



NYC BIKE SHARE



NYCBS October 2013 Monthly Report

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1. Executive Summary

October 2013 was Citi Bike's fifth full month of operation. There were 332 active stations and an average of 5,623 bicycles available or in use. 7,901 annual members and 37,620 casual members signed up during the month. Total annual membership at the end of the month was 93,124.

Overall ridership was 1,087,170 trips and 1,809,330 miles traveled, showing a modest decline from September. Annual members took 986,517 trips. Casual members took 100,653 trips, which is a 33% decrease from September. There was an average of 35,070 rides per day in October with an average distance of 1.66 miles per trip. On average, each bicycle in the system had approximately 6 rides per day.

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

NYCBS rebalanced 60,126 bicycles during October, averaging 1,940 bicycles per day.

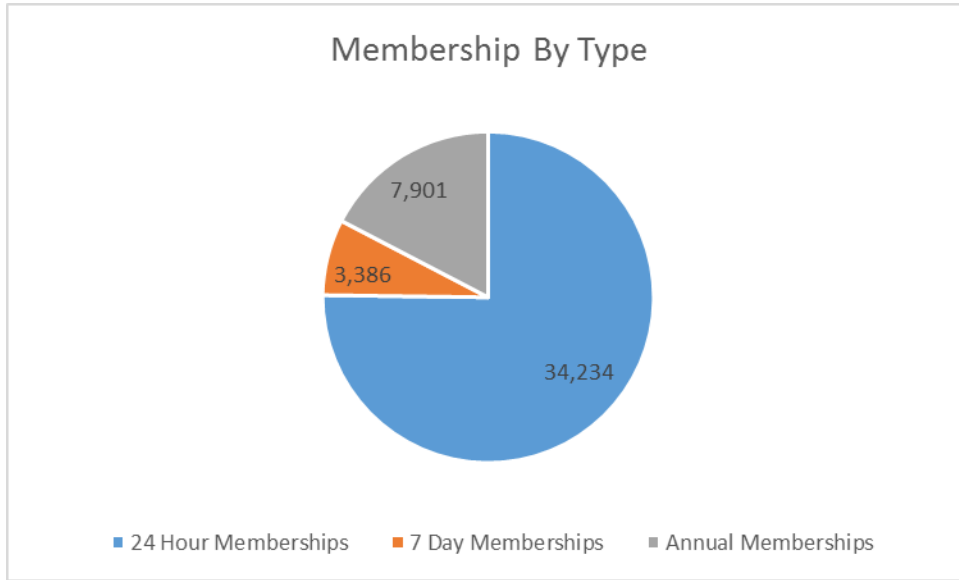
In October, there were 2,134 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 28 reported cases of vandalism to the stations and bicycles. There were 10,280 instances of full stations and 81,349 instances of empty stations during operational hours. Of the empty and full instances, 93% lasted less than 60 minutes.

In October, there were 32,040 calls to the call center and 5,550 emails.

The gross revenue for October 2013 was \$2.98M.

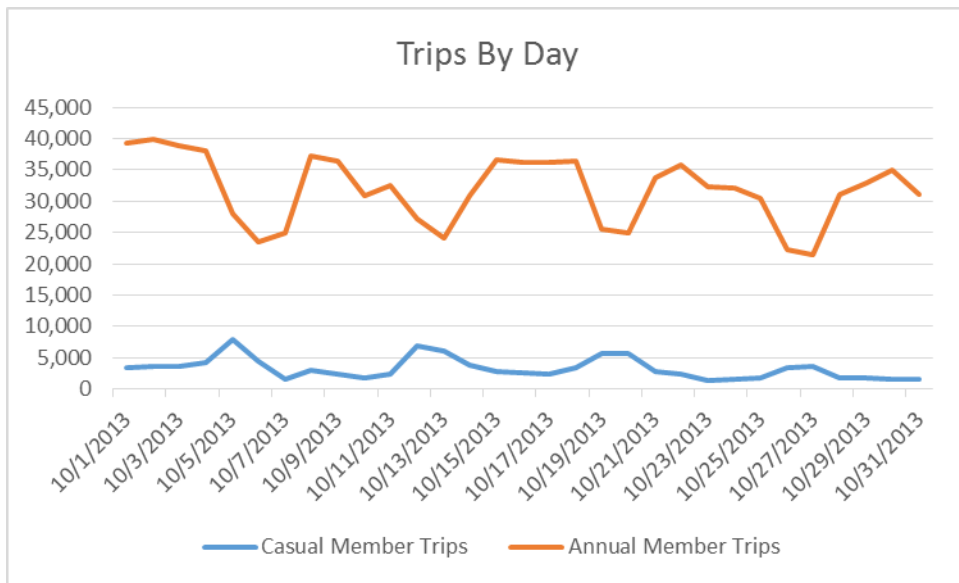
2. Membership

Citi Bike had 7,901 annual members sign up during October 2013, for a total of 93,124 annual members (year to date). There were 34,234 24 hour memberships in October and 3,386 7 day memberships. As has been the pattern, casual memberships were highest on the weekends.

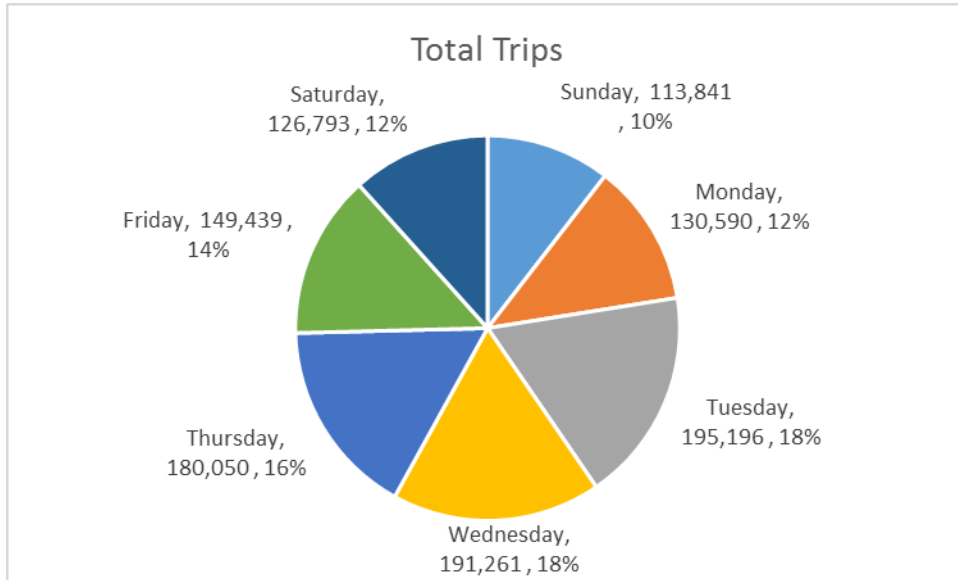


3. Ridership

There were 1,087,170 trips in October 2013, with total ridership essentially flat from September. Annual members took 986,517 trips while casual members took 100,653 trips, a decrease of more than 50,000 from September. This is in part attributable to the end of bicycling season in New York and in part to the fact that so many casual users have converted to annual memberships.



Citi Bike riders traveled a total of 1,809,330 miles with an average miles traveled per trip of 1.66. 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 October 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	13,249
Lafayette St & E 8 St	12,128
8 Ave & W 31 St	12,011
E 17 St & Broadway	11,228
W 21 St & 6 Ave	10,004

Station	Trips From Station
W 53rd St & 6th Ave	86
Railroad Ave & Kay Ave	99
7 Ave & Farragut St	225
Park Ave & St Edwards St	276
Franklin Ave & Myrtle Ave	295

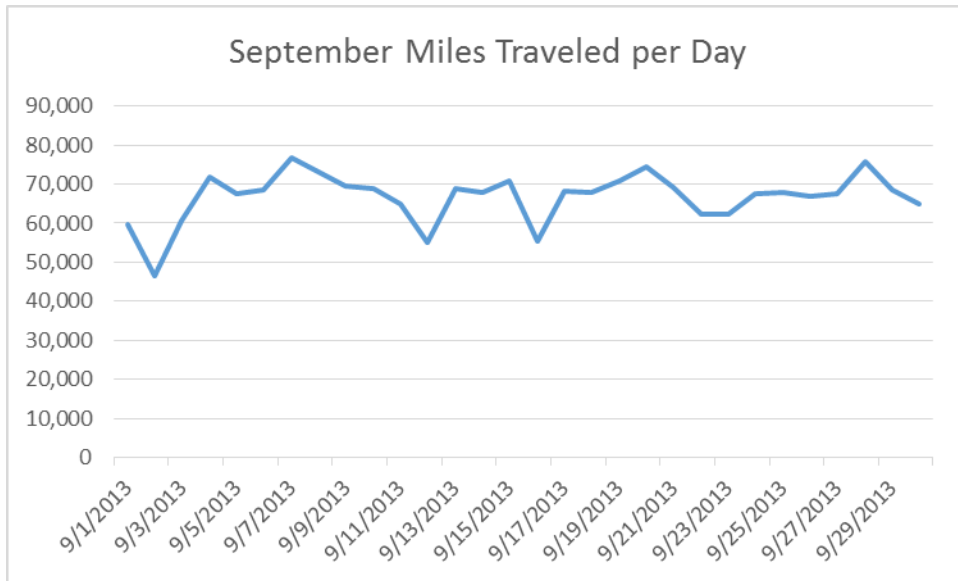
The least frequented destination stations continued to be in Brooklyn, particularly the stations around the Brooklyn Navy Yard.

Station	Trips To Station
E 17 St & Broadway	12,160
Lafayette St & E 8 St	11,886
8 Ave & W 31 St	11,784
Pershing Square N	10,456
W 21 St & 6 Ave	9,501

Station	Trips To Station
W 53rd St & 6th Ave	64
Railroad Ave & Kay Ave	119
7 Ave & Farragut St	233
Park Ave & St Edwards St	254
Myrtle Ave & St Edwards St	270

4. Environmental Impact

Citi Bike riders traveled 1,809,330 miles in the month of October. Citi Bike riders burned a total of 77,801,190 calories for the month.



NYCBS is in the process of revamping its carbon offset calculation and will present the new carbon offset data in the November’s report. This data will recalculate carbon offset for year-to-date impact.

5. Rebalancing Operations

NYCBS staff rebalanced a total of 60,126 bicycles during the month of October. Per rebalancing activity reports recorded by NYCBS dispatchers, NYCBS averaged approximately 1,940 bicycles rebalanced per day. There were 91,629 total empty and full instances, but 93% lasted less than one hour. Non-peak availability was 96% while peak availability was 97%.

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 peak hour 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 October. 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 1570 station visits to address dock and station field maintenance orders. There were 710 reported station malfunctions and 303 reported dock malfunctions. Reboots, battery swaps, and small docking point repairs are the most common FMO types.

7. Bicycle Maintenance Operations

All bicycles were inspected in the field or in the depots this month. 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.

The bike shop completed 2,134 total repairs in October, including the refurbishment of 89 bicycles damaged during Sandy. 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, but normal wear from heavy usage is increasing as a proportion of total repairs.

In October, NYCBS also launched a secondary depot repair location for bicycle maintenance at the Farley building. Effective October 21, most 1st, 2nd, and 3rd tier repairs for bicycle in Manhattan will be conducted out of the Farley building bike shop.

8. Incident Reporting

In October, there were 28 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 23 crashes reported to Customer Service by Citi Bike riders and the NYPD

9. Customer Service Reporting

In October, the NYCBS call center processed 41,807 calls with an abandonment rate of 3.57%. The average time to answer a call was 1 minute 50 seconds and the average time to handle a call was 3 minutes and 31 seconds. NYCBS also received 5,550 emails. The most common classifications of customer service calls were "Problems Docking/Undocking Bikes" (33%) and "Bike-in-Use Issues", which occur when NYCBS has to manually close a trip for a customer (11%).

10. Customer Outreach

CitiBikeNYC.com had 785,859 page views in October vs. 941,705 page views in September. The site received 230,536 visits in October vs. 284,337 in September vs. 351,650 in August vs. 426,536 in July. Of these 133,006 were unique visitors vs. 200,669 in August vs. 238,557 in July. Our social media following continues to grow, with 16,829 Twitter followers and 12,080 "likes" on Facebook at the end of October.

NYCBS’ gift certificate sales in October 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 October:

Member Meet-up - Team in Training Coached Workout

Join Team in Training’s world-class coaches for a free workout in Central Park. Citi Bike members will meet at the popular Central Park South station before TNT’s low-pressure coached run and core workout. All ages and athletic abilities welcome! Please RSVP here.

@ Central Park South, Manhattan- 6th Ave. and 59th St.

Saturday, October 5

7:30 am - 9:30 am

Member Meet-up - Team in Training Coached Workout

Join Team in Training’s world-class coaches for a free workout in Central Park. Citi Bike members will meet at the popular Central Park South station before TNT’s low-pressure coached run and core workout. All ages and athletic abilities welcome! Please RSVP here.

@ Central Park South, Manhattan- 6th Ave. and 59th St.

Wednesday, October 9

6:30 pm - 8:30 pm

Citi Bike Street Skills class

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

Thursday, October 10

7pm

Citi Bike + OHNY

Keep your eyes peeled for the program for the Open House New York weekend. There will be two great Citi Bike-related tours. One will get you one the bikes, the other will be a special behind-the-scenes tour of our facilities. Reservations via OHNY required for both. Registration opens Oct. 2.

@ Details TBA

Saturday, October 12

Time TBA

Bike Commuter Breakfast Stop

On Friday morning, October 18, Citi Bike and Transportation Alternatives will be on the Manhattan Bridge bike path doling out Brooklyn Roasting Company coffee and KIND bars to fuel your ride.

T.A. will offer half off membership, a T.A. helmet for anyone who donates \$60, and a chance to win a sweet Freitag bag. Come on by!

@ Manhattan Bridge bike path, Manhattan- Canal St. and Forsyth St.

Friday, October 18

8am - 11am

Member Meet-up - Nighttime Bridge Ride

Grab a friend and join Citi Bike's first night ride! We'll admire the twinkling lights of the city while we create our own Citi Bike-powered light show across the East River. We'll return to Red Lantern Bicycle Shop in Fort Greene for \$1 off all beers. Led by NYC Biketrain, we'll ride Friday night, October 18. (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. Please RSVP here.

@ Fort Greene, Brooklyn- Red Lantern Bicycle Shop, 345 Myrtle Ave.

Friday, October 18

7:30pm

11. Financial Summary

FINANCIAL SUMMARY - REVENUE

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

	<u>Oct-2013</u>	<u>Inception to Date</u>
Memberships (Gross)		
Annual	750,595	8,848,490
Daily	337,345	2,990,652
Weekly	84,150	714,350
Total - Memberships (Gross)	<u>1,172,090</u>	<u>12,553,492</u>

Overage Fees (Gross)		
Annual	76,067	533,465
Casual	191,092	1,535,303
Total - Overage (Gross)	<u>267,159</u>	<u>2,068,768</u>
Total - Other Revenue	<u>14,659</u>	<u>45,683</u>
Discounts, Adjustments, and Refunds	<u>(422,211)</u>	<u>(1,056,148)</u>
Subtotal - Membership and Usage	1,031,697	13,611,794
Sponsorship Fees	1,947,500	11,686,000
Total Revenue	2,979,197	25,297,794

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
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 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
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 99% 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 5,623 (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 96% 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 (or adjacent stations) were available 100% 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 96% 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