



## Tugo Bike Share: Operations Report

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

### MEMBERSHIP

Tugo has over 450 active long-term members (monthly and annual pass holders) and has sold over 2,200 daily passes. There has been high utilization of the \$5-Access Pass, which accounts for 18% of total Annual memberships.

### RIDERSHIP

In the first 6 months of operation, Tugo customers have taken over 12,500 trips.

- Tugo riders have ridden over 12,500 total miles
- Tugo riders have burned over 539,000 total calories
- Average trip length is 20m 25s
- Over 8,400 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 May)				
Station Name	Rentals	Returns	Total	%
Main Gate	1,386	1,367	2,753	10.4%
UA- 2nd Street Garage	1,023	995	2,018	7.6%
4th Ave @ 9th St	618	602	1,220	4.6%
University @ Stone SMART	559	564	1,123	4.3%
Main Library	503	548	1,051	4.0%
UA-McKale Center	536	496	1,032	3.9%
4th Ave @ 7th St	550	474	1,024	3.9%
Himmel Park SMART	505	501	1,006	3.8%
University Blvd @ 3rd Ave	502	476	978	3.7%
4th Ave @ 5th St SMART	395	519	914	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
April	445	2,181	2,626	278	46	7
May	381	1,839	2,220	237	54	13
<b>Total</b>	<b>4,816</b>	<b>12,660</b>	<b>17,476</b>	<b>2,287</b>	<b>341</b>	<b>235</b>

  

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
April	14.8	72.7	87.5	9.3	1.5	0.2
May	12.3	59.3	71.6	7.6	1.7	0.4
<b>Total</b>	<b>24.4</b>	<b>64.3</b>	<b>88.7</b>	<b>11.6</b>	<b>1.7</b>	<b>1.2</b>

- 17,476 total trips
- 2,2870 Daily Passes sold, and approaching
- 576 Monthly and Annual Passes sold
- 576 Active members with 235 Annual and 341 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
April	6	0	1	0	0	7
May	7	0	1	0	5	13
<b>Total</b>	<b>114</b>	<b>61</b>	<b>8</b>	<b>9</b>	<b>43</b>	<b>235</b>

- 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%
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%
<b>Total</b>	<b>4,816</b>	<b>12,660</b>	<b>17,476</b>	<b>89</b>	<b>0.27</b>	<b>27.6%</b>	<b>72.4%</b>

**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
April	1,981	16m 59s	36m 23s	20m 21s
May	1,664	15m 47s	34m 34s	19m 1s
<b>Total</b>	<b>12,552</b>	<b>16m 16s</b>	<b>31m 36s</b>	<b>20m 25s</b>

**Carbon Dioxide Saved and Calories Burned:**

CO <sub>2</sub> Saved and Calories Burned				
Period	CO <sub>2</sub> 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
<b>Total</b>	<b>8,410</b>	<b>413,282</b>	<b>126,466</b>	<b>539,748</b>

**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

**Re-Balancing Operations:**

- 6,462 bikes rebalanced since launch
- Bikes and docks are available for customers at stations 99.68% of the time!



**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%
<b>Total</b>	<b>715</b>	<b>3.6</b>	<b>4.1%</b>

**Station Popularity:**

STATION POPULARITY: YEAR TO DATE (through May)				
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University Blvd @ 3rd Ave	502	476	978	3.7%
4th Ave @ 5th St SMART	395	519	914	3.5%
UA- Warren Ave @ Helen St	461	440	901	3.4%
Highland @ 6th SMART	402	409	811	3.1%
UA- N Olive Underpass SMART	413	396	809	3.1%
UA-6th St Garage SMART	433	369	802	3.0%
Tucson Blvd @ 6th St	376	386	762	2.9%
6th Ave @ 7th St	353	380	733	2.8%
North Mercado	375	353	728	2.8%
Ronstadt Transit Center	385	337	722	2.7%
Park Ave @ 9th St SMART	337	366	703	2.7%
Campbell Ave @ Copper St	312	275	587	2.2%
Congress St @ 5th Ave	214	344	558	2.1%
Tucson Convention Center	270	228	498	1.9%
Armory Park	255	224	479	1.8%
Mountain Ave/Copper St SMART	212	243	455	1.7%
Commerce Park SMART	216	230	446	1.7%
Five Points SMART	199	210	409	1.5%
Tyndall Ave & 1st St	199	207	406	1.5%
Tumamoc Hill	203	193	396	1.5%
Congress @ Church SMART	158	234	392	1.5%
Santa Rosa	182	192	374	1.4%
Park Ave @ Lester St SMART	143	130	273	1.0%
UA-Drachman Circle SMART	137	122	259	1.0%
Pima Community College SMART	137	121	258	1.0%
South Mercado SMART	85	111	196	0.7%
South Tucson Municipal Complex	105	84	189	0.7%
Menlo Park SMART	57	70	127	0.5%
<b>TOTAL</b>	<b>13,196</b>	<b>13,196</b>	<b>26,392</b>	<b>100.0%</b>