

LimeBike - Alameda Data Share
Tuesday, February 6, 2018

With our great January weather, LimeBike saw some impressive ride numbers in Alameda. We also continue to iterate on exciting product developments and community engagement efforts.

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:

- New education messages on the unlocking screen.

LimeBike “Edutainment” Videos:

<https://www.youtube.com/watch?v=w9k9an64HUA&t=12s> |

https://www.youtube.com/watch?v=7b4VZ18f_w

Website: Now available in Chinese, German, and Spanish! www.limebike.com/de,

www.limebike.com/es, www.limebike.com/zh

Customer Service:

App performance/uptime: 100%

No major changes to our Customer Service calls or response time.

Languages offered for App:

- Spanish, Chinese, German

Languages offered at Customer Service Call Center:

- Spanish, Chinese

Bike Count:

- Current # of operable bikes is 302.
 - Average operable bikes over the last month: 306
 - % of time below 300: ~10%
 - Average # of bikes in Alameda Point: 40
 - We have not been able to follow up with the Alameda Point businesses yet, but we are still hoping to do so.

User Information:

City Residents: 79%

Reported Collisions:

- 0 reported collisions.

Paid Rides: An average of 3:1, ratio of paid to unpaid rides

- We have seen an uptick in paid rides across the board.

Low-Income plans:

- We are hoping to pilot our low-income/cash payment system in Alameda starting in mid-February. Vouchers for rides will be available for purchase at local partners with cash, and they will be redeemable through the smartphone app or via text. This is a small pilot to prove the concept, after which we will roll out full-scale (hopefully) in March!

Trip Numbers:

Total: More than 8,400 rides this past month, from over 3,000 active riders
On Saturday, February 3rd, we saw a whopping 500 rides - our best day yet!
Average riding time: 9 min
Average riding distance: 1.26 miles

Heat Map for overall month:

