



# NYC BIKE SHARE



NYCBS August 2014 Monthly Report

**Table of Contents**

1. Executive Summary .....	3
2. Membership.....	3
3. Ridership .....	3
4. Environmental Impact.....	4
5. Rebalancing Operations .....	4
6. Station Maintenance Operations .....	4
7. Bicycle Maintenance Operations .....	4
8. Incident Reporting.....	4
9. Customer Service Reporting .....	4
10. Customer Outreach.....	5
11. Financial Summary.....	6
12. Service Levels .....	6

## 1. Executive Summary

August was another busy month for Citi Bike and our members. Our members took over 1 million trips for the third straight month. Our staff and our members were also very active during Summer Streets.

There were 325 active stations at the end of the month. Our target fleet size for the month was 6,000 bicycles on the street, and our average number of active bikes was 5,079. Fleet size at the end of the month was 5,066.<sup>1</sup> 10,055 annual members and 51,744 casual members signed up or renewed during the month. Total annual membership stands at 93,184.

Citi Bike riders took 1,059,463 trips and traveled 1,907,282 miles. There was an average of 34,176 rides per day in August with an average distance of 1.8 miles per trip. On average, each bicycle in the system had approximately 7 rides per day.

There were no snow or weather events that impacted the system during the month.

NYCBS rebalanced 66,620 bicycles in August, averaging 2,150 bicycles moved per day.

In August, there were 3,709 reported bicycle maintenance issues that were addressed through in-shop maintenance on 3,109 unique bikes. There were 154 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 59,342 empty and full instances during operational hours. Per NYCBS' service level agreements, peak availability was 99% for the month and off-peak availability was 97%.

In August, there were 45,566 total customer service calls and 2,456 emails. We had approximately 4.3 customer service calls per 100 rides.

The gross revenue for August 2014 was \$2,543,275.59.

## 2. Membership

Citi Bike had 10,055 annual members sign up or renew during August 2014, for a total of 93,184 annual members. There were 48,086 one day memberships in August and 3,658 seven day memberships.

## 3. Ridership

There were 1,059,463 trips in August 2014, which was comparable to the ridership from July. Annual members accounted for the vast majority of the trips, recording 910,641 trips vs. 148,422 trips for casual members. Citi Bike riders traveled a total of 1,907,282 miles with an average miles traveled per trip of 1.8. Ridership was generally higher on weekdays, but casual ridership was highest on weekends. August 7 was the highest day for ridership with 39,924 rides.

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<sup>1</sup> Day by day fleet size counts can be found in the August 2014 Domo page

The most popular origins and destinations continue to be stations near large transit hubs, including the stations near Penn Station and the Port Authority, Pershing Square, and the area around Union Square. As has been the pattern, the least frequented destination stations are in Brooklyn.<sup>2</sup>

#### **4. Environmental Impact**

Citi Bike riders traveled 1,907,282 miles in the month of August. Citi Bike riders burned a total of 76,291,280 calories for the month. Using our calculation, we find that Citi Bike offset 991,786.64 pounds of carbon in August<sup>3</sup>.

#### **5. Rebalancing Operations**

NYCBS staff rebalanced a total of 66,620 bicycles during the month of August. In addition to our truck rebalancing, re-balancers using bicycle trailers move bicycles along the Broadway corridor and near Penn Station and the Port Authority. NYCBS also deployed its trike fleet to assist with rebalancing in lower Manhattan. Our bike valet program continued in the East Village on weekday evenings, and we began piloting a morning valet in the Financial District.

There were 59,342 total empty and full instances. Peak availability was 99% (SLA target level is 98%), without including whether the next closest station was full of empty. Non-peak availability was 97% (SLA target level is 96%).

#### **6. Station Maintenance Operations**

There were 325 active Citi Bike stations at the end of August. Technicians made a total of 803 station visits to address dock and station field maintenance orders. There were 504 reported station malfunctions and 299 reported dock malfunctions. Reboots, battery swaps, and docking point repairs were the most common FMO types. Station uptime for the month was 98%.

#### **7. Bicycle Maintenance Operations**

The bike shops at the Farley Building and Sunset Park completed 3,709 repairs on 3,109 unique bicycles in August. 5,422 (100%) total unique bikes were checked or repaired during the month.

#### **8. Incident Reporting**

In August, there were 154 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 10 crashes reported to Customer Service by Citi Bike riders.

#### **9. Customer Service Reporting**

In August, there were 45,566 total customer service calls. The NYCBS call center processed 36,529 (80.17%) calls with an abandonment rate of 3%. The overflow call center, which also takes overnight calls, processed 9,037 (19.83%) calls. Call volume for August was approximately 4.3 calls per 100 rides. At NYCBS, the average time to handle a call was four minutes with an average hold time of thirteen seconds. NYCBS also received 2,456 emails.

<sup>2</sup> Station by station ridership information can be found on the 'August 2014 Trips by Origin' and 'August 2014 Trips by Destination' cards in Domo

<sup>3</sup> See the 'Environmental Impact' tab of the August 2014 Citi Bike Monthly Report spreadsheet for detailed calculations

## 10. Customer Outreach

CitiBikeNYC had 712,811 pageviews in August. The site had 206,734 sessions of which 124,266 were unique visitors. Our social media following continues to grow with 20,828 Twitter followers and 15,249 Facebook "likes" as of the end of August.

NYCBS hosted or participated in the following public events in August:

Hudson River Park's Riverflicks Big Hit Wednesday

Lone Survivor Rated R

@ Pier 63 Lawn (Cross at W 23rd St)

Wednesday, August 6, 2014

Movie starts @ 8:30pm

Free popcorn!

Citi Bike Street Skills class

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

Thursday, August 14, 2014

7:30pm

Citi Bike Street Skills class

@ REI Soho Community Room, 303 Lafayette St., Soho

Monday, August 18, 2014 (new date!)

7pm

Hudson River Park's Riverflicks Big Hit Wednesday

Captain Phillips Rated PG-13

@ Pier 63 Lawn (Cross at W 23rd St)

Wednesday, August 20, 2014

Movie starts @ 8:30pm

Free popcorn!

## 11. Financial Summary<sup>4</sup>

Revenue categories	Total
Membership: Annual	\$ 1,710,197.92
Membership: Daily	\$ 463,411.30
Membership: Weekly	\$ 88,850.00
Overages: Annual	\$ 89,199.00
Overages: Casual	\$ 319,031.00
Other revenue	\$ 18,414.16
Discounts	\$ (131,788.89)
Refunds: Annual	\$ (7,315.00)
Refunds: Other	\$ (6,723.90)
<b>Total</b>	<b>\$ 2,543,275.59</b>

## 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.
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%	100% of bicycles were given a full mechanical check in the field or depot.
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 28% of stations within 48 hours after notification.

<sup>4</sup> These are preliminary revenue figures and not audited



Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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 or removed from service 17% of bicycles within 96 hours after notification. NYCBS' ability to clean bicycles in the required timeframe is limited by the lack of remote bicycle lockdown functionality.
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 station repairs or removals in August.
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 that resulted in system shut down 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 period.

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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 for all transaction types 98% 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
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 August to January, and shall not go below 70% between January and August	100%	Average fleet size for the month was 5,079 (85%). Breakdown of daily fleet size can be found in the accompanying spreadsheet.
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 39% 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 were available 99% of the time during peak hours. NYCBS does not have a system for calculating whether the next closest station was full or empty.



Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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 97% 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%	The NYCBS Call Center handled 80.13% of total volume for the month.
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