



Tugo Bike Share: Operations Report

November 17, 2017 – March 31, 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 - March 31, 2018.

MEMBERSHIP

Tugo has over 450 active long-term members (monthly and annual pass holders) and has sold over 1,700 daily passes. There has been high utilization of the \$5-Access Pass, which accounts for 18% of total Annual memberships

RIDERSHIP

In the first 4 months of operation, Tugo customers have taken over 12,500 trips.

- Tugo riders have ridden over 8,900 total miles
- Tugo riders have burned over 382,000 total calories
- Average trip length is 20m 41s
- Over 5,900 pounds of CO2 emissions saved from customers electing to use Tugo

STATION POPULARITY

Below are the top 10 most popular Tugo Stations:

STATION POPULARITY: Year to Date (through March)				
Station Name	Rentals	Returns	Total	%
Main Gate	915	887	1,802	10.7%
UA- 2nd Street Garage	642	667	1,309	7.7%
4th Ave @ 9th St	407	389	796	4.7%
UA-McKale Center	375	331	706	4.2%
University Blvd @ Stone Ave S	339	355	694	4.1%
4th Ave @ 7th St	371	320	691	4.1%
4th Ave @ 5th St S	300	385	685	4.1%
University Blvd @ 3rd Ave	345	316	661	3.9%
Himmel Park S	306	303	609	3.6%
Main Library	275	317	592	3.5%

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	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
Total	3,990	8,640	12,630	1,772	241	215

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	23.6	64.1	87.6	12.0	2.2	1.2
February	22.3	70.1	92.3	9.5	1.8	0.8
March	22.3	76.2	98.4	12.7	1.9	0.6
Total	29.3	63.5	92.9	13.0	1.8	1.6

- Over 12,500 trips, 1,700 Daily Passes sold, and approaching 500 Monthly and Annual Passes sold
- 456 Active members with 215 Annual and 241 Monthly

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	18	7	3	1	7	36
February	15	1	1	1	5	23
March	12	1	0	0	5	18
Total	101	61	6	9	38	215

- High Access Pass utilization accounting for 18% 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	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%
Total	3,990	8,640	12,630	93	0.28	31.6%	68.4%

- Ridership steadily increasing up to 98 trips per day in March

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	1,981	13m 47s	29m 47s	18m 13s
February	1,786	14m 40s	29m 41s	18m 37s
March	2,321	18m 40s	33m 34s	22m 3s
Total	8,907	16m 15s	30m 8s	20m 41s

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
Total	5,968	277,549	105,448	382,997

Bicycle Maintenance Operations:

Month	Repairs	Vandalized	In Op Bikes	Missing	Checked	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	330	45% - 55%	1108
February	35	4	7	0	330	45% - 55%	1359
March	25	2	5	0	330	45% - 55%	886

Re-Balancing Operations:

- 5,770 bikes rebalanced since launch
- 0.55% of the time stations have been either Full or Empty since launch
 - i.e. Bikes and docks are available for customers at stations 99.45% of the time!
- Only 5 total instances of a station being Full or Empty for > 1 hour in the entire month of March

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%
Total	559	4.1	4.4%



Station Popularity:

STATION POPULARITY: Year to Date (through March)				
Station Name	Rentals	Returns	Total	%
Main Gate	915	887	1,802	10.7%
UA- 2nd Street Garage	642	667	1,309	7.7%
4th Ave @ 9th St	407	389	796	4.7%
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4th Ave @ 5th St S	300	385	685	4.1%
University Blvd @ 3rd Ave	345	316	661	3.9%
Himmel Park S	306	303	609	3.6%
Main Library	275	317	592	3.5%
UA- Warren Ave @ Helen St	298	276	574	3.4%
UA- N Olive Underpass S	264	265	529	3.1%
North Mercado	269	254	523	3.1%
6th Ave @ 7th St	236	260	496	2.9%
Ronstadt Transit Center	262	230	492	2.9%
Tucson Blvd @ 6th St	229	232	461	2.7%
Highland Ave @ 6th St S	218	242	460	2.7%
UA-6th St Garage S	240	200	440	2.6%
Congress St @ 5th Ave	165	231	396	2.3%
Park Ave @ 9th St S	175	201	376	2.2%
Armory Park	190	159	349	2.1%
Tucson Convention Center	186	135	321	1.9%
Campbell Ave @ Copper St	171	143	314	1.9%
Commerce Park S	141	153	294	1.7%
Mountain Ave/Copper St S	139	150	289	1.7%
Five Points S	114	139	253	1.5%
Santa Rosa	121	130	251	1.5%
Congress St @ Church Ave S	93	154	247	1.5%
Tumamoc Hill	122	111	233	1.4%
Tyndall Ave & 1st St	103	101	204	1.2%
Park Ave @ Lester St S	106	92	198	1.2%
UA-Drachman Circle S	88	70	158	0.9%
South Tucson Muni Complex	79	60	139	0.8%
Pima Community College S	75	62	137	0.8%
South Mercado S	55	75	130	0.8%
Menlo Park S	35	54	89	0.5%
TOTAL	8,449	8,449	16,898	100.0%