



NYC BIKE SHARE



NYCBS July 2015 Monthly Report

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1. Introduction

NYCBS ridership has remained consistently high throughout July, a trend that has continued since the beginning of the peak season in May. In July, Citi Bike riders took 1,085,477 trips and traveled a total of 2,016,652 miles. There were an average of 35,015 rides per day. On average, each bicycle in the system had approximately 5.79 rides per day.

15,073 annual members and 59,660 casual members signed up or renewed during the month. Total annual membership stands at 80,885.

There were 325 active stations at the end of the month. Our average number of active bikes was 6,043. Fleet size at the end of the month was 6,478. We are consistently making progress on bikes in need of repair and maintenance, and have incorporated new bikes into the fleet.

NYCBS rebalanced 70,248 bicycles in July, averaging 2,266 bicycles moved per day.

In July, there were 3,192 bicycle maintenance issues that were addressed through in-shop maintenance. There were 11 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 82,706 empty and full instances during operational hours.

In July, there were 19,803 total customer service calls and 2,437 emails. We had approximately 1.95 customer service calls per 100 rides.

The total revenue for July was \$9,263,317, with \$3,528,567 coming from membership and user fees, and \$5,734,750 coming from sponsorship. Year to date revenue was \$20,619,867 at the end of the month, with \$10,685,931 from membership and user fees, and \$9,933,936 from sponsorship.

2. Membership

Citi Bike had 15,073 annual members sign up or renew during the month of July. There were 54,440 one day memberships in July and 5,220 seven day memberships purchased.

3. Ridership

There were 1,085,477 trips in July. Annual members accounted for the majority of trips, recording 905,200 trips vs. 180,277 trips for casual members. Citi Bike riders traveled a total of 2,016,652 miles with an average of 1.86 miles per trip. Ridership was generally higher on weekdays, but casual ridership was highest on weekends. July 22nd was the highest day for ridership with 42,553 rides.

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.

4. Environmental Impact

Citi Bike riders traveled 2,016,652 miles in the month of July. Citi Bike riders burned a total of 80,666,080 calories for the month. Using our calculation, we find that Citi Bike offset 1,048,659 pounds of carbon in July.

5. Rebalancing Operations

NYCBS staff rebalanced a total of 70,248 bicycles during the month of July. In addition to our truck rebalancing, re-balancers using bicycle trailers moved bicycles near Penn Station, Port Authority Bus Terminal, Grand Central Station, the Financial District, the Lower East Side, and the East Village. There were 82,706 total empty and full instances.

6. Station Maintenance Operations

There were 325 active Citi Bike stations at the end of July. Technicians made a total of 805 station visits to address dock and station field maintenance orders. There were 67 reported station malfunctions and 1,160 reported dock malfunctions. Reboots, battery swaps, and docking point repairs were the most common FMO types. Station uptime for the month was 99.87%.

7. Bicycle Maintenance Operations

The bike shops at the Farley Building and Sunset Park completed 3,192 bicycle repairs in July. 6,476 total unique bikes were checked or repaired during the month.

8. Incident Reporting

In July, there were 11 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 24 crashes reported to Customer Service by Citi Bike Riders.

9. Customer Service Reporting

In July, there were 21,164 total customer service calls in July. The NYCBS call center processed 19,803 calls with an abandonment rate of 1.23%. The overflow call center, which also takes overnight calls, processed 1,361 calls. Call volume for July was approximately 1.95 calls per 100 rides. At NYCBS, the average time to handle a call was four minutes and thirty-two seconds with an average hold time of eight seconds. NYCBS also received 2,437 emails.

10. Financial Summary

Revenue Categories	July	July YTD
Membership: Annual	\$2,298,898.69	\$6,747,867.80
Membership: Daily	\$580,452.70	\$1,959,404.94
Membership: Weekly	\$136,625.75	\$448,540.69
Overages: Annual	\$100,592.31	\$519,031.37
Overages: Casual	\$562,897.75	\$1,718,877.42
Other revenue	\$62,024.03	\$147,681.99
Refunds and Discounts	-\$212,924.05	-\$855,473.09
Sponsorship	\$5,734,750.00	\$9,933,936.00
Total	\$9,263,317.18	\$20,619,867.12

11. Service Levels

	Name	Agreement	Performance Level
1	Station Cleaning and Inspection	Every Station, as well as all Bicycles present, must be cleaned, wiped down, and inspected at least one time between the first and fifteenth days of the month, and one time between the sixteenth and last days of the month.	NYCBS met this goal 99% of the time.
2	Bicycle Maintenance	Every Bicycle in the Bicycle fleet (any Bicycle that appears in a Bicycle Fleet Level recording at least one time during the month) shall receive a Bicycle Maintenance check and cleaning at least once every calendar month. Prior to the earlier of completion of the implementation of the Ability to lock down bikes (with visual indicator) in the Remote Functionality Section of Appendix or 12 months from the Effective Date, 95 percent of Bicycles in the Bicycle fleet will receive a Bicycle maintenance check and cleaning at least once every calendar month.	NYCBS met this goal 99% of the time.
2a	Bicycle Maintenance: Accrual	A Bicycle in the Bicycle Fleet that has not received at least one Bicycle Maintenance check and cleaning during a period of one calendar month plus seven days, except: Prior to the earlier of completion of implementation of the Ability to lock down bikes (with visual indicator) in the Remote Functionality Section of Appendix or 12 months from the Effective Date, a Bicycle in the Bicycle Fleet that has not received at least one Bicycle Maintenance check and cleaning during a period of two calendar months plus seven days.	NYCBS checked 100% of the Bicycle Fleet within two months and seven days.

			Performance Level
Name	Agreement		
3	Resolution of Station Defects Following Discovery or Notification	Instances of deficient, damaged, or unclean Station components, or adverse conditions caused to the surrounding public property by the presence of the Station must be timely resolved following Discovery or Notification. Station Defects fall into the following severity classes, based on whether they are: (i) Defects Impacting the Area Surrounding Station (must be resolved within 24 hours); (ii) Defects Impacting the Usability of Entire Station (must be resolved within 48 hours); (iii) Defects Impacting the Usability of Specific Dock(s); (iv) Defects Impacting the Appearance of Station (must be resolved within 72 hours).	NYCBS met SLA 3(i) at 100%, 3(ii) at 97%, 3(iii) at 100%, and 3(iv) at 96%.
3a	Accrual of Station Defects Following Discovery or Notification	Every individual instance of a deficient, damaged, or unclean Station component must be resolved within 7 Days of Discovery or Notification. Station Defects fall into the severity classes listed in SLA #3, above.	NYCBS met SLA 3(i)a, 3(ii)a, 3(iii)a, and 3(iv)a 100% of the time.
4	Resolution of Bicycle Defects Following Discovery or Notification	Instances of deficient, damaged, or unclean Bicycles, or adverse conditions caused to the surrounding public property by the presence of Bicycles must be timely resolved following Discovery or Notification. For the purposes of this SLA, Wrenching of Bicycle by a user will constitute Notification, and removal of Bicycle from service by NYCBS will constitute resolution of defect. Defects related to Bicycles must be resolved within 48 hours if Bicycle is Wrenched, or 96 hours if Bicycle is not Wrenched.	NYCBS met this goal 93% of the time.
4a	Accrual of Bicycle Defects Following Discovery or Notification	Every individual instance of a deficient, damaged, or unclean Bicycle must be resolved within 7 Days of Discovery or Notification.	NYCBS met this goal 100% of the time.
5	Public Safety Emergency: Station Repair, De-Installation, or Adjustment	In the event of a Public Safety Emergency, a Station must be repaired, De-Installed, or Adjusted as soon as possible, but no later than 12 hours after Notification. Stations De-Installed for Public Safety Emergencies must be reinstalled within 72 hours after the end of the Public Safety Emergency, as determined by DOT.	NYCBS met this service level 100% of the time.
6	Station	As directed by DOT, NYCBS must perform:	NYCBS met this

		Performance Level	
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Deactivation, De-Installation, Re-Installation, and Adjustment	(i) Station Deactivation(s); (ii) Station De-Installation(s); (iii) Station Re-Installation(s); (iv) Station Adjustment(s). DOT will provide a minimum of 48 hours advance notice prior to any of the above, except in instances where the continued presence/activity of the Station has been determined to pose a threat to public safety. Deactivated Stations must be reactivated within 24 hours of direction from DOT. De-Installed or Adjusted Stations must be reinstalled or Readjusted to their original configurations within 72 hours of direction from DOT.	service level 100% of the time.	
7	Snow Removal	Following snow events, NYCBS must remove snow within 12 hours so as to maintain: (i) Parallel pedestrian clear path adjacent to Stations located on sidewalks and in plazas; and (ii) Perpendicular pedestrian paths through Stations where gaps in Docks provide pedestrian access.	There were no snow events in July.
8	Program Functionality	The Program is completely unavailable, such that no Program user can dock, undock, and Wrench Bicycles as intended, exclusive of planned Program outages for upgrades and maintenance as agreed upon by NYCBS and DOT and Program outages caused by an Event of Force Majeure.	NYCBS met this service level 100% of the time.
9	Bicycle Availability	This Bicycle Availability requirement is met if the monthly average Bicycle Fleet Level, recorded once each Day of the month between the hours of 11:00 AM and 3:00 PM, meets or exceeds the required Bicycle Fleet Level.	Average Bicycle Fleet Level exceeded the required Bicycle Fleet Level; NYCBS met this service level 100% of the time.
10	Never-Die Stations	The minutes of Station Outage at each Never-Die Station shall not exceed three (3) percent of Station-minutes at that Station between the hours of 6:00AM and 12:00AM per month. This SLA shall be adjusted or suspended during snow events and at times when the City has implemented an emergency suspension of alternate side parking following a snow event.	NYCBS Never-Die Stations were available 94% of the time to users within active time.
11	Rebalancing	No individual Station Outage shall continue for longer than 4 hours. Damages will not accrue between the hours of 10:00PM and 6:00AM.	NYCBS Stations were available 95% of the time to users within active time.

			Performance Level
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12	<p>Availability of Data and Reports</p> <p>(i) Real-time Program data (i.e., JSON feed) will be accurate and available to the public at all times. In addition, the following data sources will be furnished to DOT:</p> <p>(ii) Real-time, read-only access to data as per the Functional Specifications;</p> <p>(iii) Real-time, read-only access to any databases or other record-keeping sources used by NYCBS to manage and operate the Program, including but not limited to all data sources required to determine compliance with the service levels incorporated herein; and</p> <p>(iv) A monthly report as required by Appendix G, "Reporting Requirements."</p>		NYCBS met this service level 100% of the time.