

REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO				CERTIFICATE NUMBER (FOR COMPTROLLER'S USE ONLY)	
TO: CITY COUNCIL		FROM (ORIGINATING DEPARTMENT): Corporate Partnership		DATE: 7/5/2016	
SUBJECT: Information Update on the City's Car Share and Bike Share Programs					
PRIMARY CONTACT (NAME, PHONE): Natasha Collura, 619-533-3822 MS610			SECONDARY CONTACT (NAME, PHONE): Katherine Crow, 619-533-3837		
COMPLETE FOR ACCOUNTING PURPOSES					
FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00
FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00
COST SUMMARY (IF APPLICABLE): N/A					
ROUTING AND APPROVALS					
CONTRIBUTORS/REVIEWERS:		APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	
Liaison Office		ORIG DEPT.	Collura, Natasha	07/11/2016	
		CFO			
		DEPUTY CHIEF	LoMedico, Stacey	07/21/2016	
		COO			
		CITY ATTORNEY	Morrison, Catherine	07/15/2016	
		COUNCIL PRESIDENTS OFFICE			
PREPARATION OF:	<input type="checkbox"/> RESOLUTIONS	<input type="checkbox"/> ORDINANCE(S)	<input type="checkbox"/> AGREEMENT(S)	<input type="checkbox"/> DEED(S)	
This is an information update only.					
STAFF RECOMMENDATIONS: This is an information item only.					
SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION)					
COUNCIL DISTRICT(S):	All				
COMMUNITY AREA(S):	Citywide				
ENVIRONMENTAL IMPACT:					
CITY CLERK					

INSTRUCTIONS:	
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COUNCIL ACTION
EXECUTIVE SUMMARY SHEET
CITY OF SAN DIEGO

DATE: 7/5/2016

ORIGINATING DEPARTMENT: Corporate Partnership

SUBJECT: Information Update on the City's Car Share and Bike Share Programs

COUNCIL DISTRICT(S): All

CONTACT/PHONE NUMBER: Natasha Collura/619-533-3822 MS610

DESCRIPTIVE SUMMARY OF ITEM:

The City's Corporate Partnership and Development Program will provide an overview of Shared Mobility. Economic Development will provide specific program updates on the car share program. Transportation and Storm Water will provide specific program updates on the bike share program.

STAFF RECOMMENDATION:

This is an information item only.

The Sharing Economy has always been part of city life through public libraries and recreation centers. However, in the past few years, there has been an acceleration in sharing innovation among many sectors. Shared Mobility is the access to transportation services shared among users on a short-term, as-needed basis that includes: public transit; bike sharing; scooter sharing; car sharing; and ride sharing.

The City of San Diego has developed two programs that are part of the shared mobility trend – car share and bike share. Both contribute to the City's Climate Action Plan goals and bike sharing is consistent with the Bike Master Plan and regional plans. Car share encourages transit use, less use of vehicles or elimination of the 2nd vehicle. Aggregate greenhouse gas emissions of traditional car-sharing households are lower because of reduced rates of car ownership and vehicle miles traveled. Bike sharing also has been shown to reduce emissions as well as encourages people to change mobility behaviors toward active transportation. The availability of conveniently placed bicycles in multiple nearby locations creates a “network-effect” that will further encourage cycling and use of bike sharing for regular trips.

Car sharing exists in 1,531 cities with 4.8 million members sharing 104,000 vehicles as of October 2014. According to UC Berkley's Transportation Sustainability Research Center Innovative Mobility Car sharing Outlook report, released March 2016, global car sharing memberships more than doubled between 2012 to 2014.

Bike sharing exists in 712 cities with 806,200 bikes and 37,500 stations as of June 2014. Per the Mineta Transportation Institute Report, Public Bike sharing in North America, October 2014, casual users – often tourists – account for the greatest revenue within a system and members account for the greatest ridership. In North America, casual users accounted for 85% of all bike sharing users.

Car share:

A key goal of car share is to help the City achieve its objective to reduce greenhouse gas emissions and to provide City residents, employees and visitors with affordable mobility options. A study was released July 19, 2016 from UC Berkeley on 5 cities: Calgary, San Diego, Seattle, Vancouver and Washington D.C. Car. In 2015, San Diego's car2go program: removed an estimated 7 vehicles from city streets; members sold or avoided having to buy an estimated 2,931 cars; and each vehicle prevented an estimated 5,300 metric tons of greenhouse gas emissions from polluting San Diego's air.

The City has two car share partners, car2go and Zipcar. The third vendor (originally Drive Now) recently notified the City that it would not be able to consider a launch until 2018 based on new ownership.

The Car Share Expansion Fund was created to offset the cost of car share expansion such as funding satellite locations, memberships, outreach or other expansion support. An update on the fund use will be provided after a full year of operation.

Car2go is in process of reviewing new areas to explore potential pilot locations. Zipcar will be placing a vehicle by the transit location across the street at the Jacobs Center for Neighborhood Innovation. In addition, Zipcar is placing 2 vehicles in the Evan Jones Parkade.

Bike share:

The goal of bike sharing is to provide a viable, active, point-to-point transportation alternative. It is also known as the first-mile last-mile option that would enable more people to walk, bike, or take transit instead of using a vehicle. A viable and sustainable program is dependent on the network and the close proximity of the bike stations.

A limited number of stations in the network makes it difficult for easy pick up and drop off in certain areas. Implementation has been delayed in some high-density areas due to concerns about competition from existing bike-rental shops in beach communities. The intent of bike share is for short rides and the ability to drop off at an end destination (point to point). The majority of the rides are ½ hour to 1 hour. Many users of a bike share system are riding a bike for the first time in years. The availability of bikes 24/7 allows flexibility for the user, and there are currently over 25% of rentals within the entire system occurring before 8 a.m. and after 6 p.m. These riders would not have rented from the bike rental shops. In addition, as the survey in the annual report shows, over 70% of users would not have rented a bike if bike share had not been available.

In December 2015, which was the end of their first year in operation, DecoBike had installed 95 locations (see attached map). The total number of rides were 102,641 of which 44,303 (43%) were casual users. Forty-three percent of casual users is significantly less than other bike sharing programs in North America. As previously shared, the average is 85% of casual users for most operators which provide the needed revenue to operate and maintain the system.

Based on previously received community feedback and the need to create a viable network, the City is reviewing 17 – 23 additional locations for implementation in the beach communities for a more usable and sustainable network which will be communicated to the stakeholders.

Currently, all but one existing stations are located in a Transit Priority Area (TPA) or along a transit route. Bike share compliments other transportation alternatives such as car sharing, carpooling, transit and trolley ridership.

Operationally, Deco has a rigorous maintenance and rebalancing schedule. They made 11,565 station visits in 2015 for redistribution of bikes and daily cleaning. Deco replaced 3,500 bike parts and 900 station parts. The system is not fully deployed and currently has an estimated annual operating cost of \$1.2MM.

In the first six months of 2016, ridership has already increased 40% over the entire 2015 year. The total number of rides from January 2016 to June 2016 were 60,200 and it is projected to be 140,000 rides by the end of the year.

The program is headed in the right direction and continuing to complete the network is essential for sustaining the program.

CITY STRATEGIC PLAN GOAL(S)/OBJECTIVE(S):

Goal#3: Create and sustain a resilient and economically prosperous City.

Obj.#1: Create dynamic neighborhoods that incorporate mobility, connectivity and sustainability.

Obj.#4: Prepare and respond to Climate Action Plan.

Obj.#5: Enhance San Diego's global standing.

FISCAL CONSIDERATIONS:

EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE):

PREVIOUS COUNCIL and/or COMMITTEE ACTION (describe any changes made to the item from what was presented at committee):

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORT

Collura, Natasha

Originating Department

LoMedico, Stacey

Deputy Chief/Chief Operating Officer



SAN DIEGO BIKE SHARE 2015 ANNUAL REPORT

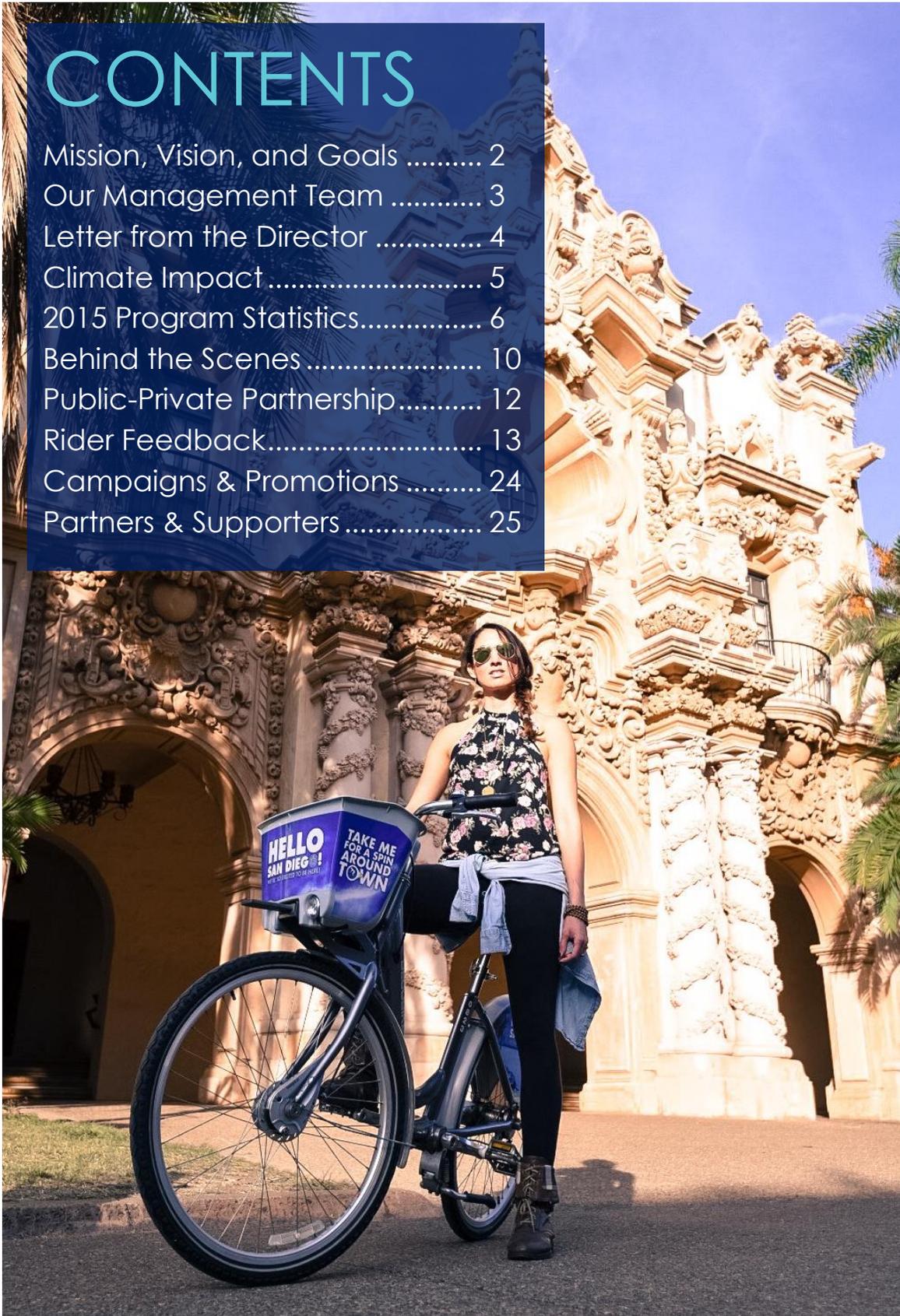


DecoBike San Diego is the Official Bike Sharing Provider of the City of San Diego



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Our Mission

DecoBike San Diego is dedicated to providing a world-class public bike sharing program for the City of San Diego. Our mission is to enhance the quality of urban life by providing a convenient, easy-to-use bike sharing program that gives residents and visitors a healthy, fun alternative way to ride around the city.

Our Vision

Bike Sharing is an innovative transportation system ideal for short distance point-to-point trips, allowing users to pick up a bicycle at any self-serve automated bike station and return it to any other bike station located within the system's service area. We operate a system accessible throughout the city, providing bicycles that are practical, easy-to-use, fun, healthy and environmentally friendly.

Our belief is that a city full of healthy, fit and green-thinking citizens is a happier city. We have seen how traffic has diminished, and people are happier when they have the option of riding a bike to get to their destination. We are committed to being a part of this worldwide trend that is making our planet a more livable place by reducing the use of fossil fuels and depending more on greener ways of mobility while providing an amenity for small to large communities.

Our Goals

- Provide a viable transportation alternative to people in San Diego with a program that is convenient and affordable.
- Connect people to all that San Diego has to offer, including small business communities, iconic destinations, transit hubs, and unique neighborhoods.
- Provide an alternative to short trips made by car, resulting in less congestion and emissions.
- Complement and connect to other transportation alternatives in San Diego including local busses, trolleys, Car2Go, Zip Car, Ride Share, Free Ride
- Provide first and last mile solutions for commuters
- Promote vibrant communities by advancing the concept of walkable and bikeable pedestrian friendly neighborhoods.
- Supply additional amenities to hotels, tourists, and commuters.



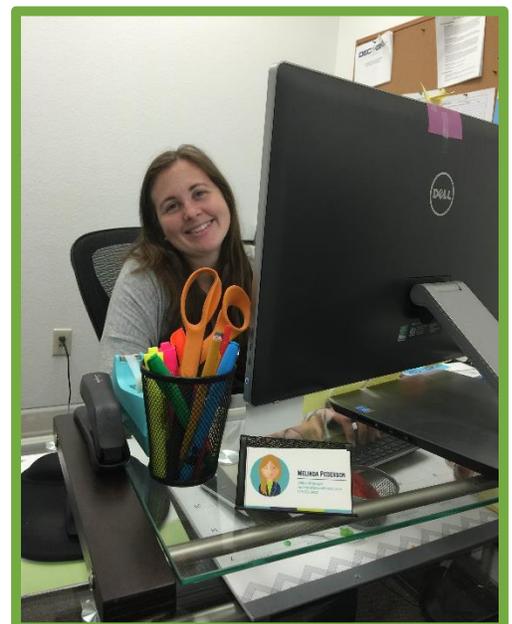
Our Management Team

David Silverman, Director of Operations

Melinda Pederson, Administrative Manager

David Wallace, Operations Manager

Tess Armstrong, Marketing & Communications Coordinator





Letter from the Director

Dear Friends,

DecoBike wants to thank its riders and supporters as we recap our first year of operation in San Diego. The City's Bike Share Program is privately funded so there are no taxpayer funds allocated to fund, manage and operate the program.

DecoBike currently has 94 stations functioning throughout San Diego with the expectation of even more stations to launch in Year 2. We are proud to partner with the City of San Diego and the Port Authority to grow the network and provide residents and visitors access to bicycles operating within the Bike Share network.

Bike Sharing continues to grow in popularity! For example, there are more than 850 bike share systems around the world, including New York, Chicago, Minneapolis, Washington, DC and San Francisco, who have bike share stations strategically throughout a city. And it has been proven that the more people there are cycling on city streets, the more support there is for bike lanes and other cycling infrastructure, resulting in more people wanting to get on bikes and get out of their carbon-emitting cars. This also supports the City's Climate Action Plan to reduce greenhouse gas emissions, and calls for increasing the number of people who bike to work to six percent by 2020 and 18 percent by 2035. We are happy to be a part of that effort.

Bike share is a major part of the sharing economy and convenience is important to riders. Being able to pick up a bike at one station anytime, day or night, and dropping off at another station in the network is appealing to many riders.

We are excited to continue to grow the program so it can provide the maximum benefits to San Diego!

Sincerely,

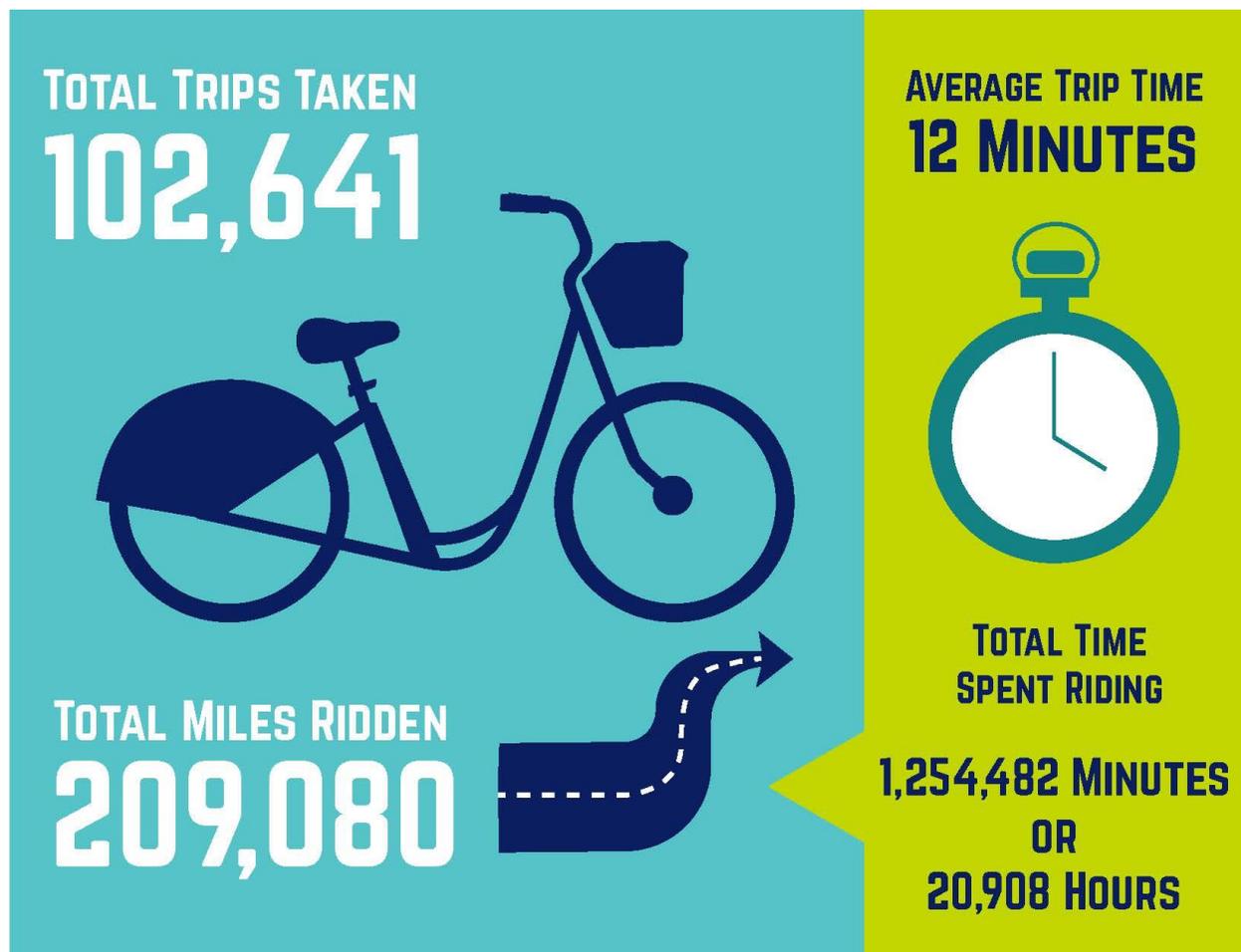
David Silverman, Director of Operations



Climate & Health Impact

DecoBike San Diego supports San Diego's Climate Action Plan by helping to reduce vehicle fuel consumption and increasing opportunities to travel via bicycle. Our program helps to achieve the City's goals of a 6% bicycle commuter mode share by 2020, and an 18% mode share by 2035 in Transit Priority Areas. In a 2015 survey we asked our riders how they would have chosen to travel if bike sharing were not an option. 46% said they would have chosen to use their car, truck, or SUV if they did not have a DecoBike. Additionally, our Zero-pollutant solar powered stations provide safe and secure parking for the bicycles while avoiding harmful emissions to the atmosphere.

The many benefits of bike sharing range from health, air, and quality of life improvements, to saving public dollars by reducing wear and tear on public roadways. Check out the statistics below to see how DecoBike contributes to healthy bodies, healthy budgets, and a healthy environment!





**TOTAL
CARBON
OFFSET**
200,717



GAS COST SAVINGS
\$35,125.44

**GALLONS OF
GAS SAVED**



DECOBIKE RIDES BURNED
7,840,513
CALORIES



THAT'S
25,876
CHEESE BURGERS!



**POUNDS OF BODY
WEIGHT EQUIVALENT
TO CALORIES BURNED**

2,240





2015 Program Statistics

Network as of 12/31/2015

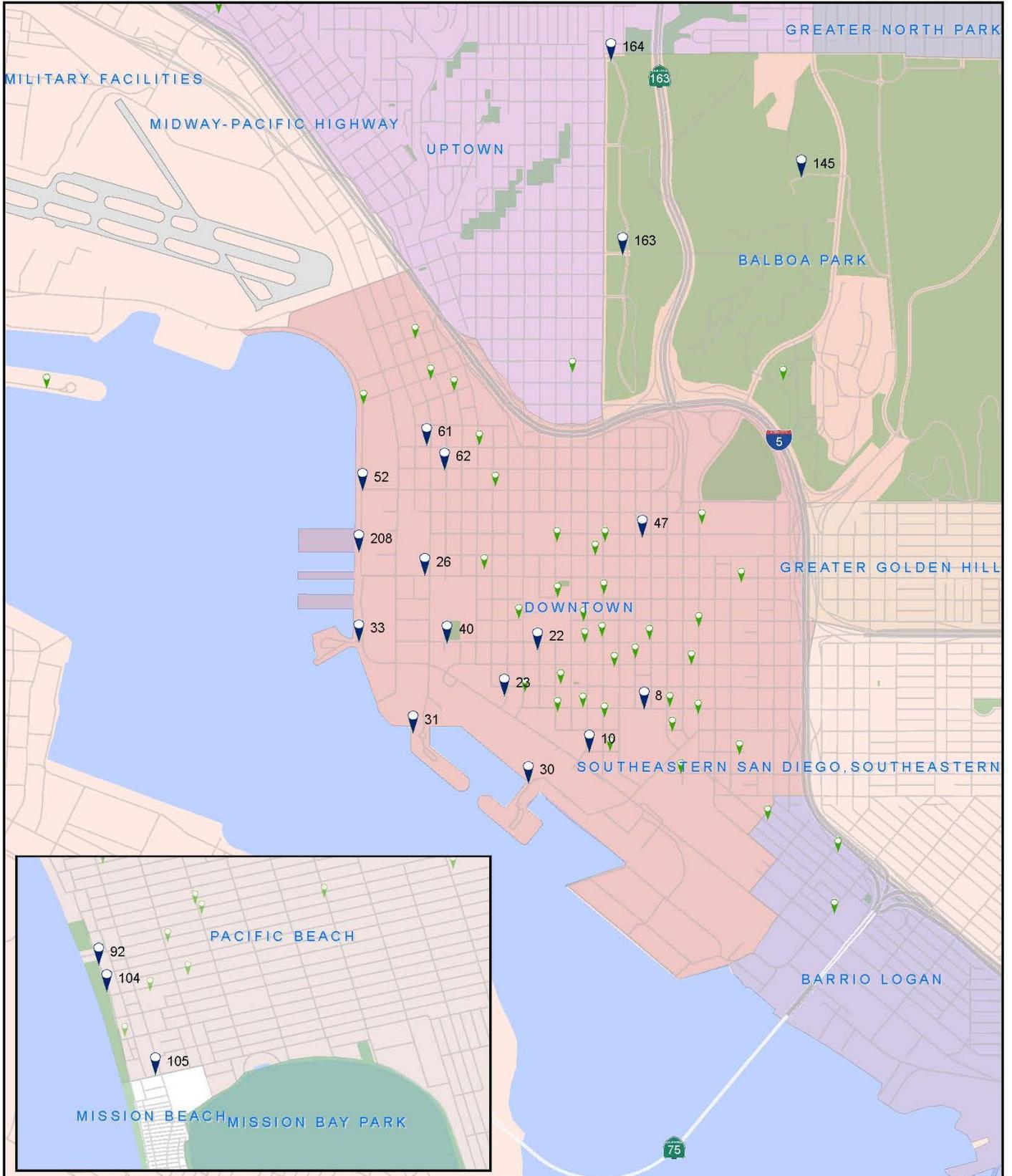
- **Number of Stations:** 95 active as of 12/31/2015
- **Number of Transactions:** 205,279
- **Number of Rides:** 102,641
- **Number of Memberships in 2015:** 697
- **Number of Individual Casual Users in 2015:** 44,303

Top 20 Stations Based on Average Transactions per Day

Station	Area	Activated	Days Active	Transactions	Ave Daily Transactions
31	Port of San Diego	7/8/2015	177	7528	42.53
33	Port of San Diego	7/2/2015	183	5120	27.98
104	Pacific Beach	7/24/2015	161	4442	27.59
163	Balboa Park	1/31/2015	335	8746	26.11
30	Port of San Diego	7/14/2015	171	3896	22.78
208	Port of San Diego	6/26/2015	189	3824	20.23
10	Downtown	1/30/2015	336	6274	18.67
26	Downtown	1/30/2015	336	6064	18.05
92	Pacific Beach	7/24/2015	161	2625	16.30
8	Downtown	1/30/2015	336	5390	16.04
145	Balboa Park	2/3/2015	332	4696	14.14
62	Little Italy	2/10/2015	325	4488	13.81
23	Downtown	1/30/2015	336	4170	12.41
52	Port of San Diego	2/21/2015	314	3890	12.39
47	Downtown	1/31/2015	335	3895	11.63
105	Pacific Beach	7/30/2015	155	1796	11.59
61	Little Italy	1/30/2015	336	3757	11.18
40	Downtown	2/1/2015	334	3730	11.17
164	Balboa Park	2/10/2015	325	3456	10.63
22	Downtown	1/30/2015	336	3366	10.02

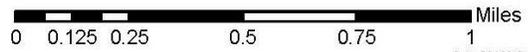


Map of Top 20 Stations



DecoBike Share Station Status

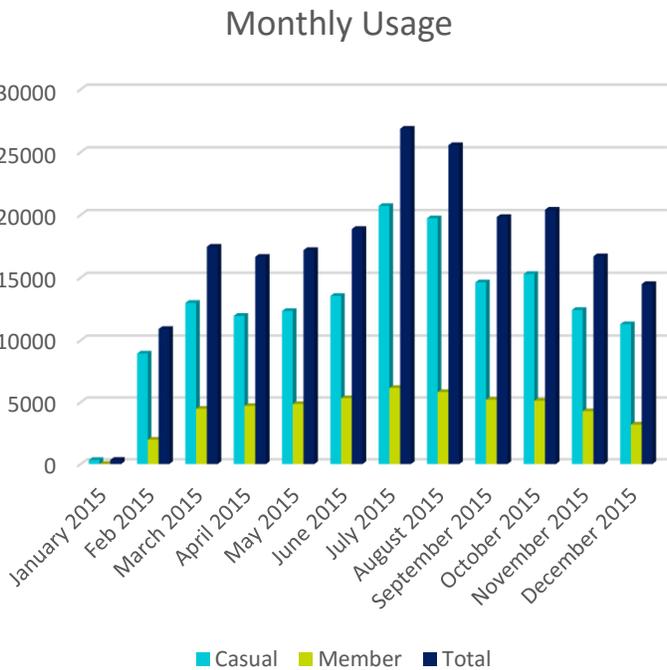
-  Top 20 Stations (2015)
-  Active Stations (2015)





Transaction Totals by Month (check-ins & check-outs; transactions under 30 seconds & service fobs not included)

Month	Casual	Member	Total
Jan	327	10	337
Feb	8937	1970	10907
Mar	12987	4474	17461
Apr	11957	4699	16656
May	12340	4855	17195
Jun	13546	5327	18873
Jul	20713	6150	26863
Aug	19731	5826	25557
Sep	14624	5211	19835
Oct	15285	5127	20412
Nov	12424	4275	16699
Dec	11291	3193	14484
Total	154162	51117	205279
Ave %	77.00%	23.00%	



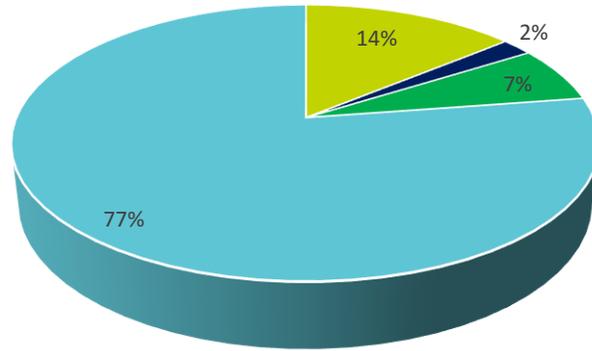
Types of Memberships in 2015

Type of Membership	% of Members
Standard One Year Membership	55.78%
Standard Membership \$20	15.02%
Deluxe One Year Membership	2.98%
Deluxe Membership \$30	4.77%
One Month Membership	2.98%
One Week Membership	13.47%
Free Standard Membership	0.12%
Free Deluxe Membership	0.24%
Free One Month Membership	0.12%
Free One Week Membership	0.12%
Trade/Payment	0.36%



Member Composition by Region

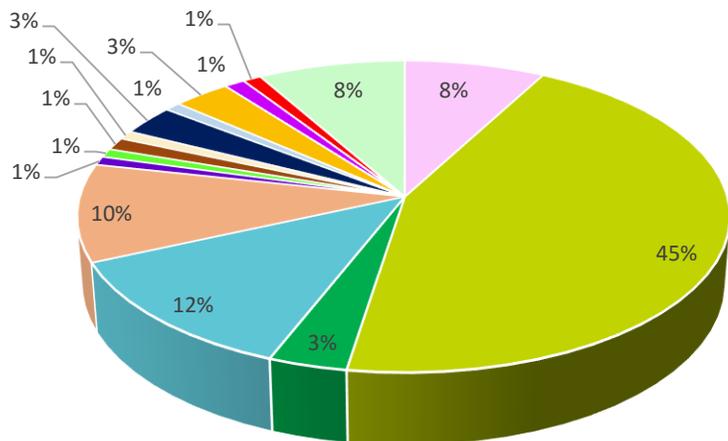
Regional Member Composition	
Location	Percentage
Out of State	14%
California (other)	2%
SD County (other)	7%
SD City	77%



■ Out of State ■ California (other) ■ SD County (other) ■ SD City

Top Zip Codes for DecoBike Memberships	
Location	%
92101 Downtown, Gaslamp, East Village, Little Italy	45%
92102 Golden Hill, Southeast San Diego, Mt. Hope, South Park	3%
92103 Hillcrest, Bankers Hill, Mission Hills	12%
92104 North Park	10%
92109 Pacific Beach & Mission Beach	3%
92116 University Heights, Normal Heights, Kensington	3%

Members in San Diego County



■ SD County (other) ■ 92101 ■ 92102
 ■ 92103 ■ 92104 ■ 92105
 ■ 92106 ■ 92107 ■ 92108
 ■ 92109 ■ 92110 ■ 92116
 ■ 92127 ■ 92130 ■ Other (less than 7)



Behind the Scenes

Operations

Throughout 2015, DecoBike San Diego maintained a bike to dock ratio of 1:2. This means that for every bike on the road there were at least two docks available for parking the bike at a station. To balance the system, DecoBike staff made approximately 11,565 station visits to redistribute the bicycles and ensure bike and parking availability for riders. An estimated 200 bikes need redistributing on a typical weekday, 400 on weekends and holidays.

DecoBike's rebalancing team starts at 7:00am and works until 7:00pm. In addition to moving bicycles, we also have station technicians scheduled from 7:00am to 9:00pm. Techs monitor power levels and other performance issues using a real-time tracking system on portable tablets. They routinely visit the stations to perform preventative maintenance. Our team analyzes ridership patterns to anticipate balancing and station power needs and to avoid disruptions in service. Both rebalancers and techs respond to customer service requests in the field, assisting riders who have trouble getting a bike from the station, and answering their questions.

Bike Safety, ride quality, consistency, and station/bike cleanliness are all essential to operating a successful bike share system. In 2015, DecoBike San Diego's maintenance team replaced over 3500 bike parts and 900 station parts over the course of the year. Commonly replaced parts include rear lights, inner tubes, and break cables for the bicycles, and locks, pod buttons, and card readers for the stations. Batteries are also swapped out of the stations for manual recharging and maintenance every 3 days.

Stations are surface cleaned daily by techs and drivers, with detailed cleaning taking place once a month through a specialized cleaning service. Bikes are run through a routine cleaning and tune-up at least once every 30 days.



Customer Service

Our goal is to keep Riders using our service, and provide a positive overall experience with our system. Local Customer Service Representatives are staffed seven days a week, from 10am to 5pm to answer phones, greet visitors, respond to emails, and monitor social media. When faced with a problem, question, or concern, customers may contact DecoBike San Diego during office hours either by visiting, calling, or emailing us using the information below:

619-297-0433

info@decobikesd.com

4909 Pacific Highway, Suite C, San Diego CA 92110

Customers may also call the Customer Service number found on kiosk, 619-241-4474. This number is staffed through the Miami office from 6am-6pm Pacific Standard Time (9am-9pm Eastern Time). All calls at this number are recorded, allowing the team to quality check and coach staff as needed to improve customer service.

When a customer reaches out with a concern, representatives are trained to collect as much detail as possible to determine the best solution to the problem and take necessary steps to resolve the matter. This may include, but is not limited to:

- Walking the customer through checking out / checking in a bike
- Sending a technician to assist the customer on-site
- Answering questions about station locations, e.g., how to find them, accessing available stations via app, etc.
- Setting up a membership for the customer
- Reviewing and providing information about billing history
- Providing promo codes when appropriate
- Issuing a full or partial refund when appropriate

Representatives collaborate regularly on common concerns, issues, and potential solutions or improvements to the process. The Customer Service and Operations Teams work very closely to coordinate their efforts and ensure a smoothly running system.



Public-Private Partnership

In July 2013, City Council unanimously approved the bikeshare program and entered into a contract with DecoBike San Diego in 2013, with implementation of the bike share program overseen by the City's Transportation Department. This contract entailed the following key points:

- DecoBike relies entirely on private funding and will not use any taxpayer dollars to subsidize the system.
- The City of San Diego allows DecoBike to install advertising panels to fund system operations.
- The City of San Diego assists DecoBike with network system planning through the placement of stations at high-visibility, revenue generating locations, as well as commuter locations and key connectors.
- Bikeshare is a component of the City of San Diego's Climate Action Plan.

DecoBike also has a shared revenue agreement with the city, and a portion of this revenue is to be earmarked for bicycle infrastructure and safety improvements. If the bike share is prosperous, taxpayers also benefit! In order to recoup our costs, offset the cost of running the system and continue to provide a civic amenity to the city at no cost to taxpayers, DecoBike selects highly visible, high pedestrian traffic stations. The revenue generated through these locations helps subsidize other service areas that are useful to commuters but see fewer customers. A substantial, well-connected network along the coast and downtown is necessary and ideal to offer our members, riders and the public at large.

DecoBike San Diego is a small business with local staff, located right here in San Diego! DecoBike San Diego is a Limited Liability Company (LLC) registered in the state of California. All of our San Diego employees were hired here in San Diego County, and many are lifelong residents. In 2015 we employed 40 San Diegans, worked with 9 local contractors, and were patrons of 62 businesses based in San Diego County.



Rider Feedback

In August 2015, DecoBike San Diego conducted the first annual mid-year survey of bike share users. The survey was available online for 30 days and distributed via email to approximately 800 riders and received 358 responses.

First Annual Mid-Year Survey Highlights

Do you support bike sharing in San Diego?		
Answer Options	Response Percent	Response Count
Yes	94.6%	335
No	5.4%	19
answered question		354
skipped question		4

Would you like to see the program expanded throughout the City?		
Answer Options	Response Percent	Response Count
Yes	95.5%	318
No	4.5%	15
answered question		333
skipped question		25

In which neighborhood do you most commonly start your ride from?		
Answer Options	Response Percent	Response Count
Downtown	31.5%	103
Little Italy & Banker's Hill	9.5%	31
Balboa Park	9.2%	30
Hillcrest & Mission Hills area	5.5%	18
North Park, South Park, & Golden Hill area	8.9%	29
Ocean Beach	1.2%	4
Pacific Beach	6.4%	21
Mission Bay	8.0%	26
Along the waterfront (e.g., Harbor Island, Liberty Station, Seaport Village)	19.9%	65
answered question		327
skipped question		31



Choose the top 3 things you like most about having bike sharing as a transportation option.

Answer Options	Response Percent	Response Count
Exercise / fitness	62.5%	202
Saves money	18.6%	60
Fun!	69.7%	225
Reduces carbon footprint / environmentally friendly	31.6%	102
Convenient station locations	35.3%	114
It supports cycling, which is good for my community	19.8%	64
Increased accessibility to transportation	24.1%	78
Less need to drive	36.5%	118
Other (please specify)	6.2%	20
answered question		323
skipped question		35

What is or would be your primary use for bike sharing? (Select all that apply)

Answer Options	Response Percent	Response Count
Going to or from work / school	14.4%	46
Going to or from gym, fitness class	10.7%	34
Connecting to mass transit, carshare, train, airport, trolley	15.0%	48
Run errands	23.8%	76
Shopping	11.3%	36
Recreational / leisure riding	77.4%	247
Meet up with friends	32.9%	105
No trips yet	2.8%	9
Other (please specify)	7.5%	24
answered question		319
skipped question		39



If bike sharing were not available, what other forms of transportation would you have utilized?

Answer Options	Response Percent	Response Count
A car, van, SUV, truck	46.1%	147
Motor scooter or motorcycle	1.9%	6
Public buses, shuttle, train, or trolley	24.1%	77
Taxi, private car, or rideshare (e.g. Uber, Lyft)	33.5%	107
Car sharing membership (e.g. Car2go, ZipCar)	9.1%	29
Personal bike	21.0%	67
Walking	61.1%	195
Other (please specify)	2.2%	7
answered question		319
skipped question		39

Are you a DecoBike member or casual user?

Answer Options	Response Percent	Response Count
Member	16.5%	52
Casual user	64.4%	203
Neither	19.0%	60
answered question		315
skipped question		43

Survey data is used to help improve operations and support our riders by providing the best system possible. To be included in our newsletter email list and receive future surveys, email info@decobikesd.com, subject line: "Please add me to your mailing list." DecoBike San Diego sends newsletters once a week announcing upcoming bike - related events, bike share news, and announcements for our riders.



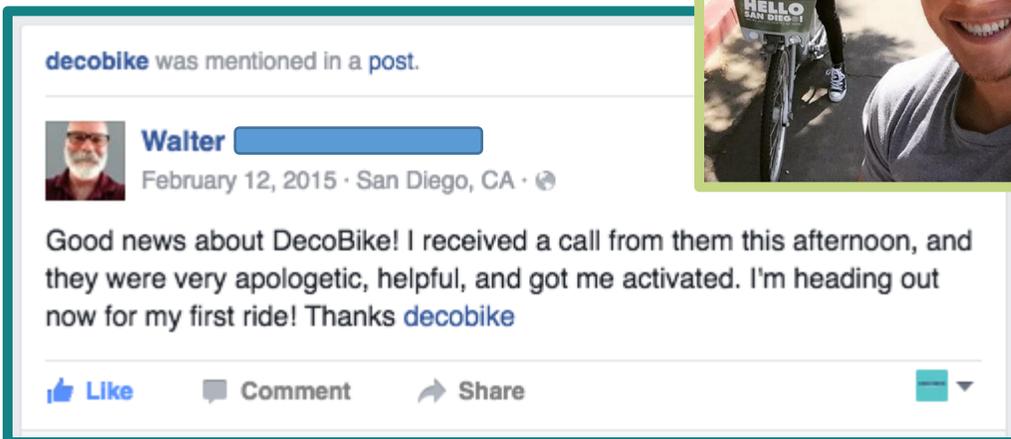
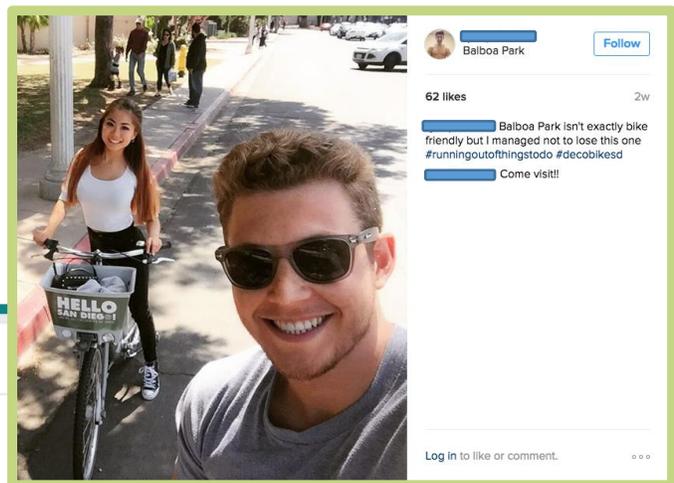
Social Media & Email Feedback

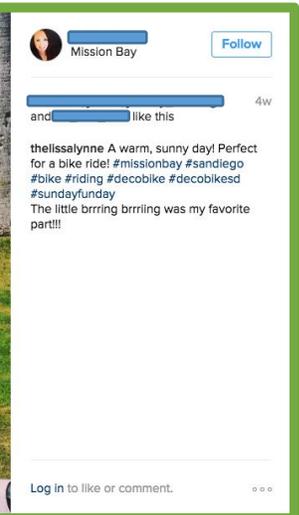
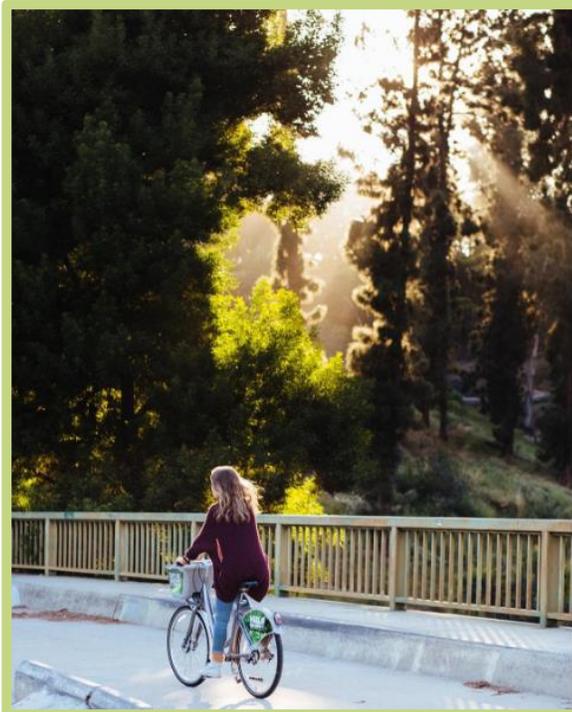
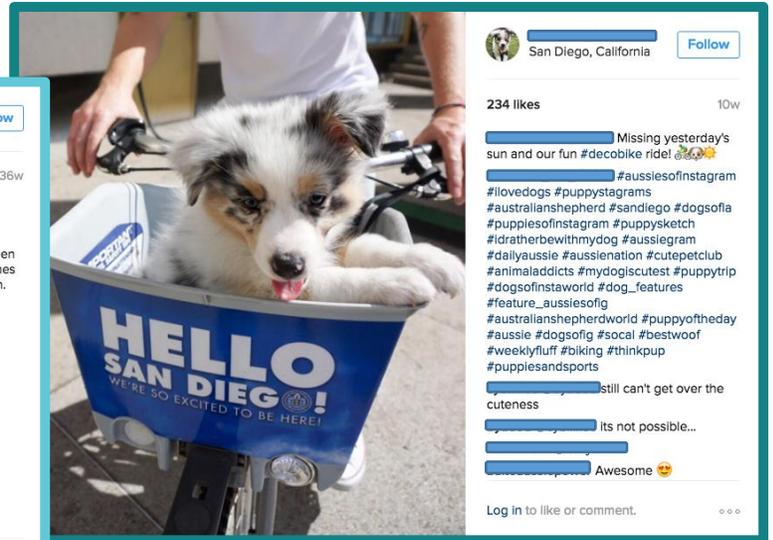
 Facebook: 4,536 Likes

 Twitter: 10.3K followers

 Instagram: 7,318

 E-Newsletter: 727 Subscribers, 31.6% open rate







You Retweeted



Glenn [redacted] · 23 Sep 2015

WOW, I gotta say that @DecoBike in San Diego is freakin amazing and useful... luvit!

Retweet 2 Like 1

Email Feedback

"I had an A+ experience and wanted to thank you for providing such a cool service. :)" Soma 11/13/15

"I had a pleasant ride and the working bike worked well!" Jeannine 09/28/15

"I am presenting to a national conference tomorrow and will be talking about service. You are a great example which I will use. Thanks again." Dario 09/24/15

"Rented for the first time this past week in San Diego and had a great experience." Jessica 09/07/15

"Thanks. Customer service 5 STAR" Waymon 07/12/15

"For a start, thank you very much for your amazing service, we used it yesterday to wonder around the city and it was really super convenient and nice, again, thank you! We loved discovering SD in bikes" Nathan 07/5/15

"Thank you so much. We tried again and they worked great! We will look into the weekly rental. I appreciate your follow up." Joel 05/30/15



D P
San Diego, CA
8 friends
140 reviews

★★★★★ 6/7/2015

Oh my goodness, what a fun way to tour through Little Italy. With all the spots to drop off the bike, it is quick and easy. The bike bells are a hoot as well. Definitely a must!



Scott S.
San Diego, CA
0 friends
3 reviews

★★★★★ 7/31/2015

Loved it!!! The ability to rent from one station and return it to another station located virtually anywhere was awesome. The bikes were surprisingly really high quality and well maintained. Its a green form of transportation which is always good too. This is a great thing for San Diego!!!



Campaigns & Promotions

Distributed 1000 maps and 5000 flyers!

Gave away 300 free promotional rides!

Participated in 22 Events!

Event Name	Date	Participation	Give Aways
Bike Affair	14-Feb-15	Tabling	Bikes for group ride
Bikes & Coffee	1-Mar-15	Ride	Bikes for group ride
Quartyard Grand Opening	7-Mar-15	Tabling	Promo codes w/ prize wheel spins
Pedal to the Park	17-Mar-15	Ride	Bikes for group ride
South Park Walk About	21-Mar-15	Tabling	Promo codes w/ prize wheel spins
Bikes & Beers 2015	28-Mar-15	Tabling	Promo materials
Save our Swirled Tour	16-Apr-15	Promo Codes	Co-Hosted with Ben and Jerry's
Little Italy Art Walk	25-Apr-15	Tabling	Promo materials
Bike Fiesta	2-May-15	Tabling	Helmets, water bottles, promo materials
Bike to Work Day	29-May-15	Tabling	Refreshments, t-shirts, promo materials
Bike Month Bash	30-May-15	Tabling and ride	Bikes for group ride, and promo materials
Uber Anniversary Party	18-Jun-15	Tabling	Promo materials
Golden Hill Centennial Festival	20-Jun-15	Tabling	Self-guided tour maps, bikes, and promo materials
Bike the Boulevard	27-Jun-15	Tabling	Water bottles, helmets, and promo materials
Sip n' Stroll	26-Jul-15	Tabling	Water bottles, helmets, bikes, and promo materials
Tour De Fat	26-Sep-15	Tabling	Bikes for group ride
Member Meet and Greet	10-Nov-15	Co Hosted	Raffle prizes and Mission brewery tour
December Nights Tabling	4-Dec-15	Tabling	Promo codes
Gelato Social	28-Dec-15	Co Hosted	Promo materials



Partners & Supporters





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WE WELCOME YOUR FEEDBACK!



