Contents

Introduction 03
LimeBike in the USA 05
Seattle 12
Dallas 16
South Bend 20
Washington D.C. 24
LimeBike Across America 28
In 2017, LimeBike launched with one goal in mind: to improve the way Americans get around in cities and on college campuses across the country. To do that, we developed a fleet of 3G, GPS-enabled dockless smart bikes and worked with community partners to distribute them in over 30 markets from Seattle to Miami.

The core of our business has always revolved around three tenets of cycling: accessibility, affordability, and sustainability. The LimeBike Year End Report is an in-depth look at how those principles are changing the urban mobility landscape in cities and universities throughout the US, and what the statistics tell us about the future of first and last mile transportation both at home and around the world.

In this effort, we’ve partnered with the business intelligence team at Chartio to analyze the wealth of data we’ve collected since our inaugural launch at UNC Greensboro in June. We couldn’t be more excited to share the results of our efforts with you in this report, which constitutes the first quantitative and qualitative review of dockless bike sharing in the United States.

Thank you for helping us to reach these incredible milestones, and for making us the US leader in dockless bike sharing!
LimeBike launches
In 2017, LimeBike builds on the dockless bike sharing model, working hand in hand with cities and universities to effectively reinvent last-mile transportation in the US.

Growing pains
After a year of explosive growth, dockless bike sharing systems in Asia show promise and problems.
Cities are littered with thousands of confiscated bikes.

Going dockless
In 2015, Chinese startups develop a new bike sharing model without the use of docking stations. Bikes can now be picked up and dropped off anywhere.

Global adoption
By 2013, an estimated 700,000 public bikes are on the road worldwide in places like the US, Canada, Mexico, Australia, Argentina, and the UK.

French beginnings
In 2005, Lyon launches the world’s 1st large-scale modern bike sharing system with stations spread throughout the city.
Two years later, Paris follows suit.

Brief history of bike sharing
LimeBike in the USA
The numbers behind the dockless bike sharing revolution
LimeBike in the USA
How LimeBike is impacting cities

Saving Money vs. Cars and Rideshares

LimeBike costs, on average

$5-$7 less per mile than ride sharing

$19+ less per day than driving

In one year, drivers replacing just one day of driving per week with LimeBike are saving $1000.

Rideshare commuters replacing 1 mile per work day with LimeBike are saving $1,300-$1,800 annually.
LimeBike in the USA
How LimeBike is impacting cities

Increasing Access to Public Transit

In our top urban markets nationwide, 40% of rides start or stop at public transit stations.

This is a proof point that people are relying on LimeBike as their first and last mile transportation solution.

Boosting the Local Economy

Nearly 25% of urban riders are using LimeBike to access popular shopping and entertainment districts.

This means more money being spent at local businesses around town.
Connecting the campus

Rides at college tend to be **30%** shorter than the national average, covering those all-important daily trips to class across campus.

Mobilizing students

Thanks to incentives like reduced fees, the number of trips per active student LimeBike rider is **54%** higher than the national average!

Building good habits

**8 out of 10** college students who try LimeBike choose to use it repeatedly, meaning the large majority of students are making LimeBike a regular part of their lifestyle!
LimeBike in the USA

National adoption

1,000,000
rides in under 6 months

60%
national retention rate

A large majority of first time LimeBike riders choose to make our dockless bike sharing service a regular part of their mobility lifestyle.

Average riding time is 7:25 min, covering 0.99 miles

LimeBike is helping to solve first and last-mile transportation problems across the US

25+ laps
around the earth

1.5+ trips
to the moon and back
LimeBike in the USA
Making a difference

- 18,300,000 calories burned riding LimeBikes
- 17,100 gallons of gas saved
- 700 full-size SUV’s
- 330,000 lbs of CO2 saved
- 14,000 trees saved
- 100 acres of forest
LimeBike is active in more than **30 markets** across the US, and has recently launched programs in Zurich, Switzerland and Frankfurt, Germany as well!
Seattle
Helping the Emerald City stay healthy and green
Seattle

Less traffic on Seattle roadways

45% of all trips start or end near a public transit station

LimeBike is helping Seattle residents drive less and access more public transportation!

103,000 active riders in 5 months

11% of riders use LimeBike during the morning rush hour = 8% of all rides

54% of riders use LimeBike during the evening rush hour = 39% of all rides

Average riding time is 7:30 min, covering 1 mile

LimeBike is helping to solve first and last-mile transportation problems in Seattle!
Seattle
Helping the Emerald City stay green!

- **220,000** cumulative miles ridden
- **9 laps** around the earth
- **6,600,000** calories burned riding LimeBikes
- **12,000** Big Macs
- **119,000** lbs of CO2 saved
- **4,800** trees saved
Community shoutouts

“I’ve got 87 LimeBike rides to date. Maybe I’ll hit 100 before the end of the year??”
- Joe Laubach, Facebook

“In Seattle today! Love seeing Lime Bike here too!!!”
- Laura Key, Facebook

“@limebike thanks for a great tour of Seattle. You were so easy to use for a one day visitor. Please come to NYC!”
- Marco Ramius, Twitter

“This is my season 3 audition @strangerthingsv”
- Caleb Ellington, Instagram

“I should rent one of these bikes and pedal along the shoreline.”
- Bekah, Instagram

“Seattle was perfect, ate clam chowder, went to the Space Needle and Pike Place Market but this kid is going back to Cali!”
- Vonte, Instagram
Dallas
Connecting the Big D from Deep Ellum to Oak Cliff
Dallas
Less traffic on Dallas roadways

20% of all trips start or end near a public transit station

LimeBike is helping Dallas residents drive less and access more public transportation!

45,000 active riders in 4 months

51% of riders use LimeBike during the evening rush hour = 39% of all rides

LimeBike is helping reduce traffic on Dallas roadways!

Average riding time is 9:45 min, covering 1.3 miles

LimeBike is helping to solve first and last-mile transportation problems in Dallas

And Dallas rides longer than any other LimeBike community!
Dallas

Helping the Big D stay green!

- **105,000** cumulative miles ridden
- **4.2** laps around the earth
- **3,150,000** calories burned riding LimeBikes
- **5,600** Big Macs
- **57,000** lbs of CO2 saved
- **2,300** trees saved

**CO2** equivalent to

**equivalent to**
Dallas

Community shoutouts

“Its convenient because you don’t have to find a station to park it to end your ride. Everything is done with the app!”
- Hillary Nicole, Facebook

“These are the best bikes to rent, the bikes are great quality and the app works really well.”
- JD Sessler, Facebook

“So now at the fabulous age of 42 I’ll be learning how to ride this damn LimeBike!”
- Nicole Gordon, Facebook

“Fun with bike rigging in #dallastexas around pedestrian bridge, and exploring and shooting #bishopartsdistrict”
- Alessandro Rafanelli, Instagram

“The only way dancers ride around the city! @limebike”
- Shawn Lawson, Instagram

“Sure let’s ride bikes downtown #limebike”
- Priscilla Valdez, Instagram
4 South Bend
Improving mobility for students and residents
South Bend
Less traffic on South Bend roadways

11% of all trips start or end near a public transit station. LimeBike is helping South Bend residents drive less and access more public transportation!

27,000 active riders in 5 months

45% of riders use LimeBike during their lunch break = 21% of all rides

48% of riders use LimeBike during the evening rush hour = 22% of all rides

LimeBike is helping reduce traffic on South Bend roadways!

Average riding time is 5:50 min, covering 0.8 miles. LimeBike is helping to solve first and last-mile transportation problems in South Bend!
South Bend
Helping South Bend stay green!

- **85,000** cumulative miles ridden
- **3.5** laps around the earth
- **2,600,000** calories burned riding LimeBikes
- **4,500** Big Macs
- **46,000** lbs of CO2 saved
- **1,900** trees saved
“Great new option for getting around our community.”
- Ken Lewton, Instagram

“Nothing like some lunchtime cardio on a cooler August day!”
- Rachel O, Instagram

“I’m fascinated by the places I see Lime Bikes hanging out around town!”
- Heather Schmitt-Gonzalez, Instagram

“Doing my share... parking my car at 11am and rode a bike to three different locations #LimeBike”
- Sam Centellas, Twitter

“Having some Halloween fun @Anthony-Travel, we dressed as @LimeBike”
- Cathy Hall, Twitter
Washington D.C.
Breaking up urban gridlock on Capitol Hill
LimeBike is helping reduce traffic on Washington D.C. roadways!

50% of all trips start or end near a public transit station

LimeBike is helping D.C. residents drive less and access more public transportation!

16,600 active riders in 3 months

33% of riders use LimeBike during the morning rush hour

57% of riders use LimeBike during the evening rush hour

Average riding time is 8:30 min, covering 1.1 miles

LimeBike is helping to solve first and last-mile transportation problems in D.C.
Washington D.C.
Helping our nation’s capital stay green!

36,000 cumulative miles ridden

1.5 laps around the earth

1,100,000 calories burned riding LimeBikes

equivalent to

2,000 Big Macs

equivalent to

19,500 lbs of CO2 saved

equivalent to

800 trees saved
Community shoutouts

“Best way to zip around DC between meetings and enjoy the beautiful fall weather? Hop on a @limebike”
- Elizabeth Stockton, Twitter

“I’ve taken @LimeBike a few times this week to save time on my 20 min walk to the metro. It’s great!”
- Victoria Chamberlin, Twitter

“Why join an expensive cycling class when you can ride a @limebike for $1?”
Awes!!
- Ivo Johnson, Instagram

“Loving the limebike’s in town, went on my first ride today :) oh yeah be nice to them!”
- Chloe Slingluff, Instagram

“enJOY!! With cool, fall days come great days to bike ride @limebike with a great cup of @mcdonalds coffee!”
- Joy, Instagram

“Spotted a @limebike in front of my place. Looking forward to my first ride.”
- Sabrina, Instagram
LimeBike Across America

Our growing community by the numbers
Los Angeles
Council District 15

5,000
active riders in 1 month

Average riding time is 8:00 min, covering 1.06 miles

LimeBike is helping to solve first and last-mile transportation problems in Los Angeles!

7,700
cumulative miles ridden

230,000
calories burned

4,150
lbs of CO2 saved

4,800
trees saved
Miami

Miami Shores/North Bay Village/Key Biscayne

8,100 active riders in 6 months

Average riding time is 7:40 min, covering 1.02 miles

LimeBike is helping to solve first and last-mile transportation problems in Miami!

13,750 cumulative miles ridden

411,300 calories burned

7,425 lbs of CO2 saved

310 trees saved
Boston
Malden/Boston Metro Area

2,291 active riders in 2 months

Average riding time is 6:93 min, covering 0.92 miles

LimeBike is helping to solve first and last-mile transportation problems in Boston!

3,847 cumulative miles ridden

115,414 calories burned

2,018 lbs of CO2 saved

353 trees saved
San Diego
Imperial Beach/National City

8,500 active riders in 3 months

Average riding time is 7:45 min, covering 1.04 miles

LimeBike is helping to solve first and last-mile transportation problems in San Diego!

15,900 cumulative miles ridden

480,000 calories burned

8,600 lbs of CO2 saved

350 trees saved
Denver
Aurora

2,950 active riders in 2 months

Average riding time is 8:20 min, covering 1.10 miles

LimeBike is helping to solve first and last-mile transportation problems in Denver!

5,300 cumulative miles ridden

160,000 calories burned

2,900 lbs of CO2 saved

120 trees saved
Phoenix
Scottsdale

3,600 active riders in 1 month

Average riding time is 9:45 min, covering 1.30 miles

LimeBike is helping to solve first and last-mile transportation problems in Phoenix!

7,100 cumulative miles ridden

212,000 calories burned

3,825 lbs of CO2 saved

160 trees saved
Charlotte

2,175 active riders in 1 month

Average riding time is 8:30 min, covering 1.13 miles

LimeBike is helping to solve first and last-mile transportation problems in Charlotte!

3,800 cumulative miles ridden

131,200 calories burned

2,100 lbs of CO2 saved

85 trees saved
LimeBike is helping to solve first and last-mile transportation problems in the North Carolina!

- **28,000** active riders in 6 months
- Average riding time is **5:55 min**, covering **0.79 miles**
- **53,300** cumulative miles ridden
- **1,600,000** calories burned
- **28,900** lbs of CO2 saved
- **1,175** trees saved

**Raleigh/Durham/Greensboro**
LimeBike is helping to solve first and last-mile transportation problems in the Jonesboro!

3,600 active riders in 2 months

Average riding time is 4:30 min, covering 0.60 miles

3,000 lbs of CO2 saved

5,500 cumulative miles ridden

164,200 calories burned

3,600 active riders in 2 months

5,500 cumulative miles ridden

164,200 calories burned

3,000 lbs of CO2 saved

125 trees saved
Bay Area

Alameda/South San Francisco

22,250 active riders in 4 months

Average riding time is 7:20 min, covering 0.98 miles

LimeBike is helping to solve first and last-mile transportation problems in the Bay Area!

35,200 cumulative miles ridden

1,100,000 calories burned

19,100 lbs of CO2 saved

775 trees saved
At LimeBike, our goal is to deliver smart mobility solutions to communities across the country and around the world. We’re amazed by what our community has been able to accomplish in just six short months, and we couldn’t be more excited to discover what next year has in store!

To join the urban transportation revolution, click here and vote to bring the US leader in dockless bike sharing to your city!