

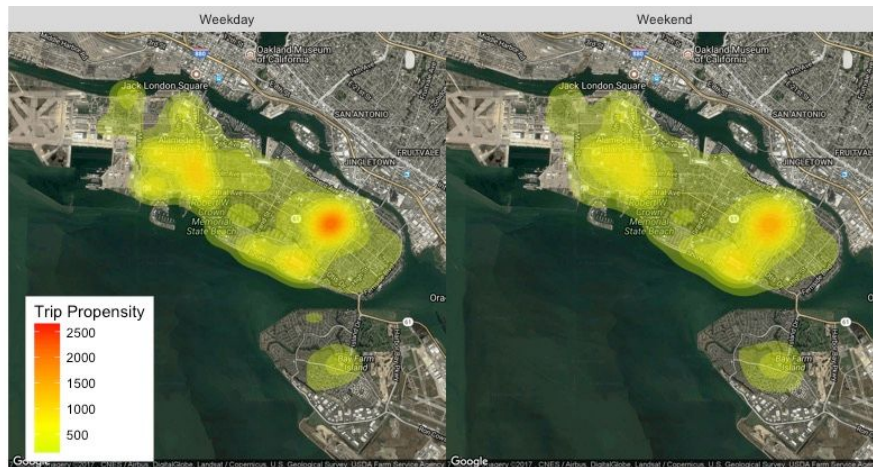
To City Councilmembers, Mayor Herrera Spencer, and residents of Alameda:

We are grateful to be a part of the community here in Alameda, and we are proud of our success thus far. The reception from the city staff and residents has been warm and collaborative these first 2 months of our pilot program. We hope to continue serving the community, and we are pleased to share with you some of our success:

Trips and Riders:

- Nearly 20,000 trips since launch!
- 6,300 unique Alameda riders
 - From these riders, over 1,200 have taken more than 3 rides in any given week
 - 300 riders regularly take 3 or more rides per week!
- 20 users are LimeBike riders in both Alameda and SSF, making LimeBike a critical part of their commute on both ends.

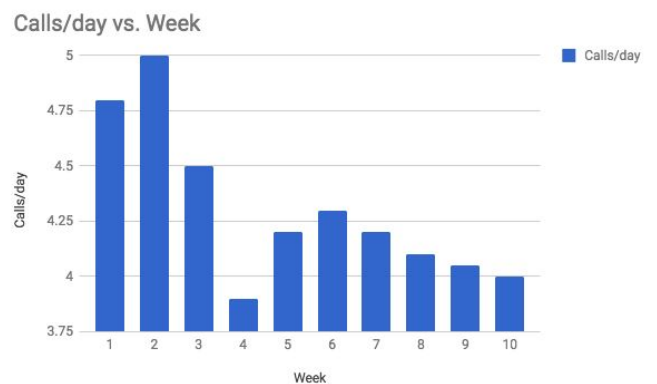
The following heatmaps show comparative rides on weekdays versus weekends:



Customer Service

Our Customer Service department has a 96% approval rating - higher than the national average! Alamedans, on average, call 4 times per day, mostly with questions or concerns related to lock/tech issues, requesting bikes at particular locations, questions about the program (or reporting “abandoned” bikes -), or minor maintenance.

- Our team has an average response rate of 48 minutes for all bikes needing attention from Customer Service.
- Less than 30% of these calls are related to parking issues.
- As you can tell from the attached graph, calls to Customer Service have dropped since our initial launch, and continue to decrease week over week.



Community Engagement: Helmets and Parking

We have worked hard to be present at multiple community events, both to give out helmets (more than 75 have been distributed so far!) and to educate riders on safe and responsible use. Events Include:

- Farmer's Market (twice so far)
- Encinal High School
- *In Planning: Alameda High School*
- Bladium Fitness Center Party
- Regular presence at: Ferry terminals, Park St, Webster St., Washington Park

We are in contact with the following organizations about safe and responsible parking in their area:

- BART
- East Bay Regional Parks
- Downtown Alameda Business Association
- West Alameda Business Association
- Alameda Point (River Rock Management)
- Housing Authority of the City of Alameda

LimeBike has provided education on proper parking in the following ways:

- In-app instructions upon signup
- In-app designated parking
- "How to Park" flyer
- Outreach to users who have parked improperly
- Geo-fencing capabilities for no-parking zones or other area-specific restrictions
- Coming Soon: LimeBike Rider education video campaign

Community Feedback

"Your bikes have made a difference in our island. Thank you for providing such a useful resource to our community. My first impression was, "how noble, who thought this out?" Especially as we see some of our most vulnerable kids using them to get around." - Employee at Alameda USD

"I just want to say that I LOVE seeing SO many kids and adults out on your bikes, all round Alameda! Twos, threes, and fours of them laughing and riding, going places with friends and having an obvious blast!

Maybe a family can't give a kid a bike or lives in too small a space to store one, but an occasional LimeBike adventure is easy as pie!

Kudos for a great concept, thanks for bringing it here, and know that it is having a very positive influence in our community! I see it everyday." - Alameda Resident

"I see those little green gems all around town.

I see them at the Google stop on bay Farm, at the Ferry on the West End, on Webster, on Park and everywhere in between.

I've spoke to a few folks and I like what I hear..."Our family only has three bikes and there are 4 of us. So, this give us a chance to ride together". "My buddies invited me to bike across the island at the last minute and I didn't want to run home and get my bike". "Best was to get to the ferry now. Thanks for all you hard work." - member of Downtown Alameda Business Association

"LimeBike is changing my way of life: *I have had a bicycle in my garage for several years along with the intention to ride it as often as possible, which I figure has reached a frequency of once per year.*

One day, I saw a LimeBike on my street, so I signed up. The next week, I took it to the produce store a few blocks away. Then I did the same thing a couple of days later.

Yesterday, my wife and I went for a ride around town on LimeBikes. I'm now a bike riding fool. Love it!

I hope LimeBikes are here to stay, along with whatever improvements we can think of."

- Milt Friedman, Letter to the Editor, Alameda Sun