



NYC BIKE SHARE



NYCBS June 2013 Monthly Report

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1. Executive Summary

June 2013 was CitiBike's first full month of operation. There were 322 active stations (as of June 30) and an average of 5130 bicycles available or in use. 26,515 annual members and 75,838 casual members signed up during the month. Total annual membership at the end of the month was 52,130.

Overall ridership was 618,572 trips and 1,684,574 miles traveled. Annual members took 367,625 trips while casual members took 250,947 trips. There was an average of 20,619 rides per day in June with an average duration of 21 minutes and 44 seconds and distance of 2.72 miles per trip. On average, each bicycle in the system had approximately 4 rides per day.

There were no seasonal or weather events that impacted the system during this reporting period.

As discussed further in the Rebalancing Operations section of this report, rebalancing data will require further validation and analysis. Queries of the database produced data that was in conflict with daily reports from dispatch about rebalancing activities.

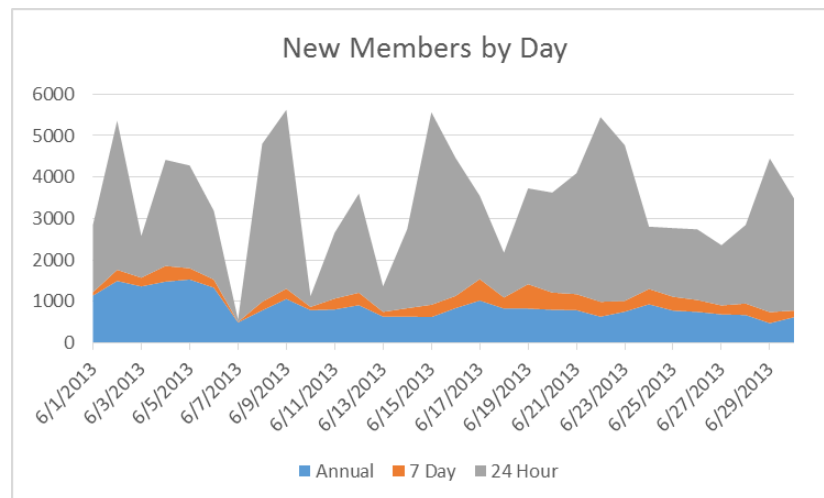
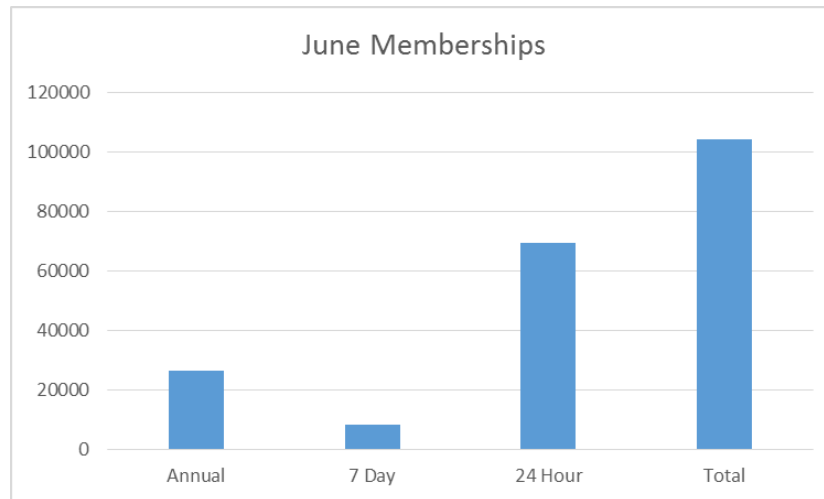
In June, there were 1,428 reported bicycle maintenance issues. There were 55 reported cases of vandalism to the stations and bicycles. There were 3,527 instances of full stations and 14,249 instances of empty stations during operational hours (96% available during operational hours). Of the empty and full instances, 8,284 (47%) lasted 10 minutes or less and 13,420 (75%) lasted 30 minutes or less.

In June, there were 55,271 calls to the call center, of which 52,044 (94%) were answered.

The revenue for June 2013 was \$6.6M.

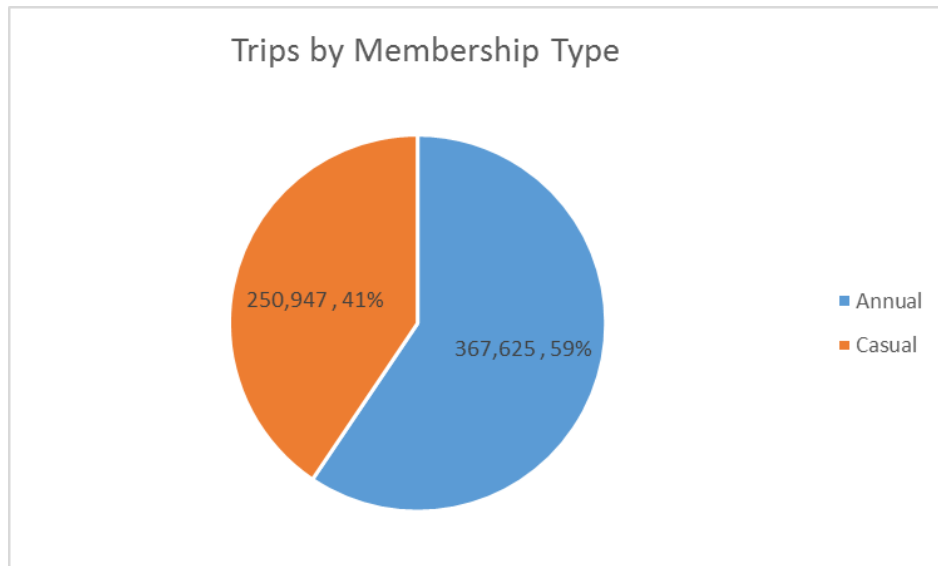
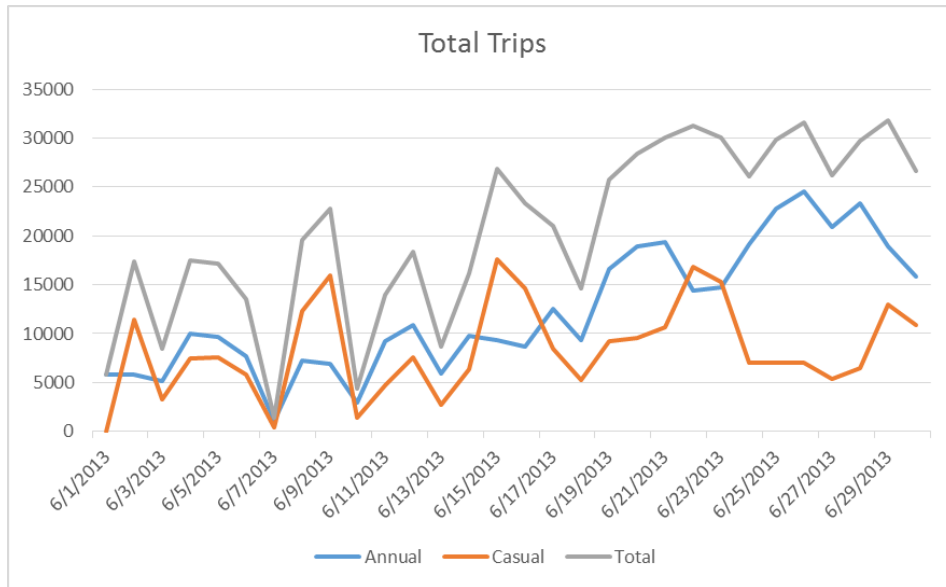
2. Membership

CitiBike had 26,515 annual members sign up during June 2013, for a total of 52,130 annual members (as of June 30). Casual memberships became available to customers on June 2nd. There were 67,794 24-hour memberships and 8,044 7-day memberships, making a grand total of 75,838 casual memberships for the month.

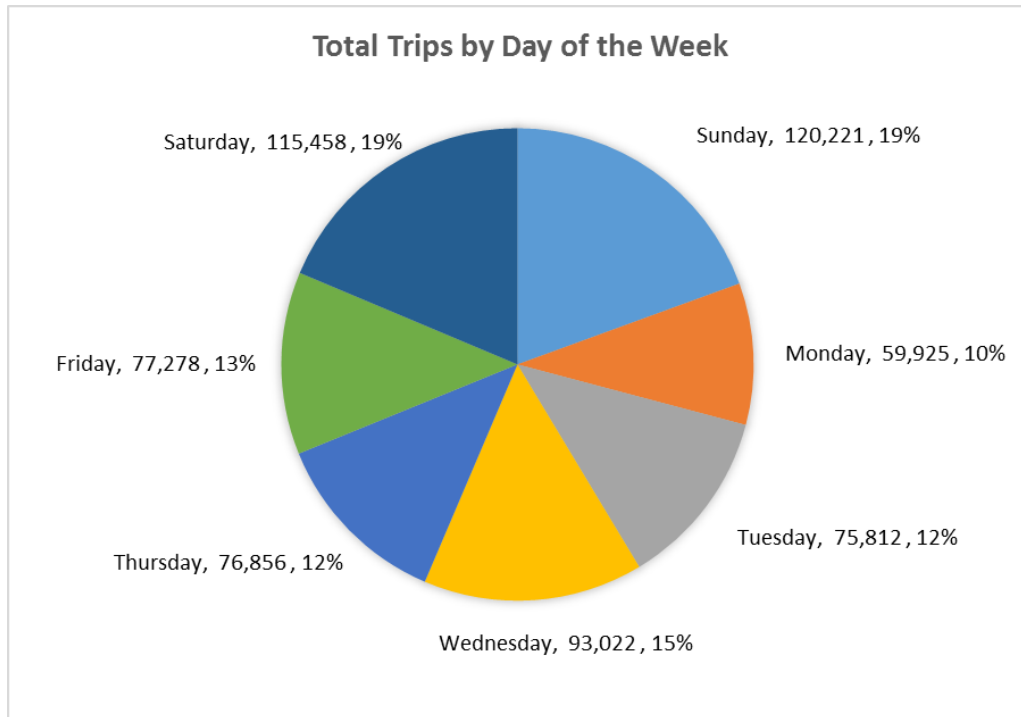


3. Ridership

There were **618,572 trips** in June 2013. Annual members took 367,625 trips (59%) while casual members took 250,947 trips (41%).



The average trip duration was 21:44 minutes. CitBike riders traveled a total of 1,684,574 miles with an average miles traveled per trip of 2.72. Weekend usage was higher, with Saturday and Sunday combining for 38% of total trips. Monday was the lowest usage day, with 10% of total trips.



The stations with the most number of beginning trips in June were Broadway and W 57th Street, West Street and Chambers Street, and E 17th and Broadway. The least number of departures were from DeKalb Avenue and Skillman Street, Park Avenue and St. Edwards Street, and Railroad Avenue and Kay Avenue.

Top Origin	Count
Broadway & W 57 St	7,069
West St & Chambers St	6,617
E 17 St & Broadway	6,391
Central Park S & 6 Ave	6,069
Lafayette St & E 8 St	5,438

Bottom Origin	Count
Hanover Pl & Livingston St	160
DeKalb Ave & Vanderbilt Ave	147
Railroad Ave & Kay Ave	93
Park Ave & St Edwards St	91
DeKalb Ave & Skillman St	60

The top destination stations were Broadway and W 57th Street, West and Chambers Street, and Central Park South and 6th Avenue. The least frequented destination stations were DeKalb Avenue and Skillman Street, Park Avenue and St. Edwards Street, and Railroad Avenue and Kay Avenue.

Top Destination	Count
Broadway & W 57 St	7,053
West St & Chambers St	6,719
Central Park S & 6 Ave	6,687
E 17 St & Broadway	6,646
Lafayette St & E 8 St	5,256

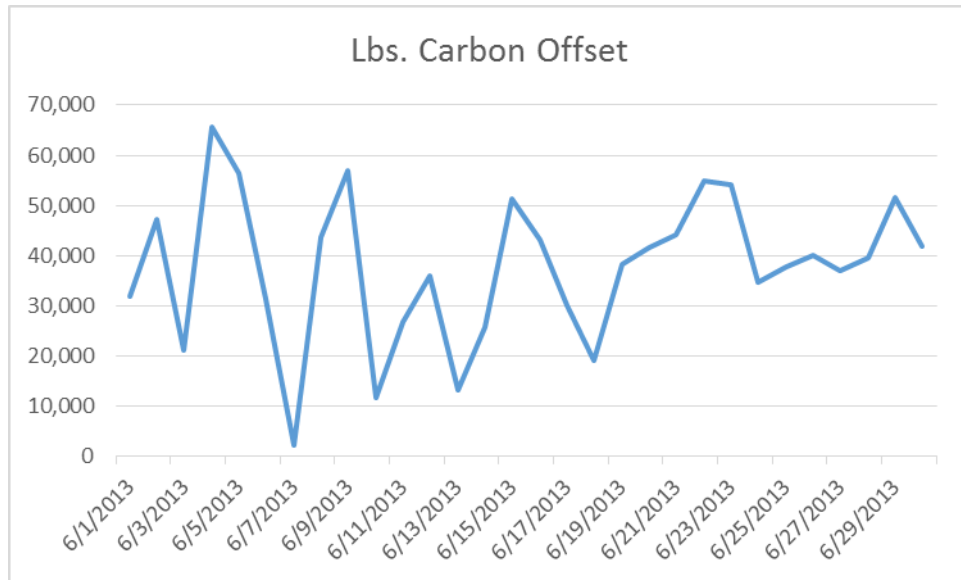
Bottom Destination	Count
Hanover Pl & Livingston St	154
DeKalb Ave & Vanderbilt Ave	137
Railroad Ave & Kay Ave	97
DeKalb Ave & Skillman St	94
Park Ave & St Edwards St	87

4. Environmental Impact

CitiBike riders burned a total of 72,436,682 calories in June. Average calories burned per trip was 117.10.



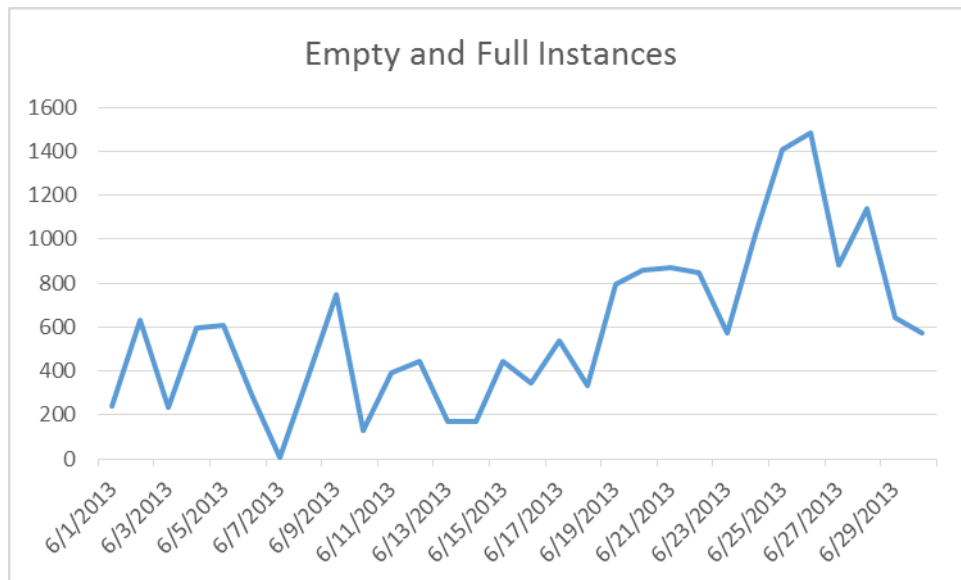
This month, members also offset 1,128,665 pounds of carbon with an average of 1.82 pounds offset per trip.



5. Rebalancing Operations

Rebalancing data requires further validation. Queries of the database resulted in inaccurate figures compared to dispatch reports of daily rebalancing activities. The database shows 1,563 total instances of rebalancing and 24,448 total bicycles rebalanced. Per rebalancing activity reports recorded manually in dispatch, NYCBS averaged approximately 1,000 bicycles move per shift per day.

There were 17,776 total empty and full instances, but 8,284 (47%) lasted less than ten minutes. Average duration of empty/full instances was 31.8 minutes while median duration was 12 minutes. Overall, stations were available (neither empty nor full) 96% of the time for the month.



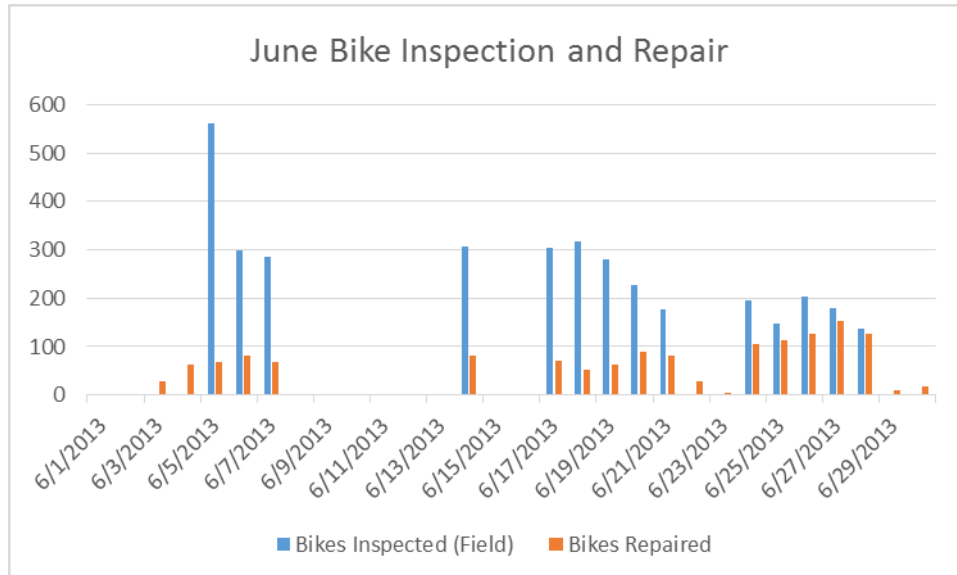
6. Station Maintenance Operations

There were 322 active CitiBike stations at the end of June. 311 were active at the start of the month and 11 more were deployed during June. Technicians made a total of 629 station visits to address station maintenance issues. There were 340 reported station malfunctions and 129 reported dock malfunctions. Technicians and other NYCBS field staff also made numerous visits to stations for reboots and battery changes.

In addition to formal maintenance work orders, issues or malfunctions are identified daily from customer interaction, DOT inspection, reports from NYCBS field staff, and inconsistencies identified in the NYCBS database. There is limited visibility into the current levels of system instability and its impact on station operations.

7. Bicycle Maintenance Operations

A total of 3,623 bicycles were inspected in the field this month. An additional 673 bicycles were inspected during repairs in the shop, for a total of 4,296 bicycles checked for June. Additionally, 1,428 bicycle repairs were conducted during the month.



System deployment activities for June included 5 station moves, 7 temporary deactivations, 3 temporary de-installations, and 12 new post-launch installations.

8. Incident Reporting

In June, there were 55 reported instances of vandalism to bikes and stations, including graffiti and damage to stations or bicycles, which were addressed either by NYCBS field staff or a cleaning vendor. There were 9 crashes reported by CitiBike customers.

9. Customer Service Reporting

In June, the NYCBS call center processed 52,044 (94%) of customer service calls out of 55,271 received. The average time to answer a call was 27 seconds and the average time to handle a call was 6 minutes and 21 seconds. NYCBS also received 13,973 emails. The most common

classifications of customer service calls were “Problems Docking/Undocking Bikes” (29%) and “Membership Packet and Key Shipment Status” (15%). Key shipment inquiries have been steadily declining.

10. Customer Outreach

NYCBS public website had 639,181 visit, 379,669 unique visitors, and 2,380,580 total page views in June. NYCBS was also active on social media, with 13,150 followers. 9026 people have liked the NYCBS Facebook page.

Corporate membership sales began in June with close to 200 sales of corporate membership or companies who were interested in subsidizing their employees’ memberships. NYCBS also sold 24 hour passes and discounts to companies for their clients and employees.

Corporate Memberships and Gift Certificate Summary		
Type	Rate	Quantity
Full Memberships	\$ 95	17
	\$ 85	178
Subsidizations	\$ 70	10
Corporate 24-Hour Passes		
Discount	Rate	Quantity
Full Retail	\$ 9.95	10
15%	\$ 8.46	350

NYCBS participated in the following public outreach events in June:

Celebrate Citi Bike!

Union Square

North Side of Union Square Park, Manhattan

Sunday, June 2 11 am - 3 pm

Citi Bike Demonstration

Rutgers Houses, Pike and Monroe Streets Wednesday, June 5 4 - 7 pm

Citi Bike Street Skills class

Red Lantern Bicycles, 345 Myrtle Ave., Fort Greene

Thursday, June 6 7pm

Red Hook Crit

Brooklyn Navy Yard

Saturday, June 8 12 – 5 pm

Citi Bike Street Skills class

Bicycle Habitat, 244 Lafayette St., Soho

Wednesday, June 12 7:30pm

Citi Bike Demonstration

LaGuardia Houses, Madison and Clinton Streets

Wednesday, June 19 4 - 7 pm

Citi Bike Street Skills class
Red Lantern Bicycles, 345 Myrtle Ave., Fort Greene
Thursday, June 20 7pm

Adventures NYC
Central Park, the Bandshell near 72nd Street
Saturday, June 22 11 am - 4 pm

Citi Bike Street Skills class
Bicycle Habitat, 244 Lafayette St., Soho
Wednesday, June 26 7:30pm

Citi Bike Street Skills class
Bicycle Habitat, 228 7th Ave., Chelsea
Thursday, June 27 8pm

Citi Bike Demonstration
Ingersoll Houses, Brooklyn- Park Avenue and St. Edward's Street
Helmet fitting nearby @ Basketball courts outside 16 Fleet Walk
Thursday, June 27 4 - 7 pm, must enter helmet fitting line by 6:30 pm

NYC Pride March
Begins 36th Street & 5th Ave, ends at Christopher & Greenwich Streets
Sunday, June 30 Begins at noon

11. Financial Summary

FOR THE MONTH ENDING JUNE 30, 2013 AND INCEPTION TO DATE

	<u>Jun-13</u>	<u>Inception to Date</u>
Memberships (Gross)		
Annual	2,518,925	4,952,350
Daily	861,113	871,928
Weekly	<u>213,900</u>	<u>215,650</u>
Total - Memberships (Gross)	<u>3,593,938</u>	<u>6,039,928</u>
Overage Fees (Gross)		
Annual	190,858 (1)	254,859 (1)

Casual	<u>576,860</u> (1)	<u>582,583</u> (1)
Total - Overage (Gross)	<u>767,718</u>	<u>837,442</u>
Discounts, Adjustments, and Refunds	<u>(158,235)</u>	<u>(188,486)</u>
Subtotal - Membership and Usage	4,203,421	6,688,885
Sponsorship Fees	2,391,667	7,241,667
Total Revenue	<u><u>6,595,088</u></u>	<u><u>13,930,552</u></u>

Note:

(1) NYCBS is in the process of conducting a detailed investigation of Overage Revenue. NYC DOT has been made aware of software defects which have impacted the reliability of the PBSC billing module. Upon completion of our detailed review of booked transactions, we anticipate that additional adjustments will be recorded to reduce Overage Revenue.

12. Service Levels

NYCBS is in the process of establishing reporting tools and parameters to evaluate SLA compliance.