



NYC BIKE SHARE



NYCBS June 2014 Monthly Report

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1. Executive Summary

June was a busy month for Citi Bike as our peak season fully hit its stride. We had over 1 million rides for the month and had our first day of over 40 thousand rides. In addition, June saw Citi Bike's 10 millionth trip, marking an important milestone for the program.

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 fleet size was 5,362. Fleet size at the end of the month was 5,276.¹ 18,364 annual members, 47,516 casual members signed up or renewed during the month. Total annual membership stands at 96,318.

Citi Bike riders took 1,035,478 trips and 1,870,986 miles traveled. There was an average of 34,516 rides per day in June with an average distance of 1.8 miles per trip. On average, each bicycle in the system had approximately 6 rides per day.

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

NYCBS rebalanced 41,164 bicycles in June, averaging 1,372 bicycles moved per day.

In June, there were 3,383 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 182 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 59,740 empty and full instances during operational hours. Per NYCBS' service level agreements, peak availability was 98% for the month and off-peak availability was 97%.

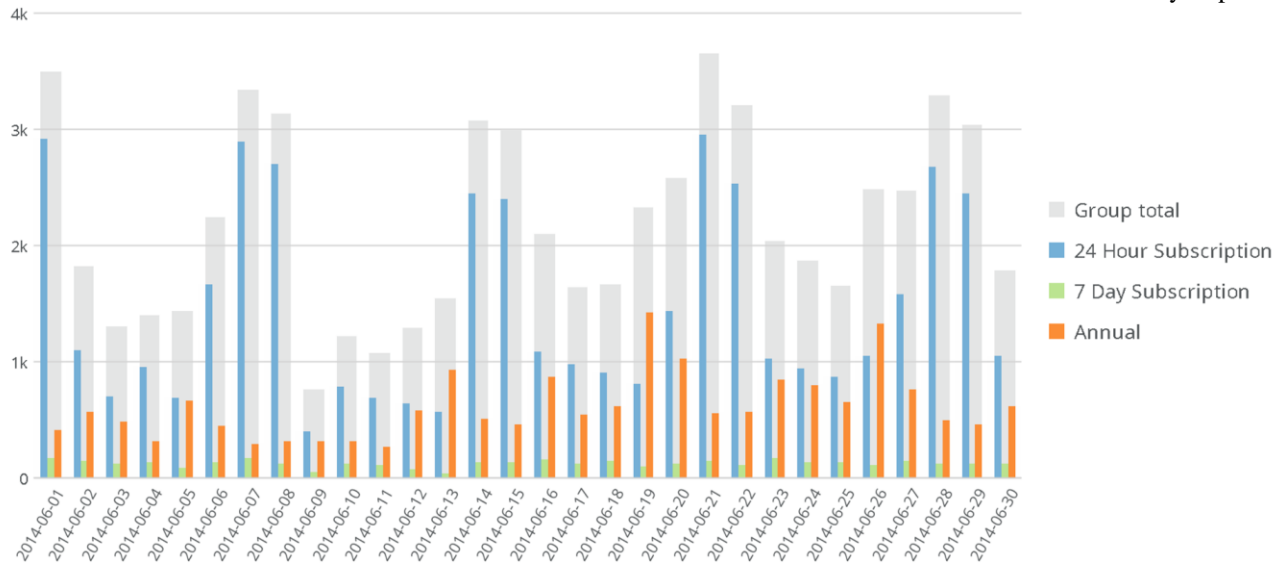
In June, there were 47,289 calls to the call center and 3,621 emails. We had approximately 4.6 calls to the call center per 100 rides.

The gross revenue for June 2014 was \$2,762,337.25.

2. Membership

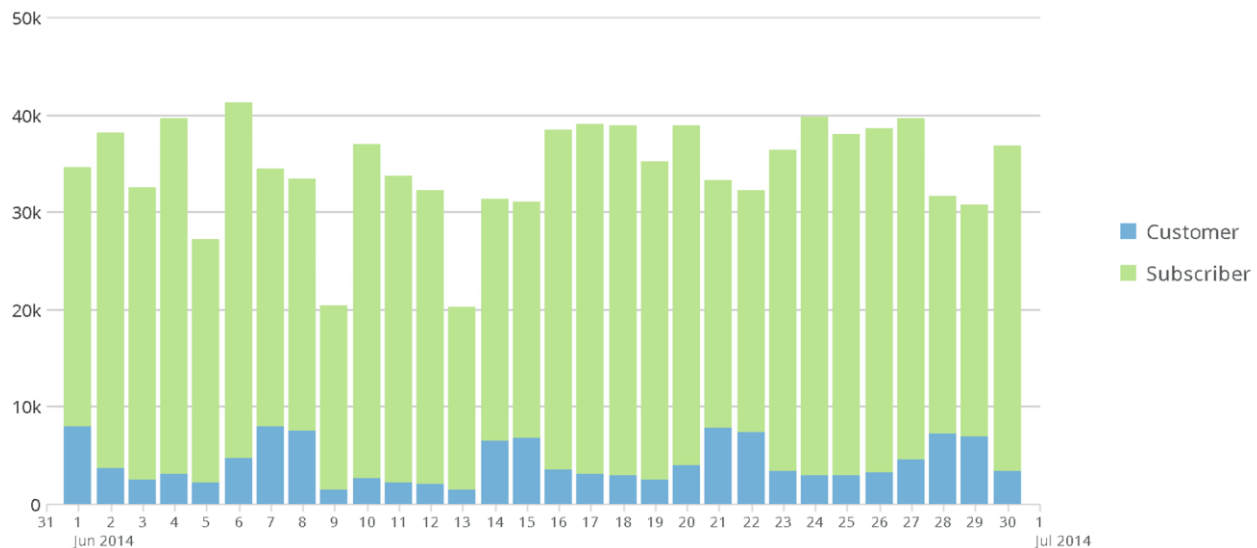
Citi Bike had 18,364 annual members sign up or renew during June 2014, for a total of 96,318 annual members. There were 43,858 one day memberships in June and 3,658 seven day memberships.

¹ Day by day fleet size counts can be found in the June 2014 Domo page



3. Ridership

There were 1,035,478 trips in June 2014, which was an increase from May. Annual members accounted for the vast majority of the trips, recording 906,255 trips vs. 129,223 trips for casual members. Citi Bike riders traveled a total of 1,870,986 miles with an average miles traveled per trip of 1.8. Ridership was generally higher on weekdays, but casual ridership was highest on weekends. June 6 was the highest day for ridership with over 40 thousand 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.²

² Station by station ridership information can be found on the 'June 2014 Trips by Origin' and 'June 2014 Trips by Destination' cards in Domo

4. Environmental Impact

Citi Bike riders traveled 1,870,986 miles in the month of June. Citi Bike riders burned a total of 74,839,440 calories for the month. Using our calculation, we find that Citi Bike offset 972,912.72 pounds of carbon in June³.

5. Rebalancing Operations

NYCBS staff rebalanced a total of 41,164 bicycles during the month of June. 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. In June, we also began a pilot program of Bike Valet service in the East Village, where stations that normally fill up are staffed by NYCBS employees who ensure that there are available docks for customers. The pilot phase was a success and the program was fully staffed and rolled out in July.

There were 59,740 total empty and full instances. Peak availability was 98% (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 June. Technicians made a total of 809 station visits to address dock and station field maintenance orders. There were 558 reported station malfunctions and 251 reported dock malfunctions. Reboots, battery swaps, and docking point repairs were the most common FMO types. Station uptime for the month was 97%.

7. Bicycle Maintenance Operations

In June, NYCBS experienced a spike in the number of bicycle maintenance issues identified in the field. As a result, fleet size was lower than the target level for the month. To adjust, NYCBS expanded the seasonal bike mechanic work force and also used bike checkers to deal with minor repairs. Our team also developed a triage system in the bike shop to identify the level of effort required for a repair so that we could address the 'low hanging fruit' first. Significant progress has been made on addressing the backlog. The bike shops at the Farley Building and Sunset Park completed repairs on 2,775 bicycles in June. 4,439 (86%) total unique bikes were checked or repaired during the month.

8. Incident Reporting

In June, there were 182 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 16 crashes reported to Customer Service by Citi Bike riders.

9. Customer Service Reporting

In June, the NYCBS call center processed 47,289 calls with an abandonment rate of 13%. Call volume for June was approximately 5 calls per 100 rides. The average time to handle a call was four

³ See the 'Environmental Impact' tab of the June 2014 Citi Bike Monthly Report spreadsheet for detailed calculations

minutes and 34 seconds with an average hold time of 2 minutes and 11 seconds. NYCBS also received 3,621 emails.

10. Customer Outreach

CitiBikeNYC had 912,086 pageviews in June. The site had 230,802 sessions of which 138,268 were unique visitors, slightly down from May. Our social media following continues to grow with 20,072 Twitter followers and 14,411 Facebook "likes" as of the end of June.

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

Citi Bike Street Skills class
@ Red Lantern Bicycles, 345 Myrtle Ave., Fort Greene, Brooklyn
Thursday, June 5, 2014
7pm

DOT Helmet Fitting & Giveaway**
@ Fort Greene Park / Ingersoll Houses, Fort Greene, Brooklyn
Washington Park & Myrtle Ave.
Saturday, June 7, 2014
11am - 3pm

Citi Bike Street Skills class
@ REI Soho Community Room, 303 Lafayette St., Soho
Tuesday, June 10, 2014
7pm

Brooklyn Neighborhood Ride: Williamsburg to Borough Hall
Start @ Wythe Ave & Metropolitan Ave Citi Bike station
End @ Joralemon St & Adams St (near Borough Hall)
Saturday, June 14, 2014
11am
Spend a Saturday riding around Brooklyn! We'll cruise the Kent Ave bike lane along the East River, see beautiful Brooklyn Bridge Park, and end at Brooklyn Borough Hall.
RSVP [here](#)

Citi Bike Street Skills class
@ The Wix Lounge, 235 W 23rd St., 8th fl., Chelsea
Monday, June 23, 2014
6:30pm

East Side Morning Commute Ride: Grand Central to City Hall
Start @ E 42 St & Vanderbilt Ave Citi Bike station
End @ Reade St & Broadway
Wednesday, June 25
8am
Ride the East Side! We'll be starting at Grand Central Station and stopping off at points along Manhattan's Lower East Side, ending right near City Hall.

Citi Bike Street Skills class

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

Thursday, June 26

7:30pm

Citi Bike Street Skills class

@ Bicycle Habitat, 228 7th Ave., Chelsea

Sunday, June 29, 2014

9:30am

NYC Pride March

Starts @ 36th St. & 5th Ave, Ends @ Christopher St. & Greenwich St.

Sunday, June 29, 2014

12pm

11. Financial Summary⁴

Revenue categories	Total
Membership: Annual	\$ 1,999,662.92
Membership: Daily	\$ 424,078.95
Membership: Weekly	\$ 89,800.00
Overages: Annual	\$ 129,480.50
Overages: Casual	\$ 287,146.00
Other revenue	\$ 68,840.50
Discounts	\$ (163,075.38)
Refunds: Annual	\$ (44,460.00)
Refunds: Other	\$ (29,136.24)
Total Revenue	\$ 2,762,337.25

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.

⁴ These are preliminary revenue figures and not audited

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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%	71% 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 61% 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 or removed from service 15% 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 June.
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

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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.
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 97% of the time for the month. A number of work orders were open for long periods of time due to constraints in the supply of spare credit card readers.
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 June to January, and shall not go below 70% between January and June	100%	Average fleet size for the month was 5,362 (89%). 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 37% 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 were available 98% of the time during peak hours. NYCBS does not have a system for calculating whether the next closest station was full or empty.
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%	Call center answered 87% 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