

# Bike share company opening in S. Lake Tahoe

By Kathryn Reed

Starting Saturday expect to see a couple hundred bright green and yellow bikes throughout South Lake Tahoe.

LimeBike ride share is launching in the city this weekend.

The biggest difference with this company compared to other ride share businesses is that there is no set docking station. On the one hand, that means riders can leave the bike in pretty much any public area – and where private businesses say it's OK. On the other hand, it could be a bit of a scavenger hunt to find a bike.

This business model is more in line with the growing shared economy which comes with as few rules and regulations as possible, as well as a great deal of flexibility.

LimeBike's app shows where the nearest bike is located and gives directions to get to the bike.



A bicycle ride share firm is opening in South Lake Tahoe on July 15. Photo/LTN

“Every bike has a GPS so we would know if it’s in someone’s garage,” Andrew Savage with LimeBike said.

Savage was at the July 11 South Lake Tahoe City Council meeting to explain the program. It is coming to the area with the help of the League to Save Lake Tahoe and Tahoe Regional Planning Agency. This is a trial period that will run through October.

The app that is available on Apple and Android products is how people will find a bike and pay for the rental. People just need to deposit \$5 to get started. The cost is \$1 for every 30 minutes.

LimeBike is based in San Mateo and was launched in April. The start-up raised \$12 million through venture capitalists.

The bikes have a kickstand so they don’t have to be left in a rack. The foam core tires are designed to not deflate. A front basket will allow people to carry items.

Councilman Jason Collin was enthusiastic about the program, sharing how he has used similar programs in Europe. He asked about the ability to reserve a bike or be able to keep it if a person is running into a business just for a quick errand.

The answer is no – at least for now.

Because the company is so new they know tweaks to the system are probably going to need to happen.

Savage also said if more bikes are needed that won't be a problem.

Collecting ZIP code information from users will allow LimeBike to provide the city if it's locals or visitors using the bikes.