

LimeBike - Alameda Data Share
Wednesday, December 6, 2017

In the past month, our ridership has stayed steady, with a few dips for rainy days. Our operations, customer service, and product have all seen updates that continue to improve the LimeBike Experience!

Consumer Education:

New app features:

- In-app messaging, with notifications when a user opens the app if they are near a no parking zone, etc.
- Incentivized rides (i.e. offering free or discounted rides for users who ride a specific bike from point A to point B).

Coming soon: LimeBike Rider education video campaign

We have received a large shipment of helmets and will begin distributing them with approval/oversight from local high schools and other organizations.

Attended Alameda Farmer's Market, Bladium Sports club party, and planning to be at several Holiday events upcoming.

Customer Service:

App performance/uptime: 100%

- New app update changed the zoom settings to address issue of not seeing bikes in Alameda. Newest app update (12/5) comes from Product team's hard work to make the bike-finding process even smoother in Alameda!

Calls/texts/emails to our Customer Service team remain at a steady, slightly decreasing level.

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

We have a 96% satisfaction rating for our Customer Service department - higher than the national average!

Languages offered for App:

- Spanish, Chinese, German

Languages offered at Customer Service Call Center:

- Spanish, Chinese

Bike Count:

- Current # of operable bikes is 315.
 - Average operable bikes over the last month: 310
 - % of time below 300: ~25%
 - Average # of bikes in Alameda Point: 40
 - We have reached out to Doug Biggs to discuss specific strategies for LimeBikes in Alameda Point and how to ensure we have the

appropriate number at all times. Due to his holiday/travel schedules, this conversation will be picked back up in January.

User Information:

City Residents: 80%

- This month's promotions included a "BikeFriday" free ride giveaway for Thanksgiving.

Low-Income plans:

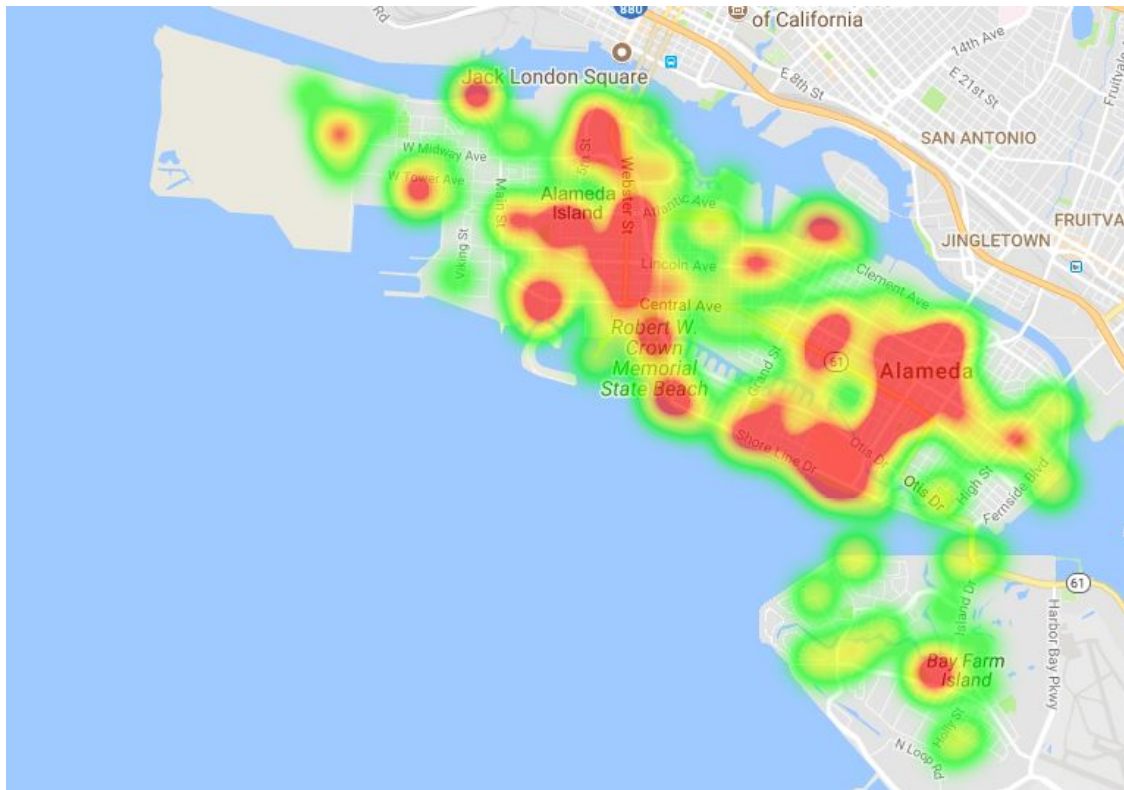
- We are in conversation with Danielle Thoe of Alameda Housing Authority about how to best serve the public housing community.
 - Planning an initial launch at 3 housing communities, with events for cash/low-income signups.
 - Working with other non-profit partners to host events at AHC locations.

Trip Numbers:

Total: More than 7,000 rides this past month

Average: 280 rides/day (*due to low rides on rainy days*).

Heat Map for overall month:



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

