



# NYC BIKE SHARE



NYCBS July 2014 Monthly Report

**Table of Contents**

1. Executive Summary ..... 3

2. Membership..... 3

3. Ridership ..... 3

4. Environmental Impact..... 4

5. Rebalancing Operations ..... 4

6. Station Maintenance Operations ..... 4

7. Bicycle Maintenance Operations ..... 4

8. Incident Reporting..... 4

9. Customer Service Reporting ..... 4

10. Customer Outreach ..... 4

11. Financial Summary..... 6

12. Service Levels ..... 6

## 1. Executive Summary

July was another busy month for Citi Bike and our members. Like in June, we had over 1 million rides for the month, with our busiest day seeing almost 42 thousand trips.

There were 323 active stations at the end of the month. Our target fleet size for the month was 6,000 bicycles on the street, and our average fleet size was 5,411. Fleet size at the end of the month was 5,367.<sup>1</sup> 15,359 annual members and 45,830 casual members signed up or renewed during the month. Total annual membership stands at 93,501.

Citi Bike riders took 1,061,379 trips and traveled 1,850,555 miles. There was an average of 34,238 rides per day in July with an average distance of 1.7 miles per trip. On average, each bicycle in the system had approximately 6 rides per day.

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

NYCBS rebalanced 64,096 bicycles in July, averaging 2,067 bicycles moved per day.

In July, there were 4,150 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 134 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 57,787 empty and full instances during operational hours. Per NYCBS' service level agreements, peak availability was 99% for the month and off-peak availability was 98%.

In July, there were 39,297 calls to the call center and 2,738 emails. We had approximately 3.7 calls to the call center per 100 rides.

The gross revenue for July 2014 was \$2,738,744.43.

## 2. Membership

Citi Bike had 15,359 annual members sign up or renew during July 2014, for a total of 93,501 annual members. There were 42,300 one day memberships in July and 3,530 seven day memberships.

## 3. Ridership

There were 1,061,379 trips in July 2014, which was comparable to the ridership from June. Annual members accounted for the vast majority of the trips, recording 932,040 trips vs. 129,339 trips for casual members. Citi Bike riders traveled a total of 1,850,555 miles with an average miles traveled per trip of 1.7. Ridership was generally higher on weekdays, but casual ridership was highest on weekends. July 17 was the highest day for ridership with 41,984 rides.

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.<sup>2</sup>

<sup>1</sup> Day by day fleet size counts can be found in the July 2014 Domo page

<sup>2</sup> Station by station ridership information can be found on the 'July 2014 Trips by Origin' and 'July 2014 Trips by Destination' cards in Domo

#### 4. Environmental Impact

Citi Bike riders traveled 1,850,555 miles in the month of July. Citi Bike riders burned a total of 74,022,200 calories for the month. Using our calculation, we find that Citi Bike offset 962,288.60 pounds of carbon in July<sup>3</sup>.

#### 5. Rebalancing Operations

NYCBS staff rebalanced a total of 64,096 bicycles during the month of July. 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. NYCBS also deployed its trike fleet to assist with rebalancing in lower Manhattan. Additionally, our bike valet program in the East Village went into full swing, and we are in the process of expanding the program to the Financial District and Midtown during the morning rush.

There were 57,787 total empty and full instances. Peak availability was 99% (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 323 active Citi Bike stations at the end of July. Technicians made a total of 817 station visits to address dock and station field maintenance orders. There were 563 reported station malfunctions and 252 reported dock malfunctions. Reboots, battery swaps, and docking point repairs were the most common FMO types. Station uptime for the month was 98%.

#### 7. Bicycle Maintenance Operations

The bike shops at the Farley Building and Sunset Park completed repairs on 4,150 bicycles in July. 5,317 (98%) total unique bikes were checked or repaired during the month.

#### 8. Incident Reporting

In July, there were 134 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 14 crashes reported to Customer Service by Citi Bike riders.

#### 9. Customer Service Reporting

In July, the NYCBS call center processed 39,297 calls with an abandonment rate of 7%. Call volume for July was approximately 3.7 calls per 100 rides. The average time to handle a call was four minutes and ten seconds with an average hold time of two minutes and six seconds. NYCBS also received 2,738 emails.

#### 10. Customer Outreach

CitiBikeNYC had 799,407 pageviews in July. The site had 218,083 sessions of which 131,975 were unique visitors. Our social media following continues to grow with 20,419 Twitter followers and 14,836 Facebook "likes" as of the end of July.

---

<sup>3</sup> See the 'Environmental Impact' tab of the July 2014 Citi Bike Monthly Report spreadsheet for detailed calculations

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

Citi Bike Demonstration\*\*

@ Baruch Houses, Baruch Place near sports fields  
Tuesday, July 2, 2013  
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, 2013  
7:30pm

Citi Bike Street Skills class

@ Bicycle Habitat, 228 7th Ave., Chelsea  
Thursday, July 11, 2013  
8pm

Citi Bike Demonstration\*\*

@ Wald Houses, Avenue D and E 3rd Street  
Thursday, July 11, 2013  
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, 2013  
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, 2013  
8pm

Citi Bike Street Skills class

@ Bicycle Habitat, 244 Lafayette St., Soho  
Tuesday, July 23, 2013  
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, 2013  
6 - 8 pm

Citi Bike Demonstration\*\*

@ Gompers Houses, Pitt and Stanton Streets  
Thursday, July 25, 2013  
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, 2013  
 4 - 7 pm, must enter helmet line by 6:30 pm

**11. Financial Summary<sup>4</sup>**

Revenue categories	Total
Membership: Annual	\$ 2,054,382.92
Membership: Daily	\$ 407,830.60
Membership: Weekly	\$ 86,075.00
Overages: Annual	\$ 98,385.25
Overages: Casual	\$ 276,639.00
Other revenue	\$ 32,037.74
Discounts	\$ (183,282.77)
Refunds: Annual	\$ (15,580.00)
Refunds: Other	\$ (17,743.31)
<b>Total</b>	<b>\$ 2,738,744.43</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%	98% of bicycles were given a full mechanical check in the field or depot.

<sup>4</sup> These are preliminary revenue figures and not audited



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 37% 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 45% 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 July.
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
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.

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 for all transaction types 98% 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 July to January, and shall not go below 70% between January and July	100%	Average fleet size for the month was 5,411 (90%). 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 38% 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 were available 99% of the time during peak hours. NYCBS does not have a system for calculating whether the next closest station was full or empty.



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 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%	The NYCBS call center answered 93% 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