



NYC BIKE SHARE



NYCBS November 2013 Monthly Report

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1. Executive Summary

November 2013 was Citi Bike's sixth full month of operation. There were 332 active stations and an average of 5,900 bicycles available or in use. 1,813 annual members and 17,451 casual members signed up during the month. Total annual membership at the end of the month was 94,955.

Overall ridership was 701,619 trips and 1,082,328 miles traveled, showing a steep decline from October. Annual members took 656,672 trips. Casual members took 44,947 trips, which is more than a 50% decrease from October. There was an average of 22,633 rides per day in November with an average distance of 1.54 miles per trip. On average, each bicycle in the system had approximately 4 rides per day.

There were no seasonal or inclement weather events that impacted the system during this reporting period.

NYCBS rebalanced 49,211 bicycles during November, averaging 1,640 bicycles per day.

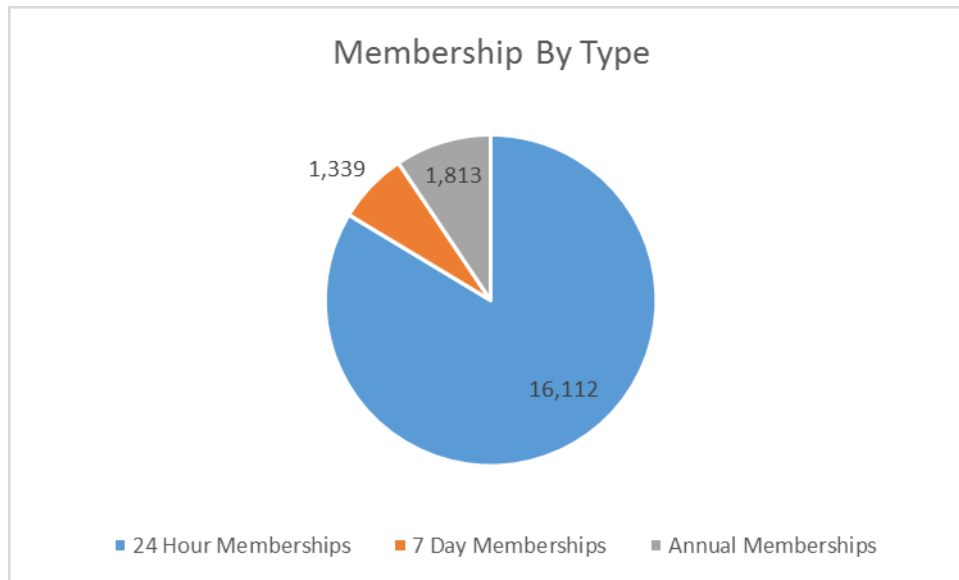
In November, there were 2,134 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 226 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 11,943 instances of full stations and 30,916 instances of empty stations during operational hours. Of the empty and full instances, 90% lasted less than 60 minutes.

In November, there were 18,534 calls to the call center and 2,805 emails.

The gross revenue for November 2013 was \$451,762.

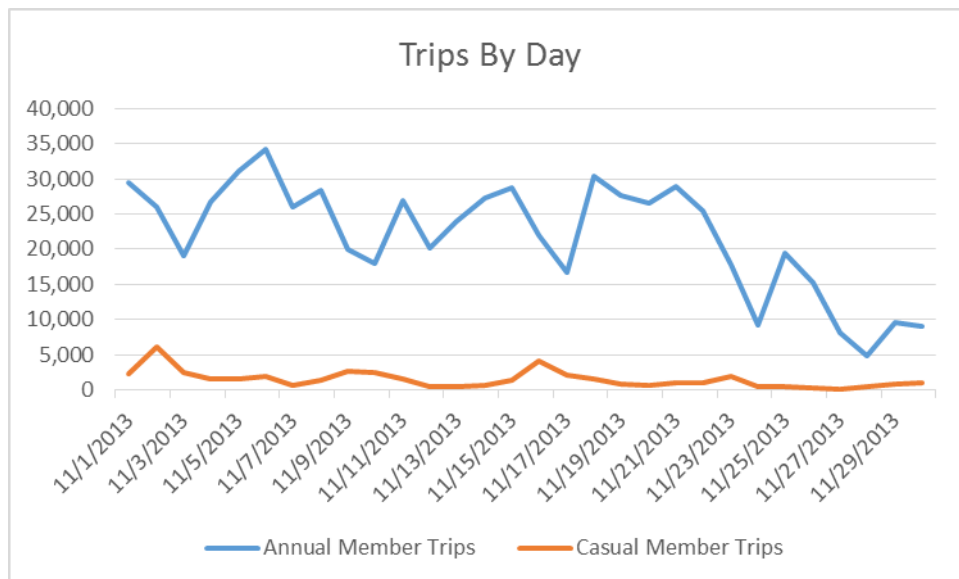
2. Membership

Citi Bike had 1,813 annual members sign up during November 2013, for a total of 94,955 annual members (year to date). There were 16,112 24 hour memberships in November and 1,339 7-day memberships. These numbers all steeply declined from October levels, likely as a result of the arrival of winter weather. As has been the pattern, casual memberships were highest on the weekends.

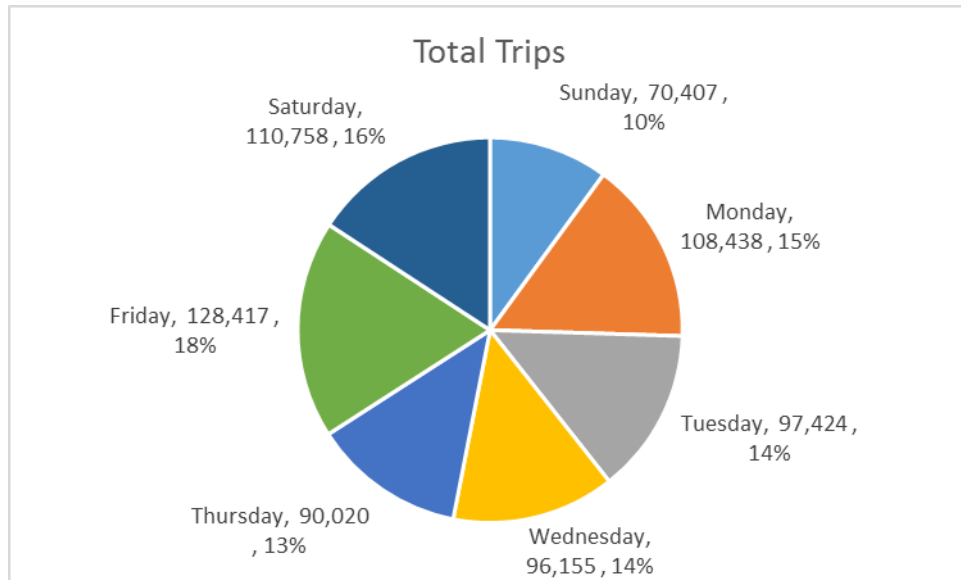


3. Ridership

There were 701,619 trips in November 2013, which is also a steep decline from October. Ridership likely suffered both from colder weather and the light commuting traffic over the week of the Thanksgiving holiday. Annual members took 656,672 trips while casual members took 44,947 trips.



Citi Bike riders traveled a total of 1,082,328 miles with an average miles traveled per trip of 1.54. Distribution of rides throughout the week remains fairly steady, with higher casual usage on the weekend and higher annual usage during the week.



The stations with the most beginning trips in November were Pershing Square North, E 17th and Broadway, Lafayette and E 8th Street, and 8th Avenue and 31st Street. As usual, usage was highest around transit hubs, parts of midtown, and some areas of lower Manhattan, including the financial district and the east village.

Station	Trips From Station
E 17 St & Broadway	8,134
Lafayette St & E 8 St	7,793
8 Ave & W 31 St	7,463
W 21 St & 6 Ave	6,956
Pershing Square N	6,889

Station	Trips From Station
Cadman Plaza E & Red Cross Pl	60
Railroad Ave & Kay Ave	66
Hanover Pl & Livingston St	122
7 Ave & Farragut St	141
Park Ave & St Edwards St	149

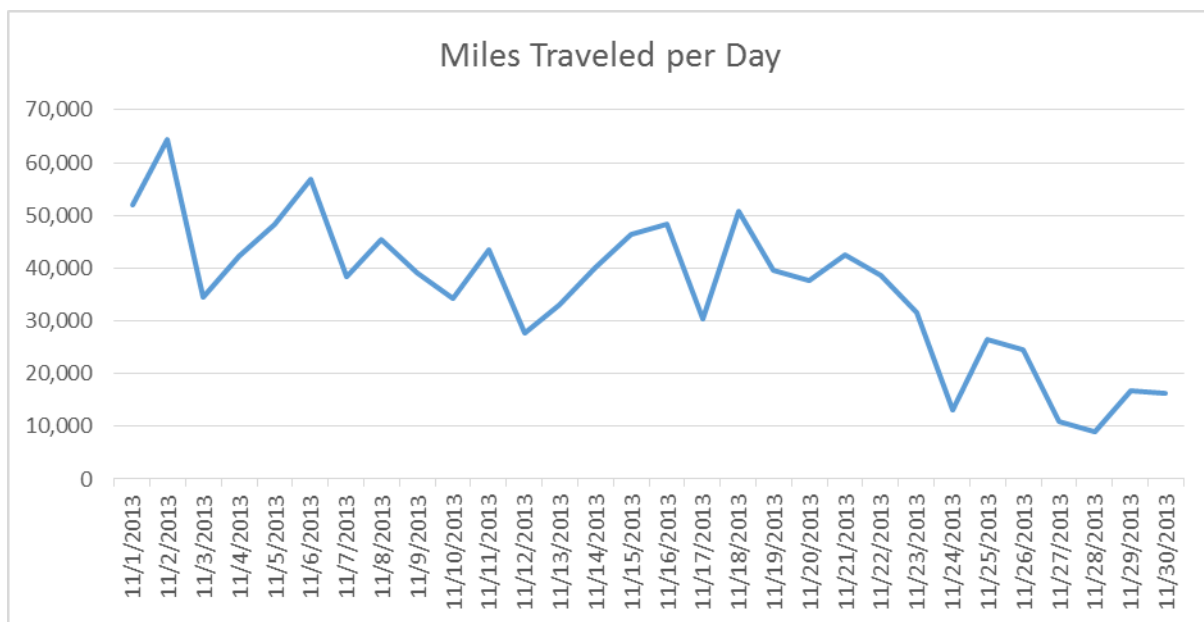
The least frequented destination stations continued to be in Brooklyn, particularly the stations around the Brooklyn Navy Yard.

Station	Trips To Station
E 17 St & Broadway	7,302
Lafayette St & E 8 St	7,556
8 Ave & W 31 St	8,492
W 21 St & 6 Ave	6,941
Pershing Square N	8,304

Station	Trips To Station
Railroad Ave & Kay Ave	41
Cadman Plaza E & Red Cross Pl	62
Hanover Pl & Livingston St	123
7 Ave & Farragut St	131
Park Ave & St Edwards St	153

4. Environmental Impact

Citi Bike riders traveled 1,082,328 miles in the month of November. Citi Bike riders burned a total of 46,450,104 calories for the month.



NYCBS revised its carbon offset calculation this month to be more accurate. Our analysis compares the miles traveled by Citi Bike to published average emissions for other modes of transportation (walking, subway, bus, taxi, private car). NYCBS is currently assuming that Citi Bike trips avoid other modes equally (i.e. each Citi Bike mile traveled avoids .2 miles in each of the other modes). Once we have the opportunity to collect more robust user data, we will be able to calculate modal shift with greater accuracy. Using this calculation, we find that Citi Bike offset 562,810.56 pounds of carbon in November (see November 2013 Citi Bike Monthly Report spreadsheet for details).

5. Rebalancing Operations

NYCBS staff rebalanced a total of 49,211 bicycles during the month of November. Total number of bikes moved was lightly less this month because NYCBS reduced its rebalancing activities for the Thanksgiving holiday. There were 42,859 total empty and full instances, but 90% lasted less than one hour. Non-peak availability was 98% while peak availability was 97%.

6. Station Maintenance Operations

There were 332 active Citi Bike stations at the end of November. Technicians made a total of 722 station visits to address dock and station field maintenance orders. There were 522 reported station malfunctions and 200 reported dock malfunctions. Reboots, battery swaps, and small docking point repairs are the most common FMO types.

7. Bicycle Maintenance Operations

The bike shops at the Farley Building and Sunset Park completed 1,685 total repairs in November, including the refurbishment of 241 bicycles damaged during Sandy. The vast majority of repairs seen by the bike shop in November were related to normal wear and tear from usage.

8. Incident Reporting

In November, there were 226 reported instances of vandalism to bikes and stations, including stickers, graffiti, and damage to stations or bicycles, which were addressed either by NYCBS field staff or a third party cleaning vendor. There were 11 crashes reported to Customer Service by Citi Bike riders and the NYPD

9. Customer Service Reporting

In November, the NYCBS call center processed 18,534 calls with an abandonment rate of 1.8%. The average time to answer a call was 3 seconds and the average time to handle a call was 1 minute and 40 seconds. NYCBS also received 2,805 emails. The most common classifications of customer service calls were “Problems Docking/Undocking Bikes” and “Help With Key Activation”.

10. Customer Outreach

CitiBikeNYC.com had 417,429 pageviews in November vs. 785,859 pageviews in October. The site received 137,907 visits in November vs. 230,536 visits in October vs. 284,337 in September vs. 351,650 in August vs. 426,536 in July. Of these 85,689 were unique visitors vs. 133,006 in October. Our social media following continues to grow, with 17,607 Twitter followers and 12,377 "likes" on Facebook at the end of November.

NYCBS participated in the following public outreach events in November:

Member Meet-up - Team in Training Coached Workout

Join Team in Training's world-class coaches for a free workout in Central Park. Citi Bike members will meet at the popular Central Park South station before TNT's low-pressure coached run and core workout. All ages and athletic abilities welcome! Please RSVP here.

@ Central Park South, Manhattan- 6th Ave. and 59th St.

Saturday, November 5

7:30 am - 9:30 am

Member Meet-up - Team in Training Coached Workout

Join Team in Training's world-class coaches for a free workout in Central Park. Citi Bike members will meet at the popular Central Park South station before TNT's low-pressure coached run and core workout. All ages and athletic abilities welcome! Please RSVP here.

@ Central Park South, Manhattan- 6th Ave. and 59th St.

Wednesday, November 9

6:30 pm - 8:30 pm

Citi Bike Street Skills class

@ Red Lantern Bicycles, 345 Myrtle Ave., Fort Greene, Brooklyn

Thursday, November 10

7pm

Citi Bike + OHNY

Keep your eyes peeled for the program for the Open House New York weekend. There will be two great Citi Bike-related tours. One will get you on the bikes, the other will be a special behind-the-scenes tour of our facilities. Reservations via OHNY required for both. Registration opens Oct. 2.

@ Details TBA

Saturday, November 12

Time TBA

Bike Commuter Breakfast Stop

On Friday morning, November 18, Citi Bike and Transportation Alternatives will be on the Manhattan Bridge bike path doling out Brooklyn Roasting Company coffee and KIND bars to fuel your ride. T.A. will offer half off membership, a T.A. helmet for anyone who donates \$60, and a chance to win a sweet Freitag bag. Come on by!

@ Manhattan Bridge bike path, Manhattan- Canal St. and Forsyth St.

Friday, November 18

8am - 11am

Member Meet-up - Nighttime Bridge Ride

Grab a friend and join Citi Bike's first night ride! We'll admire the twinkling lights of the city while we create our own Citi Bike-powered light show across the East River. We'll return to Red Lantern Bicycle Shop in Fort Greene for \$1 off all beers. Led by NYC Biketrain, we'll ride Friday night, November 18. (The group will make a pit stop to dock bikes and remove new ones if we're approaching the 45-minute Annual Member time limit.) Members or casual users must provide their own Citi Bike. Non-Citi Bike riders also welcome. Helmets are strongly encouraged, but not required. Please RSVP here.

@ Fort Greene, Brooklyn- Red Lantern Bicycle Shop, 345 Myrtle Ave.

Friday, November 18

7:30pm

11. Financial Summary

NEW YORK CITY BIKE SHARE, LLC
FINANCIAL SUMMARY - REVENUE
FOR THE MONTH ENDING NOVEMBER 30, 2013 AND INCEPTION TO
DATE

	<u>Nov-13</u>	<u>Inception to Date</u>
Memberships (Gross)		
Annual	172,235	9,020,725
Daily	158,822	3,149,474
Weekly	<u>32,850</u>	<u>747,200</u>
Total - Memberships (Gross)	<u>363,907</u>	<u>12,917,399</u>
Overage Fees (Gross)		
Annual	61,705	595,170
Casual	<u>89,040</u>	<u>1,624,343</u>
Total - Overage (Gross)	<u>150,745</u>	<u>2,219,513</u>
Total - Other Revenue	<u>9,041</u>	<u>54,724</u>
Discounts, Adjustments, and Refunds	<u>(71,931)</u>	<u>(1,128,079)</u>
Subtotal - Membership and Usage	451,762	14,063,556
Sponsorship Fees		11,686,000

12. Service Levels

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
1	Station Inspection and Litter Removal	Every station is inspected two times per week. All litter is removed two times per week. All defects are entered into the NYCBS database to be cleaned within 24 hours (station) or 96 hours (bicycle)	<98%	100% of stations were inspected and had litter removed twice a week for the month of September
2	Station and Bicycle Cleaning	In addition to Reference 1, every station, as well as bicycles present, is cleaned and wiped down once every 14 days	100%	100% of stations were cleaned every 14 days for the month
3	Bicycle Maintenance	In addition to Reference 1, every bicycle receives a full mechanical check at least once every calendar month. Maintenance for any individual bicycle must be conducted at least 10 days apart	100%	1,685 of the 5,900 (29%) bicycles available for use received a full mechanical check.
4	Station Cleaning After Discovery or Notification	Stations must be cleaned within 48 hours of discovery or notification (by DOT, 311, NYCBS call center, etc.). Cleaning includes but is not limited to full wipe down and graffiti, scratchiti, and sticker removal	<98%	NYCBS cleaned 100% of stations within 48 hours after notification
5	Bicycle Cleaning After Discovery or Notification	Operator must clean bicycles or remove them from the system within 96 hours of discovery or notification (by DOT, 311, NYCBS call center, etc.). Cleaning includes but is not limited to full wipe down and graffiti, scratchiti, and sticker removal	<98%	NYCBS cleaned 100% of bicycles within 96 hours after notification
6	Emergency Station Repair or Removal	In the event of an emergency, a station must be repaired or removed as soon as possible, but no later than 12 hours after notification by DOT	100%	There were no emergency repairs or removals during this reporting period

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
7	Station Deactivation or Removal	To accommodate public works and other events, a station must be removed the later of (i) 48 hours after notification by DOT and (ii) 24 hours before the event start. To accommodate public works and other events, a station must be deactivated the later of (i) 12 hours after notification by DOT and (ii) 12 hours before the event start.	100%	100% of stations were deactivated or removed within the required timeframe
8	Station Reactivation or Replacement	Every station must be replaced within 24 hours or reactivated within 12 hours after the end of the event or emergency, as determined by DOT	100%	100% of stations were reactivated or replaced within the required timeframe
9	Snow Removal (Shut Down)	If the program is shut down due to snow event: Equipment must be operational and reasonably free of snow within 5 hours of the program's reopening	<97%	There were no snow events during the reporting period
10	Snow Removal (No Shut Down)	If the program did not shut down due to snow event: Equipment must be operational and reasonably free of snow within 12 hours of end of snow event	<99%	There were no snow events during the reporting period
11	Station Uptime	Stations must be fully functional including all communications and transaction systems, excluding major upgrades to the Central Computer System providing that NYCBS has given reasonable advance notice to DOT and the customers of the program	<98%	Stations were operational 99% of the time for the month
12	Website Availability	Website must be fully functional. This includes but is not limited to the ability to: process transactions, provide real-time data and map; and provide subscriber account information, such as rental histories	<98%	There were no reported website outages during the reporting period
13	Central Computer System Outage	The Central Computer System must be fully functional	<97%	There were no reported Central Computer System outages during the reporting period

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
14	Bicycle Fleet	The operator will ensure that all bicycles are in circulation as agreed upon by all parties. The bicycle fleet size shall not go below 90% of the program fleet from March to November, and shall not go below 70% between December and February	100%	Bicycle fleet size was 6,059 (100%) as of the end of the reporting period based on a report of docking activity at stations and in NYCBS depots
15	Operational Docks	Docks must be repaired within 48 hours of discovery or notification of a defect. Defect includes but is not limited to the ability to rent and receive bicycles from all user types and full functionality of all communications and transaction systems	<99%	NYCBS repaired 96% of dock malfunctions within 48 hours
16	Peak Hours Bicycle Rebalancing	Bicycles shall be redistributed throughout the system as necessary to meet demand. The number of bicycles at any station during peak hours (peak hours being defined herein as 8 am to 8 pm Monday through Friday) shall not be completely full or completely empty. Liquidated damages shall not be assessed if the next closest station in any direction is not full or empty during the same period of time	<98%	Stations (or adjacent stations) were available 100% of the time during peak hours
17	Non-Peak Bicycle Rebalancing	Bicycles shall be redistributed throughout the system as necessary to meet demand. The number of bicycles at any station during non-peak hours (non-peak hours being defined herein as 8:01 pm to 7:59 am Monday through Friday as well as Saturday and Sunday) completely full or completely empty	<96%	Stations were available 98% of the time during non-peak
18	Call Center	The call center within New York City limits will answer a minimum of 80% of the calls each year from, at a minimum, 7 am to 7 pm, 365 days a year	100%	Call center answered 98% of the calls for the month

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
19	Delivery of Reports	The operator will provide all reports on the agreed upon schedule	100%	Delivery of this report is considered 100% completion of this service level agreement for the month