



SAN FRANCISCO | MARCH 31, 2021

Response to the SFMTA Powered Scooter Share Program Permit Application

NEUTRON HOLDINGS, INC. D/B/A LIME





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Via Email & Hand Delivery
San Francisco Municipal Transit Agency
Powered Scooter Share Program

ATTN: Adrian Leung
1 South Van Ness Avenue, 7th Fl.
San Francisco, CA 94103
scootershare@sfmta.com

Sharing the SFMTA's Guiding Principles for Emerging Mobility Services and Technologies, Lime proposes to invest \$15 million in support of every San Franciscans' **Right to Move** safely, equitably, affordably, sustainably, and without impediment. Fully understanding that scooters provide just a small part of the transportation and equity equation, if we are selected to continue serving San Francisco, we will redouble our commitment to work with the San Francisco Municipal Transit Agency (SFMTA), other City agencies, and Community Benefit Organizations (CBOs) like the Young Community Developers (YCD), First Source, Goodwill, SF Council of District Merchants Associations, Safe Passage, MoMagic, Transform, the SF Latino Task Force, and others to address the fundamental mobility challenges before us all.



Collaboration: Being a valued transportation asset to San Francisco and SFMTA is personal to Lime.

San Francisco is home for Lime. We have our 400+ person headquarters on Second Street, our Bay Area warehouse in Bayview, and our R&D center in Pier 80. While Lime has made missteps in San Francisco along the way - including a rocky start in 2018 - we have worked hard over the past two years to be a collaborative partner to SFMTA, address City and community stakeholders' concerns, and continuously improve our service. Notably, our in-house Operations Team now consists solely of full-time Lime employees. When SFMTA alerted us that we were not meeting distribution guidelines in one of the Key Neighborhoods, we resolved the issue the same day. If selected, Lime will continue to provide our experienced management team of General Manager EV Ellington and Operations Manager Amy Falkenstein, ensuring continuity of contact for SFMTA and responsiveness to feedback.

We are proud to report that our fellow San Franciscans and visitors to Fog City have taken more than 700,000 trips since 2019 in our hometown, covering more than 860,000 miles, and saving more than 41,000 gallons of gas. We are also San Franciscans' most preferred vendor - over 40% of the 2019-2021 scooter share trips having been taken on a Lime.



Safety: Lime invests in helmet technology, proactive rider education, and insuring San Franciscans in the event of a safety incident.

Lime has implemented industry-leading technology for the safety of our riders and other road users, with the lowest incident rate in San Francisco. We recently implemented our patent-pending sidewalk detection technology in SF, which can determine with 95% accuracy whether a rider is on the sidewalk so we can take action to stop the behavior. We will pilot new helmet technology on every scooter and also give away 3000 free helmets directly and through our community partners. Lime also launched a \$25,000 multilingual, multichannel **Right to Move** campaign focused on safety and awareness. The campaign has two goals: 1) communicating safe scooter operation and parking and 2) raising awareness of the Program and our discount programs so that everyone feels like scooters are “for them.”

While our goal is prevention, Lime is there in the event of a safety incident. Through our exclusive partnership with Liberty Mutual Insurance. Lime is the only vendor in the US that provides comprehensive insurance for both the rider and third parties.

Equitable & Accessible: Lime serves all of San Francisco’s neighborhoods with traditional and accessible scooters.

Lime currently serves the entire City with our fleet of 2000 traditional stand-up vehicles and a library of three accessible vehicle types. In 2021-2023, San Francisco will be the first North American city to receive our Generation 4 scooter (Gen 4) with swappable batteries, and our Gen 4 adaptive scooter with a seat and basket for storage. In addition, San Francisco will also be the first city to receive our Citra sit-down scooter, which was created using Universal Design principles to serve as many San Franciscans as possible. We partnered with leading accessibility organizations including Ability Now Bay Area to develop our Lime Able program, and will meet at least quarterly to receive feedback on our service. While not a component of this application, to give San Franciscans even more car-free options through one app, Lime is working with SFMTA’s Parking & Curb Management Department to bring shared, electric mopeds to SF.



*Lime’s Standard Adaptive Scooters:
Accessible Gen 4 and the new Citra*



To make Lime available to low-income San Franciscans, we offer completely free rides for any rider making less than 200% of the poverty line through our Lime Access program, as well as first responders and others on the front lines of COVID 19 through our Lime Aid program. To ensure affordable transportation for more San Franciscans in 2021-2023, Lime commits to tripling our Lime Access enrollment and discounting ALL rides starting in Key Neighborhoods by 25%. We are partnering with community organizations across the Key Neighborhoods to ensure that our service is tailored to meet the needs of SF's diverse communities and that we are reaching those in need of affordable transportation.



Lime is committed to creating career paths, not just jobs. Nandi Johnson, a San Francisco native, Bayview resident, and local artist, was promoted to Operations Lead in August of 2020. Having taken the initiative to be trained in our field and in-warehouse operations, Nandi is on the path to further promotion. In her spare time, Nandi is a recording artist and intern for Larkin Street Youth services, leading sound engineering workshops for at-risk young adults.

Transit: Since public transit can always move people most efficiently and sustainably, Lime provides incentives and programs designed to encourage riders to take public transit.

Lime is working to supplement Muni and BART service with partnerships and technology that fill transit gaps and encourage people to return to public transit. For example, Lime is currently offering a 20% discount during commuter hours, which has led to a 10% increase in trips at or around transit stops. Through Lime's exclusive partnership with Google Maps, the most popular trip planning app, riders can also plan multimodal trips using Lime, Muni, and BART. For 2021-2023, we would like to meet with SFMTA to discuss integrating Lime service more closely with Muni, including discounted joint rides, discounts prompted by SFMTA during times of overcrowding, promoting SFMTA discount cards to our riders, and integrated trip booking and payment integration.

Labor: Lime's fully in-house Operations Team brings two years' of experience serving San Francisco.

Our experienced, local, in-house Operations Team will bring the expertise and tools developed over the past two years to ensure reliable service. Lime listened to feedback from SFMTA and our staff, and brought our 17 member Operations Team fully in-house. We are also welcoming two new Operations Team members hired through the City's First Source program. Lime looks forward to hosting at least eight job fairs with YCD, First Source, Episcopal Community Services, and Goodwill to recruit an additional 10-20 people to our Operations Team during the 2021-2023 Program.

“Young Community Developers (YCD) is thrilled to partner with Lime. Lime is committed to ALL communities, not only delivering leading edge transportation solutions, but creating career/job opportunities for all residents. Thank you Lime!!!”

- Timothy Waters, Deputy Director YCD



Sustainability: Lime's certified Carbon Neutral fleet helps the City achieve its ambitious sustainability and environmental justice goals.

Lime's service is certified Carbon Neutral and powered by 100% renewable energy from Clean Power SF. Our Gen 4 swappable model enables Lime to change depleted batteries in the field, instead of bringing back entire scooters to our warehouse for recharging. Based on data from our Paris Gen 4 fleet, swappable batteries successfully decrease fleet Vehicle Miles Travelled (VMT), emissions, and congestion. For further emissions and congestion benefits, Lime has already incorporated e-cargo bikes into our fleet and will convert to all electric vehicles by the end of 2021.

Financial Impact: Lime's independence and solid financial foundation assures the City that Lime has the resources to continually improve its San Francisco service.

Finally, while mergers and failures are commonplace in the industry, Lime's long-standing track record should give the City confidence that Lime can deliver excellent service throughout the Program and continue to invest in the San Francisco program. In November 2020, we announced that Lime achieved profitability as a company. Since our business is self-sustaining both globally and locally, we will not need additional investment of any sort to serve San Francisco for years to come.

In addition, Lime is an independent company dedicated solely to micromobility. We do not rely on the continued largesse of parent companies to support our business. Likewise, Lime owns and operates our own fleet, and has a fully in-house Operations Team. Examples like Ford shuttering its Chariot shuttle service and concerns over exploitative franchising practices are contrary to Lime's values and unsuitable for long term partnerships with cities.

Thank you for the opportunity to submit our response to your 2021 SFMTA Powered Scooter Share Program Application. We hope to have the privilege of continuing to work with SFMTA in support of every San Franciscan's **Right to Move**. Please do not hesitate to reach out if we can provide additional information.

Respectfully yours,

A handwritten signature in black ink, appearing to read 'EV Ellington'.

EV Ellington
General Manager

People authorized to represent Lime:

EV Ellington
General Manager
628-225-4499
ev@li.me

Sam Sadle
Senior Director of Government Relations
503-272-1685
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2021 SFMTA Powered Scooter Share Program Permit Application

The Powered Scooter Share Program Permit allows permitted Powered Scooter Share Operators to operate a Powered Scooter Share Program in the City and County of San Francisco. The SFMTA shall implement this Program consistent with the SFMTA’s “Guiding Principles for Emerging Mobility Services and Technologies” and Transportation Code, Div. II, Section 916.

The SFMTA will review the completed applications, determine whether each applicant conforms to the SFMTA’s requirements, and evaluate applications according to the scoring criteria described in this application. The SFMTA anticipates issuing approximately three Powered Scooter Share Program permits in consideration of maintaining clarity and usability for customers, and ease of program administration.

Applicant Information

Please Print Clearly			
Business Name:	Neutron Holdings dba Lime	Business Phone:	415-818-1305
Contact Person:	EV Ellington	Cell Phone:	628-225-4499
Mailing Address:	701 Cesar Chavez, San Francisco, CA 94124		
Street Address if different than above:	N/A		
Email Address:	ev@li.me	Website:	https://www.li.me/en-us/san-francisco

Application Agreement

<p>By signing this application, the applicant verifies on behalf of the Powered Scooter Share Operator under penalty of perjury that all the information provided is true and accurate; and that if issued a permit, the applicant agrees:</p> <ul style="list-style-type: none"> to comply with the Permit Requirements in Appendix A, without change to its terms and conditions, and any other requirements of the Powered Scooter Share Program Permit as issued; and that all submitted documents and materials, and their contents, are subject to public review, and that no documents or other materials provided to the SFMTA will be considered confidential or otherwise withheld from public disclosure if requested after the deadline for submitting applications has passed. 	
Name of Applicant	EV Ellington, Neutron Holdings dba Lime
Authorized Signature	<i>[Handwritten Signature]</i>
Printed Name, Title and Date	EV Ellington, Southwest Region General Manager, 3/30/2021



A: Device Standards and Safety Assurances



a1) Proof of UL 2271 and 2272 battery certifications from the manufacturer.

Please see below for UL 2271 and 2272 certifications for Lime's newest, Generation 4 (Gen 4) scooter, which is the same for our adaptive seated Gen 4 as well. Lime's Citra, a Universal Design seated scooter which we are offering as part of our Adaptive Plan, is being certified with ACT Labs and we will submit certification to SFMTA when complete, anticipated before the end of April 2021. We will not launch the Citra until documentation is submitted to SFMTA.



a2) Test results from a qualified independent lab demonstrating that each model scooter (including any adaptive model(s) to be included in fleet at service launch) put into service meets or exceeds California Vehicle Code § 21223 requirements.

Please see below for test results from a qualified independent lab demonstrating that Lime's Gen 4 Scooter meets or exceeds California Vehicle Code § 21223 requirements. This certificate is also applicable for Lime's Gen 4 scooter with seat which we are offering in our Adaptive Plan. Lime's Citra, a Universal Design seated scooter which we are offering as part of our Adaptive Plan, is being certified with ACT Labs and we will submit certification to SFMTA when complete, anticipated before the end of April 2021. We will not launch the Citra until documentation is submitted to SFMTA.



Lime's Generation 4 and Adaptive Seated Scooter - Test Results



ACT Lab LLC 3280 East 59th Street, Long Beach, CA 90805 • Tel 562.470.7215 • Fax 562.470.7220 • www.act-lab.com

SAFETY AND COMPLIANCE TESTING FOR UBER TECHNOLOGIES INC

Tested Sample(s)	: E-Scooter
Brand	: Uber
Model	: JT1A
Color	: Silver/Black
Size	: Not Specified
Stock / Model Number	: Not Specified
Country of Origin	: USA
Age Grading	: Not Specified
Children's Product	: No

Prepared For:

Uber Technologies Inc.
1455 Market Street, #400
San Francisco, CA 94103



Issue Date: 25 February 2020

Final Report: 1232.04263.R1

This document shall not be reproduced except in full without written approval from ACT Lab LLC.



This laboratory is accredited in accordance with the recognized International Standard ISO/IEC 17025:2005. This accreditation demonstrates technical competence for a defined scope and the operation of a laboratory quality management system (refer joint ISO-ILAC-IAF Communiqué dated January 2009). The Joint Communiqué is available on publications and resources page of the ILAC website at <http://www.ilac.org>. Accreditation listing and certificate can be found at <http://www.iasonline.org>.

Contract File No.: 1232.04263.001
T:\ACT Testing\ Uber - 1232.04263
Control Document Rev. 24 June 2019

Technician: Mike Ay



Lime's Generation 4 and Adaptive Seated Scooter - Test Results



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CONCLUSION

1232.04263.001 – Uber, E-Scooter (Silver/Black)		
Purpose of Test - Each test performed is intended to check compliance with the following:	Result	Comment
CVC 21223 – California Vehicle Code, VEH, Division 11, Rules of the Road, Chapter 1, Obedience to and Effect of Traffic Laws, Article 5, Operation of Motorized Scooters, Section 21223	C	
CVC 21235 – California Vehicle Code, VEH, Division 11, Rules of the Road, Chapter 1, Obedience to and Effect of Traffic Laws, Article 5, Operation of Motorized Scooters, Section 21235 (a)	C	

President,

John A. Bogler



Lime's Generation 4 and Adaptive Seated Scooter - Test Results



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SAMPLE IDENTIFICATION

Brand:	Uber	Job No.:	1232.04263
Model:	JT1A	Sample ID:	1232.04263.001
Manufacturer:	Uber	Type:	E-Scooter
Model No.:	Not Specified	Material:	Not Specified
Stock No.:	Not Specified	Size:	Not Specified
UPC:	Not Specified	Color(s):	Silver/Black
Serial No.:	89882390000053709500	Weight (kg):	25.7
Serial No.:	PLS253	Country of Origin:	USA



1232.04263.001 – E-Scooter (Silver/Black)

Contract File No.: 1232.04263.001
 T:\ACT Testing\Uber – 1232.04263
 Control Document Rev. 24 June 2019

Technician: Mike Ay



Lime's Generation 4 and Adaptive Seated Scooter - Test Results



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DATE AND PLACE OF TEST

Sample(s) received on : 13 February 2020
 Testing was initiated on : 14 February 2020
 Testing was completed on : 15 February 2020
 Testing was performed at : ACT Lab LLC
 Long Beach, CA

TEST METHODS

Method for each test conducted is as follows:

- California Vehicle Code, VEH, Division 11, Rules of the Road, Chapter 1, Obedience to and Effect of Traffic Laws, Article 5, Operation of Motorized Scooters, Section 21223
- California Vehicle Code, VEH, Division 11, Rules of the Road, Chapter 1, Obedience to and Effect of Traffic Laws, Article 5, Operation of Motorized Scooters, Section 21235 (a)

TEST RESULTS

C: Compliant; Product meets specified standard
NC: Non-Compliant; Product does not meet specified standard
NA: Not Applicable to this design
NR: Not Requested by the Applicant
NP: Not Present

ND: None Detected
IC: Inconclusive
NT: Not Tested
FTR: Further Testing Recommended
PPM: Parts Per Million
 *: See Comments



Lime's Generation 4 and Adaptive Seated Scooter - Test Results



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CVC 21223 Motorized Scooters

CVC 21223			
Ref. #	Test Description	Result	Observations and Notes
21223	Operation Requirements		
(a)	Every motorized scooter operated upon any highway during darkness shall be equipped with the following:	C	
(a)(1)	Except as provided in subdivision (b), a lamp emitting a white light which, while the motorized scooter is in motion, illuminates the highway in front of the operator and is visible from a distance of 300 feet in front and from the sides of the motorized scooter.	C	
(a)(2)	Except as provided in subdivision (c), a red reflector on the rear that is visible from a distance of 500 feet to the rear when directly in front of lawful upper beams of headlamps on a motor vehicle.	C	
(a)(3)	A white or yellow reflector on each side visible from the front and rear of the motorized scooter from a distance of 200 feet.	C	
(b)	A lamp or lamp combination, emitting a white light, attached to the operator and visible from a distance of 300 feet in front and from the sides of the motorized scooter, may be used in lieu of the lamp required by paragraph (1) of subdivision (a).	C	
(c)	A red reflector, or reflectorized material meeting the requirements of Section 25500, attached to the operator and visible from a distance of 500 feet to the rear when directly in front of lawful upper beams of headlamps on a motor vehicle, may be used in lieu of the reflector required by paragraph (2) of subdivision (a).	C	

CVC 21235 Motorized Scooters

CVC 21235			
Ref. #	Test Description	Result	Observations and Notes
21235	Operation Requirements		
(a)	Operate a motorized scooter unless it is equipped with a brake that will enable the operator to make a braked wheel skid on dry, level, clean pavement.	C	

END OF REPORT



a3) Ability of the operator to limit speeds of scooters:

Appropriate speeds are essential to protect our users and the public's safety. Using our backend software, we can set up "slow zones" to slow the scooter to any speed below 15 mph. In 0.7 seconds after the scooter enters a slow-speed zone, the speed is gradually and safely reduced to the set limit, and our geofencing is accurate to within 30cm. We currently implement slow speed zones in Golden Gate Park, the Presidio, all public school campuses, and at Sunday Street locations. We will set up a bi-monthly check in with SFMTA staff to review new locations. We can implement new zones within four hours. We have also implemented an 8 mph "Training Mode" in San Francisco which the rider can use as they become more skilled.

a4) Describe commitments...to ensure that devices are safe for operation and what...to do if a [specific divide or fleet-wide] safety issue...is discovered:

Safety through rapid response and comprehensive insurance coverage: In the event that we discover an issue affecting the safety of our devices, Lime commits to suspending rental of all affected devices and contacting SFMTA, SFPD, the Vision Zero Task Force, and other relevant authorities and agencies immediately. We will work with SFMTA and other agencies to expeditiously address the issue and ensure the safety of riders and non-riders. If needed, Lime can remove all devices from the road within four hours or less.

Safety through in-house design: To prevent any issues from arising, Lime invests \$35 million annually in research and development to build custom, commercial-grade vehicles. Lime's in-house 150 person engineering team is based in San Francisco and our vehicles are tested at our own research and development center located on Cesar Chavez in Pier 80. We also have a team of engineers and quality control personnel in China to oversee manufacturing in person. Our in-house design and control over manufacturing means that we can quickly address any safety issues, without depending on Original Equipment Manufacturers for action.

While many micromobility companies have limited experience safely operating and maintaining shared vehicles, our scooters are the most road-tested on the market. Lime's Gen 4 is the next evolution of our Gen 3 scooter, which has been ridden more than 41 million miles in 125 cities without any safety or mechanical issues. Our scooters are independently tested to confirm compliance with safety and performance standards, including California Vehicle Code § 21223.

Through our exclusive partnership with Liberty Mutual Insurance, Lime is the only vendor to provide comprehensive insurance covering the rider and third parties should a safety incident occur.

Due to the city's uniquely hilly and damp environment, we also perform simulated and field tests in San Francisco. The Gen 4 can stop in half the distance on wet surfaces as the Okai vehicle used by most other vendors. The Gen 4 also has additional motor power to operate better on hills than competitive models.



Safety through in-market operations and maintenance: In San Francisco, our in-house Operations Team ensures that all vehicles deployed are in good working order and are safe for our riders. The Operations Team is scheduled over three shifts and is always available to address fleet issues. Since October 2019, Lime's average response time is 60 minutes, and Lime's goal is to reduce response time to an average of 15 minutes or less.

Lime's scooters are self-diagnosing, with over 100 onboard sensors to identify and communicate any issues with the vehicle. For example, in Milton Keynes, UK our algorithm alerted us to the slow weakening of a reflector in a small percentage of our Gen 3 e-scooter fleet. Preventative maintenance was carried out on our entire local fleet, and the lessons shared across Lime's global operation for continuous improvement in vehicle maintenance practices.



Our vehicles also receive a field inspection daily, and we bring in the vehicles for a 45-point inspection at least once every seven days. Any scooter that is reported or found to be in disrepair is immediately removed from the system and is unable to be rented. At the warehouse, our Lime trained and certified mechanics perform any necessary repairs and re-inspect the scooter before it is returned to the fleet.

a5) Describe commitments to encourage that users wear a helmet while riding...

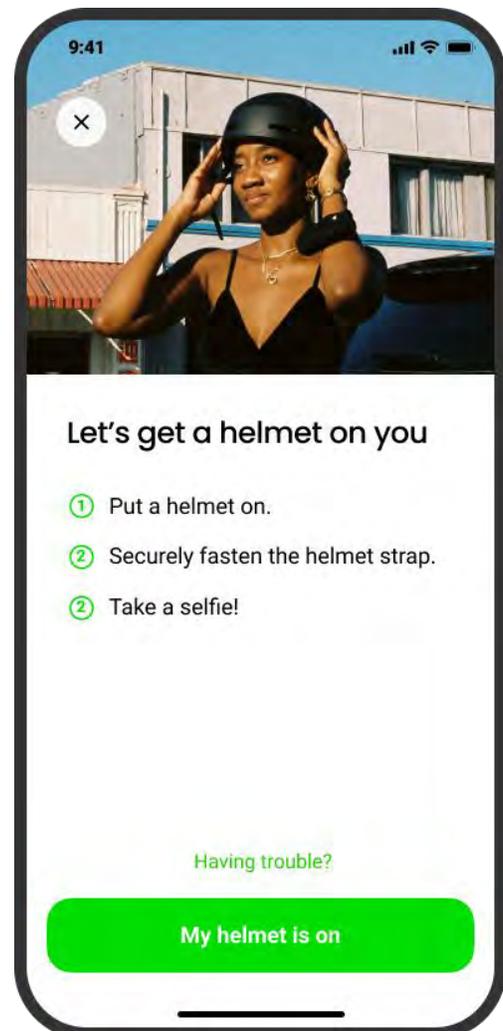
On-Vehicle Helmets: Lime currently has on-vehicle helmet programs live in Tel Aviv and Brisbane. For the 2021-2023 permit period, Lime will pilot our new on-vehicle helmet lock in San Francisco, for the first time in the United States. The new lock was developed in partnership with Moon Helmets - an international leader in cutting edge helmet technology - and will enable distribution of helmets with every vehicle while minimizing waste from discarded helmets.

Helmet Recognition Technology: We have also implemented our “helmet selfie” verification technology in San Francisco to incentivize helmet use using real-time detection powered by our proprietary AI algorithm. At the start of each trip, the rider receives a notification to take a “helmet selfie” as shown at right. If the rider is wearing a helmet, they will be rewarded with Lime credits for their next ride. If they are not wearing a helmet, we will direct them to where they can obtain one through our San Francisco website. For 2021-2023, we are enhancing this technology by integrating helmet selfie into the rider's Safety Score, which is Lime's new rider recognition and incentivization program for safe riding behavior (see *Sec. F.1*).

Helmets for All: Research by Portland State University has shown that safety concerns impede greater participation in micromobility by underrepresented groups, like Black and Brown riders and women. For 2021-2023, we will bring our **Helmets for All** program to San Francisco, where we work with community partners like Young Community Developers, Inner City Youth, the African American Arts and Culture District, and Community Youth Center to distribute free helmets to people in historically underserved communities regardless of whether they are Lime customers.

Free & Discounted Helmets: We commit to providing 3000 helmets to SF users at our First Ride safety events (see *Sec. F.1*), through Community-Based Organizations (CBOs) like Larkin Street Youth Service and the Transgender District, via reduced price partnerships with local businesses like Sports Basement, and through our San Francisco website (li.me/sf). Lime riders can also purchase speciality helmets - like collapsible helmets - at a 50% discount through our online Safety Portal (safety.li.me/trustandsafety).

Lime encourages helmet use through all of our communication channels, we will pilot helmets on every vehicle, and we commit to giving away over 3,000 helmets during the 2021-2023 Program.





C: Pricing Structure



c1) Low-income...plan...including details on the enrollment process and mechanics of cash payment. Lime currently has over 18,000 active San Francisco Lime Access enrollees who have taken more than 36,000 rides, accounting for 6% of our total rides. We estimate these Lime Access users have saved over \$250,000 via our program. In addition, our regional (non-San Francisco) Lime Access user base have taken over 38,000 trips that begin or end in San Francisco. ◦ For 2019-2021, Lime offered free rides to any user with an income level at or below 200% of the federal poverty guidelines with no deposit. Lime will continue to provide fee-free rides for Lime Access enrollees for the 2021-2023 Program. Committed to continuously expanding the reach of Lime Access and removing barriers. Lime will offer free Lime Access rides and, with no enrollment needed, automatically discount all rides starting in Key Neighborhoods by 25%. ◦ To enroll in Lime Access, riders complete a short, online application, providing a photo ID and proof of income or enrollment in any local, state, or Federal benefit program. Lime notifies approved applicants within 2-3 business days.

Cash Payment: Riders can pay using cash at one of PayNearMe's 50 SF area locations (7-11, CVS, and ACE Cash Express) and they receive a code to enter to unlock the vehicle. For 2021-2023, Lime will add a “cash” prompt in the payment tab on our app with instructions on using PayNearMe. ◦ We will also work with the Office of Financial Empowerment to promote the Bank On program, helping riders obtain bank accounts if desired.

c2) Any other discounted customer plans [and] participant qualification requirements. Lime offers a number of discounted customer plans to help advance the goals of SFMTA’s Transportation Recovery Plan, including reducing car use, increasing public transit access, and responding to the COVID-19 crisis. 10,500 trips have been taken using one of our discounted offerings other than Lime Access, saving riders over \$50,000. When including Lime Access, discounted customer plans account for approximately 35% of all trips taken on our platform in San Francisco.

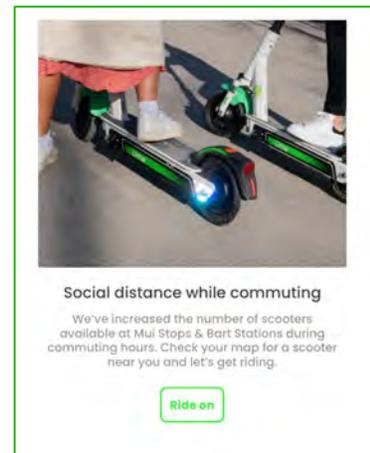
Lime Aid & Ride to Recovery: Since May 2020, our Lime Aid program has provided free rides to first responders, medical professionals, and essential workers. To help San Franciscans hardest hit by COVID 19, Lime has added arts

and culture employees, hospitality workers, teachers, and transit workers to the Lime Aid program for 2021-2023. Our new **Ride to Recovery** program provides free rides to and from vaccination appointments, in partnership with mass vaccination sites like the Moscone Center, the SF Market site in Bayview, the Unidos En Salud site in the Mission, and the City College Ocean Campus, as well as private vaccine providers.

Lime Able: All Lime Able adaptive scooter rides are free.

Lime Pass: Lime offers discounted frequent ride passes to incentivize people to shift to scooters for day-to-day travel and help those with low incomes to connect to transit affordably. We offer a \$19.99 unlimited Day Pass and a \$5.99 monthly Unlock Pass which eliminates all unlock fees. Since May 2020, over 20% of Lime’s total SF trips have been taken via Lime Pass, with more than 2,500 passes purchased since January 2021 alone. This supports the SFMTA’s Mode Shift Goals, as 30% of Lime Pass users reduced their level of car use and 33% reduced their level of ride hailing and taxis.

Lime Commuter: Lime has been working on a partnership with Bay Area Rapid Transit (BART) to incentivize multimodal connections, and looks forward to working with SFMTA to establish a similar partnership with Muni. We have also implemented a 20% discount on rides from 7:00 am to 10:00 am, resulting in at least a 10% increase in trips, predominantly in and around transit stops. Lime would like to work in partnership with SFMTA to tailor these discounts (using tools like the Transportation Recovery Plan data) to alleviate overcrowding when needed and support multimodal travel, not reduce transit trips (see Sec. C.6).



Cost of Rides	Standard Lime Trip	Lime Access /Able/Aid	Lime Commuter Trip	Lime Pass Trip	Rideshare	Personal Vehicle*
Balboa Park Station to Safeway at 4950 Mission St (1 mi., 6 min)	\$3.16	Free	\$2.53	\$2.16	\$9.35	\$25.00

*Average daily cost of car ownership in San Francisco **CONFIDENTIAL, PROPRIETARY, AND TRADE SECRET INFORMATION**



c3) Plan for promoting the low-income user plan As a result of our recruitment efforts in 2019-2021, Lime was the first newly-permitted 2020 vendor to reach the requirement of one low-income member for every two scooters. When we received a 1,000 scooter increase in November of 2020, Lime met its additional low-income rider requirement within one month. Signing up members at the start of the permit period meant that our enrollees have had access to discounted rides for the whole program.

For 2021-2023, Lime commits to tripling Lime Access enrollment and offering an automatically applied 25% discount on all rides starting in Key Neighborhoods.

We plan to expand our 2021-2019 strategy of empowering our community partners, such as the SFHSA, Young Community Developers, Safe Passage, SF Latino Task Force, Excelsior Works!, Transform, Our Trans Home SF, The Trans District, and many others to directly enroll their eligible members, partners and clients in Lime Access. Lime would also like to meet with SFMTA to discuss auto enrollment and joint promotion with SFMTA Lifeline Pass and Clipper START Fare recipients. Likewise, we can promote SFMTA's low income programming through the Lime app. As discussed in *Sec. I.5*, Lime would ultimately like to integrate SFMTA Lifeline with Lime Access so that riders can have a one-stop location to buy tickets for their entire journey.

In addition, Lime will promote Lime Access by:

- Advertising via in-app, email, social, and traditional media marketing. As an example of the success of our promotion campaigns, from July 2020 to December 2020, we sent out nearly 1,000 in-app messages encouraging our riders to enroll in Lime Access, resulting in 943 impressions and had a 21.8% click-through rate - the average in-app marketing campaign has a 5% click through rate. Likewise, an email campaign from February 5-12, 2021 was delivered to 1,415 people and had a 24% open rate - the average email marketing campaign has a 10% open rate.
- Sending Lime Access signup communications to all riders who open the Lime app.
- Promoting Lime Access sign-ups at our monthly Digital First Ride Events and, COVID permitting, any live First Ride events.
- Working with SFMTA and the City's Department of Disabilities and Aging Services (DAS) to promote Lime Access and auto-enroll eligible participants.
- Holding First Ride events and Lime Access sign ups at SFMTA Lifeline events, co-host and planning of slow street events in

conjunction of the SFMTA's Sustainable Streets Division, Sunday Streets events, Our Trans Home SF, Transform's Know How to Go events, Valencia Street weekend closures, and other ISCOTT approved events.

c4) Proposed rates, including any membership plans.

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For 2021-2023, Lime standard SF rate will be \$1.00 to unlock and \$0.36 per minute. Lime's discounted membership plans are discussed in *Sec. C.1* and *C.2*. For a ten minute scooter ride, Lime is the most affordable option among our competitors as shown in the chart below.

	Lime	Spin	Bird/Scoot
San Francisco	\$4.60	\$4.90	\$5.15

Costs are calculated based on the rate of each provider in each city for a trip that has a duration of 10 minutes.

c5) Plan for offering service to users without a smart phone.

For those without smartphones, or limited data, a rider simply texts "Unlock Vehicle #####" to 415-463-3473 to unlock and for account info like balance, safety tips, and Customer Service contact information. The first time a rider uses text-to-unlock, they are prompted to agree to our user agreement and privacy policy.

c6) Other pricing incentives or variable rates proposed.

Discounts to Prevent and Alleviate Overcrowding: Lime guides and incentivizes riders to park in less crowded locations at the end of their rides (see *Sec. D.6* for images).

We also incentivize riders who move "bonus vehicles" to less crowded areas. Lime will continue to use this feature to reduce overconcentration of scooters in specific locations like Fisherman's Wharf, Financial District, South of Market, along the Embarcadero, and at the Chase Center.

SFMTA-Triggered Crowding Incentives: SFMTA is invited to contact Lime to trigger targeted deployment of scooters to the equity strategy lines with peak hour crowding identified in the Muni Equity Strategy¹ (or any other area identified by SFMTA) and provide an incentive to ensure reliable transportation in areas of most need (see *Sec. D.2*).

c7) Billing and customer service business rules for lost scooters.

Lime reserves the right to charge for vehicles not returned within 48 hours, but lost scooters have not been a significant problem, and we have not had to charge a customer in any market. If a rider identifies an issue preventing them from locking the scooter, or another situation out of their control, they can contact customer service to request a refund. These rules, responsibilities, and remedies for lost scooters are in our User Agreement.²

¹ Muni Service Equity Strategy FY 2021-2023, SFMTA (May 3, 2020) available at <https://www.sfmta.com/reports/fy2021-2023-muni-service-equity-report-317-mtab-presentation>

² See the language highlighted in YELLOW in the User Agreement in Appendix E.



D: Operations Plan



d1) Hours of operation. Lime provides service 24/7 for both our standard and adaptive vehicles. With the decrease in late night public transit service, Lime also provides a more critical transit link to Muni Owl network for third shift workers, and other late night riders than ever before. By providing late night service, Lime also helps to support public transit because riders can take public transit in the morning and a scooter home, reducing dependence on private cars or rideshare.

d2) Describe the Adaptive Scooter device type...and what percentage of the fleet applicant commits to.



Lime's Standard Adaptive Scooters: Accessible Gen 4 and the new Citra

Lime was the first scooter provider to offer an adaptive vehicle program, debuting our seated adaptive scooter in 2019. For 2021-2023, committed to equality of service, we will launch with a seated version of our Gen 4, followed by the debut of our new Citra seated scooter when certification is complete. The Citra is designed in-house with Universal Design Principles to serve the needs of as many San Franciscans as possible. Lime's Adaptive Scooters will comprise at least 5% of our fleet, expanding to a greater percentage based on demand of at least two rides per vehicle per day for one quarter. Both vehicles also feature:

- Baskets for cargo carriage
- In app reservation
- Deployment in every Key Neighborhood, at the City's Aging and Disabilities Resource Centers (see Sec. E.3), and the forthcoming San Francisco Disability Cultural Community Center.
- GPS functionality for MDS/GBFS reporting.

Being disabled, the [Lime Access low-income and Lime Able adaptive programs] help out a lot. Also, having Lime Able, I can use the scooters and sit down while traveling. This is a great program and I feel more independent! Thanks. Great company. - Wade K, San Francisco 94110

In 2019-2021, through our [Lime Able adaptive vehicle program](#), we provided the largest library of vehicles to suit different needs: a two wheeled sit down scooter, a three-wheeled sit-down scooter, and a three-wheeled stand-up scooter delivered to the user's chosen location. We have incorporated a library of vehicles as well as direct delivery into our Complementary Adaptive Plan (see Sec. E).

Accessibility at Lime means ensuring we not only provide service to the community with disabilities, but also respecting the need for program design that is "for us, by us." We designed our 2021-2023 program in consultation with San Francisco State University's Paul K. Longmore Institute on Disability, Center for the Independence of the Disabled, Ability Now, Lighthouse for the Blind and Visually Impaired, the National Federation of the Blind, Disability:IN, the World Institute on Disability, the Center for Independent Living, the San Francisco Department of Disability and Aging Services, Level Access, and numerous accessible vehicle manufacturers, experts in Universal Design, and many others with deep experience in the disability services space.



We are also formalizing our ongoing consultations into a Lime SF Accessibility Advisory Board which will include partners from National Federation of the Blind, San Francisco State University's Paul K. Longmore Institute on Disability, Center the Independence of the Disabled, Ability Now, Lighthouse for the Blind and Visually Impaired, Disability:IN, Level Access, and others in partnership with the Department of Disability and Aging Services (*see Sec. I.5*). We will continue to build out our board and consult with this group quarterly to receive feedback on how to improve our Lime Able program and services in general.

d3) Storage location(s) (including address(es)) of scooters during non-operational hours. Lime's scooters will be stored at our warehouse at 1698 Evans Ave. in Bayview, a Key Neighborhood.

d4) Proposal for serving Key Neighborhoods... Lime bases its distribution on SFMTA's Distribution Guidelines and Requirements ("Guidelines"), our requirement of adaptive vehicles in every Key Neighborhood, public transportation locations, and two years of historical demand data, as well as the input of staff and community members. Our Hotspot Optimizer then identifies the specific "hotspot" locations for vehicle deployment that comply with all of the parameters. Since demand patterns shift by time of day, day of week, season, etc., the Hotspot Optimizer ensures riders in Key Neighborhoods and throughout the City will have scooters when and where they need them. In addition, using our new Scheduled Scooters feature, riders can request our standard or any of our adaptive vehicles deployed near any location with 24 hours' notice. With Scheduled Scooters, riders can depend on getting a vehicle when and where they are needed, regardless of neighborhood.

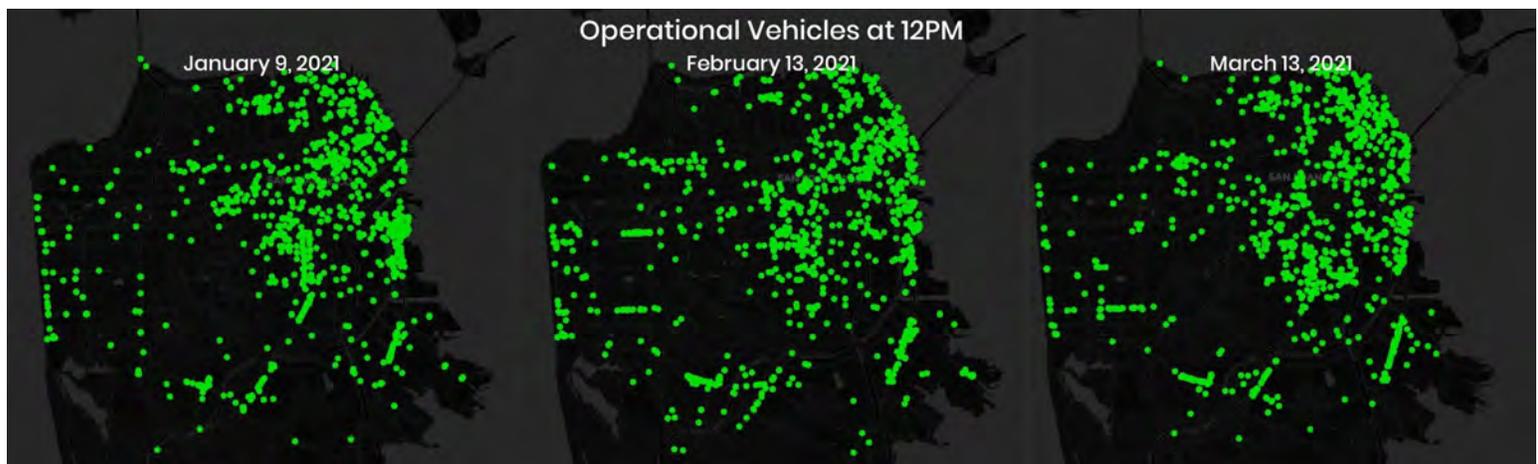
Throughout each day, our Hotspot Optimizer closes, or opens, locations for deployment and rebalancing to ensure we provide reliable access to vehicles outside regular commute times and patterns and continually comply with the Guidelines. Lime also monitors the concentration of vehicles in real time to avoid overcrowding. We divide the City up into 150 x 150 meter areas. If a particular area has too many vehicles, we intervene and rebalance the vehicles to less dense areas and ensure equitable distribution.

As our San Francisco data, operational experience, and feedback from users, community members, and CBOs has grown over the past two years, Lime has been able to continually improve our service to Key Neighborhoods.

Unlike other vendors, Lime has never "redlined" specific neighborhoods. We pride ourselves on excellent service to every neighborhood, including Western Addition, the Tenderloin, Bayview, Excelsior, the Mission, and the Westside including the Outer Sunset and Outer Richmond, as shown in the table on the next page for January 2021.

To further improve our Key Neighborhood service in the next contract period, Lime will:

- Hold feedback sessions with the Latino Task Force, Safe Passage, the Transgender District, the African American Arts and Culture District, Our Trans Home SF, and others to identify new hotspot locations and areas of overconcentration and clutter.
- Monitor feedback through customer service channels.
- Collect public feedback through our li.me/sf website.
- Work with local community organizations and businesses to add scooter parking corrals in private land at high volume locations.
- Provide SFMTA with the ability to trigger extra scooter deployment along lines with peak hour crowding - like the 11 equity strategy lines identified in the Muni Service Equity Strategy plan³ - to help increase transportation resources in the areas of highest need.



Lime reliably serves all of SF because everyone deserves the Right to Move.

³ Muni Service Equity Strategy FY 2021-2023, SFMTA (May 3, 2020) available at <https://www.sfmta.com/reports/fy2021-2023-muni-service-equity-report-317-mtab-presentation>



To ensure every San Franciscan's Right to Ride, Lime consistently exceeds SFMTA's available device requirements in Key Neighborhoods.

Example of Total trips taken and Daily Operational Devices, 1/21: CONFIDENTIAL, PROPRIETARY, AND TRADE SECRET

Region	Avg Weekly Trips	Average Daily Operational Devices
Downtown Core	3,793	367
- Tenderloin	- 58	- 49
- Chinatown	- 10	- 14
Western Addition	98	23
Southeast	139	113
- Bayview	- 66	- 65
Southwest	121	117
- Ingleside	- 9	- 27
- Excelsior	- 26	- 22
Mission	734	194
Sunset	334	127
- Inner & Outer Sunset		
Richmond	284	87
- Inner and Outer Richmond		

**Using a 48 hour MDS lookback calculation*

d5) [D]eploying and redistributing scooters consistent with the Distribution Guidelines and Requirements.

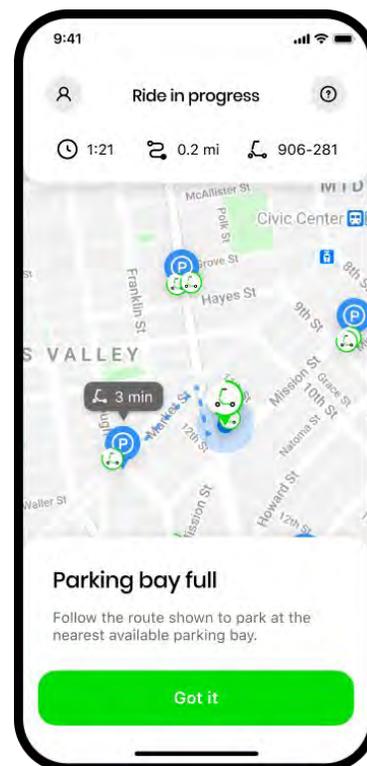
As discussed in Sec. D.4, Lime uses our proprietary Hotspot Optimizer to automatically incorporate the Guidelines into our deployment and rebalancing instructions to our Operations Specialists in the field. Using our Hotspot Optimizer and experienced Operations Team insights, Lime complied with the Guidelines over 90% of the time during the 2019-2021 Program. Committed to continuous improvement, Lime will implement the strategies outlined in Sec. D.4 across the City to improve compliance and reliable service throughout San Francisco.

d6) Describe procedures you commit to following for responding to an identified problem of consistent over-concentration of scooters at a specific location or in a high-demand area (e.g. where the number of scooters exceeds available parking).

Lime has identified the following locations as particularly high-ridership, high-traffic locations for scooters: Fisherman’s Wharf, the Ferry Building, Caltrain Station at 4th and King, the Embarcadero, Embarcadero Center, Oracle Park, and The Chase Center. While less than 5% of citations and complaints we received in the 2019-2021 program relate to overcrowding of bike

racks, Lime has already implemented additional interventions including deploying Lime Patrol (see Sec. F.1), more frequent rebalancing, out-of-home marketing campaigns, and scooter valets.

Anyone can report over-concentration issues via our multilingual, 24/7 customer service channels (see Sec. F.9). Lime commits to responding to issues of overcrowding within 15 minutes and no more than two hours. When a report of overcrowding or congestion is provided to Lime, we have a three-step process for resolution. ◦ First, the shift lead dispatches the closest team member to rebalance or retrieve the vehicle. ◦ Next, we review the last individual who was in the possession of the vehicle. Should the overcrowding be a result of a deployment, our shift lead addresses this with the field team member directly, relating the occurrence to their role performance. ◦ Third, the shift lead highlights the overcrowding via our shared Slack channel to notify the team of areas of high congestion and to keep an eye on throughout their shift. Cross communication via Slack during each shift as well as dispatching Lime Patrol and scooter valets at peak times helps Lime prevent overcrowding as well as address inbound reports.



Lime will expand these initiatives and, for 2021-2023, we commit to the following additional strategies to alleviate overcrowding: ◦ Lime will activate our new AI technology that detects and informs riders when bike racks are full and redirects them to less crowded locations. This technology is already live in Paris and we look forward to bringing it to San Francisco for its North American debut.



Lime Juice Bars are solar powered docking and charging stations

- Lime will implement our Bonus Vehicle incentivized rider rebalancing program (see Sec. C.6).
- Lime will use incentives to reward riders for ending their ride at more distant locations.
- Where possible and with the City’s permission, Lime will provide scooter corrals at high volume locations. Cognizant of not impinging on the public right-of-way, we will locate the corrals on private property or compensate for use of public space like the SFMTA’s parking facilities. Corrals can be as simple as paint-on-pavement, but for added environmental benefits, we can install “Juice Bars” - solar powered docking and charging stations (pictured above). Juice Bars can have dynamic signage, including how to use the system, Lime Access low-income program enrollment, safety information, customer service contact, transit information, and community events.

d7) Describe your experience providing service during the COVID-19 Pandemic...and how you commit to contributing to San Francisco’s Transportation Recovery Plan.

Safe Service During COVID-19 Pandemic: In line with SFMTA’s Transportation Recovery Plan (TRP) goal of “prioritiz[ing] the health and safety of...employees and the public,”⁴ Lime made the difficult decision to pause our operations worldwide during the first few weeks of the COVID-19 lockdown. At that time, it was not clear how COVID was transmitted or what best practices for transportation were, and we did not want to put our riders or staff in danger. Despite the economic and operational trade offs, Lime’s leadership felt it was irresponsible to do otherwise.

During the four weeks Lime service was paused, Lime stood up a COVID-19 task force to implement Centers for Disease Control and San Francisco Department of Public Health [recommended sanitization practices](#) for SF HQ offices, our vehicles and warehouses, procured personal protective equipment (PPE) for our Team Members, adjusted our warehouse staffing to accommodate social distancing, and developed guidance for our riders.

With these protocols in place, on May 18th, 2020, Lime returned to San Francisco, confident that we could “align with the advice of SF Department of Public Health experts” and “bring [] back our employees while minimizing health risk.” We also launched an in-app communications campaign to our riders to ensure they were aware of safe riding practices.

As a result of our internal work during the start of the COVID-19 lockdown, in December 2020 when San Francisco joined the Regional Stay at Home Order and deemed scooters essential transportation, Lime was confident we could safely provide service even during a COVID spike. Additionally, Lime increased deployment in key neighborhoods particularly Excelsior, Visitacion Valley, Ingleside, Mission Terrace, Bayview, Parkside, and Inner Richmond to ensure essential workers and those more adversely impacted had increased access to transit. While overall trips were down, Lime Access trips were up almost 4% month over month.



Lime Access Trips (T); All Trips (B); Map demonstrates clear concentration centered around Tenderloin vs The Embarcadero for all trips

⁴ All quotations in D.7 are from SFMTA’s Transportation Recovery Plan.



Supporting Essential Workers, Communities, and Small Businesses during COVID-19:

When we returned to San Francisco in May 2020, we introduced our Lime Aid program. Through Lime Aid, Lime provides free rides to essential workers and First Responders.

“I work for an essential business non-profit, Project Open Hand, that creates and distributes nutritious meals for critically ill and elderly neighbors in San Francisco and Oakland...I really appreciate the support of essential workers from Lime to get me to and from work every day! The flexibility and social distancing possible on scooters has made me feel much better about my commute. THANK YOU!!”

Jonathan J - San Francisco, CA

Now that we are in the second year of the COVID-19 pandemic, it is clear that more groups are disproportionately affected by COVID. Lime has expanded the Lime Aid program to serve those most negatively impacted by COVID including artists, hospitality industry members, teachers, and transit workers. Lime is working with groups like Excelsior Works!, Inner City Youth, Larkin Street Youth Service, Young Community Developers, San Francisco Council of District Merchants Associations, The Transgender District, GLIDE Memorial Church, and others to promote this benefit to their members.

In recognition of “transportation [being] the backbone of San Francisco’s social fabric” Lime shifted our deployment to focus on Communities of Concern and residential areas. We also enhanced our service at BART and Muni stops by increasing the number of operational vehicles available adjacent to transit stops twice a day with a morning deployment between 5-7 am and a pm deployment from 3-5 pm. We also added a 20% discount on rides during To drive economic activity, Lime will implement our Key Lime small business program. By highlighting small businesses in our app and communicating “buy local” messaging, Key Lime has been effective in London, Auckland, Calgary, and Portland in helping to encourage economic activity (see Sec. I.10).

Finally, through our Ride to Recovery Program, we are providing free rides to and from vaccinations. We will also use our Ride to Recovery communications to reinforce SFMTA’s goal of 100% compliance with face coverings on transportation.

Providing Data for Long Term Recovery: Lime is partnering with SFMTA to use our data to “allow for transportation to return better than it was before.” Lime collaborated with Crysta Highfield (Transportation Planner) and Sidd Mandava (Planner) from SFMTA’s Sustainable Streets Division on analysis of the effectiveness of the Slow Streets program implemented in response to COVID. Lime’s Policy Research department found that while overall bike and scooter ridership was down year-over-year, Slow Streets were the only street type to see an increase in volume.

The Sustainable Streets Department is interested in learning more about the types of trips people are taking by scooter (commute, recreational, shopping, etc.) and how ridership is influenced by the introduction of Slow Streets and by COVID-related changes in general. In 2021-2023, if selected, Lime is enthusiastic about helping SFMTA with this project and other data analysis support.

d8) Describe applicant’s ability and timeline to support the Mobility Data Specification (MDS) version 1.0 and, when adopted, 1.1, [and timeline]. Lime will comply and commit with SFMTA’s requirement to support MDS Provider v1.0 upgrade. We currently provide /vehicles endpoint (v1.0) to Baltimore and can immediately make this available to SFMTA. The Lime team participates in Open Mobility Foundation (OMF) working groups and closely monitors new releases. When 1.1 is adopted, we will work with SFMTA to provide access to v1.1 and support the latest version. Lime’s expedited time frame on implementation for SFMTA is designed to ensure ongoing transparency on the ridership and fleet.





E: Complementary Adaptive Scooter Plan



e1) Proposed adaptive device type(s). Lime heard from the members of our SF Accessibility Advisory Board (see Sec. E.3) that it was difficult to provide a single vehicle that would address the differing needs of people with disabilities. To respond to this issue, we are expanding our current three-model adaptive vehicle suite to offer a wider library of vehicles addressing different mobility needs. In addition to SF, we provide our library of vehicles in Chicago, Denver, and our forthcoming fleet in New York.

For 2021-2023, our library of complementary adaptive vehicles will include the seated adaptive scooter model that is part of our adaptive plan, as well as hand cycles, adult tricycles, side-by-side recumbent tricycles, wheelchair propulsion assists, and additional devices as requested by our SF Accessibility Advisory Board or feedback from users during the Program. We are also equipping our vehicles with a vehicle-agnostic “Lime Brain” that can report GPS and all other associated data directly to Lime and SFMTA. This “Brain” can be attached to any vehicle type, enabling us to add new models throughout the program.



(L-R) Seated Handcycle, Manual wheelchair power adapter, Dual seated pedal powered three-wheeler, Seated, three-wheeled electric scooter, Compact balance stability tricycle

e2) Proposed adaptive service model(s), including service area, program eligibility, pricing structure, and reservation/request process.

◦ **Service Area:** Lime’s complementary vehicles are available for daily rental delivered to the user’s location of choice and through the City’s Disability and Aging Resource Centers (ADRC). These delivery models enable us to provide access to a larger library of vehicles that meet the needs identified by our SF Accessibility Advisory Board but do not fit within the parameters of Appendix A of the Regulations. ◦ **Program Eligibility:** Like our Lime Access program, riders can register directly for Lime Able service via our li.me/sf website, via email to limeable@li.me, or through our app. To establish eligibility, Lime Able enrollees must provide the same type of documentation needed for the Metropolitan Transportation Commission’s (MTC) Regional Transit Connection discount [Card program](#). We are also working with MTC and local disability service organizations to enroll their members and clients directly without the need for additional documentation. We look forward to working with SFMTA and DAS, along with our accessibility advisory board partners, to identify additional ways for San Franciscans with disabilities to participate. We will promote our Lime Able program via the marketing plan in Sec. E.4. ◦ **Pricing Structure:** All accessible rentals will continue to be free of charge to eligible residents (as defined above). In addition, we will offer a free ride for a caregiver with every accessible vehicle rental, either to use as a companion to the person with disabilities or simply as an opportunity to run errands or rest and recharge from their duties.

◦ **Reservation Process:** Riders can request delivery of vehicles to a location of their choice (as well as a companion vehicle) via online form, in-app, or through our customer service channels, as well as using vehicles located at ADRCs and other community centers.

e3) Description of community engagement on the Complementary Adaptive Scooter Plan conducted to date.

Before the late 2019 launch of our original Lime Able accessible scooter service, we held roundtables with Ability Now Bay Area, The Center for Independent Living, Disability Rights California, Lighthouse for the Blind, and Helix Opportunity. Over the past few months Lime been in the process of formalizing this outreach into our SF Accessibility Advisory Board, consisting of membership from National Federation of the Blind, San Francisco State University’s Paul K. Longmore Institute on Disability, Center the Independence of the Disabled, Ability Now, Lighthouse for the Blind and Visually Impaired, Disability:IN, DAS and others. Lime also conducted a survey of our Lime Able users in late March and we will incorporate the feedback on the program into the next iteration of Lime Able.

In response to guidance from the members of the Advisory Board and SFMTA, we have enhanced the Lime Able user interface, making the vehicles available through our app, our website, and our customer service center, expanded the fleet to include additional vehicle types, and added locks to each of our vehicles so that riders can use the vehicles to



make multiple stops during their rental. Based on early responses to our survey, Lime's expanded vehicle offerings and reservation channels will improve riders' experience with Lime Able.

Based on guidance from our disability advisors nationally and in San Francisco, Lime has also made the following changes to our overall program:

- Piloting a distinct "noise footprint" to our scooters to warn pedestrians and other riders that a scooter is approaching, a particular concern of the blind and low-vision community.
- Working with Pacific ADA Center to train all of our Operations Team on how to operate in a manner that does not impact the ability of a blind person or low vision to navigate public space.
- Adding braille and large font customer service information onto our scooters (see *Sec. F.8*).
- Working with BAYCAT, a Bayview-based, BIPOC led non-profit social enterprise to create a video public service announcement educating riders on the impact of improper parking on people with disabilities, similar to a program we developed with Rooted in Rights, a Portland disability group. See *Sec I.5* for a case study on this initiative.

e4) Plan for continued outreach and marketing of the Complementary Adaptive Scooter Plan...[and] how the feedback and perspectives of...the disability community will continuously be incorporated...

Marketing of the Complementary Adaptive Scooter Plan:

Lime will market our standard and Complementary Adaptive Scooter Plans through:

- Our dedicated Lime Able [website](#)
- Monthly in-app and email communications from Lime and through our SF Accessibility Advisory Board (see *Sec. E.3*) directly to their clients and members
- Social media, traditional media, and public relations, including our \$25,000 "Right to Move" campaign (see *Sec. I.7*)
- In partnership with DAS to their clients and at the DAS' Community Centers
- Making Complementary Adaptive Vehicles available at ADRCs
- Partnering with MTC to market Lime's standard and Complementary adaptive scooter plans to RTC discount card recipients, and likewise to advertise RTC discount cards to our Lime Able enrollees.

Lime has been invited to participate in the Aging and Disability Friendly Meetings coordinated by DAS, where we will promote Lime Able and solicit feedback on how to do additional outreach and marketing.

Ongoing Input from the Community of People with Disabilities:

As noted in *Sec. E.3*, Lime has ongoing two-way communication and outreach to disability advocates in San Francisco and nationally. We are formalizing our original informal input into quarterly meetings with our Accessibility Advisory Board. We are selecting a disability community advocate for Lime's Global Policy Advisory Board (see *Sec. I.8*) to ensure that the perspective of people with disabilities is incorporated into Lime's broader corporate decisions, and hope to announce this addition shortly.

Finally, Lime will send a survey after each Lime Able ride. To ensure we get comprehensive feedback and perspectives from the disability community, we will also distribute our surveys and solicit participants for our focus groups through the ADRCs.

e5) Plan for reporting data and your framework [and] whether devices will be MDS-enabled.

Lime is creating a stand-alone GPS module that can be mounted on any adaptive vehicle so that reporting can be performed automatically through our MDS and GBFS feeds.

- Lime's Policy Research department - in partnership with our Accessibility Advisory Board - will also provide quarterly reports on the Complementary Adaptive Scooter program, including analysis of the quantitative data as well as results of surveys, interviews, focus groups, and other inputs.





**F: Plan for Safe Scooter
Riding & Parking**



f1) Describe all education and training...to ensure legal operation...and the safety of users while riding and those around them.



Based on our service in San Francisco over the past year, Lime has developed a five-step “ORDER” approach to ensure the legal operation of all scooters in our fleet while enhancing the safety of our users and those around them. This ORDER strategy incorporates the most effective tools to influence positive rider behavior, as measured by our testing of various methods over 250 million rides during the past three years. **Outreach:** ◦ **Comprehensive Rider Safety**

Training: All riders are required to complete Lime’s newly refreshed safety training prior to taking their first Lime scooter trip, including a “how to ride” video tutorial and quiz we co-developed with the League of American Bicyclists. Our training focuses on how to share the road in a safe and respectful manner - including staying off the sidewalk - and proper parking at bike racks. For the 2021-2023 Program, we will augment our safety training with a localized video and require that riders score 100% on the quiz before they can access a Lime scooter. The app content is controlled by the language chosen on the rider’s phone, available in 27 languages including San Francisco’s selected languages of English, Spanish, Tagalog, Mandarin, and Cantonese.

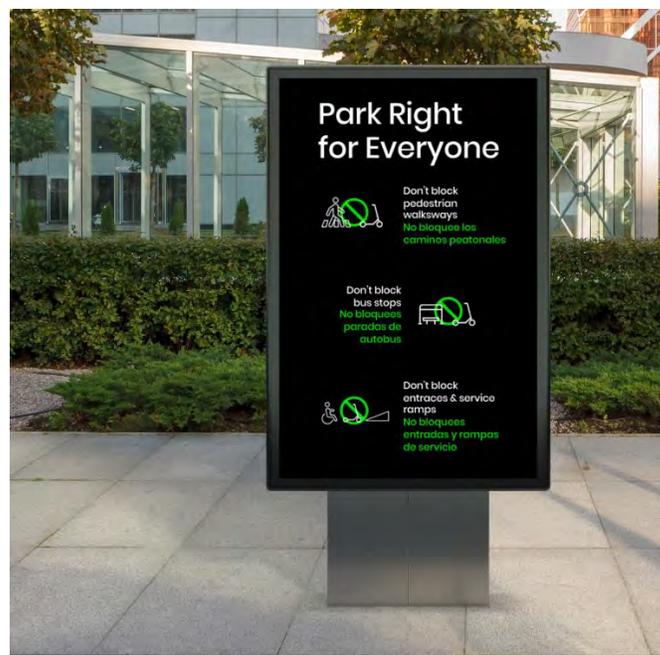
Following the first ride, we will follow up with Safety Tips, including SFMTA’s rules of the road, proper parking, and how to get a free helmet. ◦ **Safety Events:** We will hold “First Ride” interactive safety events with community partners like Young Community Developers, Larkin Street Youth Service, the East Cut Community Benefit District, Excelsior Works!, and others on a monthly basis. During the 2019-2021 Program, Lime held 16 First Ride events - monthly through 2019 - in different neighborhoods. We paused during COVID and resumed monthly virtual First Rides in SF on Feb. 24.

First Ride events are interactive safety sessions designed to educate riders on the best practices to safely ride our scooters and San Francisco’s rules of the road, and a 60-minute hands-on safety course. Course attendees get a free helmet. ◦ **Multimedia, Multilingual Education Campaign:** For 2021-2023, Lime created our [Right to Move](#) multilingual, multimedia safety communications campaign specifically for San Francisco (see *Sec. I.7*) for distribution through digital, social, and traditional media, as well as outdoor advertising. We have already started a new outdoor safety advertising campaign in 22 locations across the City. ◦

Safety Portal: Our Safety Portal (safety.li.me) includes how-to-ride video tutorials, a customer service request form, a discounted safety

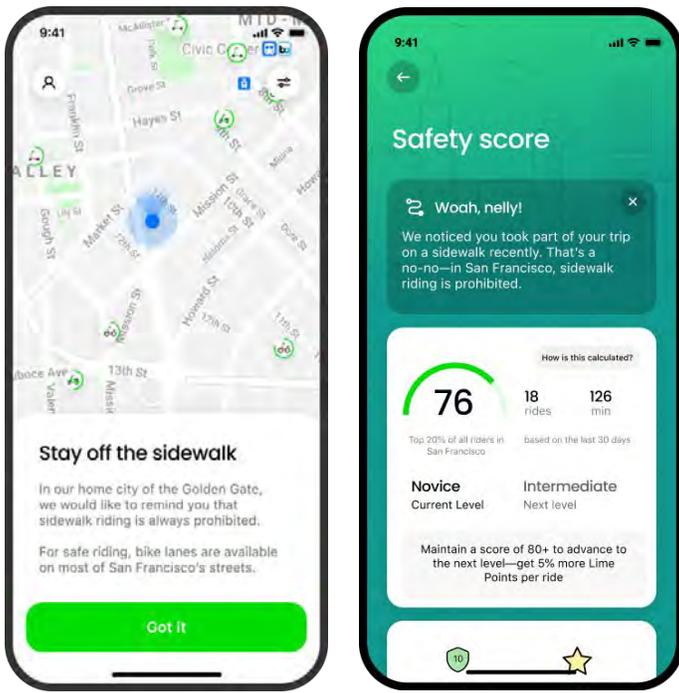
equipment store, a signup form for our Digital First Ride, and a safety school and quiz created in partnership with the League of American Bicyclists. Lime has also created a San Francisco website which includes links to the preceding content.

- **Technology to proactively prevent riding while intoxicated:** From 10 pm to 5 am, riders must perform a cognitive task before unlocking a scooter to prevent impaired riding.
- **Multilingual On-Vehicle Signage:** Low-tech solutions like instructions on our vehicles, signage, and secure hangtags in multiple languages are also effective in reminding riders to park properly and ride respectfully. For 2021-2023, Lime will add customer service information in braille and a sticker (in addition to our rules of the road sticker that mentions sidewalk riding) specifically reminding users not to ride on the sidewalk.



We will use multiple languages including English, Spanish, Tagalog, Mandarin, and Cantonese in our [Right to Move](#) campaign. See *Sec. I.3*.

- **Reminders:** ◦ **Refresher Messaging:** Lime will post a permanent in-app reminder with SFMTA’s rules of the road, including the prohibition on sidewalk riding, which pops up every time the rider opens the app. Lime also sends in-app, email, and text messages after every three trips refreshing riders on how to ride safely and park properly. New for 2021-2023, based on Lime research that shows that new riders are more likely to park incorrectly, Lime will send new riders reminders on proper parking and riding after their first five rides.
- **Rider Scorecards:** For 2021-2023, Lime will provide our new “rider scorecards,” which include data about riders’ behavior and comparative behavior, including sidewalk riding (see next page for our sidewalk detection technology), parking, helmet use, and tips for improvement.



Digital Technology: Sidewalk Detection Technology:

Recognizing the importance of preventing sidewalk riding, Lime has already implemented our proprietary sidewalk riding detection technology in SF. Lime is the only company to deploy sidewalk riding detection at scale (see *Sec. F.8*).

Enhanced End of Trip Photos & Immediate Validation:

Before riders are able to end a trip, riders see guidance showing proper parking and must actively validate that they have parked properly with a photo. This “nudges” users to park properly and documents the outcome. New for 2021-2023, our AI-enabled photo feature can recognize if a rider is properly parked at a bike rack in real-time. The rider is immediately notified by Lime if their vehicle is parked improperly and require them to re-park. Our Operations Team also audits 10% of the photos, triggering incentives for good parking, educational reminders, fines, or deactivation for repeated poor parking.

Execution: Tidy Crew:

The San Francisco Team includes a dedicated “Tidy Crew” whose role is to correct misparked scooters and educate riders on safe scooter use. Tidy Crews are scheduled and localized based on the locations and times of peak trip end times which vary based on time of day, day of week, events, etc. Lime has already increased our Tidy Crew’s efforts on high traffic locations like along the Embarcadero, Fisherman’s Wharf, Aquatic Park, Union Square, and neighborhoods in the Northeast section of the City, providing scooter valet services as well at key locations such as the Chase Center, Oracle Park, the Transbay Terminal, and the 4th and King Caltrain station. We will continue this effort for 2021-2023 and increase as needed to educate riders and alleviate overcrowding.

Responsibility: Incentives and Fines: We provide Lime credits to encourage proper parking and safe riding. Our flexible technology also allows us to use incentives to encourage other desirable rider behavior, like starting/ending rides in transit deserts or parking vehicles in less congested areas (see *Sec. F.5*). To create a culture of accountability, we have also fined riders for poor parking or riding behavior - including violations of SFMTA’s rules and regulations - and we will continue this program if selected. To date Lime has assessed more than \$165,000 in fines. Repeat offenders are expelled from the platform as part of Lime’s progressive disciplinary model (see *Sec. F.8.a*). Based on our analysis of fines in Paris, most fines are assessed to new riders, and the recidivism rate is low.

f2) Describe your plan to limit speeds. As detailed in *Sec. A3*, we will continue to implement our 8mph Training Mode and Slow Speed Zones. To help address sidewalk riding, Lime has recently implemented in SF our patent-pending sidewalk riding detection technology. We can detect, with up to 95% accuracy, when a rider is riding on a sidewalk. We then notify the rider and ban offenders (see *Sec. F.8.a*). We are testing technology that allows us to safely slow riders who are on sidewalks for a prolonged period of time. Based on data we have evaluated from Milton Keynes, UK, in a two week period between October 7th and 21st, 2020, from 5,000 rides, we found that more than 95% of the time users were properly riding on the street. We shared this aggregated trip data and mapping of locations with high sidewalk ridership with the Milton Keynes City Council to help identify areas for infrastructure improvements. We will provide these data sets to SFMTA as well.

f3) Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities. Commitment to offering users the option to report safety issues, including involvement in a collision, at the end of every ride. Lime commits to using all touchpoints with riders to educate them on how to report a collision or other safety incident to Lime and the appropriate authorities. In addition, in the event of an accident, Lime is the only vendor in the US to provide insurance coverage to riders and third parties through our exclusive partnership with Liberty Mutual Insurance.

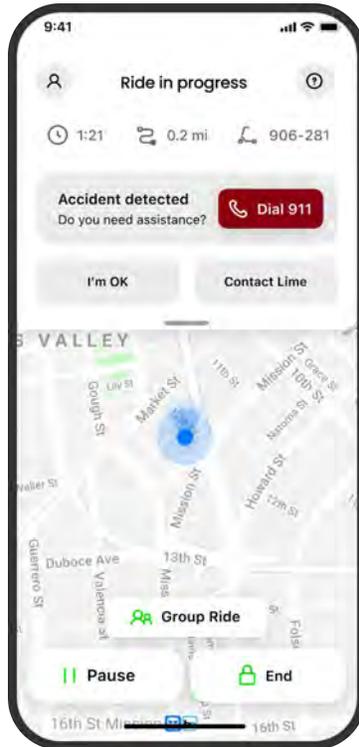
Our app has multiple features to enable reporting of collisions or other incidents, including an in-app help center and an automatic prompt at the end of each ride for the rider to rate their trip and report any issues. After two consecutive low rated trips or any damaged vehicle report, our backend Operations System puts the vehicle in “Maintenance Mode,” making it unrentable and dispatching an Operations Team member to collect the vehicle. For 2021-2023, Lime is



adding a prompt for riders to flag issues like damaged vehicles or misparking *ahead* of their ride as well.

City staff and Law enforcement have the personal contact information for our SF General Manager should an emergency arise. We have a self-serve portal on our website for law enforcement to submit requests for data, and guidelines for submission.

Lime's Real-Time Accident Detection and Response (RADAR) system proactively identifies and reaches out to riders who may have experienced an accident. Using machine learning from Lime's 250 million-plus rides, when our on-board telemetry monitor detects unusual activity--sudden braking, vehicle falling down, extreme vibration, or motor current--the rider receives an in-app message connecting them to emergency services or our support team. The telemetry data is also used to tailor our safety programs, local operations, and the design of our hardware to address the most common issues.



At the end of every trip and in the Help menu, riders can report damaged vehicles.

f4) Describe commitments to conveying information about proper parking...

Lime educates our riders about proper parking through all of the initiatives included in *Sec. F.1*, including our multilingual, multichannel “Right to Move” outreach campaign and mandatory new rider quiz. In addition, Lime will implement the following as part of our ORDER efforts:

Outreach: Parking places in the app: Lime has geofenced every bike rack in San Francisco in our app. Once a rider starts a ride, our app view changes to display the nearest parking spot.

Reminders: End of ride parking flow: In addition to communicating SFMTA's parking rules upon a user's first ride, we are implementing an end of ride flow with parking instructions and images of pedestrians and people with

disabilities to remind riders of those most impacted by poor parking. ◦ **Rider scorecard:** Our new Rider Scorecard includes metrics including sidewalk riding, parking violations, fines, and incentives to calculate a safe rider “score.” We share this information with the rider in-app. To further gamify compliance, Lime will provide financial incentives and list average metrics so riders are motivated to beat the average. See *Sec. F.8.a*. ◦ **Video public service announcement:** We are working with BAYCAT to create a video public service announcement educating riders on the impact of improper parking on people with disabilities, similar to a program we developed with Rooted in Rights, a Portland disability group, which was distributed to one million riders (See case study in *Sec. I.5*).

Digital Technology: Bike rack recognition: Lime has developed technology that uses AI to recognize whether a scooter is parked at a San Francisco bike rack. The technology works in real time. If a rider is not parking at a bike rack, the rider will be prompted to re-park the vehicle. This technology is already live in Paris and we look forward to bringing it to San Francisco for its North American debut. ◦

Overcrowded corrals: Lime will activate our new AI technology that detects and informs riders when bike racks are full and redirects them to less crowded locations. Like bike rack recognition, Lime has already implemented this technology in Paris. ◦ **Geofenced corrals:** If desired by SFMTA, Lime can construct parking corrals to contain and organize parking at high traffic locations like along the Embarcadero, Fisherman's Wharf, Aquatic Park, Union Square, and neighborhoods in Districts 3 and 6 (see *Sec D.6*).

Enforcement: Tidy Crew/Scooter Valet: Please see *Sec. F.1* for Tidy Crew explanation. We also provide “scooter valets” who park scooters for riders. For 2021-2023 we will provide scooter valets at Caltrain Stops, The Ferry Building, Fisherman's Wharf, Special Events at Moscone Center, The Chase Center, Oracle Park and will work with the SFMTA to determine additional locations as needed.

Responsibility: Audits, incentives and fines: To validate proper parking, Lime has implemented automatic parking recognition technology and we audit 10% of end of ride parking photos. Based on these metrics, we provide Lime credits to riders that park properly and fine riders for poor parking. We have a progressive fining policy in place (see *Sec F.5* (incentives) and *Sec. F.8.a* (fines)).

f5) Describe any incentive programs you will implement to encourage riders to properly park scooters at bike racks or other [permitted] locations... Riders who park properly will be entered into a weekly lottery to win \$150 in Lime credits.



New for 2021-2023, Lime's parking recognition technology uses the rider's camera to recognize whether a scooter is parked at a bike rack. (Sec. F.4). Not only does our AI parking recognition technology ensure proper parking, it also provides Lime the opportunity to reward riders for compliant parking with an entry into the weekly drawing. Lime also reviews 10% of post-trip photographs to incentivize proper parking, sanction bad actors, and identify parking trends for more systematic solutions.

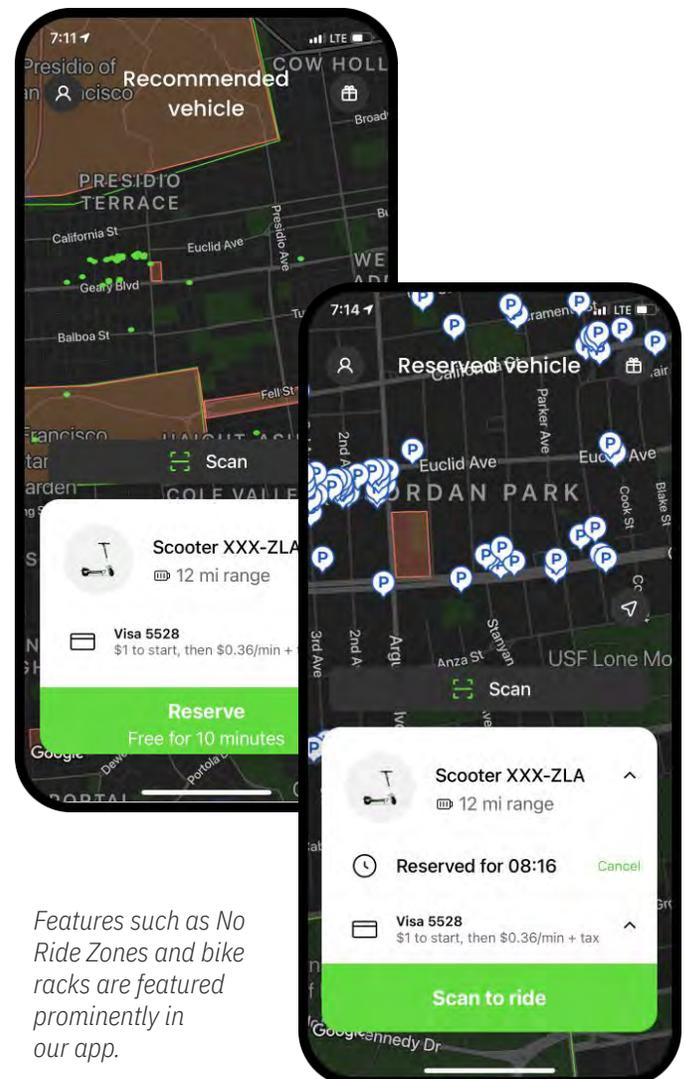
f6) Describe the locking mechanism(s) you commit to deploying upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1. All of Lime's SF vehicles are equipped with a bluetooth enabled LimeLock that unlocks via the rider's app. To ensure that people lock their scooters properly, the lock must work reliably. Our LimeLock has been tried and tested in San Francisco and Chicago on over 1.5 million rides, with just a .05% failure rate (riders being unable to successfully use the locking mechanism).

f7) Describe your plan to display bike rack locations in app. Lime already displays all of San Francisco's recorded bike racks in our app using SFMTA's bike parking data. For continuous improvement, We also have a feature on our li.me/sf website to add a bike rack to our map and to submit a bike rack request to SFMTA. For continuous improvement, Lime will add more crowdsourcing functionality by prompting riders to add a bike rack within the app.

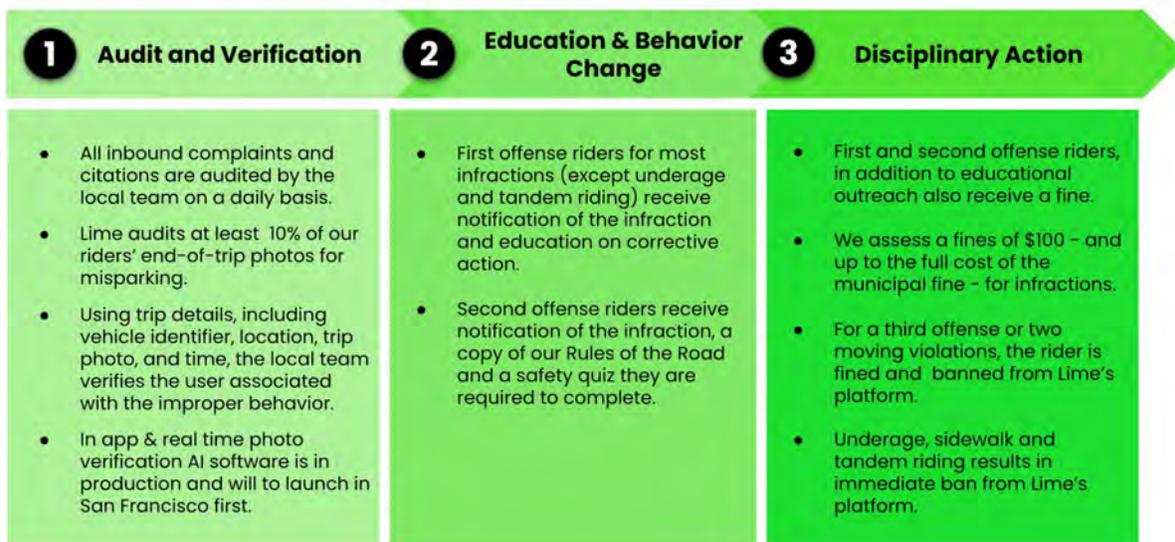
f8) Describe rider accountability measures you commit to implementing and how you commit to monitoring compliance with applicable laws and regulations, such as those prohibiting riding on the sidewalk or proper parking, including any technology innovations that allow monitoring, and what commitments you make to address noncompliant users. Over the course of the 2019-2021 program, Lime implemented mechanisms for monitoring compliance. For example, in 2020, Lime upgraded our geofencing to better enable Lime to control rider behavior. Our industry leading technology now allows us to establish no riding zones, no parking zones, and slow zones for sensitive areas that are accurate to 30 cm and implement within 0.7 sec. We have non-operation zones, no service zone, and no parking zones set up to manage rider behavior in Golden Gate Park (including the Panhandle), Presidio, and all public school campuses. For the forthcoming year, Lime will set up zones for Sunday Streets, other large events, and as always when requested by the City. We will work with SFMTA and stakeholders to recommend areas where these tools would help encourage compliance.

For 2021-2023, Lime has developed new technology to further automate compliance monitoring and accountability to enforce SFMTA's rules and regulations. Our initiatives include:

- **Sidewalk riding detection:** See Sec. F.2.
- **Safe Rider Scorecard:** Our new Rider Scorecard includes metrics like sidewalk riding, parking violations, fines, and incentives to calculate a safe rider "score." We share this information with the rider in-app. To further gamify compliance, Lime will provide financial incentive and list average metrics so riders are motivated to beat the average (see Sec. F.8.a).
- **Bike rack parking recognition:** Lime's new parking recognition technology uses the rider's camera to recognize whether a scooter is parked at a bike rack. Lime's technology can also recognize full racks and redirect riders to less crowded parking spots (see Sec. D.6).
- **Pre-ride parking validation:** Lime is adding a prompt for riders to flag issues like misparked vehicles *ahead* of their ride as well as afterwards. Lime will use these reports to identify riders who habitually mispark for education, fines, and, ultimately, removal from the platform.



Features such as No Ride Zones and bike racks are featured prominently in our app.



f8a) Please submit an escalating penalty structure you commit to implement to hold riders accountable for repeated improper, unsafe and/or illegal parking or riding behavior that is observed by or reported to the permittee.

While incentives and behavioral nudges are preferable, not every rider responds to these positive cues. Lime has a progressive discipline model for holding riders accountable for improper, unsafe, and illegal parking and riding behavior. Lime generally follows the same fining policy for both riding and parking infractions because misparking can create safety hazards for pedestrians and people with disabilities by blocking the right-of-way. However, there are riding behaviors that Lime will not tolerate. Verified cases of underage, sidewalk, or tandem riding result in immediate account deactivation.

To date, Lime has issued more than \$165,000 in fines and at least 2,500 riders have received a first safety offense. Lime has banned more than 50 riders from our platform due to safety violations.

f8b) Describe how your escalating penalty structure will hold riders accountable specifically for unsafe and/or illegal riding behavior. Please see Sec. F.8.a above.

f8c) Describe how your escalating penalty structure will hold riders accountable specifically for improper parking. Please see Sec. F.8.a above.

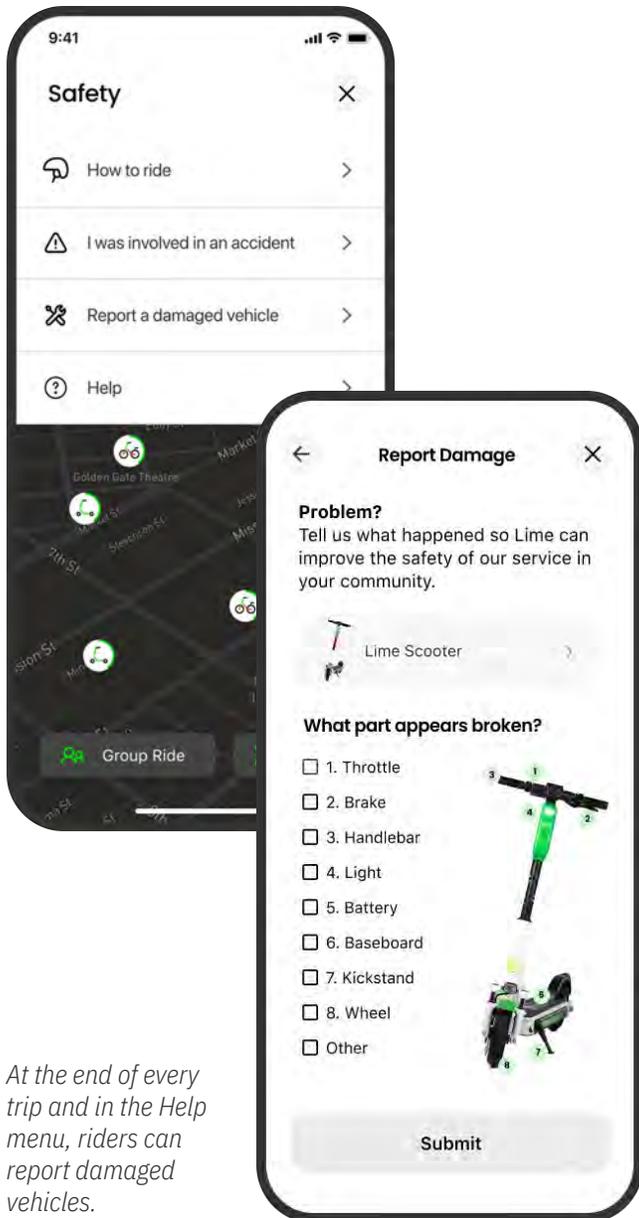
f9) Describe your investigation and resolution process regarding complaints about improper, unsafe, or illegal riding/parking behavior. Anyone can report safety,

maintenance, or any other issue through Lime’s 24/7, accessible, multilingual customer service and 311. Lime’s customer service is available by phone, email, in-app (without needing to take a ride), text, Twitter, our San Francisco website (li.me/sf), and our Trust and Safety Portal website at safety.li.me. Phone support is available in 10 languages and written support in more than 100 languages, including English, Spanish, Tagalog, Mandarin, Cantonese, Russian, Vietnamese, Japanese, French, Thai, and Arabic.

In 2021-2023, for the blind and those with low vision, we have printed our customer service information in braille on our vehicles and in large, raised font. For those with hearing or speech impairments, our customer service is integrated with the 711 text-to-speech service.

We respond to a customer inquiries or complaints through the following process:

- After a customer service query is received through any of our channels, our Customer Service Team receives a “ticket” in Zendesk. [Zendesk](https://www.zendesk.com) is a best-in-class customer support software suite.
- If the ticket requires an intervention (e.g. vehicle needs to be moved or a damaged vehicle) our Customer Service Team marks the vehicle to be retrieved and rebalanced. Damaged vehicles are immediately put in Maintenance Mode so that cannot be rented. A task in our internal task management system is created for our local Operations Team to retrieve the vehicle.
- If the issue is a billing or general question, the Customer Service team works on solving the entirety of the issue directly and communicates the resolution with the rider.
- For more complex issues, we escalate to our Trust and Safety team for close tracking, response and resolution. This team works closely with senior members of our local and central operations teams.



At the end of every trip and in the Help menu, riders can report damaged vehicles.

f10) Describe any additional scooter modifications, notification systems, infrastructure, etc. not otherwise mentioned in this application that further ensures safe scooter riding and/or parking.

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◦ Based on guidance from our disability advisors nationally and in San Francisco, we are adding a distinct “noise footprint” to our scooters to warn pedestrians and other riders that a scooter is approaching, a particular concern of the blind and low-vision community. ◦ Lime scooters have an internal gyroscope and alignment sensor to detect tipping. We have a proprietary dashboard which tracks tipped scooters in real time, alerting our Operations Team. An Operations Specialist is dispatched to reposition or repair the

scooter, with the majority of retrievals generally within 15 minutes and no more than two hours. ◦ To discourage tandem riding, we are developing new technology that will use the scooter’s suite of sensors to detect weight distribution and number of touchpoints to determine whether multiple people are riding, and if so, reduce speed. We will work with SFMTA to pilot this technology.

f11) Describe procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with how you commit to respond to and log these complaints in the shared complaints database...

Customers and non-customers alike can notify Lime of any issues, including improperly parked scooters, through our 24/7, multilingual customer service via phone, email, app, text, and our safety portal website. We also have a dedicated San Francisco webpage, li.me/sf, and email for direct reporting to the San Francisco local team. ◦ Lime commits to addressing misparked scooters in the field generally within fifteen minutes, and no more than two hours. We will log complaints in the shared database within one week of receipt. Lime’s local team of Operations Specialists and Shift Leads are responsible for logging complaints in the shared complaints database.

f12) Describe your commitment(s) to ensure customers have a valid driver’s license, including how you will address issues such as riders under the minimum legal age operating scooters. Lime’s age requirement (18+) is displayed on each vehicle, in the app upon sign-up, and in our User Agreement. Verified underage riding results in immediate account deactivation. Lime also requires all riders to scan their driver’s license before they are allowed to take a trip. Lime upgraded its ID scan technology in San Francisco in July 2020, which is also deployed in 10 other cities worldwide. Our proprietary, AI-driven two-factor identification, in partnership with Microblink, captures both sides of the ID, followed by a “selfie,” which matches the data extracted from the user’s license with their facial image. The Microblink technology is accurate to 98%.



G: Recharging, Maintenance, Cleaning, and Sustainability Plan

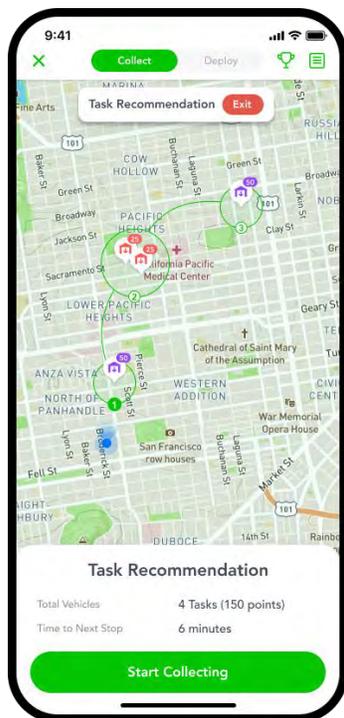


g1) Describe how scooters will be recharged.

g1a) Location(s)/building(s) and specific room(s)..., including addresses and power sources. i) Will the room require any modifications to the electrical outlets or system? ii) How many scooters will be charged...at one time? iii) Is the space sprinklered? iv) Does the space have smoke detection connected to a fire alarm system? Lime's full-time, in-house Operations Team recharges all of our scooters and batteries. Our charging equipment is in the main room at our Bayview warehouse. Since 2019, our scooters have been charged with 100% renewable energy from CleanPower SF. i) Our charging space is equipped with more than 400 amps of power (240 volts; 3 phase), with no further modifications needed. ii) Over 1,000 scooters or 5,000 batteries can be charged in our warehouse, via certified and safe Sunfish battery cabinets. iii) Yes. iv) Yes.

g1b) Describe how your staff...will know when a scooter needs to be recharged [and] any information and training you will provide...Lime's Operations Team can access information about each vehicle, including battery status in our Operations App. When a scooter's charge falls below 20%, our back-end Operations System automatically dispatches an Operations Specialist to replace the battery.

All Operations Team members that handle our high energy batteries complete safety training every six months, including best practices for safe charging, pass several knowledge checks with 100% accuracy, follow the proper safety procedures (covered in the course) and wear the



T-Rex task management software reduces fleet trips to reduce emissions and decrease congestion.

correct personal protective equipment. Best practices for safe charging are posted throughout the warehouse. Lime's San Francisco team maintains a record of training documentation and OSHA compliance, including battery training dates for each employee and their scores on each knowledge check they complete.

g1c) [H]ow you will educate and train all staff handling recharging...on how to safely and legally park when retrieving scooters...All of our Operations Specialists receive training and monthly reinforcement on the rules of the road, best practices on operating on the streets in San Francisco, and scenario-specific proper parking training. Before driving independently, Operations Specialists go on in-person ride-alongs with Shift Leads. Quick reference guides on proper driving and parking are posted throughout the warehouse. To ensure adherence to the rules, parking and driving compliance is included in individual performance scores. After two violations, they face a reduction of hours and, ultimately, termination.

g1d) [Y]our commitments to minimize potential negative impacts...related to collecting, redistributing, and recharging scooters. Lime reduced our VMTs by 50%+ from February 2020 to February 2021. We introduced e-cargo bikes to our fleet for rebalancing, and we will increase their use in 2021-2023. In addition, our "T-Rex" proprietary task assignment algorithm (image at left) prioritizes field tasks based on route and task importance, minimizing wasted trips and inefficient routes. The result was savings in fuel, VMT, and emissions, as well as reduced congestion. Built into our Operations App, T-Rex lines up tasks for our Operations Specialists and then provides turn-by-turn navigation to each task to minimize travel through the day.

For 2021-2023, Lime will be further minimizing negative environmental impacts by:

- Launching our Gen 4 scooter with swappable batteries, which enables us to replace depleted batteries with charged ones in the field, as opposed to bringing back the vehicle to our warehouse for charging. The result is fewer van trips, less congestion, and lower emissions.
- Converting our operational fleet to zero emissions electric vehicles by the end of 2021. We have already logged over 250 miles using e-cargo bikes during higher traffic times and in overcrowded areas like Fisherman's Wharf/ Caltrain station and 4th & King to rebalance vehicles. Since batteries are smaller and lighter than scooters, swappable batteries will enable us to use more cargo bikes to service our fleet.
- Finally, in response to feedback from SFMTA and City officials, Lime's Operations Team is now all in-house staff. Lime has total control over the assignment of tasks, vehicle types, etc., enabling Lime to rapidly implement process improvements and technological advancements.



g1e) [H]ow will [you] document and report...new non-revenue vehicle miles traveled (VMT), and the number and length of trips generated by collecting, redistributing, and charging activities. i) [D]oes the applicant plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency? In compliance with our 2019-2021 permit, Lime tracked all vehicle miles traveled in San Francisco through a two-step verification process: (1) odometer readings are entered every time our fleet vehicles are fueled, so our reporting shows us miles traveled over time and (2) vehicle miles travelled (VMT) through telematics installed in our vehicles. Lime reports VMTs by vehicle type, including scooter, e-bike, trike, cargo bike, diesel van, gasoline van, light-duty gasoline vehicle, and light-duty electric vehicle.

g2) [D]escribe how you plan to conduct and share a life-cycle analysis with the SFMTA within 3 months of permit issuance. Lime will provide a complete life-cycle analysis in compliance with the requirements of Appendix 6. We have already conducted two ISO-compliant life cycle analyses (LCA) of our Gen 2.5 and Gen 3 scooters in partnership with independent, international firms (Arcadis and Anthesis) consistent with ISO 14040: 2006 and 14044: 2006, which we will replicate for the Gen 4 and adaptive fleet.

Based on our previous LCAs, Lime has set an internal life cycle carbon target by the end of 2021 of <23g of CO₂e/passenger km, which (per passenger mile) will make Lime scooter travel four times less carbon intensive than the average public bus, 15x less than an average personal car and 22x less than a ride hailing vehicle. Central to achieving this target is Lime's commitment to deploy our Gen 4 scooter with swappable batteries in San Francisco and across the globe, which has a design lifespan of over five years and a battery life of 500 charge cycles/ 8,000mi+.

g3) [A]pproach to maintenance, cleaning, repair of scooters, safety check protocols, and minimum standards for repair and cleaning, including COVID-19-specific cleaning measures. Lime's approach is to proactively identify any issues before they become a service problem, as outlined in the Service Level Agreement (SLA) chart on the next page. Our Operations Team performs a field inspection of each vehicle at least once per day and every time we touch the vehicle. Our scooters receive a full 45-point inspection at the warehouse by a Lime trained and certified mechanic at least every seven days, including screws, brakes, handlebars, grips, battery damage or wear, lights, cleanliness, stickers, a test ride, and more. Any vehicle overdue for an inspection is flagged for immediate retrieval.

COVID-19 Protocols: Lime staff sanitize every scooter at least daily and every time they come in contact with one, following CDC recommendations for disinfecting, including using EPA-approved cleaners, focusing on frequently touched areas of scooters including handlebars, brakes, and throttles, and wiping surfaces so that they remain visibly wet for five minutes. We also disinfect high traffic areas in our daily operations including vans, doorknobs, bathrooms, and mechanic stations.

Lime has outfitted staff with CDC approved Personal Protective Equipment (PPE), instituted social distancing, and reduced warehouse capacity by 40%. We implemented training on COVID protocols, including: PPE usage, stopCOVID.co training course, social distancing protocols, and preventing surface transmission.

On the following page is a SLA with our approach, frequency, and documentation of maintenance, cleaning, repair, and safety checks. If selected, in addition to the City's reporting requirements, Lime will report on our compliance with these SLA's during the 2021-2023 permit period for greater transparency.

g4) [P]rocedures for notify[ing] that there is a safety or maintenance issue...and procedures for removing that scooter from service Riders and non riders can use any of the 24/7, multilingual customer service channels in *Sec. F.9* to notify us of a safety or maintenance issue. Any scooter reported as damaged it is automatically removed from the system and placed in Maintenance Mode, wherein it cannot be seen in our app or rented. Our Operations Team is automatically notified, and will respond generally within 15 minutes and no more than two hours.

g5) Describe how you will comply with the City's Zero Waste and Producer Responsibility policies. Per San Francisco's Producer Responsibility Policy, Lime takes full responsibility for the recycling and proper disposal of our vehicles. In 2019-2021, Lime's repair and reuse program in San Francisco achieved over 1,000 lbs of parts repurposed or recycled, in addition to 850 discrete parts (not counted by weight). Zero parts were sent to a landfill. Should a vehicle wind up in the waste stream, Lime's Operations Manager, Amy Falkenstein, is designated to recover the vehicle.

We follow the core tenets of the circular economy: 1) we prevent and minimize waste by deploying the right number of scooters for the market and custom-designing our vehicles for modularity, durability, and repairability. Less than 0.01% of our SF scooters were irreparable. If irreparable, the vehicle is broken down for components to be reused for future repairs.



Task	Schedule	Documentation
Maintenance		
Routine 45 point inspection ensuring that all scooters in Lime’s fleet are in good working order and safe to operate (see Sec. G.3)	In-field inspection every day, preventative maintenance inspection at least once every seven days	Maintenance activities are recorded in Lime’s Operations Database; monthly maintenance records will be provided to the City
Cleaning		
Cleaning and disinfection	Daily and upon return to warehouse	Completed tasks by Operations Specialists are recorded in our Lime’s Operations database
Deep cleaning including removal of graffiti, etc.	As needed and upon return to warehouse	Maintenance activities are recorded in our Operations Database; monthly maintenance records are provided to the City
Repair & Safety Check Protocols		
Preventative maintenance	See “Routine Inspection” (see Sec. G.3)	Maintenance activities are recorded in our Operations Database; monthly maintenance records are provided to the City
Repair	As needed	Repair activities are recorded in our Operations Database; monthly repair records are provided to the City
Safety Checks - Quality Assurance and Control	5 QA/QC checks, including upon checkout and prior to field deployment	Repair activities are recorded in our Operations Database; monthly repair records are provided to the City
Issues with vehicles addressed generally within 15 minutes and no more than two hours	Ongoing Measurement	Customer Service records provided monthly to City; 311 data tracked both by Lime and the City

2) If a components is unusable, we seek second-life applications. We partnered with Shine which uses depleted battery cells for consumer speakers or power packs. 3) Only if a part is unusable for our repair program is it recycled. We partner with Sprout, an end of life logistics company serving the Bay Area, to help achieve our 0% landfill goals. In our pilot, Sprout has achieved our 100% landfill diversion objective, equivalent to 266 trees saved, 3,000 gallons of oil prevented, and over 56,000 gallons of water conserved according to Sprout.

g6) Describe your commitments to ensure scooters do not defoul the environment. In compliance with our 2019 RFP commitments, Lime has instituted a water body protection protocol that we have successfully used in markets with sensitive coastal environments. To the best of our knowledge, we did not have any incidents of dumping scooters in San Francisco’s waters during the 2019-2021 permit period. We leave a 80+ foot buffer near bodies of water, patrol areas on the coast like the Aquatic Park, Fort Mason, The Embarcadero, and Fisherman’s Wharf, geofenced no riding/deployment/no parking zones around water bodies, educate riders in coastal areas about problems caused by scooter dumping, and we fine and remove bad actors from our platform (see Sec. F.8.a). Within one hour of receiving a report of a scooter in a waterway, we deploy a trained, in-house retrieval specialist to collect the

scooter. Additionally, starting with the 2021-2023 program, Lime is partnering with Parker Diving (a Sausalito-based commercial diving company with over 50 years of experience and 24/7 availability) to plan additional coastal protection measures and retrieve any vehicles.

Lime’s battery pack is rated IP67 up to one meter, making it possible to withstand torrential rain or even flooding. Our batteries comply with UN38.3, an international safety standard that addresses the quality and safety of lithium ion batteries. One of the criteria of this safety standard is rigorous testing for battery leakage in various situations, including testing to ensure integrity when submerged.

Furthermore, Lime is also ensuring scooters do not defoul the environment via our sustainability initiatives. Lime currently provides San Francisco with a certified CarbonNeutral fleet powered by 100% renewable energy from CleanPower SF. Lime’s carbon neutrality meets the [data-driven protocol](#) from Natural Capital Partners, an internationally respected organization that sets the standard for verifying Carbon Neutral claims by businesses. Lime is committed to going further, becoming carbon negative by 2025 across the entire company and supply chain, with our carbon reductions externally validated by the Science Based Target Initiative (SBTi). We will report on our carbon reductions to SBTi and SFMTA annually.



H: Hiring and Labor Plan



h1) Describe your staffing plan, including staff who are employees, staff from staffing agencies and/or independent contractors, for operation and maintenance of your Powered Scooter Share program.

Lime's Operations Team is comprised entirely of Lime W-2 employees. 80% of Lime's team members reside in San Francisco, including Bayview, Western Addition and Mission Key Neighborhoods. Additionally, 65% of our staffers were born and raised in San Francisco.

Lime recently hired two new members of our Operations Team through San Francisco's First Source Hiring Program. We are proud of this collaboration with First Source and we encourage other scooter share operators and SF tech companies to better use this valuable talent pipeline.

Lime prioritizes responsiveness to feedback on our service from SFMTA, community organizations, and our staff. In response to feedback about Lime having a different staffing model for our warehouse and headquarters staff, we converted our entire SF Operations Team to in-house, W-2 Lime employees. Our Operations Team members now receive the same top-tier benefits that all Lime employees, including our Executive Team, receive (see *Sec. I.10*).

Lime's San Francisco Operations Team includes: General Manager (1) (EV Ellington) is the "CEO" of the market, responsible for planning and overseeing all of the markets in their territory, and accountable for the performance, growth and profit/loss of the business. ◦ Operations Manager (1) ("OM") (Amy Falkenstein) is responsible for compliance, ensuring that the Operations Team adheres to the City's regulations regarding device requirements, deployment, and parking. The OM also supports our community outreach and engagement efforts, and serves as a primary local point of contact for the City in case of any emergency or urgent issue.

◦ Operations Coordinator (1) ("OC") (Mohamed Lakdawala) handles day-to-day operations, ensuring that the program is running smoothly, managing permit compliance, and day-to-day operations including all aspects of our current adaptive delivery program. ◦ Operations Specialists (8) are responsible for managing our vehicles throughout the City. Other primary responsibilities include: patrolling to make sure vehicles are properly parked, rebalancing stagnant vehicles, responding to any customer service requests, ensuring vehicles are charged, and retrieving vehicles that require maintenance. ◦ Mechanics (5) are responsible for all maintenance and repairs on Lime vehicles. Our team of in-house mechanics ensure that all vehicles are in good working order and safe for our riders. All mechanics receive extensive hands-on training, including a Mechanic Proficiency Test, and are provided with all the equipment and tools needed to keep our vehicles in top shape. All mechanics must pass the Lime Mechanic Proficiency test before completing their onboarding process.

Prior to COVID, Lime had a 20 person Operations Team. If selected for the 2021-2023 Program, when utilization returns to the pre-COVID baseline, Lime plans to add 10-20 additional Operations Team members for a fleet of 2,500 vehicles. This additional future headcount will be allocated between our repair and field staff based on our current 60:40 ratio of field staff to mechanics and will be adjusted as needed. In San Francisco Lime has a higher percentage of operations staff versus Lime average to improve parking compliance, exceed fleet distribution and Key Neighborhood thresholds, reduce overcrowding through frequent rebalancing, and respond to issues within 15 minutes and no more than two hours.

Each member of Lime's operations team in San Francisco has an established career ladder and opportunity to grow and develop in their role. In each of our four California markets, including San Francisco, the management team is composed of former entry level hourly hires. For example, Bayview resident Mohamed Lakdawala began as an Operations Specialist and was promoted to Operations Coordinator, the third most senior role in San Francisco.



Nandi Johnson, a San Francisco native, Bayview resident, and local artist, was promoted to Operations Lead in August of 2020, having taken the initiative to be trained in field and in-warehouse operations. In her spare time, Nandi is a recording artist and intern for Larkin Street Youth services, leading workshops in sound engineering for 18 to 24 year olds.



Workforce Partnerships: Lime is partnering with workforce development Community Based Organizations (CBO) to ensure our Operations Team is drawn from the community and gives opportunities to those who need them most. We are working with Young Community Developers, Goodwill Industries, Toolworks, and The Transgender District, Excelsior Works!, and First Source Hiring to recruit candidates and provide skills training.

h2) [E]mployment types...for staff responsible for operation and maintenance of your Powered Scooter Share program... Lime's Operations Team is made up entirely of Lime W-2 employees. We compensate our operations staff by hourly wage or salary and all employees receive Lime's full time employee benefits package (see Sec. I.10).

h3) [H]ow applicant's hiring plan will comply with state and local laws, and best practices regarding equal opportunity, local hiring, and fair wages. Lime complies with all state and local laws and best practices regarding equal opportunity, local hiring, and fair wages. Lime's San Francisco team earns between \$20 and \$35 per hour, above the Living Wage and above the wages of other micromobility companies and benefits (see Sec. H.6).

Lime has worked with the City's First Source Hiring program since October, 2019. We have hired two Operations Team members through this program, and we anticipate hiring additional staff through First Source Hiring during the 2021-2023 Program if selected. We also will continue to work with CBOs in each district including Toolworks, the Transgender District, Our Trans Home SF, YCD, Goodwill, Excelsior Works!, and Episcopal Community Services to host job fairs and recruit a workforce that is reflective of the diversity of San Francisco. Our workforce, made up of Bay Area natives, includes formerly incarcerated individuals, artists, students, parents, caregivers and former bicycle mechanics.

Lime is an equal opportunity employer, as articulated in our Lime Employee Handbook:

Lime is an equal opportunity employer and does not discriminate against employees or applicants for employment on the basis of an individual's race, color, religion, creed, sex, sexual orientation, gender (including gender identity and expression), alienage or citizenship status, national origin, age, physical or mental disability (actual or perceived), medical condition, AIDS/HIV, denial or family and medical care leave, genetic information, predisposition or carrier status, preg status, childbirth, breastfeeding

Lime believes that a commitment to equal opportunity and diversity begins at the top. Lime's San Francisco Regional General Manager, Operations Manager, and Government Relations Director identify as women, our General Manager identifies as non-binary and queer, and our Government Relations Director is Latina. Five of six members of Lime's Executive Leadership Team identify as women, people of color, and/or members of the LGBTQI+ community.

(or related medical conditions), marital status or registered domestic partner status, political activity or affiliation, domestic violence victim status, arrest record, sexual assault or stalking, taking or requesting statutorily protected leaves, military or veteran status or any other status protected by applicable law. This policy applies to all terms, conditions and privileges of employment, including recruitment, hiring, placement, compensation, promotion, discipline and termination.

h4) [H]ow applicant will be transparent with any contractors regarding hourly rate and net of job-related expenses. Lime does not employ contractors, and we are fully transparent about our offering. All wages are discussed in the interview process and included in the offer letters for our Operations Team members. Job-related expenses are paid for directly by Lime or reimbursed to employees through our Coupa accounting system.

h5) [S]kills and training procedures for field/operations staff and contractors. All of Lime's Operations Team members receive training upon hire and throughout onboarding. Refreshers are provided monthly via team meetings and meetings with management. Each Operations Team member also receives training specific to their role, described on the next page. When there are program changes, the Senior Operations Manager holds a meeting to review the rules/changes. All operational rules and best practices are also posted in our warehouse. For ongoing independent learning and to serve as quick reference guides, Lime provides access to a web-based training portal with the manuals for all vehicles, how-to videos, FAQs, interactive training modules, and a technical resource library.



h6) Provide a labor harmony plan including the means by which labor and labor harmony has been considered in your operations... Every day, Lime's experienced Operations Teams deploy over 150,000 vehicles throughout the world. We have never experienced a labor or service disruption in any of our markets anywhere in the world since our founding in 2017. To further strengthen our relationship with our San Francisco Operations Team, and based on feedback from the SFMTA, Lime has made all of our Operations Team members direct employees of Lime.

Every Operations Team member receives the following training: San Francisco program requirements & Rules of the Road (see *Sec. G.1.c*); COVID-19 protocols (see *Sec. G.3*); Environmental health and safety and OSHA requirements; Battery charging, handling, transportation, recycling, and disposal; Warehouse, Team, and Workplace Code of Conduct.

Operations Specialist: Required valid driver's license and clean driving history. Training: In-field inspections Local San Francisco Rules of the Road; Disability awareness and ADA requirements; Curing and logging infractions & complaints; Rebalancing of improper parking and reducing over saturated areas; Proper deployment and retrieval procedures; Field Operations App and Map.

Mechanics: Required certification examination prior to working on Lime vehicles. Scooter Safety; 45-point preventative maintenance inspection; 5x-point quality control diagnosis; Inspection and repair operations app; FIFO and across warehouse flow; Essential tool basics; and Parts and Inventory.

Management Training

Lime's managers receive human resources and management training, but our approach goes beyond just these basics. We provide our leaders with the tools they need to support a diverse workforce in a high intensity environment, including training on diversity and inclusion, managing bias, career development, providing effective feedback, and allyship and intersectionality.

Our San Francisco team highlights Lime's commitment to the professional development of our employees. In all four of our major California markets, including SF we have at least one salaried manager per market who was promoted internally after starting at Lime as an entry-level, hourly employee, with an average tenure of 2.92 years at Lime (Lime has only existed since late 2017).

Lime's strong relationships are a result of our commitment to providing living wages (\$20-\$35 an hour) and benefits, clean and safe working conditions, regular work hours, ongoing

training and open communication. If employees have concerns, they can communicate with us through many channels: direct manager, their Human Resources Business Partner, Lime's Legal team, or Red Flag, Lime's ethics and compliance hotline that allows for submitting concerns anonymously through an online portal, email address, telephone number, mailing address, or fax number.

Lime is transparent with our employee about work hours, working conditions, and wages (see *Sec. H.4*). Upon being offered a position of employment future Lime employees receive an offer letter with their position title, wage rate, benefits, and general expected work hours. Lime's SF hourly schedule is typically posted four weeks in advance, though it can be amended up to 2.5 weeks ahead. Through our Homebase software, all employees can access their wage rates and schedule and trade shifts if need be with other employees. Lime understands that life happens and provides reasonable accommodation within our uniform attendance policy and code of conduct, as well as providing paid sick and vacation time.

Finally, we recognize the rights of workers to organize and join Unions pursuant to the National Labor Relations Act ("Act"). Lime acknowledges SFMTA's commitment to ensure that permitted businesses maintain labor harmony with Lime's workforce and related Unions so that transportation services and the general public are not disrupted. We will accomplish this goal through our commitment to act in a good faith manner, meet with representatives to resolve issues, and, conforming to law, ensure any actions taken do not disrupt the general public.



Lime's SF Operations Team members Amy Falkenstein (OM), Mohamed Lakdawala (OC), Nandi Johnson (OS Lead I), and Mechanics Luis Cardenas and Mailei Folauoo celebrate 70 degree weather at our SF warehouse in Bayview



I: Community Engagement Plan



1) Commitment to Mobility Justice Goals

Lime is committed to advancing Mobility Justice in every city we serve and in everything we do as a company. In San Francisco, our work begins with actively pursuing the consultation, guidance and participation of the community groups that fill the city's diverse communities. Lime commits to and would be happy to participate in any stakeholder meetings and forums SFMTA requests.

Mobility Justice is more than just stakeholder meetings and community events, rather it is taking all of this information gathered and building a service for all San Franciscans. Based on the SFMTA's consultation framework and the recommendations of the International Association of Public Participation, Lime's Mobility Justice Plan revolves around our 4-I structure:

Inquire • Inform • Involve • Iterate

Inquire: Lime starts with listening and deeply inquiring about a community's unique experience and history, their cultural context, and how that influences the community's expectations of Lime. For example, prior to developing our 2019-2021 adaptive scooter program and upgrading our program for 2021-2023, Lime held meetings with members of our SF Accessibility Advisory Board to understand the needs of SF's disability communities, gain feedback on our service in general, and understand their desires for an accessible micromobility program in the City. In addition, we circulated a survey to solicit feedback from the accessibility community, and in response we expanded our accessibility vehicle suite and made improvements to our "on demand" accessible vehicle website and in-app experience that riders use to request accessible vehicles. We will continue this outreach quarterly for 2021-2023.

Lime has also met with community organizations such as Young Community Developers and the Transgender District in historically-disenfranchised communities in the Tenderloin, Bayview, and Excelsior to better understand how communities can utilize Lime scooters and have adjusted our deployment locations to better meet the needs of the communities we serve.

Finally, we are doing work internally to advance Mobility Justice within our company. Everyone at Lime receives diversity and inclusion training. We partner with disability advocates to educate our Operations Teams on disability-aware field operations. Lime's entire staff participated in a presentation by Aria Sa'id, founder of SF's Transgender District, on the City's black transgender

community and leading Mobility Justice advocate Dr. Charles Brown's presentation on transportation equity, among other cultural competency programs. Finally, over 80 Lime employees, including all members of our executive, North America, and San Francisco leadership teams, participated in a six week cultural competency leadership training about creating an anti-racist workplace and styles of management that are inclusive of all individuals.

Inform: Lime's next step is to ensure our partners and San Francisco's historically underserved groups are well informed about our services and programs, how to provide Lime with feedback, and how we responded to their input.

- We held more than 70 events and community outreach meetings in San Francisco during 2019-2021.
- Lime partnered with the San Francisco Human Services Agency, New Community Leadership Foundation, Cornerstone Baptist Church in Bayview, Our Trans Home SF, and over a dozen other organizations to hold First Ride events and educate their clients and members about Lime's service and our Lime Access program.
- We take notes at each community engagement meeting and circulate minutes afterwards. We also log the meetings in the Lime Monthly report.
- To accommodate many different schedules and interests, we hold events and participate in community events in non-traditional times and places, and participate in a wide variety of activities. For example, Lime currently offers our First Ride Training program virtually and in person at a variety of times of the day and on weekends and weekdays, holding two recent sessions outside of work hours on a Wednesday evening and a Sunday afternoon. Additionally, prior to COVID-19 in our effort to sign up Lime Access users we canvassed in every single Key Neighborhood during the day and at night to encourage local residents to sign up for Lime Access.

Lime will continue with these successful strategies and, to keep our partners and the community at large better informed in 2021-2023, Lime has consolidated all of our information on the San Francisco service in one website (li.me/sf) which includes pricing information, sign up for our discount programs, request form for a free helmet, form for submitting feedback or reporting an incident, and logs of our community engagement initiatives. We have also added a new local communications staff member to focus on local San Francisco communications outreach.

Involve: Lime actively involves our partners in implementing our community engagement initiatives. Our partners know what their communities need best and how to communicate with their friends and neighbors in ways that are authentic and can resonate. Our success in signing up over 1,800 Lime Access participants came in part from



empowering our community partners like New Community Leadership Foundation to enroll their clients and members in Lime Access directly. In 2021-2023, Lime will expand the involvement of our community partners through the initiatives included in *Sec. I.10*.

Iterate: The Lime team knows that we do not get everything right the first time. However, we pride ourselves on listening and working with our partners and the City to iterate, evolve, and improve our service. For example, we originally charged for rental of our Lime Able adaptive vehicle. Based on feedback that transportation affordability was a significant barrier for people with disabilities, Lime eliminated the charge for our Lime Able program. Now, people with disabilities can rent our accessible vehicles at no charge.

i2) Multilingual Services

As part of our **Inform** pillar, Lime provides information in multiple languages so that we can communicate with riders and non-riders in languages they are most comfortable with, including English, Spanish, Tagalog, Mandarin, and Cantonese per the City's Language Access Ordinance. ◦ To support customers in the field, our Lime San Francisco Team are fluent in English, Spanish, Hindi, French, Arabic, Tagalog, Mandarin and Cantonese. ◦ We deliver culturally relevant and multilingual messaging in-app, and via email, social and print media including how to use our service, marketing materials, pricing programs like Lime Access, and customer support. ◦ Lime's 24/7 multilingual, accessible customer service is available by phone in 10 languages and written support in over 100 languages via email, text, Twitter, and our San Francisco website (li.me/sf) and safety portal website at safety.li.me. ◦ For those with hearing or speech impairments, our customer service is also integrated with the text-to-speech services. Our Lime app and website are also ADA and WCAG compliant.

i3) A communications strategy for service changes

Lime communicates its service changes via in-app messaging and our public facing website at li.me/sf. We will post on the website a description of our services, pricing, and programming, including any changes (see *Sec. I.7*). For any changes to our Lime Access discount program, Lime will also work with our community partners (see *Sec. I.8*) to notify their clients and members that are enrolled in the programs. We will also send targeted in-app and email messages to enrollees.

i4) Online community feedback forum

Lime has established a public facing website at li.me/sf that describes the elements of our San Francisco service, including a forum for community feedback (see *Sec. I.7*).



Multilingual hangtags show safety tips to riders like COVID-19 precautions.

i5) Disability community outreach and engagement strategy for the overall program

From the start of Lime's development of our accessibility services, Lime has worked hand-in-hand with the Bay Area disability community (see *Sec. I.1-Inquire*). Lime's outreach and engagement strategy with the disability community for the overall program includes: ◦ Quarterly meetings with SF Accessibility Advisory Board. ◦ Dedicated Lime Able website and ADA compliant li.me/sf website about our overall program. ◦ Distribution of a PSA on proper parking to help keep rights-of-way clear for people with disabilities (see Case Study on next page) ◦ "Right to Move" marketing and education campaign featuring people with disabilities and the importance of proper parking. ◦ Partner with DAS to distribute information and solicit feedback through their clients and ADRCs. ◦ Distribute in-app surveys after every Lime Able ride. ◦ Provide First Ride training and demos on our Lime Able and standard vehicles at ADRCs and the forthcoming San Francisco Disability Cultural Center.

Lime has already made changes to our overall program from feedback from our disability community partners, including piloting a sound signature for people with visual impairments to know that scooters are nearby and adding braille customer service information to our scooters.



CASE STUDY: Scoot Smart Public Service Announcement Video

Through Lime-initiated partnership among Disability Rights Oregon, Rooted in Rights, and Portland Bureau of Transportation, we partnered to produce a [new scooter safety video](#). The video was distributed citywide to increase both awareness of e-scooter rules and empathy for why they exist. Since release, the video has been distributed to over one million riders globally in over 15 countries. For San Francisco, **Lime will create a similar Public Service Announcement video through our partnership with BAYCAT and with the support of DAS, Pacific ADA, The Arc San Francisco, and Lighthouse for the Blind and Visually Impaired.**



6) Outreach strategy for stakeholders beyond current users or the target market

For 2021-2023, Lime will invest **\$250,000** in outreach and partnerships to communities that have experienced historically disparate impacts from transportation systems like Communities of Concern, Black and Brown communities, LGBTQI+, people with disabilities, and people with low income.

A key component for 2021-2023 is our “**Right to Move**” marketing and education campaign. The campaign will feature information about Lime’s programs, safety education, and underscore the right of all San Franciscans to move freely without impediment, harassment, or discrimination. To ensure all San Franciscans feel like scooters are “for them,” It will include imagery of San Francisco’s diverse neighborhoods and residents.

Based on the feedback we received from our community partners, in 2021-2023, we have co-created the partner-ready programs outlined in *Sec. I.10*. In addition, in 2021-2023, we plan to:

- Launch “**Right to Move**” through online, in-app, social, traditional, and outdoor media. Our placement will include San Francisco’s many ethnic and neighborhood press outlets like San Francisco Bay View and Vision Hispana.
- Partner with local community organizations (see *Sec. I.10*) to directly enroll their clients and members in Lime Access
- Survey and hold feedback sessions with users of our Lime Able service, adding input from a much wider group of riders and non-riders through our partnership with DAS
- Hold quarterly check-ins with Lime’s Accessibility Advisory Board
- Host women-focused First Ride events staffed by our female identifying team members because women have expressed safety concerns as a barrier to using scooters
- Expand Lime Access to include Lifeline passes

7) Commitment to an annotated record of community engagement

Lime commits to providing an annotated record of community engagement as we did in 2019-2021. We have enhanced public awareness of our activities by creating a public facing website at li.me/sf that describes the elements of our program, including services, pricing, programming, community engagement, a community feedback forum, and how to obtain a free helmet, among other features.

8) Outreach staffing plan that adheres to the requirements in Appendix 3

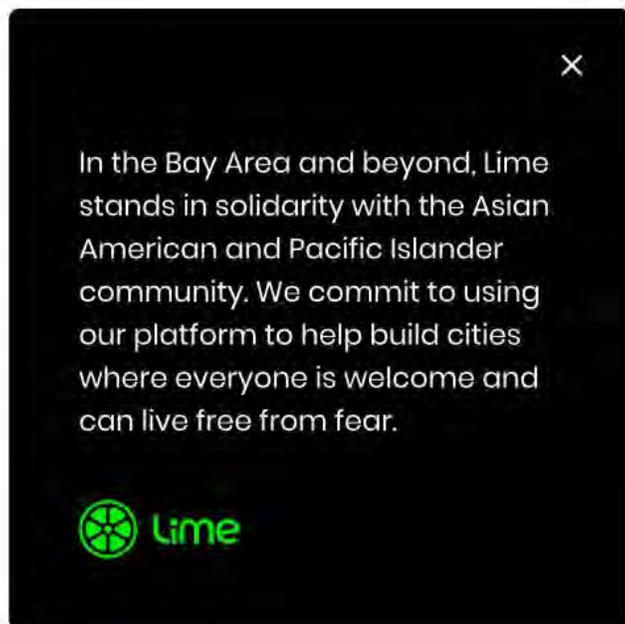
Lime has robust staffing for our community engagement programming. In addition, as we emerge from COVID-19, Lime is actively recruiting an additional staff member to work with our community partners on events and in-person engagement. Our team includes:

Karla Owunwanne, Director, Government Relations: Karla is responsible for ensuring that Lime has a coordinated and multipronged system of meaningful participation with a variety of community groups. Karla is also the head of Los Limes, our LatinX employee resource group. She is Lime’s liaison with local community and advocacy organizations, including the San Francisco Council of District Merchants Associations, Bay Bridge Bicycle Path, New Community Leadership Foundation, Coalition for Clean Air, and others.

Sam Sadle, Senior Director, Government Relations; Lime Able Lead: Sam is responsible for overseeing our California community engagement, as well as leading our Lime Able program. He is Lime’s liaison with the accessibility community and members of the Accessibility Advisory Board, including San Francisco State University’s Paul K Longmore Institute on Disability, Lighthouse for the Blind and Visually Impaired, Ability Now, and others.



Key to Lime's outreach is letting the communities of San Francisco know that Lime supports them in their times of need. For example, in the wake of the recent attacks on people of Asian heritage, Wayne Ting, Lime's CEO issued a public statement and Lime sent an in-app message (below) to riders denouncing the violence. Lime did a similar outreach campaign in support of Black Lives Matter, as well as a \$25,000 donation to the Southern Poverty Law Center.



Amy Falkenstein, Local Operations Manager: Amy is responsible for community engagement initiatives related to workforce development and training. Amy leads our relationships with First Source Hiring and local organizations including YCD, Goodwill, and ECS.

EV Ellington, General Manager: EV is responsible for Lime San Francisco's outreach to the local LGBTQI+ community and leads our relationships with Our Trans Home SF, Transgender District, SF LGBT Center, and Larkin Street Youth. They are also the head of Lime's LGBTQI+ employee resource group, Lime Pride.

Jonathan Perri, Director of Advocacy: Jonathan has been a key member of the San Francisco community engagement team in 2019-2021 as a result of transitioning much of our engagement online due to COVID-19. Jonathan led the Lime

Access digital outreach, leading to over 18,000 participants and 50,000 rides in San Francisco. He also leads our Lime Hero charitable giving program with Our Trans Home SF and our Lime Action digital advocacy platform.

Jacob Tugendrajch, Director of North America Public Affairs: Jacob is responsible for ensuring that our San Francisco communications are culturally appropriate and delivered in the languages and through the outlets that connect with communities where they are. In this role, Jacob oversees our relationships with San Francisco-based media.

David Lopez, Diversity, Equity, and Inclusion Manager: In San Francisco, David is responsible for organizing Lime's local diversity, equity, and inclusion initiatives. David, a Latinx Oakland native, identifies as LGBTQI+.

As we emerge from COVID restrictions, Lime is in the process of hiring an additional member for our San Francisco community engagement team to support our expanded in-person programming.

In addition to our staff, Lime is partnering with leading San Francisco organizations to support our outreach efforts. Organizations with asterisks indicate continued partnerships from 2019-2021. Our partners include:

- Goodwill Industries*
- First Source Hiring*
- Young Community Developers (YCD)*
- Episcopal Community Services (ECS)*
- Transgender District*
- Our Trans Home SF*
- San Francisco Council of District Merchants Associations
- Safe Passage
- San Francisco Department of Disability and Aging Services*
- Transform
- SOMA Pilipinas
- African-American Arts and Cultural District*
- Mission Housing Development Corporation
- SF Latino Task Force
- And many others.

* Indicates ongoing partnerships from 2019-2021

i9) Cultural sensitivity

Ensuring Mobility Justice requires sensitivity to the multicultural needs of San Francisco's many communities.

Being curious and **Inquiring** about what a community needs is the foundation of cultural sensitivity. One issue that emerged was that registering with Lime might be a barrier to all communities benefiting from our Lime Access programs. To address this, Lime partnered with CBOs to directly enroll



their clients and members in Lime Access, without requiring submissions to Lime. For 2021-2023, Lime is making this even easier by offering 25% off all rides starting in Key Neighborhoods, no registration required.

As part of our **Inform** pillar, we provide multilingual access to our services (see *Sec. I.2*). Lime also partners with trusted community partners to help ensure that our messaging and programming is delivered in a culturally sensitive way. For example, we ensure a wide range of people are represented in our advertising and marketing materials. For 2021-2023, we are launching our “**Right to Move**” advertising campaign, which features imagery of San Francisco’s diverse neighborhoods and residents and underscores the right of all San Franciscans to move freely without impediment, harassment, or discrimination. It will also feature people of differing abilities using our accessible vehicles. This also includes consulting our CBOs and internal ERGs to ensure that our advertising is culturally competent and respectfully connects with diverse communities.

We **Involve** trusted community organizations in every aspect of our program development and service delivery. For example, Lime collaborated with our Accessibility Advisory Board to identify the right vehicles and delivery strategy for our 2019-2021 Lime Able pilot. We also partner with community groups across traditionally underserved communities (the Tenderloin, Bayview, Excelsior, and elsewhere) to ease access to Lime Access, create community-based initiatives to highlight San Francisco’s rich cultural diversity, and support community-based initiatives to build safer streets for all.

In addition to our own initiatives, we support our community partners’ programs and events. For instance, Lime has been invited to participate in the Aging and Disability Friendly Meetings coordinated by DAS.

Finally, Lime **Iterates** on our programming to make them more culturally appropriate. As noted above, Lime added an automatic discount to our Lime Access program to further reduce any cultural or language barriers to more affordable rides. Lime also changed the pricing of our Lime Able rides to remove affordability as a barrier to using our accessible vehicles in response to disability community feedback.

i10) Inclusive partnerships and detailed programs

Lime commits to investing \$250,000 to support SF’s CBOs. Our programs will include:

Local Hiring: Lime is committed to hiring locally. See *Sec H.1* 65% of Lime’s Operations Team are native San Franciscans, and 90% of the team is native to the Bay Area. Our Team is diverse, representing six different

neighborhoods, speaking four different languages, and ranging in age from 20 to 60 years old.

In Lime’s conversations with the City and community partners, we received the feedback that technology companies have not allowed San Franciscans to share in the success of their business. Based on this feedback, Lime is no longer using a third party staffing agency in San Francisco. All of our SF Operations Team members are direct employees of Lime, receive the same benefits as our executive team, and have the same career development opportunities as all of our exempt Lime employees.

Since 2019, Lime has partnered with First Source Hiring through the Office of Economic and Workforce Development, and Lime recently hired two team members, Ruben Polomares, Mechanic and Roger Sierra, Operations Specialist. As the only scooter company to hire through First Source, we will encourage our counterparts to better utilize this talent source.

Lime commits to having at least eight recruiting events with Code Tenderloin, the Transgender District, YCD, ECS, and other similar organizations. These sessions improve visibility into our open roles and career paths to job seekers while reducing barriers for entry. Lime is also partnering with the Office of Workforce and Development to ensure OEWD Job Centers are the first to be notified of open positions at Lime. This includes positions not only on our local operations teams but also our central headquarters positions.

“Young Community Developers (YCD) is thrilled to partner with Lime. Lime is committed to ALL communities, not only delivering leading edge transportation solutions, but creating career/job opportunities for all residents. Thank you Lime!!!” - Timothy Waters, Deputy Director YCD

Working at Lime is more than just a job. In partnership with Goodwill, Lime is developing a joint coaching program for our Operations Team to improve professional development skills including leadership development, operations planning, and business fundamentals. We are also partnering with Excelsior Works! to open up new pathways to permanent employment for the Excelsior community. Additionally, in collaboration with the Transgender District, Lime is offering to mentor participants involved in the Transgender District’s entrepreneurship incubator program and host a pitch competition.



Working with CBOs & Affordable Housing Developers:

- Working with DAS to enroll clients in Lime Able and host our complementary adaptive devices at ADCRCs and other community centers.
- Working with the SF Latino Task Force to provide free rides to clients travelling to and from COVID testing and vaccination sites in the Mission.
- Partnering with Safe Passage, which provides safe walks to school in the Tenderloin, to provide financial support, volunteer block captains, and free rides to Safe Passage staff, volunteers, and parents.
- Through our partnership with Transform and their ongoing *How to Go* mobility training events, we will connect with local residents of subsidized housing to teach safe scooter use and encourage Lime Access sign ups.
- We will deploy scooters to Our Trans Home SF's affordable housing locations such as the Bobbi Jean Baker House and hold in-person (or digital, depending on COVID) First Ride events with the Our Trans Home SF community
- We are partnering with Mission Housing and other affordable housing developers, to deploy vehicles at their residences and ensure their residents are aware of, registered for, and feel comfortable taking advantage of Lime Access.
- Through our partnership with Goodwill (facilitated by the City's First Source Hiring program), we are partnering with job centers like Episcopal Community Services who work directly with job seeking clients requiring stable housing in addition to employment. Lime coordinates directly with ECS to accommodate candidates in the interview and hiring process. Upon hire at Lime, candidates are placed in stable housing and ECS works with the landlord to coordinate their leasing arrangements. Lime is currently engaged with ECS to create a candidate pipeline for hiring in Q2 of this year.

Offering Scooter Safety Courses: ◦ In 2019-2021, Lime offered our First Ride safety course with CBOs serving diverse constituencies. We launched our San Francisco service with a First Ride event at Cornerstone Baptist Church in Bayview. We held eight First Ride events in a wide range of neighborhoods across the City in partnerships with the African American Historical and Cultural Society, New Community Leadership Foundation, Ability Now, and more.

◦ In 2021-2023, will continue holding monthly First Ride/Lime Access enrollment events in partnership with a number of community organizations including: Young Community Developers, Excelsior Works!, the Latino Task Force, Larkin Street Youth Service, Safe Passage, Mission Housing Development Corporation, Human Services Agency, DAS, Our Trans Home SF, The Transgender District, and others. The first of these will take place in April with the East Cut Community Benefit District followed by Safe Passage in May and the African American Arts and Culture District in June.

- Host at least nine women-focused First Ride events staffed by our female identifying team members because women have expressed safety concerns as a significant barrier to using scooters.

Culture & Arts Opportunities: ◦ San Francisco's arts and culture industry has been hard hit by COVID. To help with their transportation needs, Lime is providing free rides to members of the arts and culture industry through our Lime Aid program (see Sec. C.2).

- Lime is working with SOMA Pilipinas and the African-American Arts and Cultural District to offer free rides to summer arts and culture events in 2021, including Juneteenth celebrations and the popular SOMA Pilipinas night markets (COVID permitting).
- Lime is working with the above organizations to utilize Lime scooters as part of cultural tours highlighting Filipino community history in SoMa and African American owned businesses in Bayview.
- Lime is working with local artists with disabilities to customize free helmets for those who complete our First Ride training, building on an initiative we started in London.

Local Small Business Promotional Opportunities: Key Lime Small Business Program for San Francisco:

Alarmingly, the City predicts that up to half of San Francisco's small and medium sized enterprises are at risk of permanently closing. Through our Key Lime program, we will connect almost half a million SF riders directly with SMEs through initiatives like:

- Highlighting small businesses through the City's 33 merchants associations and 17 Community Benefit Districts (CBD) in our app,
- sending emails and in app messages with a pledge to shop local,
- Free scooter rides and discounts to people who patronize highlighted local businesses.
- By partnering with the Fisherman's Wharf CBD, the East Cut CBD, Economic Development on 3rd, and the San Francisco Council of District Merchants Associations we are already working on helping SMEs recover, we can magnify the visibility of this and the number of people supporting local businesses.



Lime will partner with artists with disabilities to emulate Lime's unique London helmet personalization event.



J: Experience & Qualifications



Working hand-in-hand with SFMTA and community stakeholders, Lime hopes to build on the foundation we have established over the past two years to bring even more value to the City and help to advance SFMTA's mission of "connecting San Francisco through a safe, equitable, and sustainable transportation system."

Being a valued transportation asset to San Francisco and SFMTA is personal to Lime. San Francisco is home for Lime. We have our 400+ person headquarters on Second Street, our Bay Area warehouse in Bayview, and our R&D center in Pier 80.

While Lime has made missteps in San Francisco along the way - including a rocky start in 2018 - we have worked hard over the past two years to be a collaborative partner to SFMTA, address City and community stakeholders' concerns, and continuously improve our service. We actively evolve our operations in response to feedback, for example, Notably, our in-house Operations Team now consists solely of full-time Lime employees. When SFMTA alerted us that we were not meeting distribution guidelines in one of the Key Neighborhoods, we resolved the issue the same day.

If selected, our team will continue to be led by San Francisco-based General Manager EV Ellington and Operations Manager, Amy Falkenstein, ensuring continuity of contact and responsiveness to SFMTA's needs.

To serve the City, we have an experienced Operations Team of 14 in-house Lime employees paid \$20-\$35 per hour with benefits. We recently hired two Operations Specialists through the City's First Source program, and we anticipate expanding the team by 10-20 as COVID wanes.

Lime provides a safe, reliable, and car-free transportation option Lime is a safe way for San Franciscans to travel without a car. In the event of an accident, Lime is the only US vendor that protects *riders* and third parties by insurance from Liberty Mutual.

To address sidewalk riding, Lime developed scalable sidewalk riding technology that we have already implemented in San Francisco. Lime commits to distributing more than 3,000 helmets in the upcoming permit period.

In addition to safety, Lime also provides the reliability that San Franciscans need if they are going to use micromobility for everyday travel. Lime serves the entire City and we rebalance our vehicles throughout the day to ensure scooters are available for off-hour and neighborhood use.

To increase mode shift and connections to transit, Lime focuses deployment along BART and Muni lines. We

incentivize multimodal travel through discounts on trips to and from transit stations and during commuter hours. For 2021-2023, we are working on incentives plans in partnership with BART and Muni and ticket integration.

Lime promotes equity, access, and sustainability through unique hardware and programming Lime will bring our newest model scooters for their US debut in SF: the Gen 4 scooter with swappable batteries, Gen 4 seated adaptive scooter, and Citra Universal Design seated scooter. As part of our Complementary Adaptive Plan, we will provide a library of five models to serve different mobility needs. All Lime Able adaptive scooter trips are free. Finally, Lime is working with SFMTA's Parking & Curb Management department to bring shared, electric mopeds to SF.

Lime also provides free trips to San Franciscans earning less than 200% of the poverty line and free trips for on our accessible vehicles. To reduce barriers, we are offering a 25% automatic discount for all trips starting in Key Neighborhoods. We partner with organizations like Young Community Developers, the Transgender District, Safe Passage to directly enroll their clients and members in Lime Acces and Lime Able. Through this model, Lime can connect with potential participants where they are and through trusted organizations, as well as reducing barriers to enrollment.

Lime has the resources to continually improve its San Francisco service In November 2020 we announced that Lime has achieved profitability as a company. Since our business is self-sustaining both globally and locally, we will not need additional investment of any sort to serve San Francisco,

Lime is an independent company dedicated solely to micromobility. We do not rely on the continued largesse of parent companies to support our business. Likewise, Lime owns and operates our own fleet, and has a fully in-house Operations Team.

These characteristics - **experience, collaboration, continuous improvement** - have led cities around the world to renew Lime's service over 95% of the time, including in the world's most competitive markets: Paris (three providers, ten competitors), Chicago (three providers, ten competitors), Denver (two providers, 14 competitors), and Seattle (three providers, six competitors). If we are fortunate enough to be selected to continue serving San Francisco, we will continue to work collaboratively with SFMTA and the communities we serve, redoubling our efforts to provide a safe, reliable, affordable, and sustainable scooter service to our City.



j1) Is the applicant a subsidiary of a third party or does a third party own or control at least 50% of the applicant’s business? If yes, state the name and address of the third party. If no, state N/A.

Not applicable.

j2) Provide a list of cities, including San Francisco and/or similarly dense, urban North American cities, where you

have operated a shared scooter service with at least 500 permitted scooters. Lime has operated a shared scooter service with at least 500 permitted scooters in San Francisco, Chicago, Los Angeles, Denver, Washington D.C., Austin, Calgary, and Seattle, in addition to 54 others worldwide. Please see below for additional details.

j3) Describe how you complied with applicable laws and share the following for each city listed in J2.

City	Population (2019 est.)	Density (sq. mi)	Avg. Daily Active Fleet Size (past 6 months)	Dates of Operation	Length Operated w/ 500+ Scooters	Lock-To Deployed Successfully?	Permit Fees Paid On Time?	Five Most Recent Serious Violation, Citations, and/or Warnings*
San Francisco	881,549	18,790	2,000	October 2019 - present	17 months	Yes	Yes	None
Chicago	2,693,976	11,868	3,333	June 2019 - present	21 months	Yes	Yes	None
Los Angeles	3,979,576	8,485	5,500	March 2018 - present	36 months	N/A	Yes	None
Denver	727,211	4,744	685	May 2018 - present	34 months	N/A	Yes	None
Washington D.C.	705,749	11,506	720	March 2018 - present	36 months	N/A	Yes	None
Austin	978,908	3,059	5,100	April 2018 - present	35 months	N/A	Yes	None
Calgary	1,239,220	3,888	1,300	July 2019 - present	20 months	N/A	Yes	None
Seattle	753,675	8,973	500	May 2019 - present	22 months	N/A	Yes	None

*Does not include minor citations (e.g. broken bell, misparked vehicle). These are available at SFMTA's request.

City	Reference
San Francisco	Adrian Leung 415-646-2533 Adrian.Leung@sfmta.com
Chicago	Sean Wiedel 312-744-8182 sean.weidel@cityofchicago.org
Los Angeles	Jose Elias 213-972-4944 jose.elias@lacity.org
Denver	Nicholas Williams 214-403-8510 Nicholas.Williams@denvergov.org

City	Reference
Washington D.C.	Sharada Strasmore 202-671-1493 Sharada.Strasmore@dc.gov
Austin	Jason JonMichael 512-974- 7028 jason.jonmichael@austintexas.gov
Calgary	Andrew Sedor 403-268-2489 Andrew.Sedor@calgary.ca
Seattle	Joel Miller 206-684-7639 joel.miller@seattle.gov



K: Data-Sharing End Point



K) Data-Sharing End Point

The City already has Lime’s data sharing endpoint from our 2019-2021 service.



L: Privacy Policy, User Agreements, and Terms of Service



1) Provide any privacy policies, user agreements, and/or terms of service in plain text (and a searchable electronic format) for review.

Privacy Notice - text

Effective: March 1, 2021

At Lime and our family of companies (collectively "Lime," "we," "us," or "our"), we are strongly committed to transparency, and we want you ("you" or "your") to understand how we collect, use, share and protect your information. This Privacy Notice ("Privacy Notice") describes how Lime handles information in connection with Lime's websites (including its e-commerce shop), Lime-branded user-owned vehicles, Lime-owned vehicles and related mobile applications and services (collectively, the "Services"), and when you otherwise interact with us. When specified, this policy also describes our data practices related to Juicers. Please also read our User Agreement which sets out the terms governing the Services.

We reserve the right to change this Privacy Notice from time to time. If Lime makes changes to this Privacy Notice, the updated Privacy Notice will be made available through our Services and if we make any material changes to this Privacy Notice, we will provide a prominent notice and may also contact you directly by email or another method.

The Types of Information We Collect

We collect or receive information in different ways. The types of information we collect or receive depends on how you use and interact with our Services. In many cases, you can choose the information you provide to us, although certain information (such as account information) is required for us to provide the Services and if it is not provided, we will not be able to provide the Services. We use and disclose this information for the purposes described further below. The types of information we collect include:

Account Information such as your name, e-mail address, telephone number, date of birth, gender, address details, and payment information such as your credit card details. In order to use certain products, we may also require you to provide photos of your government issued driver's license (front and back). When you purchase a Lime-branded vehicle on our e-commerce site, we'll collect your shipping information. To avail of Lime Access, we also collect government-issued ID and proof of low-income status for verification purposes.

We collect and process location data when you sign up and use the Services. For example, to accurately show you Lime vehicles near your location, it is necessary to collect and

record the physical location of your device. Data such as the location of the vehicle, the routes taken by the moped, bike, scooter, or other vehicle and its rental status are also necessary to provide the Services. In the event you register your own vehicle on our Services, we collect location data to show you the location of your vehicle and to enable you to lock and unlock it. Lime also collects location data directly from Lime vehicles including when a Lime user is riding, such as journey information.

When you use certain products (e.g. mopeds) that require a government-issued driver's license and the use of a helmet or other legally required protective gear, we will ask you (and your passenger, if applicable) to take a selfie which we collect, and we may collect images and/or video footage of your ride. By providing us images of your passenger, you represent that you have authority from your passenger to share such information with us.

If you link, connect, or login to Lime with a third-party service (e.g. Facebook), the third-party service may send us information such as your profile information from that service.

When you ask for customer service, support or other assistance, you can choose to provide us with your contact information so we can better respond to your requests and we may keep information about your engagement with our support services.

Lime and third parties (such as Facebook) collect information from your browser, computer, or mobile device, which provide us with technical information such as your device's source IP address when you access or use the Services. We use cookies and similar tracking technologies (like pixels and tags) to provide our Services, including to protect the security of the Service, remember your settings and to gather analytics information about you. Third parties may use the technical information to provide measurement services and targeted ads. You can learn more about how we (and third parties) use cookies and similar technologies and how you can opt-out of the information being used for advertising purposes in our Cookies Policy. We collect information you share on the Services such as when you participate in communities or other forums, or comment on our social media accounts or blog entries. Depending on your camera or photo settings, Lime will receive information you choose to send us such as photos of parked Lime vehicles.

We receive information about you when we use third-party partners such as marketing and advertising partners, such as social media networks.

In addition, if you are a Juicer who helps Lime collect and charge vehicles, we collect additional information:

submitted as part of your application to work as a Juicer such as government issued identification;



details of the work you carry out for Lime such as information about the vehicles you charge for Lime; your bank account details so we can pay you; and that which is required by law such as social security number, tax number or work visa.

How We Use Information

We use your information, including information about your location, to:

- provide the Services to you at your request including to manage your account and ride history. This includes where you access the Services via Integrated Partner services, such as Uber. Uber and Lime are joint controllers for this processing; for more information on the division of responsibility between Lime and Uber, you can contact Lime [here](#);
- confirm your government-issued driver's license (if provided) is valid, not currently linked to any other Lime account, and has not expired;
- verify your selfie matches your government issued driver's license such as by using facial recognition technology. You can read more about how we use facial recognition technology [here](#);
- monitor, track and service the Lime vehicles, including when they are in use by you. Where applicable, this includes collecting images and/or video footage of your ride;
- confirm riders and passengers are wearing a helmet and other legally required protective gear, where required;
- ship or deliver products that you purchase through our e-commerce store or otherwise, including associating the unique ID code of any vehicles purchased through our e-commerce store with your account;
- process payments, subscriptions or donations and any discounts or special offers such as free unlocks;
- communicate with you about your account, interactions or transactions including service- related announcements such as changes to our policies. As allowed by local law, we may also send you surveys or marketing communications on behalf of Lime and/or third parties, including information about features and enhancements to our Services;
- personalize advertisements to you (for more information, see the "Advertising and Analytics" section below);
- optimize, develop and improve our Services, including for creation and training of machine learning models to optimize, develop and improve our Services (e.g. to improve the accuracy of our helmet detection software). To do this we may use third party analytics providers to understand how the Service is being used and to help us to improve the Services;
- where necessary, to comply with our legal obligations including to meet regulatory or local law requirements;
- detect, investigate, and prevent activities that may violate

Lime's policies or User Agreement or be illegal which may include sharing information with government agencies outside of your home country, such as law enforcement agencies; and share and collaborate with third parties such as universities, local government authorities and other third parties to build or improve transportation infrastructure, as described in the "Who Do We Share Your Information With?" section below; and

In addition, if you are a Juicer, we use your information to: calculate your pay and to pay you; and to monitor the work which you do for Lime and to track Lime vehicles.

Who Do We Share Your Information With?

We share your information with Lime's affiliated companies, our service providers, other third parties where it is necessary to perform the User Agreement and as described in this Privacy Notice. In particular, we share your information with:

Our service providers and partners : We share your information with our trusted service providers, partners, and their personnel who provide services to Lime such as hosting data and our infrastructure, providing ID verification services, processing payments and donations, supporting and improving the Services, performing customer service, or providing marketing and advertising services. For example, we share information with credit card issuers in order to process your payments and refunds.

Collaborations with third parties : After removing certain identifiers, such as your name, phone, and e-mail address (where provided), and combining the resulting information with similar information from other users, Lime may use, license, and share your information, including individual trip records and trip location (journey) history, with third parties for research, business or other purposes. For example, Lime partners with universities to collaborate on research projects such as understanding traffic and travel patterns in a city. [Learn more about these collaborations here.](#)

Government, regulatory and law enforcement agencies : We may share your information if we believe in good faith that it is reasonably necessary to do so for legal reasons, including to meet federal, state, regulatory or local law requirements or as part of a judicial process or to detect, investigate, prevent, and address fraud and other illegal activity, security, or technical issues or to prevent harm or injury to you, members of the public, our staff, other third parties, or ourselves; or if we need to do so to defend our legal rights or property, to take action regarding illegal activities or traffic offenses, or to enforce our contracts, such as our User Agreement.

Integrated Partners : We share your information with third party services which integrate or provide access to Lime



vehicles and/or the Services and/or to provide access to third party vehicles on the Services. For example, Lime has partnered with Uber so users can rent a Lime scooter through the Uber app.

Cities, local authorities and public transport operators : We share your information with these recipients where necessary to fulfill conditions of our license or where necessary to operate in a particular city or location or for the purposes of city planning and understanding mobility insights. This may include the recipients contacting riders to request participation in surveys and integration into public transport operators' apps and journey planning apps. For example, in the UK, Lime partners with the Department for Transport ("DfT") to assist the DfT to understand and build a picture of vehicle demand and to assess the safety of vehicles in the UK. The data shared for these purposes includes:

Account information, such as Lime user identifier, name, email address, telephone number, government-issued driver's license, date of birth, and gender;

Trip data, such as trip ID number, date and time of trip, distance of trip and duration of trip;

Location data, such as location of the scooter and the routes taken by the scooter;

Survey data, such as Lime user identifier, survey date, survey type and question and answer (in the case of user experience surveys only). Such survey data may be onward shared by the DfT with their third-party research contractors for the purpose of e-scooter trials.

Pseudonymised data such as vehicle ID, vehicle status, trip ID and waypoint.

Learn more about how sharing ridership data helps communities here.

Lime affiliates : We may share your information with Lime affiliate companies to help provide, maintain and improve the Services. As we grow, we may expand our corporate family by establishing local subsidiaries or other affiliates as needed, to help us provide or market the Services.

Business re-organization : We may also share your information as part of a sale, merger, change in control, or in preparation for any of these events.

We may also share aggregated, depersonalized, or de-identified information that cannot reasonably be used to identify you with third parties, including the types of third parties listed above.

Advertising and Analytics

We allow others to provide analytics services and serve advertisements on our Services and on our behalf across the

web and in mobile apps. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Services and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. This information may be used by Lime and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our Services and other websites, measure the effectiveness of our advertising, and better understand your online activity. You can manage your preferences, find more information about interest-based ads, or opt out of having your web browsing information used for behavioral advertising purposes through our Cookies Policy or by visiting <https://www.aboutads.info/choices>. If you are in the EU, please visit <https://www.youronlinechoices.eu/>.

Where Lime uses the Facebook pixel (a type of cookie), to provide advertising to you, Lime and Facebook Ireland are joint controllers for this processing. Lime and Facebook Ireland have divided their responsibilities under GDPR in respect of this joint processing, for example, Lime is responsible for providing this notice to you and Facebook Ireland is responsible for managing your individual rights relating to the joint processing. For information on how to exercise your rights with Facebook Ireland in relation to the joint processing, and for information on how Facebook Ireland subsequently processes your personal information as independent data controller, please see the Facebook Data Policy.

We also work with third parties to serve ads to you as part of customized campaigns on third-party platforms (such as Facebook and Instagram). As part of these ad campaigns, we or the third-party platforms may convert information about you, such as your email address and phone number, into a unique value that can be matched with a user account on these platforms to allow us to learn about your interests and serve you advertising that is customized to your interests. Note that the third-party platforms may offer you choices about whether you see these types of customized ads.

We do not sell or share your personal information with third parties for their direct marketing purposes, except with your consent.

Our Legal Basis for Using Your Information

In Europe, we are required to specify the purposes for which we process your personal information and the legal bases



which we rely on to do this. Lime relies on a number of legal bases to collect, use, share, and otherwise process your information for the purposes described in this Privacy Notice, including where:

it is necessary to provide the Services and perform our obligations in accordance with the User Agreement. For example, we cannot provide the Service unless we collect and process basic information about you and your location; you have provided your consent to us processing your information (in which case you may revoke your consent at any time);

necessary to comply with a legal obligation, including, for example, responding to government agency or law enforcement information requests or to establish, exercise or defend legal claims;

to protect vital interests of our users, Juicers, staff, and members of the public both on and off the Services;

it is permitted by law, we may process data in the public interest; and / or

the processing is necessary for the purposes of Lime's or a third party's legitimate interests, provided that we have balanced these against your fundamental rights and interests.

More information on our lawful basis for processing your personal information is available [here](#).

How We Transfer Your Information

As we offer our Services in many locations globally, we may transfer your information to or from these locations for the purposes of providing you Services.

If you are habitually resident in the European Economic Area ("EEA"), Switzerland or the United Kingdom, we will transfer or transmit your information to the United States and other countries outside of where you live for storage, processing and the other purposes described in this Privacy Notice. Countries which are outside the EEA, Switzerland or the United Kingdom may not offer the same level of data protection as in your home country, for example there is currently no adequacy decision in respect of the United States. Where the European Commission has recognized a country as providing an adequate level of data protection, Lime may rely on the Commission's adequacy decision, as applicable, to transfer data.

Lime also relies on Standard Contractual Clauses approved by the European Commission to transfer data from the EEA, Switzerland and the United Kingdom to the United States and other countries outside of where you live. You may request a copy of Standard Contractual Clauses by contacting us at legal@li.me.

In certain limited circumstances, we may use derogations, such as the contractual necessity derogation, where appropriate to process personal information, when there are no other data transfer mechanisms applicable. For example, where the transfer of information is necessary to provide our Services as set out in the User Agreement.

How Long We Keep Information

We keep your information for as long as is reasonably necessary to provide the Services to you or until your account is deleted, whichever is longer, subject to any longer period as may be required by applicable law or notified to you. Examples of some of our retention periods are set out below.

Type of Data	Retention Period
Account information	Lifetime of the account. Certain information relating to transactions relating to an account are retained for 7 years in line with Lime's accounting obligations.
Government issued driver's license information and result of verification of whether selfie matches ID	After we conduct verification checks to ensure the license is valid, we retain only limited verification information for fraud prevention purposes and in order for you to use the Services. When we use facial recognition technology to verify that your driver's license matches your image, we retain only information about whether the image matched. We retain this information for the lifetime of the account unless a different period is required by law in your jurisdiction.
Customer support queries	Lifetime of the account. When you delete your account, it may take us additional time to fully delete your information from our databases and system logs. We may also retain information from deleted accounts to prevent fraud, collect fees, enforce the User Agreement, to comply with our legal obligations or enforce our legal rights.

In addition, if you are a Juicer, Lime retains certain information to the extent necessary to comply with our legal obligations. For example, Lime may keep some of your information in order to comply with applicable tax, legal, reporting and auditing obligations and other requirements in the countries in which we operate.

Your Rights

While some of these rights apply generally, certain rights apply only in limited cases. Some of these rights may not apply to you if you are based outside the regions indicated below.



EEA / Swiss / UK Rights

If you are habitually located in the EEA, Switzerland or the UK, you benefit from a number of rights in relation to your information.

Right to object (marketing) - You have the right to object to processing for direct marketing purposes at any time.

Right to object (legitimate interest) - Where we process your information based on legitimate interests, you can object to this processing in certain circumstances. Unless we have compelling legitimate grounds or where it is needed for legal reasons, we will cease processing your information when you object.

Right of access - You can access much of your information by logging into your account. You can also request a copy of the information we have about you and information explaining how the information is used.

Right of rectification - You have the right to request that we rectify inaccurate information about you.

Right of erasure - You have the right, in certain cases, to request that we delete your information, provided there are valid grounds for doing so and subject to applicable law.

Right to restrict processing - You have the right, in certain cases, to temporarily restrict the processing of your information by us, provided there are valid grounds for doing so.

Right to data portability - You may have the right to receive certain of your information in a structured, commonly used and machine-readable format and to transmit such information to another controller.

Right to withdraw consent - Where you have previously provided your consent, such as to send you direct marketing, you have the right to withdraw consent at any time. However, this will not affect the lawfulness of the processing based on consent before its withdrawal. Furthermore, even in case of a withdrawal, we may continue to use your information as permitted or required by law.

Right to provide guidance on the management of your data after your death - You have the right to provide us with specific guidance on the storage, deletion of communication of your personal data after your death.

Please get in touch with us as set out in the "Who Is Responsible for My Information?" section below if you

would like to exercise any of these rights or in case you should have any concerns about how we process your information. For security purposes, we may require that you follow certain steps in order to verify that you are the owner of a Lime account. For example, we may require that you have a verified email associated with your Lime account and that you get in touch with us using the verified email associated with your Lime account. You also have the right to lodge a complaint with your local supervisory authority for data protection. You can access a list of EU supervisory authorities here. You can also contact Lime's Data Protection Officer at dpo@li.me.

California Privacy Rights : If you are a California resident, you are entitled to certain rights over your personal information. For more information about those rights and how to exercise them, please see our California Privacy Notice, which is incorporated by reference into this policy.

Your Choices and How You Can Manage Your Information : We believe you should have choices about the collection, use and sharing of your information. If you do not want Lime to collect your information, please do not use the Services.

Emails and Other Communications : If you would like to change the types of communications you receive from us, including opting out of promotional communications from us, you may do so at any time by updating the communication preferences specified in your account profile. We may continue to send non-promotional communications and other information about your use of the Service.

Accessing and Managing Your Information : If you have an account with Lime, you can review, change or delete your information by logging into your account and editing your profile. You can change your mobile phone number or email address by using our in-app change feature. You can delete your Lime account at any time by submitting a request to us at support@li.me or by using the in-app "Submit a Request" feature. If you are a Juicer and wish to delete your account, please email juicer@li.me.

Who Is Responsible for My Information?

To see who is responsible for your personal information and how to contact them, please [click here](#).

User Agreement & Terms of Service - Text THANKS FOR CHOOSING LIME!

Contractual Relationship



These terms and any additional terms incorporated by reference herein (collectively, the “Terms”) govern your use of our various products and services (collectively, our “Services”). They are provided to you by Neutron Holdings, Inc. dba Lime. By using our Services (including but not limited to using our App, vehicles, e-Commerce Shop, or creating a user account, for example), you are agreeing to these Terms, including that you are of legal age to enter into binding contracts, so please read them carefully. You are also agreeing that you have authority to agree to these Terms, whether personally, on behalf of your passengers or guests, or on behalf of an entity you’ve included in your user account registration.

You have agreed to comply with these Terms as a condition of using our Services. We may amend these Terms from time to time, and the revised version will be effective when posted on this website or otherwise made available to you. The revised Terms supersede any previous versions. While we will provide you advance notice of any important revisions, we do recommend that you regularly review these Terms because your continued use of our Services after we make any changes to them constitutes your agreement to those changes. These Terms also expressly supersede any prior agreements or arrangements we may have with you. You may of course stop using our Services at any time, and we may terminate these Terms or your use of any Services, or generally cease offering or deny access to any portion of the Services, at any time and for any reason in our sole discretion.

Please note that the cities in which you use our Services may also have additional terms and conditions that you should be aware of when you use our Services – please check this list to see if there are any for your home city or other cities where you use our Services.

IMPORTANT NOTE ON ARBITRATION: PLEASE CAREFULLY REVIEW THE ARBITRATION PROVISION IN SECTION 18, WHICH REQUIRES YOU TO RESOLVE ANY DISPUTES WITH US ON AN INDIVIDUAL BASIS THROUGH FINAL AND BINDING ARBITRATION. YOUR AGREEMENT TO THESE TERMS INDICATES YOUR EXPRESS ACKNOWLEDGEMENT AND AGREEMENT THAT YOU HAVE READ AND UNDERSTAND HOW THE ARBITRATION PROVISION WORKS.

Assumption of Risk; Waiver and Release of Claims

READ THIS SECTION CAREFULLY: THIS SECTION CONTAINS A LEGAL RELEASE OF YOUR RIGHTS, INCLUDING: ASSUMPTION OF RISK AND WAIVER AND RELEASE OF LIABILITY AGAINST LIME AND RELEASED

PARTIES (AS DEFINED IN SECTION 9). The RELEASED PARTIES may plead such releases as a complete and sufficient defense to any Claim, as intended third party beneficiaries of such releases. YOU ARE FREE TO DECLINE OUR SERVICES/PRODUCTS IF YOU DO NOT WANT TO AGREE TO THE TERMS AS SET FORTH HEREIN.

IN CONSIDERATION FOR USING OUR SERVICES/PRODUCTS, YOU, OR THE PERSON OR ENTITY ON BEHALF OF WHOM YOU ENTERED INTO THESE TERMS, OR YOUR LEGAL GUARDIAN (IF HE/SHE REGISTERED AND CONSENTED TO YOUR USE IF YOU ARE A MINOR) AGREE TO THE FOLLOWING:

TO ASSUME ALL RISKS: You acknowledge that (a) there are risks associated with the use of our Services/Products (as defined in Section 3), (b) the Products will be used by other people both before and after your use of such Products, (c) the Products can become damaged or may be in disrepair due to regular use, wear and tear, negligence of Lime or other users through vandalism, or other causes, and Lime is often not notified of such damage or disrepair right away; (d) although Lime endeavors to keep the Products in good repair, Product(s) that you use may be damaged or in need of repair of which Lime is not aware; (e) your use of the Products may result in injury or illness including, but not limited to, BODILY INJURY, DISEASE, STRAINS, FRACTURES, PARTIAL OR TOTAL PARALYSIS, OTHER AILMENTS THAT COULD CAUSE SERIOUS DISABILITY, MENTAL OR PHYSICAL ANGUISH, OR DEATH; these risks and dangers may be caused by the negligence or omission of Lime, the negligence of others, including other pedestrians or motorists, or may arise from the repair, maintenance or operation of the Products, weather conditions at the time of use, roadway conditions, or other causes, including from any other additional foreseeable or unforeseeable causes. By using our Services, you, on behalf of yourself, your personal representatives and your heirs, hereby EXPRESSLY AGREE TO ASSUME ALL RISKS AND ACCEPT ALL RESPONSIBILITY FOR ANY ACCIDENT, PERSONAL INJURY, PROPERTY DAMAGE, DEATH OR DISABILITY THAT YOU MAY SUFFER AS A RESULT OF USING THE SERVICES/PRODUCTS for any such injuries, losses, and/or damages, including those caused solely or in part by the negligence or omission of Lime and the Released Parties.

WAIVER AND RELEASE OF CLAIMS: You, on behalf of yourself, your personal representatives and your heirs, hereby EXPRESSLY AGREE TO WAIVE AND RELEASE ALL RELEASED PARTIES FROM ANY AND ALL CLAIMS (INCLUDING THOSE IN CONTRACT, TORT (INCLUDING NEGLIGENCE), STATUTORY AND/OR ANY OTHER



GROUNDS), INCLUDING WITHOUT LIMITATION CLAIMS FOR OR RELATING TO ANY ACCIDENT, PERSONAL INJURY, PROPERTY DAMAGE, DEATH OR DISABILITY THAT YOU MAY SUFFER AS A RESULT OF USING OUR SERVICES OR PRODUCTS, including those caused solely or in part by the negligence or omission of any of the Released Parties. The WAIVER AND RELEASE includes any claims for injury or illness including, but not limited to, BODILY INJURY, DISEASE, STRAINS, FRACTURES, PARTIAL OR TOTAL PARALYSIS, OTHER AILMENTS THAT COULD CAUSE SERIOUS DISABILITY, MENTAL OR PHYSICAL ANGUISH, OR DEATH; these risks and dangers may be caused by the negligence or omission of Lime, the negligence of others, including other pedestrians or motorists, or may arise from the repair, maintenance or operation of our Services or Products, weather conditions at the time of use, roadway conditions, or other causes, including from any other additional foreseeable or unforeseeable causes.

WHEN PERMITTED BY LAW, THE RELEASED PARTIES WILL NOT BE RESPONSIBLE FOR LOST PROFITS, REVENUES, DATA, FINANCIAL LOSSES OR INDIRECT, SPECIAL, CONSEQUENTIAL, EXEMPLARY OR PUNITIVE DAMAGES. IN ALL CASES, THE RELEASED PARTIES WILL NOT BE LIABLE FOR ANY LOSS OR DAMAGE THAT IS NOT REASONABLY FORESEEABLE.

You volunteer to use our Services and Products with full knowledge of all RISKS and agree to the ASSUMPTION OF RISK AND WAIVER AND RELEASE OF CLAIMS; YOU DO NOT HAVE TO USE OUR PRODUCTS OR SERVICES. If you have any questions concerning the terms of the Assumption of Risk or Waiver and Release of Claims, you can contact Lime at: 1 (888) 546-3345 or visit help.li.me.

It is your responsibility to use our Services and Products safely. You are responsible for any harm you cause to other people, including your passenger, animals, and/or any property. (See, Indemnification Section 10).

What Lime Offers

Lime was founded on the simple idea that all communities deserve access to smart, affordable mobility. Our Services help make this idea a reality. We are continually evolving our Services, and as of the date above, they include electric bikes, electric scooters, adaptive scooters, mopeds (and for some vehicle types in some locations, their respective docking stations), helmets, and any other related equipment provided or made available by Lime. In these Terms, we often refer to these as a “Product” or all them collectively as “Products”. Our Services also include our mobile application (the “App”), all other related equipment, maintenance,

charging, personnel, our websites (including this one and our e-commerce shop), social media assets, and any other information, technology and services provided or otherwise made available to you in our discretion. Our App may also be used with certain user-owned vehicles to provide additional functionality (such as enabling you to locate, lock, and unlock the vehicle) and to enable us to provide the Services to you. Our Services may come with additional terms or product requirements, which we will make available to you with the relevant Services and they will become part of your agreement with us when you use them. Please note that we are not a common carrier, we offer our Services as a convenience to those who are able and qualified to operate them, and alternative means of public and private transportation are available to you and the general public.

Your Lime User Account

Account Set Up. In order to use most aspects of the Services, you must register for and maintain an active personal user account, which requires a valid debit or credit card or other approved payment method with expiration date and billing postal code as well as other requested information depending on the Product (for example, a driver’s license is required for some Products in some jurisdictions). Alternative account creation and payment methods are available for some of our Products and Services if they are available in your area, such as LimeAccess. What you provide to us must be true, accurate, complete and updated as necessary to remain accurate. If applicable, create a username and a strong password and don’t share either with anyone – your account is personal to you and not intended for anyone else, and you are responsible for all activity that occurs under it. Let us know immediately if you suspect unauthorized use of your account. We have the right to provide information about you or your various account details (like billing, account, content or use records and related information) if required by law (which may include mandatory data sharing with governments), and to protect our rights, customers or business.

A Note on Fraud. We take it seriously, both for your protection and ours. You may only use a payment method that you have the legal right to use and you authorize us to charge any payment method you designate for any charges you incur. If we suspect that any information you’ve provided is inaccurate, incomplete or fraudulent, we may suspend or terminate your account until the issue is resolved. During that time, you will lose access to some or all of our Services, either temporarily or permanently.

Using the App and our Services



Once your account is properly set up, you can use the App to locate, reserve and/or access our available Products.

Reservations.

Please understand that for supply and related reasons, we reserve the right to accept or reject your reservation requests, and your receipt of our confirmation does not necessarily equal acceptance or constitute confirmation of our offer to make the Services available in any particular instance. If your reservation via the App is rejected after your request, you'll receive the applicable refund assuming your payment method was charged in the first place. If pricing in the App turns out to be incorrect for any reason, we reserve the right to cancel or reject a corresponding reservation and will issue you the applicable refund.

Rules for using our Products

You agree to abide by the Rules to Ride applicable to each Lime Product you use. Each set of Rules to Ride may be amended by Lime at its sole discretion and the revised Rules to Ride will be posted on the website or in the App. Your continued use of the Product after we make any changes to the Product's Rules to Ride constitutes your agreement to those changes. Each set of Rules to Ride are expressly incorporated by reference into these Terms. You can find the Rules to Ride for scooters [here](#), for bikes [here](#), and for mopeds [here](#).

Our vehicles are all electric vehicles. We don't have unlimited amounts of electric vehicles and they aren't always available. This goes for our other Products too.

Electric vehicles require periodic battery charging to operate. Their level of charge power will decrease with use over both time and distance. They lose their battery charge for various reasons, including due to weather, road conditions, vehicle type and other factors.

It is your responsibility to be aware of the level of charge power in the vehicle you are using. As part of our Services, we work diligently to ensure that our vehicles have adequate charge for your general use, but we don't know where you intend to go, and we can't guarantee the vehicle you use has enough charge power to get you there.

Group Rides

For some vehicle types, the Services may allow you to start a "Group Ride," and have your guests access Products. To use this feature, you are responsible for ensuring that each of your guests personally read and agree to be bound by the Terms and read our Privacy Notice. You are fully responsible

for (1) ensuring that all of your guests are at least 18 years old (or other legal age of majority), (2) any damages and injuries that occur during the Group Ride that are caused by you or your guests, (3) only allowing one guest per vehicle, (4) paying for all of the fees that occur in connection with your Group Ride, and (5) you are legally responsible for all of your guests' activity as if it was your own.

Be Safe When Using Our Products!

We want a safe experience for you and those around you in your community, and that means we have some rules. Aside from simply exercising caution and good judgment, you shouldn't carry any items (like a briefcase or a bag) or use any device (like a cell phone or other portable device) if they could impair or hinder safe use (no texting while using our Services, for example). There will not always be a designated place for you to ride, such as a bike lane for scooters or bikes, so exercise caution when riding in areas with cars and other traffic (we aren't responsible for the actions of drivers, pedestrians, or other third parties). Unless we expressly permit you to do so (e.g., in a separate set of terms and conditions), you should not handle, charge, remove and/or otherwise tamper with the batteries (whether removable or not) on any Lime vehicle. You are prohibited from using our Services while under the influence of alcohol, drugs or other substances that may affect your ability to safely use our Services. Don't carry other people or animals while using our Services (with some exceptions, like an authorized passenger on a moped - see Rules to Ride Mopeds). Please don't lock up any Product with a lock that isn't ours, because then we can't unlock it (!). Please don't leave a Product in a manner or location which we can't access (if everyone did that, there would be no Products to use). We may charge you up to \$500 if we are not able to retrieve any Product due to your actions.

You are also not permitted to use our Services to participate in activities beyond a particular Product's intended use. Some of these are obvious, but for example, no racing, mountain riding, stunts or trick-riding, riding up or down stairs, and don't take a Product off-road or through massive amounts of water (beyond normal urban riding, of course). All of these uses can damage our Products or cause serious injury or death to you or someone else. You may not use our Services for hire, reward or for any other commercial use (like advertising, ride-sharing or food delivery). Don't tamper with, vandalize or try to gain unauthorized access to our Services. And of course, do not use our Services in connection with the violation of any law.

Treat Our Products Like They Were Your Own!



Proper Use. If all customers treat our Products with respect, more of them will be available to use and in better condition. Our Products are unfortunately not indestructible, so please take good care of them when they are in your hands. They have weight limitations, which you can find in the Rules to Ride for that Product. You may not use any Product to tow or haul a trailer, vehicle or other object. We expect you to use the Products safely, including when you carry cargo in general (where the vehicle has a safe place to carry cargo). For example, don't carry cargo in a bike's front basket if it blocks your visibility. If you leave any personal belongings on or in our Products or on our premises (and we find them), we'll hold them for 90 days unless the law requires longer.

Damage. We expect that other than normal wear and tear, you'll return (meaning locking up and/or deactivating) a Product in the same condition in which you received it. If you damage it (accidentally or intentionally), or fail to properly return it and damage occurs, you'll be responsible for the associated costs. This can get pricey – you can find the replacement cost of each Product in the Rules to Ride for that Product. The same charges will apply for any Product not returned within 48 hours, which we consider lost or stolen and, depending on the circumstances, we may need to file a police report against you. We also reserve the right to take any action against you that the law allows, including holding you liable for the value of the Product.

Product Pick-Up. If you are unable to return a Product to a valid area (for example, you have to leave it on private property, in a locked community or an otherwise unreachable area), and you ask that we pick that Product up, we may charge you a pick-up fee of up to \$500. If you just plain abandon a Product in a place it shouldn't be left, you'll be responsible for all associated fees until it's recovered, plus a service charge of up to \$500. We may charge these amounts in our sole discretion to any payment method in your account and without notice.

Accidents or Damage to Products Generally. You must report any accident, crash, damage, personal injury, or a stolen or lost Product to us within two (2) hours of the accident or incident, or, in the event you are injured, as soon as reasonably practicable following the accident or incident. If an incident involves personal injury, property damage or a stolen Product, you must also file a report with the local police department within 24 hours of the incident (or, in the event you are injured, as soon as reasonably practicable following the incident).

Insurance. For certain Products and in certain locations, we may provide personal accident coverage and/or rider liability coverage for specified damages arising from your use of a

Product if you fully comply with, and was in full compliance with, these Terms and all applicable insurance terms and conditions here at the time of the incident. In some locations, you must have your own motor vehicle insurance to use some of our Products. You agree to use your own motor vehicle insurance as the primary insurance. Damages beyond the limits of our insurance and below any applicable insurance deductibles are your responsibility. However, such personal accident or rider liability coverage does not cover damage that occurs while you are in breach of the Terms or any applicable insurance terms and conditions, and in such an event you will be responsible for the full cost of such damage. You must obtain a police report on any collision to benefit from our liability coverage or excess liability insurance. Our coverage is contingent on you paying any and all deductible amounts for each claim and your full cooperation with Lime, investigators, and our insurance partners in the event of an accident or damages to persons or property. Noncooperation may result in non-coverage under our insurance policies, as determined by our insurance carrier. For more information on our insurance coverage, exclusions and deductibles, [click here](#).

Financial Terms

Pricing & Payment

You may use our Services on a per-ride and/or subscription basis (where subscriptions are available). Some rides may have a minimum fee that could be in addition to any applicable start/unlock fee. Before you start a ride, you will see the applicable fees (e.g., start/unlock fee, per minute fee, and/or minimum fee). For the purpose of calculating fees incurred, ride times will be rounded up to the nearest minute. Please note that we may change pricing for our Services at any time as we deem necessary or appropriate for our business. Our pricing is exclusive of taxes (like sales and value added) and other applicable governmental charges.

We may put a temporary hold on your debit/credit card account before you start a ride to verify your payment information is still valid and/or to verify your debit/credit card has the necessary funds to cover the fees incurred for that ride. Pre-authorization is not a charge to your account, it is a hold on those funds. Pre-authorizations can reduce your available balance by the authorization amount until it is released or reconciled with the actual charge. You should contact your bank or card issuer if you have questions about when a pre-authorization amount will be removed from your statement.

Fees and charges will be charged to a payment method in



your account. We will automatically charge and withhold the applicable taxes as required by law. All payments to us are made through a third-party payment processor.

If your payment method expires and you do not update your information or you cancel your account, you authorize us to continue billing, and you will remain responsible for any uncollected amounts. We reserve the right to retry billing all payment method(s) on file after any failed billing attempt. You will remain liable for all such amounts and all costs incurred in connection with the collection of these amounts, including, without limitation, bank overdraft fees, collection agency fees, reasonable attorneys' fees, and arbitration or court costs.

If you disagree with any charges we have made to your account, you must let us know within 10 business days from the end of the month in which the disputed charge took place. To resolve any disputed charges, we will need certain trip information, including the date and approximate start and end times of your trip. As a policy, except to the extent required by applicable laws, we do not offer refunds for your use of our Services, and any exceptions to this policy are in our sole discretion.

Referral and/or Promotional Codes

At various times, we may provide referral and/or promotional codes for discounted trips or other features on our Services, which may be subject to additional terms that we make available to you. Please understand that these are one-time offers, are only redeemable via the App (unless otherwise stated in the promotion terms) and we may modify or cancel them at any time. Unless we state otherwise in the specific promotion terms, we limit these to 1 per user and account, they can't be combined with other offers, they are not valid for cash, they will expire in accordance with their terms, and are not transferable or permitted to be resold.

Subscriptions; Free Trials; Limited Discounts

We may offer our Services under different payment options, including without limitation free trials, subscriptions, limited time offers, or other options. Free trials may convert into paid subscriptions in accordance with the offer terms. The terms will be set forth in each offer for such Services. Please read the offer terms carefully before accepting them.

Fines and Fees

We may at our sole discretion assess fines, fees, or penalties and/or take other actions for your violation of these Terms.

For example, you may incur fees or fines if you leave a Product outside the service area, use a Product in a prohibited area, leave a Product unlocked, or cause damage or loss to a Product. In some locations, we are required by the municipality to impose fines for improper use of our Products, including without limitation improper parking or reckless riding behavior.

In addition, when you are using our Services, you must comply with the laws that apply to you. If you receive a ticket or a fine (e.g., for your violation of parking or traffic rules and regulations), cause a Product to be towed and/or impounded or receive any other penalties or fees, you'll be responsible for the associated costs. We cooperate with all governmental officials in their enforcement of the applicable laws, and for expediency we may pay amounts you owe on your behalf and provide any necessary information requested or required by the applicable government agencies. If we do so, you are required to pay us back. If we had to use third party collection or administrative agents to resolve or attempt to resolve the issue, you are also responsible for paying us an administrative fee up to \$100. By agreeing to these Terms, you agree that we may pay the amounts directly and charge these amounts (including the administrative fee) to any payment method indicated in your account, and we may need to contact you for additional information.

In locations where we pay the municipality a fee in order to provide the Service to you, we reserve the right to pass a portion of this cost onto you. We will communicate to you the amount of such pass-through fee before you start a ride.

Warranty Disclaimers

We provide our Services using a commercially reasonable level of skill and care, and while we strive for the highest quality in everything we do, there are certain things we cannot promise of our Services. WE PROVIDE OUR SERVICES "AS IS" AND "AS AVAILABLE." OTHER THAN AS EXPRESSLY SET OUT IN THESE TERMS, THE RELEASED PARTIES (WHICH WE DEFINE IN THE NEXT PARAGRAPH) DO NOT MAKE ANY SPECIFIC PROMISES ABOUT ANY SERVICES, WHETHER ABOUT THE SPECIFIC FUNCTIONS OF SUCH SERVICES, THEIR RELIABILITY, QUALITY, AVAILABILITY OR ABILITY TO MEET YOUR SPECIFIC NEEDS OR OTHERWISE, OR THAT THEY WILL BE UNINTERRUPTED OR ERROR-FREE. SOME JURISDICTIONS PROVIDE FOR CERTAIN WARRANTIES, SUCH AS THE IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT. TO THE EXTENT PERMITTED BY LAW, WE AND OUR RELEASED PARTIES EXCLUDE ALL WARRANTIES, WHETHER EXPRESS



OR IMPLIED.

When we use the term “Released Parties” in these Terms, we mean (i) us and our affiliates and subsidiaries and our and their respective owners, managers, officers, employees, directors, agents, representatives, successors, assigns, licensees, distributors, vendors and third parties with whom we authorize or otherwise partner with to distribute, market or otherwise commercialize the Services, (ii) municipalities and public entities (including all of their respective elected and appointed officers, officials, employees and agents) which authorize us to operate any of the Services, (iii) owners and ground lessees of the property (including all of their respective elected and appointed officers, officials, employees and agents) which authorize us to operate any of the Services on its premises, and (iv) to the extent you access the Services using a third party application, website, content, product or service, that third party and all of its affiliates and subsidiaries and each of their respective owners, managers, officers, employees, directors, agents, representatives, successors and assigns.

IF YOU USE ANY OF OUR PRODUCTS IN A WAY THAT IS PROHIBITED BY THESE TERMS, IT WILL VOID ALL INSURANCE, ACCIDENT, OR LIABILITY COVERAGES PROVIDED BY US OR OUR INSURER, INCLUDING ANY COLLISION DAMAGE WAIVER (WHERE PERMITTED BY LAW); IT WILL MAKE THE PRODUCT SUBJECT TO IMMEDIATE RECOVERY BY US WITHOUT NOTICE TO YOU; AND YOU WILL BE RESPONSIBLE FOR ALL LOSS OR DAMAGE TO, OR CONNECTED WITH THE PRODUCT, INCLUDING OUR EXPENSES, TO THE EXTENT THAT SUCH LOSS OR DAMAGE IS DUE TO SUCH PROHIBITED USE.

THE PROVISIONS IN THIS SECTION 9 APPLY TO THE MAXIMUM EXTENT ALLOWED BY LAW.

Indemnity

To the fullest extent permitted by law, you, your heirs, or successors AGREE TO DEFEND AND INDEMNIFY AND HOLD HARMLESS THE RELEASED PARTIES from any and all claims, actions, damages, penalties, fines, demands, losses, liabilities, costs and expenses, injuries or payments for injury to any person or property caused or claimed to be caused by the active or passive negligence of any Released Parties, arising out of or in connection with (i) your use of the Services and/or Products (including the payment of fines and other fees in Section 8 above), (ii) your breach or violation of any of these Terms or any applicable law, (iii) any of the Released Parties’ use of your content discussed in Section 14, or (iv) your violation of the rights of any third party. The Released Parties reserve the right to assume the

exclusive defense of any claims or lawsuits, and you agree not to settle any of the foregoing without the applicable Released Parties’ prior written consent. You agree that the obligations in this Section 10 will survive any termination of these Terms, your user account or your access to our Services generally.

Your Personal Information

Our collection and use of personal information in connection with the Services is set forth in our Privacy Notice found at www.li.me/privacy.

Text Messages and Telephone Calls

Unless you opt out, you agree that we may contact you by telephone, SMS or text message (including through use of an automatic telephone dialing system) at the phone numbers you have provided to us, including for marketing purposes. You understand that you are not required to provide this consent as a condition of purchasing any property, goods or services. You may opt out of receiving telephone calls, SMS or text messages from us at any time, either by texting the word “STOP” in response to a text message received from us using the mobile device that is receiving the messages or to (888) 546-3345, by contacting us at support@li.me, or by calling our Customer Service at (888) LIME-345.

Intellectual Property

Our Limited License to You

Subject to these Terms, we grant you a limited, non-exclusive, non-sublicensable, revocable, non-transferable license to access and use the App and our related software and services on your personal device solely for your use of our Services. Such rights are for your personal, noncommercial use only. Any rights not expressly granted herein are reserved by us and our licensors. You are not allowed to copy, modify, distribute, sell or lease any part of our Services or included software, nor may you reverse engineer or attempt to extract the source code of the Services or software, unless laws prohibit these restrictions or you have our written permission to do so. Don’t do anything that places an unreasonably large load on our Services’ infrastructure, use any robots, spiders, scrapers or other automated means to access our Services, try to interfere with the proper working of our Service or attempt to bypass any of our security measures to access the Services.

Ownership



The Services are our exclusive property, and your use of them does not transfer any ownership rights to you. Using our Services does not give you ownership of any intellectual property rights in our Services or the content you access, and except for the limited license granted to you above, all rights therein (including all intellectual property) belong to us or our licensors. You may not use content from our Services without our express prior permission or as otherwise permitted by law. These Terms do not grant you the right to use any trademarks, branding or logos used in our Services or otherwise, including in any advertising or publicity or to imply our endorsement in any way. Please do not obscure or alter any legal notices displayed in, along with or in connection with our Services.

Digital Millennium Copyright Act & Claims of Copyright Infringement

Claims of copyright infringement should be sent to our designated agent. Please visit us at www.li.me/dmca for all relevant information.

Content Provided by You

You may at times be invited to submit content to us (like a comment to a blog post, to participate in our communities or provide user tips). You retain ownership of this content but we ask that you make sure you have the right to submit it to us in the first place, because when you submit it, you give us (and those we work with) a worldwide license to use, host, store, reproduce, modify, create derivative works, communicate, publish, publicly perform, publicly display and distribute it as well as your name, voice and/or likeness if also submitted (like if you take a selfie when using a Product). This license continues even if you stop using our Services. If you submit feedback, suggestions or other information about our Services, we may use the same without obligation to you. Any content you submit is deemed non-confidential.

Do not submit any content that is defamatory, libelous, hateful, violent, obscene, pornographic, unlawful or otherwise offensive (we will be the judge of whether your content meets any of these descriptions). The same goes for “spam” or unsolicited advertising. We have the right, but not the obligation, to review, monitor or remove your content at any time for any reason without notice.

Third Party Services and Content

The Services may be made available or accessed in connection with services and content (including advertising) controlled by third parties with different terms of use and

privacy policies. We don't endorse these third-party services and content and we are not responsible or liable for any of their products or services. Additionally, Apple Inc., Google, Inc., Microsoft Corporation and/or BlackBerry Limited will be a third-party beneficiary to these Terms if you access the Services using applications developed for Apple iOS, Android, Microsoft Windows, or Blackberry-powered mobile devices, respectively. These third-party beneficiaries are not parties to these Terms and are not responsible for the provision or support of the Services in any manner. Your access to the Services using these applications or devices is subject to terms set forth in their respective terms of service and privacy policies.

Network Access and Devices

You are responsible for obtaining the data network access necessary to use the Services. Your mobile network's data and messaging rates and fees may apply if you access or use the Services from your device. You are responsible for acquiring and updating compatible hardware or devices necessary to access and use the Services (including the App) and any updates thereto. We do not guarantee that the Services, or any portion thereof, will function on any particular hardware or devices. In addition, the Services may be subject to malfunctions and delays inherent in the use of the Internet and electronic communications.

General

These Terms will be governed by and construed in accordance with the laws of the State of California, without regard to its conflicts of law provisions. You may not assign these Terms without our prior written approval. We may assign these Terms without your consent to a related or affiliated entity or in the event of a sale of all or substantially all of our assets, stock or business, or to a successor by merger. Any purported assignment in violation of this paragraph is void. No joint venture, partnership, employment or agency relationship exists between you and us as a result of these Terms or your use of our Services. If any provision of these Terms is held to be invalid or unenforceable, that provision shall be struck and the remaining provisions shall be enforced to the fullest extent under the law. Our failure to enforce any right or provision in these Terms shall not constitute a waiver of such right or provision unless we acknowledge and agree to it in writing, and it is not a waiver of our right to do so later. This provision will not affect the Severability and Survivability section of the Arbitration Agreement of these Terms. Force majeure events may prevent us from providing the Services. Note that when we say “include” or “including” throughout these Terms, we really mean “including, but not limited to” but do



this for ease of reading. Provisions that by their nature are intended to survive the termination of these Terms or your use of the Services will survive.

MUTUAL ARBITRATION PROVISION

Before bringing a formal legal case, please first try contacting our Customer Support. Most disputes can be resolved that way.

We each mutually agree to resolve any justiciable disputes between us exclusively through final and binding arbitration instead of filing a lawsuit in court. This arbitration provision is governed by the Federal Arbitration Act (9 U.S.C. §§ 1-16) (“FAA”) and will apply to any and all claims arising out of or relating to your access or use of the Services, any communications, advertising or marketing by or regarding us or the Services, any products or services sold or distributed through the Services that you received as a consumer of our Services, any aspect of your relationship or transactions with us, any of our actual or alleged intellectual property rights, and all other aspects of your relationship with us, past, present or future, whether arising under federal, state or local statutory and/or common law (collectively, the “Dispute”). We each also expressly agree that this Agreement will be governed by the FAA even in the event you and/or we and/or these Terms are otherwise exempted from the FAA. Any disputes in this regard shall be resolved exclusively by an arbitrator. If, but only if, the arbitrator determines the FAA does not apply, California law governing arbitration agreements will apply.

Class Action Waiver. We each mutually agree that by entering into this agreement to arbitrate, we both waive our right to have any dispute or claim brought, heard or arbitrated as, or to participate in, a class action, collective action and/or representative action, and an arbitrator shall not have any authority to hear or arbitrate any class, collective or representative action (“Class Action Waiver”). In any case in which (1) the dispute is filed as a class, collective or representative action and (2) there is a final judicial determination that all or part of the Class Action Waiver is unenforceable, the class, collective and/or representative action to that extent must be litigated in a civil court of competent jurisdiction, but the portion of the Class Action Waiver that is enforceable shall be enforced in arbitration. Notwithstanding any other clause contained in this Section 18, any claim that all or part of this Class Action Waiver is unenforceable, unconscionable, void or voidable may be determined only by a court of competent jurisdiction and not by an arbitrator. All other disputes with respect to whether this Mutual Arbitration Provision is unenforceable, unconscionable, applicable, valid, void or voidable shall be

determined exclusively by an arbitrator, and not by any court.

Any Dispute shall be determined by final and binding arbitration administered by the American Arbitration Association (“AAA”) under its Consumer Arbitration Rules. If you bring a claim subject to arbitration, you will pay toward the fees and deposits imposed by the AAA or other arbitrator only an amount equal to the amount you would have had to pay as filing fees and initial court costs if you had filed suit in a court of competent jurisdiction. Lime will pay the remainder of the fees and deposits of arbitration. If, however, any laws require Lime to pay a greater portion or all of such fees and costs in order for this Section 18 to be enforceable, then we will have the right to elect to pay the fees and costs and proceed to arbitration.

If an in-person arbitration hearing is required, then it will be conducted in the “metropolitan statistical area” (as defined by the U.S. Census Bureau) where you are a resident at the time the Dispute is submitted to arbitration. The arbitrator or arbitration panel, as the case may be, will apply and be bound by this Section 18 and any additional terms, and will determine any Dispute according to applicable law and facts based upon the record and no other basis, and will issue a reasoned award. All issues are for the arbitrator to decide, including arbitrability.

Except as provided in the Class Action Waiver, the arbitrator may award all remedies to which a party is entitled under applicable law and which would otherwise be available in a court of law, but shall not be empowered to award any remedies that would not have been available in a court of law for the claims presented in arbitration. The arbitrator shall apply the state or federal substantive law, or both, as is applicable.

This Mutual Arbitration Provision will survive any termination of the Services and/or your relationship with us.

This Mutual Arbitration Provision is the full and complete agreement relating to the formal resolution of disputes covered by this Mutual Arbitration Provision. This Section 18 can be amended only by our mutual written agreement. In the event any portion of this Mutual Arbitration Provision is deemed unenforceable, the remainder of this Mutual Arbitration Provision will be enforceable.

Small Claims Matters Are Excluded from Arbitration Requirement: Notwithstanding the foregoing, either you or Lime may bring a Dispute in small claims courts of competent jurisdiction. Lime reserves the right to reject your request for arbitration for any Dispute which can be resolved in small claims courts.

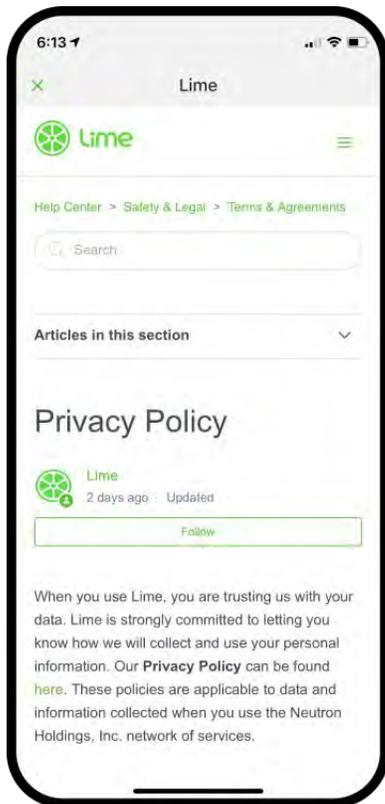


l2) Provide screen shots of all locations where these provisions would be shared with customers, including the method for obtaining user acknowledgement/agreement.

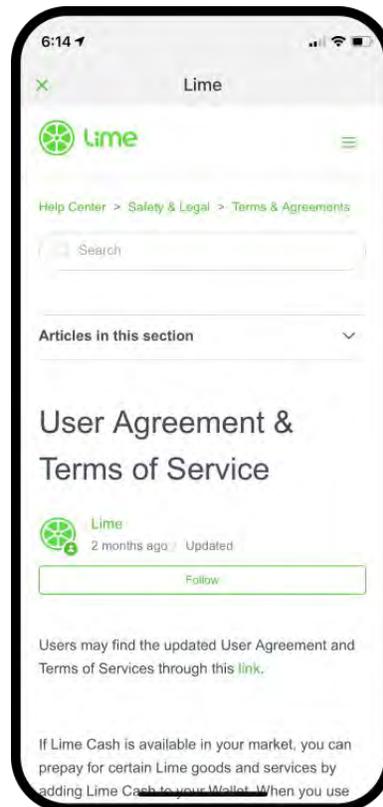
Privacy Policy - Customer Access (Web)
<https://www.li.me/en-us/legal/privacy-policy/>

User Agreement & Terms of Service - Customer Access (Web)
<https://www.li.me/user-agreement>

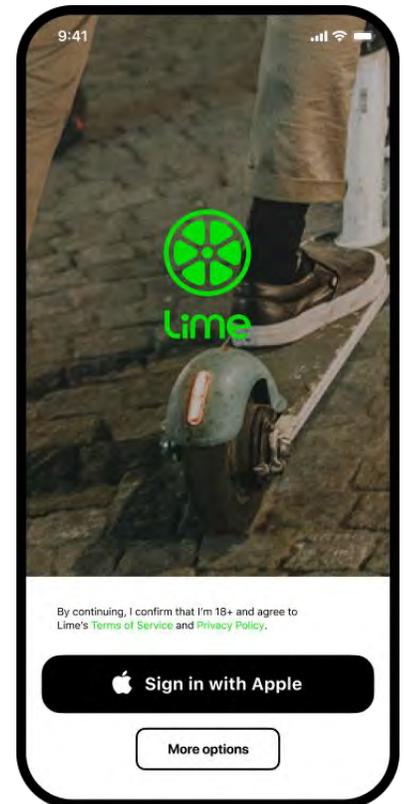
Privacy Policy - Customer Access (App)



User Agreement & Terms of Service - Customer Access (App)



User Acknowledgement





M: Images and Description
of Powered Scooters



CONFIDENTIAL, PROPRIETARY, AND TRADE SECRET INFORMATION

San Francisco will be the first U.S. city to have our newest scooter, the Gen 4. Already deployed in Paris and expanding throughout Europe, it meets or exceeds all City, California, federal, and international safety requirements (see Sec. A). While most micromobility companies have limited experience safely operating and maintaining shared vehicles, our scooters are the most road tested on the market. The Gen 4 is the next evolution of our Gen 3 scooter, which has been ridden more than 41 million miles in 125 cities without any safety or mechanical issues. In our testing, the Gen 4 exceeds these performance standards to ensure the safety of our riders and other road users. For example, on wet surfaces the Gen 4 can stop in half the distance as the next leading competitor.

The safest, smoothest, most sustainable Lime scooter yet

Lime Gen4



- Dual Handbrake**
Comparable to bike handlebars, the dual braking system is more intuitive and gives riders greater control of the vehicle.
- Stronger Aluminum Frame**
With IP67 waterproofing against rain or snow, the Gen4 frame is sturdier and longer-lasting to improve scooter lifetime.
- Swappable or Integrated Battery**
Battery options to fit varying city needs allow for optimal operations in dense urban environments.
- High-Visibility Reflectors**
Reflectors on the baseboard, stem, CCU unit, rear fender and logos make this the most visible shared scooter on the road at night
- Lower Deck**
Provides a lower center of gravity for a sturdier ride, while making it easier to step on and off.
- Double Kickstand**
Increased vehicle stability when parked makes it less likely a scooter will fall over, leading to less clutter on sidewalks

- Tap-and-ride technology**
New tap-and-ride capability helps riders get on and go quicker than ever.
- Best-in-Class Firmware**
Lime's proprietary industry-leading firmware includes immediate geo-fencing response, with self-diagnosing and sidewalk-riding detection capabilities
- LimeLock**
For secure and orderly parking out of pedestrians right-of-way.
- Most Powerful Motor to Date**
New enhancements to the motor will help to power riders up hills, avoiding unnecessary slow-downs.
- Enhanced Suspension**
Mountain bike-inspired front suspension can take on everything city streets throw at it. The smoother ride also reduces vibrations that cause fatigue, and extend the vehicle's lifetime.
- Bigger Wheels**
Solid honeycomb tires tackle the toughest road conditions, with 20% larger wheels than the Gen3 to improve stability.

The Gen 4 has been designed with San Francisco's needs in mind, including:

- Bluetooth-integrated LimeLocks to keep sidewalks and rights-of-way clear for other road users (Sec. F.6),
- fully enclosed wiring to deter vandalism,
- front and rear drum brakes with grips on both handlebars for reliable and rapid braking,
- high visibility reflectors and paint for crowded streets,
- swappable batteries to optimize sustainability and reduce congestion (Sec. G.1.d),
- on-board geofence maps for quick implementation of no-ride, no-park, and slow-speed zones (Sec. F.8),
- dual kickstands and 12" tires to enhance stability on uneven pavement,
- telematics to record all scooter actions and trigger emergency response if needed (Sec. F.3), and
- an NFC reader to enable payment integration with public transit.

To ensure our adaptive vehicles offer the same safety, comfort, and reliability benefits as our Gen 4 scooter, Lime used the same chassis and equipped the vehicle with an ergonomic seat (image at right).





CONFIDENTIAL, PROPRIETARY, AND TRADE SECRET INFORMATION

Citra

The future of open air transportation



The Lime "Citra" is an all-electric seated scooter that gives riders all the benefits of three different vehicles — scooters, e-bikes, and mopeds — in one vehicle. Using Universal Design principles, Citra is designed to accommodate a wide range of individual preferences and abilities. Its intuitive controls are easy to understand, even for those with little experience with micromobility vehicles.

Citra fits naturally in the bike lane and within the footprint of San Francisco's bike racks, making it a great accessible complement to Lime's existing vehicle offerings in San Francisco.

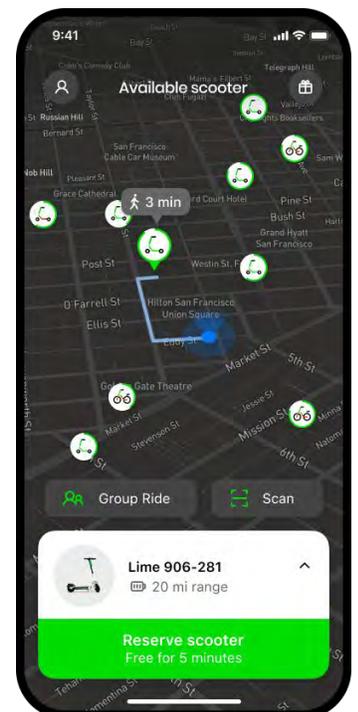
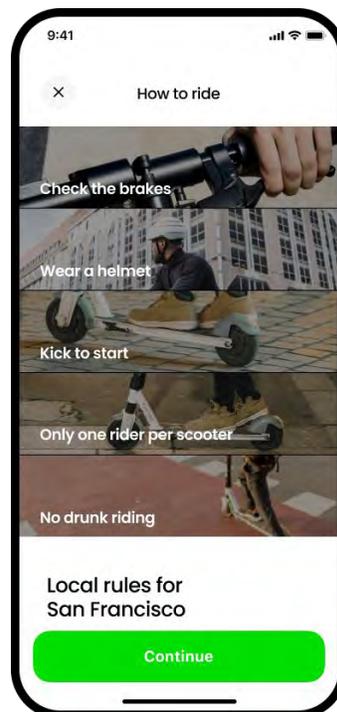
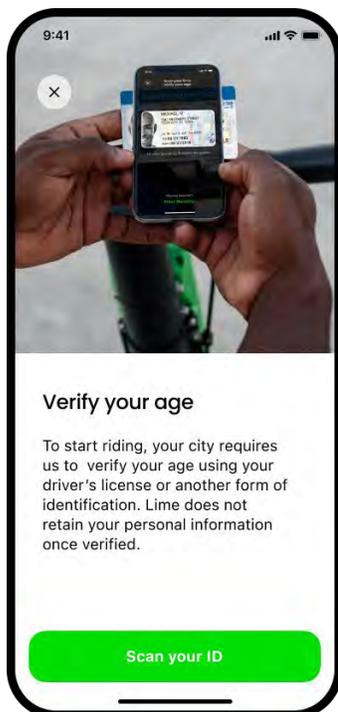
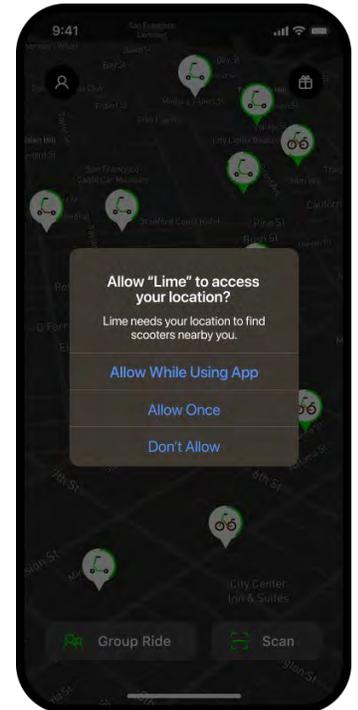
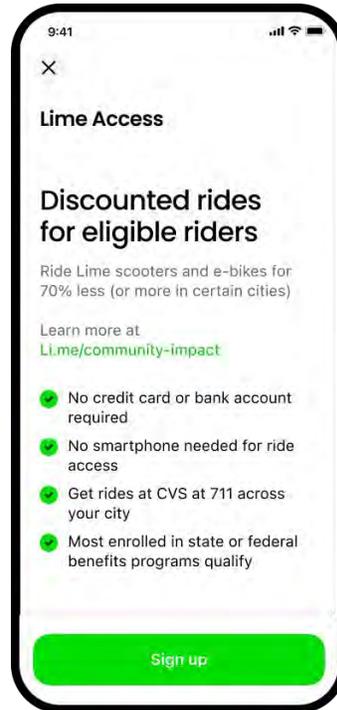
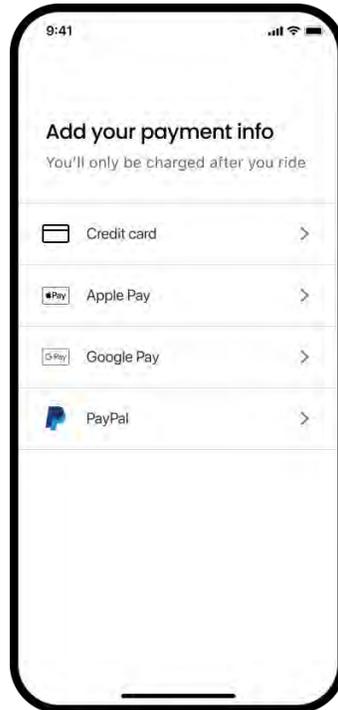
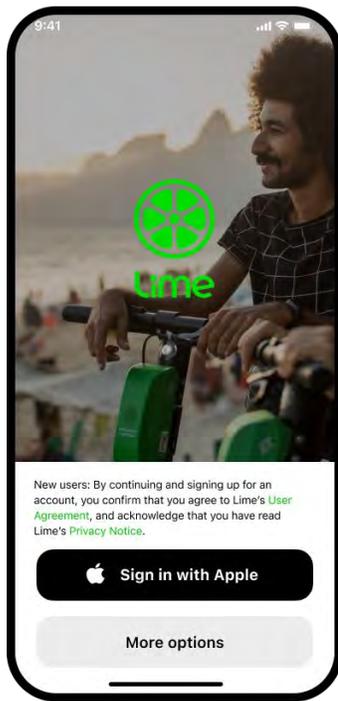
◦ Bluetooth-integrated LimeLocks to keep sidewalks and rights-of-way clear for other road users (Sec. F.6), ◦ fully enclosed wiring to deter vandalism, ◦ cargo space for utilitarian trips and mobility aids, ◦ low center of gravity provides extra stability, balance, and ease of handling, ◦ swappable batteries to optimize sustainability and reduce congestion (Sec. G.1.d), ◦ on-board geofence maps for quick implementation of no-ride, no-park, and slow-speed zones (Sec. F.8), ◦ dual kickstands and wide tires to enhance stability on uneven pavement.



**N: Images and Description
of Mobile Application**

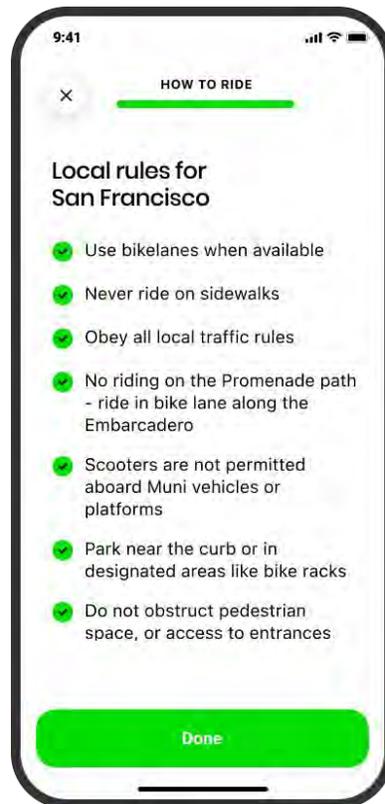
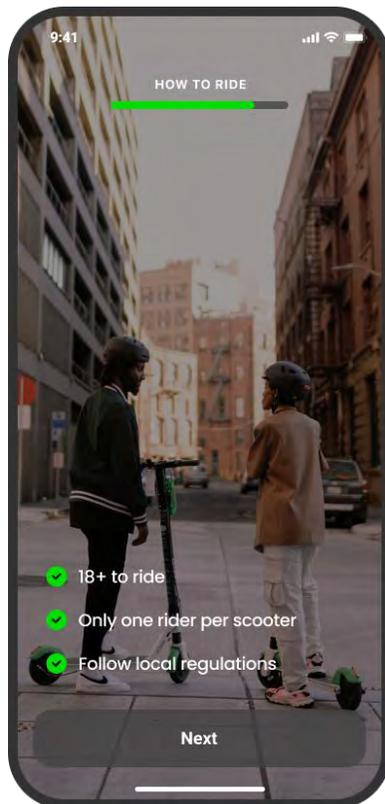
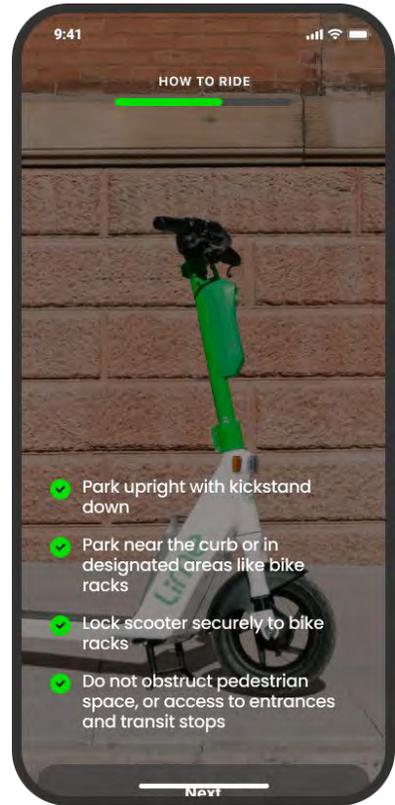
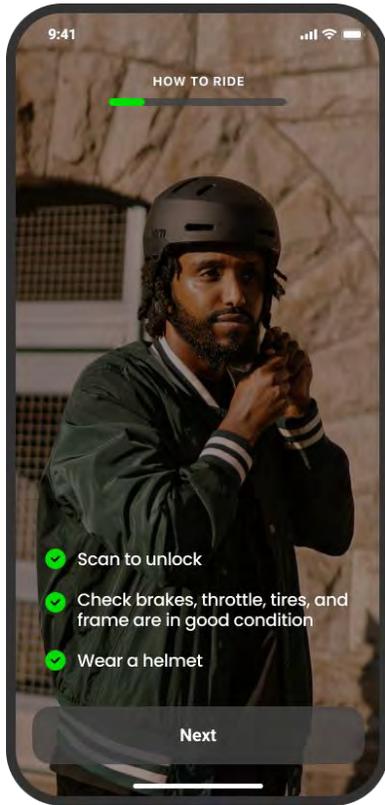


Easy Sign Up: Below is our in-app user interface to access our vehicles or any of our online materials, including our privacy policy, terms and conditions and a description of how our rates work, different payment options and pricing plans. App content translates in the native language the rider sets on their iPhone or Android Device. Lime’s mobile app is fully accessible to persons with disabilities and accessible to screen readers per Section 508 of the United States Workforce Rehabilitation Act of 1973 and the most recent version of the Web Content Accessibility Guidelines (WCAG).



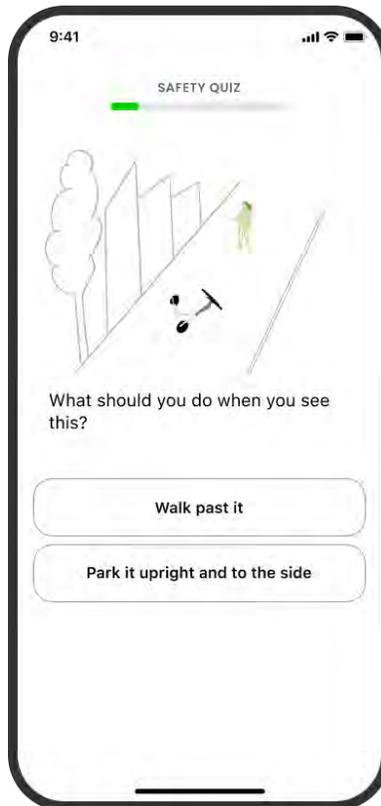
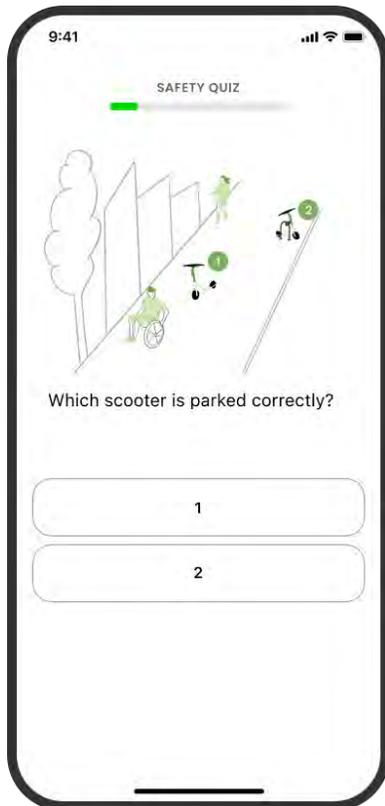
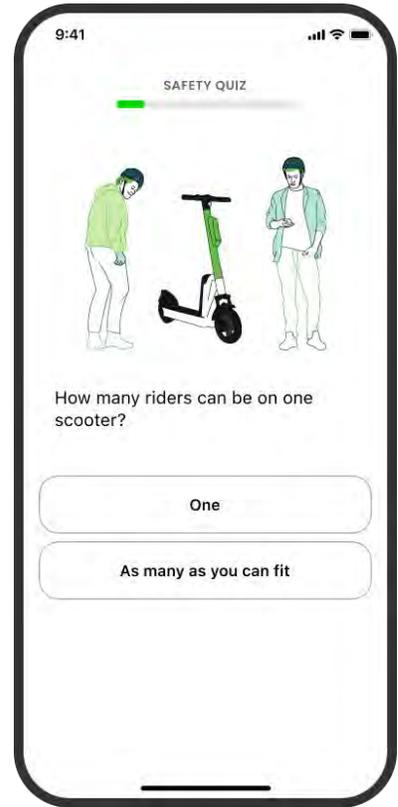
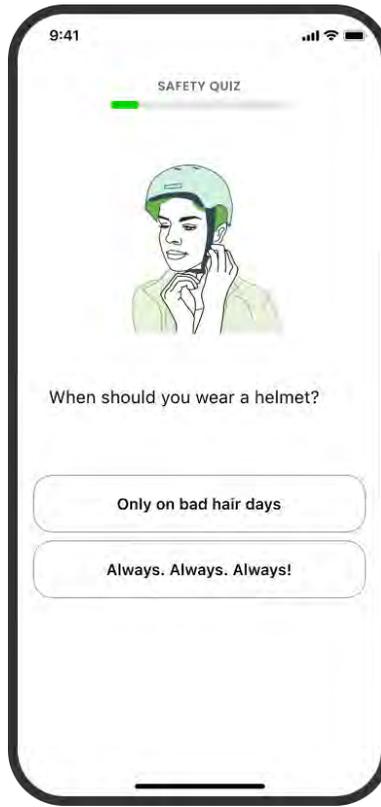
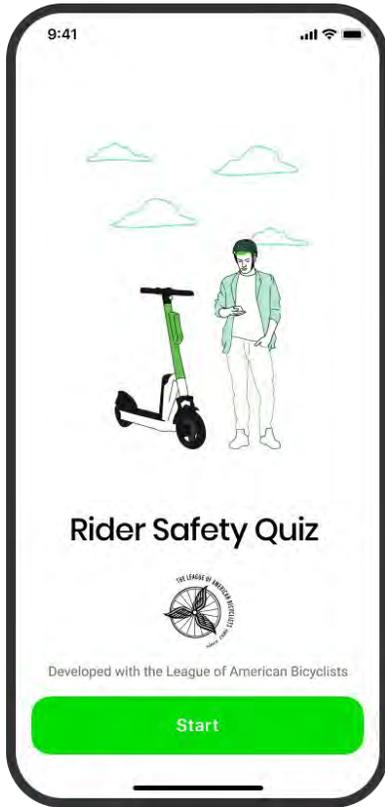


New Rider Training: All riders will be required to take a “how to ride” tutorial and must score 100% on an in-app quiz (see next page) before they can access a Lime scooter.



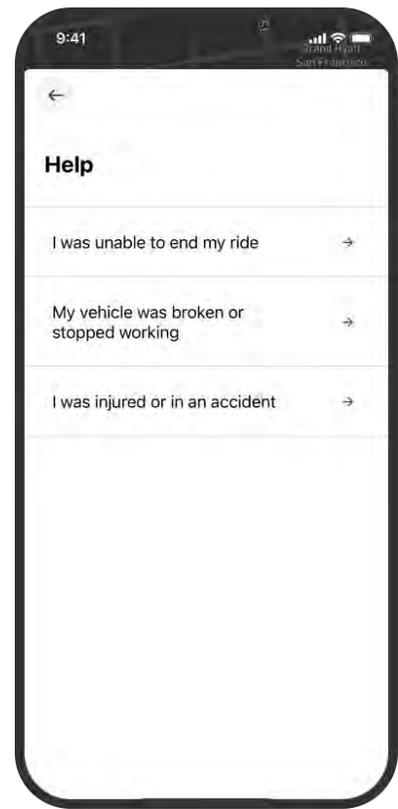
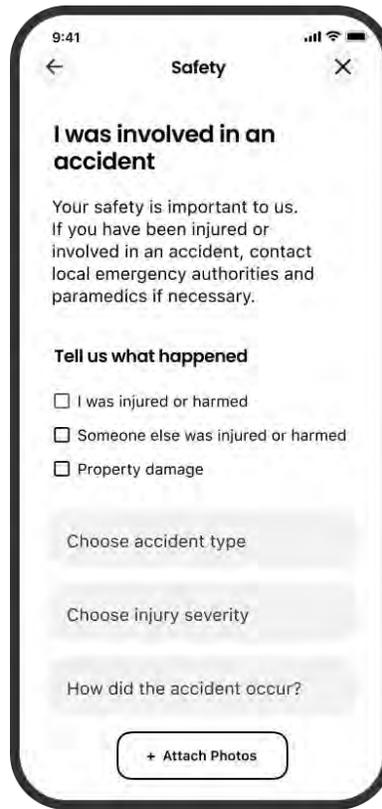
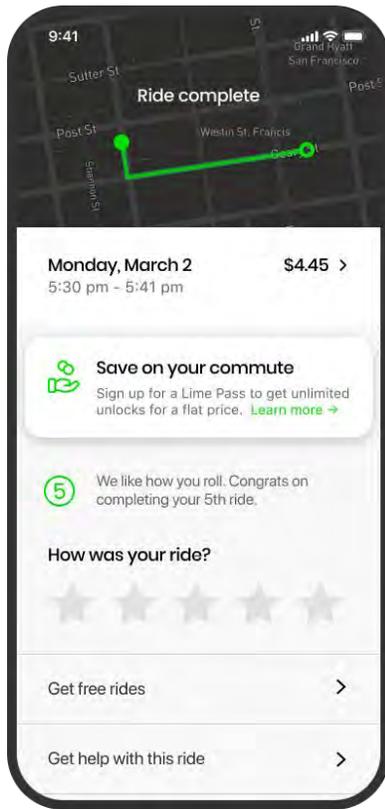


New Rider Quiz: All riders will be required to take a “how to ride” tutorial (see previous page) and must score 100% on an in-app quiz before they can access a Lime scooter.





Trip-End Accident Reporting: All riders have the opportunity to report safety issues, including involvement in a collision, in app at the end of every ride.





O: Proof of Insurance

