



NYC BIKE SHARE

NYCBS March 2015 Monthly Report



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1. Introduction

As springtime approaches, Citi Bike's ridership has notably increased across all metrics. We anticipate that this trend will continue as the weather improves and we enter our peak season for ridership.

There were 327 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 3,826. Fleet size at the end of the month was 3,965. We are actively overhauling bicycles in our bike shop, and returning more and more bicycles to the field each day.

1,589 annual members and 4,461 casual members signed up or renewed during the month. Total annual membership stands at 87,910.

Citi Bike riders took 312,715 trips and traveled 281,461 miles. There was an average of 10,088 rides per day in March. On average, each bicycle in the system had approximately 2.6 rides per day.

There were 3 snow events that impacted the system during the month. 131 stations were cleared of 9" and 5" of snow, respectively, after the first two snow events. The third snow event was followed by warmer weather, so no action was taken to remove the snow.

NYCBS rebalanced 28,661 bicycles in March, averaging 925 bicycles moved per day.

In March, there were 1,702 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 10 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 16,891 empty and full instances during operational hours. Per NYCBS' service level agreements, peak availability was 97% for the month and off-peak availability was 98%.

In March, there were 11,695 total customer service calls and 1,513 emails. We had approximately 3.74 customer service calls per 100 rides.

The gross revenue for March 2015 was \$273,949.

We transitioned to a new software vendor towards the end of this month. Users were notified, and the system was down for less than a day from Friday, March 27th through Saturday, March 28th as we transitioned to the new system.

2. **Membership**

Citi Bike had 1,589 annual members sign up or renew during March 2015. There were 4,029 one day memberships in March and 432 seven day memberships.

3. **Ridership**

There were 312,715 trips in March 2015. Annual members accounted for the vast majority of the trips, recording 301,422 trips vs. 11,293 trips for casual members. Citi Bike riders traveled a total of 281,461 miles with an average miles traveled per trip of 0.9. Ridership was generally higher on weekdays, but casual ridership was highest on weekends. March 11 was the highest day for ridership with 21,728 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.

4. **Environmental Impact**

Citi Bike riders traveled 281,461 miles in the month of March. Citi Bike riders burned a total of 11,258,440 calories for the month. Using our calculation, we find that Citi Bike offset 146,359.72 pounds of carbon in March.

5. **Rebalancing Operations**

NYCBS staff rebalanced a total of 28,661 bicycles during the month of March. In addition to our truck rebalancing, re-balancers using bicycle trailers moved bicycles near Penn Station, Port Authority Bus Terminal and Grand Central Station. Our bike valet program was discontinued throughout the winter, and will pick up again next month.

There were 16,201 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 98% (SLA target level is 96%).

6. Station Maintenance Operations

There were 325 active Citi Bike stations at the end of March. Technicians made a total of 1,056 station visits to address dock and station field maintenance orders. There were 704 reported station malfunctions and 352 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 1,702 bicycle repairs in March. 3,814 (96%) total unique bikes were checked or repaired during the month.

8. Incident Reporting

In March, there were 10 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 was 1 crash reported to Customer Service by Citi Bike riders.

9. Customer Service Reporting

In March, there were 11,695 total customer service calls in March. The NYCBS call center processed 10,116 calls with an abandonment rate of 3.4%. The overflow call center, which also takes overnight calls, processed 1,579 calls. Call volume for March was approximately 3.74 calls per 100 rides. At NYCBS, the average time to handle a call was three minutes and thirty-six seconds with an average hold time of thirteen seconds. NYCBS also received 1,513 emails.

10. Financial Summary

Revenue Categories	Total
Membership: Annual	227,680
Membership: Daily	37,094
Membership: Weekly	5,100
Overages: Annual	1,446
Overages: Casual	21,536
Other revenue	6,193
Discounts	(25,004)
Refunds: Annual	(0)
Refunds: Other	(94)
Total	\$273,949

11. Service Levels

	Name	Agreement	Performance Level
1	Station Cleaning and Inspection	Every Station, as well as all Bicycles present, must be cleaned, wiped down, and inspected at least one time between the first and fifteenth days of the month, and one time between the sixteenth and last days of the month.	NYCBS met this goal, checking 100% of stations twice, once before and once after the fifteenth of the month.
2	Bicycle Maintenance	Every Bicycle in the Bicycle fleet (any Bicycle that appears in a Bicycle Fleet Level recording at least one time during the month) shall receive a Bicycle Maintenance check and cleaning at least once every calendar month.	NYCBS met this goal, checking 100% of the bicycles.
3	Resolution of Station Defects Following	Instances of deficient, damaged, or unclean Station components, or adverse conditions caused to the surrounding public property by the presence of the Station must be timely resolved following Discovery	Overall, NYCBS resolved 78% of issues related to this SLA within the

	Discovery or Notification	or Notification. Station Defects fall into the following severity classes, based on whether they are: (i) Defects Impacting the Area Surrounding Station (must be resolved within 24 hours); (ii) Defects Impacting the Usability of Entire Station (must be resolved within 48 hours); (iii) Defects Impacting the Usability of Specific Dock(s); (iv) Defects Impacting the Appearance of Station (must be resolved within 72 hours).	allotted time. SLA 3(i) was at 100%, 3(ii) was at 99%, 3(iii) was at 45%, and 3(iv) was at 24%.
4	Resolution of Bicycle Defects Following Discovery or Notification	Instances of deficient, damaged, or unclean Bicycles, or adverse conditions caused to the surrounding public property by the presence of Bicycles must be timely resolved following Discovery or Notification. For the purposes of this SLA, Wrenching of Bicycle by a user will constitute Notification, and removal of Bicycle from service by NYCBS will constitute resolution of defect. Defects related to Bicycles must be resolved within 48 hours if Bicycle is Wrenched, or 96 hours if Bicycle is not Wrenched.	NYCBS met this service level 53% of the time. We continue to be hampered by an inability to secure deficient bikes remotely.
5	Public Safety Emergency: Station Repair, De-Installation, or Adjustment	In the event of a Public Safety Emergency, a Station must be repaired, De-Installed, or Adjusted as soon as possible, but no later than 12 hours after Notification. Stations De-Installed for Public Safety Emergencies must be reinstalled within 72 hours after the end of the Public Safety Emergency, as determined by DOT.	NYCBS met this service level 100% of the time.
6	Station Deactivation, De-Installation, Re-Installation, and Adjustment	As directed by DOT, NYCBS must perform: (i) Station Deactivation(s); (ii) Station De-Installation(s); (iii) Station Re-Installation(s); (iv) Station Adjustment(s). DOT will provide a minimum of 48 hours advance notice prior to any of the above, except in instances where the continued presence/activity of the Station has been determined to pose a threat to public safety. Deactivated Stations must be reactivated within 24	NYCBS met this service level 100% of the time.

		hours of direction from DOT. De-Installed or Adjusted Stations must be reinstalled or Readjusted to their original configurations within 72 hours of direction from DOT.	
7	Snow Removal	Following snow events, NYCBS must remove snow within 12 hours so as to maintain: (i) Parallel pedestrian clear path adjacent to Stations located on sidewalks and in plazas; and (ii) Perpendicular pedestrian paths through Stations where gaps in Docks provide pedestrian access.	NYCBS met this service level 100% of the time. There were 3 snow events in March, two of which were followed by prompt snow removal at all 130 off-street stations. No action was taken after the third snow event because of warmer weather the following day.
8	Program Functionality	The Program is completely unavailable, such that no Program user can dock, undock, and Wrench Bicycles as intended, exclusive of planned Program outages for upgrades and maintenance as agreed upon by NYCBS and DOT and Program outages caused by an Event of Force Majeure.	NYCBS met this service level 100% of the time except for the planned twelve-hour outage while we upgraded to a new system.
9	Bicycle Availability	This Bicycle Availability requirement is met if the monthly average Bicycle Fleet Level, recorded once each Day of the month between the hours of 11:00 AM and 3:00 PM, meets or exceeds the required Bicycle Fleet Level.	NYCBS had an average fleet size of 3,826, above the agreed-upon level of 3,000.
10	Never-Die Stations	The minutes of Station Outage at each Never-Die Station shall not exceed three (3) percent of Station-minutes at that Station between the hours of 6:00AM and 12:00AM per month. This SLA shall be adjusted or suspended during snow events and at times when the City has implemented an	NYCBS met this service level 49% of the time on its 4 pilot stations. We are continuing to adjust the approach to the pilots in

		emergency suspension of alternate side parking following a snow event.	order to improve performance.
1 1	Rebalancing	No individual Station Outage shall continue for longer than 4 hours. Damages will not accrue between the hours of 10:00PM and 6:00AM.	NYCBS met this service level 94% of the time.
1 2	Availability of Data and Reports	(i) Real-time Program data (i.e., JSON feed) will be accurate and available to the public at all times. In addition, the following data sources will be furnished to DOT: (ii) Real-time, read-only access to data as per the Functional Specifications; (iii) Real-time, read-only access to any databases or other record-keeping sources used by NYCBS to manage and operate the Program, including but not limited to all data sources required to determine compliance with the service levels incorporated herein; and (iv) A monthly report as required by Appendix G, "Reporting Requirements."	NYCBS met this service level 100% of the time.