



NYC BIKE SHARE



NYCBS August 2013 Monthly Report

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1. Executive Summary

August 2013 was Citi Bike's third full month of operation. There were 332 active stations (as of August 31) and an average of 5,681 bicycles available or in use. 10,823 annual members and 51,637 casual members signed up during the month. Total annual membership at the end of the month was 77,138.

Overall ridership was 1,109,428 trips and 2,165,952 miles traveled. Both figures represent significant increases over the previous month. Annual members took 906,865 trips while casual members took 202,563 trips. There was an average of 35,788 rides per day in August with an average duration of 15 minutes and 43 seconds and distance of 1.95 miles per trip. On average, each bicycle in the system had approximately 6 rides per day.

There were no significant, seasonal or weather events that influenced the system during this reporting period.

NYCBS rebalanced 60,999 bicycles during August, averaging 1,968 bicycles per day.

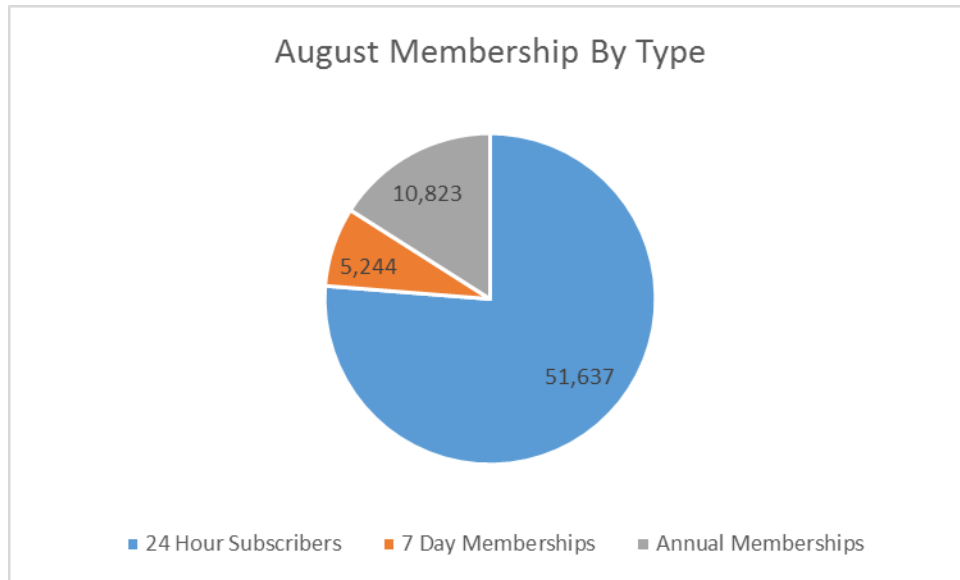
In August, there were 2,572 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 174 reported cases of vandalism to the stations and bicycles. There were 5,224 instances of full stations and 43,560 instances of empty stations during operational hours (92% available during operational hours). Of the empty and full instances, 93% lasted less than 60 minutes.

In August, there were 65,798 calls to the call center (KingTel and NYCBS) and 10,825 emails.

The revenue for August 2013 was \$2.2M.

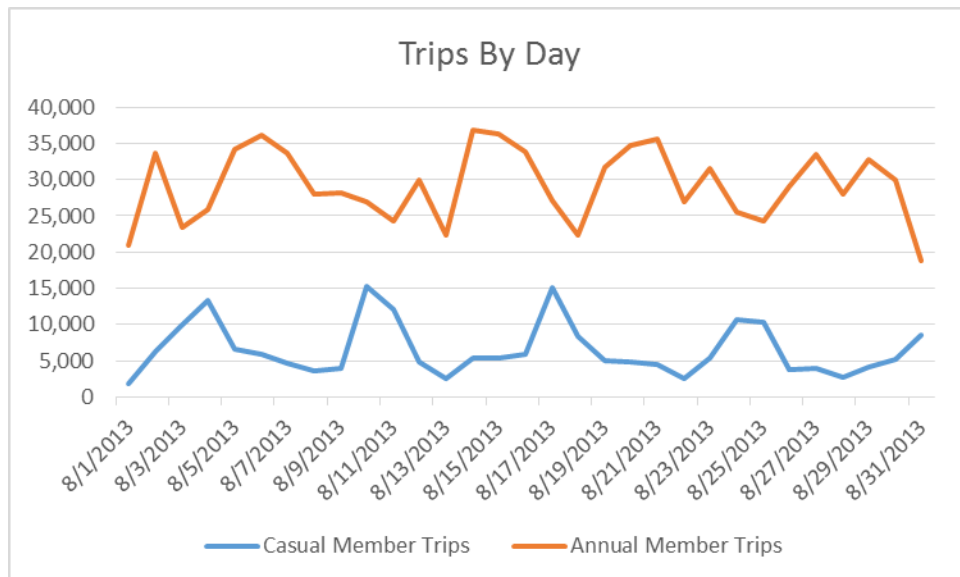
2. Membership

Citi Bike had 10,823 annual members sign up during August 2013, for a total of 77,138 annual members (as of August 31). There were 51,637 24-hour memberships in August and 5,244 7 day memberships. Casual memberships were particularly high on the weekends of Summer Streets.

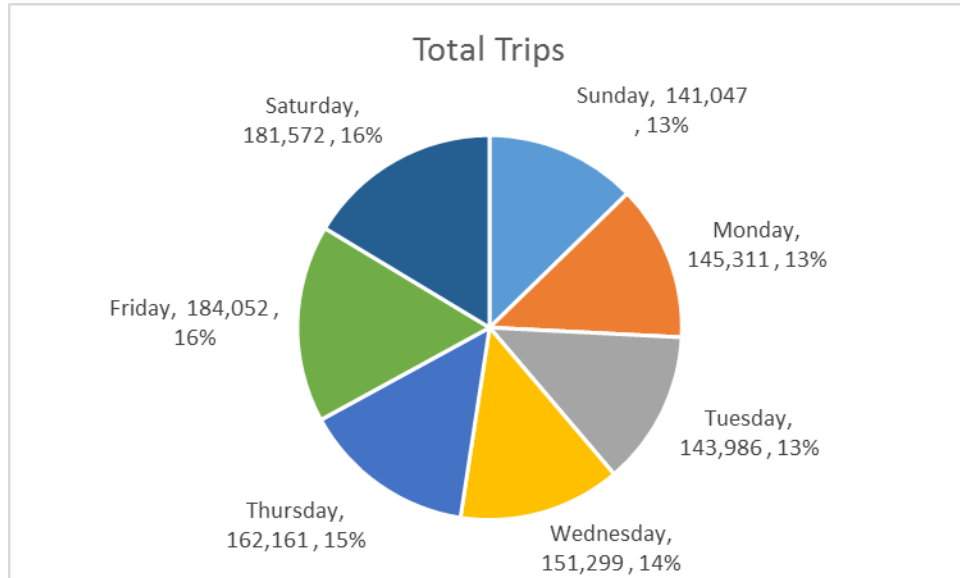


3. Ridership

There were 1,109,428 trips in August 2013, an increase of more than 200,000 over June. Annual members took 906,865 trips while casual members took 202,563 trips.



The average trip duration was 15 minutes and 43 seconds. Citi Bike riders traveled a total of 2,165,952 miles with an average miles traveled per trip of 1.95. Distribution of rides throughout the week was fairly steady, with Fridays and Saturdays showing a slightly higher proportion of overall usage.



In August, NYCBS participated in Summer Streets. In addition, to Street Skills classes and customer engagement events, NYCBS deployed a mobile station at 72nd Street and Park Avenue.

Summer Streets Mobile Station in Action



Year-to-date casual member usage was highest on the August Saturdays of Summer Streets.. Annual members continue to account for the majority of rides, particularly on weekdays.

The stations with the most number of beginning trips in August were Pershing Square North, E 17th and Broadway, Lafayette and E 8th Street, West Street and Chambers Street, and Cleveland Place and Spring Street. Usage was highest around transit hubs, parts of midtown, and some areas of lower Manhattan, including the financial district and the east village. Several stations, including Lafayette and E 8th Street, had higher than normal usage because of Summer Streets.

Table 1 - Top Origin Stations

Station	Trips From Station
Pershing Square N	11,682
E 17 St & Broadway	10,788
Lafayette St & E 8 St	10,111
West St & Chambers St	10,017
Cleveland Pl & Spring St	9,248

Table 2 - Bottom Origin Stations

Station	Trips From Station
7th Ave & Farragut St	198
Park Ave & St Edwards St	200
Henry St & Grand St	246
Franklin Ave & Myrtle Ave	306
Hancock St & Bedford Ave	334

The least frequented destination stations continued to be in Brooklyn, particularly the stations around the Brooklyn Navy Yard.

Table 3 – Top Destination Stations

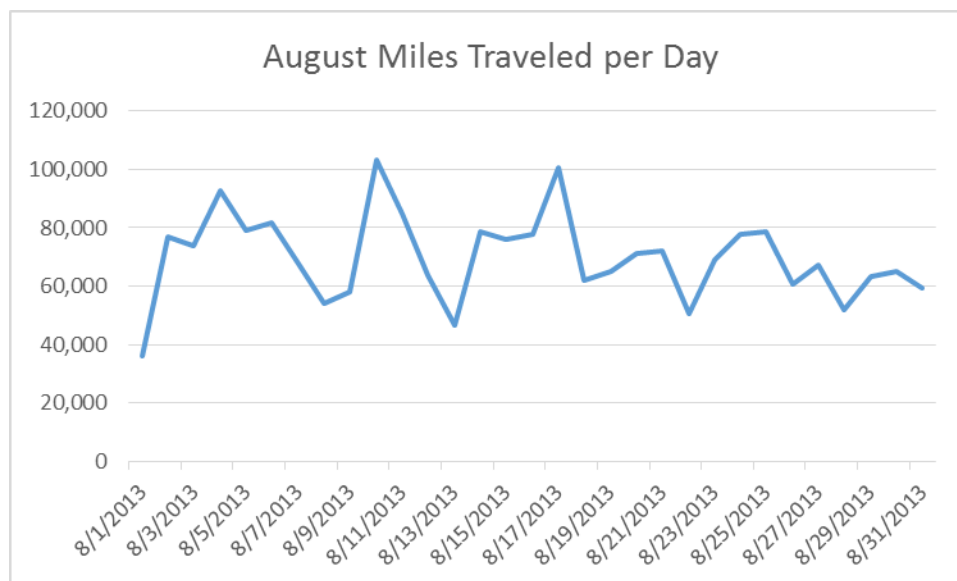
Station	Trips To Station
E 17 St & Broadway	11,661
Lafayette St & E 8 St	10,138
West St & Chambers St	10,063
Cleveland Pl & Spring St	9,301
Pershing Square N	9,013

Table 4 – Bottom Destination Stations

Station	Trips To Station
Park Ave & St Edwards St	206
7th Ave & Farragut St	235
Henry St & Grand St	281
Hanover Pl & Livingston St	350
Myrtle Ave & St Edwards St	354

4. Environmental Impact

Citi Bike riders traveled 2,165,952 miles in the month of August. Citi Bike riders burned a total of 93,135,936 calories for the month. Average calories burned per day was 3,004,385.



This month, members also offset 1,451,188 pounds of carbon with an average of 46,813 pounds offset per day.

5. Rebalancing Operations

NYCBS' database shows that 60,999 bicycles were rebalanced during the month of August. Per rebalancing activity reports recorded manually in dispatch, NYCBS averaged approximately 656 bicycles move per shift per day.

There were 48,784 total empty and full instances, but 93% lasted less than one hour. Overall, stations were available (neither empty nor full) 92% of the time for the month. Empty and full instances were higher in August due to increased usage of the system. The system also experienced software issues that caused stations to show up as empty when in fact bicycles were available for rental.

During August, NYCBS began operating bicycle depot locations at Delancey Street, Pier 40, and the Farley Building. These depots are used to store bicycles for station replenishment or depletion during peak periods. NYCBS also began a pilot program of using bicycle trailers to rebalance and collect broken bicycles. Detailed data on depot and trailer rebalancing impacts will be available in the September report.

6. Station Maintenance Operations

There were 332 active Citi Bike stations at the end of August. With the implementation of the NYCBS ERP platform, all field maintenance, including routine station reboots, were recorded as

field maintenance orders (FMOs). Technicians made a total of 885 station visits to address dock and station field maintenance orders. There were 604 reported station malfunctions and 281 reported dock malfunctions. The most common station malfunctions involved station reboots.

Some maintenance issues, such as smashed LCD screens and malfunctioning credit card readers, took longer than normal to address in August because many spare parts were back ordered by the vendor.

7. Bicycle Maintenance Operations

A total of 3,556 bicycles were inspected in the field this month. An additional 2,572 bicycles were inspected during repairs in the depot, meaning that every bicycle in the system was checked at least once. Each bike check includes brake adjustment, gear/shifter adjustment, and chain and seat post lubrication if necessary. The overall safety check includes the wheels, hubs, cranks, pedals, bottom bracket, lights, saddle bolts, seat clamp bushing, stem bolts, accessory bolts, handlebars, bollard attachment, kickstand, bell and chain.

NYCBS bike shop dealt with a large number of repairs due to factory defects or issues covered under warranty. Tube failures remained the primary defect, and the frequency of failure created a backlog of bicycles for repair in the shop.

8. Incident Reporting

In August, there were 174 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 12 crashes reported to Customer Service by Citi Bike riders.

9. Customer Service Reporting

In August, the NYCBS call center processed 65,798 calls with an abandonment rate of 13.8%. The average time to answer a call was 45 seconds and the average time to handle a call was 3 minutes and 59 seconds. NYCBS also received 10,825 emails. The most common classifications of customer service calls were “Problems Docking/Undocking Bikes” (27.4%) and “Billing Inquiries” (11.1%).

10. Customer Outreach

CitiBikeNYC.com had 1,190,822 total page views in August vs. 1,611,084 in July vs. 2,497,377 in June. The site received 351,650 visits in August vs. 426,536 visits in July vs. 670,141 in June. Of these there were 200,669 unique visitors vs. 238,557 unique visitors in July vs. 396,843 in June. Our social media following continues to grow, with 15,635 Twitter follower at the end of August, vs. 13,371 on July 31st an increase of 2410; and 10,961 "likes" on Facebook at the end of August vs. 10,080 at the end of July and increase of 881.

NYCBS' gift certificate sales in August included corporate memberships, sales to companies who were interested in subsidizing their employees' memberships, and weekly and daily passes. Below are the year-to-date totals for corporate memberships and gift certificate sales.

Corporate Memberships			
Type	Rate	Quantity	Totals
Full Memberships	\$95	20	325
	\$85	305	
Subsidizations	\$70	10	221
	\$60	61	
	\$50	150	

24 Hour Passes			
Discount	Rate	Quantity	Totals
Full Retail	\$9.95	12	1012
10%	\$8.96	50	
15%	\$8.46	450	
20%	\$7.96	500	

Weekly Passes			
Discount	Rate	Quantity	Totals
Full Retail	\$25.00	40	40

NYCBS participated in the following public outreach events in August:

Citi Bike Demonstration* at Water Street Pops!

@ 1 New York Plaza, Manhattan

Friday, August 2

11 am - 3 pm

Citi Bike Demonstration* at Summer Streets

@ 24th Street and Park Avenue, Manhattan

Saturday, August 3

7 am - 1 pm

Citi Bike Street Skills class

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

Thursday, August 8

7pm

Citi Bike Demonstration**

@ Whitman Houses, Brooklyn- indoors at 132 Carlton Ave. (new location)

Thursday, August 8

4 - 7 pm, must enter helmet line by 6:30 pm

Citi Bike Demonstration* at Summer Streets

@ 24th Street and Park Avenue, Manhattan

Saturday, August 10

7 am - 1 pm

Citi Bike Street Skills class

@ Bicycle Habitat, 228 7th Ave., Chelsea

Thursday, August 15
8pm

Citi Bike Demonstration* at Summer Streets

@ 24th Street and Park Avenue, Manhattan

Saturday, August 17

7 am - 1 pm

Citi Bike Street Skills class

@ Metro Bicycles Canal Street, 75 Varick St., Tribeca

Tuesday, August 20

6pm

Citi Bike Street Skills class

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

Thursday, August 22

7pm

Citi Bike Street Skills class

@ Bicycle Habitat, 244 Lafayette St., Soho

Tuesday, August 27

7:30pm

11. Financial Summary

Financial Summary - Revenue

For the Month Ending August 31, 2013 and Inception to Date

	<u>August-13</u>	<u>Inception to Date</u>
Memberships (Gross)		
Annual	1,028,185	7,328,110
Daily	664,929	2,115,727
Weekly	<u>143,325</u>	<u>516,475</u>
Total - Memberships (Gross)	<u>1,836,439</u>	<u>10,000,312</u>
Overage Fees (Gross)		
Annual	129,644 (1)	351,204 (1)
Casual	<u>384,802 (1)</u>	<u>1,065,554 (1)</u>
Total - Overage (Gross)	<u>514,446</u>	<u>1,416,758</u>
Total - Other Revenue	<u>10,425</u>	<u>20,832</u>

Discounts, Adjustments, and Refunds	<u>(165,929)</u>	<u>(494,871)</u>
Subtotal - Membership and Usage	2,195,380	10,943,031
Sponsorship Fees		9,738,500
Total Revenue	<u>2,195,380</u>	<u>20,681,531</u>

Note: (1) NYCBS is in the process of conducting a detailed investigation of Overage Revenue. 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, additional adjustments may be recorded to reduce Overage Revenue.

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 for the month of August
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%	100% of bicycles were checked either through in-field bicycle checking or in-depot repairs / maintenance
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 100% of stations within 48 hours after notification

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 93% of bicycles within 48 hours after notification
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 repairs or removals during this reporting period
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 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 reporting 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 85% of the time for the month

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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 November, and shall not go below 70% between December and February	100%	Bicycle fleet size was 5,681 (95%) as of the end of the reporting period based on a report of docking activity within the previous 72 hours
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 64% 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 86% of the time during peak hours

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 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 100% of the calls for the month within the NY City limits between 7 am and 7 pm
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