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RAYMOND L. TELLES
EXECUTIVE DIRECTOR

TO: CRRMA Board of Directors
FROM: Raymond L. Telles, Executive Director
DATE: January 13, 2016
RE: El Paso Bike Share Program
SunCycle Performance Report – 1st Quarter of FY16

Board Members,

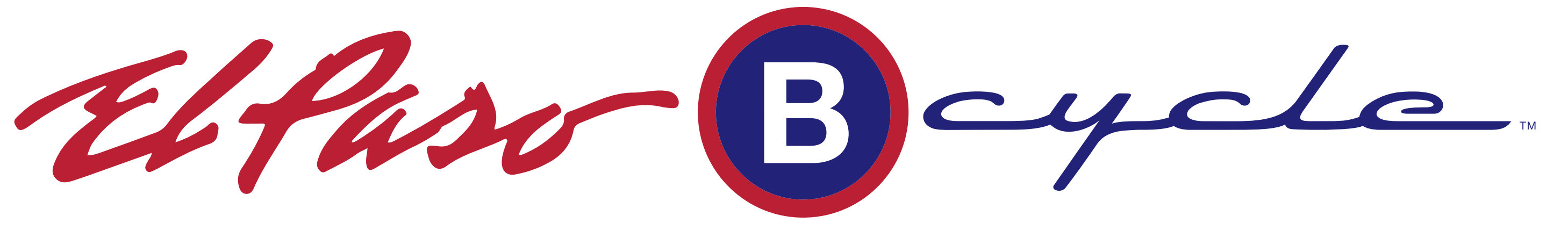
This is the first performance report for the CRRMA's El Paso Bike Share Program – known locally as SunCycle. As you may recall, the SunCycle Program was launched on September 15, 2015 with eight (8) stations and eighty (80) bikes. The program map is attached, which illustrates the program's operational area. Following the map, three pages of data are provided, which include the detailed performance report for this first quarter of fiscal year 2016 (September 15, 2015 – November 30, 2015). The main highlights of such report include the following:

- Initial Reporting Period of September 15, 2015 – November 30, 2015;
- 1,543 customer rides;
- 6,688 miles traveled;
- 6,315 carbon pounds offset; and
- 265,896 calories burned by riders.

Additional project details include:

- Pioneer Plaza Station – most check outs
- Top 50 Routes
 - Top 6 are roundtrips
 - Pioneer, Cleveland, Anthony, Oregon, UTEP, City Hall
- Promotional Campaign – Spring 2016
- Phase II expansion options currently under review

Please review this attached material and let me know if you have any questions. A representative from the CRRMA's bike share operator team will be present during the Board meeting agenda item to answer any operational questions that you may have. Upon review of this material, please also let me know if there is other data that you would like for me to include in future reports.



ELPASO.BCYCLE.COM
(915) 212-2453

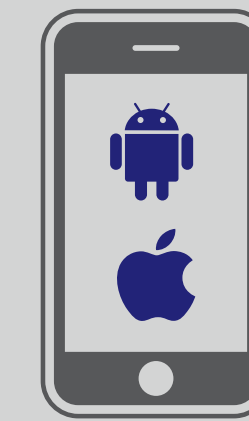


STATION LOCATIONS

- 1) City Hall
- 2) Pioneer Plaza
- 3) Cleveland Square Park
- 4) Anthony Street
- 5) Downtown Transfer Ctr
- 6) EPCC
- 7) University & Oregon
- 8) UTEP Library

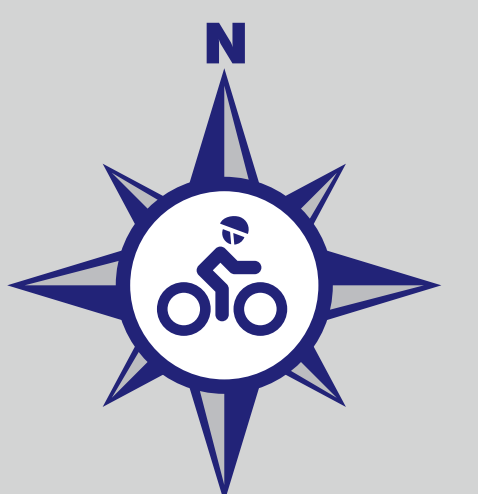
Medical Education Park Attraction

Mobile App



Download the free "B-cycle Now" app for:

- Bike and dock availability
- Station locations
- Recommended routes between stations
- For iPhone & Android



Member Trip Activity Summary

El Paso B-cycle
2015-09-13 - 2015-11-30

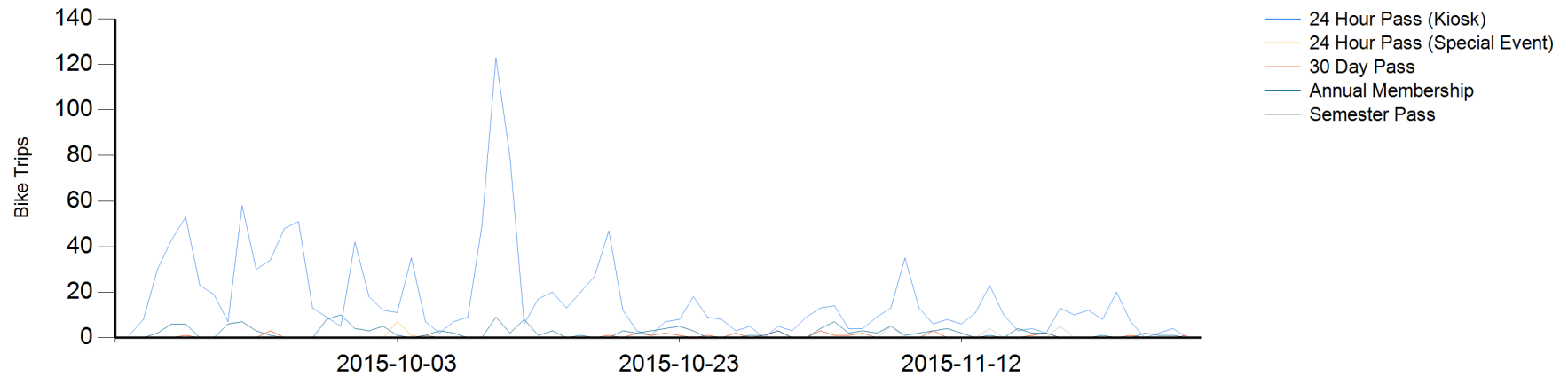
Has RFID	Membership Type	Checkout Date	Bike Trips	User Count	Bikes Used
No	24 Hour Pass (Kiosk)		1,321	484	75
	24 Hour Pass (Special Event)		8	7	6
	30 Day Pass		34	8	21
	Semester Pass		14	1	4
			1,377	500	75
Yes	Annual Membership		166	11	62
			166	11	62
Total			1,543	511	75

Has RFID	Membership Type	GPSTData	Checkout Date	Bike Trips	Total Duration	Avg Duration	Distance (miles)	Est Carbon Offset	Est Calories Burned
No	24 Hour Pass (Kiosk)			1,321	54,973	42	6,202	5,860	246,726
	24 Hour Pass (Special Event)			8	425	53	33	31	1,302
	30 Day Pass			34	701	21	86	81	3,408
	Semester Pass			14	314	22	48	45	1,884
				1,377	56,413	41	6,368	6,016	253,320
Yes	Annual Membership			166	2,831	17	319	299	12,576
				166	2,831	17	319	299	12,576
Total				1,543	59,244	38	6,688	6,315	265,896

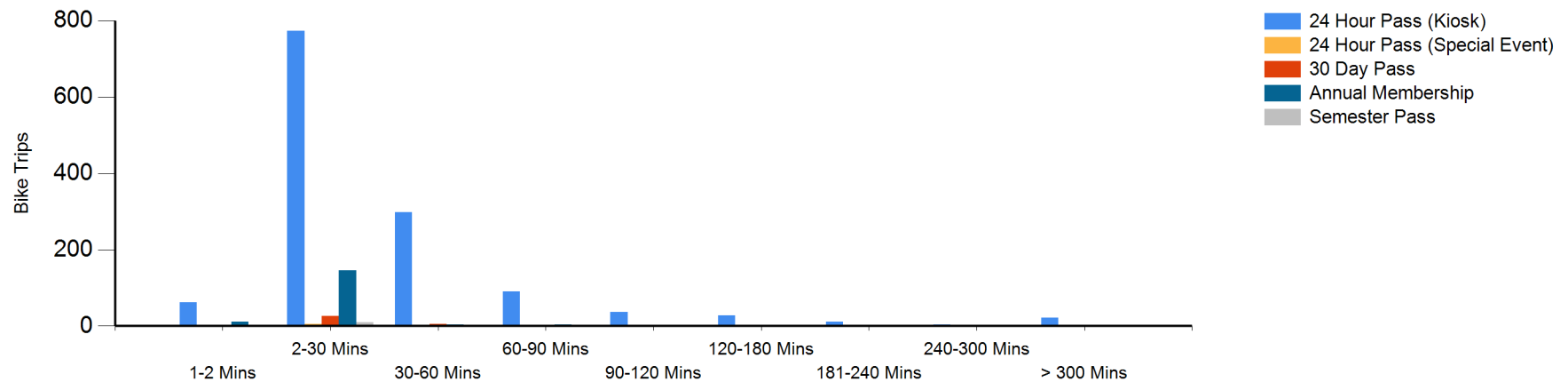
Member Trip Activity Summary

El Paso B-cycle
2015-09-13 - 2015-11-30

Trip Volume by Membership Type



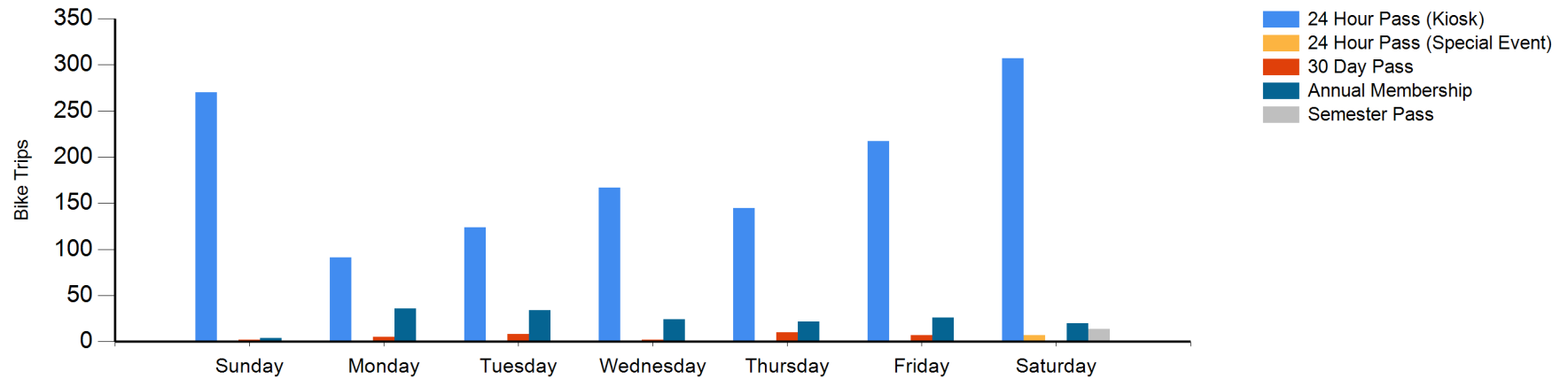
Trip Volume by Duration



Member Trip Activity Summary

El Paso B-cycle
2015-09-13 - 2015-11-30

Trip Volume by Day of Week



Trip Volume by Hour of Day

