



To: The City of San Marcos & Texas State University

From: VeoRide, Inc.

Date: 05/09/2019

Subject: Report on VeoRide operations 09/01/2018 – 05/01/2019

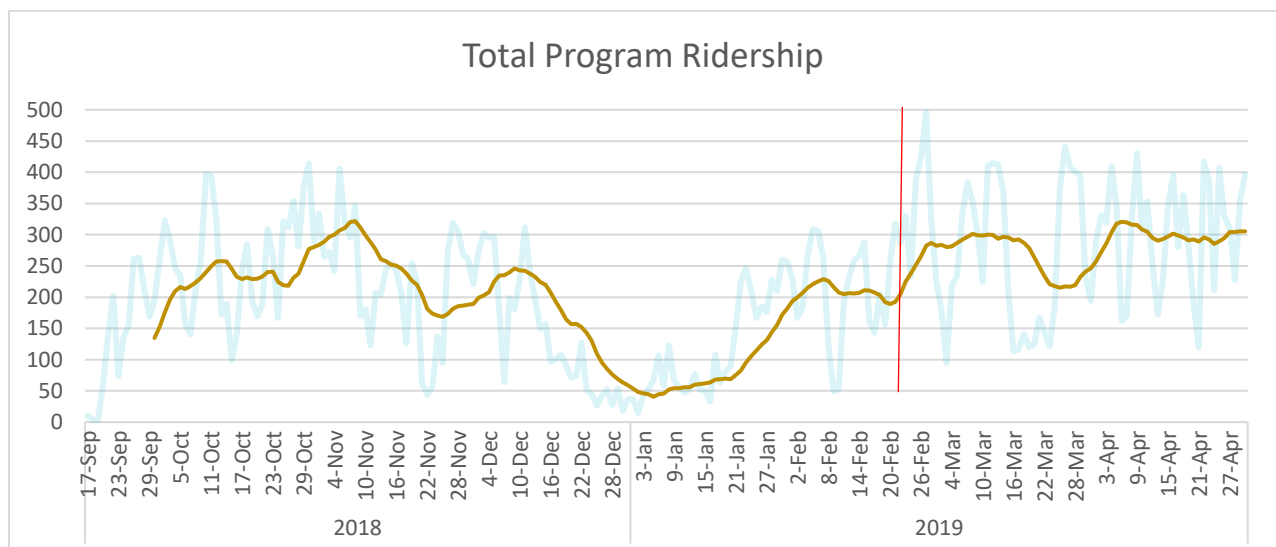
## Summary:

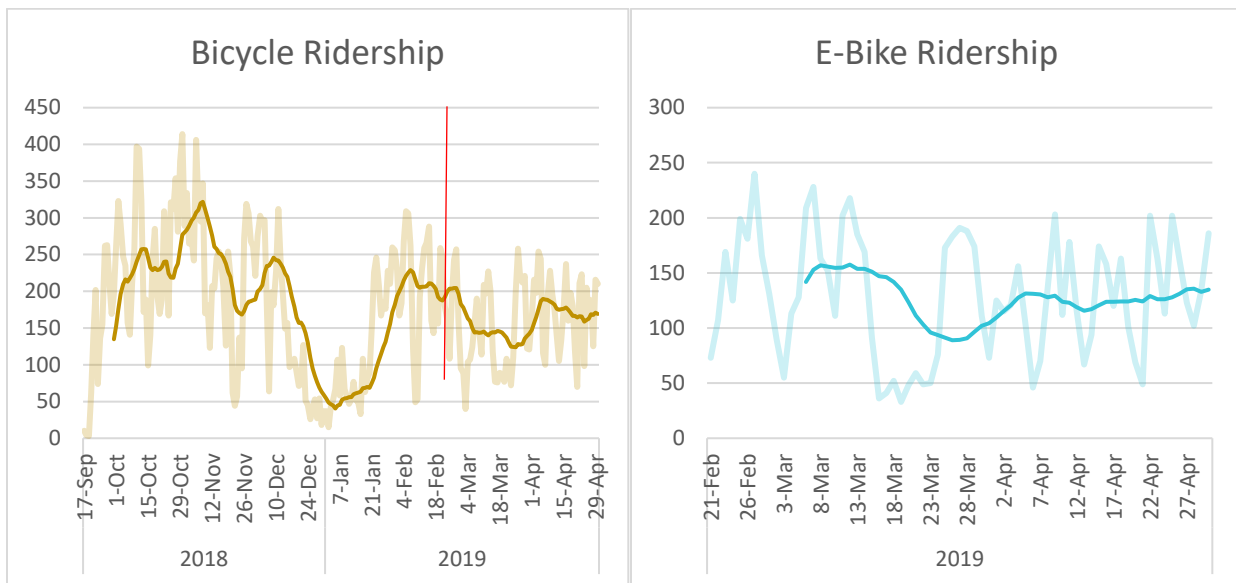
VeoRide is excited to report the overall success of the dockless mobility program established in partnership with both the City of San Marcos and Texas State University. Over 4,000 customers have taken almost 50,000 rides over 12,000 miles since our official launch on Sep 22, 2018. The customer base adopted this innovative mode of transportation very quickly, in even greater numbers after the recent addition of electric assist bicycles (E-bikes), and therefore the company seeks renewal of both the city and university contracts for another year.

Below are breakdowns for the rider and user growth over the course of the program. The red line indicates the E-bike launch date. Appendix A outlines the specific contract requirements and VeoRide's results in meeting all standards.

## Ridership

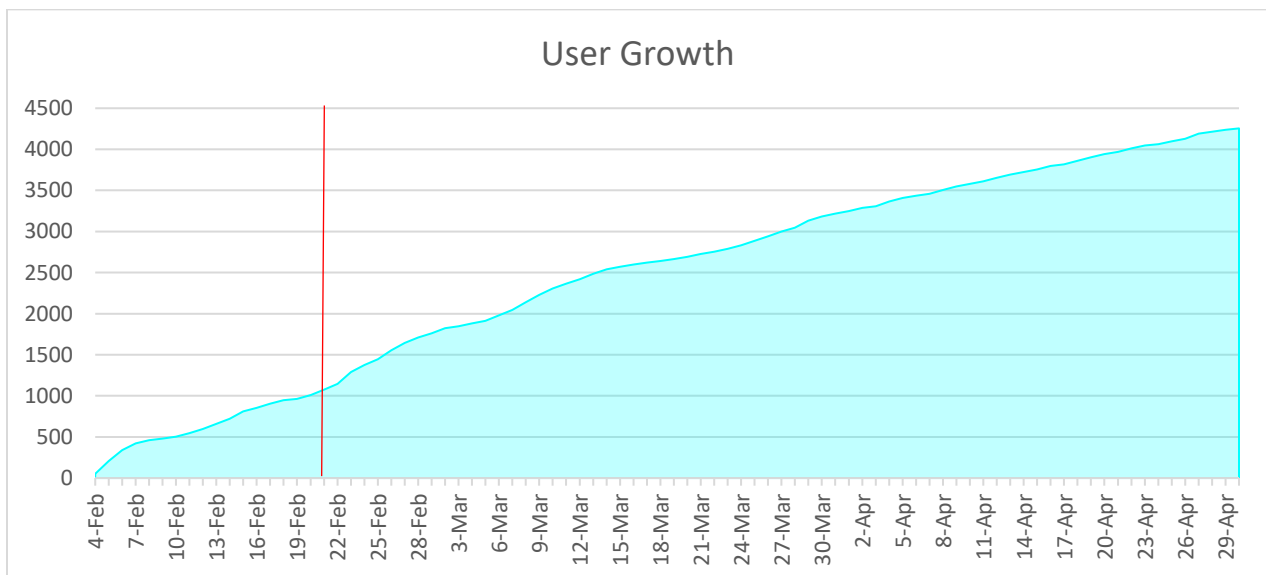
The translucent lines in the charts below reflect the daily total trip numbers. To reduce noise and better capture overall program use over time, the dark lines are the 14 day rolling average trend line.



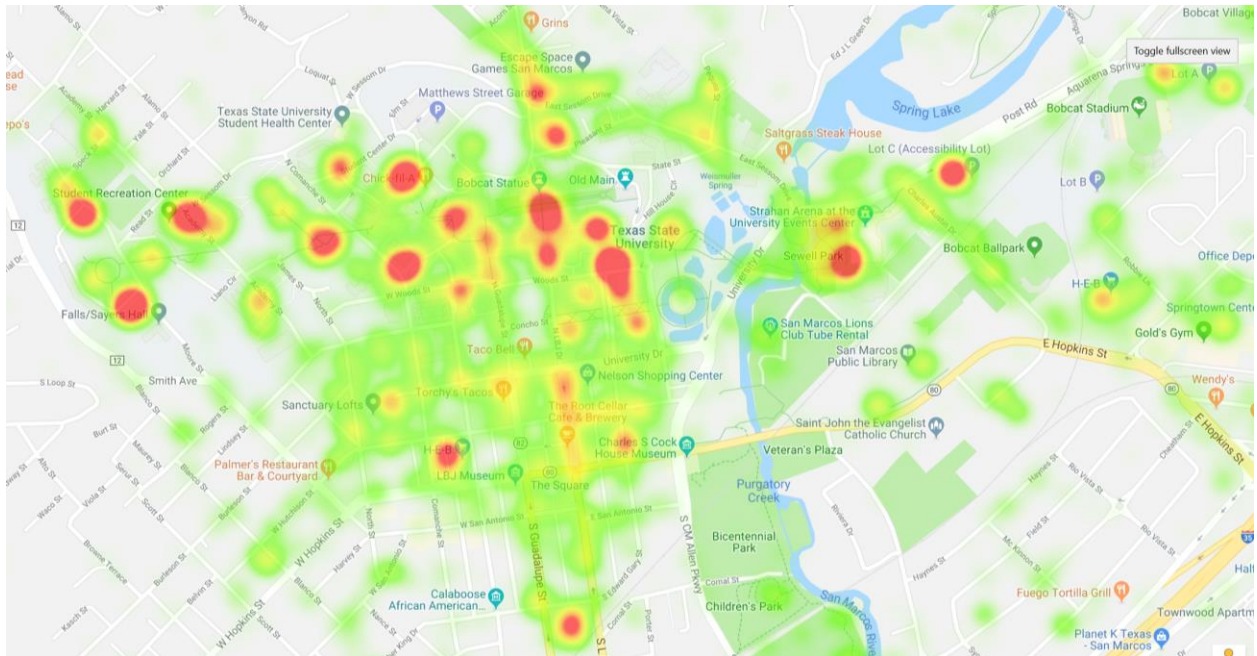


## User Growth

Veoride released an upgraded mobile application platform in February 2019 in order to add the features and functionality our customers demand. The chart below illustrates the user growth from this migration to 05/01/2019. This reflects all current active users.



## Bike Parking Locations



As intended when the program was designed , parking has been clustered in the select areas determined by the City and University.



## Appendix A

Performance indicator	Description	Measurement Tool	Minimum Performance Standard	Results through 05/01/2019		
Mobile app & support portal	Veoride mobile app and service support system fully operational	Uptime reporting	99.5% uptime.	99.9% uptime		
Bicycles in Service	# of Bikes in services	Daily uptime reports indicating number of bicycles in service, number of active riders, overall ride stats, daily/weekly/monthly usage, rider trip data, safety reports for any crashes involving Veoride bicycles, and customer feedback and comments.	Deploy and maintain a minimum of 350 bicycles in service in in any calendar month during the term of service.	Bikes deployed at the end of each month: Sep: 350 bikes Oct: 350 bikes Nov: 350 bikes Dec: 350 bikes Jan: 350 bikes Feb: 350 bikes, 150 E-bikes Mar: 350 bikes, 150 E-bikes Apr: 350 bikes, 150 E-bikes		
Customer Service	Veoride provides 24/7 support for riders and the local community through a dedicated team. Response time relative to report logs. Response time for reports of improper bike parking and bicycle maintenance issues shall be within two (2) hours during business hours between 8 am to 6pm toll-free phone line, email address and in app reporting system	Response time relative to report logs.	Response time for reports of improper bike parking and bicycle maintenance issues shall be within two (2) hours during business hours between 8 am to toll-free phone line, email address and in app reporting system. 8 pm Monday through Friday except for State and Federal holidays. For any customer service reports outside of business hours, within two hours (2) of start of business.	Average response time is 34 minutes, median is 29 minutes.		
				Month	#Complaints	< 2 hours
				Sep	65	61
				Oct	326	319
				Nov	228	227
				Dec	183	180
				Jan	80	80
				Feb	141	139
				Mar	123	122
Apr	110	110				
Physical Parking	Veoride will work with the City and University to set up designated shared bike parking zones.	Number of removable painted designated parking locations installed. Number of standards bike racks with bike parking signage installed.	Quarterly review of physical parking needs and opportunities.	Parking reviewed at minimum quarterly during review sessions.		



<b>Value Sharing</b>	VeoRide will share 2.5% of all ridership revenue for trips originated within the service area with the City of San Marcos and Texas State University.	Daily uptime reports and daily/weekly/monthly usage and rider trip data.	2.5% of ridership revenue, distributed to the City and University on an annual basis.	As of 01 May 2015, revenue sharing total is \$1,151.77  Payment will be calculated through 01 Sep 2019 and issued by 01 Oct 2019
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