

# APPENDIX K

## Marilyn Brenneman

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**From:** Makhani, Nicholas  
**Sent:** Thursday, March 19, 2015 9:35 AM  
**To:** Sutphin, Ann  
**Subject:** FW: Analysis Request  
**Attachments:** 2015-03-17 Divvy-BST-CaBi-Hubway Systems Usage.xlsx

**From:** Paulo Nunes-Ueno [<mailto:nunes.ueno@gmail.com>]  
**Sent:** Wednesday, March 18, 2015 4:12 PM  
**To:** Makhani, Nicholas  
**Subject:** Fwd: Analysis Request

----- Forwarded message -----

**From:** ~~Scott Kubly~~ <[skubly@gmail.com](mailto:skubly@gmail.com)>  
**Date:** Wed, Mar 18, 2015 at 3:57 PM  
**Subject:** Fwd: Analysis Request  
**To:** Paulo Nunes-Ueno <[nunes.ueno@gmail.com](mailto:nunes.ueno@gmail.com)>

Sent from my iPhone

Begin forwarded message:

**From:** Edward Inlow <[edwardinlow@motivateco.com](mailto:edwardinlow@motivateco.com)>  
**Date:** March 18, 2015 at 5:45:12 AM PDT  
**To:** ~~Scott Kubly~~ <[skubly@gmail.com](mailto:skubly@gmail.com)>  
**Subject:** Fwd: Analysis Request

I haven't vetted this yet but saw you called after I went to bed last night, so wanted to get this over quickly. Let me know if you need more or different...

Edward Inlow,  
Vice President - Operations  
**Motivate**  
443-799-5607 cell  
5202 3rd Ave. Brooklyn, NY 11220  
[email](#) | [offices](#) | [vcard](#) | [websites](#)

----- Forwarded message -----

**From:** **Gideon Lachman** <[gideon@motivateco.com](mailto:gideon@motivateco.com)>  
**Date:** Tue, Mar 17, 2015 at 9:39 PM  
**Subject:** Re: Analysis Request  
**To:** Edward Inlow <[edwardinlow@motivateco.com](mailto:edwardinlow@motivateco.com)>

Does this work for you?

Hubway is a little problematic - because it wasn't open January of the first year and is contracted in January 2015.

Let me know if I can modify anything...

-Gideon

Gideon Lachman  
Senior Data Analyst  
**Motivate**  
202-656-3780  
[gideon@motivateco.com](mailto:gideon@motivateco.com) | [www.motivateco.com](http://www.motivateco.com)

On Mon, Mar 16, 2015 at 10:19 AM, Edward Inlow <[edwardinlow@motivateco.com](mailto:edwardinlow@motivateco.com)> wrote:  
Hi Gideon,

Can you help pull together an analysis by Wednesday on the following:

**For Chicago and Toronto:**

Rides/bike/day (January and July)  
Members per station (annual) launch, 6 months, 12 months  
Members per station (casual) in first year November 1, January 1, March 1, July 1  
Number of stations at each data point

**For DC and Boston:**

Rides/bike/day (January and July) - 1st year and now  
Members per station (annual) 6 months after launch and January 1 2015  
Members per station (casual) in July 1 - 1st year and July 1 - 2014  
Number of stations at each data point.

Let me know if you have any questions...

Edward Inlow,  
Vice President - Operations  
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**email | offices | vcards | websites**