



NYC BIKE SHARE



NYCBS March 2014 Monthly Report

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1. Executive Summary

March was Citi Bike's tenth full month of operation. There were 327 (5 were temporarily removed or awaiting relocation during the month) active stations at the end of the month. Our target fleet size for the month was 5,400 (90% of fleet size) bicycles on the street, and our average fleet size was 5,028 due to a backlog of maintenance from winter conditions. Fleet size at the end of the month was 5,158. 2,736 annual members and 10,387 casual members signed up during the month. Total annual membership at the end of the month was 100,600.

Overall ridership was 451,432 trips and 703,956 miles traveled, with annual members taking 428,064 trips and casual members accounting for 23,368 trips. There was an average of 14,562 rides per day in March with an average distance of 1.56 miles per trip. On average, each bicycle in the system had approximately 3 rides per day.

There were no snow or weather events that impacted the system.

NYCBS rebalanced 34,277 bicycles in March, averaging 1,106 bicycles moved per day.

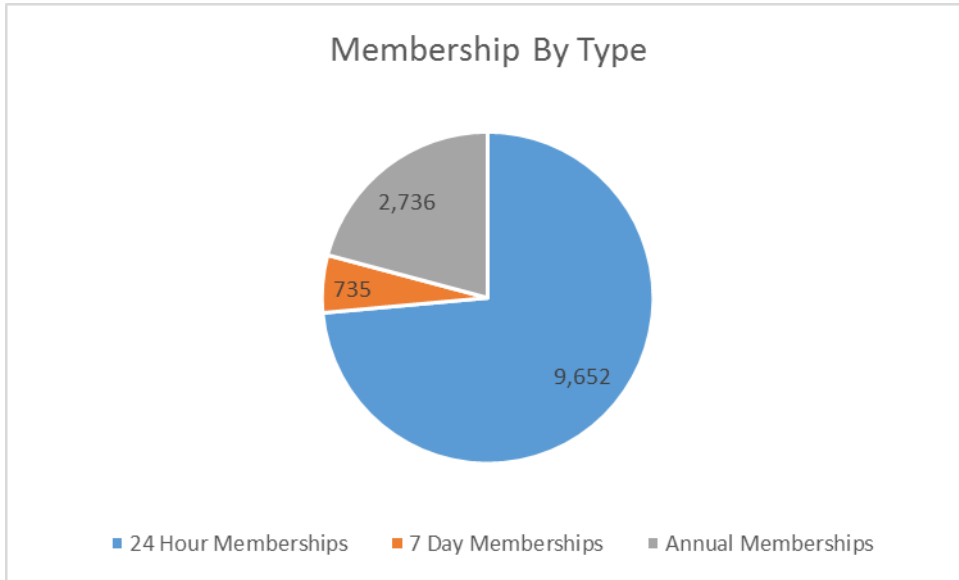
In March, there were 3,545 reported bicycle maintenance issues that were addressed through in-shop maintenance, an increase over February. There were 125 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 3,824 instances of full stations and 17,496 instances of empty stations during operational hours. Of the empty and full instances, 85% lasted less than 60 minutes.

In March, there were 15,336 calls to the call center and 1,274 emails. We had approximately 3.4 calls to the call center per 100 rides.

The gross revenue, including sponsorship, for March 2014 was \$422,608.

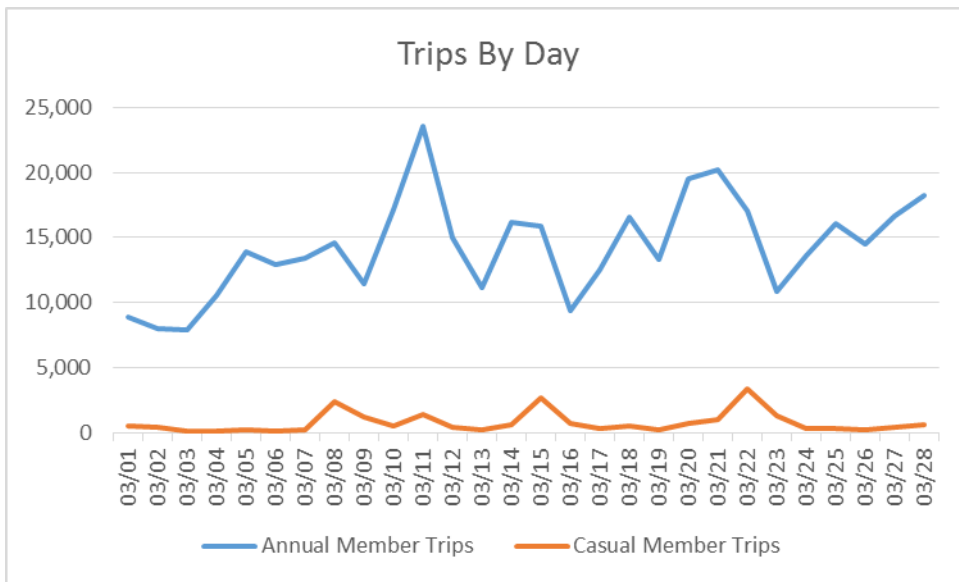
2. Membership

Citi Bike had 2,736 annual members sign up during March 2014, for a total of 100,600 annual members. There were 9,652 one day memberships in March and 735 seven day memberships. Casual membership increased significantly from February as spring weather began to arrive.

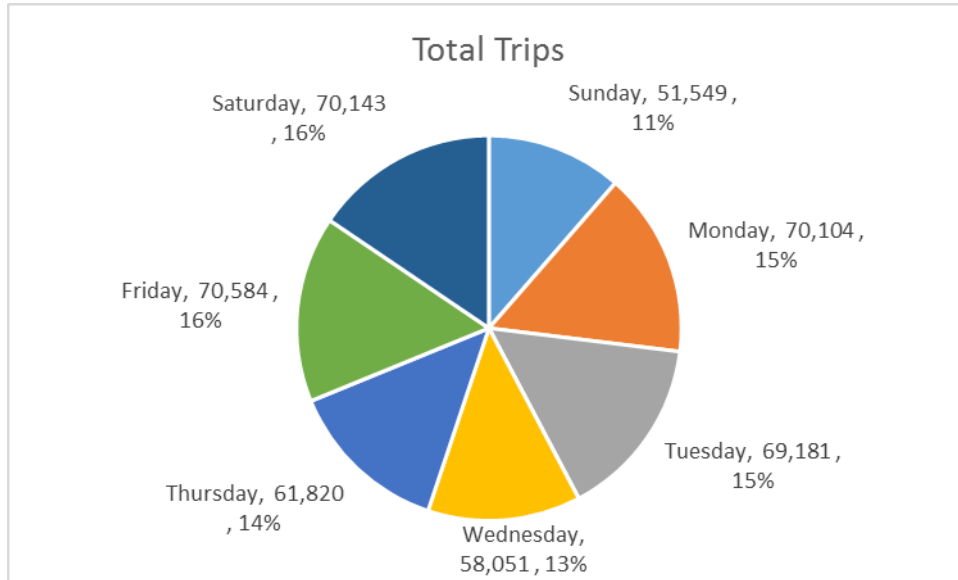


3. Ridership

There were 451,432 trips in March 2014, which was a significant increase from February. Annual members accounted for the vast majority of the trips, recording 428,064 trips vs. 23,368 trips for casual members.



Citi Bike riders traveled a total of 703,956 miles with an average miles traveled per trip of 1.56. Ridership was generally higher on weekdays, but casual ridership was highest on weekends.



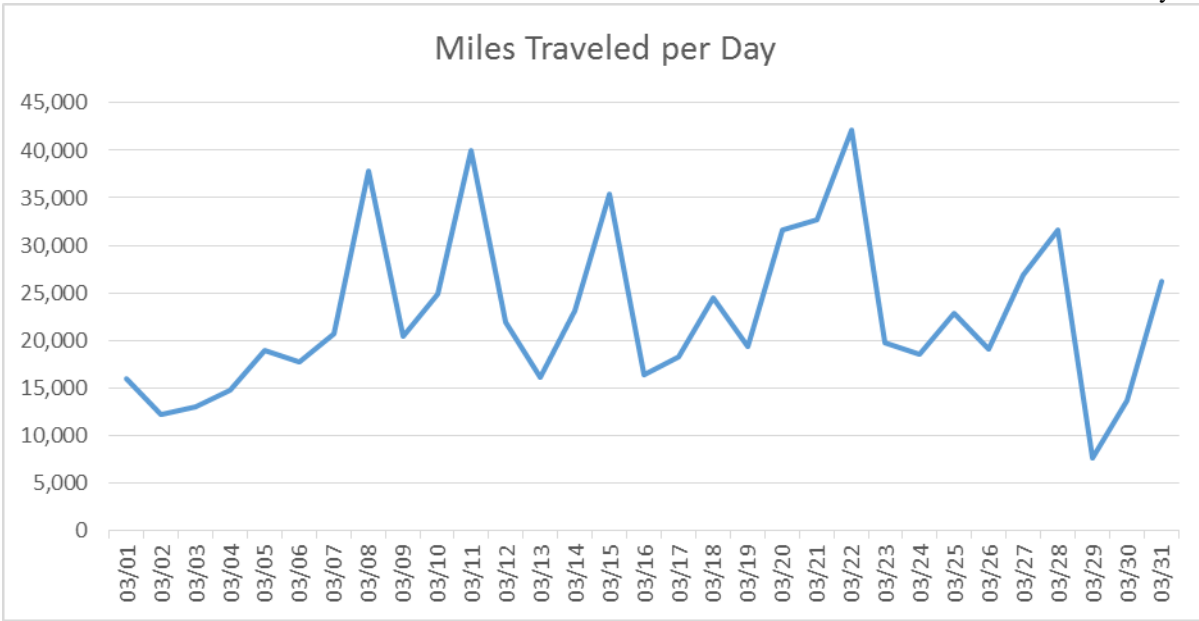
The most popular origins and destinations continue to be stations near large transit hubs, including the stations near Penn Station and the Port Authority, Pershing Square, and the area around Union Square. As has been the pattern, the least frequented destination stations are in Brooklyn, particularly the stations in and around the Brooklyn Navy Yard.

Top 10 Stations for Ridership for the Month

Station	Trips To Station	Trips From Station
Lafayette St & E 8 St	5,105	5,225
8 Ave & W 31 St	4,605	4,856
E 17 St & Broadway	4,539	4,199
Pershing Square N	4,517	5,197
W 21 St & 6 Ave	4,416	4,412
Broadway & E 14 St	3,886	3,741
W 41 St & 8 Ave	3,848	3,466
Broadway & E 22 St	3,649	3,517
W 33 St & 7 Ave	3,506	2,936
E 43 St & Vanderbilt Ave	3,493	3,378

4. Environmental Impact

Citi Bike riders traveled 703,956 miles in the month of March. Citi Bike riders burned a total of 30,270,111 calories for the month.



Using our calculation, we find that Citi Bike offset 366,057.15 pounds of carbon in March.

5. Rebalancing Operations

NYCBS staff rebalanced a total of 34,277 bicycles during the month of March. The number of bicycles rebalanced will continue to increase as NYCBS staffs up for the peak season. In addition to our truck rebalancing, re-balancers using bicycle trailers move bicycles along the Broadway corridor and near Penn Station and the Port Authority.

There were 21,320 total empty and full instances, but 85% lasted less than one hour. Peak availability was 97% (SLA target level is 98%), without including whether the next closest station was full of empty. Non-peak availability was 98% (SLA target level is 96%).

6. Station Maintenance Operations

There were 327 active Citi Bike stations at the end of March. Technicians made a total of 883 station visits to address dock and station field maintenance orders. There were 630 reported station malfunctions and 359 reported dock malfunctions. Both of these figures are substantially higher than winter numbers, and they are expected to trend upwards even further as the system gets more use in the spring and summer. Reboots, battery swaps, and small docking point repairs were the most common FMO types. Some station FMOs remained open for long periods of time due to limited availability of replacement credit card readers. Because PBSC commissions credit card readers for use on their platform, disruption of PBSC support to NYCBS resulted in an inability to put replacements in the field. PBSC has recently resumed supporting NYCBS and has sent back a batch of functioning credit card readers that had been returned to the manufacturer for repair. During March, NYCBS continued the process of inspecting every docking point in the system and repairing broken docks as they are discovered.

7. Bicycle Maintenance Operations

The bike shops at the Farley Building and Sunset Park completed 3,545 total repairs and inspections on 2,738 bicycles in March. The plurality of repairs seen by the bike shop in March were related to

normal wear and tear from usage. In addition to regular inspection, mechanics continued to perform winter maintenance on bicycles, which includes cleaning and removal of salt

8. Incident Reporting

In March, there were 125 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. This is an uptick of approximately 40% from the winter levels, and based on our experience last year, we expect vandalism to continue to trend upwards.

9. Customer Service Reporting

In March, the NYCBS call center processed 15,336 calls with an abandonment rate of 3%. Call volume for March was approximately 3.4 calls per 100 rides, which is a decrease from February when issues related to snow removal drove call volume up relative to rides. However, this figure is roughly in line with trends from last year's peak season. The average time to handle a call was 3 minute and 39 seconds with an average hold time of 1 minute and 36 seconds. NYCBS also received 1,274 emails.

10. Customer Outreach

As the weather warms more visitors are coming back to our website. CitiBikeNYC.com had 361,855 page views in March. The site received 110,608 visits of which 71,351 were unique visitors, nearly double the traffic we saw in February. Our social media following continues to grow, with 18,904 Twitter followers and 13,309 Facebook "likes."

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

Citi Bike Street Skills class
 @ Bicycle Habitat, 244 Lafayette St., Soho
 Sunday, March 2, 2014
 9:30am

Spring Fitness Break at the Westin New York Grand Central Hotel
 Stop in to the Westin for yoga and guided meditation, fitness seminars, super snacks and smoothies, raffles, and more. Be sure to swing by the Citi Bike table to say hello! Jumpstart your spring fitness!

Thursday, March 20, 2014
 7pm - 9pm
 The Westin New York Grand Central Hotel
 212 E 42nd St.

Citi Bike Street Skills class
 @ Bicycle Habitat, 250 Lafayette St., Soho
 Sunday, March 23, 2014
 9:30am

Citi Bike Street Skills class, held in partnership with NYU Wagner Transportation Association
 @ NYU Puck Building, 295 Lafayette St., 2nd fl., Soho

Sunday, March 29, 2014

11am

Open to the public, registration required

11. Financial Summary¹

Revenue Type	March 2014	Inception to End of March 2014
Memberships (Gross)		
Annual	259,920	9,297,080
Daily	94,256	3,280,863
Weekly	18,100	779,250
Total - Memberships (Gross)	372,276	13,357,193
Overage Fees (Gross)		
Annual	67,064	749,892
Casual	52,076	1,698,967
Total - Overage (Gross)	119,140	2,448,859
Total - Other Revenue	7,985	71,729
Discounts, Adjustments, and Refunds	(76,793)	(1,271,446)
Subtotal - Membership and Usage	422,608	14,606,335
Sponsorship Fees	-	13,512,275
Total Revenue	422,608	28,118,610

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%	94% 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%	98% of stations were cleaned every 14 days for the month.

¹ These are preliminary revenue figures and not audited

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%	2,738 of 5,025 (55%) of bicycles were given a full mechanical check in the depot.
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 33% 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%	There were no emergency station repairs or removals in March.
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

Ref	Name	Service Level Agreement	Performance Level	Actual Performance
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
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 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 for all transaction types 90% of the time for the month. A number of work orders were open for long periods of time due to constraints in the supply of spare credit card readers.
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 March	100%	Average fleet size for the month was 5,028 (84%). Breakdown of daily fleet size can be found in the accompanying spreadsheet.
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.

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 97% of the time during peak hours. NYCBS does not have a system for calculating whether the next closest station was full or empty.
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 98% 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 97% 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