



NYC BIKE SHARE



NYCBS July 2013 Monthly Report

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1. Executive Summary

July 2013 was CitiBike's second full month of operation. There were 328 active stations (as of July 31) and an average of 5,531 bicycles available or in use. 14,185 annual members and 55,001 casual members signed up during the month. Total annual membership at the end of the month was 66,315.

Overall ridership was 953,872 trips and 1,881,929 miles traveled. Both figures represent significant increases over the previous month. Annual members took 760,432 trips while casual members took 193,440 trips. There was an average of 30,770 rides per day in July with an average duration of 18 minutes and 17 seconds and distance of 1.97 miles per trip. On average, each bicycle in the system had approximately 6 rides per day.

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

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. NYCBS has instituted daily rebalancing reporting that will be used to measure rebalancing operations effective for the August reporting period.

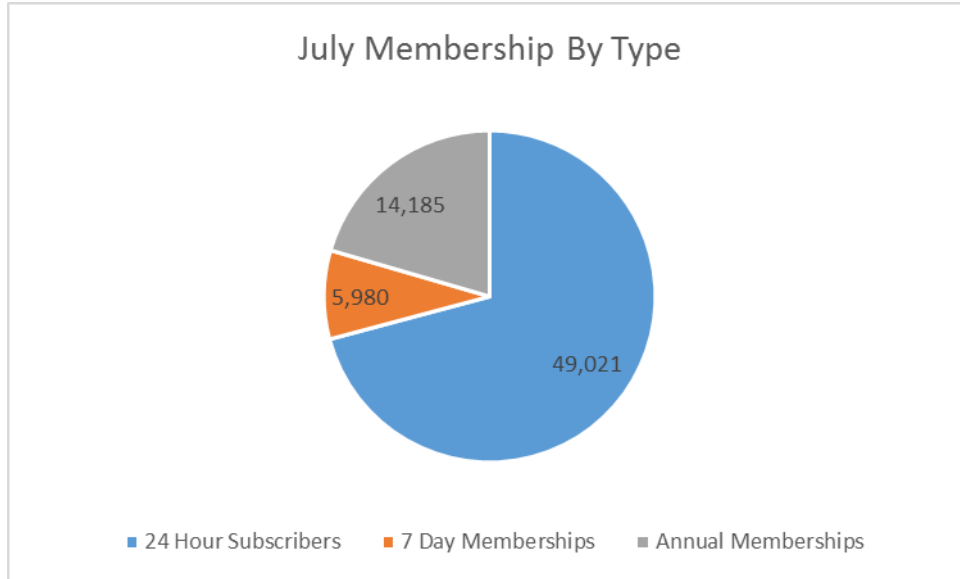
In July, there were 2,949 reported bicycle maintenance issues that were addressed through in-shop maintenance. Another 105 repairs took place in the field. There were 36 reported cases of vandalism to the stations and bicycles. There were 2,384 instances of full stations and 19,765 instances of empty stations during operational hours (95% available during operational hours). Of the empty and full instances, 87% lasted less than 60 minutes.

In July, there were 49,831 calls to the call center and 10,726 emails.

The revenue for July 2013 was \$4.9M.

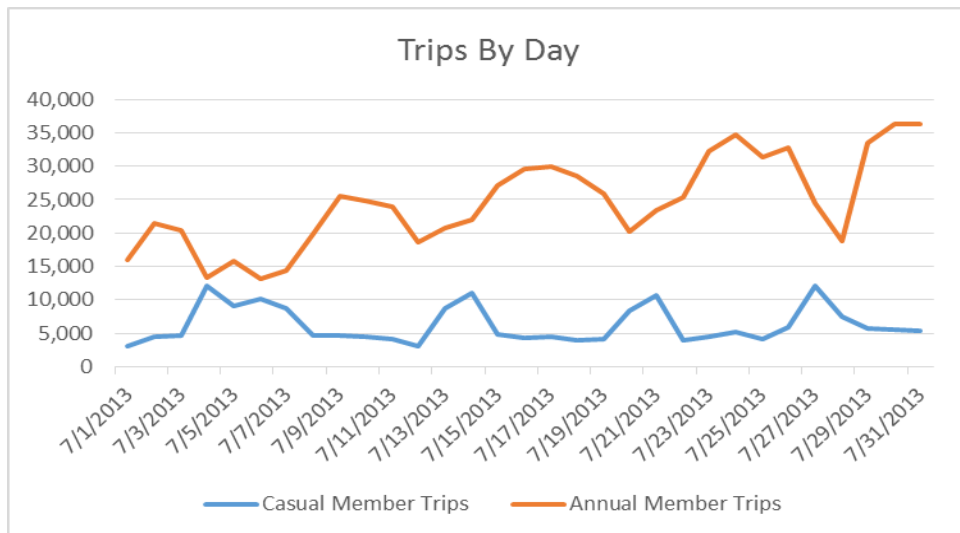
2. Membership

CitiBike had 14,185 annual members sign up during July 2013, for a total of 66,315 annual members (as of July 31). There were 49,021 24 hour memberships in July and 5,980 7 day memberships. Casual memberships declined from June, possibly due to some proportion June casual users becoming annual members during July.



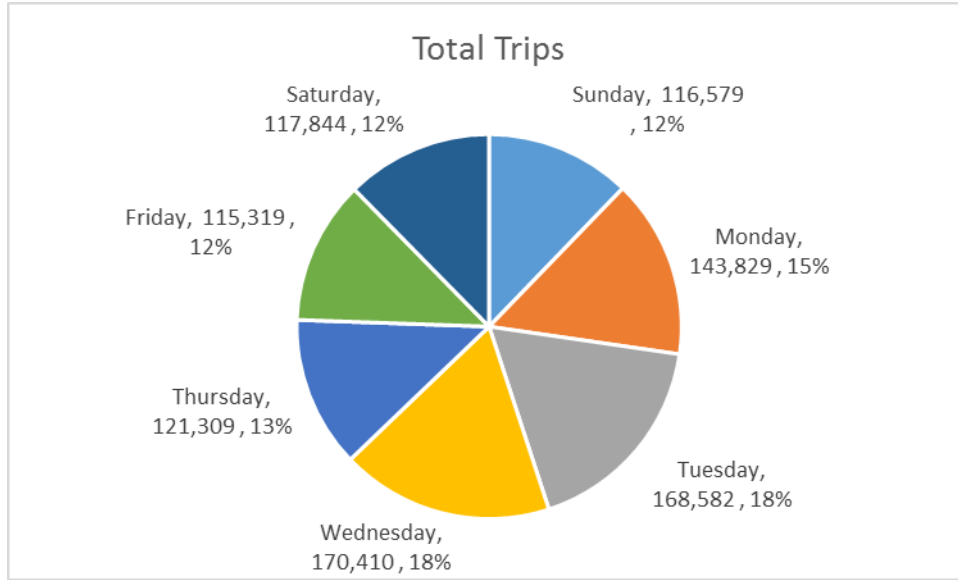
3. Ridership

There were 953,872 trips in July 2013, an increase of more than 300,000 over June. Annual members took 760,432 trips while casual members took 193,440 trips.



Casual member usage was highest on the weekends and on the July 4th holiday. Annual member use steadily increased throughout the month, likely due to the improvements in third party fulfillment of memberships.

The average trip duration was 18 minutes and 17 seconds. CitBike riders traveled a total of 1,881,929 miles with an average miles traveled per trip of 1.97. Distribution of rides throughout the week was fairly steady, with weekends showing comparable usage to weekdays.



The stations with the most number of beginning trips in July were West Street and Chambers Street, Pershing Square North, and E 17th and Broadway. East Broadway and Grand Street, Park Avenue and St. Edwards Street, and Railroad Avenue and Kay Avenue. NYCBS relocated the East Broadway and Grand Street station this month, causing a long period of inactivity that resulted in low usage. Usage was highest around transit hubs, parts of midtown, and some areas of lower Manhattan, including the financial district and the east village.

Station	Trips From Station
West St & Chambers St	9,159
Pershing Square N	9,139
E 17 St & Broadway	8,632
Lafayette St & E 8 St	7,769
W 21 St & 6 Ave	7,470

Station	Trips From Station
E Broadway & Grand St	5
Park Ave & St Edwards St	135
Railroad Ave & Kay Ave	126
7th Ave & Farragut St	173
Carlton Ave & Park Ave	234

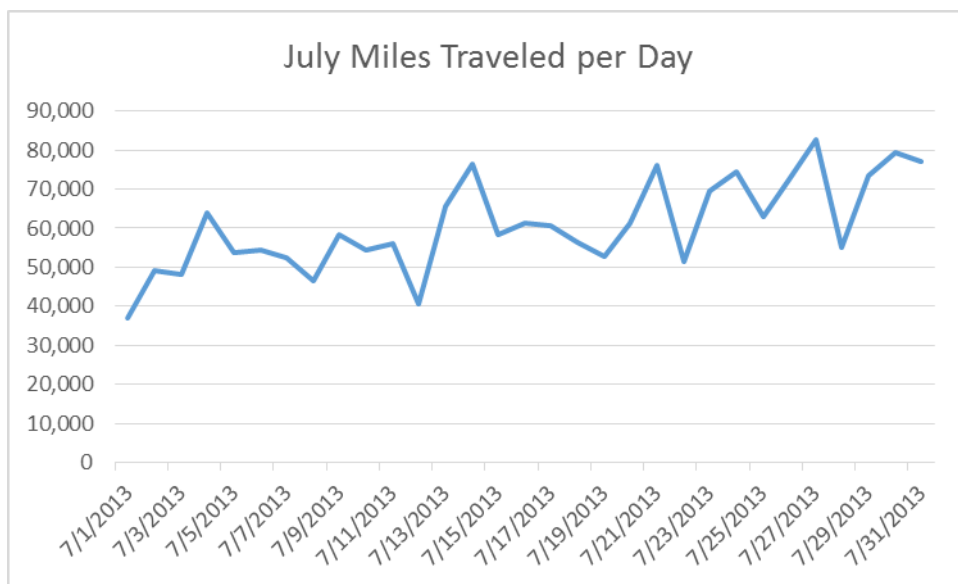
The top destination stations were the same as the top origin stations. The least frequented destination stations were East Broadway and Grant Street, Park Avenue and St. Edwards Street, and Railroad Avenue and Kay Avenue. The Railroad and Kay Avenue station consistently receives very little traffic because it is located in the Brooklyn Navy Yard.

Station	Trips To Station
West St & Chambers St	9,373
E 17 St & Broadway	9,223
Lafayette St & E 8 St	7,701
Pershing Square N	7,577
W 21 St & 6 Ave	7,356

Station	Trips To Station
E Broadway & Grand St	13
Park Ave & St Edwards St	144
Railroad Ave & Kay Ave	146
7th Ave & Farragut St	217
Carlton Ave & Park Ave	230

4. Environmental Impact

CitiBike riders traveled 1,881,929 miles in the month of July. CitiBike riders burned a total of 80,922,947 calories for the month. Average calories burned per day was 2,610,418.



This month, members also offset 1,260,892 pounds of carbon with an average of 40,674 pounds offset per day.

5. Rebalancing Operations

NYCBS' database shows that 71,383 bicycles were rebalanced during the month of July. Per rebalancing activity reports recorded manually in dispatch, NYCBS averaged approximately 800 bicycles move per shift per day.

There were 22,125 total empty and full instances, but 87% lasted less than one hour. Overall, stations were available (neither empty nor full) 95% of the time for the month. Empty and full instances were higher in July due to increased usage of the system. In order to address the challenge of rebalancing, NYCBS has acquired operating space in midtown and at Pier 40 in Manhattan in order to stage bicycles for rebalancing throughout the day. NYCBS is also transitioning to using higher capacity vehicles for rebalancing in order to move more bicycles at once.

6. Station Maintenance Operations

There were 328 active CitiBike stations at the end of July. Technicians made a total of 342 station visits to address dock and station field maintenance orders. There were 97 reported station malfunctions and 130 reported dock malfunctions. The most common station malfunctions involved touch screens, credit card readers, and printers. During the month, NYCBS Technical Services team instituted new processes for repairing and replacing horseshoes in the field, which is leading to speedier and less costly docking point repairs. 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.

7. Bicycle Maintenance Operations

A total of 3,430 bicycles were inspected in the field this month. An additional 2,949 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 seatpost 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. Pedal, crank and tube failures were very the primary defects, and the frequency of failure created a backlog of bicycles for repair in the shop. In order to keep up with in-shop repairs, in-field bicycle checking was suspended for eight days and the bicycle checking staff was brought into the depot to do repairs.

NYCBS also began using mobile road repair in July. Bike checkers were able to perform more sophisticated repairs in the field that go beyond the routine monthly check. Bike checkers performed 105 in-field repairs this month. By reducing the number of bicycles taken out of the field for repair, this practice should reduce the potential for future in-shop repair backlogs like the one experienced in the month.

8. Incident Reporting

In July, there were 34 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 third party cleaning vendor. There were 27 crashes reported to Customer Service by CitiBike riders.

9. Customer Service Reporting

In July, the NYCBS call center processed 49,831 calls with an abandonment rate of 6%. The average time to answer a call was 4 minutes 19 seconds and the average time to handle a call was 7 minutes and 22 seconds. NYCBS also received 10,726 emails. The most common classifications of customer service calls were “Problems Docking/Undocking Bikes” (27%) and “Membership Inquiries” (20%).

10. Customer Outreach

CitiBikeNYC.com had 1,611,084 total page views in July vs. 2,497,377 in June. The site received 426,536 visits in July vs. 670,141 in June. Of these there were 238,557 unique visitors vs. 396,843 in June. Our social media following continues to grow, with 14,861 Twitter followers, an increase of 1,711 over last month. 10,279 people have “liked” the NYCBS Facebook page, an increase of 1,253 over last month. NYCBS made 30 Facebook posts in July.

NYCBS’ gift certificate sales in July 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	256
	\$85	236	
Subsidizations	\$70	10	210
	\$60	50	
	\$50	150	

24 Hour Passes			
Discount	Rate	Quantity	Totals
Full Retail	\$9.95	12	462
15%	\$8.46	450	

Weekly Passes			
Discount	Rate	Quantity	Totals
Full Retail	\$25.00	20	20

NYCBS participated in the following public outreach events in July:

Citi Bike Demonstration @ Baruch Houses, Baruch Place near sports fields
 Tuesday, July 2, 4 - 7 pm, must enter helmet line by 6:30 pm

Citi Bike Street Skills class @ Bicycle Habitat, 244 Lafayette St., Soho
 Tuesday, July 9, 7:30pm

Citi Bike Street Skills class @ Bicycle Habitat, 228 7th Ave., Chelsea
 Thursday, July 11, 8pm

Citi Bike Demonstration @ Wald Houses, Avenue D and E 3rd Street
 Thursday, July 11, 4 - 7 pm, must enter helmet line by 6:30 pm

Citi Bike Demonstration @ Smith Houses, St. James Place and Pearl Street
 Wednesday, July 17, 4 - 7 pm, must enter helmet line by 6:30 pm

Citi Bike Street Skills class @ Bicycle Habitat, 228 7th Ave., Chelsea
 Thursday, July 18, 8pm

Citi Bike Street Skills class @ Bicycle Habitat, 244 Lafayette St., Soho
 Tuesday, July 23, 7:30pm

Citi Bike Demonstration in partnership with Bedford Stuyvesant Restoration Corporation @
 Bedford Stuyvesant Restoration Corporation, West Plaza, Fulton Street at Marcy Avenue
 Wednesday, July 24, 6 - 8 pm

Citi Bike Demonstration @ Gompers Houses, Pitt and Stanton Streets
 Thursday, July 25, 4 - 7 pm, must enter helmet line by 6:30 pm

Citi Bike Demonstration @ Riis Houses, Avenue D and E 12th Street
 Wednesday, July 31, 4 - 7 pm, must enter helmet line by 6:30 pm

11. Financial Summary

**Financial Summary - Revenue
 For the Month Ending July 31, 2013 and Inception to Date**

	<u>Jul-13</u>	<u>Inception to Date</u>
Memberships (Gross)		
Annual	1,347,575	6,299,925
Daily	619,228	1,490,818
Weekly	<u>158,025</u>	<u>373,150</u>
Total - Memberships (Gross)	<u>2,124,828</u>	<u>8,163,893</u>
Overage Fees (Gross)		
Annual	115,829 (1)	221,660 (1)

Casual	314,302 (1)	680,760 (1)
Total - Overage (Gross)	<u>430,131</u>	<u>902,420</u>
Total - Other Revenue	<u>7,569</u>	<u>10,407</u>
Discounts, Adjustments, and Refunds	<u>(163,921)</u>	<u>(329,350)</u>
Subtotal - Membership and Usage	2,398,607	8,747,371
Sponsorship Fees	2,497,500	9,738,500
Total Revenue	<u>4,896,107</u>	<u>18,485,871</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 July
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

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 64% 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 94% 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

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 99% of the time 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 November, and shall not go below 70% between December and February	100%	Bicycle fleet size was 5,531 (92%) 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 51% 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
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 94% 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