

LimeBike - Alameda Data Share
Saturday, January 6, 2018

Through the month of December, rides in Alameda were higher than November, with increased rides during holiday breaks. As we prepare to enter the rainy season, we hope to use our good momentum to maintain decent ridership, particularly for Alameda commuters.

In this report, we have provided updates on:

- [Consumer Education](#)
- [Customer Service](#)
- [Bike Count & Service Level](#)
- [User Information](#)
- [Trip Data](#)

If you have any questions about the report, please contact Megan Colford, Bay Area General Manager, at megan@limebike.com.

Consumer Education:

New app features:

- Support for international phone numbers and currency.
- 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 hosted a helmet giveaway at Encinal High School, and we are planning to do the same at Alameda High School. We gave out helmets, stickers, parking and safety information, and promo codes.

Website: Currently offered in English and German, updating with other languages as well. We recently updated our entire website with improved information about the company and the products.

Customer Service:

App performance/uptime: 100%

- The app had no major bugs in terms of preventing use or unlocking bikes, but we are still finding ways to improve the zoom in Alameda. The recent app update improved the zoom when it's close, so now we are working to make sure we have a high-level view of the bikes.

Calls/texts/emails to our Customer Service team dropped significantly over the holidays, but otherwise remain at between 3 and 4 per day.

Average response time from our team is less than 45 minutes.

- This month saw our first report of a bike in the water, which our team was able to retrieve within the week. Since this was the first occurrence, we now have all the necessary equipment for a quick response if it happens again.

Languages offered for App:

- Spanish, Chinese, German

Languages offered at Customer Service Call Center:

- Spanish, Chinese

Bike Count:

- Current # of operable bikes is 298.
 - Average operable bikes over the last month: 301
 - % of time below 300: ~20%
 - Average # of bikes in Alameda Point: 40
 - We are in active conversations with Faction Brewing and St. George's Spirits about a designated location in between the two locations.
 - We have also reached out to Natel Energy, Pacific Fine Foods, and Bladium Sports Club about collaborating

User Information:

City Residents: 82%

Reported Collisions:

- 0 reported collisions.

Paid Rides: An average of 1:1, ratio of paid to unpaid rides

- This month's promotions included a "Bonus Bike" competition for New Year's Eve.

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 8,000 rides this past month

On Dec 29, we saw our highest ride day since October, with 413 rides.

Average riding time: 9 min

Average riding distance: 1.2 miles

Heat Map for overall month (left image is trip START, right is trip END):

You can see by comparing trip start/end locations that there are a few key hotspots for pickups, but riders are bringing LimeBikes everywhere!

