



# NYC BIKE SHARE



NYCBS January 2014 Monthly Report

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## 1. Executive Summary

January was Citi Bike's eighth full month of operation. There were 332 active stations and an average of 5,441 bicycles, or 90% of program fleet size, available or in use. After the January 21 snow event, NYCBS began reducing overall fleet size to the 70% allowed under the contract for winter operations. The full reduction to 70% will be achieved in February. 1,013 annual members and 3,183 casual members signed up during the month. Total annual membership at the end of the month was 97,138.

Overall ridership was 312,728 trips and 456,539 miles traveled, with annual members taking 305,316 trips and casual members accounting for 7,412 trips. There was an average of 10,088 rides per day in January with an average distance of 1.46 miles per trip. On average, each bicycle in the system had approximately 1.85 rides per day.

There were two major snow events that impacted the system, the first on January 3<sup>rd</sup> and the second on January 21. Neither event resulted in a formal system shutdown, but the weather likely contributed to low ridership for the month.

NYCBS rebalanced 23,376 bicycles in January, averaging 754 bicycles moved per day.

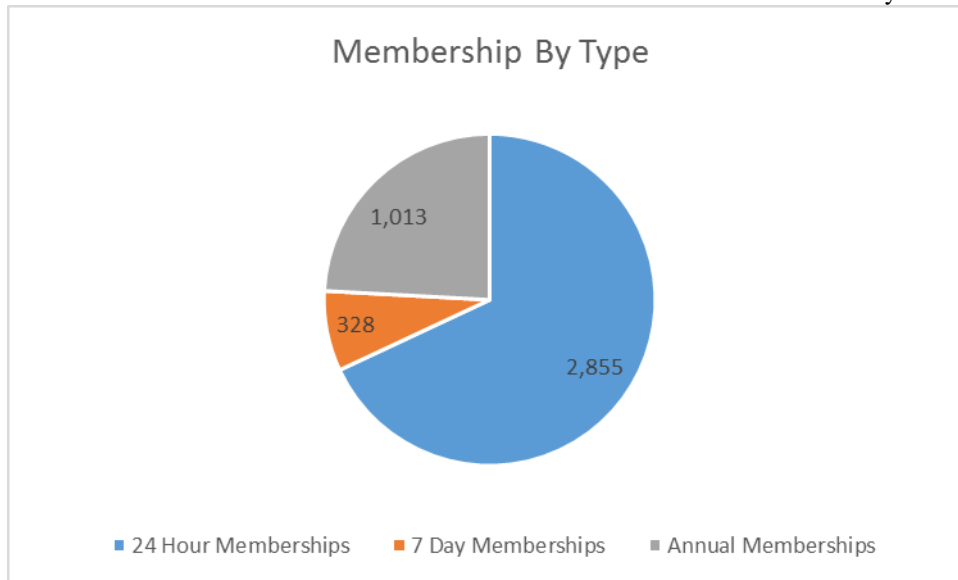
In January, there were 2,424 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 109 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 15,523 instances of full stations and 7,047 instances of empty stations during operational hours. Of the empty and full instances, 79% lasted less than 60 minutes.

In January, there were 5,384 calls to the call center and 1,516 emails.

The gross revenue, including sponsorship, for January 2014 was \$1,976,582.

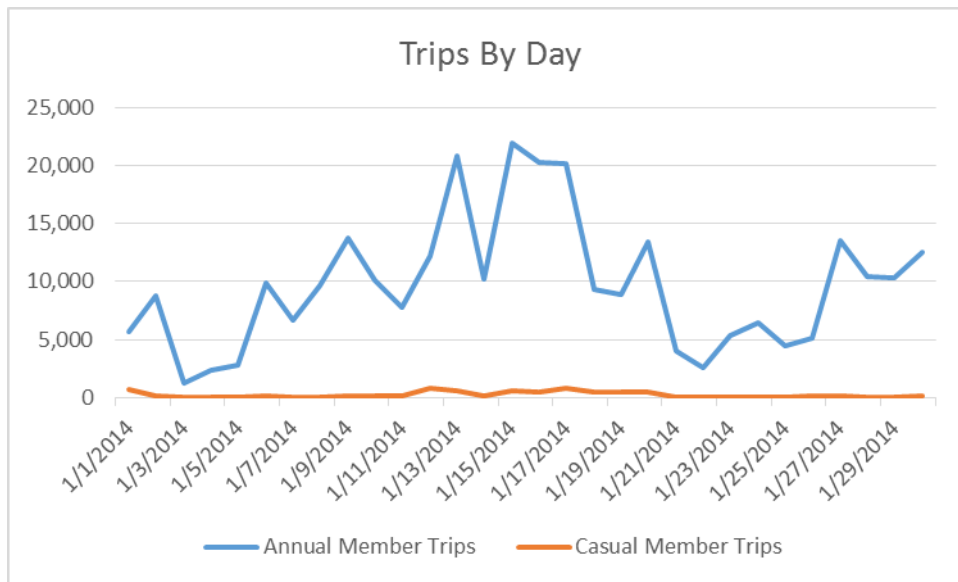
## 2. Membership

Citi Bike had 1,013 annual members sign up during January 2014, for a total of 97,183 annual members. There were 2,855 one day memberships in January and 328 seven day memberships. Casual memberships were very low, likely as a result of snow and cold weather.

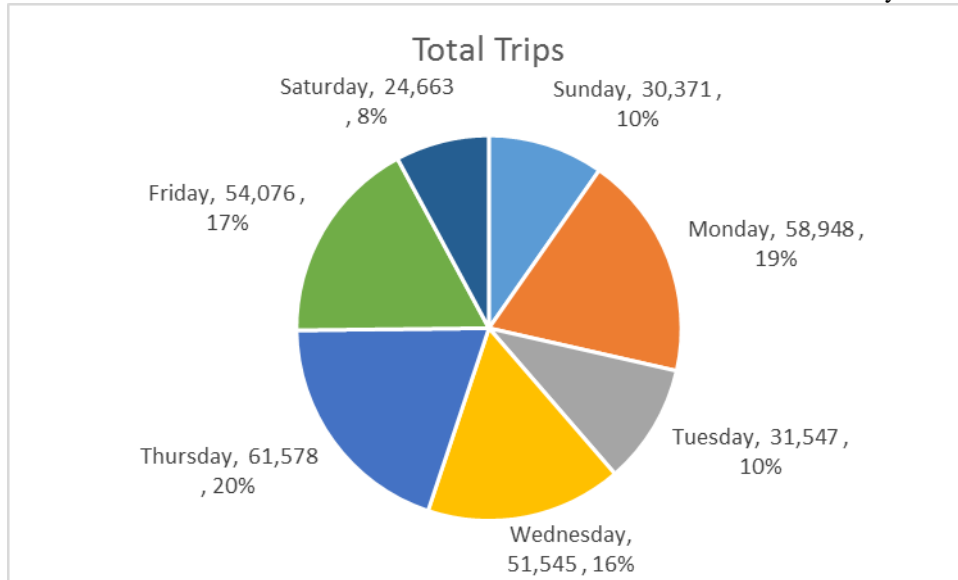


### 3. Ridership

There were 312,728 trips in January 2014, which is a steep decline from December. Ridership was particularly low on days that saw precipitation and on days with extremely low temperatures. Annual members accounted for the vast majority of the trips, recording 305,316 trips vs. 7,412 trips for casual members.



Citi Bike riders traveled a total of 456,539 miles with an average miles traveled per trip of 1.46. Weekend usage was lower in January due to limited casual usage, which is usually highest on the weekends.



The stations with the most beginning trips in January were Pershing Square North, Lafayette and E 8<sup>th</sup> Street, and 8<sup>th</sup> Avenue and 31<sup>st</sup> Street. As usual, usage was highest around transit hubs, in particular Penn Station and Grand Central Station, which have both maintained steady commuter traffic despite winter weather conditions.

Station	Trips From Station
Pershing Square N	3,979
Lafayette St & E 8 St	3,644
8 Ave & W 31 St	3,445
W 21 St & 6 Ave	3,164
8 Ave & W 33 St	2,791

Station	Trips From Station
Railroad Ave & Kay Ave	29
Bedford Ave & S 9 St	58
Carlton Ave & Park Ave	65
Hanover Pl & Livingston St	72
Nassau St & Navy St	94

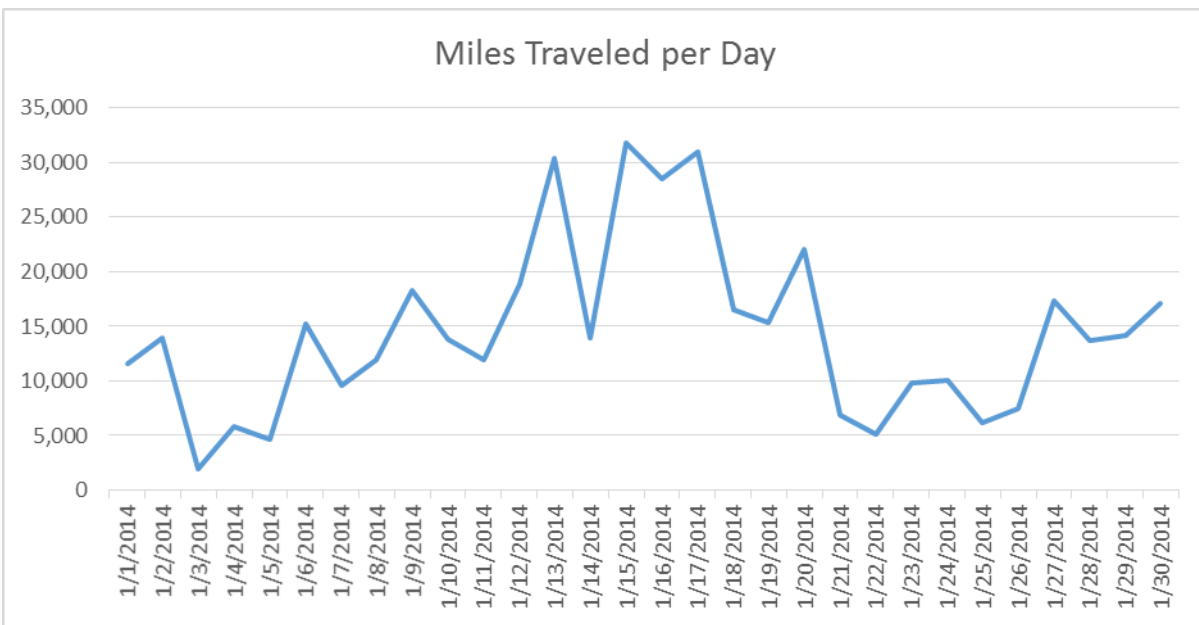
The least frequented destination stations continued to be in Brooklyn, particularly the stations in and around the Brooklyn Navy Yard.

Station	Trips To Station
Pershing Square N	3,725
8 Ave & W 31 St	3,536
Lafayette St & E 8 St	3,520
E 17 St & Broadway	3,164
W 21 St & 6 Ave	3,161

Station	Trips To Station
Railroad Ave & Kay Ave	31
Bedford Ave & S 9 St	59
Carlton Ave & Park Ave	64
Hanover Pl & Livingston St	74
Franklin Ave & Myrtle Ave	82

#### 4. Environmental Impact

Citi Bike riders traveled 456,539 miles in the month of January. Citi Bike riders burned a total of 19,631,177 calories for the month.



Using our calculation, we find that Citi Bike offset 237,400 pounds of carbon in January (see January 2014 Citi Bike Monthly Report spreadsheet for details).

#### 5. Rebalancing Operations

NYCBS staff rebalanced a total of 23,376 bicycles during the month of January. There were 22,570 total empty and full instances, but 79% lasted less than one hour. Peak availability was 91%, without including whether the next closest station was full of empty. Non-peak availability was 93%. Empty instances were more frequent this month because of the removal of bicycles from on-street stations to prepare for the two major snow events.

#### 6. Station Maintenance Operations

There were 332 active Citi Bike stations at the end of January. Technicians made a total of 680 station visits to address dock and station field maintenance orders. There were 545 reported station malfunctions and 135 reported dock malfunctions. Reboots, battery swaps, and small docking point repairs were the most common FMO types. Additionally, a number of LCD touchscreens were

damaged due to winter weather conditions. Because of delays at our screen supplier, it took several weeks to acquire the parts required to repair some of these screen malfunctions.

## **7. Bicycle Maintenance Operations**

The bike shops at the Farley Building and Sunset Park completed 2,424 total repairs in January, including the refurbishment of 367 bicycles damaged during Sandy. The plurality of repairs seen by the bike shop in January were related to normal wear and tear from usage.

## **8. Incident Reporting**

In January, there were 109 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 3 crashes reported to Customer Service by Citi Bike riders and the NYPD.

## **9. Customer Service Reporting**

In January, the NYCBS call center processed 5,384 calls with an abandonment rate of 2%. The average time to answer a call was 3 seconds and the average time to handle a call was 3 minute and 31 seconds. NYCBS also received 1,516 emails.

## **10. Customer Outreach**

CitiBikeNYC.com had 225,436 page-views in January. The site received 71,434 visits in January, of which 46,901 were unique visitors. Our social media following continues to grow, with 18,287 Twitter followers and 12,716 Facebook "likes."

NYCBS hosted or participated in the following public events in January:

Citi Bike Street Skills class  
@ Bicycle Habitat, 244 Lafayette St., Soho  
Tuesday, January 14  
7:30pm

Winter Warmup Ride - Join NYC Biketrain and Citi Bike for a low-key winter warmup ride on Saturday, January 18, 2014. We'll navigate the Manhattan grid to try out lots of different bike routes - physically separated lanes, striped lanes, sharrows, and greenway paths. Get to know the grid while you get to know other Citi Bike members! (Check out pics from previous Member Meet-up Rides here.)

## 11. Financial Summary

Revenue Type	January 2014	Inception to Date
Memberships (Gross)		
Annual	96,235	9,228,110
Daily	27,950	3,251,013
Weekly	8,175	773,200
<b>Total - Memberships (Gross)</b>	<b>132,360</b>	<b>13,252,323</b>
Overage Fees (Gross)		
Annual	45,679	687,576
Casual	15,989	1,681,682
<b>Total - Overage (Gross)</b>	<b>61,668</b>	<b>2,369,258</b>
<b>Total - Other Revenue</b>	<b>5,613</b>	<b>65,802</b>
<b>Discounts, Adjustments, and Refunds</b>	<b>(49,334)</b>	<b>(1,238,919)</b>
<b>Subtotal - Membership and Usage</b>	<b>150,307</b>	<b>14,448,464</b>
<b>Sponsorship Fees</b>	<b>1,826,275</b>	<b>13,512,275</b>
<b>Total Revenue</b>	<b>1,976,582</b>	<b>27,960,739</b>

## 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
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%	2,424 of 5,441 (45%) of bicycles were given a full mechanical check in the depot in January..



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 85% 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 or removed from service 37% of bicycles within 96 hours after notification. NYCBS' ability to clean bicycles in the required timeframe is limited by the lack of remote bicycle lockdown functionality.
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%	NYCBS performed one emergency removal at West 13 <sup>th</sup> Street and 5 <sup>th</sup> Avenue as a result of a water main break. The station was removed in the required timeframe.
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 that resulted in system shut down 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%	Given the significant snowfall and extreme cold in January, the SLA for snow removal was modified with NYCDOT to allow for additional time beyond 12 hours to remove snow from stations.
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 for all transaction types 87% of the time for the month, largely due to LCD touchscreen damage and delays in receiving replacement screens
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 January, and shall not go below 70% between January and February	100%	Bicycle fleet size was 5,441(90%) as of the end of the reporting period based on a report of docking activity at stations and in NYCBS depots
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 50% 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 91% of the time during peak hours. Empty instances were longer and more frequent as bicycles were removed from on-street stations for the two major snow events.
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 93% of the time during non-peak. Empty instances were longer and more frequent as bicycles were removed from on-street stations for the two major snow events.
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 98% 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