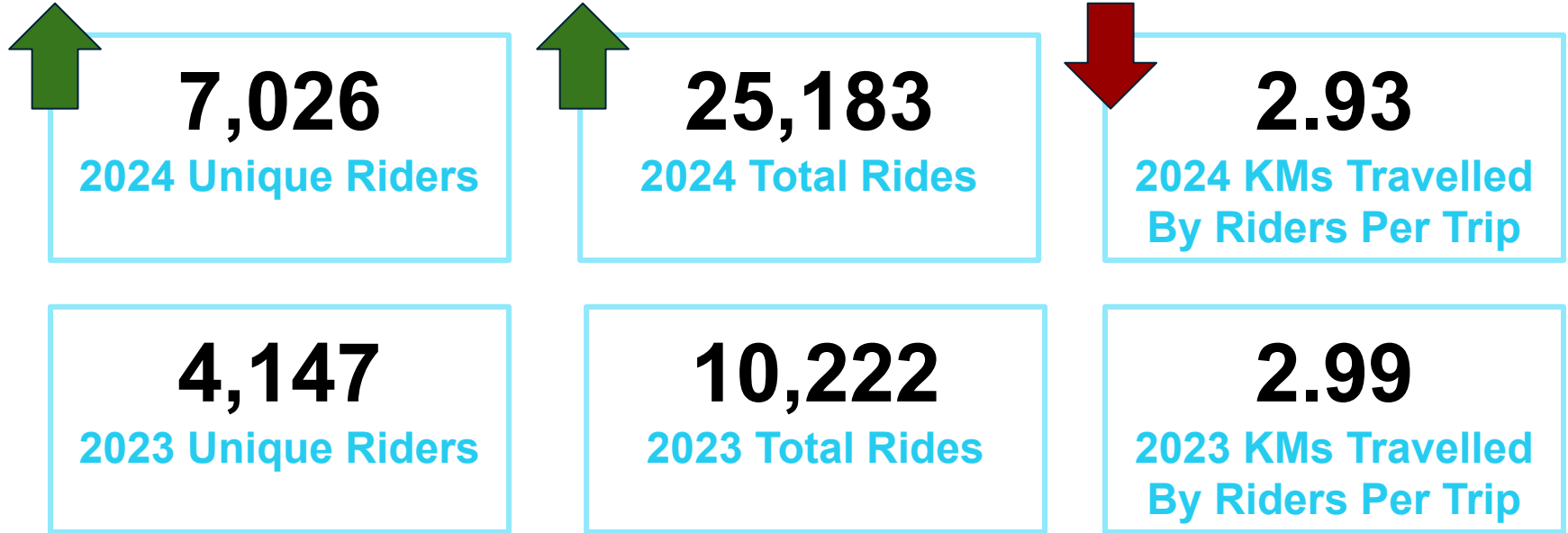




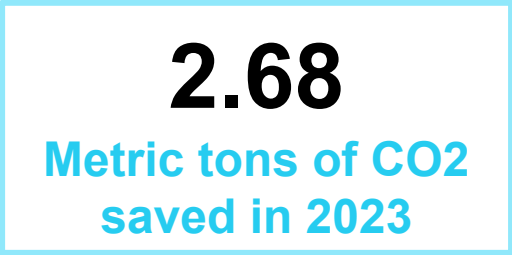
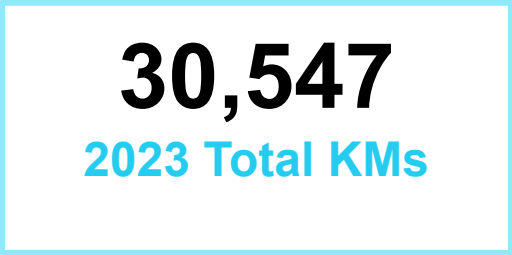
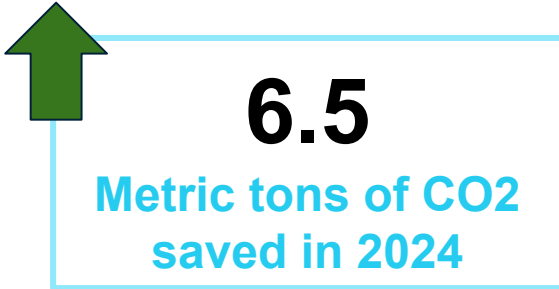
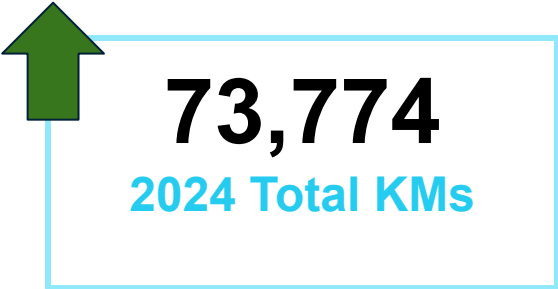
Hello, Saskatoon



Saskatoon x Bird Canada- 2024 vs 2023 Comparison



Saskatoon x Bird Canada- 2024 vs 2023 Comparison



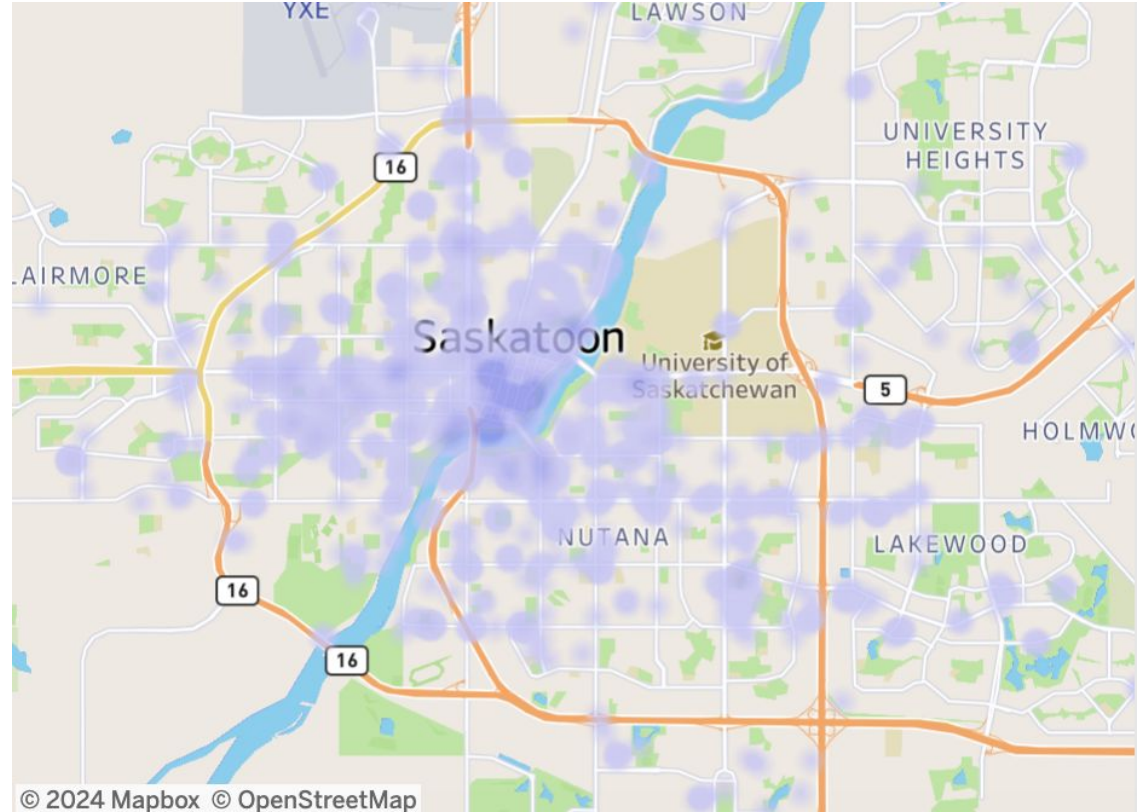
When Residents Ride

- Peak hours are 2-10PM
- Current ride behaviour indicates a use case where riders are running afternoon errands or are commuting home after a shift/work

hour_of_day	1_mon	2_tue	3_wed	4_thu	5_fri	6_sat	7_sun
0	190	152	154	178	189	317	504
1	134	85	121	88	115	325	402
2	117	35	83	79	94	264	332
3	46	40	56	60	83	230	281
4	22	10	30	24	34	110	117
5	21	14	20	11	30	34	26
6	15	12	20	16	19	30	28
7	30	38	40	31	34	20	46
8	32	41	36	43	40	18	35
9	54	50	38	70	61	41	45
10	37	54	52	68	53	67	39
11	61	57	64	57	85	112	106
12	72	90	57	88	101	133	131
13	71	95	117	110	113	197	171
14	109	119	123	115	149	248	186
15	114	123	114	160	193	230	232
16	178	147	174	178	190	299	301
17	187	185	151	173	224	338	278
18	208	157	182	196	247	316	261
19	180	191	213	205	279	321	329
20	191	221	212	245	358	366	317
21	256	277	213	254	328	478	323
22	221	223	234	242	333	432	305
23	157	185	231	206	422	478	274

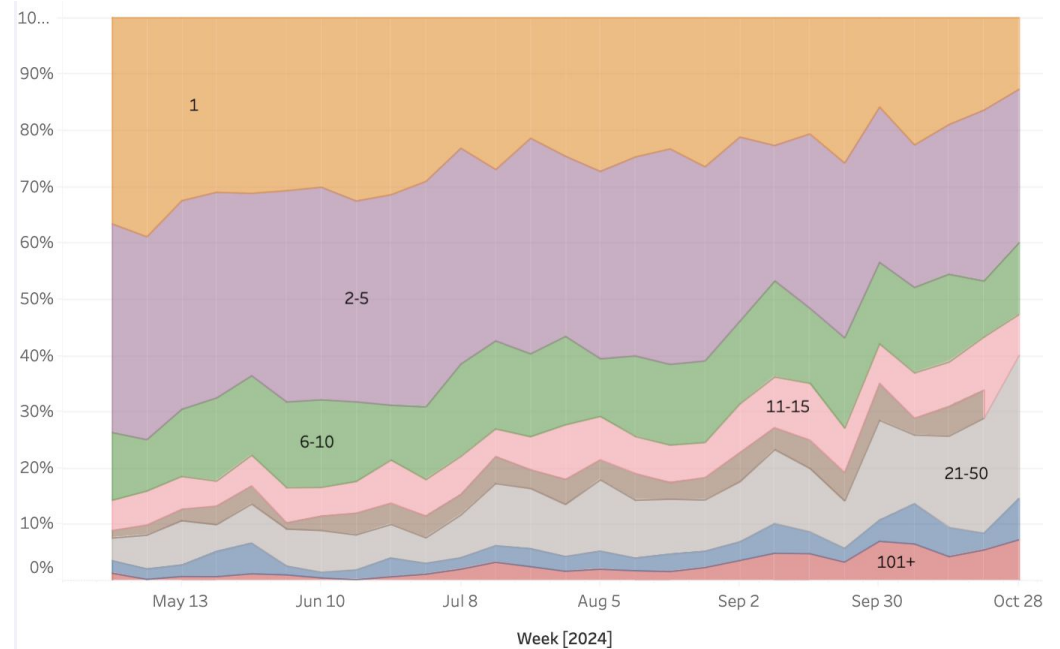
Where Residents Ride

- Bird riders start/end their rides downtown and at U of Saskatchewan
 - Other ride starts and ends are consistent across residential areas throughout the city
- The average length of trip suggest the majority of our ridership is going across Saskatoon to get from Point A to Point B at a distance that could have been a car trip
 - This indicates we are effectively reducing the need for a car in Saskatoon



Commuting Behaviours

- 14% of riders have ridden OVER 50 rides!!
- The vast majority (87%) of our riders have ridden over 5x
- This means that riders are not simply taking a joy ride but are actively using the service to get across town





Thank you.

