

Coca-Cola Zero dublinbikes Operational Report

March April 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 30 April 2015

Valid Annual Subscribers	54,808
Short Term Subscribers (YTD)	4,260
Journeys (YTD)	1,229,272
Journeys (since Launch)	10,568,398
Average Duration of Journey (Minutes) (YTD)	13
Percentage of Journeys Free (YTD)	96%
Busiest Usage Date Ever	23/4/2015
Journeys on Busiest Day	15,477

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:

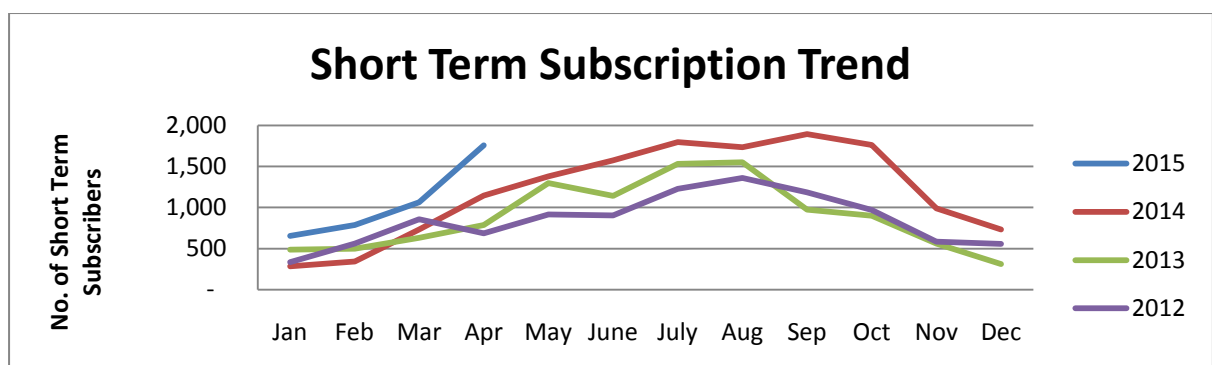
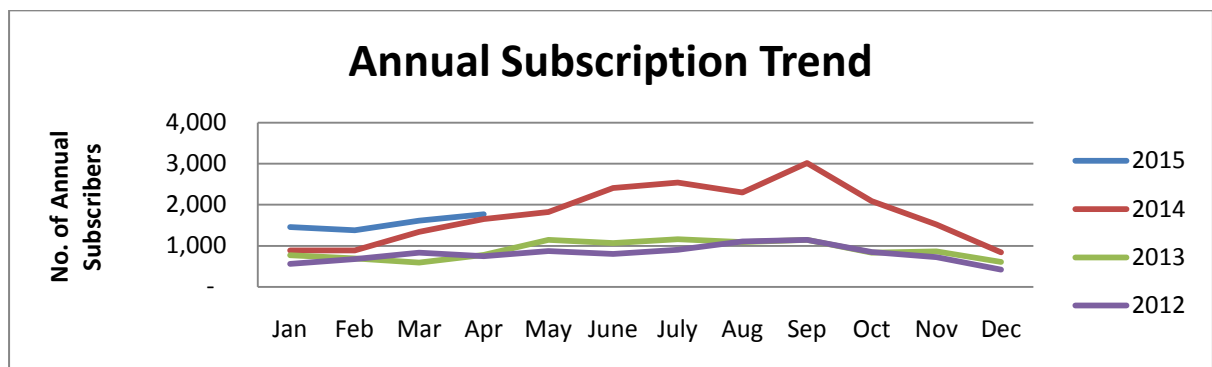
- 98% of attempted rentals were successful.
- The average active number of bikes in the fleet was 1,581.
- On average per day Monday to Friday, 531 bikes were forcibly regulated, the year to date average being 567. This involves moving bikes by truck

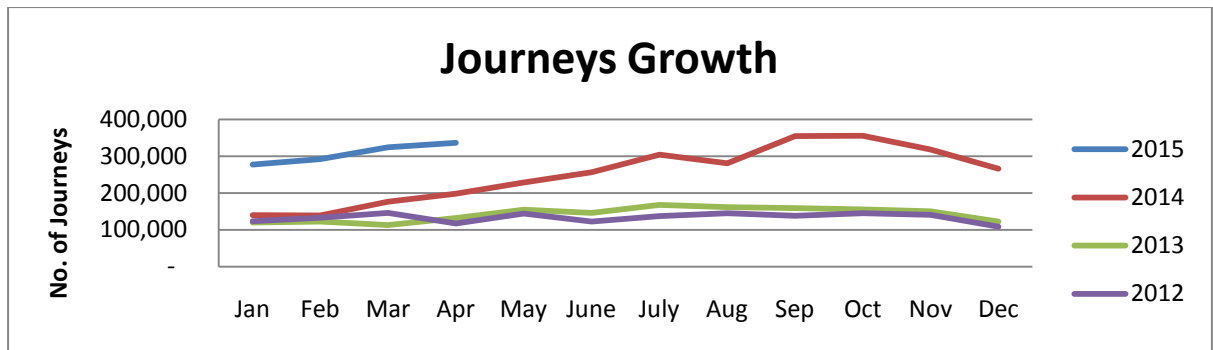
between full stations and empty ones to better redistribute bikes around the network.

- A total of 221 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 10 days.
- The Call Centre dealt with a total of 5,111 contacts.
 - 2,024 of these were by e-mail and the remainder by phone.
 - One official written complaint was received and closed.

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 31%, Short Term Subscriptions by 70% and Journeys by 88%.





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

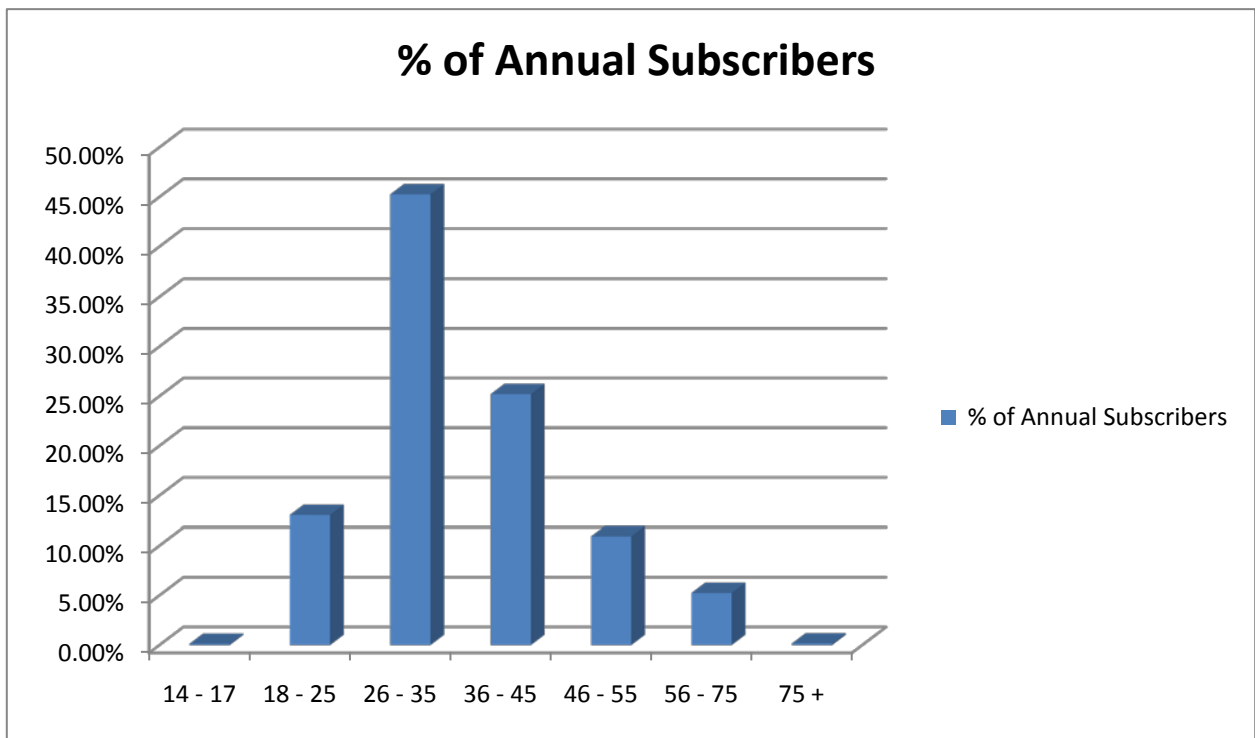
- Most rentals occur during the busiest rush hour periods, when our regulation vehicles are stuck in traffic trying to get to stations which poses a challenge common to all public bike rental schemes. The fact that we are not permitted by law to use bus lanes to speed up our travel time between stations 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.

Appendices

Appendix 1 - Subscriber Profile

Gender Breakdown	
Male	Female
64%	36%

Age Bracket (Years)	% of Annual Subscribers
14 - 17	0.12%
18 - 25	13.05%
26 - 35	45.27%
36 - 45	25.21%
46 - 55	10.94%
56 - 75	5.25%
75 +	0.16%



Appendix 2 – Station Closures – Mar/Apr 2015

Coca-Cola Zero dublinbikes Station Closures

Availability	99.047%
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Period: Mar to Apr 2015

Incident	Station No.	Station Name	From	To	Days	Hours	Minutes	Duration (DDD, HH, MM)	Planned/Unplanned	Category	Type	Subtype
1	65	Convention Centre	04/03/2015	05/03/2015		5	30	5 Hours, 30 Mins	Unplanned	Outage	Int. Fault	Technical Issue
2	65	Convention Centre	10/03/2015	11/03/2015		13	5	13 Hours, 5 Mins	Unplanned	Outage	Int. Fault	Technical Issue
3	26	Merrion Square West	14/03/2015	16/03/2015	1	18		1 Day, 18 Hours	Planned	Closure	Event	Organiser Request
4	23	Custom House	13/03/2015	16/03/2015	2	14	30	2 Days, 14 Hours, 30 Mins	Planned	Closure	Event	Organiser Request
5	30	Parnell Square North	16/03/2015	17/03/2015	1	3		1 Day, 3 Hours	Planned	Closure	Event	Organiser Request
6	6	ChristChurch Place	16/03/2015	17/03/2015	1	3		1 Day, 3 Hours	Planned	Closure	Event	Organiser Request
7	102	Western Way	16/03/2015	17/03/2015	1	3		1 Day, 3 Hours	Planned	Closure	Event	Organiser Request
8	23	Custom House	16/03/2015	18/03/2015	1	14	30	1 Day, 14 Hours, 30 Mins	Planned	Closure	Event	Organiser Request
9	10	Dame Street	17/03/2015	17/03/2015		16	30	16 Hours, 30 Mins	Planned	Closure	Event	Organiser Request
10	33	Princess Street	17/03/2015	17/03/2015		16	30	16 Hours, 30 Mins	Planned	Closure	Event	Organiser Request
11	19	Georges Quay	20/03/2015	30/04/2015	40	9		On Going	Planned	Closure	Works	DCC Request
12	97	Kilmainham Goal	10/04/2015	14/04/2015	3	18	42	3 Days, 18 Hours, 42 Mins	Unplanned	Outage	Int. Fault	Technical Issue
13	48	Excise Walk	06/04/2015	07/04/2015		13	36	13 Hours, 36 Mins	Unplanned	Outage	Int. Fault	Technical Issue
14	85	Rothe Abbey	06/04/2015	07/04/2015		15	41	15 Hours, 41 Mins	Unplanned	Outage	Int. Fault	Technical Issue
15	93	Heuston Central	06/04/2015	07/04/2015		15	18	15 Hours, 18 Mins	Unplanned	Outage	Int. Fault	Technical Issue
16	64	Sandwich Street	14/04/2015	14/04/2015			46	46 Mins	Unplanned	Outage	Int. Fault	Technical Issue
17	93	Heuston Central	19/04/2015	20/04/2015	1	4	17	1 Day, 4 Hours, 17 Mins	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 – Mar/Apr 2015

Coca-Cola Zero dublinbikes Reported Incident Summary 2015						Total
	Subscriber	Public	Property	Vehicle	Other	
March	4	0	21	0	0	25
April	3	0	12	0	0	15
Totals for Period	7	0	33	0	0	40

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)
10,568,398	13	12	2,113,680	11.0	23,250,476	100	2,325

Percentage of Journeys Replacing Car Journeys	Max Estimated CO2 Saving (tonnes)
100	2,325
75	1,744
50	1,163
33	775
25	581
10	233
5	116

Times around the World
525.4 times*

Times to the moon and back
30.2 times**

*based on circumference of 44,250 km

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