



NYC BIKE SHARE



NYCBS February 2014 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.....	7
9. Customer Service Reporting	7
10. Customer Outreach.....	7
11. Financial Summary.....	8
12. Service Levels	8

1. Executive Summary

February was Citi Bike's ninth full month of operation. There were 329 (3 were temporarily removed or awaiting relocation during the month) active stations. Our target fleet size for the month was 4,200 bicycles on the street, but 5,949 bicycles saw docking point activity during the month due to a large number of bicycles cycling in and out of the depot. Beginning in March, NYCBS is now able to run daily reports of fleet size, which will provide more accurate bicycle counts moving forward. 726 annual members and 2,695 casual members signed up during the month. Total annual membership at the end of the month was 97,864.

Overall ridership was 247,352 trips and 417,577 miles traveled, with annual members taking 240,105 trips and casual members accounting for 7,247 trips. There was an average of 7,979 rides per day in February with an average distance of 1.69 miles per trip. On average, each bicycle in the system had approximately 1.5 rides per day. The harsh winter weather, including low temperatures and multiple large snow events likely contributed to low ridership for the month.

There were two major snow events that impacted the system. The first was a storm on February 3, resulting in approximately 8 inches of accumulation. An additional 4 inches fell on February 5. The second storm began on February 13, with approximately 14 inches accumulating between the 13th and the 15th. Neither event resulted in a formal system shutdown, but NYCBS utilized a "soft shutdown", during which riders were discouraged from riding and field operations were suspended due to hazardous road conditions. Snow preparation and removal activity accounted for the majority of operational activity during the first 3 weeks of the month.

NYCBS rebalanced 9,414 bicycles in February, averaging 336 bicycles moved per day.

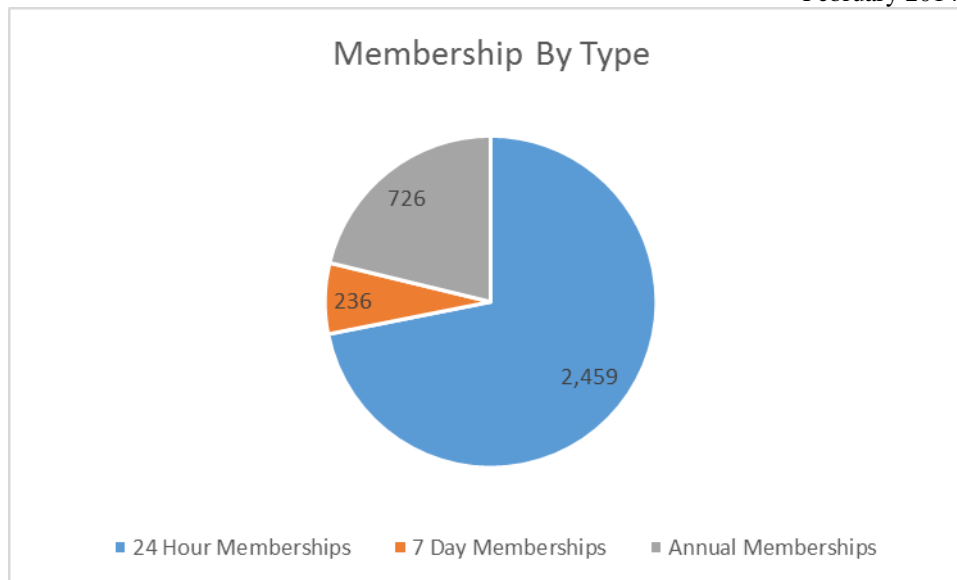
In February, there were 3,578 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 85 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 1,671 instances of full stations and 14,571 instances of empty stations during operational hours. Of the empty and full instances, 76% lasted less than 60 minutes.

In February, there were 9,979 calls to the call center and 890 emails.

The gross revenue, including sponsorship, for February 2014 was \$157,871.

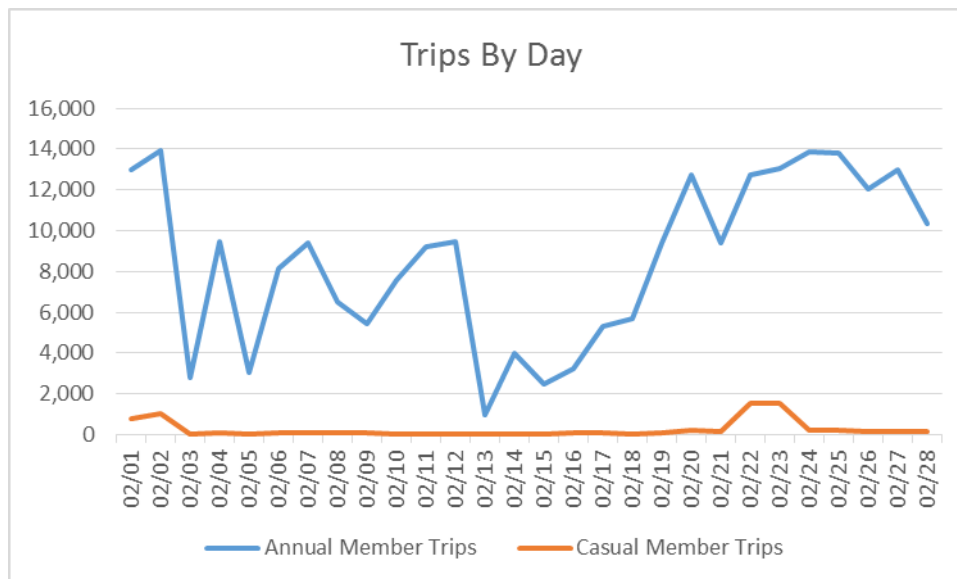
2. Membership

Citi Bike had 726 annual members sign up during February 2014, for a total of 97,864 annual members. There were 2,459 one day memberships in February and 236 seven day memberships. Casual memberships were very low, likely as a result of snow and cold weather.

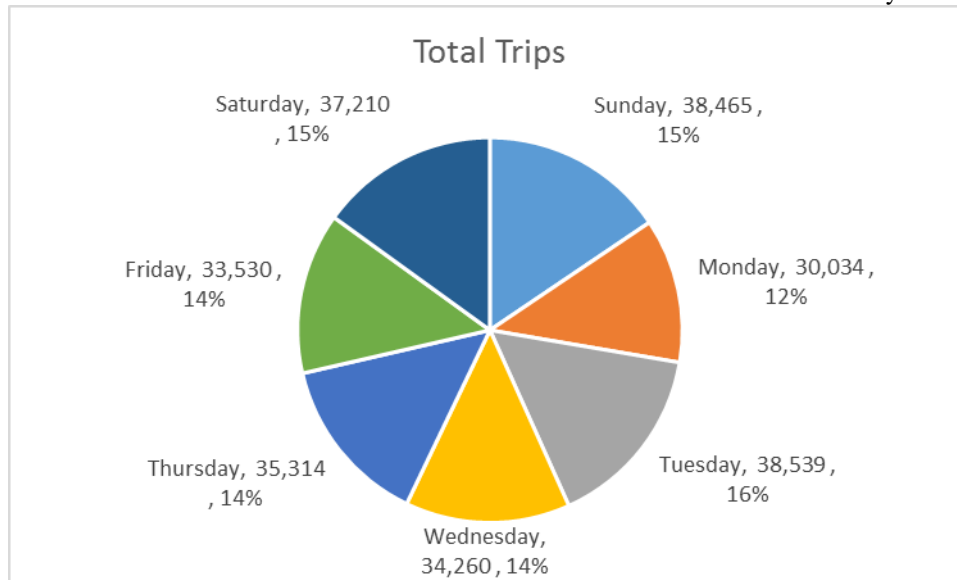


3. Ridership

There were 247,352 trips in February 2014, which is a decline from January. Ridership was particularly low on days that saw precipitation and on days with extremely low temperatures. Annual members accounted for the vast majority of the trips, recording 240,105 trips vs. 7,979 trips for casual members.



Citi Bike riders traveled a total of 417,577 miles with an average miles traveled per trip of 1.69. Ridership was generally low and evenly distributed throughout the week.



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, particularly the stations in and around the Brooklyn Navy Yard.¹

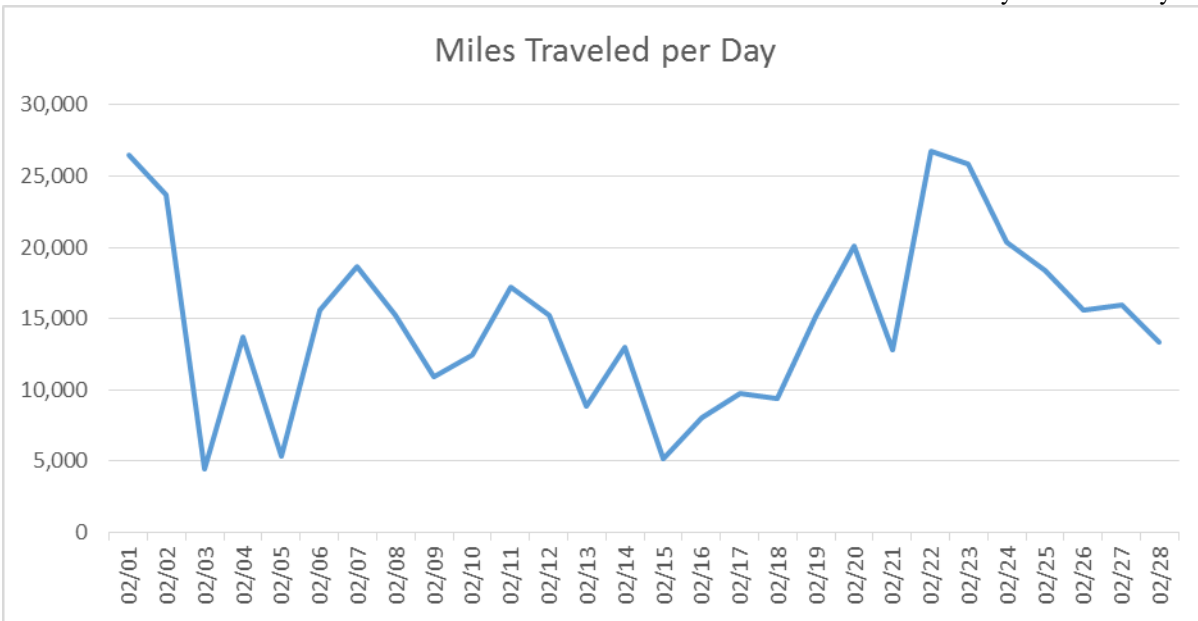
Top 10 Stations for Ridership for the Month

Station	Trips To Station	Trips From Station
Lafayette St & E 8 St	2,791	3,160
Pershing Square N	2,668	3,037
W 21 St & 6 Ave	2,551	2,662
E 17 St & Broadway	2,394	2,622
8 Ave & W 31 St	2,259	2,390
W 41 St & 8 Ave	2,061	2,134
Broadway & E 14 St	1,957	1,972
W 33 St & 7 Ave	1,882	1,865
Cleveland Pl & Spring St	1,844	1,943
Broadway & E 22 St	1,823	1,877

4. Environmental Impact

Citi Bike riders traveled 417,577 miles in the month of February. Citi Bike riders burned a total of 17,955,809 calories for the month.

¹ Station by station ridership information can be found on the 'Ridership by Station' tab of the February 2014 Citi Bike Monthly Report spreadsheet



Using our calculation, we find that Citi Bike offset 217,140 pounds of carbon in February².

5. Rebalancing Operations

NYCBS staff rebalanced a total of 9,414 bicycles during the month of February. This number is a decline from previous months because of low ridership and the suspension of rebalancing operations for snow preparation and removal.

There were 16,242 total empty and full instances, but 79% lasted less than one hour. Peak availability was 94%, without including whether the next closest station was full of empty. Non-peak availability was 96%. Empty instances were more frequent this month because of the removal of bicycles from on-street stations to prepare for the two major snow events. More than 10% of empty and full instances took place during February's two major snow events.

6. Station Maintenance Operations

There were 329 active Citi Bike stations at the end of February. Technicians made a total of 763 station visits to address dock and station field maintenance orders. There were 482 reported station malfunctions and 281 reported dock malfunctions. Reboots, battery swaps, and small docking point repairs were the most common FMO types.

During February, NYCBS began the process of inspecting every docking point in the system and repairing broken docks as they are discovered. This process should be completed for the whole system by April 15.

7. Bicycle Maintenance Operations

The bike shops at the Farley Building and Sunset Park completed 3,578 total repairs and inspections on 2,008 bicycles in February. The plurality of repairs seen by the bike shop in February were

² See the 'Environmental Impact' tab of the February 2014 Citi Bike Monthly Report spreadsheet for detailed calculations

related to normal wear and tear from usage. In addition to regular inspection, mechanics performed winter maintenance on bicycles, which includes cleaning and removal of salt

8. Incident Reporting

In February, there were 85 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 2 crashes reported to Customer Service by Citi Bike riders and the NYPD.

9. Customer Service Reporting

In February, the NYCBS call center processed 9,979 calls with an abandonment rate of 3%. The average time to time to handle a call was 3 minute and 47 seconds with an average hold time of 1 minute and 35 seconds. NYCBS also received 890 emails.

10. Customer Outreach

CitiBikeNYC.com has 190,149 page views in February. The site received 59,692 visits of which 39,525 were unique visitors. Our social media following continues to grow, with 18,616 Twitter followers and 13,176 Facebook "likes."

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

Citi Bike Street Skills class
 @ Bicycle Habitat, 244 Lafayette St., Soho
 Tuesday, February 11
 7:30pm

Member Meet-up Ride: Lunchtime Loop in Central Park
 Join NYC Biketrain ride leaders for a leisurely but quick lunchtime jaunt into Central Park. Get your lungs and legs pumping and add some pep to your day. Find more details [here](#).

Wednesday, February 19
 12:30pm - 1:20pm
 Central Park S & 6 Ave Citi Bike Station

11. Financial Summary

Revenue Type	February 2014	Inception to End of February 2014
Memberships (Gross)		
Annual	68,970	9,297,080
Daily	29,850	3,280,863
Weekly	6,050	779,250
Total - Memberships (Gross)	104,870	13,357,193
Overage Fees (Gross)		
Annual	62,317	749,892
Casual	17,285	1,698,967
Total - Overage (Gross)	79,602	2,448,859
Total - Other Revenue	5,927	71,729
Discounts, Adjustments, and Refunds	(32,527)	(1,271,446)
		-
Subtotal - Membership and Usage	157,871	14,606,335
Sponsorship Fees	-	13,512,275
Total Revenue	157,871	28,118,610

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%	88% 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%	63% of stations were cleaned every 14 days for the month. Station cleaning operations (bi-weekly power-washing) were suspended for a portion of the month due to snow and low temperatures.
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%	2,008 of 5,949 (34%) of bicycles were given a full mechanical check in the depot.

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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 8% of stations within 48 hours after notification. Station cleaning operations were suspended for a portion of the month due to snow.
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 68% 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 February.
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

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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%	<p>Following the snow event on February 3-5, NYCBS either completely or partially cleared 273 stations before the next snow event on February 13.</p> <p>Following the February 13-15 snow event, NYCBS cleared 307 stations by February 27, after which the remaining snow melted.</p>
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 87% of the time for the month. Snowy conditions adversely impacted station maintenance activities 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 January, and shall not go below 70% between January and February	100%	5,949 (99%) bicycles showed docking point activity during the month. However, a large number of bikes cycled in and out of the depot. NYCBS targeted 4200 as its fleet size for the month. Beginning in March, NYCBS is running daily docking point activity reports to show how many bikes are on the street each day.

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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 56% 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 94% 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 96% 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