



Tugo Bike Share: Operations Report

November 17, 2017 – July 31, 2019

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 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 – July 31, 2019.

REPORT HIGHLIGHTS

- Over 43,000 trips since launch
- 5,118 Casual Passes, 905 Monthly and 511 Annual Passes sold
- Very high Access Pass utilization accounting for 22% of total Annual memberships sold
- 30,375 miles traveled on Tugo bikes with customers burning 1,318,074 calories
- 20,337 pounds of CO2 emissions saved from customers electing to use Tugo
- Bicycles and docking points available at stations for customer use over 99% of the time

STATION POPULARITY

Top 10 most popular Tugo Stations:

STATION POPULARITY: YEAR TO DATE (through July 31, 2019)				
Station Name	Rentals	Returns	Total	%
Main Gate	1,134	1,251	2,385	10.0%
UA- 2nd Street Garage	1,061	1,126	2,187	9.1%
UA- Warren Ave @ Helen St	747	601	1,348	5.6%
Highland Ave @ 6th St SMART	600	638	1,238	5.2%
Himmel Park SMART	606	558	1,164	4.9%
UA-McKale Center	586	547	1,133	4.7%
Main Library	484	625	1,109	4.6%
UA- N Olive Underpass SMART	522	446	968	4.0%
4th Ave @ 9th St	477	429	906	3.8%
Tyndall Ave & 1st St SMART	427	416	843	3.5%

RIDERSHIP & MEMBERSHIP DETAILS

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
December	309	1,011	1,320	191	33	28
January	310	1,376	1,686	216	45	35
February	317	1,507	1,824	189	42	15
March	462	1,675	2,137	279	48	18
April	429	1,839	2,268	297	37	32
May	263	1,390	1,653	206	32	20
June	182	1,125	1,307	143	25	13
July	193	895	1,088	113	21	13
Total	9,000	34,337	43,337	5,118	905	511

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
December	17	0	0	3	8	28
January	29	0	0	1	5	35
February	11	0	0	2	2	15
March	6	0	0	1	11	18
April	21	0	1	0	10	32
May	8	0	0	2	10	20
June	7	0	0	1	5	13
July	11	0	0	0	2	13
Total	298	66	11	23	113	511

- 22% of all Annual Memberships sold have been Tugo for All

CASUAL MEMBERSHIP BREAKDOWN

Tugo Casual Pass Breakdown				
Date	One Way	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
December	84	70	37	191
January	69	118	29	216
February	72	89	28	189
March	99	154	26	279
April	105	173	19	297
May	83	98	25	206
June	61	73	9	143
July	49	54	10	113
Total	799	4,054	265	5,118

- 37% One Way | 51% Daily | 12% 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%
December	309	1,011	1,320	43	0.13	23.4%	76.6%
January	310	1,376	1,686	54	0.16	18.4%	81.6%
February	317	1,507	1,824	65	0.20	17.4%	82.6%
March	462	1,675	2,137	69	0.21	21.6%	78.4%
April	429	1,839	2,268	76	0.23	18.9%	81.1%
May	263	1,390	1,653	53	0.16	15.9%	84.1%
June	182	1,125	1,307	44	0.13	13.9%	86.1%
July	193	895	1,088	35	0.11	17.7%	82.3%
Total	9,000	34,337	43,337	77	0.23	20.8%	79.2%

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
December	968	16m 12s	34m 19s	19m 32s
January	1,187	14m 47s	35m 5s	19m 32s
February	1,244	16m 16s	61m 52s	24m 11s
March	1,511	18m 22s	34m 40s	21m 48s
April	1,588	12m 38s	40m 52s	17m 58s
May	1,150	9m 58s	35m 54s	17m 24s
June	805	10m 52s	29m 26s	15m 24s
July	645	8m 53s	38m 46s	14m 49s
Total	30,375	10m 16s	34m 44s	21m 25s

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	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
December	648	26,997	17,479	44,475
January	795	33,530	17,927	51,457
February	833	46,152	7,330	53,482
March	1,012	55,879	9,094	64,973
April	1,064	58,862	9,435	68,298
May	771	41,700	7,890	49,590
June	539	33,750	5,460	39,210
July	432	26,850	5,790	32,640
Total	20,337	1,073,773	244,300	1,318,074



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
December	67	3	30	0	50% - 60%	302
January	79	2	24	0	50% - 60%	785
February	58	8	35	1	50% - 60%	614
March	70	0	40	0	50% - 60%	1,157
April	46	0	28	0	45% - 55%	1,650
May	59	9	19	2	45% - 55%	403
June	100	17	15	2	45% - 55%	586
July	114	14	14	2	45% - 55%	441

RE-BALANCING OPERATIONS

- 16,000+ bikes rebalanced since launch
- 38% of total trips are rebalanced
- Bikes and docks are available for customers at stations 99.9% of the time!

CALL CENTER STATISTICS

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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%
December	86	2.8	6.5%
January	95	3.1	5.6%
February	54	1.9	3.0%
March	118	3.8	5.5%
April	108	3.6	4.8%
May	65	2.1	3.9%
June	50	1.7	3.8%
July	54	1.7	5.0%
Total	1,963	3.2	4.5%



STATION POPULARITY

Ridership by station in 2019 Year to Date is shown below:

STATION POPULARITY: YEAR TO DATE (through July 31, 2019)				
Station Name	Rentals	Returns	Total	%
Main Gate	1,134	1,251	2,385	10.0%
UA- 2nd Street Garage	1,061	1,126	2,187	9.1%
UA- Warren Ave @ Helen St	747	601	1,348	5.6%
Highland Ave @ 6th St SMART	600	638	1,238	5.2%
Himmel Park SMART	606	558	1,164	4.9%
UA-McKale Center	586	547	1,133	4.7%
Main Library	484	625	1,109	4.6%
UA- N Olive Underpass SMART	522	446	968	4.0%
4th Ave @ 9th St	477	429	906	3.8%
Tyndall Ave & 1st St SMART	427	416	843	3.5%
UA-6th St Garage SMART	330	389	719	3.0%
Park Ave @ Lester St SMART	347	313	660	2.8%
4th Ave @ 7th St	318	326	644	2.7%
6th Ave @ 7th St	292	346	638	2.7%
University Blvd @ 3rd Ave	360	276	636	2.7%
North Mercado	300	319	619	2.6%
Ronstadt Transit Center	312	283	595	2.5%
University Blvd @ Stone Ave SMART	339	246	585	2.4%
Tucson Blvd @ 6th St SMART	261	258	519	2.2%
Pima Community College SMART	221	228	449	1.9%
Congress St @ Church Ave SMART	184	218	402	1.7%
4th Ave @ 5th St SMART	186	213	399	1.7%
Santa Rosa	196	200	396	1.7%
Commerce Park SMART	196	198	394	1.6%
Tucson Convention Center	208	161	369	1.5%
Mountain Ave/Copper St SMART	187	167	354	1.5%
Armory Park	167	169	336	1.4%
Five Points SMART	151	151	302	1.3%
South Mercado SMART	147	138	285	1.2%
UA-Drachman Circle SMART	116	155	271	1.1%
Congress St @ 5th Ave	101	164	265	1.1%
Park Ave @ 9th St SMART	117	108	225	0.9%
Tumamoc Hill	102	99	201	0.8%
Campbell Ave @ Copper St	104	87	191	0.8%
South Tucson Municipal Complex	44	76	120	0.5%
Menlo Park SMART	33	38	71	0.3%
TOTAL	11,963	11,963	23,926	100.0%