



Reimagining Seattle Urban Life Through the Wonder of Mobility

Small is beautiful...

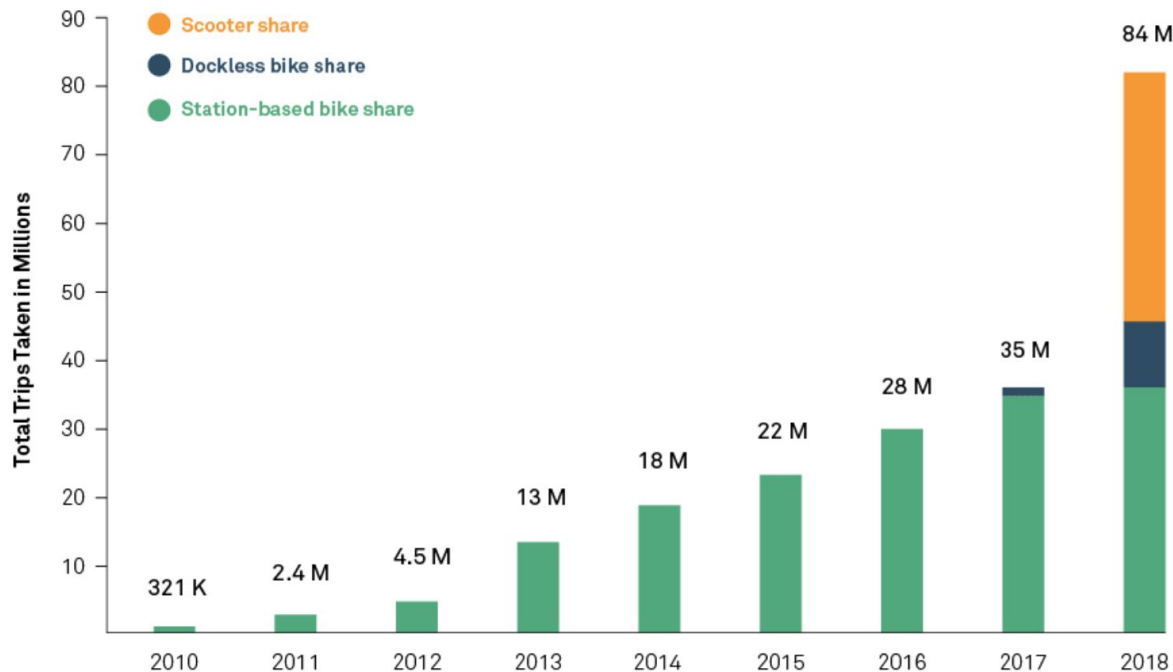
Small is beautiful...

“Today, we suffer from an almost universal idolatry of gigantism. It is therefore necessary to insist on the virtues of smallness—where this applies.”

—Economist E.F. Schumacher, **1973**

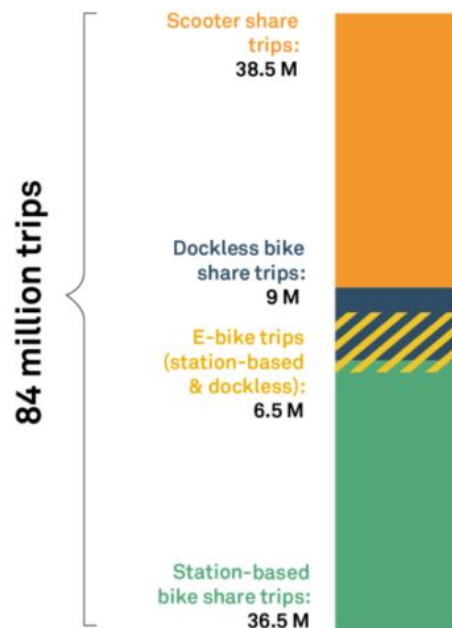
the virtues of smallness—where this applies.

84 Million Trips on Shared Micromobility in 2018



Source: NACTO

Breakdown of 2018 trips



Source: NACTO

During a 120-day Portland scooter pilot...

We recorded **over 100,000** unique users on our scooters. The population of Portland is only **650,000**.



#LIMEGREEN
Committed to our Colors

During a 120-day Portland scooter pilot...

Scooters reduced car trips by 169,208 and cut vehicle miles traveled by 195,000 in just 4 months



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During a 120-day Portland scooter pilot...

We saved **9,677** gallons of fuel
equivalent to **484** barrels of oil



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Committed to our Colors

TABLE OF CONTENTS

01

Where We Are

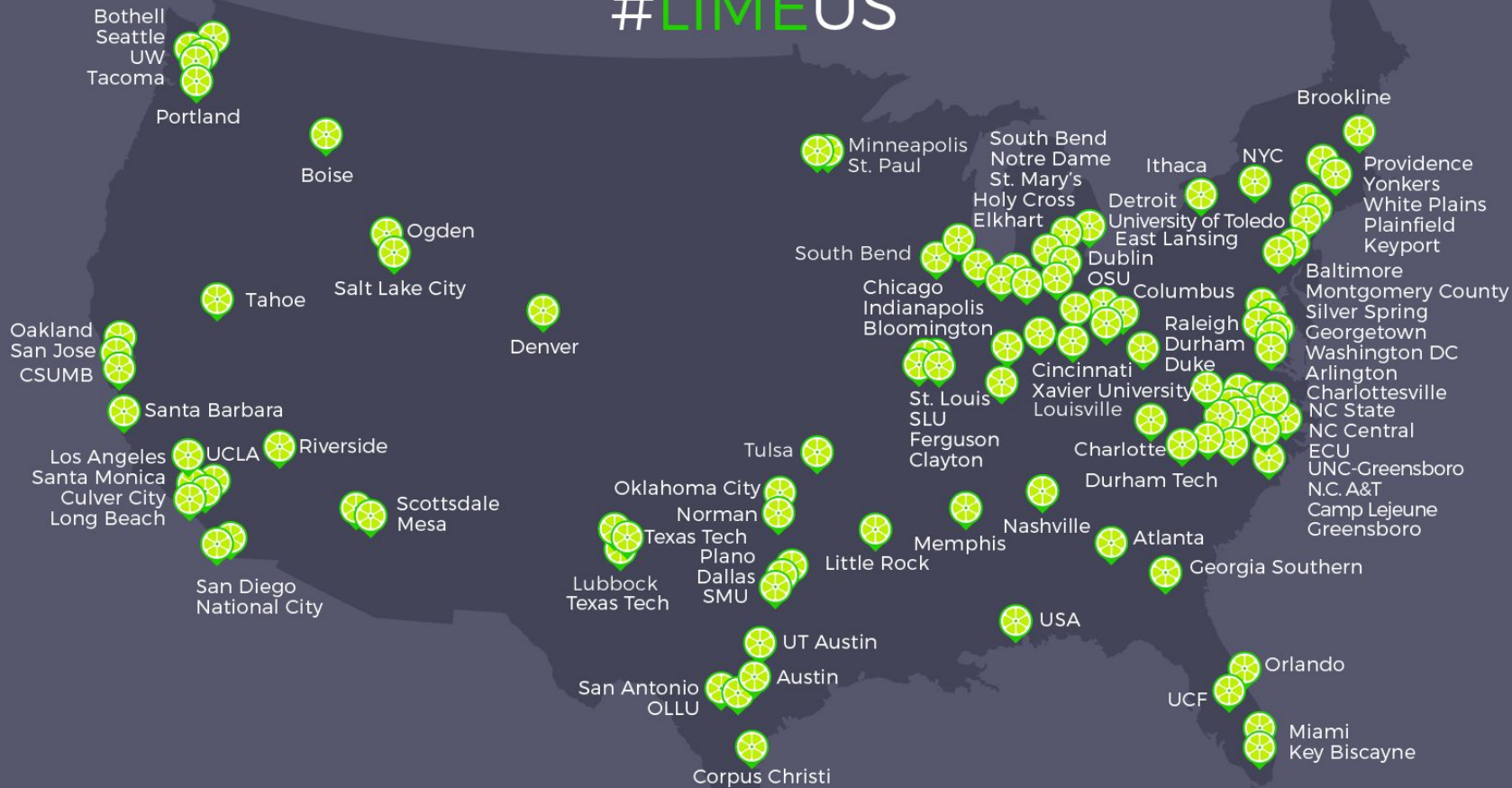
02

Our Solutions: Connecting Communities

03

Winning Through Working Together

#LIMEUS





02

Connecting Communities

Lime is reaching communities that may not have had meaningful access to 2-wheeled transportation options before.

Of the US-based Lime riders in our survey:

Over **50%**

live in households earning **less than \$75,000 a year** (Less than the \$81,000 average household income in the US).

25%

are **37 years old or older**.

36%

identify as **people of color** — in comparison, 27% of Americans identify as a person of color.

33%

identify as female — in comparison, 28% of bike commuters in the US are women.



02

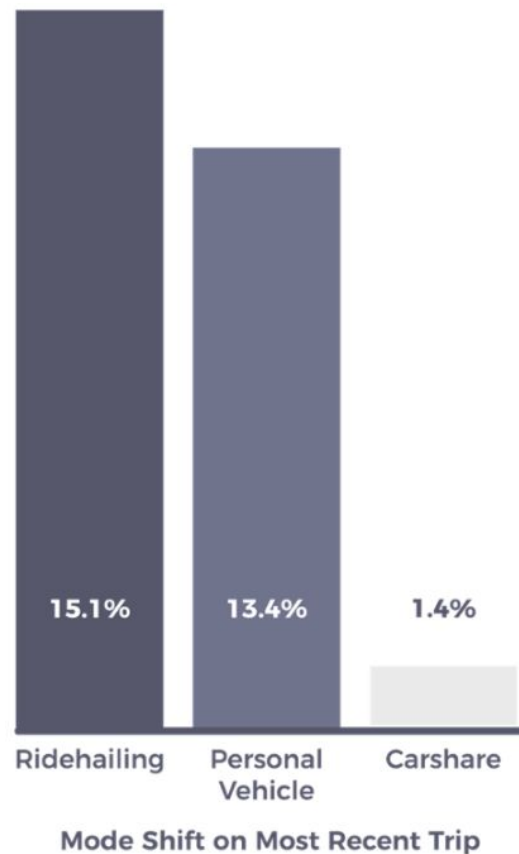
Connecting Communities

20%

of riders in our major urban markets reported **traveling to/from public transit** during their most recent trip.

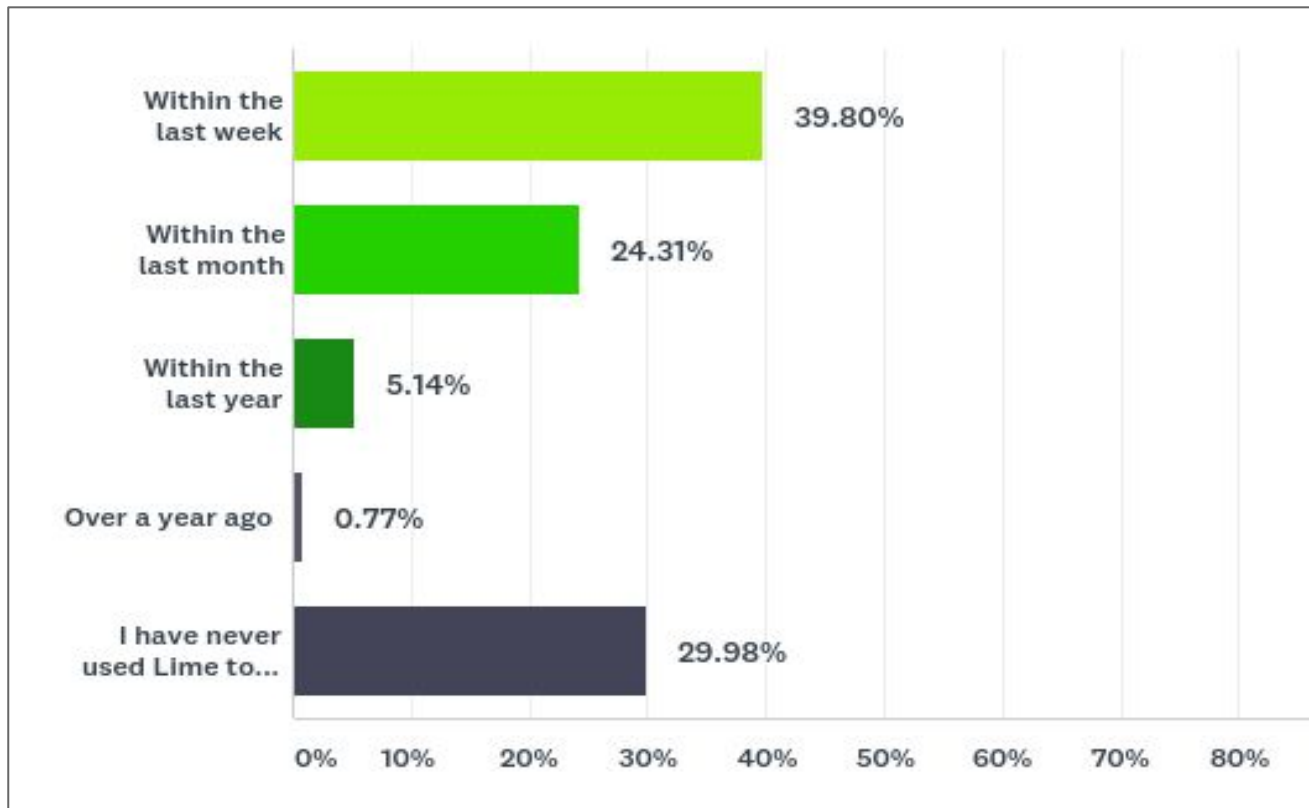
30%

of riders reported **replacing a trip by automobile (personal car, carshare, or taxi/ridehail)** during their most recent trip.





When was the **last time** you used Lime to get **to or from public transit**?

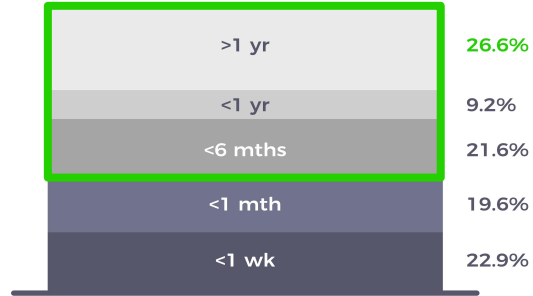




02

Connecting Communities

Users' Most Recent Bike Ride

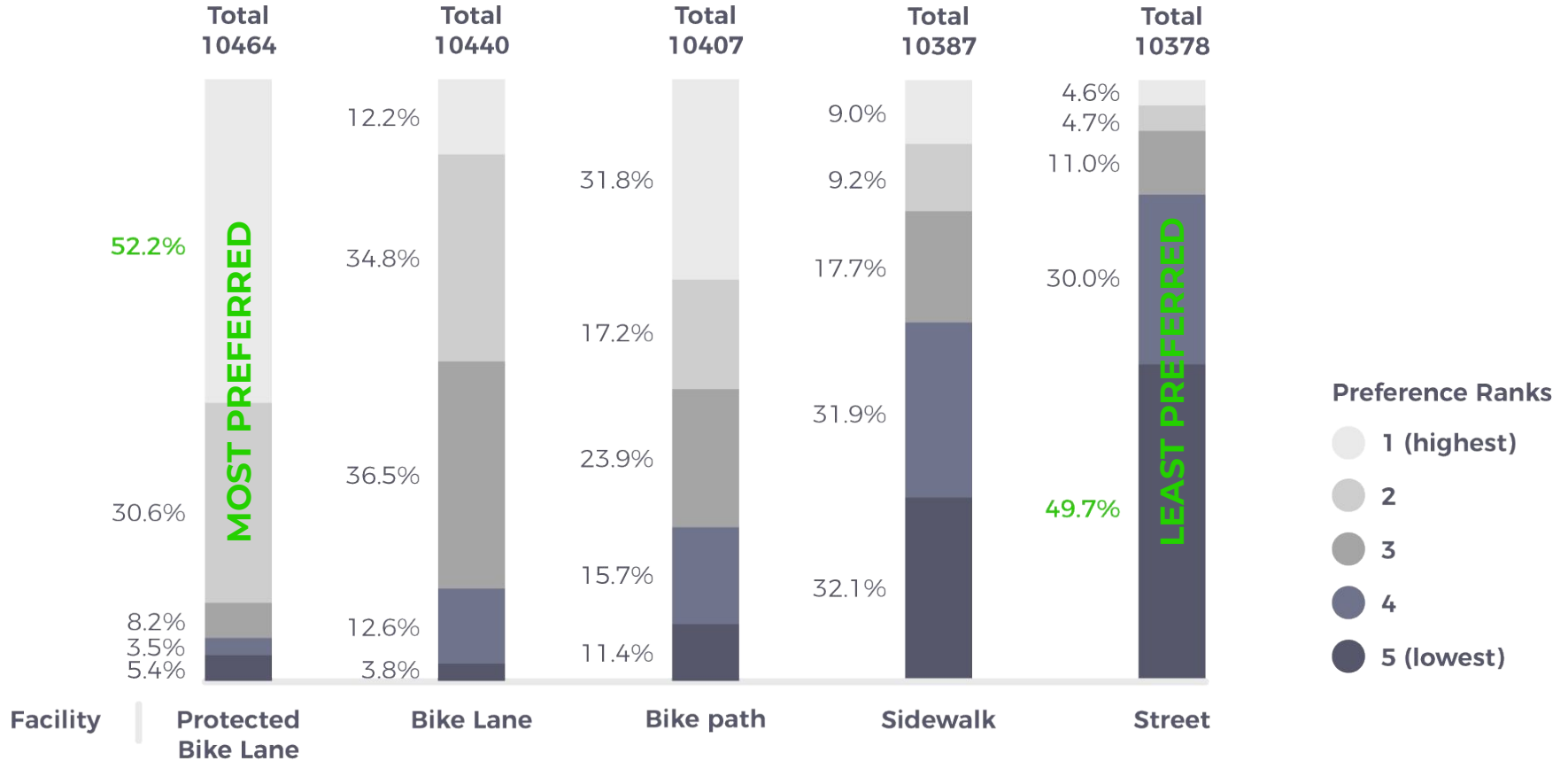


57%

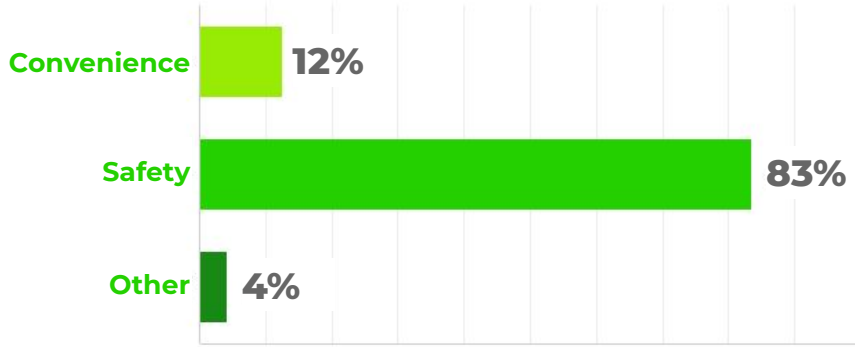
Over 6 Months Since
Last Bike Ride



Riders' Facility Type Preference

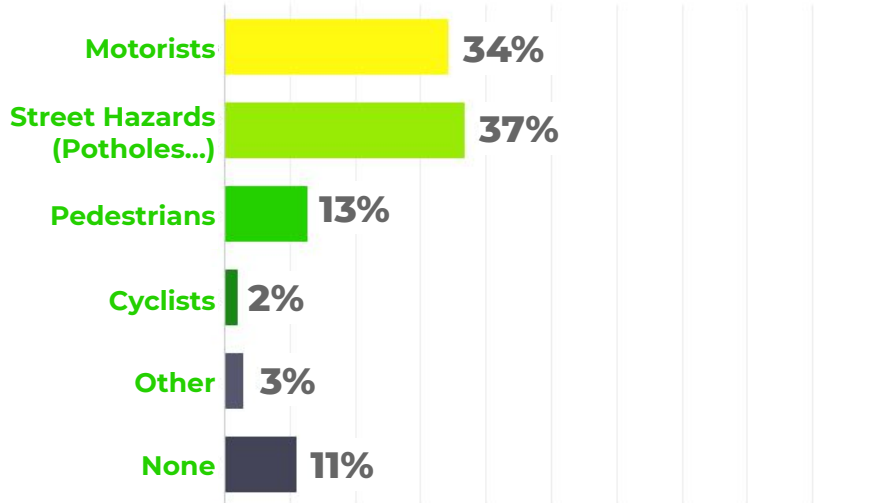


What best describes your **reason for riding on the sidewalk?**



What is your **primary safety concern**

(if any) when operating an electric scooter?



From Feb 2019 survey of Santa Ana, CA
Sample Size of 437

“An ounce of practice is generally worth more than a ton of theory.”

—Economist E.F. Schumacher, **1973**



03

Working Together

Fully Committed to Sustainability

In October of 2018, Lime launched our Lime Green initiative to encompass the full range of our sustainability efforts.

This included establishing the industry's **first 100% carbon-free electric fleet**, the creation of an **internal Head of Sustainability**, and the addition of **former EPA Administrator and “climate czar”, Carol Browner, as Sustainability Advisor**.

Through our partnership with NativeEnergy, Lime is proud to be investing in new renewable energy projects as we lead the way forward in smart, sustainable micro mobility.





03

Working Together

Lime Access

50% off access & mobility for low income, unbanked & non-smartphone community.

34%

OF LIME RIDERS REPORTED
AN ANNUAL INCOME OF

\$50,000 OR LESS

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IN US CITIES, A RIDER USING LIME SCOOTERS, BIKES OR E-ASSIST BIKES
IN CONJUNCTION WITH PUBLIC TRANSIT WOULD PAY, ON AVERAGE,

74% LESS

THAN THE COST OF OWNING AND OPERATING A PERSONAL VEHICLE

\$28.18 vs \$7.27

AVERAGE DAILY COST OF CAR
OWNERSHIP IN US URBAN MARKETS

AVERAGE DAILY COST OF USING A
LIME SCOOTER, BIKE OR E-ASSIST
BIKE (X2 MILES) + PUBLIC TRANSIT
(X2 TRIPS) IN US URBAN MARKETS





03

Working Together

Our Approach to Safety & Education

User Education and Training

Helmet Distribution

In-app messaging

Maximum motorized speed (14.8 mph)

User termination

IN PRACTICE

Spokane Parks Scooter Training

Coalition of Communities of Color





03

Working Together

Our Approach to Parking

Recommended Parking Zones

Prohibited Parking Zones

Nudging Behavior

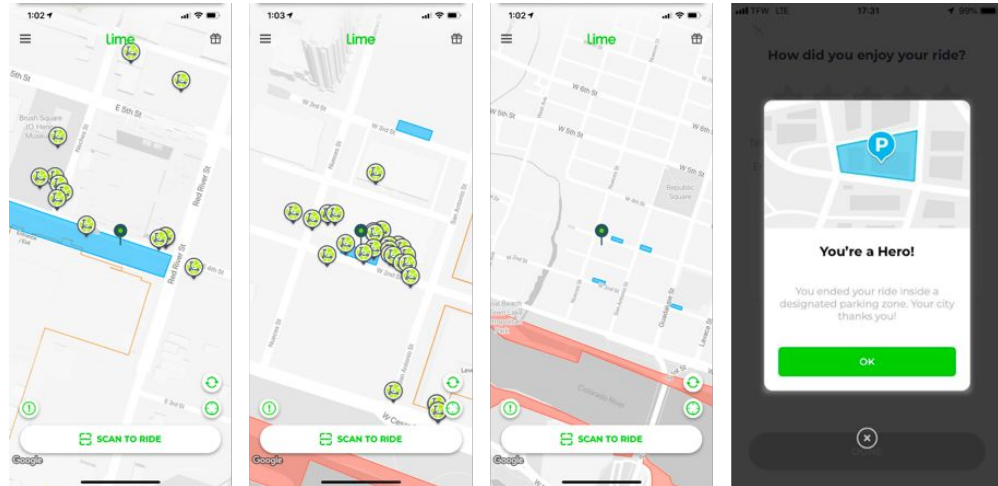
User Communications

Some Cities Experimenting with User Fines

IN PRACTICE

Corrals in Austin. 200 of 1500 Seattle

Portland User Fines





03

Working Together

Next Frontiers with Transit

Low Cost, Clean, Efficient

Scalable First/Last Mile

Micromobility Hubs — Nearly Free

Seamless Connections

Working to Grow Micromobility &
Transit Usage, together

IN PRACTICE

**Ongoing discussions with transit
agencies throughout the NW US**



What is possible here?





Thank you.

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