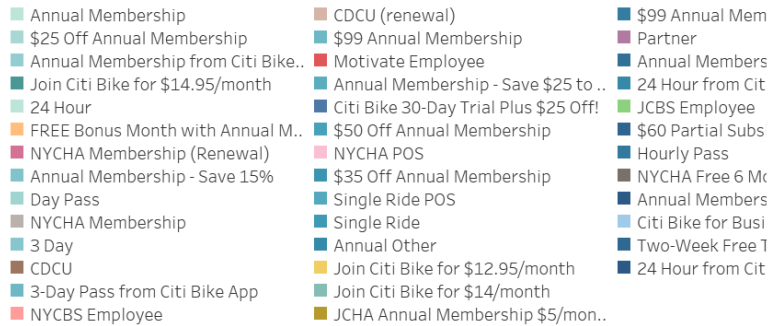


NYC Bike Program Update

< How Customers Become Members Member Recruitment Results Members by Gender >



2,538,735
Members

Q1 2018

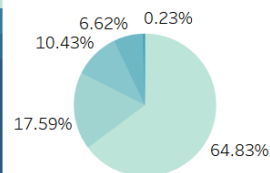
* Beginning January 1, 2018, NYCB collects data to measure the effectiveness of coupons, discounts, short term and annual ..

NYC Bike Program Update

< pers Member Recruitment Results Members by Gender Most Popular Starting Stati >

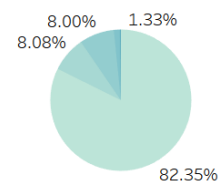
Short Term Members

24 Hour	74,220
Day Pass	20,139
3 Day	11,941
3-Day Pass from Citi Bike App	7,577
Single Ride POS	260
Single Ride	242
24 Hour from Citi Bike Squad	76
Hourly Pass	17
Two-Week Free Trial	4
24 Hour from Citi Bike Squad - \$12/hour	1



Annual Memberships

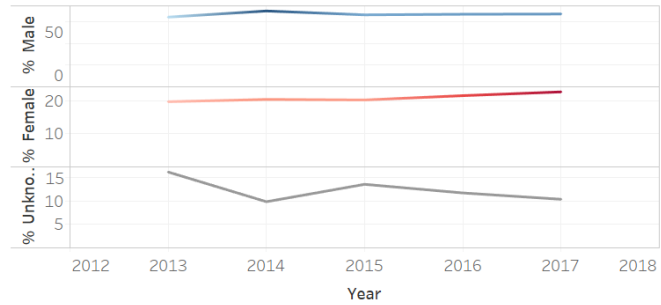
Annual Membership	1,777,287
\$25 Off Annual Membership	174,343
Annual Membership from Citi Bike App	172,560
Annual Membership - Save 15%	28,735
\$99 Annual Membership	2,288
Annual Membership - Save \$25 to Celebra..	1,585
\$50 Off Annual Membership	598
\$35 Off Annual Membership	356
Annual Other	200
\$99 Annual Membership for Zipcar memb..	143
Annual Membership - 10% Off	78
\$60 Partial Subsidy Annual Membership	40
Annual Membership for Related Rentals r..	10



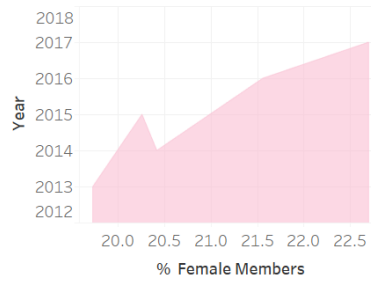
NYC Bike Program Update

[How Customers Become Members](#)
[Members by Gender](#)
[Most Popular Starting Stations](#)

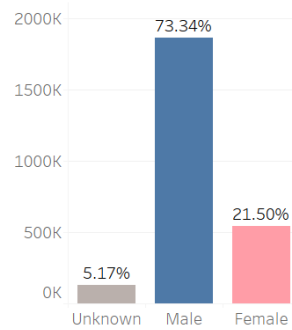
Members by Gender 2013 - 2018



Year over Year Trend
Female Members



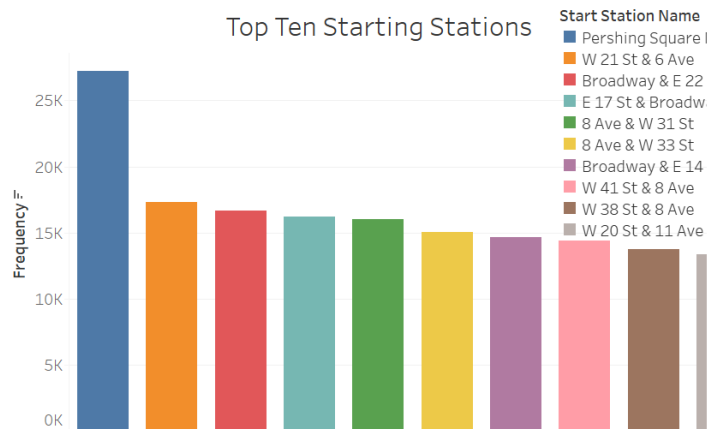
2018



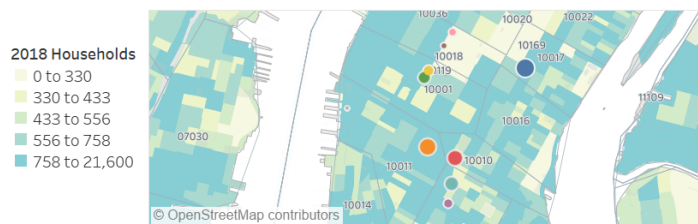
NYC Bike Program Update

[How Customers Become Members](#)
[Members by Gender](#)
[Most Popular Starting Stations](#)
[Leas](#)

Top Ten Starting Stations



Relationship to Household Population

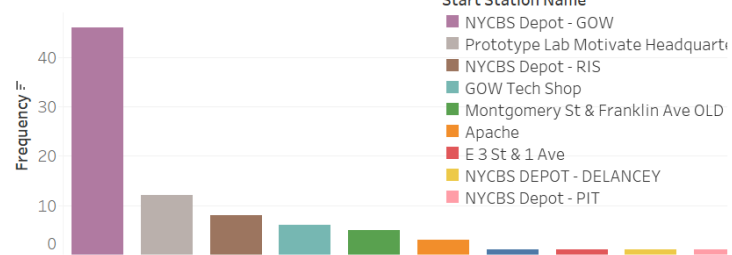


NYC Bike Program Update

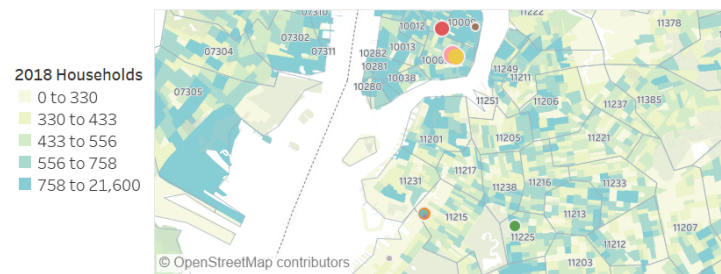
< Members by Gender Most Popular Starting Stations Least Popular Starting Stations >

Ten Least Popular Stations

Q1 2018



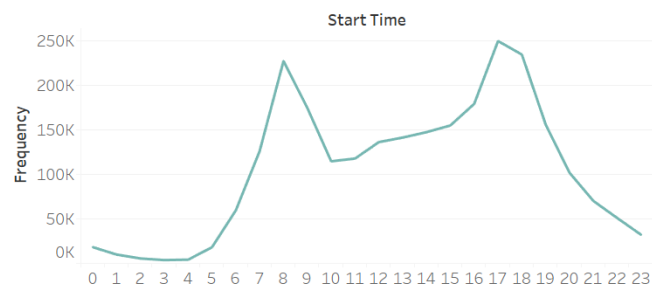
Starting Stations by Households



NYC Bike Program Update

< Most Popular Starting Stations Least Popular Starting Stations Peak Hours >

Winter Peak Hours



Summer Peak Hours

