

WHEN SCOOTERS MEET CITIES

**Why Should Cities Choose Scooters &
How Should they Regulate Them?**

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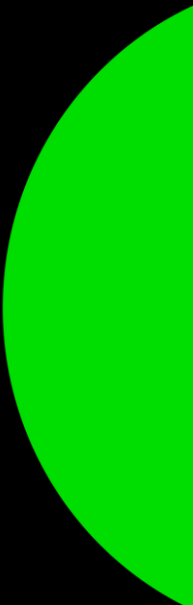


What Scooters Can Do for Cities



What Happens When Scooters Meet Cities?

How Should Cities Regulate Scooters?





What Scooters Can Do for Cities

What we've learned from working with 100+ cities...

What Scooters Can Do for Cities





**Climate
Goals**

**Anti-
Congestion**

**First Mile/
Last Mile**

**Serve
Transit
Deserts**

25+ million car trips prevented
9,000+ tons of carbon saved
and we're just getting started

**C40 Climate summit: Cities step up on
environmental policy**



Climate Goals

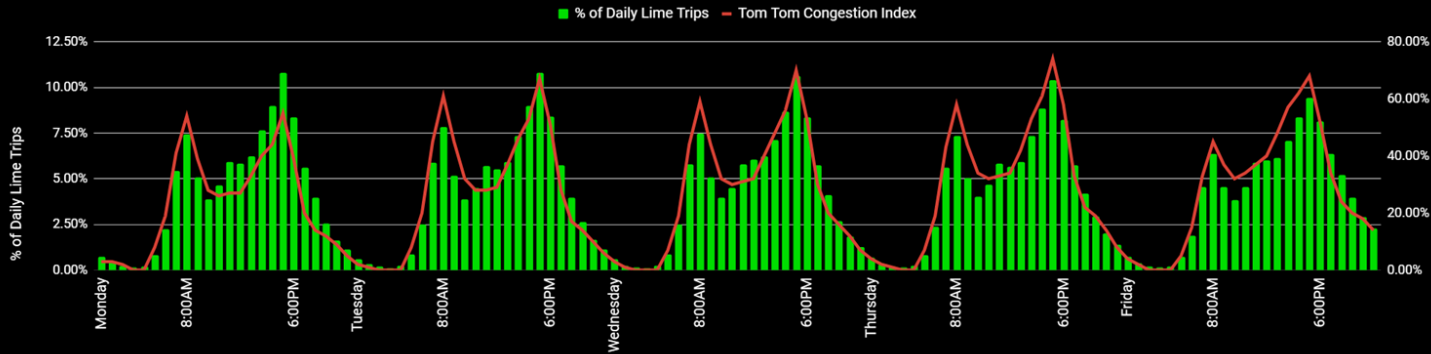
Anti-Congestion

First Mile/
Last Mile

Serve Transit Deserts

Micromobility could replace 48% of car trips in 10 US cities

Oakland Congestion vs Lime Trips



Lime data shows that in Oakland approximately 55% of Lime trips happen during peak commute hours between 6-10AM and 3-7PM.



Climate Goals

Anti-Congestion

First Mile/ Last Mile

Serve Transit Deserts

Nearly half of all scooter riders have connected to transit in last month

Trips to or from public transit

Within the last month
Within the last week

24.6%

23.4%

48%

4.9%

1.1%

0.5%

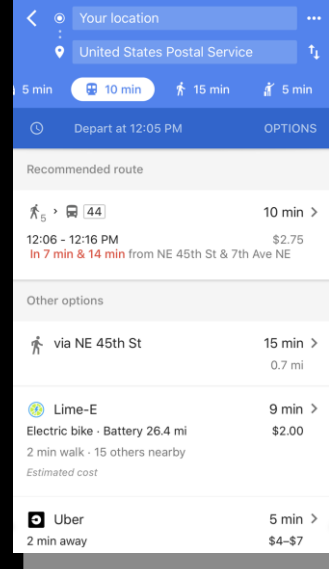
45.5%

Within 6 months

Within a year

Over a year ago

Never





Climate Goals

Anti-Congestion

**First Mile/
Last Mile**

Serve Transit Deserts

Living on the Edge

Despite New York City's extensive transit system, many neighborhoods are considered transit deserts, where residents have at least a 15-minute walk to the nearest subway or rail station.

- Subway/train station
- Areas 15 minutes or more from a station

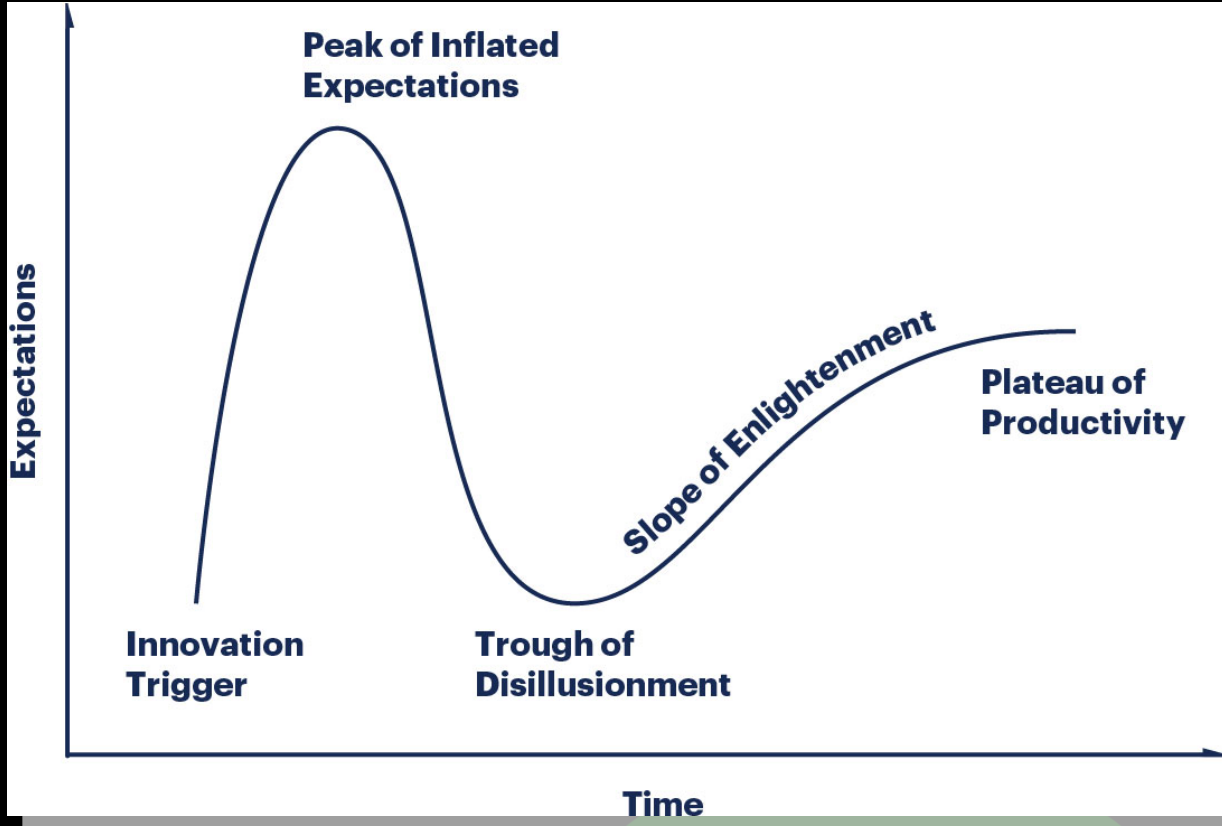


Source: Localize.city • By The New York Times

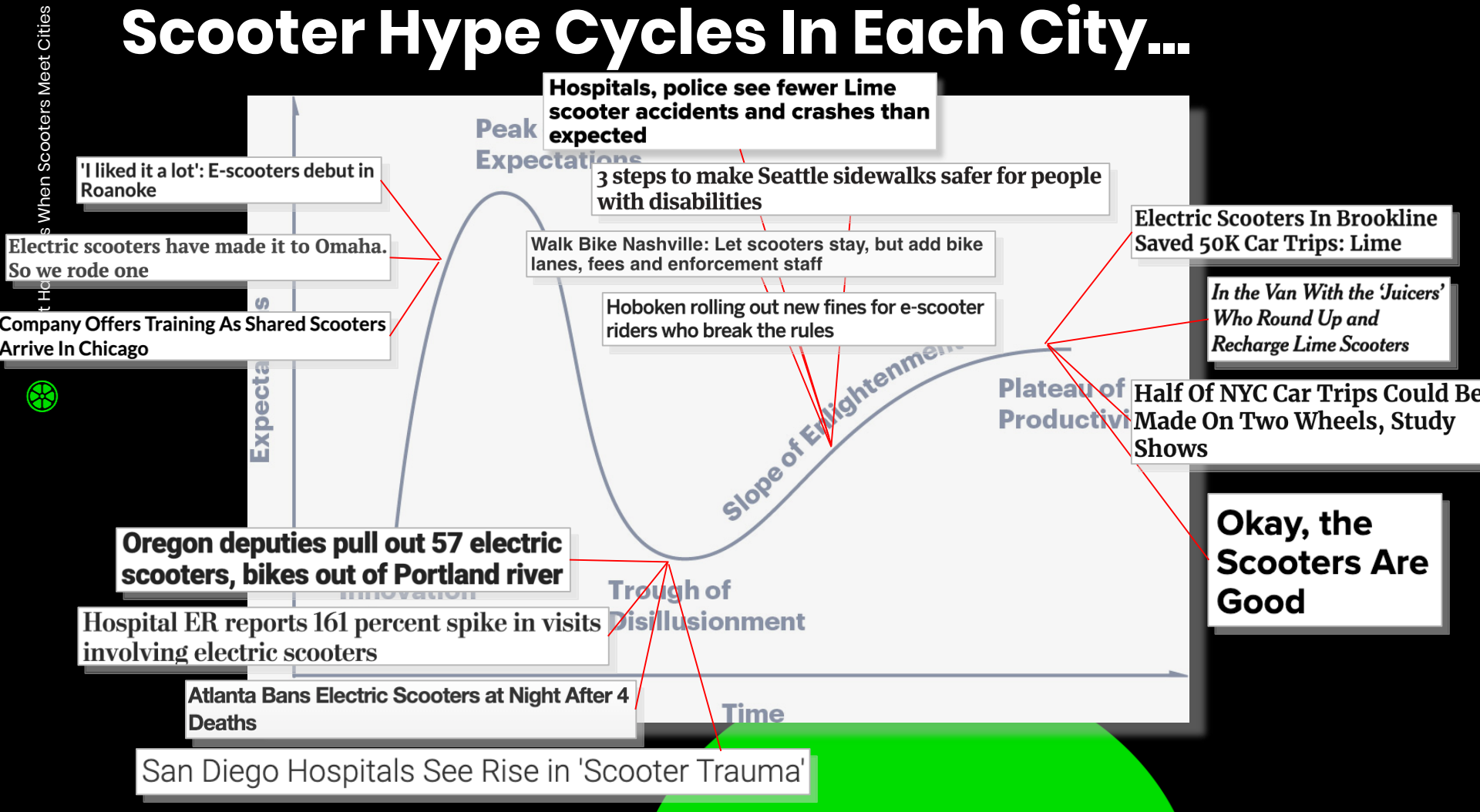
What Happens When Scooters Meet Cities?



Gartner Hype Cycle

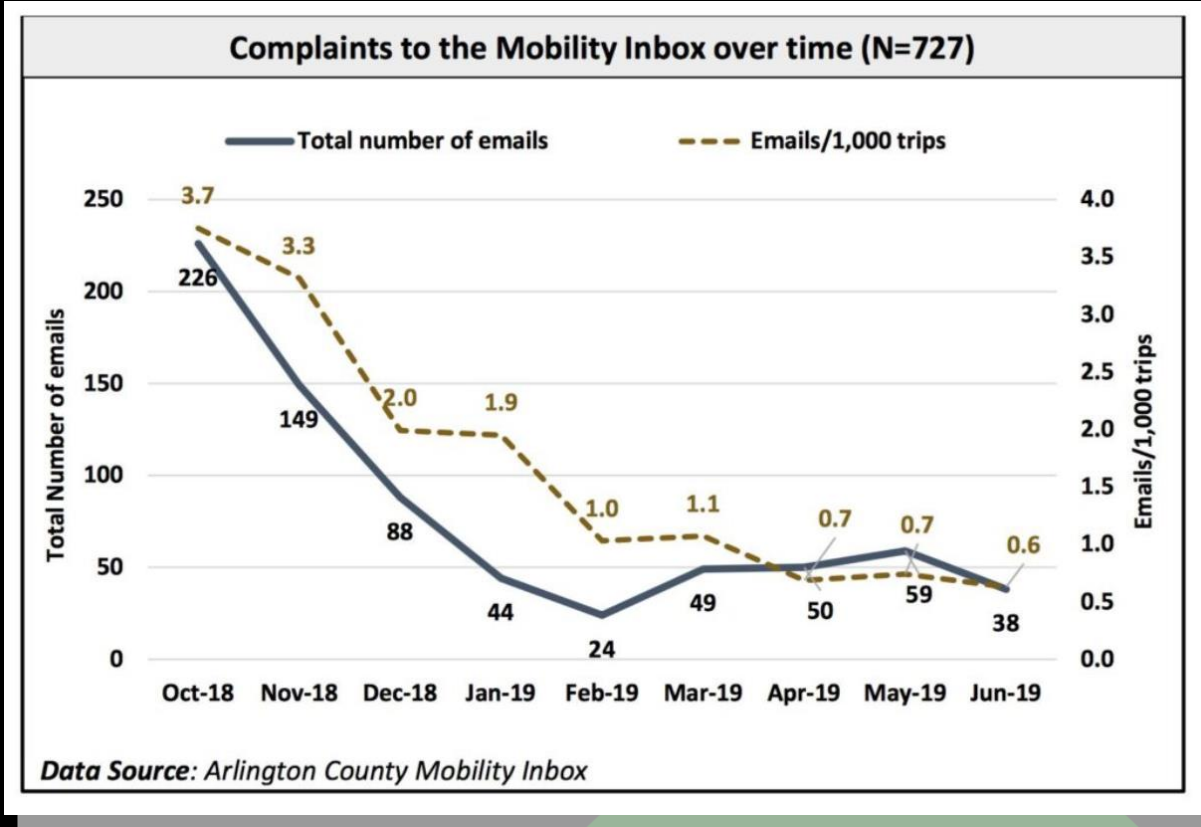


Scooter Hype Cycles In Each City...





Scooter Complaints Drop with Time





Promising Ideas

Rio de Janeiro Comfort Mode

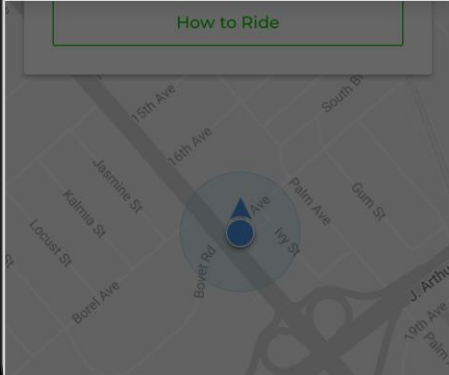
Choose your speed

Full speed
Up to 20 mph

Medium speed
Up to 8 mph

Selection may not apply if you're in a speed restricted zone.

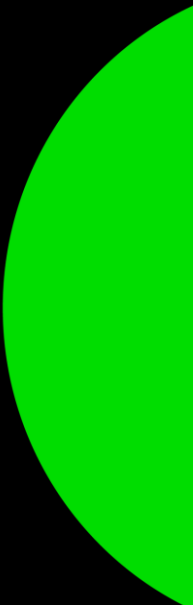
How to Ride



Chicago Disable at No- Ops Zones



San Diego Beach Path Speed Limits





Counterproductive Ideas

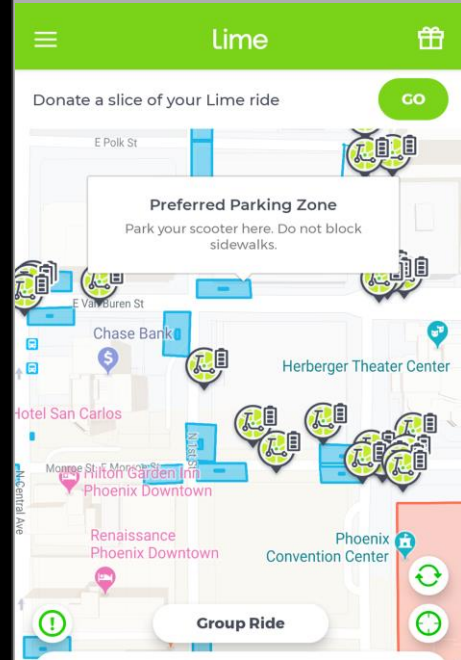
San Francisco
Lock-To



Atlanta
Curfews



Phoenix / Tel Aviv
Geofence Parking Corral

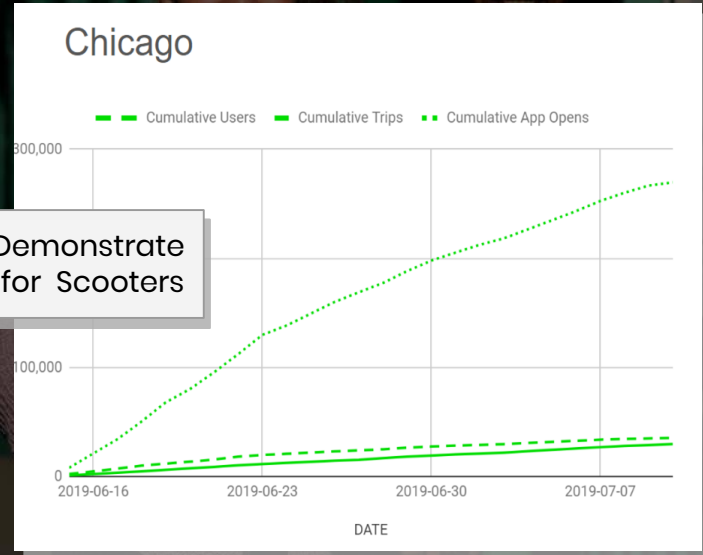


A photograph of three people standing near a bike rack. One person is holding a smartphone, and the others are looking at it. The background shows a metal structure, possibly a bike rack or a building. The image is overlaid with a dark, semi-transparent filter.

How Cities Should Regulate Scooters: 8 Ideas

1 Proper starting fleet + “Dynamic” Caps

“App Opens” Demonstrate
Unmet Demand for Scooters



- 1 scooter per 100 residents
- Norfolk, Salt Lake City, Miami

2 Avoid unlimited “Wild West”



- **Permit or Request for Proposals: 2-4 Operators**
- **San Antonio, Nashville**

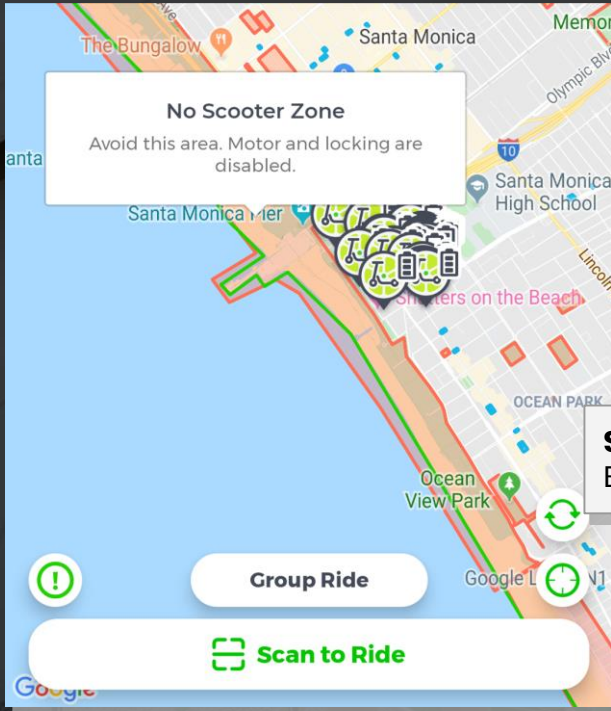
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Bonuses for meeting city goals

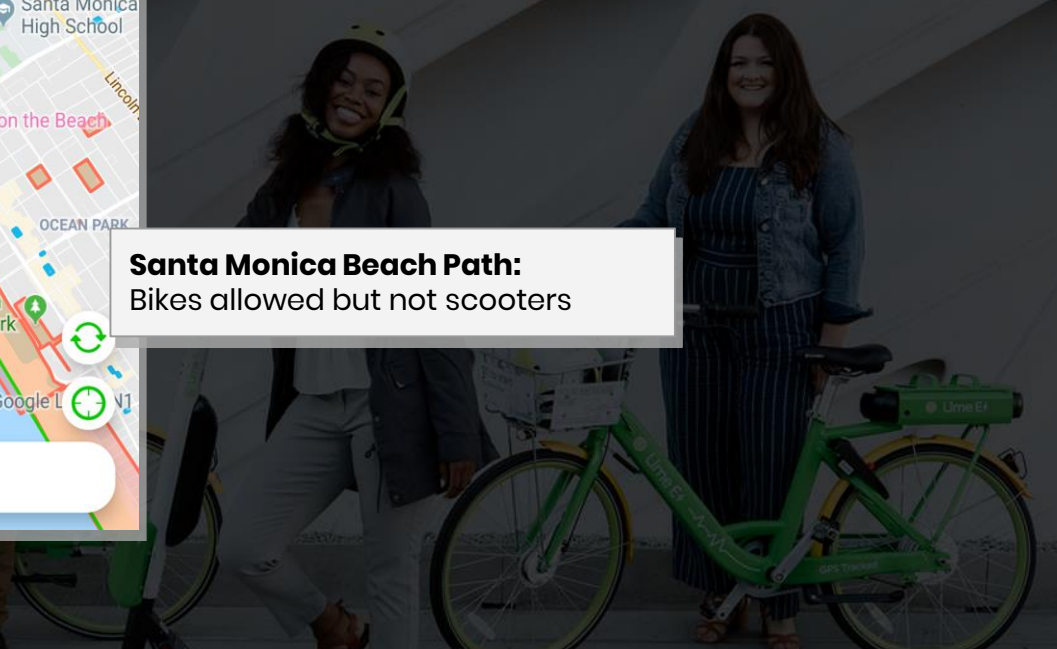
Criteria	Fleet Bonus
Anti-sidewalk riding tech introduced	+0 to 20%
Proper parking technology introduced	+0 to 20%
Safety training workshops organized	+0 to 15%
Scooters utilized more than 4 trips per scooter per day (outside equity zone)	+0 to 35%
Scooters utilized more than 2 trips per scooter per day (inside equity zone)	+0 to 35%
Demonstrate reduction in Vehicle Miles Traveled	+0 to 35%
Good partner to the city	+0 to 15%

- **Clear fleet bonus targets**
- **Portland**

4 Same parking & riding rules for Scooters and Bikes

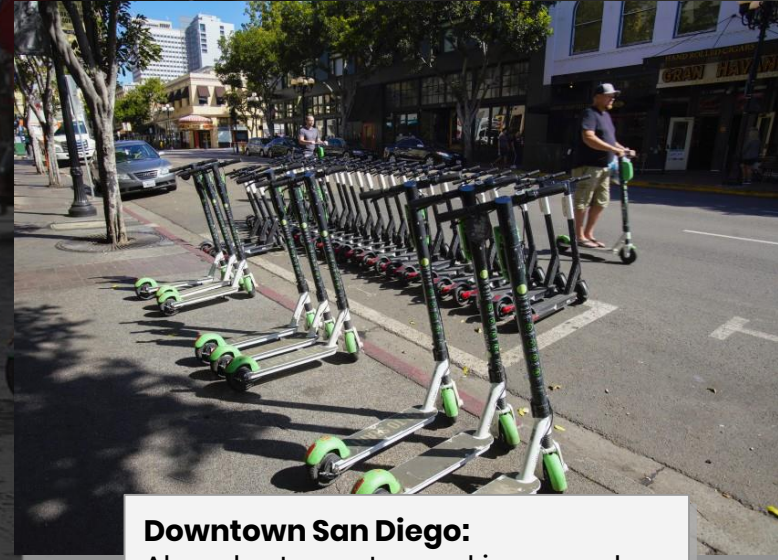
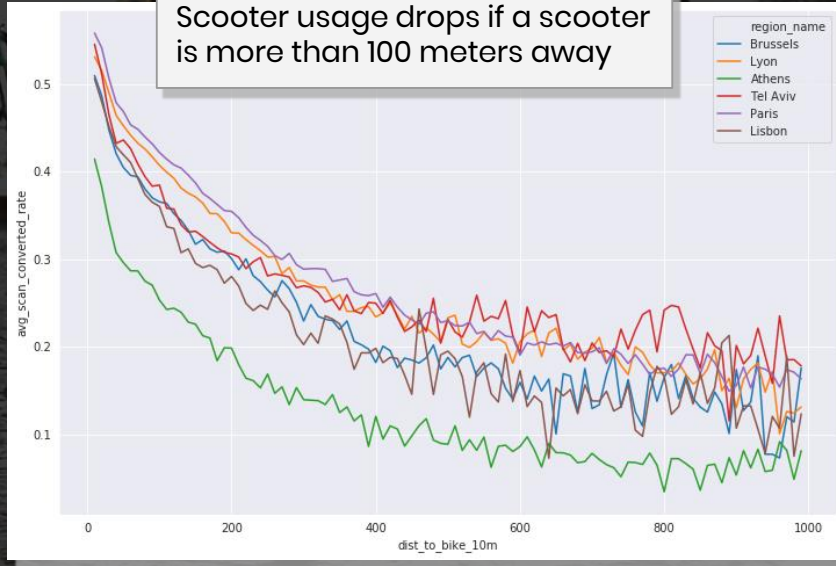


Santa Monica Beach Path:
Bikes allowed but not scooters



5

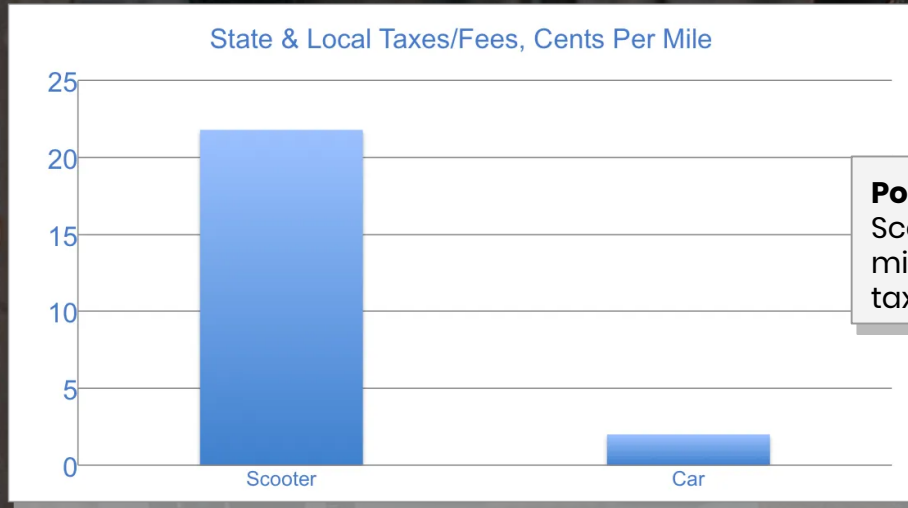
Make sure scooters can be found



Downtown San Diego:
Abundant scooter parking corrals

- Scooters no more than 60 steps from any building
- Density-based approach

6 Use fees to build safe infrastructure



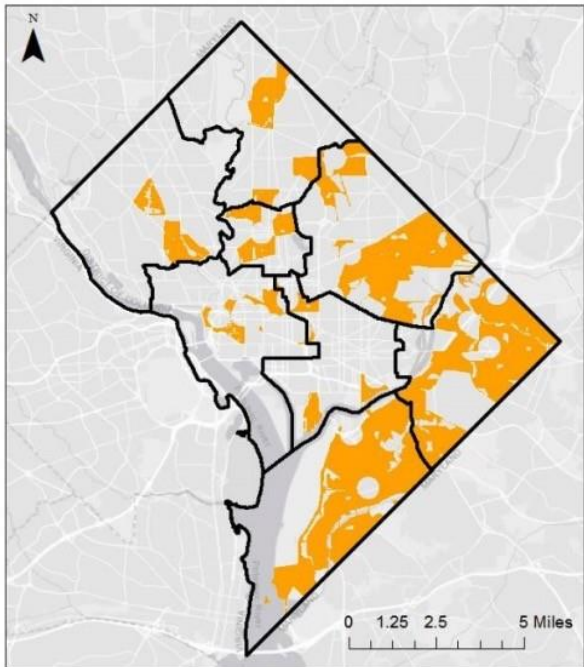
Portland Study:

Scooter riders pay **10x** in fees per mile than car drivers pay in gas taxes.

- Fees proportional to impact (not more than cars)
- Mind total trip cost for commuters

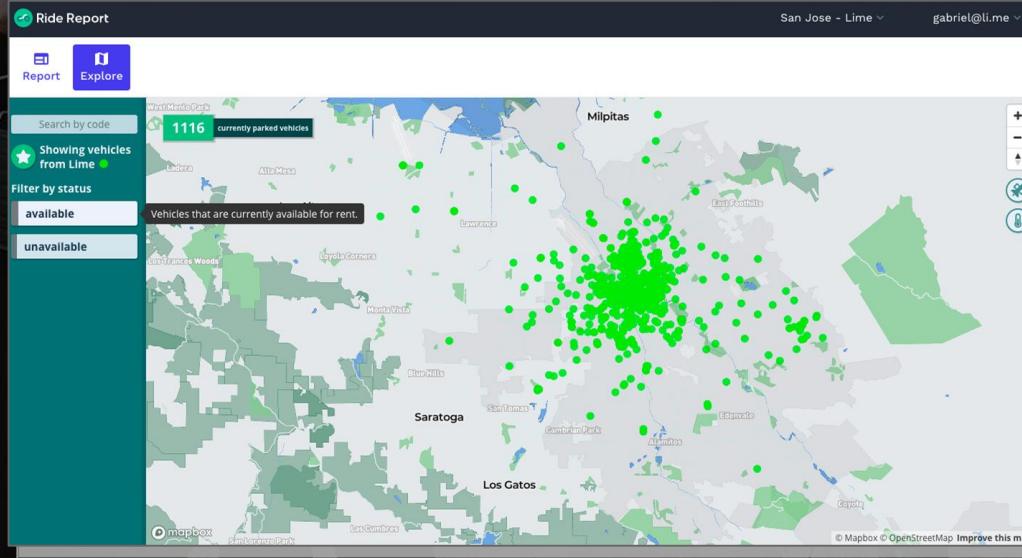
7 Align incentives to make scooters available everywhere

Draft of Equity Emphasis Areas: Washington, DC



- Uncapped, no-fee scooters for low income areas
- Hitting ride targets = bonus in non-equity fleet

8 Use data to guide city planning



- Mobility Data Standard
- Respect rider privacy

Capture Scooters Potential & Make Them Work for All



What does moving 100 People on Scooters look like?

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Lime

