Coca-Cola Zero dublinbikes Operational Report

January February 2015

This bi-monthly report summarises how the Coca-Cola Zero dublinbikes scheme has been operating during the period with reference to Key Performance Objectives previously identified and agreed with Dublin City Council.

Additional reports are appended, giving further detail where required and focusing on other operational aspects of the scheme, some of which may contain commercially sensitive information intended for limited distribution.

Statistics at 28th February 2015

Valid Annual Subscribers	51,442
Short Term Subscribers (YTD)	1,441
Journeys (YTD)	569,017
Journeys (since Launch)	9,908,143
Average Duration of Journey (Minutes)	13
Percentage of Journeys Free	96%
Busiest Usage Date Ever	2/10/2014
Journeys on Busiest Day	15,441

SLA

We consider that we are on track for fulfilling our key performance objectives as agreed on an annual basis.

SLA performance is outlined below for this period:

- 97.1% of attempted rentals were successful.
- The average active number of bikes in the fleet was 1,575.
- On average per day Monday to Friday, 603 bikes were forcibly regulated. This involves moving bikes by truck between full stations and empty ones to better redistribute bikes around the network.

- A total of 404 station cleans took place.
- Any bikes due scheduled maintenance during the period were subsequently removed from the active fleet until they could be dealt with, or were serviced in line with our servicing guidelines.
  - In excess of 1,500 separate mechanical maintenance interventions were made on bikes including scheduled maintenance and ad-hoc repair.
- Subscriptions were fulfilled on average within a maximum of 7 days.
- The Call Centre dealt with a total of 4,867 contacts.
  - 1,917 of these were by e-mail and the remainder by phone.
  - Two official written complaints were received and closed out.

Subscriptions and Rentals

Both Subscriptions and rentals continue to grow strongly as indicated by the graphs below. Year on year Annual Subscriptions have grown by 60%, Short Term Subscriptions by 131% and Journeys by 104%.

Annual Subscription Trend

Short Term Subscription Trend

Journeys Trend
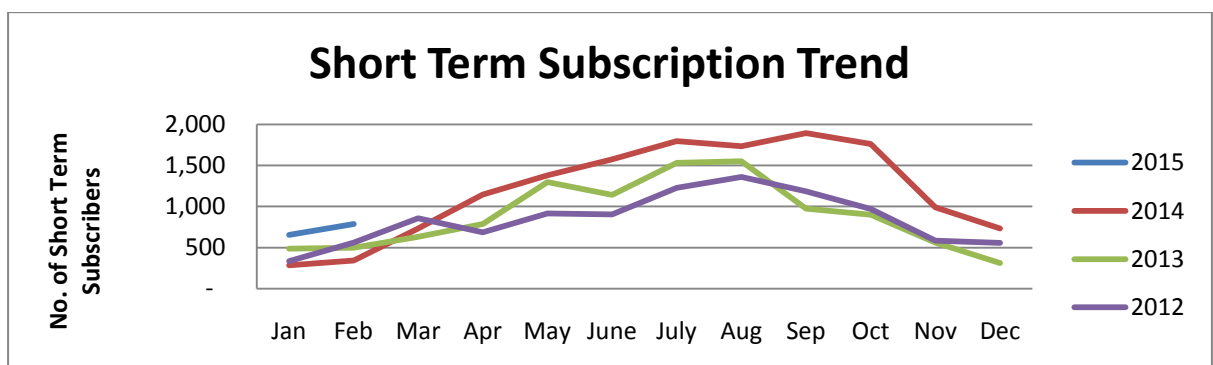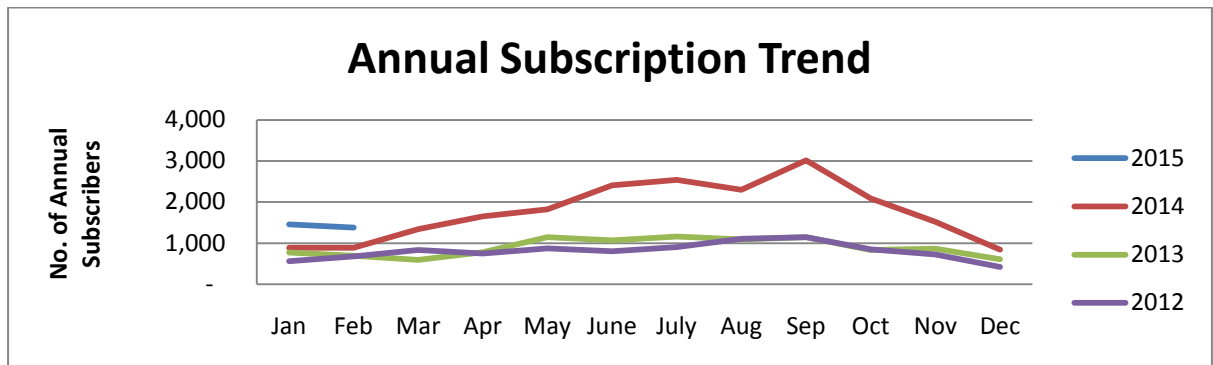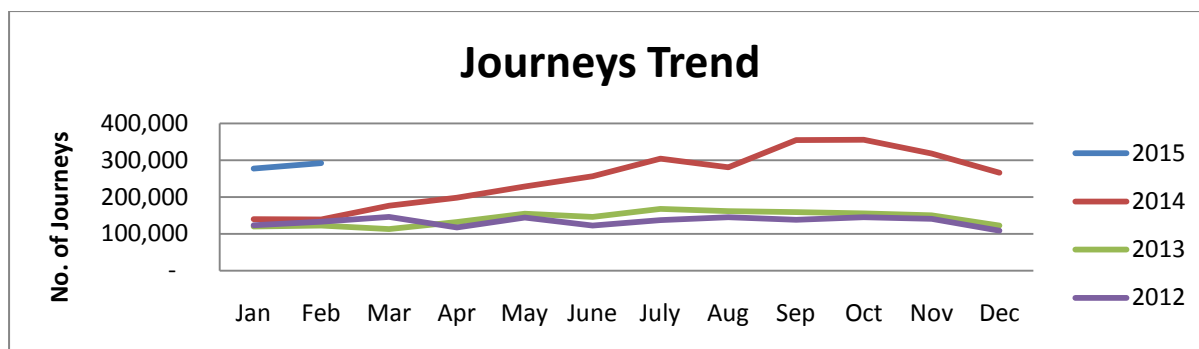
Rental Patterns

Normal weekday rental activity sees the bulk of rentals occur during three peak periods, morning rush hour, lunch time and the evening rush hour period.

Operational Considerations

- Most rentals occur during the busiest rush hour periods, when our regulation vehicles are stuck in traffic trying to get to stations which poses a challenge common to all public bike rental schemes. The fact that we are not permitted by law to use bus lanes to speed up our travel time between stations and thus spend the bulk of our time sitting in traffic at these key periods of the day remains a frustration for staff and subscribers alike.
- A number of stations are proving difficult to access because pre-identified servicing areas tend to have other vehicles parked in them. Only at two stations on private land has it been possible to demark our servicing area on the roadway to help ensure we have access, unfortunately legislation does not allow us to implement this effective solution on the public roadways. Motorbikes sometimes parked within the confines of stations and without consideration for users trying to access stands or the terminal, are a further hindrance.
- While vandalism is not a major issue, some level of concern has been raised during the period in specific areas and we will continue to monitor the situation vigilantly.

Operational Activity

Bikes can be rented any time from 5:00 am through to 12:30 am and returned to a station anytime.

Our activities are driven by the peaks of demand within this timeframe and we have staff in the field from 5:00 am through to 11:00 pm and beyond as required. Our Call Centre is manned from 8:30 am through to 7:00 pm, Monday to Friday and 9:30 am to 3:00 pm on Saturday, but callers can leave voicemails outside these hours and these are dealt with the next business day. Our website also has a classified e-mail contact facility and this is used extensively.

Technology and Regulation (bike redistribution)

By design the scheme is self-regulating as is pointed out clearly in the Terms and Conditions of Use. This is by design and explains why stations are located within a reasonable proximity of each other. Both empty and full stations can be expected, especially at peak times, but also at other times as usage patterns determine that some stations, for example, should be emptied in readiness for a predictable influx of bikes.

Full and empty stations are a characteristic of bike share schemes and in order to minimise any inconvenience for users around this, Coca-Cola Zero subscribers are encouraged to swipe their cards at full stations in order to see which local stations have space at that time and to gain an additional 15 minutes of free journey time to get there.

The free Coca-Cola Zero dublinbikes app for Apple and Android allows users to pro-actively plan their journeys and check in real time the availability of bikes and spaces across the network. This app also has a number of unique features linking the user directly with their account as well as to up to date news and alerts which cannot be offered by any competing paid for app. Our website also features a real time map of the network, again allowing users plan their journeys as efficiently as possible, if they do not have access to a smartphone.

In addition, a small percentage of bikes are forcibly regulated from full to empty stations by our regulation team, however given we can have in excess of 15,000 journeys on a given day and most of them during concentrated periods

of traffic, the impact can only be limited and the self-regulating characteristics of the scheme predominate. As well as knowledge of usage patterns our field staff have access to the real time status of the network so are always able to make informed choices as to where to collect and take bikes. Of course they also have to take prevailing traffic conditions into account and as mentioned previously they can on occasion turn up at a station only to find safe access is barred by someone parking in the service area.

We appreciate that for individual users it can be frustrating to find a full or empty station, but this is why features such as card swiping at terminals to get an extra 15 minutes free and smartphone apps are provided on top of an intrinsically self-regulating network design. Under such circumstances we should stress that we forcibly regulate the network to best effect and efficiency, but this does not guarantee to resolve an individual's issues on a selected route.

Resources

Coca-Cola Zero dublinbikes employs almost 50 staff locally to work on scheme related activities. The bulk of our staff are involved in core activities such as bike maintenance, station maintenance, bike redistribution, cleaning and call centre administration. We currently operate a fleet of 19 vehicles including 4 electric, zero emission vehicles.

Minimisation of environmental impact is intrinsic to our operations and recycling is a key element of our approach. We are currently operating at a recycling rate of 93% within our business.

Appendices

Appendix 1 - Subscriber Profile

Gender Breakdown	
Male	**Female**
64%	36%

Age Bracket (Years)	% of Annual Subscribers
14 - 17	0.12%
18 - 25	12.84%
26 - 35	45.19%
36 - 45	25.33%
46 - 55	11.00%
56 - 75	5.36%
75 +	0.17%
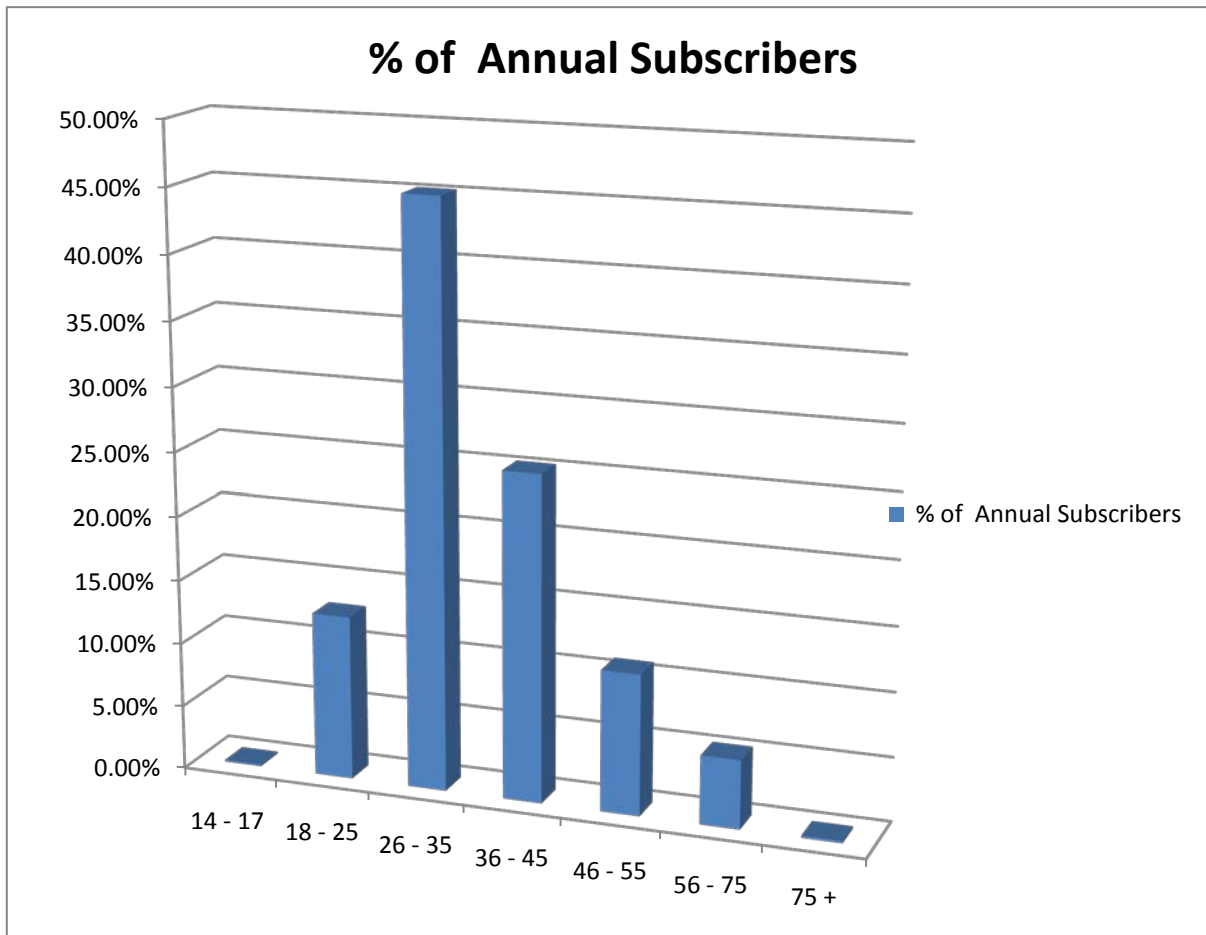
Appendix 2 – Station Closures – Jan/Feb 2015

Coca-Cola Zero dublinbikes Station

Availability %	99.999

Period: Jan to Feb 2015

Station No.	Station Name	From	To	Days	Hours	Minutes	Duration	Planned/ Unplanned	Category	Type	Subtype
18	Grantham Street	06/01/2015	07/01/2015		3	23	3hrs, 23mins	Unplanned	Outage	Int Fault	Technical Issue
60	North Circular Road	16/01/2015	16/01/2015			36	36 Mins	Unplanned	Outage	Int Fault	Technical Issue
26	Merrion Square West	22/01/2015	22/01/2015		11	6	11hrs 6mins	Unplanned	Outage	Ext. Fault	ESB Supply Issue
65	Convention centre	02/02/2015	02/02/2015		18	16	18 Hrs, 16 mins	Unplanned	Outage	Int Fault	Technical Issue
72	John Street West	04/02/2015	05/02/2015		19	26	19hrs, 26 mins	Unplanned	Outage	Int Fault	Technical Issue
32	Pearse Street	02/02/2015	06/02/2015	4		56	4days, 56 Mins	Unplanned	Outage	Ext. Fault	ESB Supply Issue
74	Oliver Bond Street	07/02/2015	07/02/2015		3	57	3hrs, 57mins	Unplanned	Outage	Int Fault	Technical Issue
35	Smithfield South	07/02/2015	08/02/2015		3	10	3hrs, 10mins	Unplanned	Outage	Int Fault	Technical Issue
26	Merrion Square West	12/02/2015	13/02/2015		6	58	6hrs, 58mins	Unplanned	Outage	Ext. Fault	ESB Supply Issue
33	Princess Street	27/02/2015	27/02/2015			49	49mins	Unplanned	Outage	Int Fault	Technical Issue
46	Strand Street	27/02/2015	27/02/2015		3	25	3hrs 25mins	Unplanned	Outage	Int Fault	Technical Issue

Note: Only greater than 15 mins.   Samples Below:

Closure	Event	DCC Request
		Garda Request
		Organiser Request
Outage	Ext. Fault	ESB Supply Issue
		Flooding
		Vandalism
		Telecoms Supplier Issue
	Int. Fault	Technical Issue

Appendix 3 – Incidents – Jan/Feb 2015

Coca-Cola Zero dublinbikes Reported Incident Summary 2015	Subscriber	Public	Property	Vehicle	Other	Total
January	1	0	20	0	0	21
February	1	0	18	1	0	20
Totals for Period	2	0	38	1	0	**41**

Appendix 4 – Carbon Footprint Savings Estimation

Coca-Cola Zero dublinbikes Carbon Footprint Savings Estimation

Number of Journeys Since Launch	Average Rental Duration (Mins)	Estimated Average Cycling Time (Mins)	Estimated Total Cycling Time (Hours)	Estimated Average Speed (Km/hr)	Estimated Total Distance Cycled (Km)	Estimated Average CO_2 emissions grams per Kilometer (Assume Class A car [0-120 g/Km])	Max Estimated CO_2 Saving (tonnes)
9,908,143	13	12	1,981,629	11.0	21,797,915	100	2,180

Percentage of Journeys Replacing Car Journeys	Max Estimated CO_2 Saving (tonnes)
100	2,180
75	1,635
50	1,090
33	727
25	**545**
10	218
5	109

Times around the World
492.6 times*

Times to the moon and back
28.4 times**

*based on circumference of 44,250 km

**based on an average distance between Earth and the moon of 384,403 km