Please direct question to:

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NRMN\_Rentals\_2011\_Season.csv

This file lists all rentals for the 2011 season. The fields are as follows:

* Rental ID (unique number assigned to each rental)
* Account Number (number assigned to each Nice Ride user account. This is not a unique number as one account may have multiple subscribers)
* Subscriber ID (unique number assigned to each individual subscriber)
* Start Date (date and time the rental began)
* Start Station (descriptive name for the station where the rental began)
* Start Terminal ( logical name for the station/terminal where the rental began)
* End Date (date and time the rental ended)
* End Station (descriptive name for the station where the rental ended)
* End Terminal (logical name for the station/terminal where the rental ended)
* Duration (in seconds) (total rental duration is seconds)
* Bike (unique number identifying the bike rented)
* Gender ( gender of renter where known – not available for casual users)
* Zip Code (Zip code of renter where known, entered at the terminal touch screen for casual users or pulled form account information for subscribers)
* Subscriber Type ( values are *Subscriber* or *Casual*, Subscribers are 1-Year and 30-Day users who have a key, Casual are 24-Hour users who purchased subscription at the station)
* Subscription Type ( type of subscription purchased, for example regular priced or sale priced, student, 30-day etc.)
* DOB ( Date of birth or the renter where known, not available for casual users)

Casual\_subscriptions\_2011\_Season.csv

This file lists each 24-hr subscription purchased, as well as some other details

* Number of Rentals (The number of individual bike trips associated with that subscription purchase. In the case of a 2 bike subscription, this it cumulative for the 2 bikes
* Duration in Minute ( Total time for all trips during the 24hr period, in the case of 2 bike rental it is combined for the two bikes)
* Subscriber ID (Unique identifier associated with card used to purchase the subscription; this is not unique to each subscription purchased. )
* Subscription Type ( 24hr in this case, although due to a change in what we called them in 2010 some may show up as 1-Day. They are both the same)
* Zip Code ( This is the zip code entered by users on the touch screen as part of the process to purchase a subscription. It’s not validated so you should expect to see some that are not valid zip codes)
* Status ( This refers to the status of the account associated with a particular credit or debit card. Some accounts may be suspended due to inability to collect)
* Activation Creation Date ( when the 24hr period begins)
* Activation End Date ( when the 24hr period ends)
* GC Friendly Name (Tells if a gift certificate was used to purchase the subscription)
* Number of Bikes (Tells if the user requested one or two bikes. If a user requested 2 bikes, we count it as 2 subscription purchases because they paid the $5 subscription price for each bike. Unfortunately our system does not record them individually)

Subscribers\_2011\_Season.csv

This file lists all active subscribers during the 2011 season. This does not include casual (24-hr) users. The fields are as follows:

* Gender ( gender of subscriber)
* Number of Rentals ( total number of rentals for 2011)
* Duration in Minutes ( total duration of all 2011 rentals)
* Account Number ( account that the subscription is part of - each account may have multiple subscribers so this number doesn’t represent an individual user)
* Subscriber ID ( unique number assigned to each individual subscriber)
* Subscription Type ( type of subscription purchased)
* Subscription Activation Status ( tells if the subscription is active or cancelled)
* City State
* Zip Code
* Status ( is the account active or has it been suspended?)
* DOB
* Creation Date ( date when users account was created)
* End Date ( date when users current subscription expires)

**2011\_Station\_Locations.xls**

This file lists all the bike share station locations for the 2011 season and the approximate dates they were installed.

* TERMINAL # ( This is the logical name of the station or terminal )
* Station Name ( This is the station name as it appears on the station and on the website, mobile apps etc.)
* Latitude ( Station latitude )
* Longitude ( Station longitude)
* Install Date ( Approximate date the station went in to service in 2011)