



NYC BIKE SHARE



NYCBS May 2014 Monthly Report

Table of Contents

1. Executive Summary 3

2. Membership..... 3

3. Ridership 4

4. Environmental Impact..... 4

5. Rebalancing Operations 4

6. Station Maintenance Operations 5

7. Bicycle Maintenance Operations 5

8. Incident Reporting..... 5

9. Customer Service Reporting 5

10. Customer Outreach..... 5

11. Financial Summary..... 8

12. Service Levels 8

1. Executive Summary

May 27th marked one full year of operation for Citi Bike. There were 327 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 5,149. Fleet size at the end of the month was 5,276.¹ 13,303 annual members and 43,878 casual members signed up or renewed during the month. Total annual membership at the end of the month was 105,359.

Overall ridership was 955,032 trips and 1,686,310.3 miles traveled. There was an average of 30,808 rides per day in May 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 44,555 bicycles in May, averaging 1,437 bicycles moved per day.

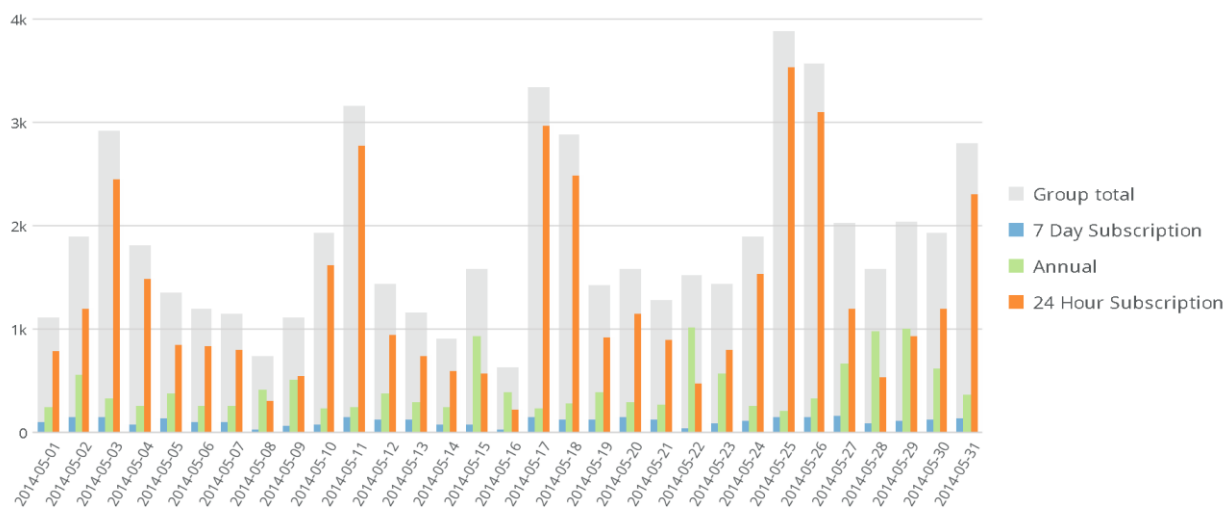
In May, there were 2,775 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 208 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 6,466 instances of full stations and 50,934 instances of empty stations during operational hours. Of the empty and full instances, 92% lasted less than 60 minutes.

In May, there were 45,997 calls to the call center and 3,547 emails. We had approximately 5 calls to the call center per 100 rides.

The gross revenue for May 2014 was \$2,030,679.

2. Membership

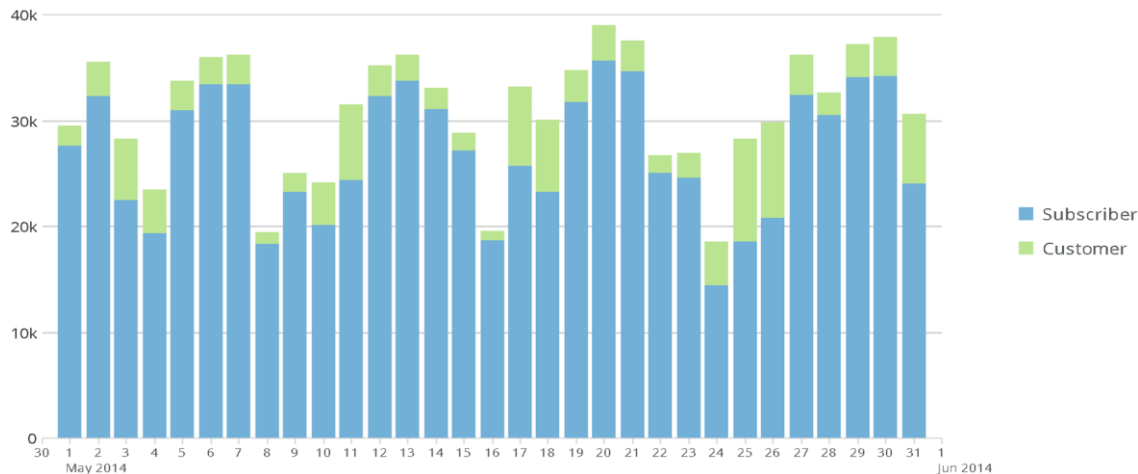
Citi Bike had 13,303 annual members sign up or renew during May 2014, for a total of 105,355 annual members. There were 40,618 one day memberships in May and 3,260 seven day memberships. Casual membership increased from April as weather improves and riding season ramps up.



¹ Day by day fleet size counts can be found in the May 2014 Domo page. Also of note is that for approximately 12 days during the month, the query used to determine fleet size was not functioning properly, so fleet size could not be determined for those days.

3. Ridership

There were 955,032 trips in May 2014, which was a significant increase from April. Annual members accounted for the vast majority of the trips, recording 837,948 trips vs. 117,084 trips for casual members. Citi Bike riders traveled a total of 1,686,310.3 miles with an average miles traveled per trip of 1.8. Ridership was generally higher on weekdays, but casual ridership was highest on weekends.



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.²

4. Environmental Impact

Citi Bike riders traveled 1,686,310.3 miles in the month of May. Citi Bike riders burned a total of 72511342.9 calories for the month. Using our calculation, we find that Citi Bike offset 876,881.36 pounds of carbon in May³.

5. Rebalancing Operations

NYCBS staff rebalanced a total of 44,555 bicycles during the month of May. The number of bicycles rebalanced will continue to increase as NYCBS staffs up for the peak season. 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.

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

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

There were 57,400 total empty and full instances, but 92% lasted less than one hour. Peak availability was 97% (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 327 active Citi Bike stations at the end of May. Technicians made a total of 888 station visits to address dock and station field maintenance orders. There were 544 reported station malfunctions and 344 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 May, 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 May. 4,439 (86%) total unique bikes were checked or repaired during the month.

8. Incident Reporting

In May, there were 208 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 May, the NYCBS call center processed 45,997 calls with an abandonment rate of 14%. Call volume for May was approximately 5 calls per 100 rides. The average time to handle a call was four minutes and 15 seconds with an average hold time of 2 minutes. NYCBS also received 3,547 emails.

10. Customer Outreach

CitiBikeNYC had 1,067,991 pageviews in May. The site had 245,864 sessions of which 151,387 were unique visitors, a considerable uptick over April. Our social media following continues to grow with 19,724 Twitter followers and 13,810 Facebook "likes" as of the end of May.

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

Citi Bike Street Skills class
@ Red Lantern Bicycles, 345 Myrtle Ave., Fort Greene
Thursday, May 2, 2013
7pm

Bike New York Expo
@ Basketball City Pier 36, located along the East River at South Street and Montgomery

Friday, May 3, 2013 10am - 8pm
Saturday, May 4, 2013 9am - 7 pm

Citi Bike Demonstration
@ Citi Bank
120 Broadway, Manhattan
Tuesday, May 7, 2013
11:30 am - 2 pm

Citi Bike Street Skills class
@ Bicycle Habitat, 244 Lafayette St., Soho
Wednesday, May 8, 2013
7:30pm **New Time

Citi Bike Demonstration
@ Citi Bank
100 William Street, Manhattan
Friday, May 10, 2013
11:30 am - 1:30 pm

Citi Bike Demonstration*
@ Whole Foods Tribeca
270 Greenwich Street, Manhattan
Friday, May 10, 2013 2 - 6 pm

Bike the Branches
@ Brooklyn Public Library, Central Branch
10 Grand Army Plaza, Brooklyn
Saturday, May 11, 2013
10 am - 7pm

CitiBike Demonstration*
@ Broadway between 22nd and 21st Street
Manhattan
Thursday, May 16, 2013
11 a.m. – 2:30 pm

Citi Bike Street Skills class
@ Red Lantern Bicycles, 345 Myrtle Ave., Fort Greene
Thursday, May 16, 2013
7pm

Brooklyn Half-Marathon Pre-Party
@Old Fulton Street near Water Street
Brooklyn
Friday, May 17, 2013
3 – 9 pm

T.A.'s Bike Home from Work Party

@ The Archway under the Manhattan Bridge (Water St. between Adams and Pearl St.), DUMBO,
Brooklyn A
Friday, May 17, 2013
6:30 - 9:30pm

CitiBike Demonstration*
@ East 7th Street and Avenue A
Manhattan
Saturday, May 18, 2013
12 – 4 pm

CitiBike Demonstration*
@ Clermont Avenue near Lafayette Avenue
Brooklyn
Saturday, May 18, 2013
11 – 2 pm

CitiBike Demonstration*
@ Willow Place between Joralemon and State Streets
Brooklyn
Saturday, May 18, 2013
3 – 5 pm

Citi Bike Street Skills class
@ Bicycle Habitat, 244 Lafayette St., Soho
Wednesday, May 22, 2013
7:30pm **New Time

Citi Bike Demonstration
@ Citi Bank
Broadway at Astor Place, Manhattan
Friday, May 24, 2013
11:30 am - 2 pm

Governor's Island Annual Family Festival*
@ Nolan Park on Governor's Island
Sunday, May 26, 2013
12 – 5 pm

11. Financial Summary⁴

Revenue Categories	Revenue
Membership: Annual	\$ 1,283,355.00
Membership: Daily	\$ 383,471.60
Membership: Weekly	\$ 80,300.00
Overages: Annual	\$ 136,735.00
Overages: Casual	\$ 280,561.00
Other revenue	\$ 12,430.86
Discounts	\$ (103,777.18)
Refunds: Annual	\$ (9,595.00)
Refunds: Other	\$ (32,802.04)
Total Revenue	\$ 2,030,679.24

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%	86% 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 91% of stations within 48 hours after notification.

⁴ 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 May.
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 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 May to January, and shall not go below 70% between January and May	100%	Average fleet size for the month was 5,149 (86%). 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 29% 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 97% 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%	Call center answered 86% 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