

BLUESYSTEMS

SMART MOBILITY

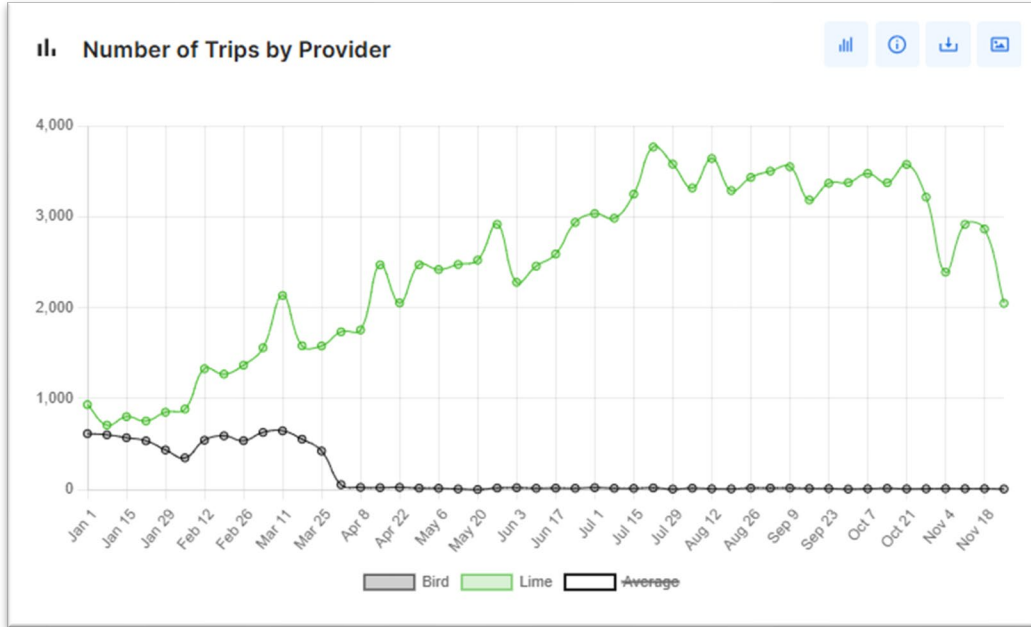


City of West Hollywood
California 1984

West Hollywood December 2024 Mobility Manager Update

Past months overview

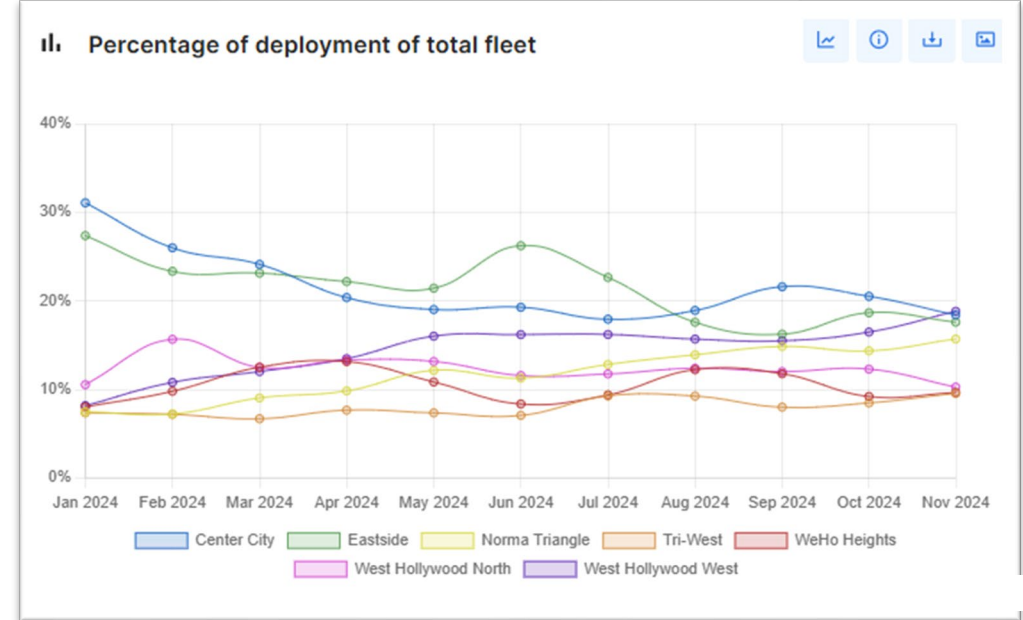
Micromobility trips YTD



YTD Trip Totals - Jan-Nov 2024

Trips YTD

- **126k** trips for Lime and Bird
- **119k** miles travelled
- **0.95** miles average trip distance
- Overall steady increase YTD.

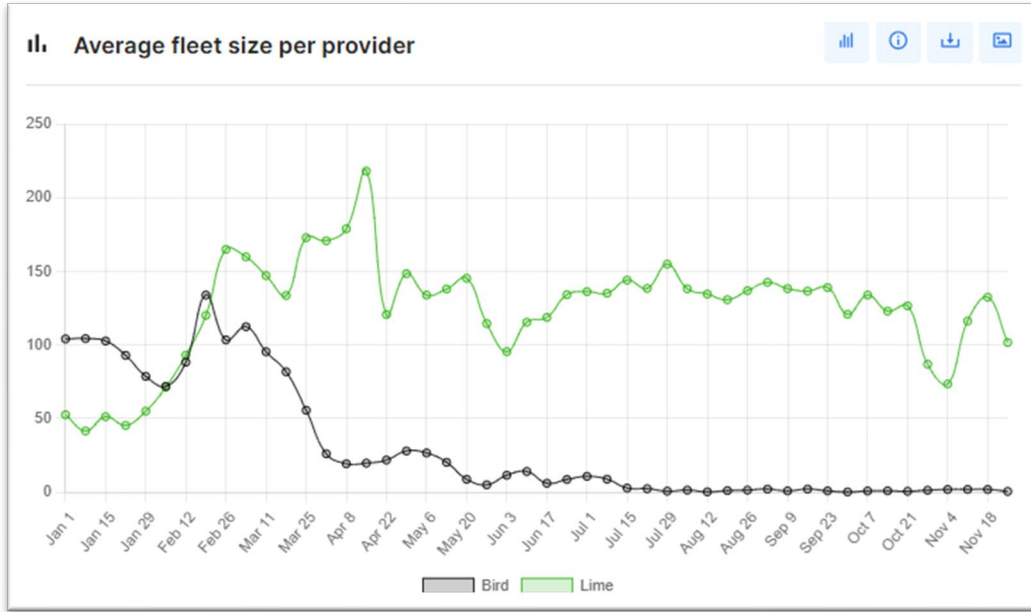


Trip Deployment by Neighborhood - Jan-Nov 2024

Percentage Deployment by Providers

- **Bird** - 55% was split evenly between the Center City and Eastside neighborhoods
- **Lime** - 56% deployment split between the same neighborhoods. West Hollywood West and West Hollywood North saw the next most deployments.

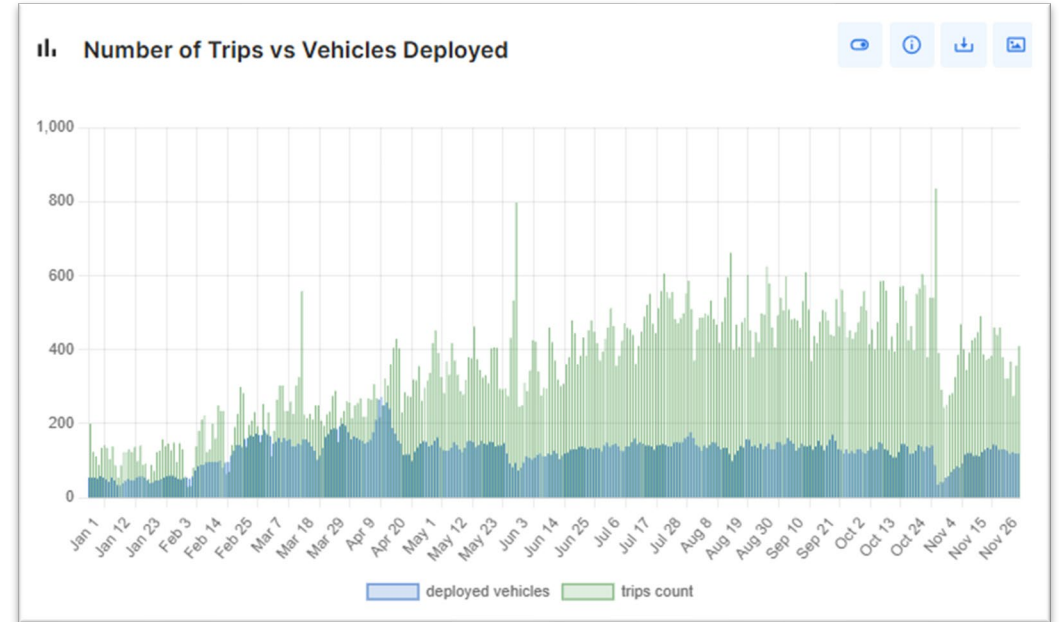
Transition to Lime as sole operator



Average Fleet Size- Jan-Nov 2024

Fleet Size Changes

- At the start of the year Lime had a smaller deployment than Bird, but increased as Bird left the market

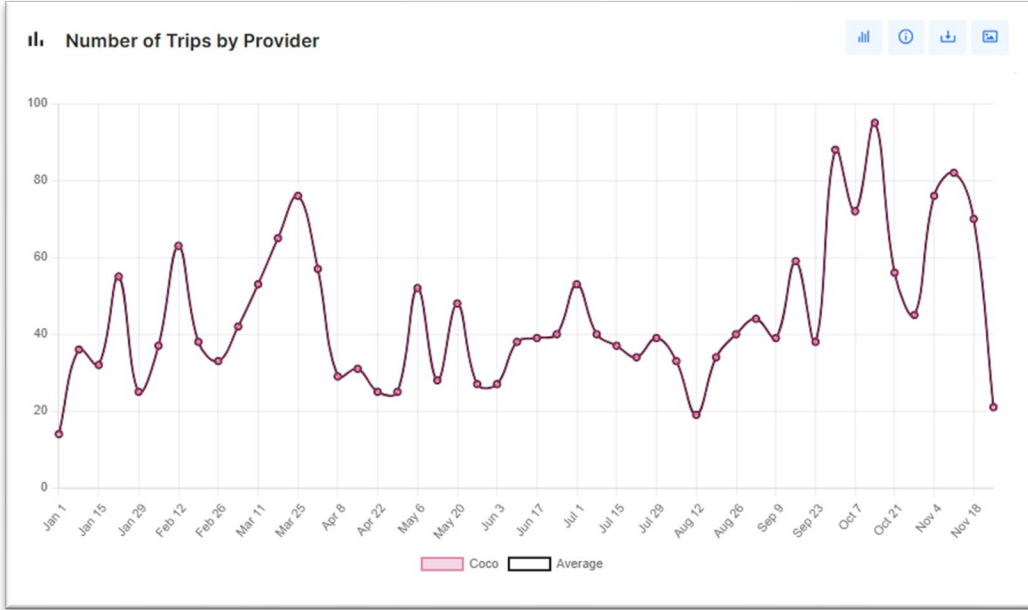


Trips vs Deployed Vehicles- Jan-Nov 2024

Deployment and Utilization

- **Lime increased utilization** from a low of 1.6 trips per deployed vehicle in March to an average of close to 4 trips per vehicle in November

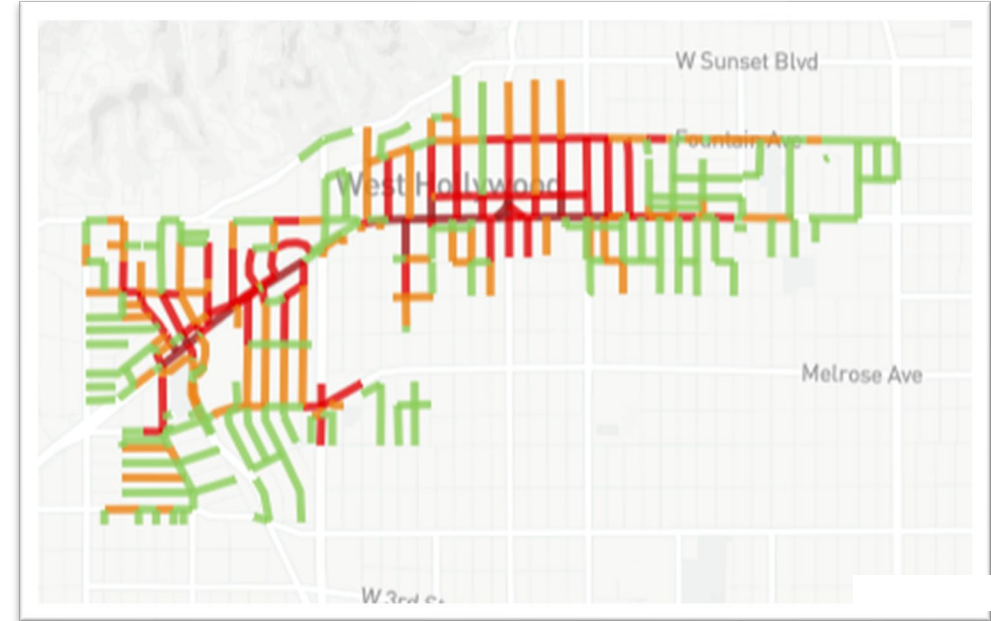
Coco Delivery Bots



YTD Trip Totals - Jan-Nov 2024

Trips YTD

- **2100 trips** YTD
- **1800 miles** travelled
- **0.84 miles** average trip distance



Heatmap Activity Jan-Nov 2024

Heatmap

- **Coco** areas of operation can be seen in this street-segment heatmap, with most trips concentrated in two areas