



# NYC BIKE SHARE



NYCBS October 2014 Monthly Report

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## 1. Executive Summary

October marks the beginning of the end for Citi Bike's peak ridership season. Total trips fell below 1M for the first time since May. We expect ridership to continue to decline as the weather gets colder.

There were 328 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 number of active bikes was 5,279. Fleet size at the end of the month was 5,461.<sup>1</sup> 6,043 annual members and 27,421 casual members signed up or renewed during the month. Total annual membership stands at 89,286.

Citi Bike riders took 924,178 trips and traveled 1,496,213 miles. There was an average of 29,812 rides per day in October, which is a decline from September. 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 59,797 bicycles in October, averaging 1,928 bicycles moved per day.

In October, there were 3,106 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 219 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 51,126 empty and full instances during operational hours. Per NYCBS' service level agreements, peak availability was 97% for the month and off-peak availability was 96%.

In October, there were 19,545 total customer service calls and 2,627 emails. We had approximately 2 customer service calls per 100 rides.

The gross revenue for October 2014 was \$1,995,013.06.

## 2. Membership

Citi Bike had 6,043 annual members sign up or renew during October 2014. There were 25,197 one day memberships in October and 2,224 seven day memberships.

## 3. Ridership

There were 924,178 trips in October 2014, which was down from September. Annual members accounted for the vast majority of the trips, recording 846,989 trips vs. 77,189 trips for casual members. Citi Bike riders traveled a total of 1,496,293 miles with an average miles traveled per trip of 1.6. Ridership was generally higher on weekdays, but casual ridership was highest on weekends. October 2 was the highest day for ridership with 38,956 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 October 2014 Domo page

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

#### **4. Environmental Impact**

Citi Bike riders traveled 1,496,293 miles in the month of October. Citi Bike riders burned a total of 59,848,520 calories for the month. Using our calculation, we find that Citi Bike offset 778,030.76 pounds of carbon in October<sup>3</sup>.

#### **5. Rebalancing Operations**

NYCBS staff rebalanced a total of 59,797 bicycles during the month of October. 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. Our bike valet program continued in the East Village on weekday evenings, and we continued our morning valet service in the Financial District.

There were 51,126 total empty and full instances. Peak availability was 97% (SLA target level is 98%), without including whether the next closest station was full of empty. Non-peak availability was 96% (SLA target level is 96%).

#### **6. Station Maintenance Operations**

There were 325 active Citi Bike stations at the end of October. Technicians made a total of 855 station visits to address dock and station field maintenance orders. There were 638 reported station malfunctions and 217 reported dock malfunctions. Reboots, battery swaps, and docking point repairs were the most common FMO types. Station uptime for the month was 99%.

#### **7. Bicycle Maintenance Operations**

The bike shops at the Farley Building and Sunset Park completed 3,106 bicycle repairs in October. 5,279 (100%) total unique bikes were checked or repaired during the month.

#### **8. Incident Reporting**

In October, there were 219 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 10 crashes reported to Customer Service by Citi Bike riders.

#### **9. Customer Service Reporting**

In October, there were 19,545 total customer service calls in October, a significant drop from September. The NYCBS call center processed 17,159 (87.79%) calls with an abandonment rate of 2%. The overflow call center, which also takes overnight calls, processed 2,386 (12.21%) calls. Call volume for October was approximately 2 calls per 100 rides. At NYCBS, the average time to handle a call was three minutes and forty-one seconds with an average hold time of eleven seconds. NYCBS also received 2,627 emails.

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

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

<b>Revenue Categories</b>	<b>Total</b>
Membership: Annual	\$1,531,726.92
Membership: Daily	\$243,914.3
Membership: Weekly	\$53,850
Overages: Annual	\$109,080.75
Overages: Casual	\$160,675
Other revenue	\$14,573.64
Discounts	-\$110,785.81
Refunds: Annual	-\$4,655
Refunds: Other	-\$3,366.74
<b>Total</b>	<b>\$1,995,013.06</b>

**11. Service Levels**

<b>Ref</b>	<b>Name</b>	<b>Service Level Agreement</b>	<b>Performance Level</b>	<b>Actual Performance</b>
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%	99% 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%	96% 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 given a full mechanical check in the field or 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 86% of stations within 48 hours after notification.

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

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 or removed from service 16% 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 October.
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 99% 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 October to January, and shall not go below 70% between January and October	100%	Average fleet size for the month was 5,279 (88%). 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 30% 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 97% 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 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%	The NYCBS Call Center handled 87.79% of total volume 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