

LimeBike Fact Sheet

What is LimeBike?

LimeBike is a dockless bike share company that has recently partnered with CSUN to offer a dockless bike share program to CSUN and the surrounding community. Currently, LimeBike is deployed in three countries including the United States where they are operating in 10 states, over 30 participating cities and 14 college campuses across the US.

Local Deployments: LimeBike is currently operating within the city of Los Angeles in Council District 15 (Wilmington, Watts, San Pedro and Harbor City) and because of their success expects to expand services in several additional regions in the immediate Los Angeles area within the next year.

Goal: LimeBike aims to provide a sustainable solution to short trip transportation by reducing congestion in and around the campus by providing an alternative mode of transportation, as well as reducing the pollution associated with vehicles on the road. Bike share has the potential to change the way users access the CSUN campus on a daily basis by interconnecting local transit hubs, businesses, and living communities with the campus itself.

LimeBike delivered 400 bikes to CSUN on 1/16/2018 and has a license agreement with the University to use the CSUN campus for deployments.

Bike Share Program Overview:

Bike share programs have become increasingly popular in recent years for their ability to greatly expand urban mobility, and provide affordable first and last-mile connectivity for commuters. Bike shares operate in countless cities throughout the nation and internationally. These programs are offered in two variations, docking and dockless, with both options providing bikes for short term rental by any user for a fee.

Docking bike share programs tend to be rigid in that the bikes must be returned to a specific bike docking station, this creates issue with convenience and usability as rides and docking stations need to be point-to-point. Docking station programs for universities can range from \$1 million to \$1.5 million per deployment and have an insignificant impact due to point-to-point limitations and scalability restrictions due to system costs.

Recently (within the last 12 months) technology, mainly smart phones, apps, and GPS units, have allowed the emergence of “dockless” bike share programs. These programs function similarly to Uber in that, users can see available bikes in their local area and use their mobile phone to rent a bike. Dockless programs have gained traction due to their adaptability, convenience, flexibility, and scalability.

Currently, there are several dockless bike sharing companies bringing bikes to various markets across the US and world markets; Limebike, Spin, OFO, Uber, MoBike, and DoBi. Within the last year there is an estimated over eight million dockless bikes in the world market. Adaption and deployments rates have been quoted as having occurred at “blinding speed” in the last several months in the LA region.

LimeBike Program Management:

LimeBike employs a local operations team consisting of a manager and specialists. The CSUN Deployment currently has one operations manager and 8 operation specialist - four of which are students. The LimeBike local operations headquarters is located in Northridge and has one utility van used for bike transport. This team is responsible for picking up and rebalancing bikes on a daily basis, as well as, responding to improperly parked bikes. The sweeping of bikes is performed on a constant basis and LimeBike personnel are available from 7am to 11pm to pick-up, remove, and relocate bicycles.

Issues can be reported 24 hours a day in one of three ways, by email (support@limebike.com), phone (1-888-LIME-345) or text (1-888-546-3345).

These reports are collected by LimeBike’s customer service representatives who then dispatch the reports to the applicable local operations manager. The local operations manager then alerts and deploys their team to respond to the report.

Statistics/Metrics - Since Deployment 1/16/18:

The LimeBike application has the ability to track all aspects of a riders use, distance, speed, location, duration, etc.
Data:

- Over 23,400 rides taken
- Over 9,900 miles ridden
- 5,544 active users
- Average speed: 4.23 mile/hour
- Longest Ride: 37.78 mi / 2.72 hours
- Average distance 0.60 miles
- Transit: Orange Line and Metro Station have regularly seen bikes

Program Concerns:

There have been some concerns from several community members immediately adjacent to CSUN. The main concern with the program is that students are utilizing the bikes as an easy means of getting to their cars parked in the single family home residential neighborhoods surrounding the campus. Since the deployment on 1/16/18, LimeBike has received 45 (1.6/day) reports from the community members on this issue and others. Compared with other deployments, LimeBike is reporting the CSUN number to be very low.

Improvements to Date:

LimeBike and CSUN have been working on improvements using community feedback and reports. Since the deployment, LimeBike has increased patrols in the communities surrounding CSUN and are servicing these hot spots throughout the day from 7am to 11pm. LimeBike is now performing two scheduled sweeps within the neighboring communities per day in addition to any issues that are reported. The two scheduled sweeps begin at 7am in the morning and 5pm in the evening.

LimeBike has also increased their local operation team from 3 to 8 employees specifically assigned to this region to ensure that their operations team is able to respond to reports quickly.

Additional Improvement Considerations:

- Targeted and scheduled bike removal
- Communications campaign on proper parking, including improved messaging of on-bike signage, email, etc.
- Add one utility van to the local fleet for additional patrol and pick-ups
- Improve tracking of hot spots and increased patrols
- Faster response times of the operations team
- Pending Technology Proof of Concept:
 - Geo-Fencing – tracking hot spots and integrating no parking zones off campus within the LimeBike app.
 - Dis-incentivizing improper parking off campus.
 - Targeted communication based on user and location

Questions about the LimeBike Program?

If you have any questions regarding the LimeBike program, please feel free to contact us:

LimeBike:

Tyler Hendershot, LA Local Operations Manager
Tyler.Hendershot@LimeBike.com

CSUN:

Austin Eriksson, Director of Energy and Sustainability
Energy.Sustainability@csun.edu

CSUN Government & Community Relations:
GovernmentRelations@csun.edu