



Tugo Bike Share: Operations Report

November 17, 2017 – January 31st, 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 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 – January 31, 2019.

RIDERSHIP & MEMBERSHIP

Tugo has 1,100 active long-term members (monthly and annual pass holders) and has sold nearly 3,900 daily passes. Tugo customers have taken over 33,000 trips and ridden over 23,400 total miles.

STATION POPULARITY

Below are the top 10 most popular Tugo Stations

STATION POPULARITY: YEAR TO DATE (through January 31, 2019)				
Station Name	Rentals	Returns	Total	%
Main Gate	133	164	297	8.7%
UA-McKale Center	130	107	237	6.9%
UA- 2nd Street Garage	108	121	229	6.7%
Himmel Park SMART	110	108	218	6.4%
UA- Warren Ave @ Helen St	97	84	181	5.3%
Main Library	74	95	169	5.0%
Highland Ave @ 6th St SMART	76	76	152	4.5%
UA- N Olive Underpass SMART	77	73	150	4.4%
4th Ave @ 9th St	70	49	119	3.5%
4th Ave @ 7th St	59	57	116	3.4%



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
Total	7,154	25,906	33,060	3,891	700	400

- 33,060 total trips
- 3,891 Daily Passes sold
- 700 Monthly Passes sold
- 400 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
December	17	0	0	3	8	28
January	29	0	0	1	5	35
Total	234	66	10	17	73	400

- Very high Access Pass utilization accounting for 18% of total Annual memberships sold

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

- 35% One Way, 50% 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%
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%
Total	7,154	25,906	33,060	87	0.26	21.6%	78.4%



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
Total	23,432	15m 52s	37m 1s	20m 20s

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
Total	15,685	810,580	199,301	1,009,882

- Over 15,600 pounds of CO2 emissions saved from individuals electing to use Tugo
- Users have burned nearly 1,010,000 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
December	67	3	30	0	50% - 60%	302
January	79	2	24	0	50% - 60%	785

Re-Balancing Operations:

- 11,580 bikes rebalanced since launch
- 35% of total trips are rebalanced
- 0.1% of the time stations have been either Full or Empty since launch
 - i.e. Bikes and docks are available for customers at stations 99.9% of the time!
- Only 55 total instances of a station being Full or Empty for > 1 hour since launch

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%
December	86	2.8	6.5%
January	95	3.1	5.6%
Total	1,514	3.4	4.6%



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

STATION POPULARITY: YEAR TO DATE (through January 31, 2019)				
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Main Gate	133	164	297	8.7%
UA-McKale Center	130	107	237	6.9%
UA- 2nd Street Garage	108	121	229	6.7%
Himmel Park SMART	110	108	218	6.4%
UA- Warren Ave @ Helen St	97	84	181	5.3%
Main Library	74	95	169	5.0%
Highland Ave @ 6th St SMART	76	76	152	4.5%
UA- N Olive Underpass SMART	77	73	150	4.4%
4th Ave @ 9th St	70	49	119	3.5%
4th Ave @ 7th St	59	57	116	3.4%
Park Ave @ Lester St SMART	55	52	107	3.1%
University Blvd @ Stone Ave SMART	52	50	102	3.0%
Tyndall Ave & 1st St	52	50	102	3.0%
University Blvd @ 3rd Ave	59	39	98	2.9%
Tucson Blvd @ 6th St	51	45	96	2.8%
UA-6th St Garage SMART	37	46	83	2.4%
6th Ave @ 7th St	41	41	82	2.4%
North Mercado	27	41	68	2.0%
Commerce Park SMART	33	34	67	2.0%
Ronstadt Transit Center	29	38	67	2.0%
Armory Park	32	31	63	1.8%
Santa Rosa	29	33	62	1.8%
Pima Community College SMART	32	28	60	1.8%
Congress St @ 5th Ave	22	36	58	1.7%
Congress St @ Church Ave SMART	27	27	54	1.6%
South Mercado SMART	30	22	52	1.5%
4th Ave @ 5th St SMART	15	34	49	1.4%
Tucson Convention Center	33	15	48	1.4%
Park Ave @ 9th St SMART	24	22	46	1.3%
Tumamoc Hill	22	21	43	1.3%
Mountain Ave/Copper St SMART	23	20	43	1.3%
Five Points SMART	14	18	32	0.9%
Campbell Ave @ Copper St	15	9	24	0.7%
UA-Drachman Circle SMART	9	8	17	0.5%
Menlo Park SMART	7	7	14	0.4%
South Tucson Municipal Complex	2	5	7	0.2%
TOTAL	1,706	1,706	3,412	100.0%