



## Tugo Bike Share: Operations Report

November 17, 2017 – November 30, 2018

### OVERVIEW

#### ABOUT TUGO BIKE SHARE

Tugo Bike Share launched on November 17, 2017 in Tucson. Tugo is made possible through a partnership with the City of Tucson, the system operator, Shift Transit, and the equipment provider, PBSC Urban Solutions. There are 330 bikes at 36 stations across 13 Tucson neighborhoods available 24/7, 365 days a year. The station locations were selected based on proximity to community resources, employment centers, and bike infrastructure, in consultation with partner agencies, community groups, and stakeholders. The Bike Share program is available to everyone 18 years and up.

Tugo 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). On October 1, 2018, Tugo launched two new pass options: the “One Way Tugo” (\$4 for 30 minutes, single trip) and the “Explorer Pass” (\$15 for 24 hours, up to 3-hour trips). This report highlights membership, ridership, and operations information from November 17, 2017 – November 30, 2018.

#### RIDERSHIP & MEMBERSHIP

Tugo has 950 active long-term members (monthly and annual pass holders) and has sold nearly 3,500 daily passes. Tugo customers have taken over 30,000 trips and ridden over 21,200 total miles.

#### STATION POPULARITY

Below are the top 10 most popular Tugo Stations

STATION POPULARITY: YEAR TO DATE (through November)				
Station Name	Rentals	Returns	Total	%
Main Gate	2,639	2,736	5,375	10.4%
UA- 2nd Street Garage	2,048	2,004	4,052	7.9%
UA-McKale Center	1,209	1,178	2,387	4.6%
Main Library	1,128	1,174	2,302	4.5%
Himmel Park SMART	1,098	1,060	2,158	4.2%
4th Ave @ 9th St	1,098	1,065	2,158	4.2%
UA-6th St Garage SMART	1,054	1,026	2,080	4.0%
Highland Ave @ 6th St SMART	1,025	1,007	2,032	3.9%
University Blvd @ Stone Ave SMART	983	941	1,924	3.7%
UA- Warren Ave @ Helen St	961	932	1,893	3.7%

Tugo Monthly Ridership & Membership Statistics						
Month	RIDERSHIP			MEMBERSHIPS		
	Casual	Member	Total	Casual	Monthly	Annual
November	673	618	1,291	305	24	83
December	1,273	1,713	2,986	433	39	55
January	731	1,986	2,717	373	69	36
February	623	1,962	2,585	267	50	23
March	690	2,361	3,051	394	59	18
April	445	2,181	2,626	278	46	7
May	381	1,839	2,220	237	54	13
June	215	1,450	1,665	133	38	8
July	328	1,537	1,865	159	38	7
August	250	1,817	2,067	186	55	13
September	290	2,050	2,340	170	56	9
October	288	2,196	2,484	258	49	10
November	348	1,809	2,157	291	45	55
<b>Total</b>	<b>6,535</b>	<b>23,519</b>	<b>30,054</b>	<b>3,484</b>	<b>622</b>	<b>337</b>

- **Insert table of Daily Ridership & Membership Statistics**
- 30,054 total trips
- 3,484 Daily Passes sold
- 622 Monthly Passes sold
- 337 Annual Passes sold

**Annual Membership Breakdown**

Tugo Annual Membership Breakdown						
Date	Annual	Founder	Installments	Senior	Tugo for All	TOTAL
November	30	42	0	2	9	83
December	26	10	2	5	12	55
January	18	7	3	1	7	36
February	15	1	1	1	5	23
March	12	1	0	0	5	18
April	6	0	1	0	0	7
May	7	0	1	0	5	13
June	3	0	0	1	4	8
July	5	1	0	0	1	7
August	9	0	2	1	1	13
September	5	2	0	0	2	9
October	9	0	0	1	0	10
November	43	2	0	1	9	55
<b>Total</b>	<b>188</b>	<b>66</b>	<b>10</b>	<b>13</b>	<b>60</b>	<b>337</b>

- 68% renewal rate on annual memberships!
- Very high Access Pass utilization accounting for 18% of total Annual memberships sold

**Casual Membership Breakdown:**

Tugo Casual Pass Breakdown				
Date	Single Trip	Daily	Explorer	Total Casual
November	0	305	0	305
December	0	433	0	433
January	0	373	0	373
February	0	267	0	267
March	0	394	0	394
April	0	278	0	278
May	0	237	0	237
June	0	133	0	133
July	0	159	0	159
August	0	186	0	186
September	0	170	0	170
October	92	154	12	258
November	85	136	70	291

- 32% Single Trip, 53% Daily, 15% Explorer since introduction

**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	731	1,986	2,717	88	0.27	26.9%	73.1%
February	623	1,962	2,585	92	0.28	24.1%	75.9%
March	690	2,361	3,051	98	0.30	22.6%	77.4%
April	445	2,181	2,626	88	0.27	16.9%	83.1%
May	381	1,839	2,220	72	0.22	17.2%	82.8%
June	215	1,450	1,665	56	0.17	12.9%	87.1%
July	328	1,537	1,865	60	0.18	17.6%	82.4%
August	250	1,817	2,067	67	0.20	12.1%	87.9%
September	290	2,050	2,340	78	0.24	12.4%	87.6%
October	288	2,196	2,484	80	0.24	11.6%	88.4%
November	348	1,809	2,157	72	0.22	16.1%	83.9%
<b>Total</b>	<b>6,535</b>	<b>23,519</b>	<b>30,054</b>	<b>94</b>	<b>0.29</b>	<b>21.7%</b>	<b>78.3%</b>



**Trip Length and Duration:**

Total Miles and Average Trip Duration				
Period	Miles	Member	Casual	Total
November	794	20m 6s	28m 18s	24m 30s
December	2,020	16m 11s	29m 18s	21m 43s
January	1,980	13m 47s	29m 47s	18m 13s
February	1,786	14m 40s	29m 41s	18m 37s
March	2,322	18m 40s	33m 34s	22m 3s
April	1,980	16m 59s	36m 23s	20m 21s
May	1,665	15m 47s	34m 34s	19m 1s
June	1,152	13m 12s	24m 54s	14m 38s
July	1,155	17m 8s	113m 9s	34m 16s
August	1,412	12m 25s	35m 38s	15m 16s
September	1,661	17m 20s	25m 50s	18m 21s
October	1,841	15m 2s	54m 35s	19m 46s
November	1,509	16m 59s	40m 44s	20m 45s
<b>Total</b>	<b>21,276</b>	<b>15m 54s</b>	<b>37m 12s</b>	<b>20m 24s</b>

**Carbon Dioxide Saved and Calories Burned:**

CO <sub>2</sub> Saved and Calories Burned				
Period	CO <sub>2</sub> Saved	Member	Casual	Total
November	533	18,331	15,864	34,195
December	1,356	55,112	31,882	86,994
January	1,327	64,019	21,163	85,181
February	1,197	58,063	18,749	76,812
March	1,555	82,024	17,790	99,814
April	1,327	73,903	11,286	85,189
May	1,115	61,830	9,732	71,562
June	772	44,915	4,606	49,521
July	756	42,133	6,364	48,497
August	946	55,014	5,713	60,727
September	1,113	64,843	6,600	71,442
October	1,233	72,199	6,947	79,146
November	1,011	57,667	7,201	64,868
<b>Total</b>	<b>14,241</b>	<b>750,054</b>	<b>163,896</b>	<b>913,949</b>

- Over 14,200 pounds of CO<sub>2</sub> emissions saved from individuals electing to use Tugo
- Users have burned over 913,000 calories



**Bicycle Maintenance Operations:**

Month	Repairs	Vandalized	In Op Bikes	Missing	Bike / Dock	Rebalanced
November	13	9	0	0	45% - 55%	802
December	35	0	20	0	45% - 55%	1,615
January	98	1	13	0	45% - 55%	1,108
February	35	4	7	0	45% - 55%	1,359
March	25	2	5	0	45% - 55%	886
April	12	0	7	0	45% - 60%	465
May	34	3	10	0	45% - 60%	227
June	59	3	30	0	45% - 55%	344
July	49	1	35	1	45% - 55%	444
August	81	3	55	0	40% - 55%	596
September	90	1	50	0	40% - 55%	591
October	107	13	43	0	45% - 55%	733
November	118	6	35	0	45% - 55%	1,323

**Re-Balancing Operations:**

- 10,493 bikes rebalanced since launch
- 34.9% of total trips are rebalanced
- 0.08% of the time stations have been either Full or Empty in 2018
  - i.e. Bikes and docks are available for customers at stations 99.92% of the time!
- Only 46 total instances of a station being Full or Empty for > 1 hour in all of 2018

**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	119	3.8	4.4%
February	87	3.1	3.4%
March	101	3.3	3.3%
April	77	2.6	2.9%
May	79	2.5	3.6%
June	45	1.5	2.7%
July	300	9.7	16.1%
August	57	1.8	2.8%
September	74	2.5	3.2%
October	60	2.0	2.4%
November	82	2.7	3.8%
<b>Total</b>	<b>1,333</b>	<b>3.5</b>	<b>4.4%</b>



**Station Popularity:** Ridership in November 2018 and Year to Date shown below

STATION POPULARITY: NOVEMBER 2018				
Station Name	Rentals	Returns	Total	%
Main Gate	199	225	424	9.8%
UA- 2nd Street Garage	168	177	345	8.0%
UA-McKale Center	139	135	274	6.4%
Himmel Park SMART	115	112	227	5.3%
Main Library	93	92	185	4.3%
UA- N Olive Underpass SMART	91	93	184	4.3%
University Blvd @ Stone Ave SMART	93	75	168	3.9%
6th Ave @ 7th St	78	70	148	3.4%
Highland Ave @ 6th St SMART	69	79	148	3.4%
UA- Warren Ave @ Helen St	74	72	146	3.4%
Park Ave @ Lester St SMART	79	64	143	3.3%
UA-6th St Garage SMART	67	75	142	3.3%
4th Ave @ 9th St	73	67	140	3.2%
North Mercado	56	68	124	2.9%
Ronstadt Transit Center	73	51	124	2.9%
South Mercado SMART	55	55	110	2.5%
4th Ave @ 5th St SMART	49	58	107	2.5%
Congress St @ Church Ave SMART	47	58	105	2.4%
Commerce Park SMART	51	51	102	2.4%
Tyndall Ave & 1st St	55	41	96	2.2%
4th Ave @ 7th St	53	40	93	2.2%
Tucson Blvd @ 6th St	44	46	90	2.1%
Five Points SMART	33	49	82	1.9%
Tucson Convention Center	46	36	82	1.9%
Santa Rosa	32	35	67	1.6%
University Blvd @ 3rd Ave	27	34	61	1.4%
Park Ave @ 9th St SMART	31	30	61	1.4%
Pima Community College SMART	28	31	59	1.4%
Congress St @ 5th Ave	23	27	50	1.2%
Mountain Ave/Copper St SMART	26	22	48	1.1%
Armory Park	22	25	47	1.1%
Tumamoc Hill	23	16	39	0.9%
Campbell Ave @ Copper St	18	16	34	0.8%
UA-Drachman Circle SMART	12	12	24	0.6%
Menlo Park SMART	7	12	19	0.4%
South Tucson Municipal Complex	8	8	16	0.4%
<b>TOTAL</b>	<b>2,157</b>	<b>2,157</b>	<b>4,314</b>	<b>100.0%</b>

STATION POPULARITY: YEAR TO DATE (through November)				
Station Name	Rentals	Returns	Total	%
Main Gate	2,639	2,736	5,375	10.4%
UA- 2nd Street Garage	2,048	2,004	4,052	7.9%
UA-McKale Center	1,209	1,178	2,387	4.6%
Main Library	1,128	1,174	2,302	4.5%
Himmel Park SMART	1,098	1,060	2,158	4.2%
4th Ave @ 9th St	1,093	1,065	2,158	4.2%
UA-6th St Garage SMART	1,054	1,026	2,080	4.0%
Highland Ave @ 6th St SMART	1,025	1,007	2,032	3.9%
University Blvd @ Stone Ave SMART	983	941	1,924	3.7%
UA- Warren Ave @ Helen St	961	932	1,893	3.7%
UA- N Olive Underpass SMART	969	897	1,866	3.6%
4th Ave @ 7th St	869	785	1,654	3.2%
University Blvd @ 3rd Ave	739	743	1,482	2.9%
4th Ave @ 5th St SMART	656	779	1,435	2.8%
Park Ave @ 9th St SMART	670	716	1,386	2.7%
6th Ave @ 7th St	649	721	1,370	2.7%
Ronstadt Transit Center	713	599	1,312	2.5%
North Mercado	630	624	1,254	2.4%
Tucson Blvd @ 6th St	601	605	1,206	2.3%
Tyndall Ave & 1st St	564	500	1,064	2.1%
Park Ave @ Lester St SMART	518	450	968	1.9%
Tucson Convention Center	512	427	939	1.8%
Campbell Ave @ Copper St	473	429	902	1.7%
Congress St @ 5th Ave	319	520	839	1.6%
Armory Park	431	406	837	1.6%
Commerce Park SMART	411	425	836	1.6%
Congress St @ Church Ave SMART	373	451	824	1.6%
Mountain Ave/Copper St SMART	349	430	779	1.5%
Santa Rosa	349	405	754	1.5%
Five Points SMART	349	386	735	1.4%
Tumamoc Hill	362	325	687	1.3%
Pima Community College SMART	337	334	671	1.3%
South Mercado SMART	218	272	490	1.0%
UA-Drachman Circle SMART	237	175	412	0.8%
South Tucson Municipal Complex	146	133	279	0.5%
Menlo Park SMART	92	114	206	0.4%
<b>TOTAL</b>	<b>25,774</b>	<b>25,774</b>	<b>51,548</b>	<b>100.0%</b>