



Tugo Bike Share: Operations Report

November 17, 2017 - January 24th 2018

OVERVIEW

Tugo Bike Share launched on November 17, 2017 with 330 bikes and 36 stations. The program offers several pass and pricing options: \$8-Daily Pass; \$18-Monthly Pass; \$80-Annual Pass; and \$5-Access Pass (annual pass for qualifying low-income individuals). This report highlights membership, ridership, and operations information from November 17, 2017 to January 24, 2018.

MEMBERSHIP

As of January 2018, Tugo had 233 active members (now close to 300 memberships sold). Of these, 167 people purchased Annual Passes. There has been high utilization of the \$5-Access Pass, which accounts for 16% of total Annual memberships

RIDERSHIP

As of January 2018, there have been over 6,000 trips taken by Monthly, Annual, and Daily- Pass holders (over 1,000 daily passes sold). Below are some trends that Tugo has seen in ridership:

- Tugo riders have ridden over 4,219 total miles
- Tugo riders have burned over 181,000 total calories
- Average trip length is 21m 39s
- Daily-Pass holders take an average of 2.5 trips (during 24 hours)
- Monthly & Annual-Pass members have taken an average of 16 trips total

STATION POPULARITY

Below are the top 10 most popular Tugo Stations:

STATION POPULARITY: LAUNCH - JANUARY 24th, 2018				
Station Name	Rentals	Returns	Total	%
Main Gate	687	675	1,362	10.8%
UA- 2nd Street Garage	343	325	668	5.3%
North Mercado	352	302	654	5.2%
University Blvd @ 3rd Ave	334	301	635	5.0%
Main Library	284	327	611	4.9%
4th Ave @ 9th St	282	262	544	4.3%
Ronstadt Transit Center	272	256	528	4.2%
4th Ave @ 7th St	282	245	527	4.2%
4th Ave @ 5th St	210	271	481	3.8%
UA-McKale Center	238	229	467	3.7%

Ridership & Membership Summary:

Tugo Monthly Ridership & Membership Statistics						
Month	RIDERSHIP			MEMBERSHIPS		
	Casual	Member	Total	Daily	Monthly	Annual
November	673	618	1,291	305	24	83
December	1,273	1,713	2,986	434	39	55
January	556	1,351	1,907	290	53	29
Total	2,502	3,682	6,184	1,029	116	167

Tugo Average Daily Ridership & Membership Statistics						
Month	RIDERSHIP			MEMBERSHIPS		
	Casual	Member	Total	Daily	Monthly	Annual
November	44.9	41.2	86.1	20.3	1.6	5.5
December	41.1	55.3	96.3	14.0	1.3	1.8
January	24.2	58.7	82.9	12.6	2.3	1.3
Total	36.3	53.4	89.6	14.9	1.7	2.4

- Over 6,000 trips, 1,000 Daily Passes sold, and approaching 300 Memberships sold
- 233 Active members as of January 24th, 2018
- A typical 24-Hour pass user is taking 2.5 trips on average
- Typical monthly or annual member has taken 16 trips on average

Annual Membership Breakdown:

Tugo Annual Membership Breakdown						
Date	Annual	Founder	Installments	Senior	Access	TOTAL
November	30	42	0	2	9	83
December	26	10	2	5	12	55
January	14	6	2	1	6	29
Total	70	58	4	8	27	167

Tugo Annual Membership Breakdown						
Date	Annual	Founder	Installments	Senior	Access	TOTAL
November	36.1%	50.6%	0.0%	2.4%	10.8%	83
December	47.3%	18.2%	3.6%	9.1%	21.8%	55
January	48.3%	20.7%	6.9%	3.4%	20.7%	29
Total	41.9%	34.7%	2.4%	4.8%	16.2%	167

- High Access Pass utilization accounting for 16.2% of total Annual memberships

Ridership Breakdown:

Tugo Ridership							
Date	Casual	Member	Total	Trips / Day	T / B / D	Casual	Member
November	673	618	1,291	86	0.26	52.1%	47.9%
December	1,273	1,713	2,986	96	0.29	42.6%	57.4%
January	556	1,351	1,907	83	0.25	29.2%	70.8%
Total	2,502	3,682	6,184	90	0.27	40.5%	59.5%

Tugo Ridership by Day of Week, Weekday vs Weekend							
Date	Casual	Member	Total	Average	%	Casual	Member
Monday	220	425	645	65	10.4%	34.1%	65.9%
Tuesday	447	590	1,037	104	16.8%	43.1%	56.9%
Wednesday	403	504	907	101	14.7%	44.4%	55.6%
Thursday	295	458	753	75	12.2%	39.2%	60.8%
Friday	260	552	812	81	13.1%	32.0%	68.0%
Saturday	394	577	971	97	15.7%	40.6%	59.4%
Sunday	483	576	1,059	106	17.1%	45.6%	54.4%
Weekday	1,625	2,529	4,154	85	67.2%	39.1%	60.9%
Weekend	877	1,153	2,030	102	32.8%	43.2%	56.8%
Total	2,502	3,682	6,184	90	100.0%	40.5%	59.5%

- Ridership increasing toward Member trips with 71% in Jan up from 48% in Nov
- Pretty consistent ridership both during the week and weekend

Trip Length and Duration:

Total Miles and Average Trip Duration				
Period	Miles	Member	Casual	Total
November	795	20m 6s	28m 18s	24m 30s
December	2,023	16m 11s	29m 18s	21m 43s
January	1,400	14m 35s	32m 23s	19m 46s
Total	4,219	16m 18s	29m 32s	21m 39s

Carbon Dioxide Saved and Calories Burned:

CO ₂ Saved and Calories Burned				
Period	CO ₂ Saved	Member	Casual	Total
November	533	18,331	15,864	34,195
December	1,356	55,112	31,882	86,994
January	938	44,358	15,861	60,219
Total	2,827	117,801	63,607	181,408

- Trip Duration steadily declining as users better learn how the system works

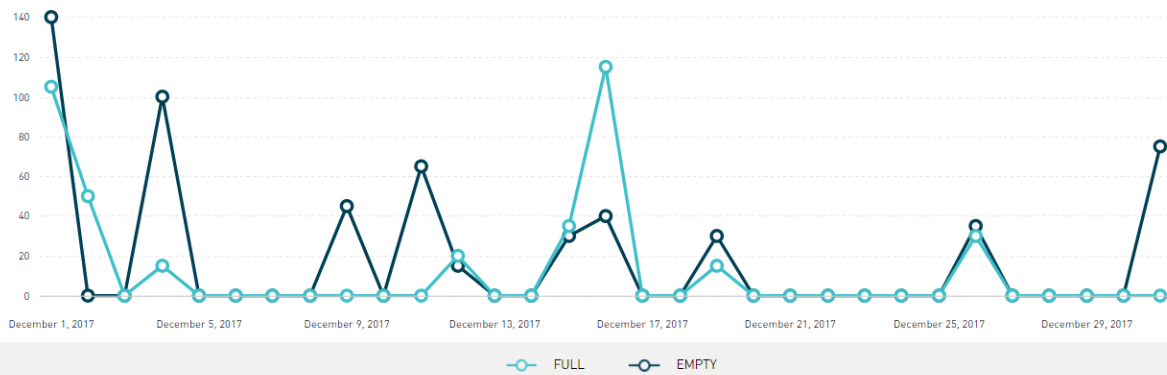
Bicycle Maintenance Operations:

Month	Repairs	Vandalized	In Op Bikes	Missing	Check	Bike / Dock	Rebalanced
November	13	9	0	0	330	45% - 55%	802
December	35	0	20	0	330	45% - 55%	1615
January	98	1	13	0	274	45% - 55%	808

Period	Bikes in Field	Warehouse	Need Parts	Stations	Docks
Current	261	69	7	36	524

Re-Balancing Operations:

AVAILABILITY SHORTAGES - AVERAGE PER DAY (ONLY STATIONS WITH AVAILABILITY SHORTAGES)



- 0.04% of time stations were either Full or Empty in December! Unheard of in bike share!
- 8 total instances of a station being Full or Empty for > 1 hour in the entire month



Station Popularity:

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4th Ave @ 5th St	210	271	481	3.8%
UA-McKale Center	238	229	467	3.7%
Armory Park	224	227	451	3.6%
6th Ave @ 7th St	215	233	448	3.6%
Tucson Convention Center	208	182	390	3.1%
Himmel Park	177	170	347	2.8%
University Blvd @ Stone Ave	159	177	336	2.7%
UA- Warren Ave @ Helen St	173	161	334	2.7%
Tucson Ave @ 6th St	153	161	314	2.5%
UA- N Olive Underpass	158	146	304	2.4%
UA-6th St Garage	155	135	290	2.3%
Congress St @ 5th Ave	123	161	284	2.3%
Park Ave @ 9th St	123	146	269	2.1%
Highland Ave @ 6th St	120	139	259	2.1%
Commerce Park @ the Loop	115	133	248	2.0%
Mountain Ave @ Copper St	106	118	224	1.8%
Santa Rosa	96	92	188	1.5%
Tumamoc Hill	101	85	186	1.5%
Five Points	80	102	182	1.4%
Tyndall Ave & 1st St	93	87	180	1.4%
Campbell Ave @ Copper St	97	83	180	1.4%
Congress St @ Church Ave	61	75	136	1.1%
Pima Community College-Downtown	63	67	130	1.0%
South Mercado	53	74	127	1.0%
South Tucson Municipal Complex	45	35	80	0.6%
UA-Drachman Circle	44	36	80	0.6%
Menlo Park	30	41	71	0.6%
Park Ave @ Lester St	37	34	71	0.6%
TOTAL	6,293	6,293	12,586	100.0%



Call Center Statistics:

CALL CENTER STATISTICS			
Date	Calls / Emails	Average	Per Ride
November	84	5.6	6.5%
December	168	5.4	5.6%
January	84	4.0	4.4%
Total	336	5.0	5.4%