



# NYC BIKE SHARE



NYCBS December 2013 Monthly Report

**Table of Contents**

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

## 1. Executive Summary

December 2013 was Citi Bike's seventh full month of operation. There were 332 active stations and an average of 6,499 bicycles available or in use. 1,170 annual members and 8,217 casual members signed up during the month. Total annual membership at the end of the month was 96,125.

Overall ridership was 460,871 trips and 698,298 miles traveled, showing a steep decline from November, with annual members taking 441,117 trips and casual members accounting for 19,754 trips. There was an average of 14,867 rides per day in December with an average distance of 1.52 miles per trip. On average, each bicycle in the system had approximately 2.3 rides per day.

There was a snowstorm on December 14, 2013 that caused NYCBS staff to remove some bicycles from circulation for approximately 24 hours.

NYCBS rebalanced 44,301 bicycles during December, averaging 1,429 bicycles per day.

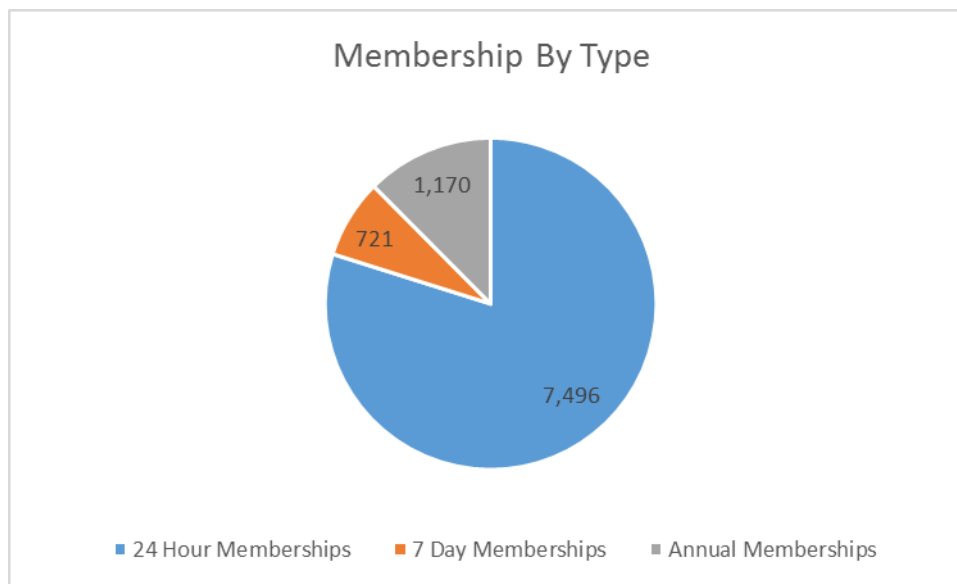
In December, there were 2,237 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 98 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 8,676 instances of full stations and 12,524 instances of empty stations during operational hours. Of the empty and full instances, 88% lasted less than 60 minutes.

In December, there were 9,866 calls to the call center and 1,632 emails.

The gross revenue for December 2013 was \$234,600.

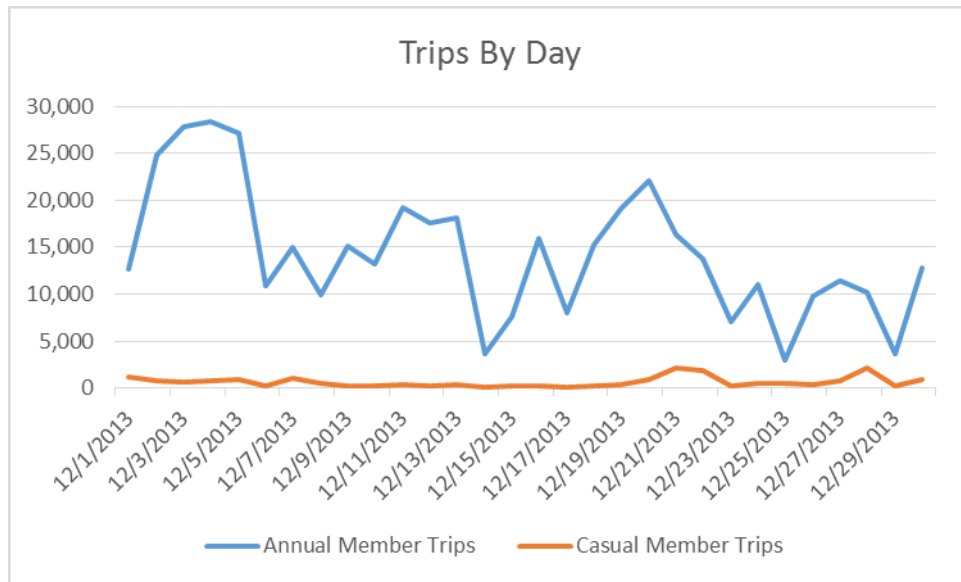
## 2. Membership

Citi Bike had 1,170 annual members sign up during December 2013, for a total of 96,125 annual members (year to date). There were 7,496 one day memberships in December and 721 seven day memberships. These numbers all steeply declined from November levels, likely as a result of the holidays and cold weather.

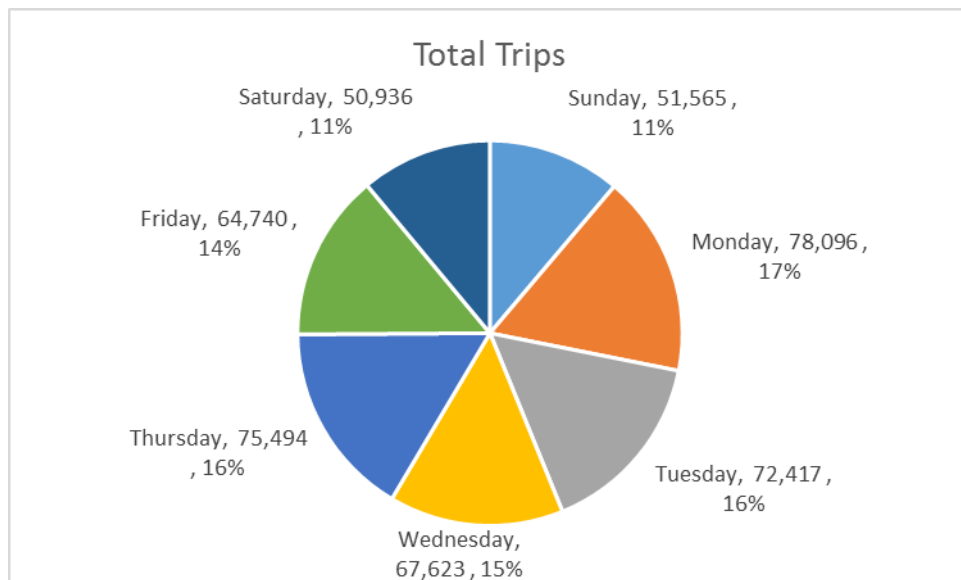


### 3. Ridership

There were 460,871 trips in December 2013, which is also a steep decline from November. Ridership was particularly low on holidays and on days that saw significant precipitation. Annual members took 441,117 trips while casual members took 14,867 trips.



Citi Bike riders traveled a total of 698,298 miles with an average miles traveled per trip of 1.52. 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 December were Pershing Square North, E 17<sup>th</sup> and Broadway, and 8<sup>th</sup> Avenue and 31<sup>st</sup> 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	4,993
8 Ave & W 31 St	4,866
W 21 St & 6 Ave	4,813
Pershing Square N	4,401

Station	Trips From Station
Carlton Ave & Park Ave	36
Railroad Ave & Kay Ave	58
Bedford Ave & S 9 St	77
Hanover Pl & Livingston St	104
7 Ave & Farragut St	104

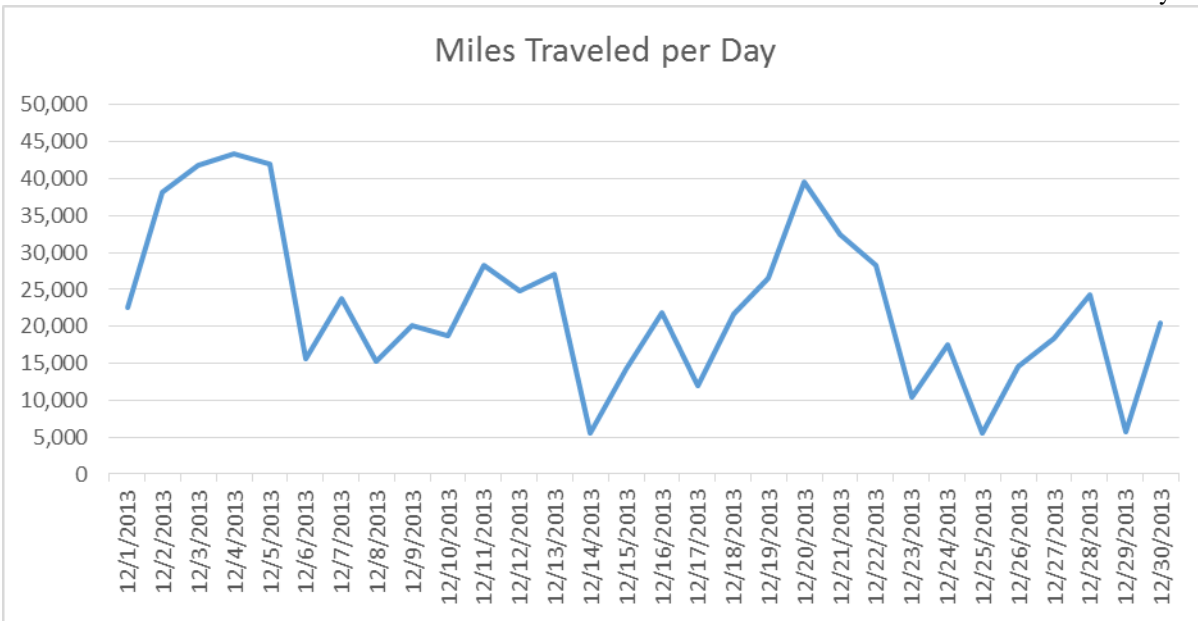
The least frequented destination stations continued to be in Brooklyn, particularly the stations in and around the Brooklyn Navy Yard.

Station	Trips To Station
E 17 St & Broadway	7,302
8 Ave & W 31 St	5,103
Pershing Square N	5,069
Lafayette St & E 8 St	4,941
W 21 St & 6 Ave	4,669

Station	Trips To Station
Carlton Ave & Park Ave	42
Railroad Ave & Kay Ave	51
Bedford Ave & S 9 St	81
7 Ave & Farragut St	84
Hanover Pl & Livingston St	103

#### 4. Environmental Impact

Citi Bike riders traveled 698,298 miles in the month of December. Citi Bike riders burned a total of 30,026,814 calories for the month.



Using our calculation, we find that Citi Bike offset 363,114.96 pounds of carbon in December (see December 2013 Citi Bike Monthly Report spreadsheet for details).

## 5. Rebalancing Operations

NYCBS staff rebalanced a total of 44,301 bicycles during the month of December. There were 21,200 total empty and full instances, but 88% lasted less than one hour. Non-peak and peak availability were both 98%.

## 6. Station Maintenance Operations

There were 332 active Citi Bike stations at the end of December. Technicians made a total of 666 station visits to address dock and station field maintenance orders. There were 494 reported station malfunctions and 172 reported dock malfunctions. Reboots, battery swaps, and small docking point repairs were the most common FMO types.

## 7. Bicycle Maintenance Operations

The bike shops at the Farley Building and Sunset Park completed 2,237 total repairs in December, including the refurbishment of 306 bicycles damaged during Sandy. The plurality of repairs seen by the bike shop in December were related to normal wear and tear from usage.

## 8. Incident Reporting

In December, there were 98 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 6 crashes reported to Customer Service by Citi Bike riders and the NYPD.

## 9. Customer Service Reporting

In December, the NYCBS call center processed 9,866 calls with an abandonment rate of 2.5%. The average time to answer a call was 3 seconds and the average time to handle a call was 1 minute and 46 seconds. NYCBS also received 1,632 emails.

## 10. Customer Outreach

CitiBikeNYC.com had 279,790 pageviews in December vs. 417,429 pageviews in November vs. 785,859 pageviews in October. The site received 93,391 in December vs. 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 60,562 were unique visitors vs. 85,689 in November. Our social media following continues to grow, with 17,803 Twitter followers and 12,510 "likes" on Facebook at the end of December.

On December 28-30, 2013, New Yorkers and visitors got a chance to pedal stationary Citi Bikes to help power Times Square's famous New Year's Eve ball drop. Energy generated by pedaling was stored in batteries, and was later transferred to the city's power grid. Participants received a free Citi Bike day pass, hot chocolate, and bragging rights.

## 11. Financial Summary

### **NEW YORK CITY BIKE SHARE, LLC FINANCIAL SUMMARY - REVENUE FOR THE MONTH ENDING DECEMBER 31, 2013 AND INCEPTION TO DATE**

	<u>Dec-13</u>	<u>Inception to Date</u>
Memberships (Gross)		
Annual	111,150	9,131,875
Daily	73,590	3,223,064
Weekly	<u>17,825</u>	<u>765,025</u>
Total - Memberships (Gross)	<u>202,565</u>	<u>13,119,964</u>
Overage Fees (Gross)		
Annual	46,727	641,897
Casual	<u>41,350</u>	<u>1,665,693</u>
Total - Overage (Gross)	<u>88,077</u>	<u>2,307,590</u>
Total - Other Revenue	<u>5,464</u>	<u>60,189</u>

Discounts, Adjustments, and Refunds	(61,506)	(1,189,585)
<b>Subtotal - Membership and Usage</b>	<b>234,600</b>	<b>14,298,157</b>
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
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%	2,237 of 6,499 (34%) of bicycles were given a full mechanical check in the depot in December
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 96% of stations within 48 hours after notification



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 90% 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
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%	Following the December 14 snow storm, stations were operational and reasonably free of snow within 12 hours of the end of the snow event

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 97% 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 March to December, and shall not go below 70% between December and February	100%	Bicycle fleet size was 6,499 (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 97% of dock malfunctions within 48 hours

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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 98% 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 97% of the calls 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