

Shared Mobility Pilot Program Update

Chelsea Phlegar, Planning Services/MPO and
Nico Probst, Lime

Shared Mobility Pilot Program

- RFP Issued in October 2019
 - Received 9 proposals
 - Interviewed 3 with the highest scores
 - Lime selected as the top ranked vendor in early Feb 2020
- Pilot Program
 - 1 year pilot program, option to extend 1 additional year
 - Limited geographic area – similar to Imagine Waco boundary
 - Will be operated and managed by Lime
 - City staff liaison will be Christine Miller, Traffic Engineer, Public Works





Waco Shared Mobility System

March 3rd, Waco City Council



Lime | What makes Lime different?

Responsive Operator

Worked with Texas cities and Universities to develop solutions that protect sensitive sites (San Antonio) and customize operations (Lubbock, Austin, Texas Tech)

Hold monthly compliance meeting with City

Staffing by a local team responsible for fleet management

Community Outreach

Host community forums and round tables

Rider education events and safe ride training

Global Experience

Experience operating in more than 120 cities in over 30 countries around the world

Major Investment in Waco and Central Texas

Waco Operations Manager and (2) Operations Specialists, plus Central Texas opportunities

15,000 sq ft. Regional Repair Center in Austin

100+ “Juicers” making extra cash charging scooters

A Lime electric scooter is shown from a top-down perspective. The scooter is primarily black with a green frame. A custom green helmet with the Lime logo is attached to the handlebars with a green strap. The text "Customized Hardware for Safety" is overlaid in white on the scooter.

Customized Hardware for Safety

Lime | Putting Safety First

Lime has always been committed to advancing safety and partnering with communities to help make our streets safer.

This includes everything from how to use Lime scooters to traffic rules, road etiquette, and proper parking to working with lawmakers to ensure they fit within transportation ecosystems.

Lime scooters are custom designed in-house for shared use with fleet grade hardware. We control manufacturing, testing, operations, and ongoing maintenance.

Currently, Central Texas fleet is comprised of Lime-S Gen 2.5 and Gen 3 scooters.



Lime -S Gen 2.5



Lime -S Gen 3

Gen 3 | Improvements



Safer

- Bigger Wheels
- Two-Sided Front Wheel Suspension
- Multi-Modal Braking
- Built In Sensor Detection

More Durable

- More durable material and composition
- Waterproofing

More Enjoyable/Better Rider Experience

- GPS Accuracy
- LED status light
- Colored display screen with advanced technology capabilities



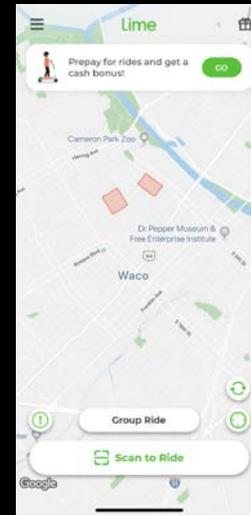


Rider and Community Education



Rider Education | In App Messages

- Before Lime riders take their first ride they must view a series of educational modules.
- We also use push notifications and banners to display important dynamic information.



Rider Education | Social Media

Lime has strong social media presence where we consistently share safety messages and new research on scooter use. We also communicate important messages and conduct surveys through email.



Lime @limebike

We promise you look great in that helmet!

[#UnlockLife](#)



Safety Tips
Protect that beautiful brain.



Lime @limebike

It's great you like each other enough to be so close, but tandem riding is a big no no. It's really unsafe.

So ride together, but get your own scooter!

[#UnlockLife](#)



Safety Tip:
To each their own



Lime
Yesterday at 12:31 PM

One of the largest global surveys of shared scooter and bike riders ever conducted is yielding some revealing insights into the rapidly growing world of micromobility...
[#UnlockLife](#)



V1.LI.ME
Research Finds Most E-Scooter Riders Are Local Commuters, Not Tourists



Rider Education | Community Events

Lime regularly hosts and attends events to discuss relevant topics, conduct rider education and distribute helmets.

We've hosted public programming on Vision Zero and sponsored numerous events across Central Texas.





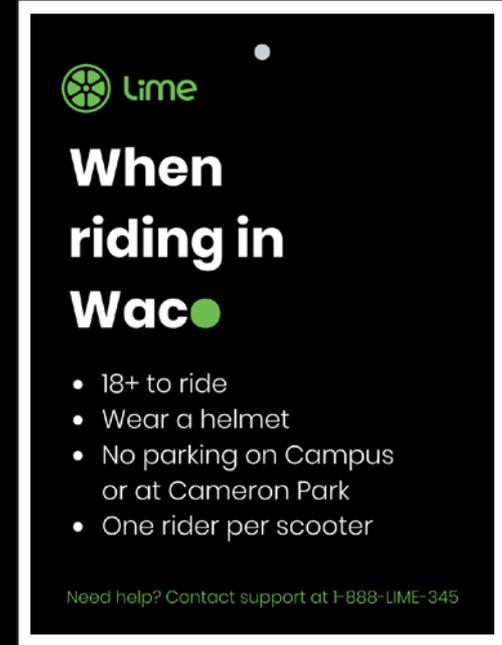
Rider Education | On Vehicle

Each scooter contains the following key information:

- Avoid riding on sidewalks
- Wear a helmet
- Must be 18+ to ride
- Park Responsibly

Additional hang tags advising riders to:

- Limit scooter to one rider
- No parking on Campus and the Riverwalk



Waco Operations



Lime | Operational Excellence

14

Lime | Local Operations



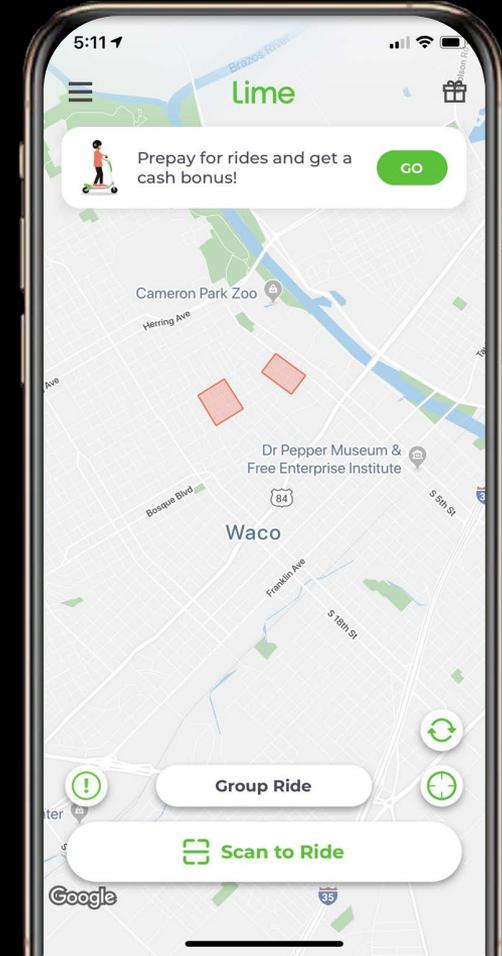
- **On the ground operation**

Lime's Waco based operations staff works to ensure:

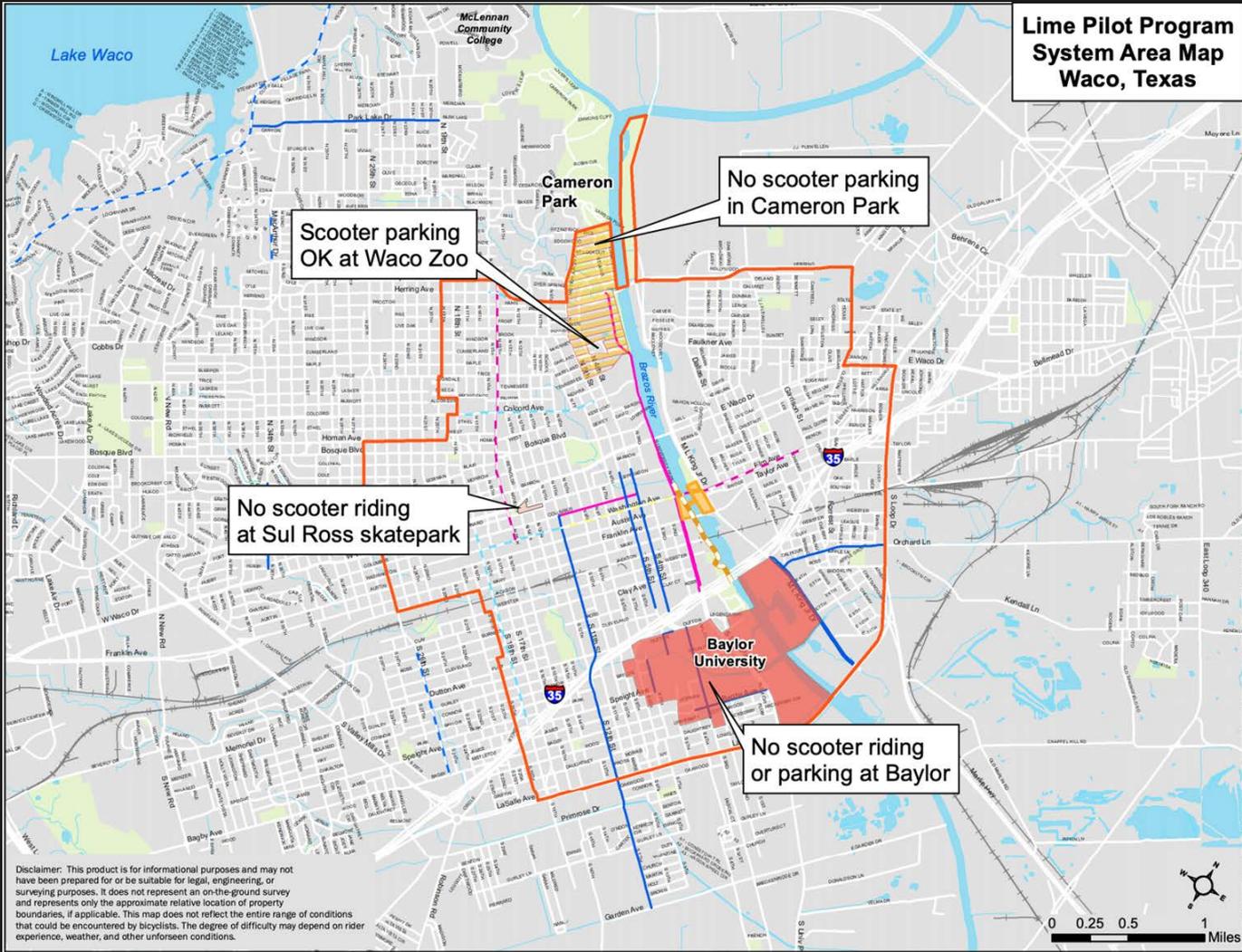
- Vehicles are rebalanced and properly parked at 6am
- Address any complaints and retrieve vehicles that require maintenance led by Waco Operations Manager
- Ensuring vehicles are charged and operating hours end at 10pm

- **Deployment Strategy**

- Lime's software helps determine the optimal number and placement of scooters for maximum utilization
- Lime works with the City and private property owners to address sensitive areas and develop strategies for special events
- Lime seeks to partner with Waco Transit, Baylor, and other institutions to increase equity and access to micro-mobility



Lime Pilot Program System Area Map Waco, Texas



Scooter parking OK at Waco Zoo

No scooter parking in Cameron Park

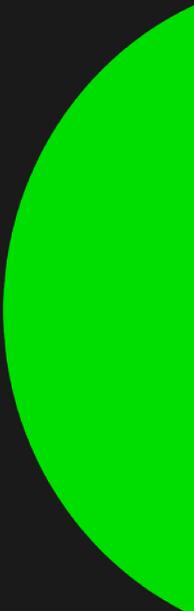
No scooter riding at Sul Ross skatepark

No scooter riding or parking at Baylor

Disclaimer: This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries, if applicable. This map does not reflect the entire range of conditions that could be encountered by bicyclists. The degree of difficulty may depend on rider experience, weather, and other unforeseen conditions.

0 0.25 0.5 1 Miles

I:\Shared\Mobility Pilot Program\Map\Lime Program\1\Contract\map\system Area Map 02.26.20.mxd 2/26/2020 Chicago



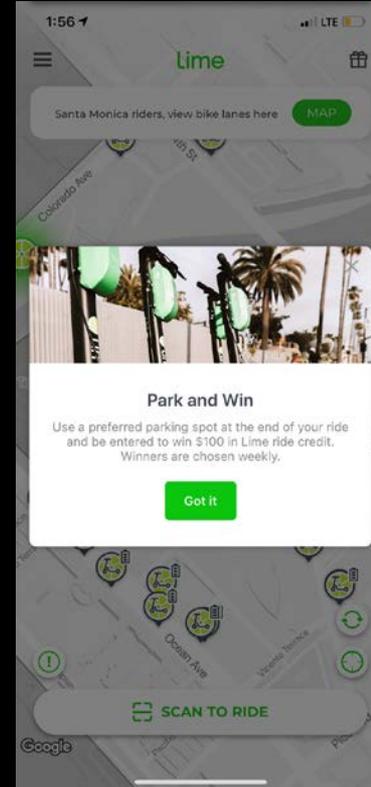
In App Guidance



On the Ground Guidance



Parking Incentives



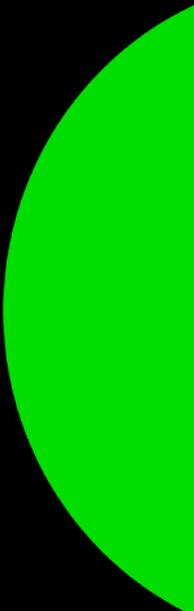
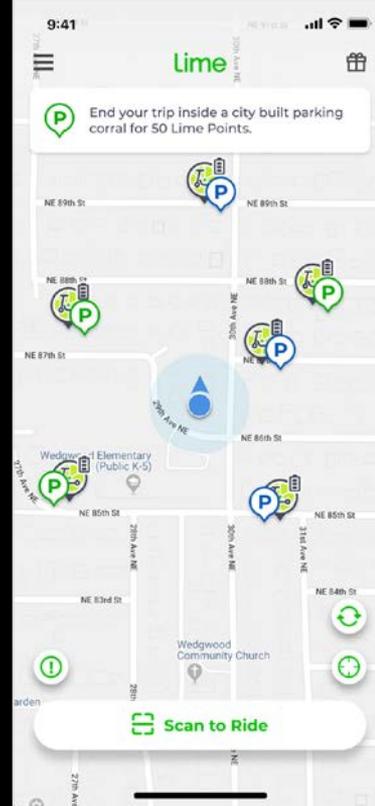
Bounding Box



Parking Confirmation



Parking "Loyalty"





Lime | Community - Focused

Lime Access

Lime Access is a discounted rate program for low-income residents in Waco. It is accessible for the unbanked or residents without a smartphone through our partnership with PayNearMe.

Lime Access is \$0.50 to unlock and \$0.07 per minute.

Lime | Community Affairs

Lime is committed to expanding our community outreach and education efforts in Waco through rider communication marketing and proactive partnerships.

Lime Hero

In each city we operate, we select a local nonprofit partner, such as Caritas, that enables users to round up their ride to the nearest dollar and donate the difference to our local nonprofit partner.

Community Events

Lime has regularly organized and participated in community events across Central Texas. These events include community office hours to take Q&A from residents, First Ride Academies (our rider education program), tabling at public events, and holding round table discussions with stakeholder groups (e.g., Greater Waco Chamber of Commerce, active transportation organizations, law enforcement, etc.).



Lime | Schedule

- **March 17 City Council meeting** , resolution authorizing entering into an MOU with Lime
- **April 2020** – program launch
 - Waco program will be supported by Austin operations (as needed) to make sure we stay on schedule to launch in April and work to build out local team
 - First Ride Events leading up to launch and day of launch
 - Earned media efforts to build awareness of Lime coming to Waco and promotion of safety awareness
- **May 2020** - monthly compliance meeting with City leaders and any interested stakeholders to address feedback on program`





Lime | Waco Team

To Be Hired

Waco Operations Manager

Sean Arroyo

Regional General Manager

Eric Kocaja

General Manager

Nico Probst

Director of Government Relations

Claire Russell

Operations Manager

Collin Morgan

Head of Regional Operations