January 2019 Report

NEW YEAR  NEW YOU

Start 2019 off right with 50% off an Aluminum Access BikeLNK Pass

Use promo code NEWYEAR19 to get a year of unlimited 30 minute trips for just $40

Offer Valid Until 1/31/19

Compiled by Heartland Bike Share
Trips

1,625 Bike Trips
1,314 Miles
1,270 Carbon Offset (lbs of CO₂)
52,451 Calories Burned

Membership Sales

31 Aluminum Access
90 Quick Tripper
10 Monthly Member
1 Visiting Voyager

Aluminum Access - 365 days of unlimited 30 minute trips; $80/year
Monthly Member - 31 days of unlimited 30 minute trips: $12/month
Quick Tripper - A single 30 minute trip; $3
Visiting Voyager - 72 hours of unlimited 30 minute trips; $12/month

Top Performing Stations

14th & R
375 Checkouts

11th & N
222 Checkouts

12th & Q
168 Checkouts
### Revenue

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Fees</td>
<td>$1,232</td>
</tr>
<tr>
<td>Usage Fees</td>
<td>$66</td>
</tr>
</tbody>
</table>

### Operations

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Repairs*</td>
<td>25</td>
</tr>
<tr>
<td>Station Repairs</td>
<td>3</td>
</tr>
<tr>
<td>Days with 15+ Bikes out of service</td>
<td>0</td>
</tr>
<tr>
<td>Expenditures over $1000</td>
<td>0</td>
</tr>
</tbody>
</table>

*We began pulling bikes out of the system to overhaul in December*

### Station Reports

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Occurrences of Empty Stations</td>
<td>13</td>
</tr>
<tr>
<td>Total time empty (hours)</td>
<td>26.8</td>
</tr>
<tr>
<td>Average time empty (hours)</td>
<td>2</td>
</tr>
<tr>
<td>Total Occurrences of Full Stations</td>
<td>10</td>
</tr>
<tr>
<td>Total time full (hours)</td>
<td>11</td>
</tr>
<tr>
<td>Average time Full (hours)</td>
<td>1.1</td>
</tr>
</tbody>
</table>

Standard Operating Procedures Guide:
https://drive.google.com/drive/folders/1thRykYZ-sv_keH-OoCoFCVWG1kYG6S1M
January 2019 Report Card

1,625 bike trips with an average
52 TRIPS PER DAY

376 hours ridden
14 MINUTE AVERAGE TRIP TIME

1,270 carbon offset

Reducing consumption by
64 GALLONS OF GASOLINE

52,451 calories burned equal to the amount of calories in
546 GLASSES OF CHAMPAGNE

132 passes purchased

569 TIMES AROUND HOLMES LAKE
110 TIMES ACROSS LINCOLN
3 TIMES ACROSS NEBRASKA

1,314 miles traveled