



NYC BIKE SHARE



NYCBS September 2013 Monthly Report

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1. Executive Summary

September 2013 was Citi Bike's fourth full month of operation. There were 332 active stations and an average of 5,513 bicycles available or in use. 8,103 annual members and 56,579 casual members signed up during the month. Total annual membership at the end of the month was 85,241.

Overall ridership was 1,104,527 trips and 2,000,200 miles traveled. Both figures are comparable to the August numbers. Annual members took 951,727 trips. Casual members took 152,800 trips, which is almost a 25% decrease from August. There was an average of 35,630 rides per day in September with an average distance of 1.81 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.

NYCBS rebalanced 83,085 bicycles during September, averaging 2,770 bicycles per day.

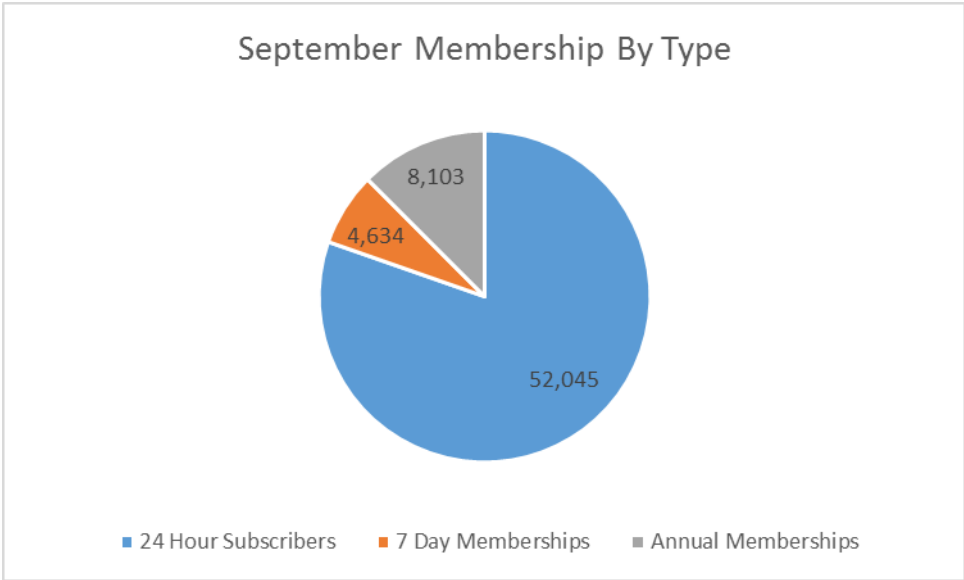
In July, there were 3,989 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 35 reported cases of vandalism to the stations and bicycles. There were 3,186 instances of full stations and 74,512 instances of empty stations during operational hours. Of the empty and full instances, 93% lasted less than 60 minutes.

In September, there were 41,807 calls to the call center and 7,366 emails.

The revenue for September 2013 was \$1.7M.

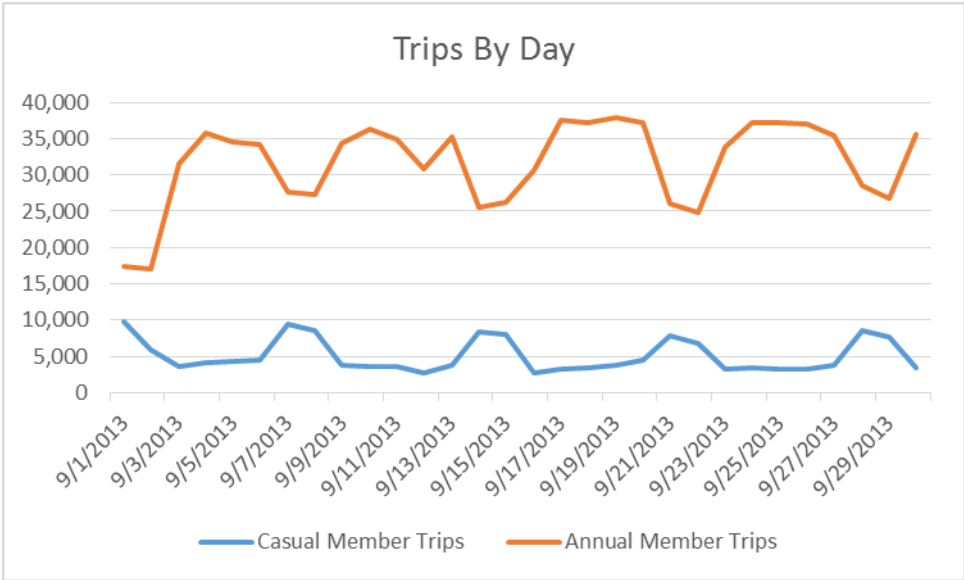
2. Membership

Citi Bike had 8,103 annual members sign up during September 2013, for a total of 85,241 annual members (as of September 30). There were 52,045 24 hour memberships in September and 4,634 7 day memberships. As has been the pattern, casual memberships were highest on the weekends.

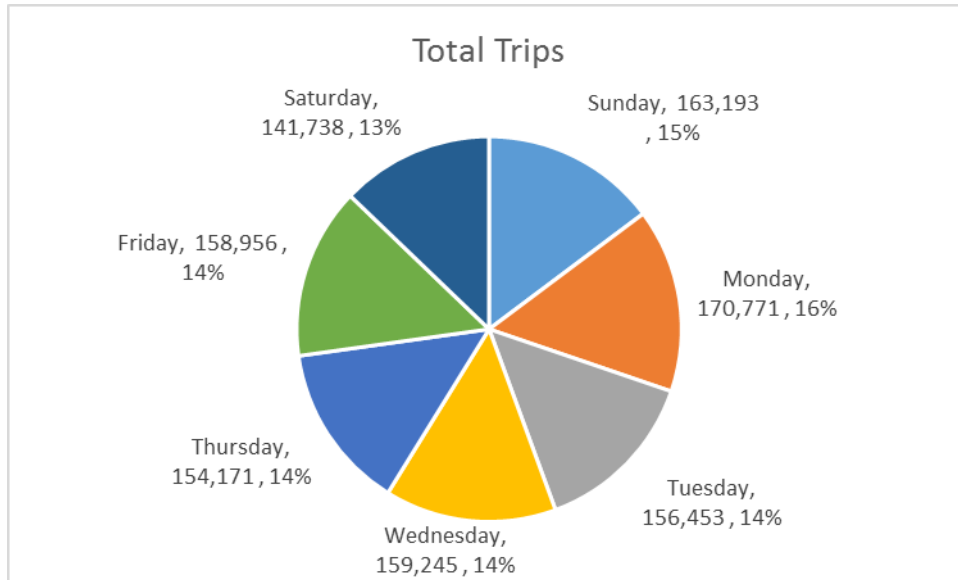


3. Ridership

There were 1,104,527 trips in September 2013, with total ridership essentially flat from August. Annual members took 951,727 trips while casual members took 152,800 trips, a decrease of almost 50,000 from August. This is in part attributable to the end of tourism season in New York and in part to the fact that so many casual users have gone on to become annual members.



Citi Bike riders traveled a total of 2,000,200 miles with an average miles traveled per trip of 1.81. Distribution of rides throughout the week remains fairly steady, with higher casual usage on the weekend and higher annual usage during the week.



The stations with the most beginning trips in September were Pershing Square North, E 17th and Broadway, Lafayette and E 8th Street, West Street and Chambers Street, and 8th Avenue and 31st Street. As usual, 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
Pershing Square N	12,232
Lafayette St & E 8 St	11,571
E 17 St & Broadway	10,327
West St & Chambers St	10,108
8 Ave & W 31 St	9,889

Station	Trips From Station
Railroad Ave & Kay Ave	91
7 Ave & Farragut St	201
Park Ave & St Edwards St	291
Hanover Pl & Livingston St	296
Franklin Ave & Myrtle Ave	324

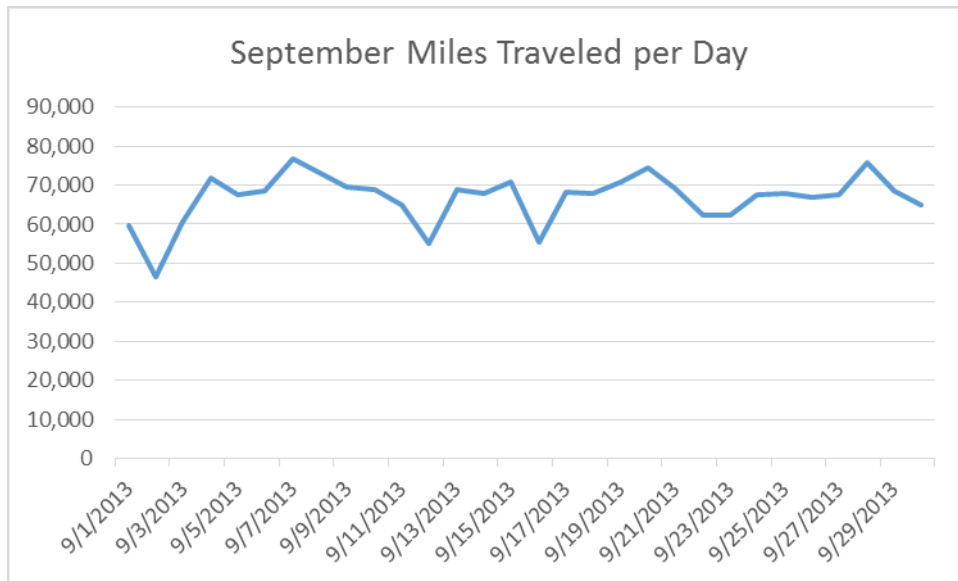
The least frequented destination stations continued to be in Brooklyn, particularly the stations around the Brooklyn Navy Yard.

Station	Trips To Station
E 17 St & Broadway	11,747
Lafayette St & E 8 St	11,031
West St & Chambers St	10,333
8 Ave & W 31 St	9,781
W 21 St & 6 Ave	9,723

Station	Trips To Station
Railroad Ave & Kay Ave	104
7 Ave & Farragut St	204
Park Ave & St Edwards St	264
Hanover Pl & Livingston St	265
Monroe St & Classon Ave	353

4. Environmental Impact

Citi Bike riders traveled 2,000,200 miles in the month of August. Citi Bike riders burned a total of 86,008,600 calories for the month. Average calories burned per day was 2,774,471.



This month, members also offset 1,340,134 pounds of carbon with an average of 43,230 pounds offset per day.

5. Rebalancing Operations

NYCBS staff rebalanced a total of 83,085 bicycles during the month of September. Per rebalancing activity reports recorded by NYCBS dispatchers, NYCBS averaged approximately 2,770 bicycles rebalanced per day. These figures represent significant increases over the previous month, with 60,999 bicycles rebalanced in August for an average of 1,968 per day. There were 77,698 total

empty and full instances, but 93% lasted less than one hour. Non-peak availability was 96% while peak availability was 98%.

NYCBS' use of depot locations, such as the Farley Building and the Delancey Street lot have allowed rebalancing teams to move more bicycles in a shift. NYCBS also began using rebalancing bike trailers to move bicycles around Penn Station and midtown. NYCBS' analysis of the stations around depot locations show that ridership continues to trend upward in those zones, and outages in the afternoon rush hour have stayed flat or decreased.

6. Station Maintenance Operations

There were 332 active Citi Bike stations at the end of September. 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 2025 station visits to address dock and station field maintenance orders. There were 1586 reported station malfunctions and 439 reported dock malfunctions. Station malfunctions were much more common this month, with the most common malfunctions solved by station reboots.

7. Bicycle Maintenance Operations

A total of 3,989 bicycles were inspected in the field this month. An additional 3,268 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. 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 September, there were 35 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 25 crashes reported to Customer Service by Citi Bike riders.

9. Customer Service Reporting

In September, the NYCBS call center processed 41,807 calls with an abandonment rate of 1.4%. The average time to answer a call was 1 minute 46 seconds and the average time to handle a call was 3 minutes and 34 seconds. NYCBS also received 7,366 emails. The most common classifications of customer service calls were "Problems Docking/Undocking Bikes" (25%) and "Bike-in-Use Issues", which occur when NYCBS has to manually close a trip for a customer (15%).

10. Customer Outreach

CitiBikeNYC.com had 941,705 page views in September vs. 1,190,822 total page views in August and 1,611,084 in July. The site received 284,337 visits in September vs. 351,650 visits in August vs.

426,536 visits in July. Of these there were 165,229 unique visitors vs. 200,669 in August vs. 238,557 in July. Our social media following continues to grow, with 16,128 Twitter followers and 11,669 "likes" on Facebook at the end of September.

NYCBS' gift certificate sales in September 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 September:

Citi Bike Street Skills class

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

Thursday, September 5

7pm

Citi Bike Demonstration and DOT Helmet Fitting**

@ Chelsea Park, Manhattan- 27th St. btw 9th Ave. and 10th Ave.

Wednesday, September 18

4 - 6:30 pm

Citi Bike at World Maker Faire

@ New York Hall of Science, Queens, 47-01 111th Street

Saturday and Sunday September 21 and 22

10 am - 7 pm Sat, 10 am - 6 pm Sun

Member Meet-up - Test Ride Your Bike Commute

Join your fellow Citi Bike members for a casual group ride over the East River led by NYC Biketrain. Meeting in Fort Greene, Brooklyn, we'll Citi Bike over the Manhattan Bridge into Manhattan, ending up in Murray Hill. (The group will make a pit stop to dock bikes and remove new ones if we're approaching the 45-minute Annual Member time limit.) Members or casual users must provide their own Citi Bike. Non-Citi Bike riders also welcome. Helmets are strongly encouraged, but not required.

@ Fort Greene, Brooklyn- Citi Bike station at Adelphi St. and Myrtle Ave.

Sunday, September 22 11 am - 1 pm

Citi Bike Demonstration and DOT Helmet Fitting**

@ Fulton Garden Court, Manhattan- 17th St. btw 9th Ave. and 10th Ave.

Wednesday, September 25 4 - 6:30 pm

11. Financial Summary**FINANCIAL SUMMARY - REVENUE****FOR THE MONTH ENDING SEPTEMBER 30, 2013 AND INCEPTION TO DATE**

	<u>Sep-2013</u>	<u>Inception to Date</u>
Memberships (Gross)		
Annual	769,785	8,097,895
Daily	514,903	2,653,307
Weekly	<u>115,175</u>	<u>630,200</u>
Total - Memberships (Gross)	<u>1,399,863</u>	<u>11,381,402</u>
Overage Fees (Gross)		
Annual	106,295	457,399

Casual	<u>285,453</u>	<u>1,344,211</u>
Total - Overage (Gross)	<u>391,748</u>	<u>1,801,610</u>
Total - Other Revenue	<u>11,391</u>	<u>31,023</u>
Discounts, Adjustments, and Refunds	<u>(139,238)</u>	<u>(633,937)</u>
Subtotal - Membership and Usage	1,663,763	12,580,097
Sponsorship Fees	-	9,738,500
Total Revenue	<u>1,663,763</u>	<u>22,318,597</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 September
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

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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
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 100% 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

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%	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 97% 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 5,513 (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 97% 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 (or adjacent stations) were available 100% 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 95% 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