

Peak Hour Usage indicating Bikes are Used for Commuting

In the morning, majority of trips start from stations near major subway station and end at business area. Trend turns over during afternoon peak hour.



Intro - General Info	Trip Duration by User	Best Location for	Temperature in NTC vs	Precipitation in NYC vs
about Citi Bike	Type	Stations	DM	DM

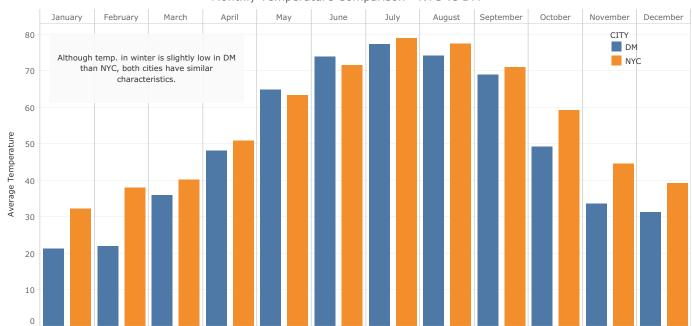
Weather Impact to Number of Trips (1/2)

Approx. 1 million trips were made in NYC in December. Although the temperature is slightly lower in DM than NYC, it is encouraging sign that shared bike will be used in DM during the winter.

Total Trips by Month

August		December		
Customer	Subscriber	Customer	Subscriber	
443,865	1,900,359	77,625	877,585	

Monthly Temperature Comparison - NYC vs DM



Intro - General Info	Trip Duration by User	Best Location for Stations	Temperature in NTC vs	Precipitation in NYC vs
about Citi Bike	Type		DM	DM

Weather Impact to Number of Trips (2/2)

Precipitation is much lower in DM than NYC especially during winter likely to offset the impact of lower temperature. It also indicates lower maintenance requirement of stations and bikes during winter in DM.

Average Precipitation per Month - NYC vs DM

