

**LimeBike - Alameda Data Share**  
**Monday, November 6, 2017**

**Alameda, we're doing great! Since launch, our ridership has increased and remained steady. We are fine-tuning our operations on the ground to increase ridership and maintain a good bike presence.**

**Consumer Education:**

**All consumer education is included in our app upon signup. This includes: how to properly lock and park a bike, adherence to local laws and regulations, and terms of service (e.g. age requirement).**

**New initiatives since launch:**

- **Push notification with a reminder to park responsibly when a user stops moving**
- **Customer Service email follow-up to any users who mis-park or otherwise misuse the product.**
- **"How to Park" document with illustrated examples (included in our CS follow-up email.)**
- **"Submit a Request" form on the app with the ability to directly send CS a note**

**Our Product team is actively working on ways to increase education and customer engagement.**

**Still needed: Multilingual website - we are prioritizing this with our website designers, and it will be completed by the end of the year at the very latest.**

**Customer Service:**

**Response time is well-within our 2-hour window during operating hours - often as quick as 30 minutes or less for our Operations team to respond.**

**Languages offered for App:**

- **Spanish, Chinese, German**

**Languages offered at Customer Service Call Center:**

- **Spanish, Chinese**

**Bike Count:**

- **Initial # of bikes in Alameda was 300 (as of 10/13)**
- **Regarding bikes in Oakland which have traveled outside Alameda:**
  - **Our Operations team sweeps East Oakland and the surrounding areas every 1-2 days to locate these bikes, and digitally everyday**
  - **In the meantime, we are committed to ensuring a level of service to Alameda and will continue to add more bikes to the community and ensure our minimum of 300 bikes is met. If you feel more bikes are needed, we want to know about it!**

**User Information:**

**City Residents: 80%**

**Low-Income plans:**

- We are in conversation with Danielle Thoe of Alameda Housing Authority about how to best serve the public housing community.
- Our team is working to create a streamlined system to provide a subscription for low-income residents by the end of the year.

**Trip Numbers:**

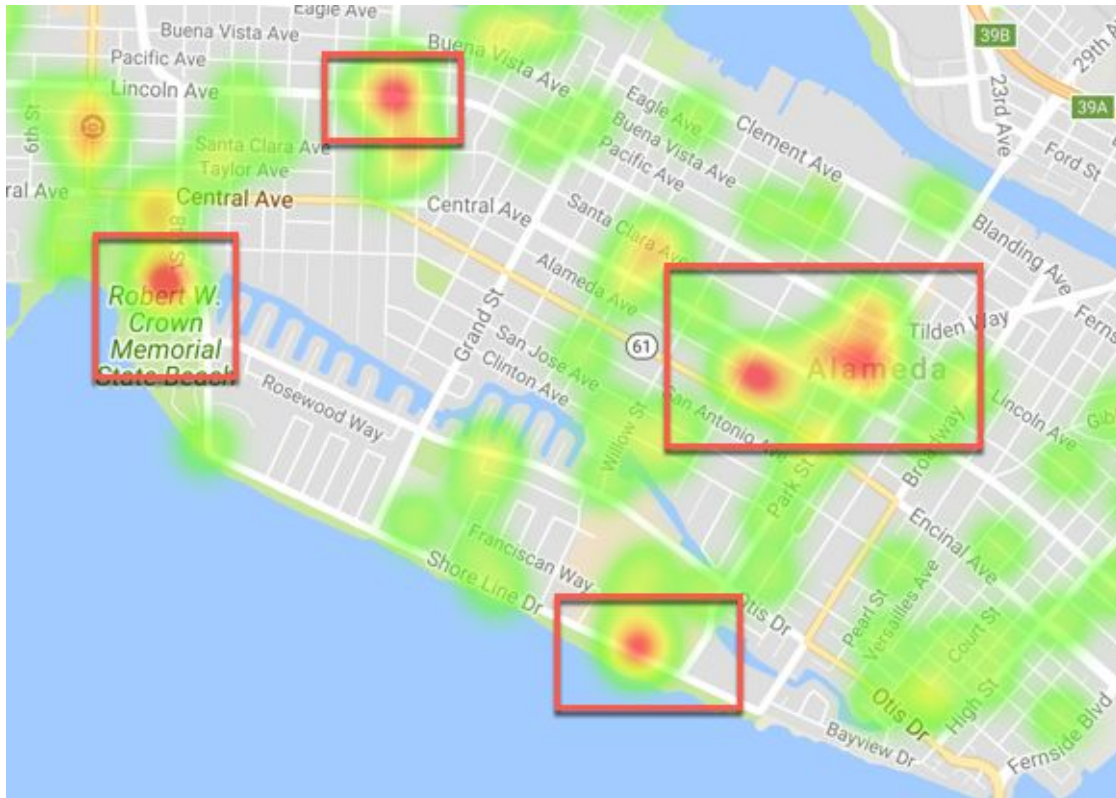
**Total: More than 10,000 trips since launch!**

**Average: 350 rides/day (with a slight dip in the past few cold/wet days).**

**Unique Riders: Average of 266/day**

**Max: 460 rides (10/20 and 10/28).**

**Heat Map from Saturday, 10/16**

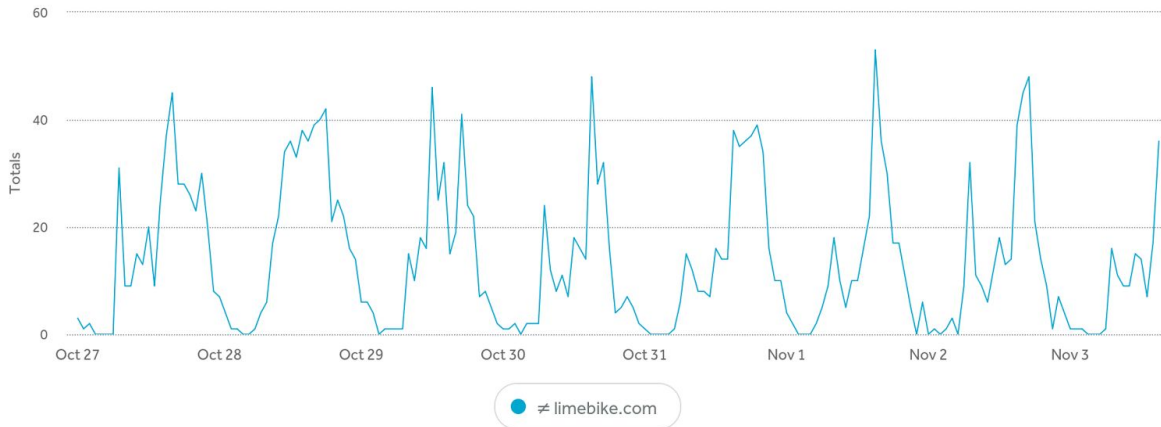


## Daily Rides by Hour:

2 peaks, one during the morning commute, another in the afternoon around 3-5pm.

# Hourly Rides Starting in Alameda

Event Segmentation | Hourly, Last 7 Days | Web Production



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