

LimeBike - Burlingame Data Share
Thursday, March 1, 2018

Key updates on our proactive consumer education efforts as well as our continued, steady ridership.

In this report, we have provided updates on:

- [Consumer Education](#)
- [Customer Service](#)
- [Trip Data](#)

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

Consumer Education:

- We held two high school helmet giveaways: one for BHS students at large, one with the girls' track and field team. We distributed helmets and chatted about safety requirements for students.
- We are in touch with Rusty Hopewell about outreach for the middle schools as well.

Customer Service:

- With the program in full swing, we received 130 calls total during the month of February. This average of under 5 calls per day is less than some of our other major markets in the Bay Area. Most questions were relating to redistribution of bikes and questions about locking.
- After the first half of the month, our field operations team changed up our process on the ground to ensure our pickups are within 2 hours from receiving the dispatch. With these changes, our current response time is back to our agreed-upon time.

Trip Numbers:

February rides continued the growth pattern in Burlingame!

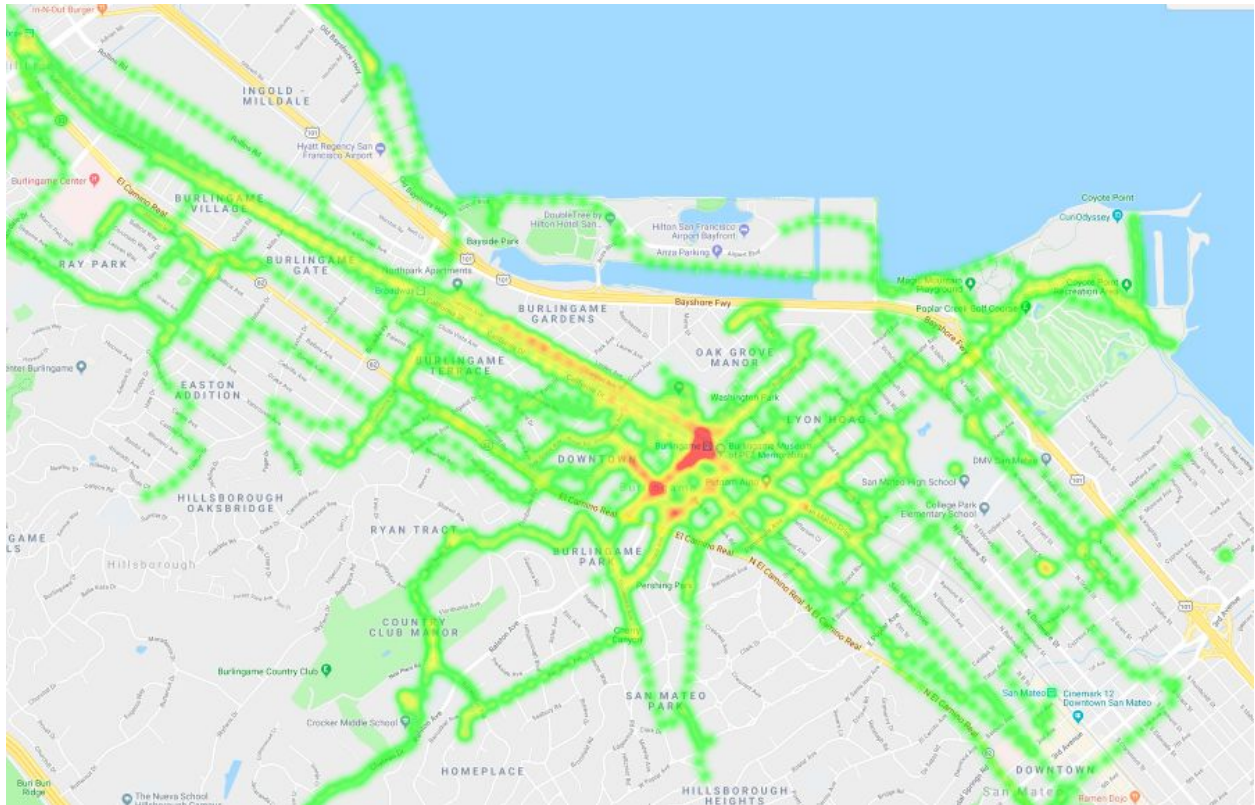
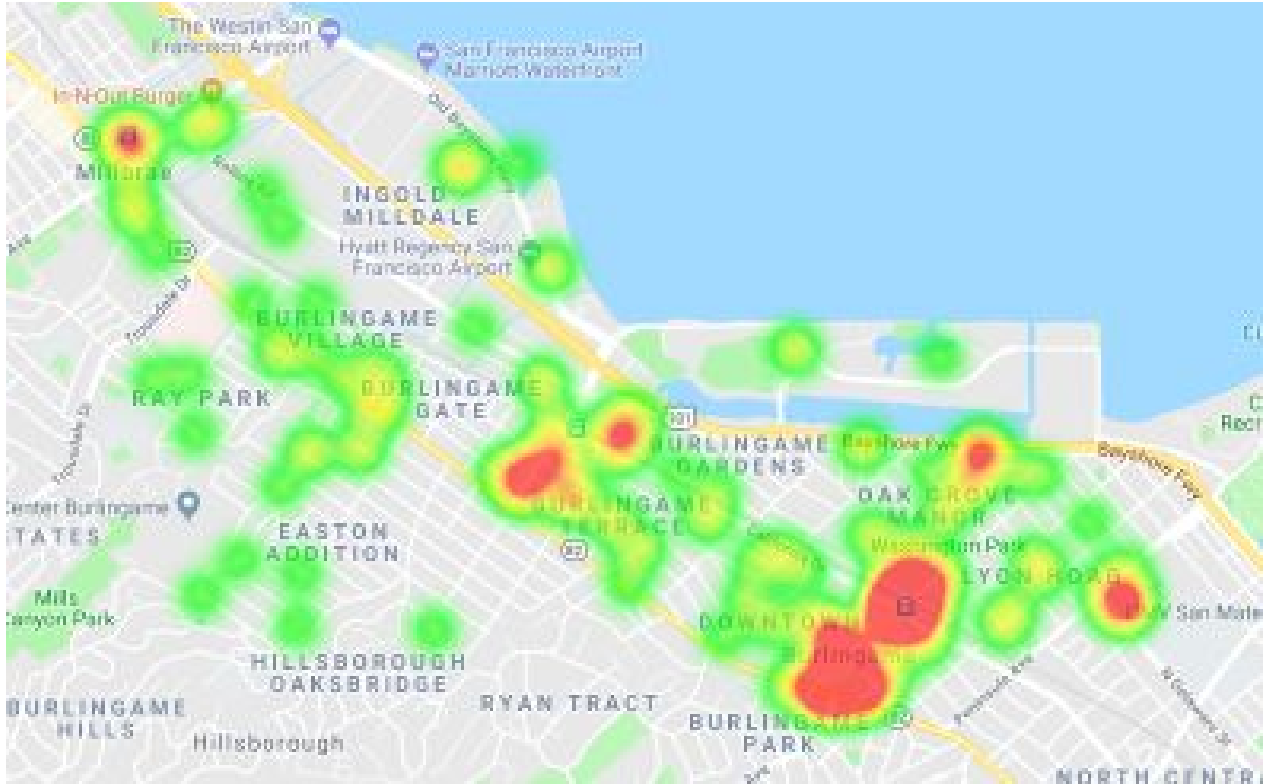
Total: More than **5,000 rides** during February

- Average Ride distance: 1.21mi

Since our launch:

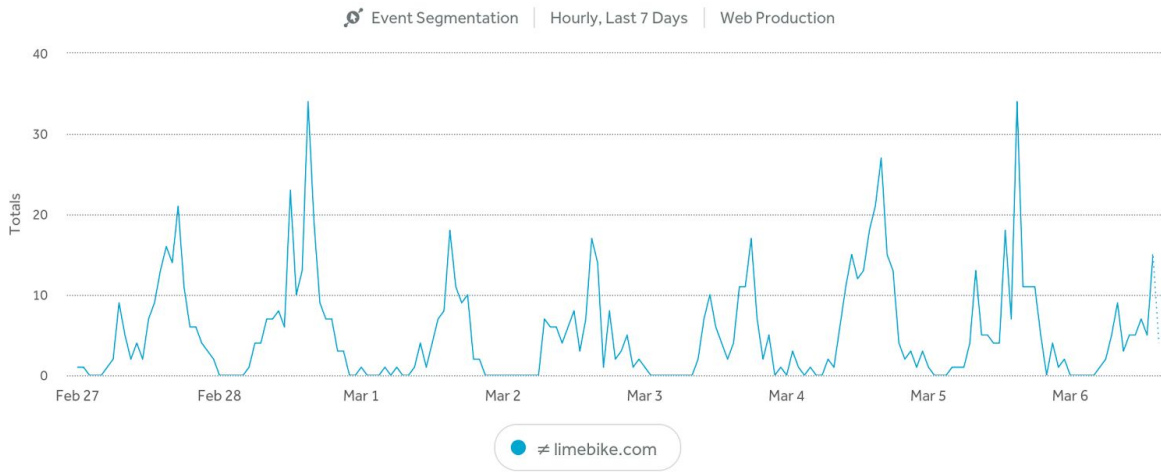
- 4,500 vehicle miles saved!
- 200,000 calories burned!
- 3,700 lbs CO2 saved!

Heat Map, trips for overall month and specific ride map:



Hourly Rides starting in Burlingame (the highest points are 3pm and 4pm):

Hourly Rides Starting in Burlingame



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