



LimeBike
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City of Dallas
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Subject: LimeBike Operational Capacity and Our Path Forward

To:

Mayor Mike Rawlings
Dallas City Council
T.C. Broadnax, City Manager

Since launching last August, LimeBike has been pleased to serve the City of Dallas, helping roughly 70,000 residents and visitors take more than 180,000 trips across the city. We are also excited to be part of a community, providing riders with access to schools, shopping, entertainment, and everything that makes living in Dallas great. We've heard time and again from businesses and the public about the vibrant and innovative feel that LimeBike has brought to the City.

We recognize that the particular speed and scale of dockless bike deployments from LimeBike and other companies has not been without challenges. We actively follow-up on all 311 inquiries passed along to us, monitor social media and news outlets, and take to heart complaints and concerns associated with our service. We have heard the Dallas community's feedback loud and clear and are prepared to respond accordingly to ensure bikeshare serves the City well. At LimeBike, we take pride in our responsiveness and dedication to serving the communities in our over 40 markets nationwide.

We are eager to work together with city officials on regulations that preserve the dockless bikeshare program and enable us to best serve the people of Dallas.

Immediate actions:

- We are increasing the size of our local Dallas operations team to better serve the community;

- We are stopping the deployment of new bikes other than those that are currently on the ground;
- We are modifying the distribution of the bike fleet, ensuring bikes are better spread throughout the city; and
- We are continuing to work with city officials on regulations that preserve the benefits of dockless bike programs to best serve the people of Dallas.

Our Operations Today

Local Operations: To ensure our network operates at the highest possible level, we have a local team of over 50 bike operations specialists, repair technicians, and drivers. This team is led by our Dallas General Manager, Anthony Fleo, and our Operations Manager, Jeff Roberts. Both are Dallas locals and intimately familiar with the city.

On a daily basis, our field operation monitors our fleet on foot or on bike with a special operations team focused solely on Downtown Dallas. We also have a similar team dedicated to Uptown, another to White Rock Lake, as well as a separate operations team patrolling the Town of Highland Park, the Village Apartments, and Greenville Avenue. Lastly, we have another two teams dedicated to serving the entirety of the City of Dallas, responding to reports submitted to our 24-hour customer support line, our in-app reporting feature, and the City's 311 operations center.

Commitment to Customer Service: In addition to our in-app reporting feature that allows riders to report bikes that are irresponsibly parked, out of network, or require maintenance, we have a 24/7 customer service team available through the app, email, and phone. Our 24-hour customer support satisfaction rating outperforms the national average with 96% of riders reporting being satisfied with their customer experience.

Operations Moving Forward

Distribution of Bikes: Our goal is to serve the City of Dallas with the highest quality operations and the best product. We also clearly have areas where we can improve. In addition to increasing our overall staff number, we are reexamining the distribution of LimeBikes across the city and hope to work together with you to identify areas where we can do a better job serving residents and visitors throughout the Dallas area. In particular, we anticipate adding more bikes to Dallas communities that were previously underserved or where mobility was limited.

We have received feedback from residents that the concentration of bicycles along Katy Trail and at White Rock Lake exceeded perceived levels of demand. As you can

see from the trip origination maps (attached), each of those locations are among the highest demand areas for LimeBike. Nonetheless, we will expand our operations presence at parks and trails to ensure our bikes do not impede the ability of Dallas residents and visitors to enjoy these wonderful public spaces.

Spreading Out Bike Distribution: Another area where we will do better is to spread out the distribution of bicycles so that prepositioned bicycles do not exceed demand at any one particular location. Our team aims to place no more than four to six bicycles at one physical location except in particularly high demand areas. We will aim to limit the number of locations that receive more than four to six bikes. We seek to meet the demand we see on a daily basis; however, finding the right balance between ensuring bikes are available for everyone who wants them and limiting our visual impact on the city remains a challenge.

311 Response Reporting: On a daily basis, we receive requests from the Dallas 311 call center to move, stand upright, or in some other way modify our bike fleet. Those requests are submitted to our team via email, at which point they are assigned to the nearest operations team. Moving forward we will implement a system that will provide additional follow-up information on 311 requests that we receive indicating response times and outcomes. We look forward to working with City staff to find a solution that works for everyone.

Technology Improvements: In addition to regular field patrols, one technology advancement we have in our product pipeline is to activate the embedded gyroscopic sensor in our smart bicycles so that it signals to our operations team if the bicycle has been knocked over. We expect to have this implemented in the near-term and are eager to integrate it into our active field operations.

Proactive Rider Education: As part of our continued efforts towards rider education on bikeshare etiquette, we are releasing a series of videos this month aimed to educate riders with tips on how to use and park their LimeBikes responsibly. LimeBike is committed to going above and beyond to promote responsible parking — both proactively, through rider education and creative video channels as well as reactively, through our in-app reporting, our local operations teams, 24/7 customer service support, and our bikes' GPS data and built-in sensors.

Data Sharing

Our data team is constantly collecting information that can help city transportation planners better understand how residents and visitors are getting around, which can help make city streets safer and more connected.

In the coming weeks, we will provide city officials with a secure online portal showcasing up-to-date information on bikes in circulation, ridership, bike usage, distance traveled, trip duration, areas of high demand, CO2 emissions saved, and other anonymized trip data.

Residents and visitors are welcoming LimeBike into the community, as is evidenced by our ever-increasing ridership and rider numbers:

- **Increasing Rides & Ridership:**
 - Since launching in August, 69,879 residents and visitors have ridden LimeBike 183,514 times and counting.
 - Last Saturday (January 20), LimeBikes in Dallas were ridden 5,768 times, a milestone for Dallas and the most trips on LimeBike in one day. Over the last three Saturdays, we have consecutively broken our Dallas record for most trips per day.
- **Connecting to Transit:** 20% of all Dallas LimeBike trips start or end near a public transit station, meaning LimeBike is providing a first and last mile solution for Dallas residents to more easily access public transportation.
- **Alleviating Traffic Congestion:** 51% of Dallas riders use LimeBike during the evening rush hour, which equates to 39% of all Dallas rides, demonstrating that LimeBike is helping Dallas reduce traffic on roadways.
- **Environmental Impact:** 90,348.37 pounds saved in Carbon Dioxide, equating to 4,244 trees saved.
- **Health Benefits To Riders:** 5,010,362 calories burnt by Dallas LimeBike riders, equating to 8,899 big macs.

Additionally, we have attached a number of maps that detail areas of high demand (by trip origination), including Downtown, Uptown, Katy Trail, and White Rock Lake. We look forward to working together with your team to provide data on the most frequent routes taken by LimeBike riders as well as neighborhood-based trip origination and destination data.

Looking Forward

We will continue to engage with city officials and the Dallas City Council in the coming weeks and months. As the leading U.S.-based smart bikeshare company, we have successfully operated in a range of regulatory environments, from multi-provider programs to exclusive markets. As we have from day one, we aim to continue to be a collaborative partner throughout the process, and look forward to LimeBike serving Dallas for many years to come.

Among the regulatory priorities we believe the City should implement:

- 1) Ensuring any bike share company operating in the City is deploying “smart bikes” — which can be tracked in real-time through active GPS — is essential to ensuring the effective operations and management of a fleet of bikes;
- 2) Integration and reporting feedback with the City’s 311 service to ensure operations calls are being responded to in an effective and timely manner;
- 3) A minimum number of bikes to operate in order to ensure a company has the scale to support operations and bike management; and
- 4) Bike safety standards and compliance to ensure bikes deployed are safe for the public.

We are eager and grateful to continue working with the City of Dallas. We are open to feedback to ensure our program meets the needs of the community. Please feel free to reach out to us if we can be helpful in any manner.

Sincerely,

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CC:

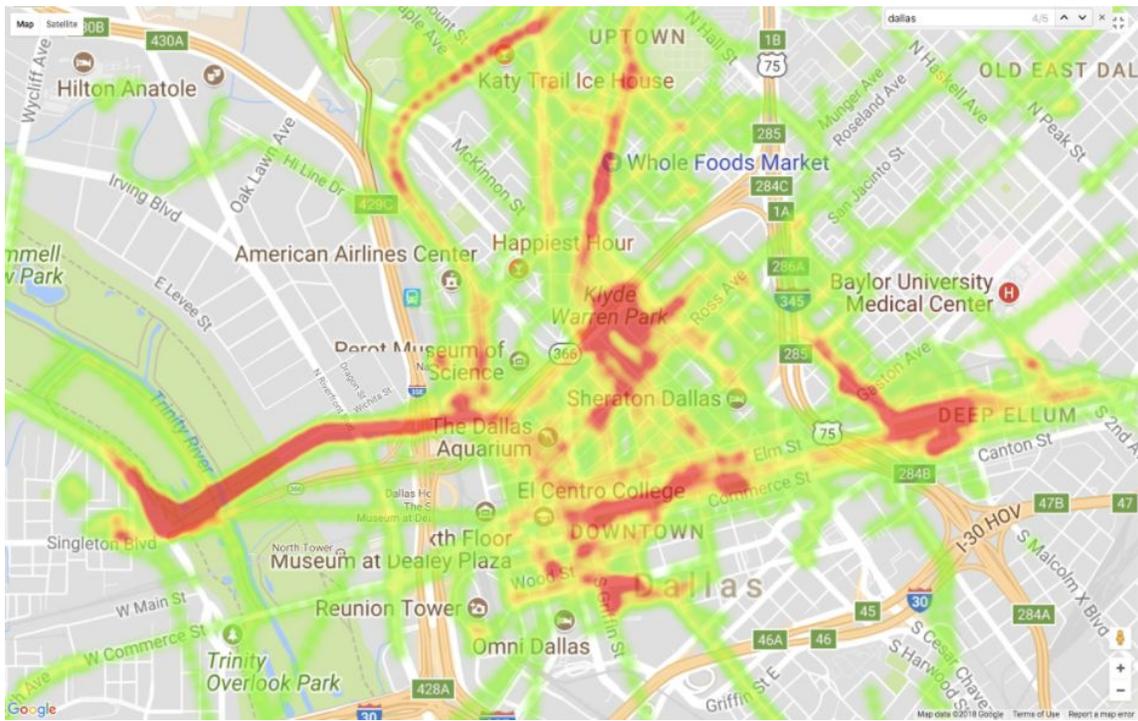
- Majed Al-Ghafry, Assistant City Manager
- Michael Rogers, Director of Transportation
- Tanya Brooks, Assistant Director of Mobility Planning
- Jared White, Bicycle Transportation Manager

Attachment:

- Trip origination heat maps for Downtown, Uptown and Katy Trail, and White Rock Lake. *(Note: Red indicates an area of highest ridership)*

Trip Origination Heat Maps

Downtown



Uptown and Katy Trail



White Rock Lake

