

# Coca-Cola Zero dublinbikes Operational Report

## July August 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 31 August 2015

Valid Annual Subscribers	57,350
Short Term Subscribers (YTD)	13,202
Journeys (YTD)	2,664,658
Journeys (since Launch)	12,003,733
Average Duration of Journey (Minutes) (YTD)	14
Percentage of Journeys Free (YTD)	96%
Busiest Usage Date Ever	2/7/2015
Journeys on Busiest Day	15,934

### 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:

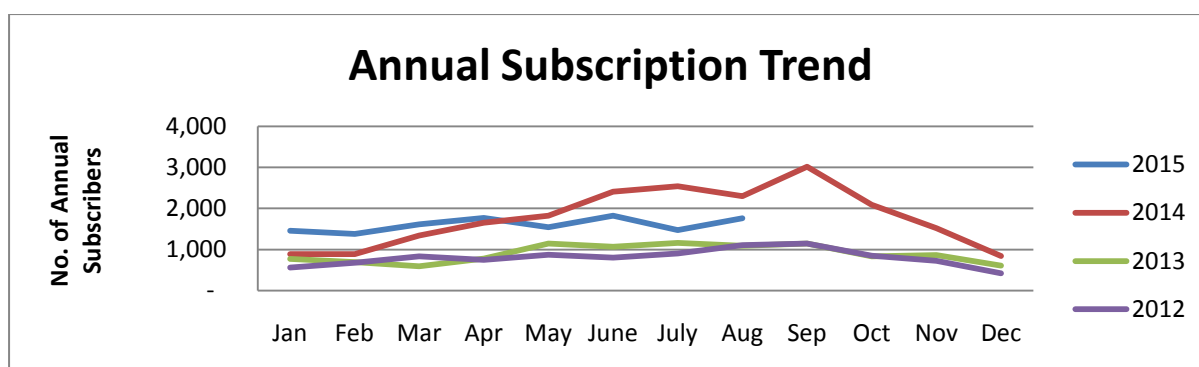
- 98.1% of attempted rentals were successful.
- The average active number of bikes in the fleet was 1,555.
- On average per day Monday to Friday, 949 bikes were forcibly regulated, the year to date average being 697. This involves moving bikes by truck

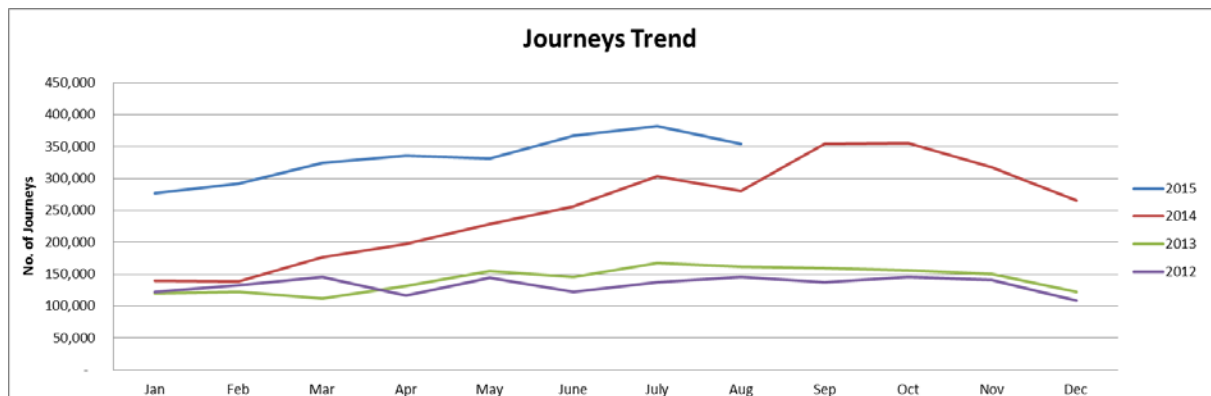
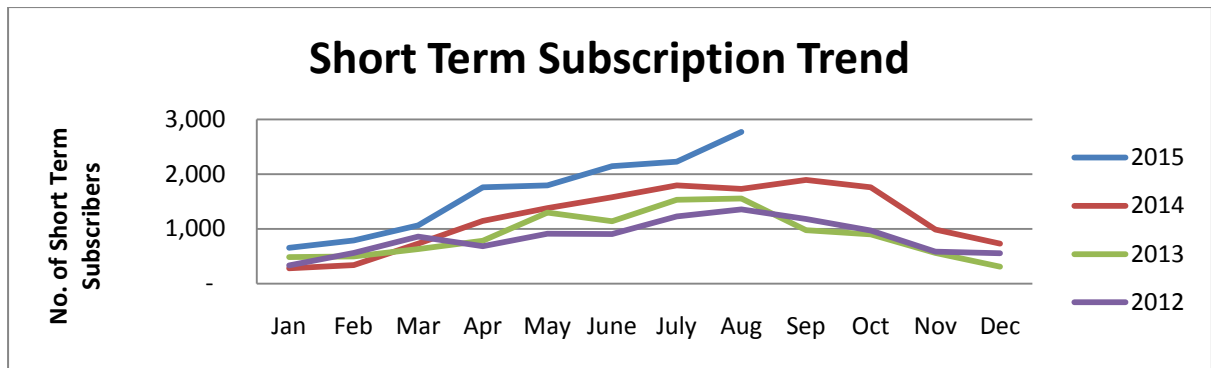
between full stations and empty ones to better redistribute bikes around the network.

- A total of 490 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 1,548 separate mechanical maintenance interventions were made on bikes including scheduled maintenance and ad-hoc repair.
- Subscriptions were fulfilled on average within a maximum of 13.9 days.
- The Call Centre dealt with a total of 4,967 contacts.
  - 2,157 of these were by e-mail and the remainder by phone.
  - Two official written complaints were received and closed.

### Subscriptions and Rentals

Subscriptions and rentals trends are indicated by the graphs below. Year on year Annual Subscriptions show a drop of 7%, while Short Term Subscriptions have grown by 47% and Journeys by 55%. The decrease in the rate of growth of Annual Subscriptions is not unexpected as last year’s figures were significantly driven by the expansion of the scheme into new areas, the growth we see this year reflects the current stable footprint of the network.





## Rental Patterns

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

## Operational Considerations and Observations

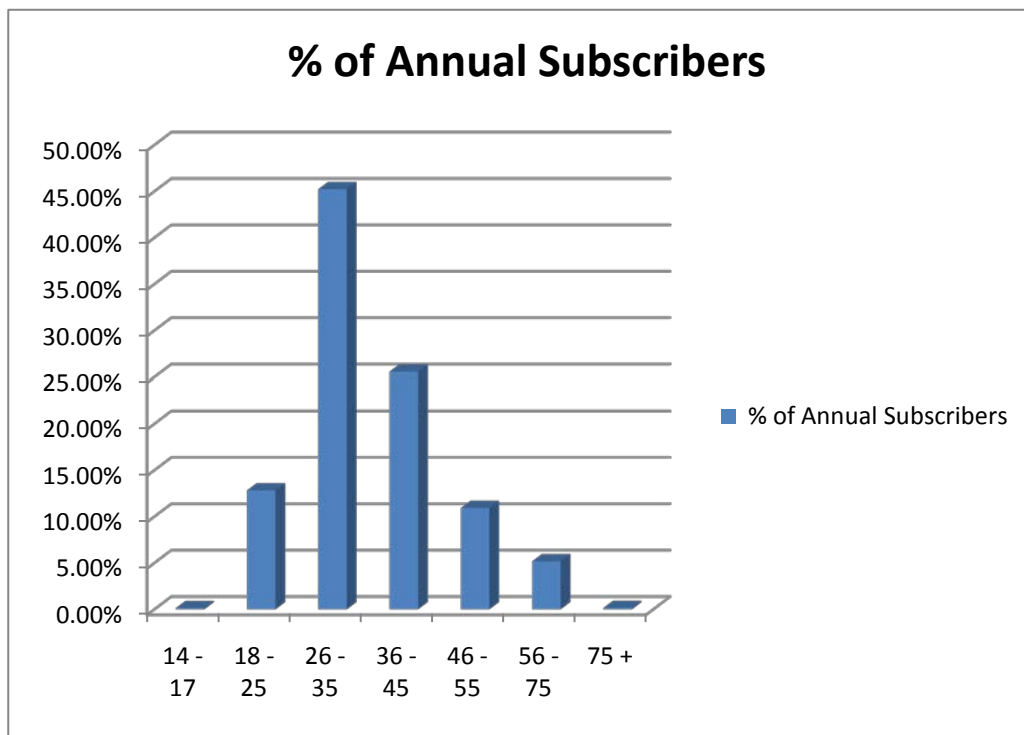
Obstructions associated with increasing building development activity in the city have negatively impacted our ability to service a number of stations. Also this period has seen a number of instances where field staff had to contend with other professional road users who aggressively objected to us performing our duties around stations within agreed guidelines. The responsible entities have been informed and hopefully recurrences will be limited, but the ongoing lack of legislative recognition that authorised service areas are warranted, poses an unwelcome threat to staff and can do little to improve the delivery of the service.

## Appendices

### Appendix 1 - Subscriber Profile

Gender Breakdown	
Male	Female
64%	36%

Age Bracket (Years)	% of Annual Subscribers
14 - 17	0.13%
18 - 25	12.82%
26 - 35	45.23%
36 - 45	25.57%
46 - 55	10.93%
56 - 75	5.17%
75 +	0.14%



## Appendix 2 – Station Closures – Jul/Aug 2015

### Coca-Cola Zero dublinbikes Station Closures

Availability	98.225%
--------------	---------

Period: July to August 2015

Incident	Station No.	Station Name	No. of Stns.	From	To	Days	Hours	Minutes	Total Equivalent Duration Mins	Planned/Unplanned	Category	Type	Subtype
1	19	Georges Quay	1	20/03/2015	31/08/2015	62			89,280	Planned	Closure	Works	DCC Request
2	89	Fitzwilliam Square East	1	06/07/2015	07/07/2015		7	47	467	Unplanned	Outage	Int Fault	Technical Issue
3	55	Hatch Street	1	10/07/2015	10/07/2015		2	23	143	Unplanned	Outage	Int Fault	Technical Issue
4	6	Christchurch Place	1	17/10/2015	17/10/2015		2	17	137	Unplanned	Outage	Int Fault	Technical Issue
5	55	Hatch Street	1	22/10/2015	23/10/2015		12	58	778	Unplanned	Outage	Int Fault	Technical Issue
6	38	Talbot Street	1	28/10/2015	28/10/2015		2	56	176	Unplanned	Outage	Int Fault	Technical Issue
7	33	Princess Street	1	06/08/2015	06/09/2015			31	31	Planned	Closure	Ext Fault	Vandalism
8	38	Talbot Street	1	10/08/2015	10/08/2015		3	12	192	Unplanned	Outage	Int Fault	Technical Issue
9	Multiple	65% of Stations affected	65	30/07/2015	31/07/2015		9	2	35,230	Unplanned	Outage	Ext. Fault	Data Communications Supplier
10	Multiple	30.7% of Stations affected	31	22/08/2015	22/08/2015		18	5	33,635	Unplanned	Outage	Ext. Fault	Data Communications Supplier

Days in Period =	62	Total Mins	160,069
		100% Uptime Mins	9,017,280

**Note:** For individual station incidents, only those greater than 15 mins inc.

Samples Below:

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

Appendix 3 – Incidents – Jul/Aug 2015

CCZ dbs Reported Incident Summary 2015	CCZ dublinbikes					Total
	Subscriber	Public	Property	Vehicle	Other	
July	4	1	30	1	4	40
August	1	0	25	0	4	30
<b>Totals for Period</b>	<b>5</b>	<b>1</b>	<b>55</b>	<b>1</b>	<b>8</b>	<b>70</b>

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 CO2 emissions grams per Kilometer (Assume Class A car [0-120 g/Km])	Max Estimated CO2 Saving (tonnes)
12,003,733	13	12	2,400,747	11.0	26,408,213	100	2,641

Percentage of Journeys Replacing Car Journeys	Max Estimated CO2 Saving (tonnes)
100	2,641
75	1,981
50	1,320
33	880
<b>25</b>	<b>660</b>
10	264
5	132

<b>Times around the World</b>
<b>596.8 times*</b>

<b>Times to the moon and back</b>
<b>34.3 times**</b>

\*based on circumference of 44,250 km

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