



NYC BIKE SHARE



NYCBS April 2014 Monthly Report

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1. Executive Summary

April was Citi Bike’s eleventh full month of operation. There were 324 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 5,731. Fleet size at the end of the month was 5,808.¹ 4,767 annual members and 27,512 casual members signed up during the month. Total annual membership at the end of the month was 105,367.

Overall ridership was 671,626 trips and 1,231,877 miles traveled, with annual members taking 608,429 trips and casual members accounting for 63,197 trips. There was an average of 22,388 rides per day in April with an average distance of 1.07 miles per trip. On average, each bicycle in the system had approximately 4 rides per day.

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

NYCBS rebalanced 43,788 bicycles in April, averaging 1,460 bicycles moved per day.

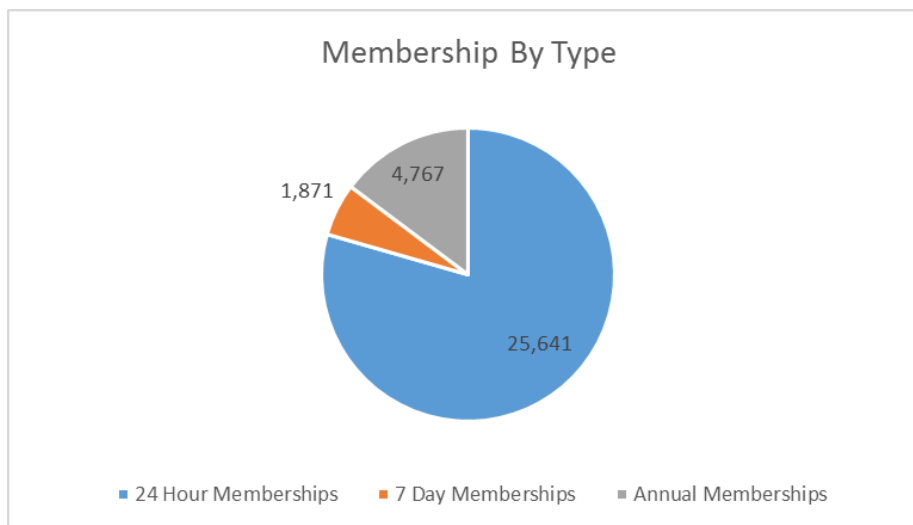
In April, there were 2,617 reported bicycle maintenance issues that were addressed through in-shop maintenance. There were 233 reported cases of vandalism (including graffiti) to the stations and bicycles. There were 10,124 instances of full stations and 26,931 instances of empty stations during operational hours. Of the empty and full instances, 90% lasted less than 60 minutes.

In April, there were 8,631 calls to the call center and 2,016 emails. We had approximately 1 call to the call center per 100 rides.

The gross revenue, including sponsorship, for April 2014 was \$2,860,868. Usage and membership revenue was 926,646.

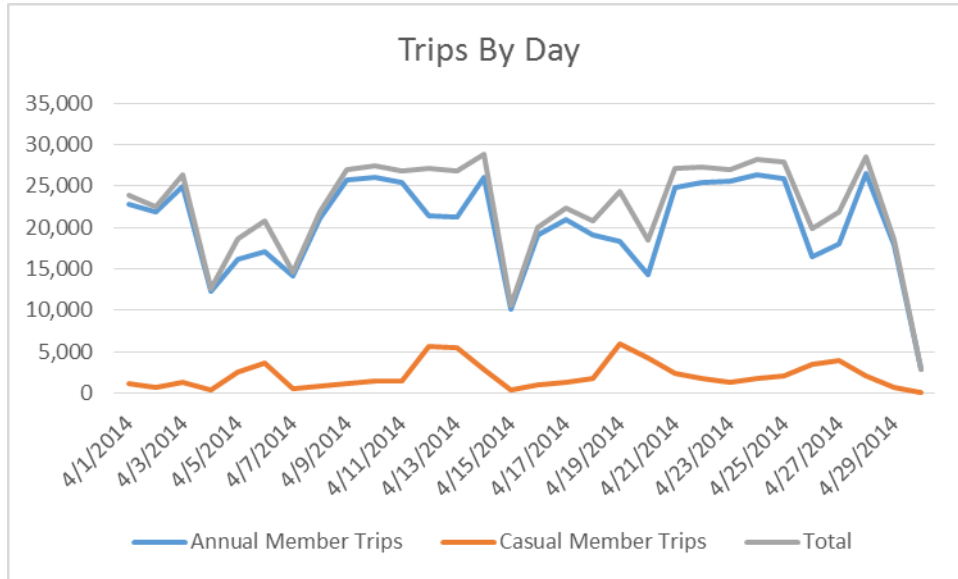
2. Membership

Citi Bike had 4,767 annual members sign up during April 2014, for a total of 105,367 annual members. There were 25,641 one day memberships in April and 1,871 seven day memberships. Casual membership increased from March as we saw consistently warmer weather.

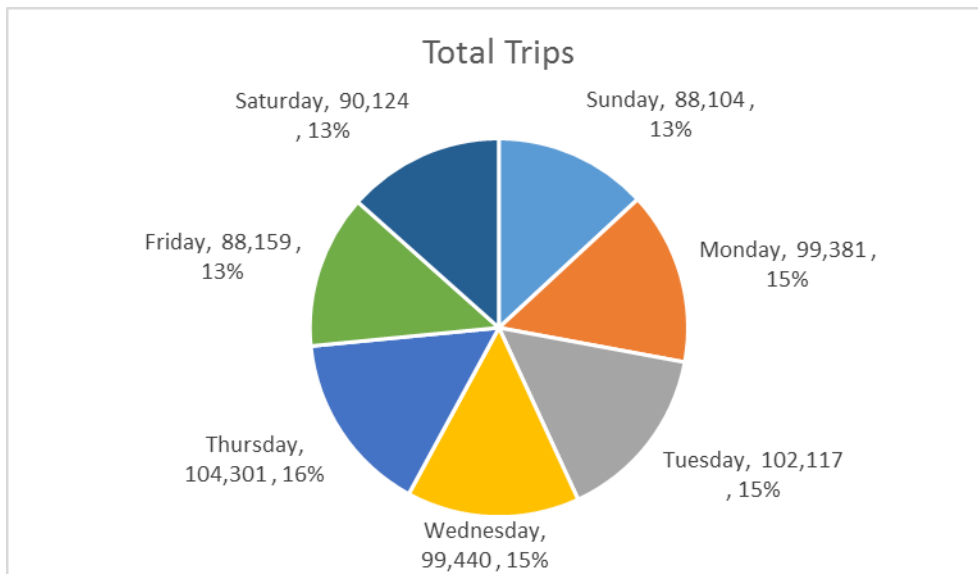


3. Ridership

There were 671,626 trips in April 2014, which was a significant increase from March. Annual members accounted for the vast majority of the trips, recording 608,429 trips vs. 63,197 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

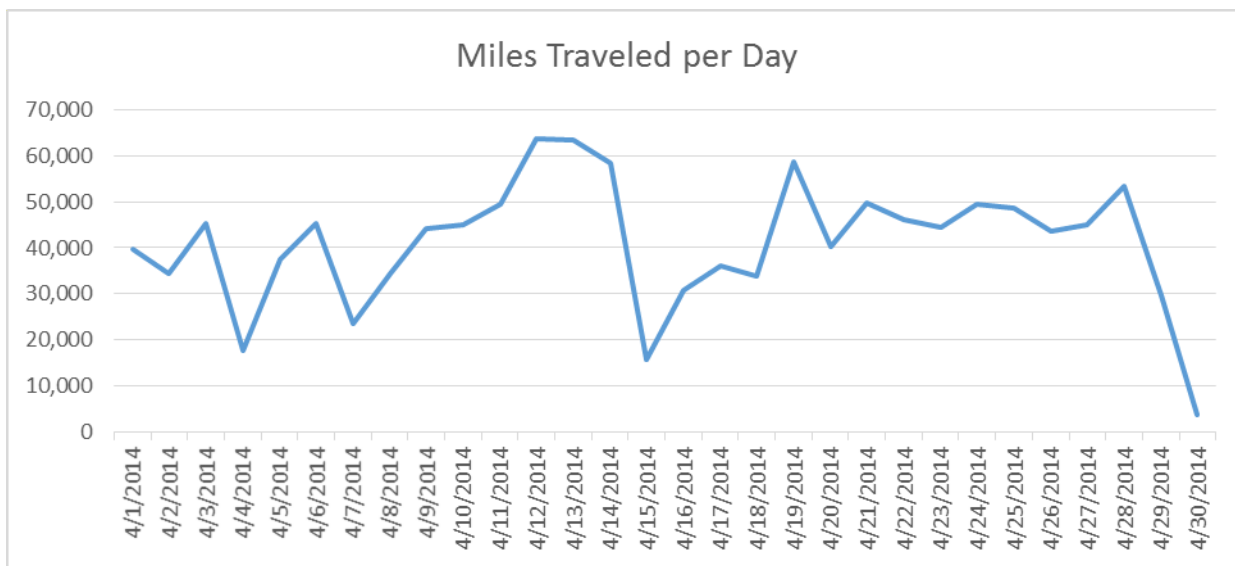
Square. As has been the pattern, the least frequented destination stations are in Brooklyn, particularly the stations in and around the Brooklyn Navy Yard.

Top 10 Stations for Ridership for the Month

Station	Trips To Station	Trips From Station
E 17 St & Broadway	7,900	7,005
E 42 St & Vanderbilt Ave	7,066	7,999
Lafayette St & E 8 St	7,005	7,064
8 Ave & W 31 St	6,705	7,119
W 21 St & 6 Ave	6,099	6,134
Broadway & E 14 St	6,020	5,911
West St & Chambers St	5,572	5,371
Broadway & W 60 St	5,190	5,245
Cleveland Pl & Spring St	5,140	5,174
Carmin St & 6 Ave	5,042	4,733

4. Environmental Impact

Citi Bike riders traveled 1,231,877 miles in the month of April. Citi Bike riders burned a total of 52,970,698 calories for the month.



Using our calculation, we find that Citi Bike offset 640,575.88 pounds of carbon in April.

5. Rebalancing Operations

NYCBS staff rebalanced a total of 43,788 bicycles during the month of April. 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 37,055 total empty and full instances, but 90% 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 324 active Citi Bike stations at the end of April. Technicians made a total of 805 station visits to address dock and station field maintenance orders. There were 561 reported station malfunctions and 244 reported dock malfunctions. Reboots, battery swaps, and docking point repairs were the most common FMO types. During April, NYCBS was able to replace the broken credit card readers and LCD touchscreens that had been broken for prolonged periods of time due to supply chain interruptions.

7. Bicycle Maintenance Operations

The bike shops at the Farley Building and Sunset Park completed repairs and inspections on 2,617 bicycles in April. The plurality of repairs seen by the bike shop in April were related to normal wear and tear from usage. In-field bike checking resumed in April, resulting in 2,159 mechanical checks, 1,612 of which were not also worked on in the shop. 4,229 (74%) total unique bikes were checked or repaired during the month.

8. Incident Reporting

In April, there were 233 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 from March, and based on our experience last year, we expect vandalism to continue to trend upwards.

9. Customer Service Reporting

In April, the NYCBS call center processed 27,487 calls with an abandonment rate of 9.86%. Call volume for April was approximately 4 calls per 100 rides. The average time to handle a call was four minutes and 3 seconds with an average hold time of 1 minute and 58 seconds. NYCBS also received 2,016 emails.

10. Customer Outreach

CitiBikeNYC had 571,122 pageviews in April. The site has 168,672 sessions of which 104,943 were unique visitors, continuing the upward trend as weather warms. Our social media following continues to grow, with 19,100 Twitter followers and 13,508 Facebook "likes as of the end of April.

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

Citi Bike Street Skills class
 @ Bicycle Habitat, 244 Lafayette St., Soho
 Wednesday, April 10, 2013 6:30pm

Citi Bike Street Skills class
 @ Red Lantern Bicycles, 345 Myrtle Ave., Fort Greene
 Thursday, April 18, 2013 7pm

Citi Bike Street Skills class
 @ Bicycle Habitat, 244 Lafayette St., Soho
 Wednesday, April 24, 2013 6:30pm

Citi Bike Demonstration
 @ Citi Bank
 181 Montague Street
 Friday, April 26, 2013 11:30 am - 1:30 pm

11. Financial Summary

Revenue Type	Apr-14	Inception to End of March 2014
Memberships (Gross)		
Annual	452,865	10,009,865
Daily	250,422	3,625,541
Weekly	46,200	843,550
Total - Memberships (Gross)	749,487	14,478,956
Overage Fees (Gross)		
Annual	105,918	922,873
Casual	173,487	1,924,530
Total - Overage (Gross)	279,405	2,847,403
Total - Other Revenue	9,527	89,241
Discounts, Adjustments, and Refunds	(111,772)	(1,460,011)
Subtotal - Membership and Usage	926,646	15,955,589
Sponsorship Fees	1,934,222	15,446,497
Total Revenue	2,860,868	31,402,086

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%	97% 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%	97% of stations were cleaned every 14 days for the month.

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%	4,229 of 5,750 (74%) 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 88% 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 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 April.
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 91% 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 April to January, and shall not go below 70% between January and April	100%	Average fleet size for the month was 5,750 (96%). 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 36% 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 90% 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