Lime

Response to the City of Seattle
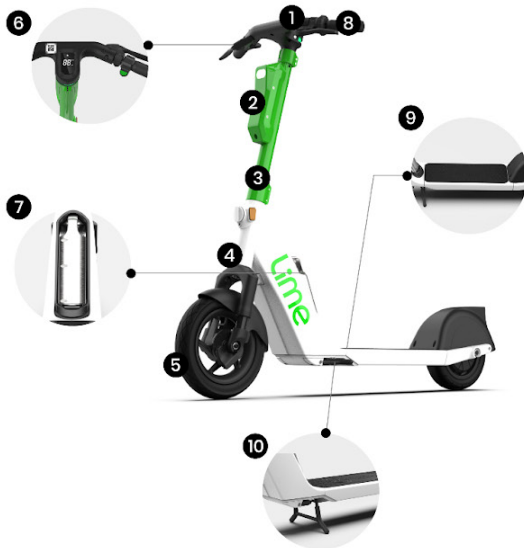## Permit Request for Free-Floating Scooter Share Program

Appendix

A-ES1 Equipment and Safety - Type 1 Scooter (standing)

A-ES1.1 Attach all illustrative images and specifications described in Requirement ES1.2(c).

GEN 4 SCOOTER

The safest, smoothest, most sustainable Lime scooter yet.

1 Swept Handlebars for Maximum Stability and Comfort

2 LimeVision to Detect Parking, Sidewalks, Pedestrians, and More

3 Strong Aluminum Frame to Improve Vehicle Longevity with IP67 Protection Rating

4 Enhanced Mountain-bike Inspired Suspension for a Smooth Ride

5 Larger Wheels and Pneumatic Tires to Tackle the Toughest Road Conditions

6 Tap-and-Ride Wireless Connectivity

7 Swappable Battery with Extra Range to Reduce Operations VMTs and Time Offline for Charging

8 Dual Bicycle-style Handbrake for Intuitive and Secure Braking Control

9 Lower Center of Gravity for a More Stable and Comfortable Ride

10 Double Kickstand for Increased Vehicle Stability while Parked

Dimensions: 52" L x 23" W x 45" H (132 cm L x 59 cm W x 115 cm H)   **Curb weight:** 60 lbs (27 kg)

Additional Available Features

11 Helmet Lock to Ensure All Riders are Protected

12 LimeLock to Keep Vehicles Secure and Tidy

13 Audible Sounds to Alert Other Road Users

Seattle is the first in the region to join world class cities like London, Paris, New York, Chicago, Melbourne, and San Francisco with a fleet of 2,000 of our newest Generation 4 (Gen 4) e-scooters. To ensure that riders will have the most advanced vehicles from the first day of the Program, Lime has already started to upgrade our Seattle fleet with Gen 4 e-scooters to match the Gen 4 e-bikes already in the City.

Unlike other vendors that get their vehicles from Segway or Okai, our Gen 4 e-scooter is designed in-house by our 100+ member Hardware Team based on data from over 250 million Lime trips. Lime staff also supervises manufacturing on site, enabling us to rapidly respond to any safety issues that arise without having to wait for a third-party manufacturer to address any issues.

> **"To ride [Lime's Gen 4 e-scooter is] smooth, calm, easily controlled and fun – it's a genuine alternative for urban mobility...It's for that reason that Lime has been given the Breakthrough Award in the Move Electric Awards 2022... Through both bike and scooter the firm is making vast strides in proving the worth of micromobility – and the last 12 months have seen remarkable progress from both the firm and the whole industry."**

> - **J. Atwood**, Move Electric Award, March 30, 2022[1]

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[1] https://www.moveelectric.com/e-scooters/move-electric-awards-2022-breakthrough-award-lime

The Gen 4 is designed to address rider and non-rider safety concerns, helping the City achieve its Vision Zero goal. **The Gen 4 has been ridden over 24 million miles and 20 million rides, 99.992% of which have been incident free**. This summer, Seattle's fleet will be further upgraded with our **LimeVision proprietary video safety system**, capable of recognizing and preventing a range of dangerous situations, from sidewalk riding to accidents.

LimeVision: Camera Technology Designed Address Seattle's Micromobility Challenges

After reviewing many vendors' camera technology, and finding them wanting, Lime used our five years of in-house hardware and software design experience to design a camera-based safety system specifically designed for micromobility. With a high fidelity, panoramic camera and an accuracy 20x better than current geofencing technology, LimeVision can perform many different tasks, including:

- ○ **Detect when an e-scooter is on a sidewalk,** triggering an audible sound, in-app message, and slowing the vehicle;
- ○ **Validate proper parking and manage vehicle density,** helping to keep roadways clear;
- ○ **Recognize in-road hazards like pedestrians,** helping keep non-riders safe as well;
- ○ **Record accidents,** for response and analysis; and
- ○ **Interface with remote operations,** for self-driving parking applications.

In addition, **LimeVision has been designed from the beginning to be robust enough for shared vehicles and resistant to tampering.**

Finally, because we control our product development, Lime is able to tailor our devices to Seattle's needs. The chart below shows how the features of the Gen 4 address the City's pilot objectives expressed in the E-Scooter Share Pilot Evaluation, as well as the concerns raised during the current permit period. Lime will work with the City to identify areas for continuous improvement, and refine and develop our next generation of devices to align with the feedback and requirements of residents, community groups, and the City.

Lime's Gen 4 E-Scooter Addresses the City's Priorities Identified in the E-Scooter Share Pilot Evaluation

	Be safe for riders and non-riders; advance Seattle's Vision Zero objectives	Ensure accessibility and expanding rider appeal	Expand use by people with limited English proficiency	Keeping sidewalks accessible	Increasing low-carbon and congestion-reducing mobility options
LimeVision video technology with sidewalk riding detection	•	•		•	
Tandem riding detection	•			•	
On-vehicle and audible geofencing alerts with pictograms	•		•	•	
Training mode reduces speed for new riders to 8 MPH	•	•			
Triple braking and dual handbrake levers	•	•			
Fully enclosed wiring, bespoke hardware to resist damage and vandalism	•			•	
Double kickstand and enhanced stability	•			•	
Enhanced suspension	•	•			
Swept handlebars	•	•			
Lower deck, wide footboard, and lower center of gravity	•	•		•	
Strong aluminum frame	•			•	
12" wheels and pneumatic tires	•	•			
Reflective paint and extra-bright lighting	•	•			
Customer service contact information in both braille and standard lettering	•	•		•	
Accommodates riders from 4'10" to 6'10" and up to 220 pounds		•			
Tap-and-ride					•
Weather resistant frame and IP67-rated water-resistant batteries	•			•	•
Secure battery box	•			•	
Batteries interchangeable with Gen4 e-bikes					•
Five-year lifespan					•
Comprised of 40% post-consumer recycled materials and 96% recyclable at end of life					•

Illustrative images and specifications described in Requirement ES1.2(c)

1. Description of the device and its components

Lime's Gen 4 e-scooter conforms to all requirements in the Seattle Permit Requirements, including the requirements in ES1.2 and, ES2, G2(d)(18.i), as well as the rigorous hardware requirements set for service in Germany, England, and over 30 other countries. Our vehicles are also independently certified by third parties for safety, sustainability, and performance by leading technical firms like Exponent Engineering.

Designed fully in-house by Lime, the Gen 4 is the safest and most comfortable vehicle on the road, which the City identified as key goals for the selection of vehicles for this permit period.[2]

- Equipped with our proprietary LimeVision camera technology, the Gen 4 implements geofenced zones (like no ride, no park, slow zones, etc.) with near-zero latency and can detect when a rider is on the sidewalk, taking action in real time by both reducing the vehicle speed, and warning the rider in-app on the vehicles LED screen. Should an accident occur, LimeVision can also upload the prior 30 seconds of video to document the incident.

- The Gen 4 features a low center of gravity, mountain bike suspension, and large, 12-inch tires to tackle uneven roads, railroad tracks, and speed bumps. Thanks to its stability, riders can even remove one hand from the bar in an emergency and easily maintain control.

- Triple brakes - electronic regenerative brakes, and front and rear manual brakes - ensure quick stops in half the distance of other shared e-scooters, even on wet roads, a particular concern noted by a Seattleite in the E-Scooter Share Pilot Evaluation.[3]

- **Lime's design team took the safety of all road users, especially the most vulnerable, into consideration in designing the Gen 4.**

- To prevent devices from blocking sidewalks, the Gen 4 has a dual kickstand and bluetooth-enabled LimeLocks. An on-board gyroscope detects when a device is tipped over, and automatically notifies Lime to address the issue.

- To ensure visibility to drivers and other road users, the Gen 4 has reflective paint and extra bright lighting, an issue noted in the E-Scooter Share Pilot Evaluation.[4]

- Training mode decreases speed for new riders to 8 MPH until they are more confident e-scooter riders and in compliance with Rule O4.7. Riders can choose to remain in Training Mode as long as they prefer, or to return to Training Mode at any time.

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[2] E-Scooter Share Pilot Evaluation, Seattle Department of Transportation, p. 7.
[3] E-Scooter Share Pilot Evaluation, Seattle Department of Transportation, p. 35.
[4] E-Scooter Share Pilot Evaluation, Seattle Department of Transportation, p. 38.

- The Gen 4 is the only vehicle with swept handlebars. The better ergonomics and bicycle-style brakes help maintain control on tight turns and intersection approaches, increasing safety for pedestrians in crosswalks.

- In compliance with ES2.1, ES3.1, and ES3.4, customer service contact information is printed on the device in both braille and standard lettering, as well as a unique device identifier, and safety instructions.

Equity is built into our hardware from the beginning, with vehicles designed to accommodate as many riders as possible.

- The Gen 4's sturdiness and better control through features like a low center of gravity, wide footboard, and swept handlebars makes more riders feel confident using e-scooters. Based on our rider research, this safe and sturdy feeling extends the appeal of Seattle's Program to women and older riders who are more concerned about vehicle safety.

- Data from our Gen 4 utilization in Rome reflects that women prefer our Gen 4 e-scooter even more than men, because of its sturdy and safe ride.

- To serve Seattle's multilingual and multicultural population, our LED screens notify riders when entering and leaving geofenced zones by icon, not words, so English is not required to understand the cues.

- Designed for a range of body types–from 4' 10" to 6' 10"– the Gen 4 accommodates most Seattleites and visitors comfortably.

With swappable batteries and a five-year lifespan, the Gen 4 is also the most sustainable e-scooter on the market, reducing congestion, emissions, and waste.

- The Gen 4's batteries can be "swapped" in the field when depleted, reducing the congestion and emissions associated with fleet maintenance vehicle trips. In cities with full Gen 4 fleets, swappable batteries reduce van trips and VMTs by up to 69.47%.

- To help Seattle become a zero waste city, the Gen 4 is made of 40% post-consumer recycled materials, has a five-year lifespan, and is 96% recyclable at the end of its life.

- To prevent damage to devices from vandalism and weather, the Gen 4 has fully enclosed wiring, bespoke fasteners that require special tools, a weather-resistant frame, and IP67-rated water-resistant batteries.

Requirement	Feature
2. *Overall dimensions of the Device with all components intact*	52" long, 23" wide, 45" high
3. *Device's weight with all components intact*	50.3 lbs
4. *Diameter and width of each wheel and tire*	12" front wheel; 10" rear wheel 2.5" wide
5. *Tire type*	Pneumatic, puncture-proof all-season tires
6. *Type of suspension*	Twin-spring, mountain bike-style front fork
7. *Types of brakes used on front and rear wheels*	Front and rear drum brakes activated by hand brake levers
8. *Photos of brake levers and any areas with exposed brake lines/cable housing.*	All brake lines and cables are fully enclosed
9. *Distance between centers of the front and rear wheels*	39.9"
10. *Device's maximum load capacity*	100kf
11. *Standover height*	n/a
12. *Width of floorboard*	6.3" wide
13. *Lighting and reflector as defined by Requirement ES2*	See below in ES2 chart for description.
14. *Horn or bell*	Bell mounted on handlebar next to brake lever; activated by thumb lever
15. *Number of gears*	N/A
16. *Power source and recharge procedure for all electrical components, including lamps, batteries, and location tracking unit*	Power source: 500W motor with swappable, lithium ion batteries Recharge procedure: Low batteries can be swapped in the field for fully charged batteries. See response to A-O3 for more information on Lime's recharge procedure.
17. *Locking security system as detailed in Requirement ES2.6*	All of our e-scooters are able to be equipped with LimeLock locking devices.

18. *Location tracking technology, including transmission, frequency, geographic accuracy, and margin of error*	Lime tracks all data points every one second, with a 2-3.5 foot accuracy in dense urban areas. See **Sections A-P1 and A-P2** for more information.
19. *Motor wattage, maximum assisted speed, power source, operating range, and rider control mechanisms*	Motor wattage: 500W Maximum speed: 15 MPH Power source: Swappable lithium ion batteries Operating range: Our LED screens notify riders when they are entering and leaving geofenced zones Rider control mechanisms: speed is controlled via throttle operated by the right thumb. Brakes are operated by either or both hands
20. *Location of any cargo-carrying component or area and the maximum cargo load*	N/A
21. *Kickstand type*	Double kickstand
22. *Proposed location of all information the Vendor is required to affix the device under Requirement ES3*	All required information will be affixed to the aluminum frame underneath the handlebars. See **Section A-ES1.3** for larger photos.
23. *Any unique specification related to safety or durability that the Vendor or Program Manager deems relevant*	See below.

Does the device meet the requirements for Type 1 Scooter as described in Requirement G2.(d)18.i, as well as Requirement ES2?

Yes. Lime's Gen 4 e-scooter meets the requirements for Type 1 Scooter as described in Requirement G2.(d)18.i, as well as Requirement ES2.

Requirement	
Standing electric scooter share device with a floorboard, dual brakes, front and rear lights, locking cable, and a maximum speed of fifteen (15) miles per hour.	Affirmed.
Unique Identifier	Yes. See image in **Section A-O13.**
Location and Status Tracking–GPS	Yes. Each vehicle is equipped with a GPS tracking device.
Location and Status Tracking–OMF Provider Mobility Data Specification Compliance	Yes. Lime's vehicle and location status tracking complies with OMF Provider Mobility Data Specifications. We have provided OMF Provider Mobility Data to the City since 2018.

Lamps and Reflectors	Yes. Reflectors on front, rear, and sides. Front white light is visible up to 500 ft.; rear red light available to 600 ft.
Front and Rear Brakes	Yes. Front and rear drum brakes activated by hand brake levers.
Bell	Yes. Bell is incorporated into the handlebar of every e-scooter.
Security	Yes. All of our e-scooters are able to be equipped with LimeLock locking devices.
Maintenance Mode	Yes. In the event that a vehicle is reported as damaged or found to be damaged, it is placed in Maintenance Mode and cannot be rented. It is also removed from the app so it is not visible to riders. An Operations Team member is automatically dispatched to retrieve the vehicle for inspection and repair, as needed.
Emergency Unlocking	Yes. Lime is happy to participate in any emergency unlocking program. Our vehicles can be unlocked individually or as a fleet at the City's request.

How tamper resistant are the brakes?

To prevent damage to devices from vandalism and weather, the Gen 4 has fully enclosed wiring and brake cables, and bespoke fasteners that require special tools to adjust. **Lime has had no brake tampering incidents since we internalized our wiring in 2020 on our Gen 3 vehicles**.

In addition, Lime's e-scooters are self-diagnosing, with over 100 on-board sensors to identify and communicate any issues, including battery health, with the vehicle. The e-scooter uses the sensors to diagnose itself 1,000 times per minute. If there is battery damage, the vehicle puts itself into Maintenance Mode so it cannot be rented and our Operations Team is instantly notified to retrieve the vehicle.

Max Load (kg)	100
Width of the floorboard (mm)	165
Tire diameter at the widest point (mm)	254
Suspension or Pneumatic Tires	Both

Swappable battery

The Gen 4 e-scooter has batteries which can be swapped in the field when they run low. Swappable batteries reduce VMTs, emissions, and congestion because we avoid an entire trip to bring a vehicle back to the warehouse to be charged, we can carry many more batteries per van trip,[5] and electric cargo bikes can be used to swap batteries. **In cities with Gen 4 fleets, VMTs were reduced by 69.47%.**

Any unique specifications as described in ES1.2(c)23

○ Our batteries have a lifespan of over 500 charge cycles, and their components are 96% recyclable at end of life.

○ To reduce recharging needs, our battery capacity is 60% larger than many other devices and can travel up to 40 miles on a single charge.

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[5] Lime's Gen 3 e-scooter needed to be brought back to the warehouse for charging.

- Our battery pack is rated IP67 up to three feet, 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.

- **Tandem Riding Detection Pilot**: To deter people from riding scooters two at a time, our engineers are developing Tandem Riding Detection technology that we would deploy for the first time in Seattle. This pilot uses the vehicle's gyroscope and sensors to detect whether a single rider stepped onto the scooter and then a second rider stepped on to increase total rider weight on the scooter. This tool will be deployed to give an in-app warning to the rider(s) or to slow or stop the vehicle until the second rider's weight is released from the scooter. We use anonymized weight ranges to protect rider privacy, and do not store weight data.

A-ES1.2 Attach illustrated images of the placement of the information described in Requirement ES3.1-4.

Lime has all the information requested in Requirements ES3.1-4. Our on-vehicle information can be changed, should the City desire more or different information. We also add weather-resistant hangtags with shorter-term information, like road or bridge closures, revolving reminders about Seattle's key safety messages, and special programs like Flip Your Trip (see *Section A-O15*).

A-ES1.3 Attach illustrated images of the Braille Identifier described in Requirement ES3.4.
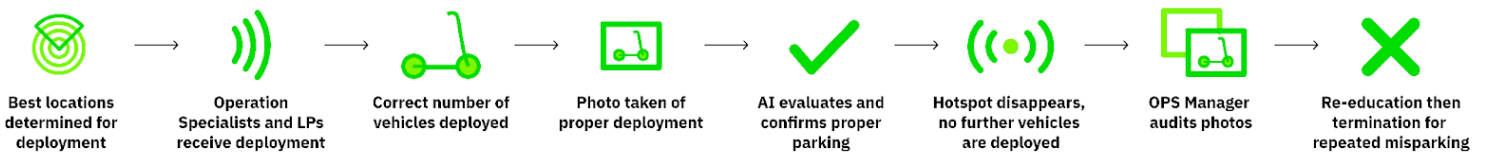
Lime has a braille identifier on every vehicle in Seattle as described in Requirement ES3.4, shown on the previous page. Lime affixes this braille information onto our e-bikes as well. For 2022, Lime is expanding our partnership with Outdoors for All Foundation to train our Operations Team and LPs on better deployment for people with disabilities and to help identify other opportunities to ensure our service does not inconvenience people with disabilities.

A-ES1.4 Will devices participate in Emergency Unlocking, as described in Requirement ES2.8? (Attach a description [≤ 250 words] of the method for unlocking and providing devices free of charge.)

Yes. Lime is happy to continue to participate in the City's emergency unlocking program. Our local Operations Manager can unlock any e-scooter or the whole fleet remotely via our Operations App and AdminTool operations portal in real time. We will also deploy an in-app and social media message notifying the public of the emergency, how to use the vehicles, and any other information requested by the City.

A-P Parking

A-P1 Attach a description, illustrative images, and any data relating to how the company ensured staff parked devices correctly during the pilot period in Seattle and/or in other jurisdictions, and plans ensuring devices are parked correctly in the future.

Best locations determined for deployment → Operation Specialists and LPs receive deployment → Correct number of vehicles deployed → Photo taken of proper deployment → AI evaluates and confirms proper parking → Hotspot disappears, no further vehicles are deployed → OPS Manager audits photos → Re-education then termination for repeated misparking

Lime has used Seattle data to identify the most common risks from poor deployment, and designed strategies to prevent them. As a result of our efforts, Lime has not received any citations for poor deployment in Seattle.

Risk from Poor Deployment	Lime Strategy
Non-compliance with equity requirements	○ Deployment algorithm that prioritizes deployment to Equity Focus Neighborhoods before deployment to other areas
Deployment in illegal or inconvenient locations (in front of ADA ramps, transit stops, doorways, etc.)	○ "Operations App" with detailed instructions, location, maximum number of vehicles, and image of proper deployment ○ Deployment "hotspots" reviewed and approved by Operations Manager in advance for compliance ○ **New for 2022**: Deployment solely to parking corrals where available ○ **New for 2022**: Outdoors for All Foundation training on better deployment for people with disabilities
Blocked sidewalks	○ Deployment solely to pre-approved hotspots ○ Picture of proper deployment in Operations App ○ Pre-set maximum number of vehicles per hotspot to avoid overcrowding and fallen vehicles ○ **New for 2022**: Deployment solely to parking corrals where available ○ **New for 2022**: Gen 4 vehicles with double kickstands and lower center of gravity to prevent tip-overs
Idle vehicles	○ Vehicles are placed in locations where Seattle ride data shows they are most likely to be used, avoiding hazards from vandalism or toppling

	○ Deployment adjusted for demand based on time of day, day of week, season, etc., to maximize use
Overcrowded vehicles	○ Pre-set maximum number of vehicles per deployment location ○ After maximum number of vehicles have been deployed, the deployment location disappears from the Operations App
Deployment on private property	○ Deployment "hotspots" reviewed and approved by Operations Manager in advance for compliance ○ "Operations App" with detailed instructions, location, maximum number of vehicles, and image of proper deployment

To ensure optimal deployment, we use our five years of Seattle ride data, the local guidance of our 20-person Operations Team, and the City's regulatory requirements (like the equity deployment percentage) to identify the best locations to place our devices, such as Capitol Hill, the Ferry Terminal and the West Seattle Water Taxi Terminal. Since Seattle's mobility patterns change, Lime developed a predictive "Hotspot Optimizer" algorithm that calibrates the best deployment locations by the time of day, day of week, season, etc., to ensure that our vehicles are reliably available when and where Seattleites need them.

Based on the Hotspot Optimizer deployment guidance, Lime's mobile operations application provides Operations Specialists[6] and Logistics Partners (LPs)[7] with instructions on exactly where to deploy or rebalance devices.

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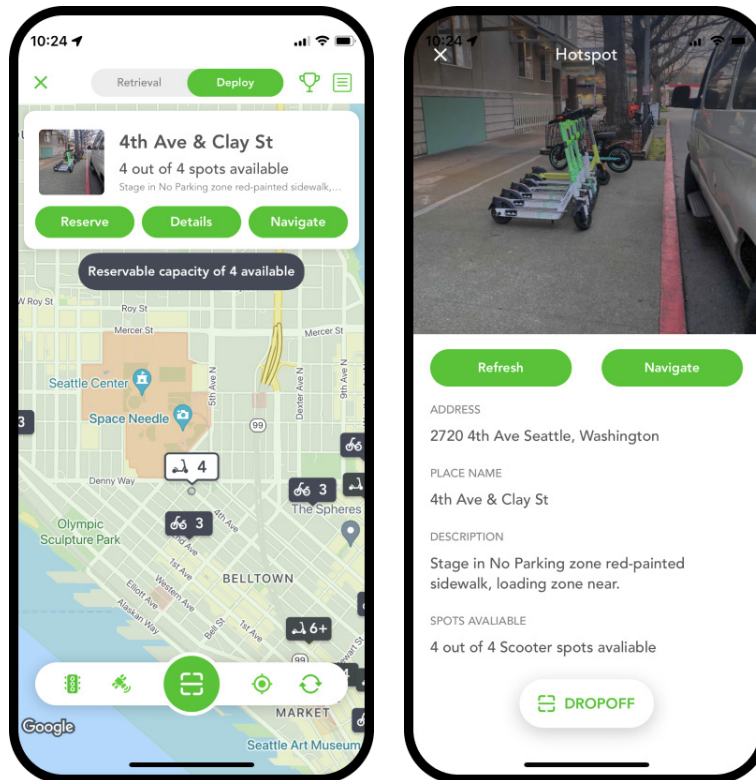
[6] Operations Specialists are Lime staff responsible for deploying and retrieving our vehicles as part of both daily Seattle operations as well as to ensure compliance with fleet numbers and parking. They also complete in-field maintenance checks, sanitization and repark any misparked vehicles. See **Section A-P4**.

[7] Lime's Operations Team is augmented by Logistics Partners – Seattle businesses and nonprofit organizations – that Lime contracts with to provide in-field battery swapping and rebalancing services.

To prevent overcrowding, Lime restricts the number of vehicles that can be parked at any location. Once the designated number of vehicles for the parking location has been reached, the location disappears from the Operations App so that no further vehicles can be deployed.

To ensure ongoing compliance, Lime trains our Operations Specialists and LPs on Lime's and the City's parking requirements upon onboarding and on a monthly basis. See **Appendix 2** for Lime's training protocol. Operations Specialists and LPs must photograph their deployments and the photos are verified using Artificial Intelligence to ensure parking compliance. Those who are found to not comply with deployment instructions are provided with additional training or face potential removal.

New for 2022

Deployment Solely to Parking Corrals: Subject to consultation with the City, Lime is also proposing additional parking corrals (see **Section A-P2**). To ensure tidiness and model proper behavior for riders, Lime will deploy solely to parking corrals where available. Lime's Operations Manager reviews each proposed corral location to ensure it complies with the City's parking rules, and does not block the right-of-way, ADA ramps, fire hydrants, etc. Therefore, by deploying exclusively to physical or virtual corrals, we ensure that our vehicles are always deployed appropriately and model proper parking behavior for our riders.

Disability Awareness Team Training: Lime is expanding our partnership with Outdoors for All Foundation to train our Operations Team and LPs on better deployment for people with disabilities and to help identify other opportunities to ensure our service does not inconvenience people with disabilities. This training builds on our annual training on December 3, the United Nations' International Day of Persons with Disabilities, where we hold educational training at Lime offices and warehouses aimed at providing staff with opportunities to learn about the mobility concerns of people with disabilities and how to operate our fleets in a safe and considerate way.
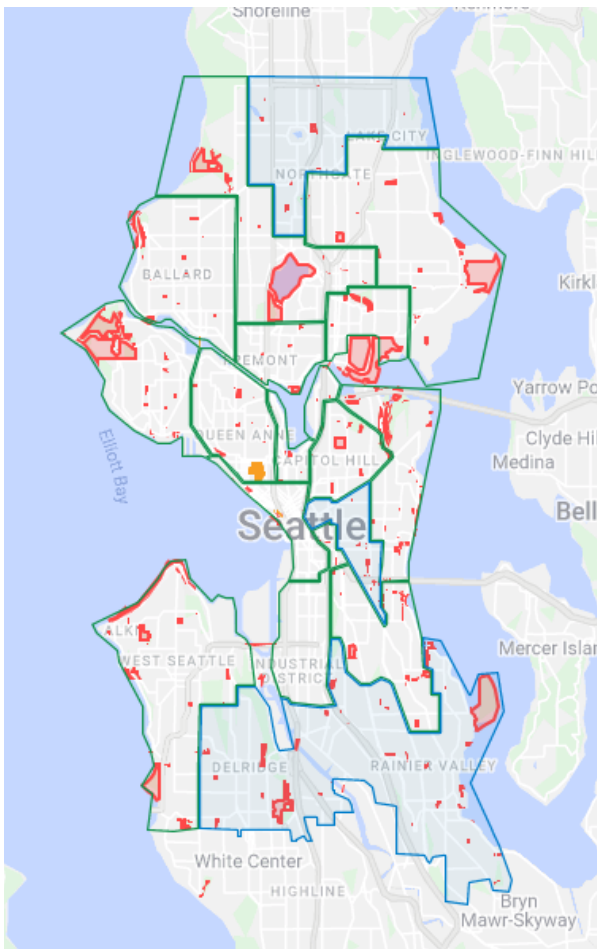
A-P2 Attach a description and illustrative images of how the company employed appropriate geofencing capabilities during the pilot period in Seattle and/or in other jurisdictions. Include data showing performance related to the effectiveness of these geofences, such as how often devices are parked in no-parking zones, and the plans for employing effective geofences in Seattle.

Lime has already geofenced over 200 distinct no ride and slow zones in Seattle, shown on the map at left. **Using our industry-leading geofenced zone detection technology, Lime's geofencing is accurate to within less than a foot and activates within less than one second**.

To educate riders, our Gen 4 e-scooters have on-vehicle screens which display the geofenced zone. Our vehicles also make an **audible sound** to notify the rider that they are entering a geofenced zone. To serve Seattle's multilingual population and visitors, our LED screens notify riders when entering and leaving geofenced zones with icons (as shown in the image above), not words, so English is not required to understand the messages.

Lime's Seattle Operations Team has control over the geofencing technology. Should the City need to make changes to geofenced zones, they can be implemented immediately. Updated automatically "over-the-air," the changes are effective on the entire fleet **within an hour.**

New for 2022

LimeVision video cameras: This summer, Seattle will be one of the first cities in the world to receive new on-vehicle **LimeVision cameras** to increase vehicle location accuracy by up to 20x. Powered by an on-vehicle camera, LimeVision is not subject to the potential for inaccuracy inherent in GPS-based or phone-based systems, ensuring that geofenced zones will be immediately implemented. The camera also vividly displays the zone image, making the rider even more aware of the geofenced zone boundaries.

LimeVision detects sidewalks and parking infrastructure, among other things.
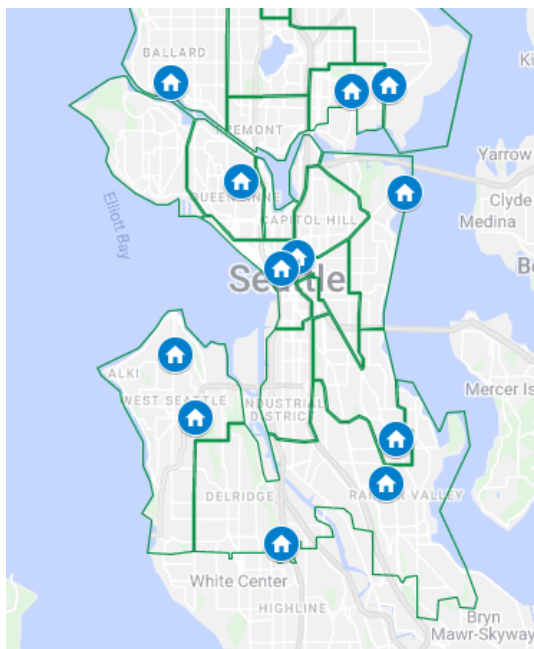
Community Slow Zones: To help protect vulnerable road users, Lime has added geofenced slow zones around senior centers like the Merrill Gardens and Brookdale centers. We have already implemented 12 of these new geofenced areas, shown on the map below. Lime will work with the City and our community partners to identify additional areas to geofence.

Mandatory Parking Corrals: As detailed in *Section A-P2*, Lime would like to work with the City to explore using our geofencing capabilities to create additional mandatory parking corrals. We have existing mandatory corrals along Alki Beach, and propose adding new mandatory parking locations near Pike Place Market and transit stops like 3rd and Pine and NE 65th Street across from Roosevelt Station, as shown on the map in A-P3, and other King County Metro or Sound Transit stops to provide better vehicle availability for first/last-mile connectivity. Our geofenced parking corrals have been used in highly sensitive areas like the National Mall in Washington DC to great success, as shown in the Case Study below.

Case Study: Mandatory Geofenced Parking Corrals on the National Mall, Washington DC

Lime provides 4,750 e-scooters and e-bikes in Washington DC. Lime geofenced parking corrals on the National Mall in March 2022 and made it mandatory for riders to park in the corrals, as we intend to do in Pike Place Market and other high traffic areas. Riders are now able to ride and park on the National Mall, and Lime has received zero citations or fines since implementing this feature.
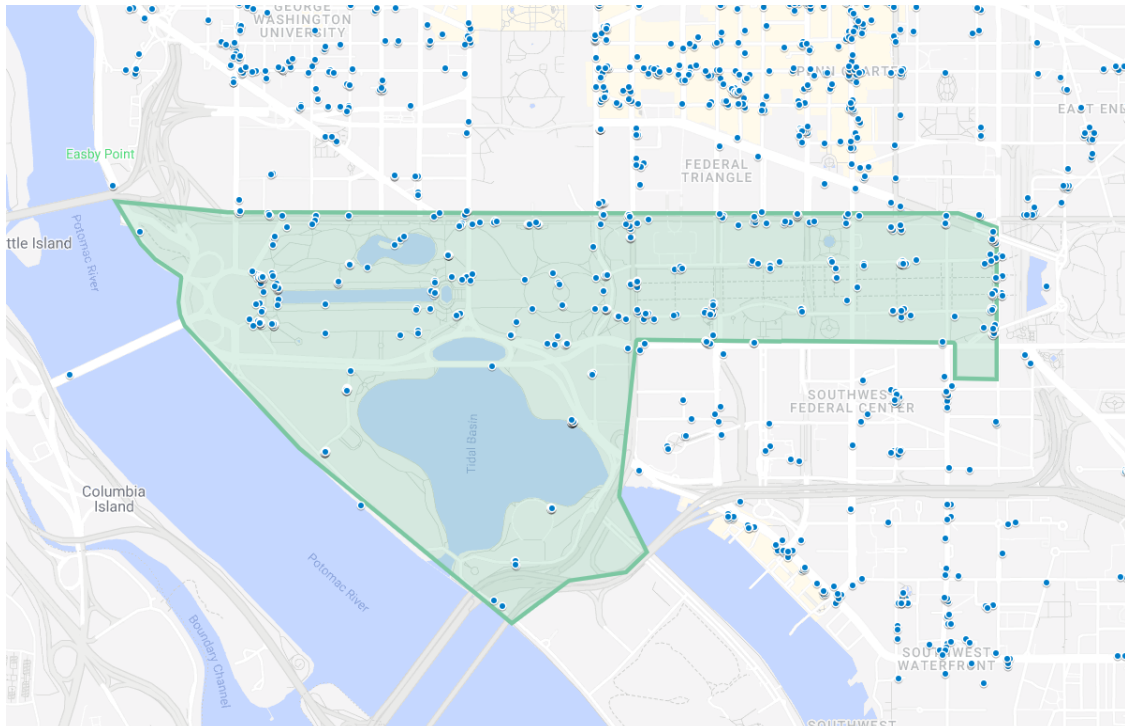
Lime Parking at the National Mall before (above) and after (below) implementing mandatory geofenced parking corrals.
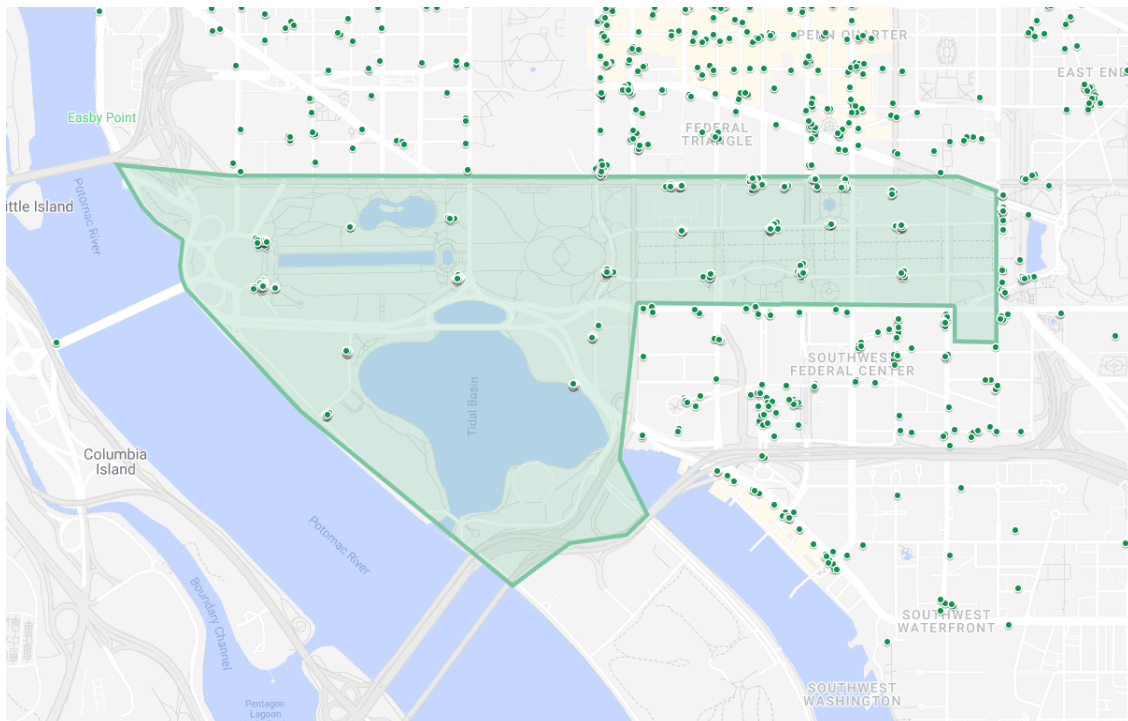
A-P3 Attach a description and illustrative images of how the company detected and reparked improperly parked devices (including the use of any Automated Driving Technology, as defined in Requirement O2.9) during the pilot period in Seattle and/or in other jurisdictions, and plans ensuring devices are parked correctly in the future.

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"I have friends with disabilities, so I am particularly concerned about blocked sidewalks. Since I came into this position, I have worked to set up systems that prevent scooters from being parked wrong and I reinforce to my team the importance of keeping the streets clear every day."

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PARKING = TRUST

Safety of riders and non-riders are Lime's top priorities, so we are hyper-focused on preventing and addressing misparking to prevent injuries and inconvenience. But parking is about more than safety. **It is about trust.**

Lime is honored that the City has entrusted Lime on behalf of its citizens with the public right-of-way since 2017. In order to retain that trust, Lime must be a good steward of the public space, starting with maintaining a tidy fleet.

From practical tactics like providing clear in-app parking guidance to industry-leading technology like LimeVision, we help prevent misparking from occurring in the first place.

Should misparking occur, we have a dedicated 20-person Operations Team to respond quickly to address improperly parked devices within 15 minutes.

To create a culture of accountability, we provide extra education and fine riders who violate Lime's and the City's parking requirements.

Currently, Lime's internal audits of parking photos shows that 87.2% of trips end with correct parking. Based on our experience with mandatory geofenced parking corrals in other cities like Tel Aviv and Paris, and the addition of our LimeVision cameras, we anticipate Seattle parking accuracy increasing to 98% or better. In addition, 94% of misparked vehicles in Seattle are addressed within the two hour timeframe set by the City.[8] With increased parking accuracy, additional Lime Patrol parking staff, and operational efficiency from swappable batteries, we anticipate the majority of misparked vehicles to be addressed within 15 minutes and no more than one hour.

Lime deploys our vehicle based on demand data, preventing idle vehicles and ensuring reliability.

As discussed in ***Section A-P1***, Lime deploys and rebalances devices to "hotspots" — areas of high demand — to ensure utilization of devices, tidiness, and transit connections. Tying deployment and rebalancing to demand helps prevent idle vehicles that can lead to vandalism and clutter from fallen vehicles or too many vehicles clustered in the same location.

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[8]Statistics from the City of Seattle Quarterly Audit Summary Results.

Lime's hotspots track how many vehicles are at each location, as well as demand, to determine where vehicles should be deployed.

To prevent misparking from becoming a hazard, we preemptively patrol high traffic areas

Lime Patrol are specially trained Operations Team members who focus on rectifying misparking and educating riders about proper parking and safe riding behavior. Each month, Lime Team members rebalance as many as 2,400 vehicles. For the 2022 Program, Lime is hiring additional full-time Operations Team members to focus on proactive parking management and in-field inspections.

Geofenced parking corrals keep e-scooters orderly

Lime anticipates working with the City to create geofenced parking corrals throughout the City (see **Section A-P2**). We are proposing mandatory parking corrals at Pike Place Market and transit stops like 3rd and Pine and NE 65th Street across from Roosevelt Station, like we already have at Alki Beach. If a rider tries to park 30cm outside of a parking corral, the vehicle prevents the misparking attempt. The rider is notified and directed to repark the vehicle in the closest parking corral. Users cannot end their ride outside of a mandatory parking corral.

Parking symbols are displayed in-app to riders for all designated parking areas. These can function as **preferred parking** locations, indicating where riders should complete their trip, or **mandatory parking** locations, indicating where riders are required to successfully complete their trip. If a rider attempts to complete their trip outside the parking zone, a pop-up message will appear, informing them of the parking requirements and prompting them to move the vehicle to a designated parking location. Until the rider moves the vehicle to a parking zone, he or she will not be able to end their trip, providing a financial incentive to ensure parking compliance success.


16
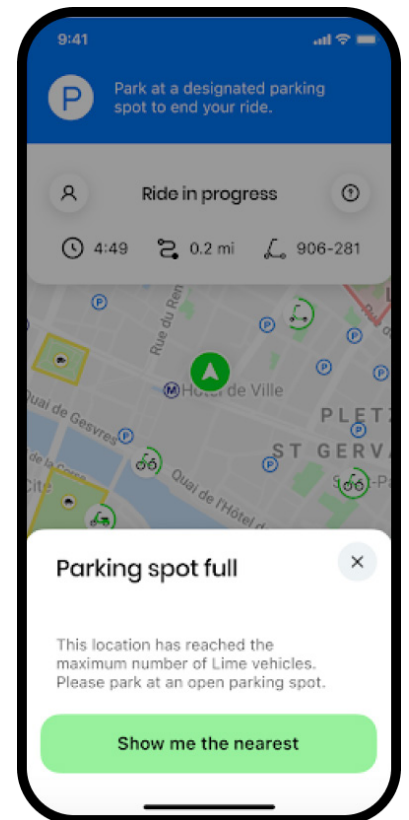
Over 100 sensors and on-Vehicle Technology recognize misparking and alert Lime to address

- **LimeVision Video Technology**: Our unique, industry-leading LimeVision camera technology uses visual positioning to dramatically improve rider experience when it comes to parking. Our on-board camera eliminates GPS drift, making the process of assessing parking quicker and more reliable.

- **Tipped Vehicle Sensor**: Every vehicle is equipped with a gyroscope. If it falls, a notification is triggered, and an Operations Team member is dispatched to address the toppled vehicle within 15 minutes.

- **Corral overcrowding tool**: Lime's system can identify when too many vehicles are parked in a corral and directs riders to a free corral.

- **Vehicle Health Sensors**: Our e-scooters are self-diagnosing, running health checks an industry-leading **1,000 times per second**, and automatically notify us upon any event that can signal faulty, damaged, or vandalized vehicles. Our e-scooters can identify **more than 100 issues**, each with a specific error code that Operations Team members are trained to recognize. We are also automatically notified of issues such as idling for more than 24 hours, losing GPS signal, low battery, and two successive failed unlocks.

If Lime's technology or sensors identify an issue or Lime receives a report of a mechanical issue or misparkng, the vehicle is placed in Maintenance Mode so it cannot be rented. An Operations Team member is dispatched to retrieve the vehicle. **Lime commits to responding to all issues generally within 15 minutes and no more than one hour**.

Data-Based Evolution of Parking Model

Lime gathers more than 100 data points on our vehicles, including vehicle location, parking, vehicle health, inspections, repairs, rebalancing, etc. We use this data to inform our deployment and parking methodology. For example, based on the history of misparking in the Pike Place Market area, we are recommending mandatory geofenced parking corrals in this area. Since we design our own hardware, our data also informs our hardware design. For example, our Gen 4 features double kickstands and a lower center of gravity to prevent vehicles from tipping over. We also enhanced our battery door security and added battery health sensors to prevent idle vehicles from battery damage.
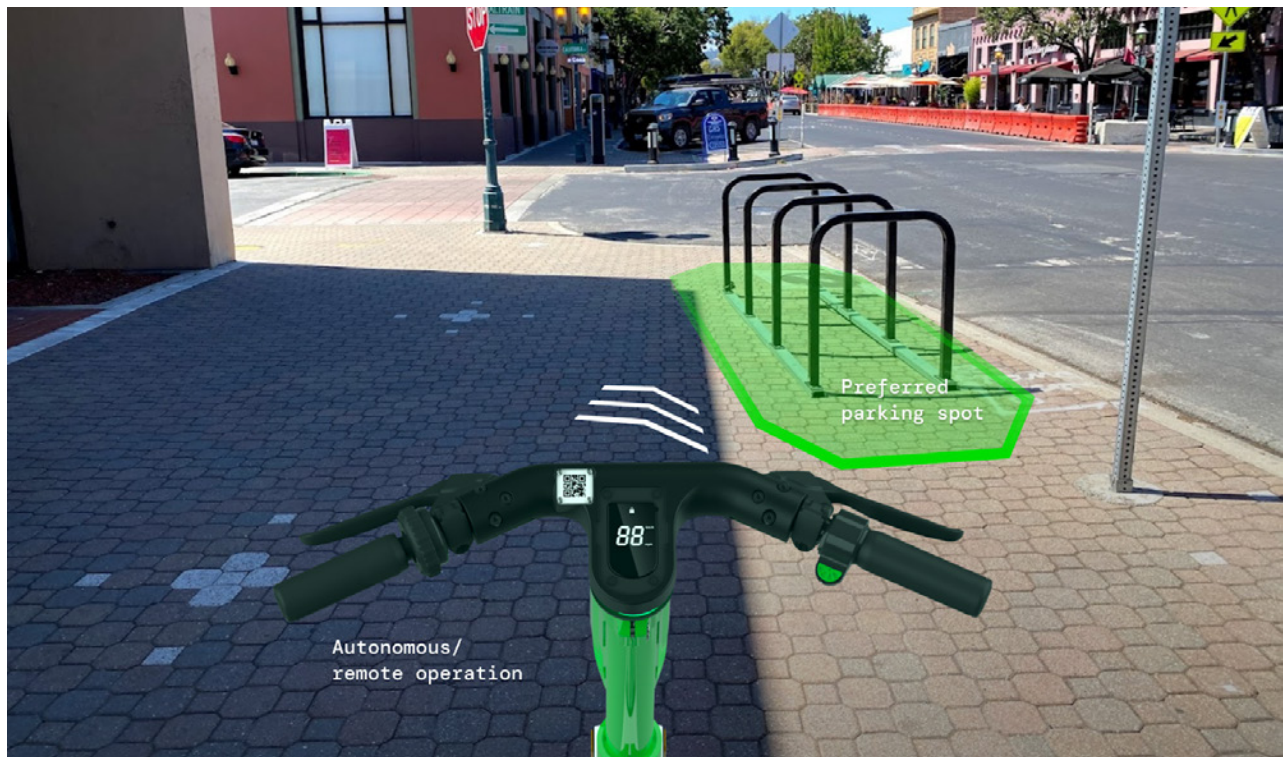
A-P4 Attach a description and illustrative images of how the company inspected devices to ensure they are in good working order during the pilot period in Seattle and/or in other jurisdictions, and plans ensuring devices are parked correctly in the future. Include data about how the company performed relative to maintenance targets outlined in CE4.3 of the Scooter Share Pilot Permit Requirements (no more than 10% unsafe to operate and a minimum of 70% in good working order and available for rental) either in Seattle or how the company met equivalent metrics in other jurisdictions.

Compliance with CE4.3 Scooter Share Pilot Permit Requirements (Gen 3 e-scooter; 2021 Permit Period)

Lime is happy to report that we performed well on Seattle's device health audits, as shown in the charts below. The only anomalies were in Q4 2021, when the City audited a very low number of vehicle inspections (only 11 vehicles were audited in Q4 as opposed to 161-378 in Q1-Q3), which likely skewed the outcome.

Lime E-Scooters "Unsafe" Audit, 2021						
	Q1	Q2	Q3	Q4	2021 Total	Target
Total Audited	161	242	378	11	792	
Total Found	7	3	0	2	12	
Percentage	4.96%	1.24%	0.00%	18.18%	1.52%	10.00%

Lime E-Scooters "GWO" Audit, 2021						
	Q1	Q2	Q3	Q4	2021 Total	Target
Total Audited	161	242	378	11	792	
Total Found	36	37	44	7	124	
Percentage	25.53%	15.29%	11.64%	63.64%	15.66%	30.00%

Device Inspection Process

Operations Specialists are equipped with a mobile proprietary toolset and complete a routine visual inspection each time the scooter is touched (rebalancing, reparking, clearning) and at least once per day. In Seattle, **every seven days, each vehicle undergoes a full 65-point inspection at the warehouse by a Lime-trained and certified mechanic**, including screws, brakes, handlebars, grips, battery damage or wear, lights, cleanliness, a test ride, and more. Our fleet is on a two-week cycle, with approximately half of the vehicles inspected one week, and the other half the following week, to ensure fleet reliability.

Lime has Standard Operating Procedures (SOPs) for every task to provide detailed steps for our Operations Team to ensure timely and consistent execution. We maintain logs of all activities related to each vehicle in AdminTool, our proprietary operations system. Please refer to *Appendix 3* for a detailed explanation of our maintenance approach, warehouse flow for maintenance, and our 65-point maintenance checklist. Any e-scooter overdue for an inspection is automatically flagged for immediate retrieval through our AdminTool operations portal.

In order to ensure the maximum safety of our riders, we also inspect devices upon the following triggers and, if any issues are identified, the vehicle is returned to our warehouse for repair:
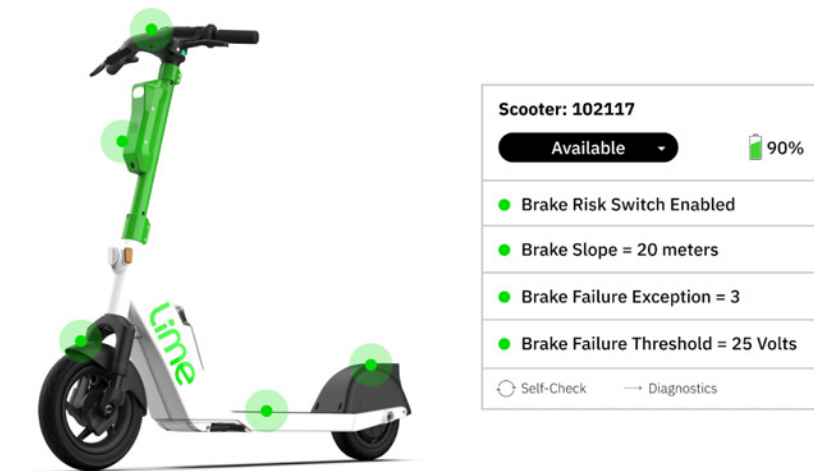
Our self-diagnosing scooters run health checks over 1,000 times per second.

○ **Self-Diagnostics**: Our scooters are self-diagnosing, **running health checks over 1,000 times per second**. Our devices can identify more than 100 issues, each with a specific error code that Operations Team members are trained to recognize and address.

○ **Status Notifications**: We are also notified for issues like idling for more than 24 hours, losing GPS signal, low battery (less than 15%), and two successive failed unlocks.

○ **Customer Service Reports**: Any issue reported to our customer service team is flagged for retrieval and inspection.

○ **In-app Rider Reports**: At the end of each ride, users are prompted to rate their rides. Devices that are poorly rated for three rides in a row or devices marked in the app as damaged are immediately flagged for retrieval and repair.

○ **Rebalancing**: Our Operations Team inspects each scooter that is being rebalanced from one location to another.

○ **Deployment**: Devices collected by our team are inspected and any maintenance is performed before morning deployment.

Importantly, any scooter flagged for inspection or repair is immediately placed in "Maintenance Mode." The local Operations Team is notified and the vehicle cannot be rented until it has been inspected.

Addressing Battery Theft in Seattle

We continually update our maintenance procedures to meet Seattle's unique needs. For example, in the summer of 2021, all of Seattle's micromobility vendors experienced a rash of vehicle battery thefts. To address this situation, Lime:

○ Implemented a battery theft tracking system.

○ Collaborated with SDOT and law enforcement to provide complete transparency into the issue, filed police reports, and sought assistance in apprehending the battery thief.

○ Requested permission from City staff to decrease the fleet to conserve battery supply and work on a solution to the theft, which SDOT approved.

○ Worked with the Lime hardware engineering team to form a battery anti-theft task force, with a focus on mitigating battery theft by designing and testing hardware improvements to our bike fleet.

By December 2nd, we had prototypes in hand for testing and feedback, and by January 28, 2022, we received 1,000 anti-theft retrofits for our Seattle bikes, which were installed and deployed on 1,000 vehicles in fewer than seven days. With the help of the private investigator, we were able to provide enough information to law enforcement to accurately track the thieves movement, and intercept any future battery theft attempts, and have not seen significant battery theft since.

New for 2022: Lime's new Gen 4 vehicles have a secure battery encasement with additional sensors to notify our Operations Team in real time if there is a malfunction or vandalism so we can react quickly. We will continue our transparent and collaborative partnership with the City should other issues emerge.

An operations team member disinfects Devices at our warehouse.

COVID-19 and Keeping Riders Safe

Lime developed a comprehensive cleaning procedure in response to the risks posed by COVID-19 (details in **Appendix 4**). As a result of our careful implementation of SOPs, Lime has had no COVID-19 cases in our warehouse. We disinfect our scooters and fleet devices at least once per day and whenever one of our team members handles a scooter in the field. We focus on disinfecting the parts of the scooter people touch the most, including handlebars, screens, throttle, and bell. We provide all team members with personal protective equipment (PPE), including gloves, safety glasses, and hand sanitizer, and we require regular hand washing to protect themselves and riders. Finally, we launched a COVID-19 education campaign for riders and team members (see **Appendix 4**).

Upgrades to the Device Inspection Process for the Forthcoming Permit Period

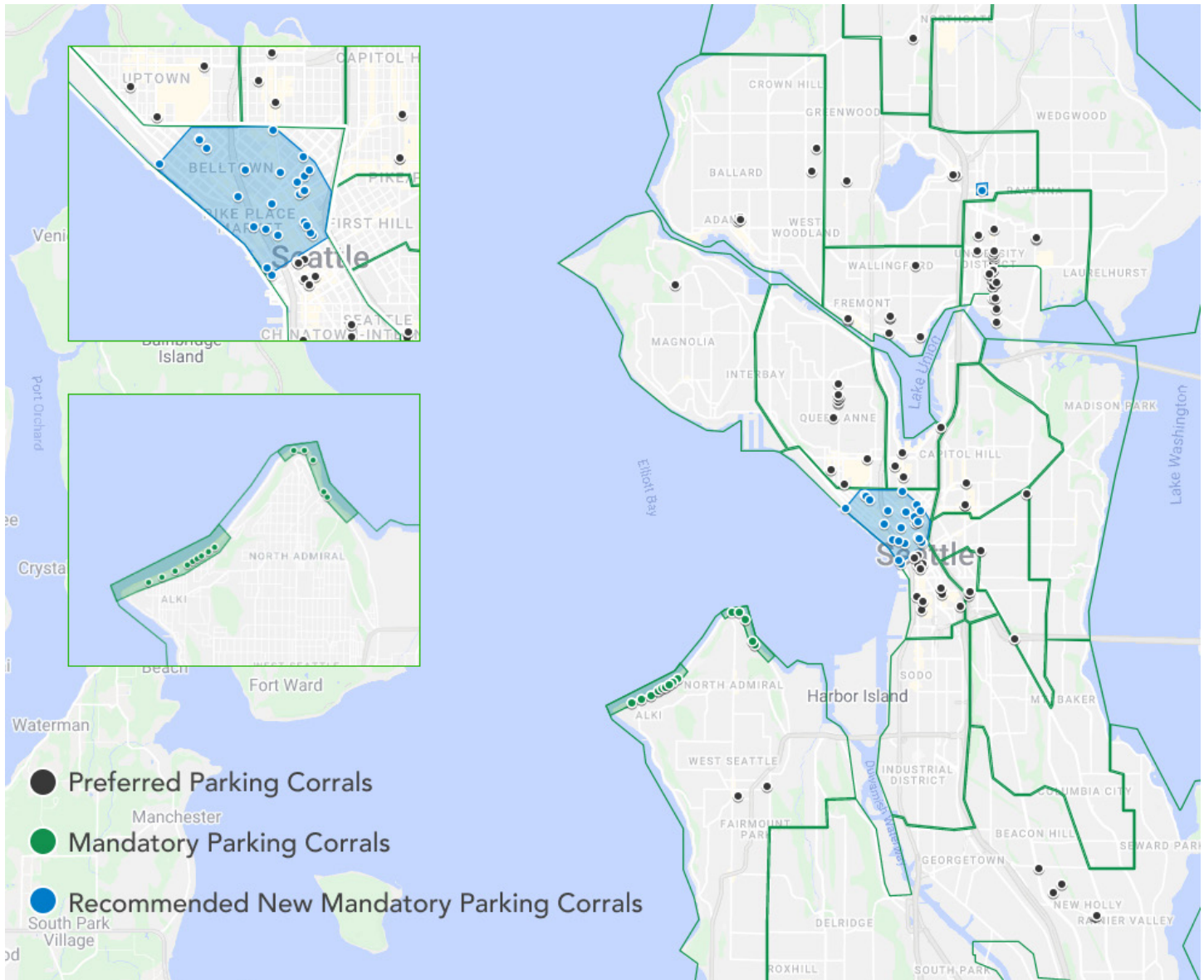*CONFIDENTIAL, PROPRIETARY, AND/OR TRADE SECRET*
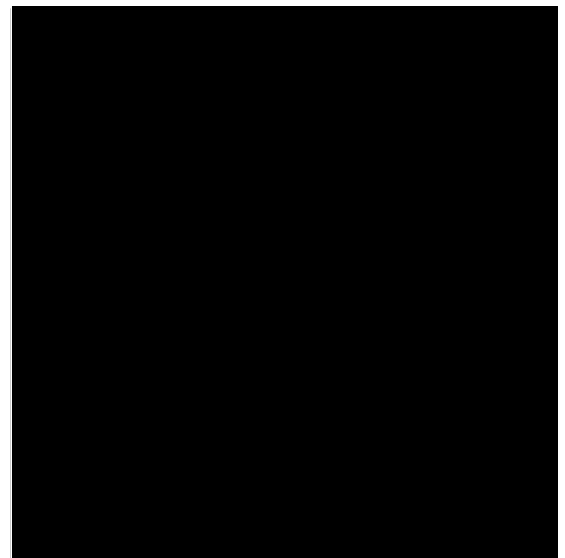
Among the durability improvements to ensure vehicles are always in good working order is to take features that protrude from previous models, like the bell and reflector, and incorporate them more fully into the body of the vehicle. This ensures that they are much less likely to break during regular use.

A-P5 Attach a description and illustrative images of how the company required riders to park safely with an increased awareness for those with disabilities, including photos and description of how the rider is instructed to take a correct Trip-End Photo capability, required in O4.4, during the pilot period in Seattle and/or in other jurisdictions. Include data about how the company performed relative to parking targets outlined in CE4.2 of the Scooter Share Pilot Permit Conditions (target: less than 3% of devices found to be obstructions), either during the pilot period in Seattle and/or provide data relative to equivalent metrics for other jurisdictions. Include plans for improving upon parking results from the Seattle pilot period and/or results from other jurisdictions.

● Preferred Parking Corrals
● Mandatory Parking Corrals
● Recommended New Mandatory Parking Corrals

As Seattle's longest-serving micromobility vendor, Lime's parking model has evolved with the City's program. Based on the success of the City's corral system so far and experience in other corral-based parking in cities like Paris, Tel Aviv, and New York City, Lime would like to work with the City to expand the corral system for 2022. We are willing to contribute to the parking infrastructure costs or undertake the construction.

Lime's parking compliance exceeded 91% in 2021, but there are many opportunities for improvement.

While originally fully free floating, Lime's parking model for Seattle in 2021-2022 included mandatory geofenced parking corrals at Alki Beach and preferred parking corrals at the City's 150 designated parking areas in Downtown Seattle. We also provided rider education and end-of-ride parking photos to encourage riders to park safely. Based on the City's audits, our parking compliance has been 91% of e-scooters and 95% of e-bikes parked correctly.

When misparking did occur, our local Operations Team responded to 94% of misparking reports within the City's two-hour window. We provided additional education to riders that misparked and assessed fines for poor behavior. See *Section A-015* for our progressive fining policy. We had no recidivism among fined riders. Using the data from our Seattle service, we believe there are additional ways to improve parking compliance:

○ Our data shows that additional mandatory corrals could be valuable in areas like Pike Place Market and Sound Transit light rail stations to manage misparking in these high-traffic areas.

○ Incentivizing riders to park in designated corrals in non-mandatory parking locations will increase the effectiveness citywide.

○ Lime has also implemented mandatory parking corrals citywide in Paris and Tel Aviv, and we are happy to replicate this more structured parking approach at the City's request. We have achieved over 98% parking compliance in these cities. See *Appendix 5* for a Tel Aviv parking case study.

○ Lime will use our geofencing and LimeVision technology to confirm proper rider parking. Lime is happy to provide data on top parking locations (based on rider density / distance to nearest designated parking spot) to support the City's efforts.

Existing Mandatory Parking Zone: Alki Beach
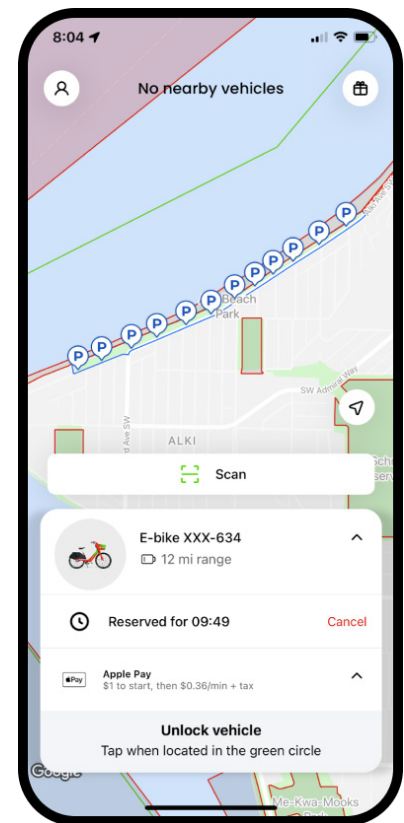
When the City established parking corrals along the oceanside in April, we added the parking corrals into our app as blue parking pins. We implemented geofenced restrictions on this area, meaning riders were no longer able to park outside the corrals. Along with this, we implemented corral capacities of 10, per the City's requirement, preventing riders from overcrowding a parking corral and directing

them to the next available parking. As shown on the map below, the City's proactive new parking strategy and our geofencing has been successful in organizing parking in this high-traffic area. Based on the success of this initiative, Lime extended the corral parking north of Alki Beach, where we have seen similar success.

Proposed Mandatory Parking Zone: Pike Place Market

Building on the success of the mandatory parking corrals along Alki Beach, Lime proposes creating a new mandatory parking zone around Pike Place Market, one of the most dense areas of micromobility ridership in the City. This zone, outlined by Broad, Denny, 9th, and Spring, encompases .65 square miles with 22 established corrals, a density of 33 corrals per square mile.

	Study Area (sq. mi.)	Parking Locations	Parking Density (Locations per Square Mile)
Paris, France	1.44	318	221
Madrid, Spain	1.93	366	190
San Diego, CA	2.78	213	77
Cleveland, OH	2.1	114	54
London, UK	1.21	71	59

Looking at other cities where Lime has implemented mandatory parking corrals, we believe an additional ten corrals may need to be installed throughout the area to ensure sufficient parking.

Based on our analysis of Lime ridership, we have identified potential additional locations for these corrals, and we look forward to meeting with the City to discuss the optimal parking plan for the next phase of Seattle's micromobility program.

Parking Incentives

To encourage compliance, for 2022 we will add incentives to further encourage our riders to park in preferred parking corrals. Seattle riders will receive a $1 credit towards a future ride if they end their ride in a preferred parking corral. We will report to the City on the performance of incentives in encouraging parking in preferred parking corrals to help determine whether mandatory corrals or additional physical infrastructure should be constructed to enhance parking compliance.

> *In 18 cities worldwide, Lime provided riders with incentives for parking in preferred parking locations, resulting in a 15% reduction in misparking.*

We use parking incentives to encourage shopping locally as well, which is especially important for reviving the Seattle economy. We work with local businesses to offer discounts for riders who park their vehicle in adjacent parking locations, as well as Lime incentives. Lime is partnering with the Downtown Seattle Association and Greater Seattle Business Association to implement this economic development and safe parking initiative.
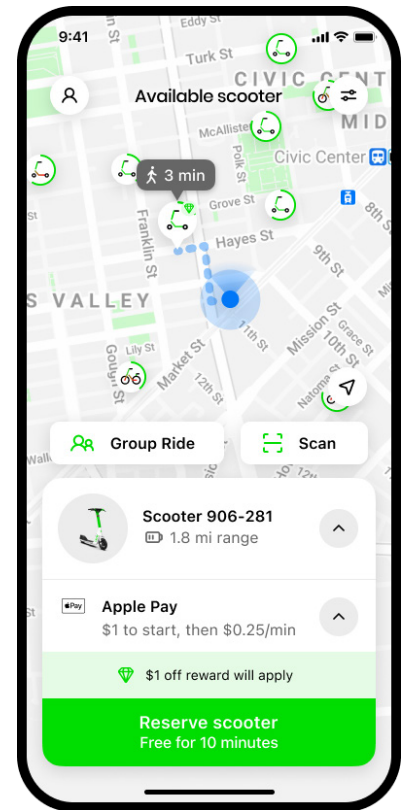
Lock-To

Should the City desire, Lime is also experienced in implementing lock-to scooter parking systems, where the rider must lock their vehicle to a bike rack or other permitted infrastructure. We have deployed this technology on our e-bikes in Seattle and on our e-scooters in San Francisco, Chicago and Washington DC. Lock-to ensures that vehicles cannot be blown over or fall into the right-of-way. As a result of our lock-to implementation in San Francisco, we have achieved over 97% parking compliance. In Chicago, lock-to was introduced in 2020, and the City reported a 75% reduction in complaints to the City. **We are the only Seattle e-bike vendor who has experience with lock-to**.

> **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).**
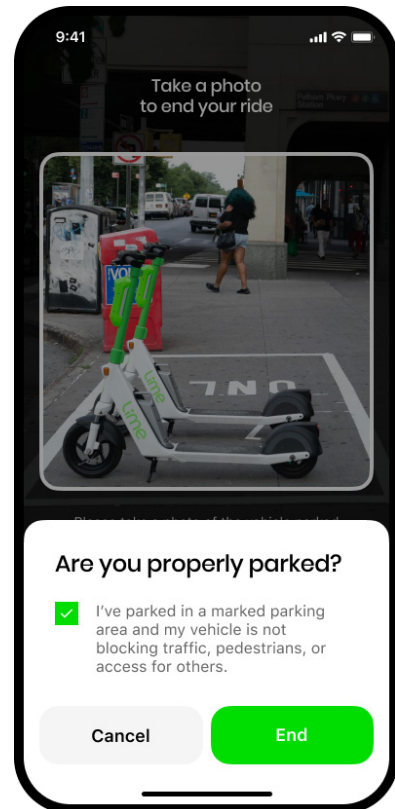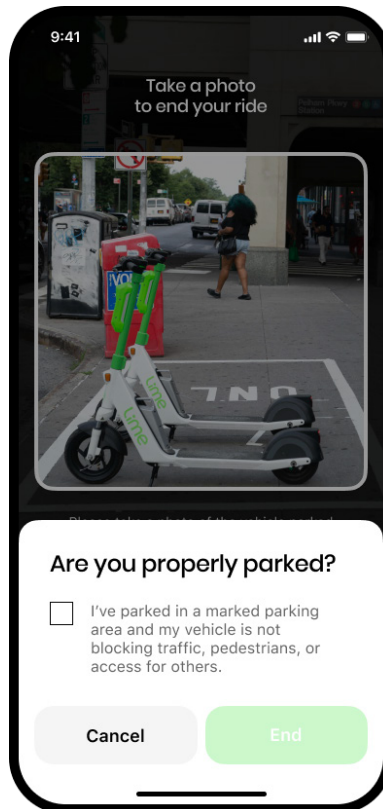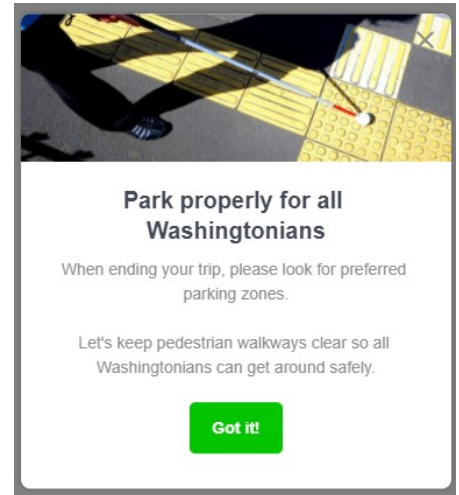
24

Increasing awareness for those with disabilities

Lime's corral-based parking plan helps keep vehicles out of the right-of-way, preventing blockages that can hamper the mobility of people with disabilities. Our LimeVision technology validates that riders have parked properly, similarly preventing misparking. Finally, we use data-based education strategies to raise rider awareness of the impact their actions have on people with disabilities, like the ones featured at right. This in-app message and on street decals guiding people to parking corrals increased proper parking by 25%.

Photos and description of how the rider is instructed to take a correct Trip-End Photo capability

Before riders are able to end a trip, they are shown guidance regarding proper parking and prompted to document that they have parked correctly with a photo showing the parked vehicle. When a problem is identified, the rider is notified their vehicle is parked improperly and instructed to re-park. Repeat violators are subject to fines or deactivation (see *Section A-015*). LimeVision will largely render this feature moot, as it automatically assesses whether the vehicle is properly parked, and responds immediately.


Park properly for all Washingtonians

When ending your trip, please look for preferred parking zones.

Let's keep pedestrian walkways clear so all Washingtonians can get around safely.

Got it!

Operations and Equity

A-O1 What is the initial number of Type 1 Scooters to be deployed? (In an attachment, map the initial service area for each Type 1 Scooter.) If applicable, attach a disclosure for not meeting the minimum fleet size requirement and a fleet deployment schedule as described in Requirement O1.4.

| Deployment Zone	Number of E-scooters	Percent of Fleet
Ballard	100	5%
Freemont/Wallingford	100	5%
Montlake/Madison Park/Madrona	80	4%
West Seattle	160	8%
Capitol Hill	120	6%
Northeast Seattle	80	4%
U District	100	5%
Queen Anne/Interbay	140	7%
Magnolia	80	4%
Downtown/Waterfront	260	13%
South Lake Union	100	5%
Eastlake/Portage Bay	40	2%
Bitterlake/Greenlake	100	5%
Northeast Seattle	80	4%
Beacon Hill/Columbia City	80	4%
Sodo/Industrial	80	4%
Equity Zones		
Central District	140	7%
South	100	5%
North	60	3%
Total	2,000	100%
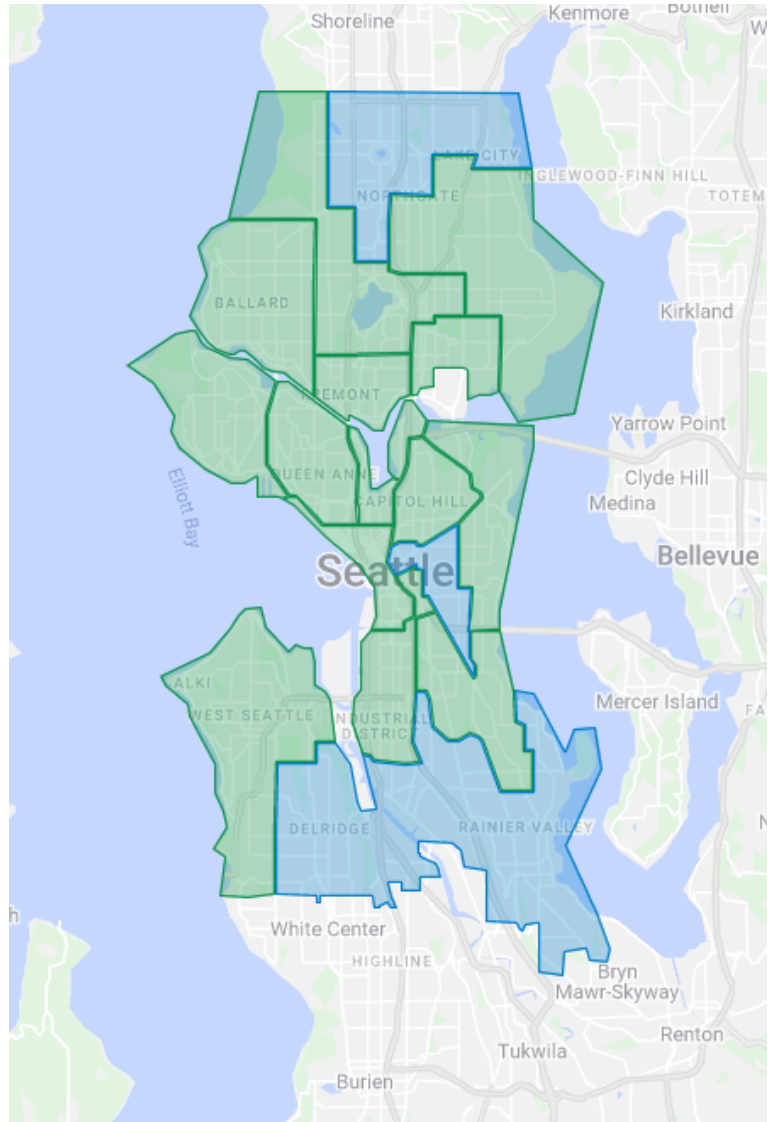
Lime will deploy 2,000 e-scooters and 2,000 e-bikes in Seattle, as shown in the map above. As we have been serving Seattle since July 2017, we anticipate continuing this service area for our vehicles in the next permit period. However, should the City desire a different service area for the first 90 days (or thereafter), Lime is happy to work with the City to define the service area.

Lime has been conscientious in communicating with the City in the events where we cannot deploy our full fleet cap. For example, Lime sought permission from the City to reduce our fleet when we experienced battery vandalism. With the battery issue resolved, Lime has been ramping back up to our full vehicle caps (see chart on next page).

Weekly Average Deployed Lime Vehicles (E-scooters and E-bikes), 2022
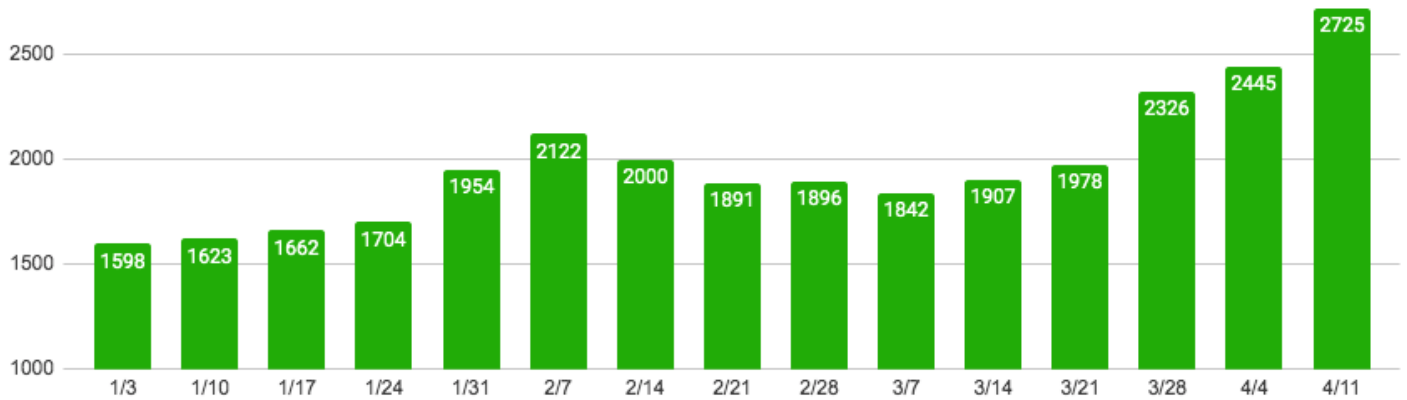
A-O2 If currently operating in Seattle, attach a map and describe the approach to deployment including how you deployed to equity focus neighborhoods and West Seattle. If not currently operating in Seattle, attach a map of the approach of getting from the initial deployment to a fully deployed fleet including the equity focus neighborhoods (described in Requirement O1.5 and Appendix D) and West Seattle (described in Requirement O1.6); describe how you have approached deployment to focus neighborhoods as required by the jurisdiction(s) where the company has operated.

As the top-used micromobility provider in Seattle for the past five years, we have data on over 5.6 million trips. This unparalleled data set reflects Seattle's mobility patterns through different seasons, events, and even COVID-19. This experience, as well as Seattle's equity focus neighborhood and West Seattle deployment requirements and supporting multimodal trips, informed our deployment plan, shown in the map and table in A-O1.
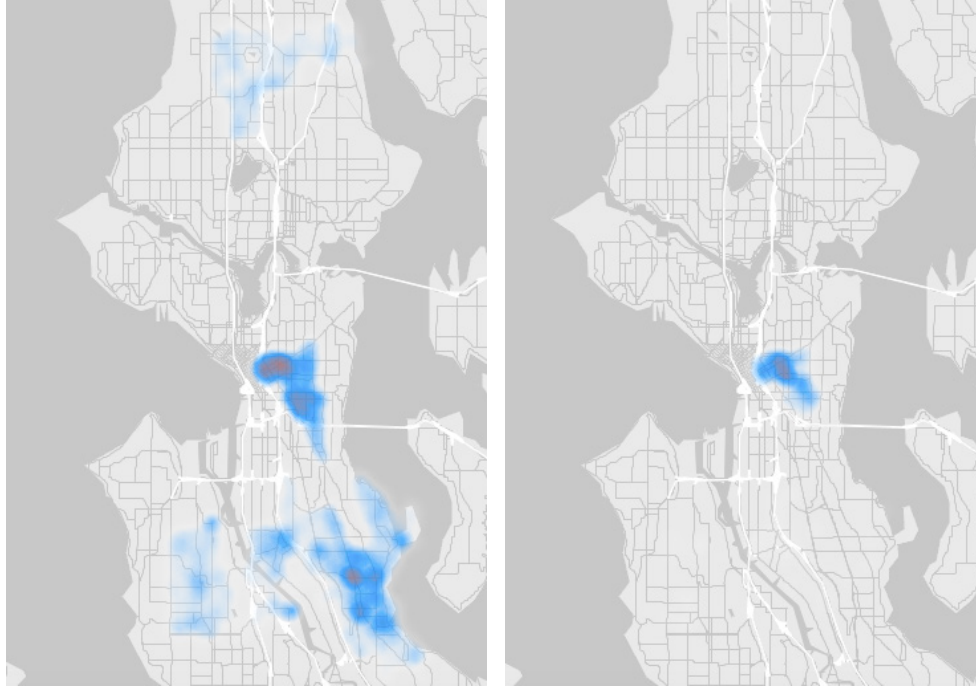
Lime Equity Deployments since 1/2021
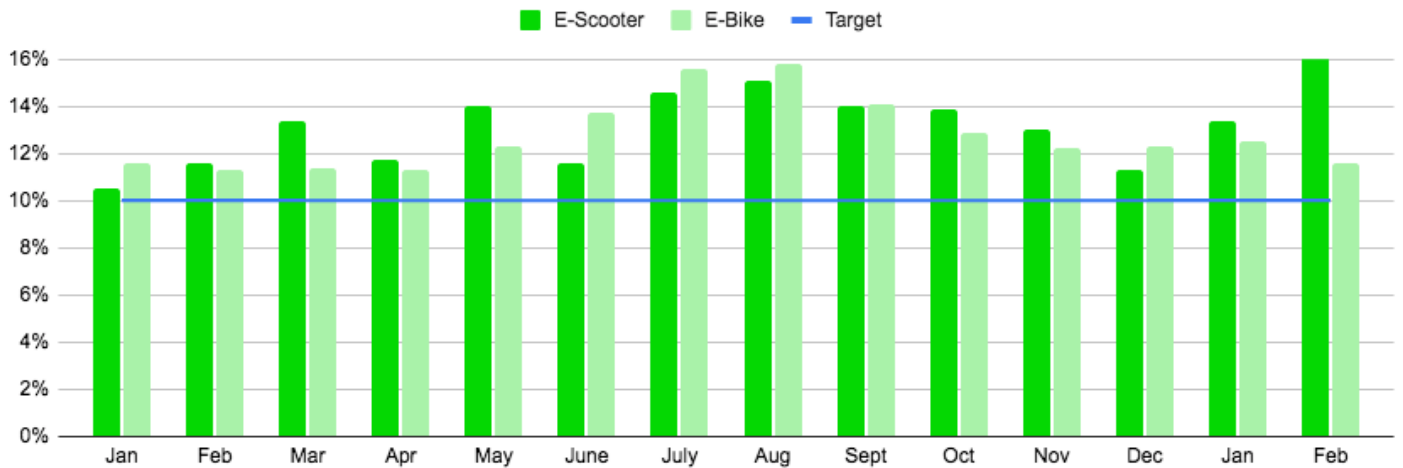
Ensuring Mobility Equity is a core priority for Lime, as it is for the City. As shown on the chart above, Lime exceeded the City's 10% equity deployment requirement for both e-scooters AND e-bikes throughout the last permit period. In addition, Lime prioritizes distributing vehicles to neighborhoods across Seattle, not just in Equity Focus Neighborhoods adjacent to higher trip volume areas like First Hill.

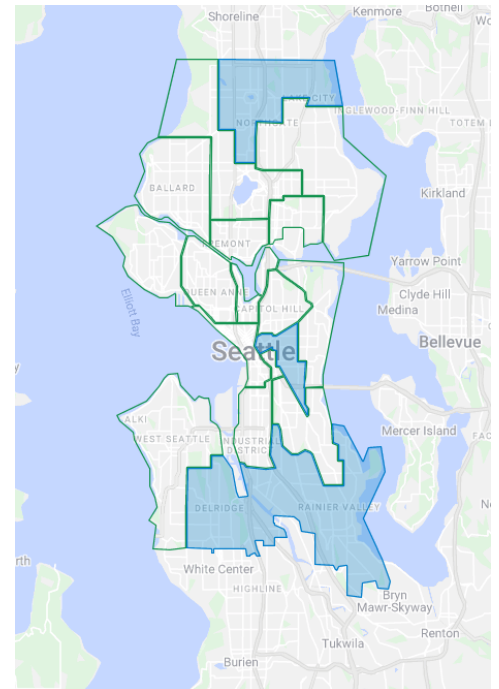| Average E-bike Equity Deployments since 2021, Multimodal Providers[9]			
	Daily Northern	Daily Central	Daily Southern
Lime	17	50	97
Veo	0	65	1

Lime Equity Deployments (left) vs. Veo (right)[10]

For 2022, Lime pledges to distribute 15% of vehicles to Equity Focus Neighborhoods and deploy specific percentages to different areas of the City, ensuring access to Lime vehicles in neighborhoods across Seattle that need affordable transportation.

Equity Zones	Number of E-scooters	Percent of Fleet
Central District	140	7%
South	100	5%
North	60	3%
Total	**300**	**15%**

Lime's proprietary Hotspot Optimizer allows us to set "zone minimums" to ensure that a minimum number of shared mobility devices are deployed and maintained in specific geographic areas, like Equity Focus Neighborhoods. During morning deployment, as well as throughout the day, if the number of devices falls below a zone minimum, our AdminTool operations portal triggers an alert to our Operations Specialists that prioritizes all deployments to that zone until the zone minimum is achieved.

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[9] Source: SDOT Data Dashboard at http://www.seattle.gov/transportation/projects-and-programs/programs/new-mobility-program/scooter-share
[10] Source: SDOT Data Dashboard at http://www.seattle.gov/transportation/projects-and-programs/programs/new-mobility-program/scooter-share

A-O3 Describe the plan for reducing/minimizing emissions from fleet operations, including any plans to electrify fleet vehicles, minimize trips, or other actions. Include information about past specific actions you have taken in Seattle and/or other jurisdictions, including results of these actions, as applicable.

In support of Seattle's goal for the 2022 Program of reducing carbon emissions, **Lime provides a CarbonNeutral service to Seattle, and we are on a path to Net Zero emissions by 2030**. Minimizing emissions from fleet operations by electrifying our fleet management vehicles and reducing VMTs are key components of our sustainability strategy for Seattle. Our plan for Seattle mirrors the path we have taken in Paris (see case study below), where we made a significant and quantifiable impact on the Paris environment.

○ **Cities with Gen 4 e-scooters with swappable batteries have seen a 69.47% decrease in VMTs**. Lime's Seattle fleet is both more reliable and sustainable because our vehicles have swappable batteries and do not need to be returned to the warehouse or other location for charging. We charge the batteries in our warehouse, and our Operations Team and LPs swap depleted batteries for charged ones in the field.

○ **We will take delivery of new e-vans for our fleet management vehicles this summer**. Our Seattle vehicle support fleet currently includes Dodge cargo vans, among the top ten most fuel efficient cargo vans, and electric cargo bikes. **As part of our goal of being Net Zero by 2030, we have ordered four brand new 100% electric cargo vans from Emkay to replace these vehicles for delivery in summer 2022**. We are also working with our LPs to encourage, directly incentivize, and in some cases require their transition to an all-electric fleet to help reduce operational emissions to zero. Lime's goal is to convert 25% of LPs' fleets to electric vehicles by the end of the year.

New for 2022: Reducing VMTs and Emissions Through Multiple Charging Locations

To further reduce VMTs and congestion, Lime anticipates implementing distributed charging hubs called "LimeCubes" around the City. By having multiple battery charging locations–with appropriate battery storage and safety precautions–we can further reduce travel distance required to replace batteries.

○ **Our "T-Rex" proprietary task assignment algorithm 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.

○ Further increasing sustainability, since 2019, **our scooters have been charged with 100% renewable energy** through Seattle City Light.

Case Study: PARIS, FRANCE. Lime's multi-pronged sustainability program is a model for our Seattle service.

Lime has provided micromobility services in Paris since April of 2019. Currently we operate a fleet of 2,900 e-scooters and 1,500 e-bikes. Since the launch of our program, Paris riders have completed 35,705,446 trips, avoiding 8,744,264 car trips, and 10,684,091 vehicle miles traveled. As a result of these trips, we estimate a savings of 3,742 tons of CO_2 emissions - the equivalent of 55 million baguettes - and 421,075 gallons of gasoline.

Through a combination of internal reductions and emission reduction projects in Paris, we have reduced our emissions to net zero in accordance with the CarbonNeutral Protocol. As a result, we have achieved CarbonNeutral® certification. We are the first and only operator of self-service electric scooters to have this certification.

Strategies and Local Impact

Reducing Vehicle Kilometers Traveled through Swappable Batteries and all Electric Fleet Management Vehicles

- Lime transitioned to a fleet entirely made up of scooters with swappable batteries in 2020, resulting in a reduction of over 200,000 Vehicle KM traveled and 50 tons of CO2.

- We have multiple battery recharging locations to reduce trips and distance to recharge vehicles.

- We converted all our fleet maintenance vehicles to electric vans and e-cargo bikes in 2020.

Robust modular e-scooter construction

- Our modular design means that we reuse over 80% of parts from e-scooters that are damaged.

- We achieved 97% landfill diversion for our Paris fleet.

Public transit integration with RATP (Paris' public transit agency) and journey planning MaaS apps

- Lime is integrated with RATP for journey planning and fare payment.

- RATP selected Lime to provide supplementary transportation when service was disrupted in late 2019-early 2020.

- To facilitate easy multimodal journey planning, we are integrated with Citymapper, Moovit, and Google Maps.

Local environmental partnerships

- Lime has supported Paris' sustainability community through partnerships with organizations like Respire, our LimeHero partner, which addresses local air pollution in Paris.

A-O4 Describe the plan for encouraging riders to ride properly and safely, e.g. not on sidewalks. Include data results from how technology and/or education solutions have been effective in Seattle and/or in other jurisdictions.

*Our LimeVision wide-angle camera captures significantly more of the visual field
than our competitors, providing unmatched sidewalk detection accuracy and resolution.*

Lime offers a very safe service in Seattle with 99.98% of Seattle rides ending without incident.

As with parking, ensuring all Seattle riders and non-riders feel safe on the roads is about more than safety – it reinforces the bond of trust between Lime and Seattle.

- **Lime encourages safe and proper riding before it happens** through education and Lime Patrol. We provide in-app, on-vehicle, online, and in-person rider education, as described in detail in *Section A-O14.* We are also increasing our in-field staff, as described in *Section A-O18.*

- **Our sidewalk riding detection keeps riders safely on the road or bike lane.** Lime has already activated our sensor-based sidewalk riding detection system on our devices. We will add our new LimeVision video technology to Seattle this summer which detects sidewalk riding and other road hazards. Riders are alerted in real time and the vehicle slows.

- **We will run a double riding safety campaign and pilot our new double riding detection technology.**

- **Through our Lime Action advocacy platform, we engage our riders in supporting safe streets and Vision Zero initiatives** by the City and Seattle community organizations like Seattle Neighborhood Greenways. Our rider research confirms the E-Scooter Share Pilot Evaluation findings that safe infrastructure is critical to ensuring people ride in the street or on bike lanes, and we look forward to supporting the City's efforts in this regard.

Preventing Sidewalk Riding   *CONFIDENTIAL, PROPRIETARY, AND/OR TRADE SECRET*

[REDACTED]

Preventative Safety

Our research has shown preventative measures to combat sidewalk riding are as important as detection, and we're confident that our rider education program will minimize the likelihood of Seattle riders using the sidewalk. In addition to prevention, enforcement of the rules on the ground helps reduce sidewalk riding. Lime Patrol are specially trained Operations Team members who focus on rectifying misparking and educating riders about safe riding behavior. Lime Patrol will ensure that areas with a lot of sidewalk traffic are adequately patrolled and minimize the chances of accidents occuring.

Using data-driven education initiatives to prevent misparking: In addition to our own data analysis, Lime partners with leading researchers to evaluate the impact of our initiatives on important metrics to Seattle, like parking compliance. In 2021, Lime worked with the District Department of Transportation (DDOT) in Washington DC, and researchers from Cornell, University of Oregon, and Virginia Tech to evaluate the effectiveness of behavioral parking interventions. We evaluated two interventions: mid-block stickers directing riders towards parking corrals and in-app messaging with instructions on proper parking. After instituting these two targeted interventions, we saw a 25% increase in proper parking. If selected, Lime will, with the City's permission, implement these initiatives to further encourage proper parking.

A-O5 Attach a description of the procedure for receiving and responding to reports received under Requirements O2.1, O2.4, and O2.7. Provide data and supporting narrative to show the company's performance relative to these requirements during the pilot period in Seattle, and/or performance on timely report response in other jurisdictions.

Lime strives to provide excellent customer service for riders and non-riders, and to be a responsive partner to our cities. We significantly exceeded the City's 75% response time for both e-bikes and e-scooters during the prior permit period. **If we are selected to continue providing service, Lime will respond to all customer service issues within 15 minutes and no more than an hour.**

	Lime E-Scooters	Lime E-Bikes
On Time Responses	405	371
On Time Response Rate	94.40%	85.70%
Permit Target	75%	75%

In addition to the multiple customer service channels, **Lime is fully integrated with the City's Find It, Fix It system** for swift response from our Operations Team. For 2022, we have added a dedicated email for the City to directly contact the Seattle Operations Team leadership at help-seattle@li.me any time of the day or night. Lime is also happy to participate in a City-supported centralized parking reporting system as requested.

Customer Service Contact → **Zen Desk Ticket** → **Email to Local Team** → **Resolution** → **Follow-Up**

Riders and non-riders can use any of our customer service channels described below - including our 24/7 toll-free telephone number for calls and texts noted below - to report safety and maintenance issues, improperly parked vehicles, or general inquiries pertaining to refunds, market operations, city launches, promotions, etc.

We answer 95% of phone calls in less than 60 seconds. To date, 90% of our Seattle customer issues have been responded to **within 15 minutes and all issues are addressed in no more than one hour**.

Once a service issue comes in, we have an automated system that forwards customer service issues directly to our local team to address immediately. If a mechanical issue is reported, the vehicle is automatically put into Maintenance Mode, removed from the rider app, and disabled until it can be attended to by our Operations Team. Customer service reports are ranked so that the most critical issues are attended to first, with ADA concerns being given highest priority.

Once an in-market service ticket is resolved, the Operations Team resolves the task in our Zen Desk system. As needed, our Customer Service Team follows up with the person who reported the issue to close out the file.

24/7 Multilingual Customer Service Channels available to Riders, Non-Riders, and the City

We have a telephone call center, and all customer service channels are staffed round the clock by a multilingual team. Telephone customer service is offered in English and Spanish and eight other languages. Written customer service (via app, text, email, web form, or social media) is available in Chinese, Spanish, Vietnamese, Somali, Amharic, Korean, Tagalog - Seattle's most popular languages - as well as 100 other languages.

○ **In-app chat**: Riders or non-riders can get immediate response through our in-app chat feature

○ **Via Phone, Email or Text**: Customer service can be contacted at 1-888-LIME-345, email at support@li.me, and by text at 1-888-546-3345. Lime can add a local phone number if desired by the City. We also have a dedicated email to directly contact the Seattle Operations Team at help-seattle@li.me

○ **Through the App**: Through our rapid reporting feature, riders and non-riders can contact customer service within the app without taking a ride.

○ **Self-service Safety Portal**: Lime has a public online safety portal, safety.li.me, which includes a web form for customer service, riding and parking education, and discounts on safety gear such as helmets, and more.

○ **On Social Media**: Anyone can tag @_LimeAid on Twitter for customer service to review and route to the local Operations Team to address.

○ **Through the Website**: Self-help FAQs and a portal for customer service submissions.

○ **Law Enforcement Portal**: For law enforcement, we provide a portal to submit documentation needed to obtain confidential rider information (https://lime.mailroom.sago.ai/intake-form).

To make customer service easily accessible, Lime places braille and large font customer service information onto our vehicles.

Our app has additional automated features to enable immediate reporting, including a Rapid Reporting button on the home screen and a prompt at the end of each ride for the rider to rate their trip and report any issues. After three consecutive low rated trips or any damaged vehicle report, our backend operations system puts the vehicle in maintenance mode, making it unrentable, and dispatches an Operations Team member to collect the vehicle for inspection and perform maintenance if needed.

Customer Service Accessibility

In addition to the channels described above, for the blind and those with low vision, we will print 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.

A-O6 Attach illustrative images of the required public contact information described in Requirement O3.1.

A-O7 If known, attach the contact information for City use as described in Requirement O3.2.

Postal address and email address for written notices and other official correspondence:

- 4235 Colorado Ave S Seattle, WA 98134
- help-seattle@li.me

Telephone and email contact information and contact hours for the following personnel:

Local Fleet Operations Manager
24-hour contact person or persons
Data Collection and Reporting Contact Person

- 24-hour availability

Additional 24-hour contact person

- 24-hour availability

Policy Development Contact Person
Programming or Equity Contact Person

- 24-hour availability

General Manager for Seattle

- 24-hour availability

A-O8 What is the maximum amount a low income rider will pay to unlock and ride the device for 15 minutes? (Attach the pricing structure and exhibits showing disclosure of the pricing structure to riders, as described in Requirement O4.2)

Through our LimeAccess program, a low-income rider **will pay nothing for a fifteen minute ride.** Seattle residents enrolled in any Federal, state, or local subsidy program, including all the programs listed in Section O4.2 of the Permit Requirements, receive **five free rides under thirty minutes per day, with any additional minutes at 50% off our standard fares.** Recognizing the difficult times facing many Seattleites, we wanted to improve on our 2021 program, which offered 70%+ off of our standard fare and no unlock fee.

LimeAccess Zone Discount

For 2022, Lime has already launched a new Zone Discount for all rides that begin in the South Park, Highland Park, Roxhill, and Delridge neighborhoods of Southwest Seattle. Regardless of eligibility or participation in our LimeAccess program, **all non-LimeAccess rides beginning in this zone will be discounted to $0.10 to start and $0.30 per minute.** LimeAccess participants will continue to receive their five free rides in this zone as well as the rest of the City.

As historically underserved communities, the neighborhoods to the west of the Duwamish River have faced redlining and diminished air quality. These four neighborhoods in the Zone Discount are included in the City's permit requirements for equity zone deployment, and while the permit requirements outline two dozen neighborhoods as environmental justice communities areas of focus, ridership is especially low in southwest Seattle.
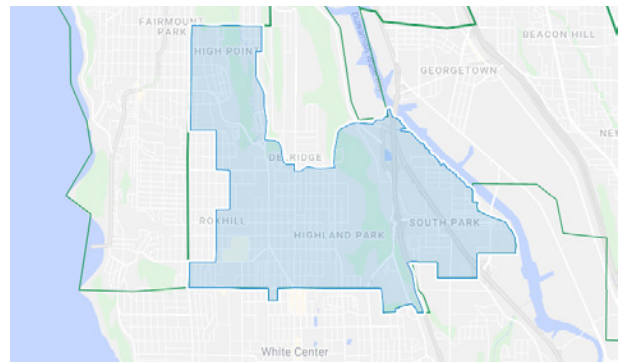
Without the need to enroll in a special program, our Zone Discount ensures the digital divide does not prevent Seattle residents in need from benefiting from Lime. Lime will work with community partners like Duwamish River Community Coalition and the "Flip Your Trip" campaign to help disseminate information on our LimeAccess programs, as discussed in **Section A-O9** below.

Disclosure of Pricing Structure

Lime provides specific per-ride pricing before every ride, including their LimeAccess discount. We also provide a detailed receipt reflecting the amount charged after every ride.

Disclosure of LimeAccess pricing in general is available:

- In-app,
- By text notification,
- In the Help Menu in the upper left hand side of the app, and
- On the LimeAccess website (along with the ability to enroll).

Lime also circulates printed flyers with the discounted fare information to help overcome the digital divide.
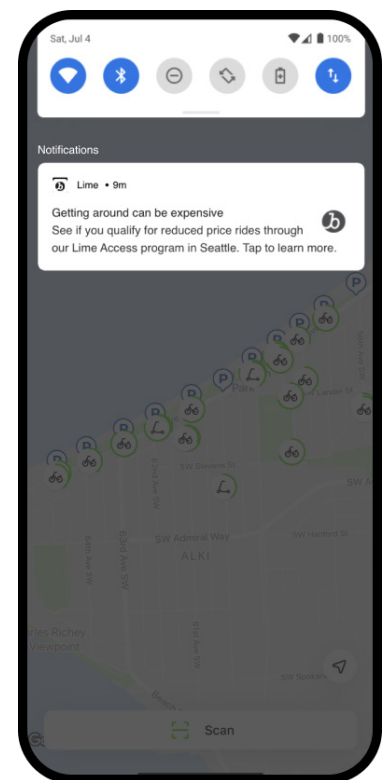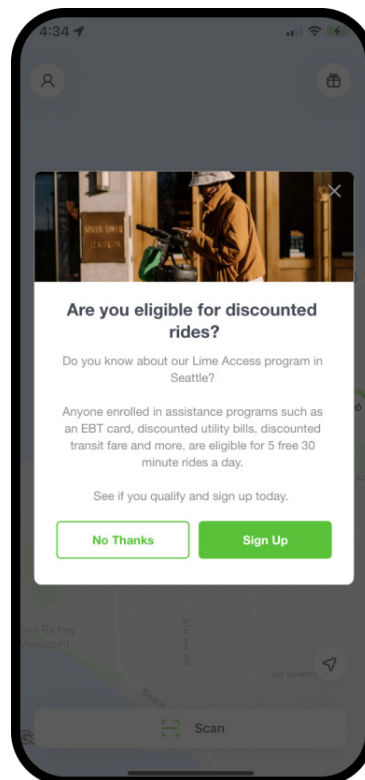
A-O9 Provide data and supporting narrative to show how the company has increased registration in reduced-fare programs for low-income riders, in Seattle and/or in other jurisdictions. Describe any plans for increasing registration for, and use of, these programs.

"

"I love access mobility alternatives for low income people. It's grant[ed] me a sense of independence and pride as I navigate the community"
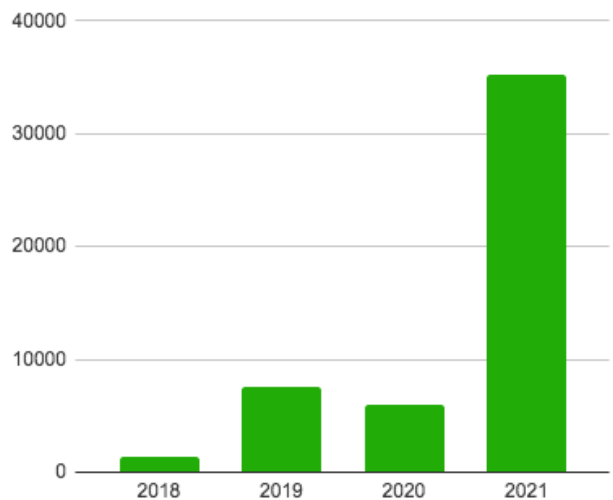
— ▨▨ , Seattle LimeAccess Rider

Lime is committed to ensuring that cost is not a barrier for Seattleites to benefit from reliable and sustainable transportation. We were one of the first companies to offer a low-income program, which we have offered in Seattle since 2018. **Currently, 4.5% of our Seattle rides have been taken by participants in our LimeAccess low-income program, and are up 5X from before the COVID-19 pandemic**. Below are graphs of the increase in LimeAccess enrollment and trips in Seattle.

Seattle LimeAccess New Riders
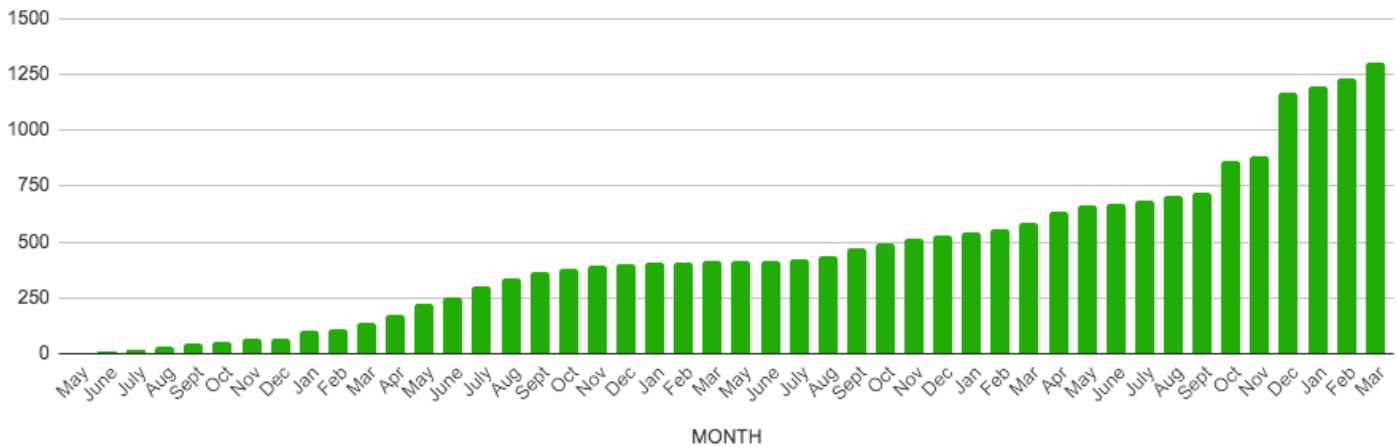
Lime has done multilingual, multimedia outreach to introduce our service and promote our equity programming like LimeAccess. For example, Lime distributed in-app messages promoting our LimeAccess programs. To reach non-enrolled Seattleites, we have partnered with organizations like the Duwamish River Community Coalition, Flip Your Trip, and King County Equity Now to distribute more than 1,000 of our LimeAccess handouts in English, Spanish, Somali, Vietnamese, Cambodian/Khmer, and Somali. The multilingual flyers included safe riding messaging and LimeAccess enrollment instructions. See **Appendix 6** for copies of the flyer content. Using the "power of parents," we also distributed our flyer electronically through Parent-Teacher Associations at Title I schools. **As a result of these efforts, our LimeAccess enrollment has doubled since 2021.**

Seattle LimeAccess Trips by Year

**New for 2022: LimeAccess Zone Pricing & Direct Enrollment**

As discussed in **Section A-08**, Lime is bringing our successful LimeAccess Zone pricing program to Seattle for 2022. In Chicago, we offered 25% discounts for rides starting in equity zones, which resulted in Lime providing 54% of the rides from Equity Priority Areas, despite having only 33% of the fleet.

We are also working with community partners like **Interim CDA in the International District and Chief Seattle Club** to directly enroll eligible riders in LimeAccess without the need to register individually with Lime. Using this direct enrollment process, Lime was the first new vendor to achieve the City's requirement of 1,500 LimeAccess enrollees, one enrollee for every two vehicles.

> **Case Study: LOS ANGELES, CA. Lime's multichannel promotion to increase ridership among low-income or mobility-constrained populations**

Los Angeles is one of Lime's largest markets, where we provide up to 7,000 e-scooters every day. Lime has also provided over 209,000 LimeAccess low-income trips to 2,465 unique participants, our number one market for low-income ridership. We have implemented a multi-pronged strategy to promote our LimeAccess program, including:

- Direct enrollment in LimeAccess through community partnerships including our "LimeHero"[11] partners, the Los Angeles Conservation Corps and the Los Angeles County Bicycle Coalition.

- Promoting LimeAccess at more than 100 community engagement events, including our signature First Ride safety training, meetings with neighborhood councils, council offices, local nonprofits, Business Improvement Districts, etc.

- In-app rider communications campaign to Los Angeles area riders.
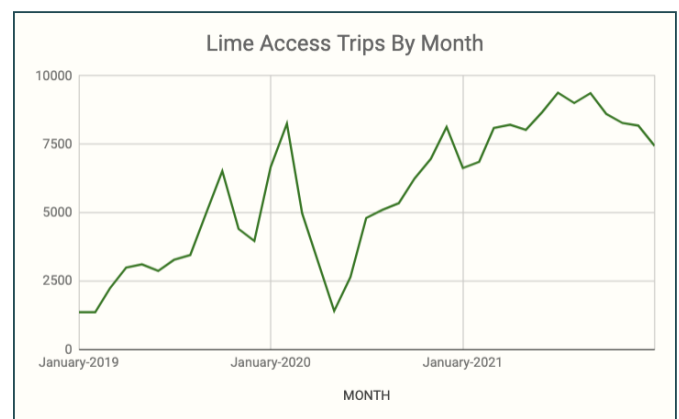
LimeAccess flyers and enrollment at the Los Angeles River Ride and Lime Access trips in Los Angeles

As a result of our efforts in Los Angeles, our LimeAccess trips have significantly increased throughout our time there (except for COVID lockdown).
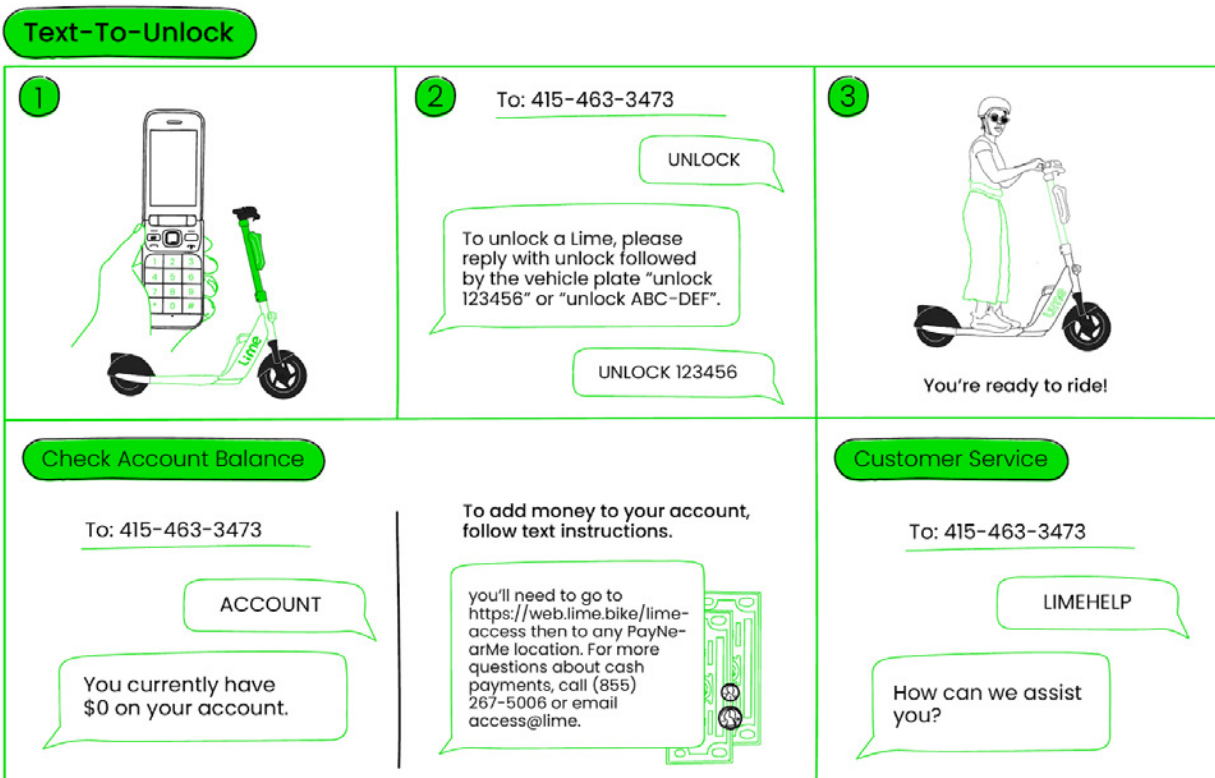
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[11] Through the "LimeHero" program, riders can round their fares and donate the difference to local charities.

A-O10 Attach a description and illustrative images of the way a low-barrier rental takes place, as described in Requirement O4.3. Provide data and supporting narrative to show how the company provided and promoted this option in Seattle and/or in other jurisdictions.

The Seattle households that do not have smartphones and the 4% that are unbanked are shut out when access to goods and services are "cashless" or reliant solely upon digital technologies. Lime understands that in order to create an inclusive program for Seattle, we must eliminate these barriers. Once enrolled in LimeAccess, riders automatically have PayNearMe cash payment functionality. To use cash, riders can go to any of PayNearMe's more than 50 locations in Seattle such as CVS, 7/11, Walmart, and Family Dollar stores. All riders can also use PayPal or prepaid credit or debit cards as depicted below.

For those without smartphones, we have a dedicated phone number that users can text to automatically unlock vehicles, as well as find out information about their account such as their balance, safety tips, and how to reach our Customer Service department. This text-to-unlock/lock structure makes check out and return easy. The rider simply texts "Unlock Vehicle #####" to our custom Text-to-Ride number and the vehicle unlocks. The rider can also text commands such as "Help" or "Account" in order to get customer service information or find out their account balance. The first time a rider uses text-to-unlock, they are prompted to agree to our user agreement and privacy policy. This process is depicted below:

How To Pay With Cash

1. Go to the link above. `https://web.lime.bike/limeaccess`
2. Enter your 10-digit phone number. Phone Number [Create]
3. Choose whether you would like to print the PaySlip or have it sent to your phone. SEND TO PHONE OR PRINT INSTRUCTIONS
4. Find a PayNearMe store. Locations can be found on your printed PaySlip or at the link sent to your phone.
5. Bring PaySlip to a participating store and ask the cashier to follow the steps for their store.
6. You can reload your account with any increment of $5 by generating and printing out multiple barcodes.
7. You're ready to ride!

A-O11 Attach a description and illustrative images of the helmet distribution plan, as described in Requirement O4.6. Provide data and supporting narrative including how many helmets were distributed and in what communities, in Seattle and/or in other jurisdictions.

Lime encourages our riders to wear helmets and we promote their use on our vehicles, through in-app messaging, through on- and offline media, and at events throughout the year. In addition, Lime provides free and reduced-price helmets and incentivizes riders to use them. In Tel Aviv and Melbourne, Lime provides helmets with every vehicle, which we are happy to work on should the City desire.

In addition to our riders, we focus on connecting with and distributing helmets to "invisible cyclists"--Black and Brown riders--who have been historically neglected by planners and the cycling community.[12] We are working with Seattle Neighborhood Greenways, Duwamish River Community Coalition, and potentially King County Equity Now to help distribute helmets within Seattle's Black and Brown communities and encourage bike and scooter use, whether on Lime vehicles or not.

Distributing Free and Reduced-Price Helmets

Lime distributes free helmets at Lime hosted First Ride safety events, through community partners, and at community events. Despite the pandemic restricting opportunities for in-person interaction, Lime gave out over 250 helmets in Seattle in 2021, and **we commit to distributing 1000 helmets in 2022.**

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[12] Agyeman, J., "Poor and black 'invisible cyclists' need to be part of post-pandemic transport planning too," Chicago Reporter, May 29, 2020, available at https://www.chicagoreporter.com/poor-and-black-invisible-cyclists-need-to-be-part-of-post-pandemic-transport-planning-too/

Upcoming Helmet Distribution Events

Date	Event	Partner	Location	Est. Helmets
June 4, 2022	Flip Your Trip Micro-mobility Day	Alta Planning/SDOT	West Seattle TBD	150
August 6, 2022	Duwamish River Festival	Duwamish River Community Coalition	South Park TBD	200
August 20, 2022	Feast in the Street	Seattle Neighborhood Greenways	El Centro de la Raza	150

Leveraging a successful model from cities throughout the country (including Los Angeles, Baltimore, Washington, DC, and more), **we will also partner with local Seattle organizations and businesses like the Downtown Seattle Association and Seattle Neighborhood Greenways to offer free or reduced-price helmets for riders.** Through these partnerships, Lime will encourage riders to shop locally and, in exchange, Lime riders will receive at least 25% discounts on an array of helmets. In addition to increasing rider safety, this will help drive foot traffic to local small businesses and help the economy recover.

Lime riders can also purchase speciality helmets—such as collapsible helmets—at a 50% discount through our online Safety Portal (safety.li.me/trustandsafety).

Incentives for wearing a helmet

To encourage riders to wear helmets, at the start of each trip, the rider receives a notification to take a "helmet selfie". If the rider is wearing a helmet, they will be rewarded with $1 Lime credit.
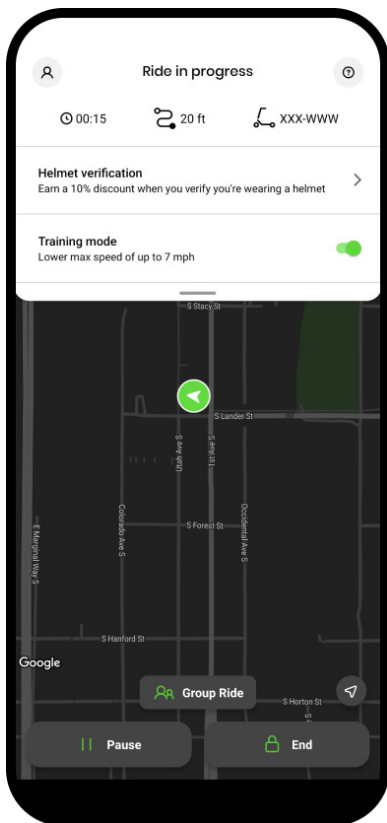
Helmet distribution to underrepresented groups

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. Lime will bring our "Helmets for All'' program to Seattle, where we work with community partners in southwest Seattle to distribute free helmets to people in historically underserved communities regardless of whether they are Lime customers - particularly those in rent-restricted units managed by Interim CDA, Chief Seattle Club, or King County Equity Now.

> *A-O12 Will the maximum device speed be limited to a speed of 8 MPH on a rider's first use of the device, as described in Requirement O4.7?*

Yes. Lime pioneered a "Training Mode" requirement which restricts the e-scooter maximum speed to 8 MPH, which has been active for first-time riders in Seattle since September 2020. Riders can choose to remain in Training Mode as long as they prefer, or to return to Training Mode at any time.

For those seeking a supervised first trip, Lime also offers our First Ride in-person training course in Seattle at least quarterly. During First Ride training, Lime's Operations Team provides instruction on safe riding and proper parking, and riders can take a supervised ride on a closed course.
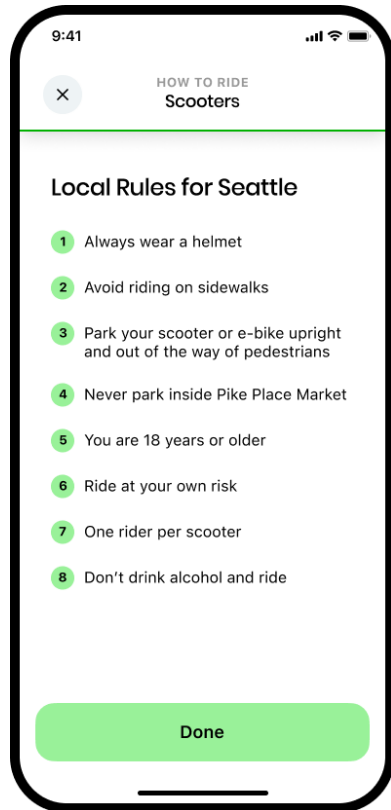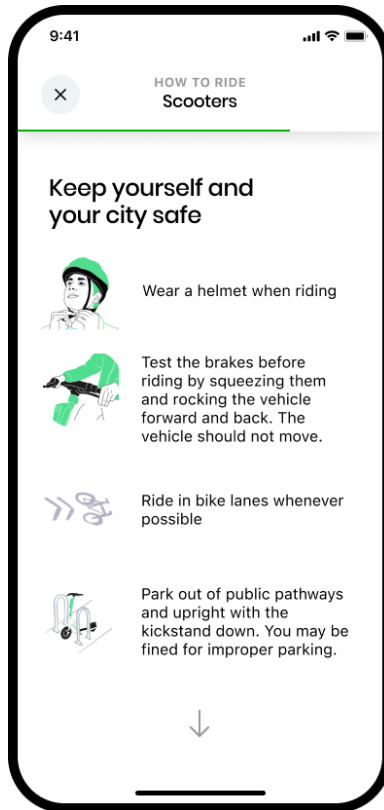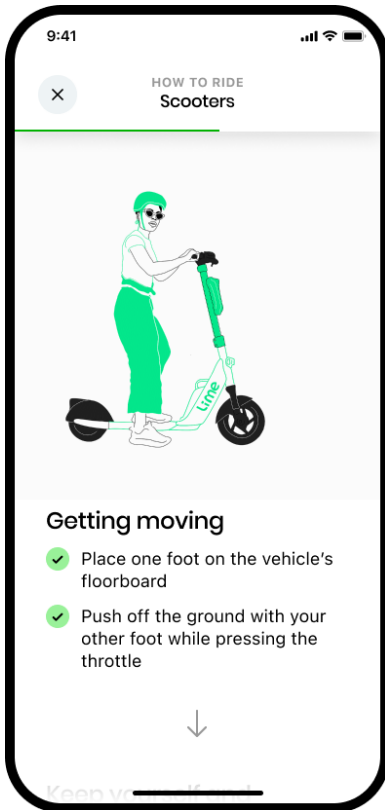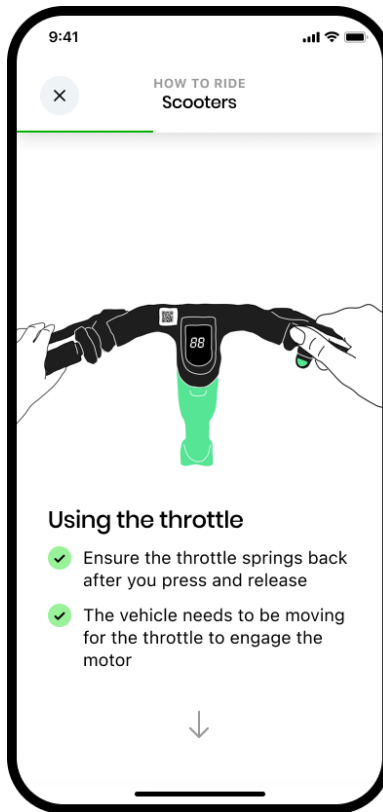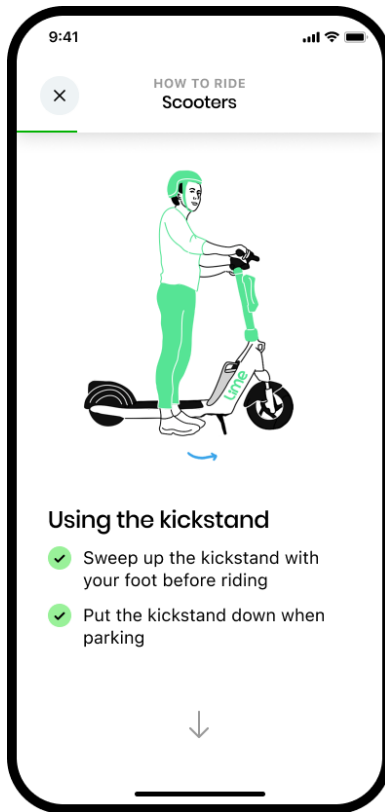
A-O13 Attach illustrative images of the Rider On-Device Education signage, as described in Requirement ES3.3 and O6.3(c)1.
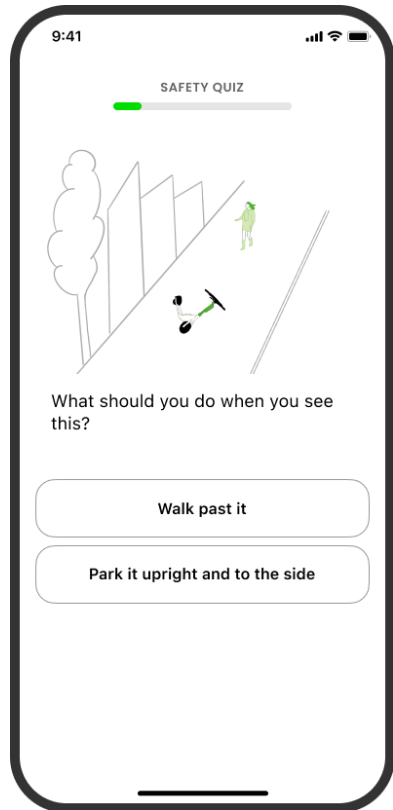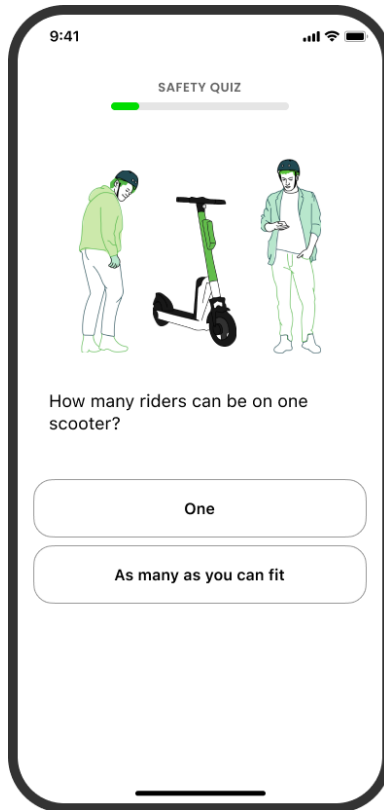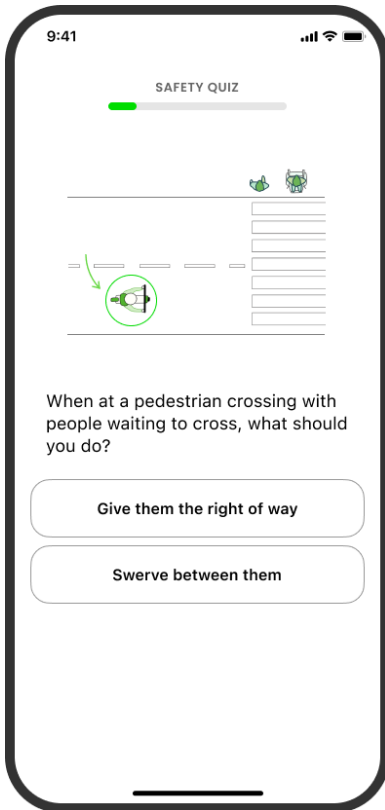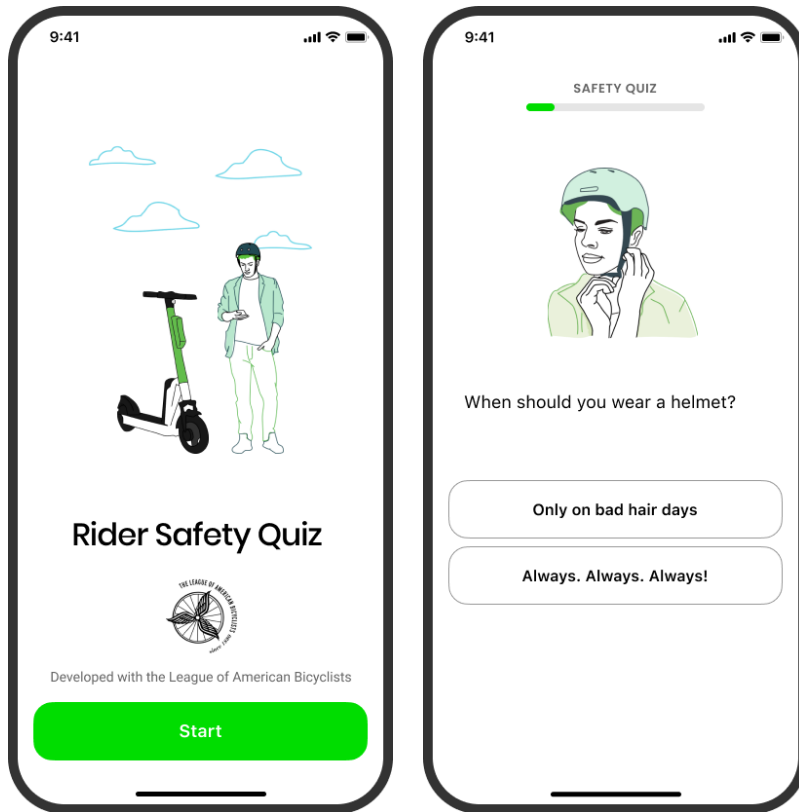

A-O14 Attach a description and illustrative images of the Digital Safe Parking and Riding Education Program described in Requirement O6.2.

Lime was one of the first companies to implement an in-app rider education program, which we developed in partnership with the League of American Bicyclists. Every new rider must view the tutorial and take a quiz showing that they understand the material before taking their first ride, as shown in the images below. **Since the launch of our rider education and quiz in 2021, over 580,000 Seattleites have taken our How to Ride tutorial and passed our Safety Quiz prior to their first ride**. In compliance with Requirement O6.2, Lime will require all Seattle riders (existing or new) to retake the tutorial and quiz, as well as requiring retakes at least every three months.
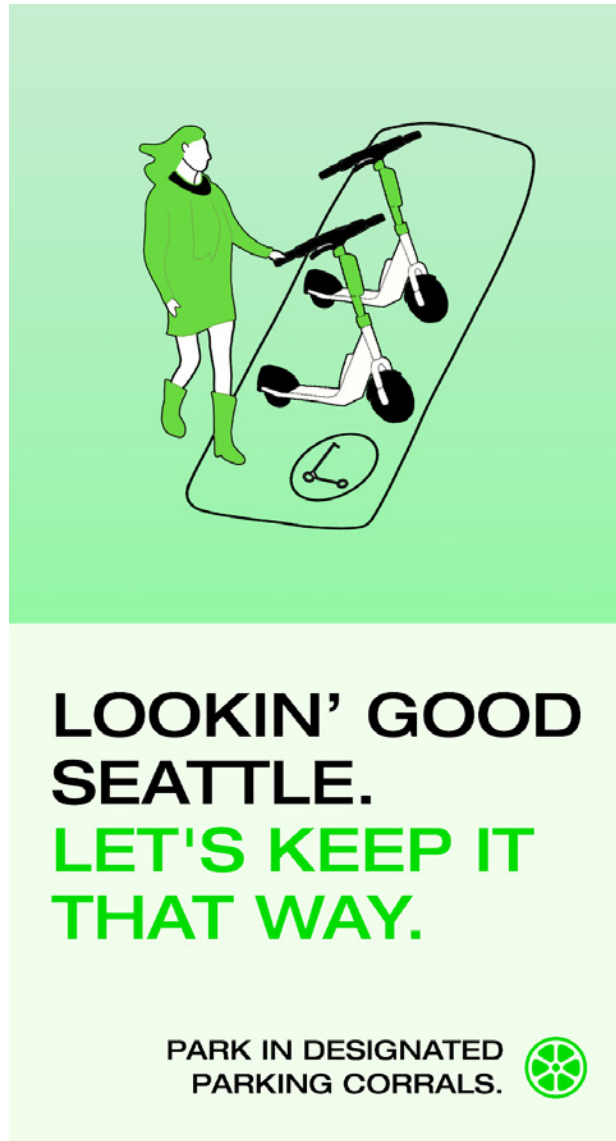
How to Ride tutorial is required at signup for all Lime Riders.

Riders must pass a Safety Quiz prior to their first ride.

A-O15 Attach a description and illustrative images of plans for any other educational programs related to safe parking and riding. Describe programs the company has implemented in other jurisdictions and/or in the Seattle pilot.

In addition to the in-app training discussed in *Section A-O14*, Lime will launch "Ride Safe Seattle," a multi-platform safety education program designed specifically for Seattle. **Ride Safe Seattle education starts before the first ride and lasts throughout the rider's relationship with Lime.**

Ride Safe Seattle focuses on ensuring riders know how to park and ride safely, as well as addressing the City's top concerns from the E-Scooter Share Pilot Evaluation: increasing helmet use, keeping sidewalks clear, and supporting safe infrastructure. Below is an overview of our safety initiatives as well as examples from other cities. A full description of our Ride Safe Seattle outreach plan is included in *Appendix 7*.

Before the Ride	During the Ride	After the Ride
How to Ride Training and In-App Quiz	On-Vehicle Safety Decals and Hangtags	Photo prompt and automatic validation of proper parking
In-Person Education by Lime and in Partnership with Community Groups	Reduced Speed Training Mode	Post-ride prompt for rating ride quality and reporting vehicle damage
Social and Traditional Media Messaging	**New for 2022:** Sidewalk Riding Detection	Warnings and Fines for Violations of the City's and Lime's Rules
Pre-ride prompt to report misparking or vehicle damage	**New for 2022:** Audible and Visual Notifications of Zones	**New for 2022:** New Rider Email Reiterating Seattle's Rules of the Road and providing tips on safe riding and proper parking
New for 2022: Visitor Notifications of Seattle Rules	**New for 2022:** RADAR Automatic Incident Detection and Response	In app, social, and traditional media continuing education covering safety tips, parking information, and City-specific rules, including where riding and parking are permitted and prohibited.
Helmet Selfies to Recognize and Reward Helmet Wearing	Incentivized Helmet Selfie	**New for 2022:** Rider Scorecard providing transparent, timely feedback is a proven mechanism for behavior change.
Impaired Riding Screening	Cognitive Test Required Before Late-night Riding	N/A - Riders who do not pass the test will be unable to unlock a Lime vehicle

Before the Ride

How to Ride Training & In-App Quiz: See *Section A-O14* above.

In-Person Education: In addition to online education, Lime partners with organizations like the "Flip Your Trip" campaign and Seattle Neighborhood Greenways to host in-person training events like our signature First Ride events. We will also partner with Interim CDA to host these events directly on public and affordable housing developments.

First Ride events are recurring, interactive hour-long safety sessions hosted by our local Operations Team to educate riders on best practices to safely ride and properly park an e-scooter. Riders who complete the First Ride training receive a free helmet at the event.

Lime scooters in White Center, south of downtown Seattle. (GeekWire Photo / Kevin Lisota)

Should COVID-19 restrict in-person training, Lime has created Digital First Ride that provides virtual e-bike and e-scooter safety lessons taught by Lime's team members. We have held successful Digital First Ride events in over 25 cities worldwide and we can implement them in Seattle if need be.

Social and Traditional Media: Lime uses our social media platforms on Twitter, Facebook, Instagram, and our website for safe riding campaigns, to reinforce City-specific rules along with emphasizing safe riding and respectful parking messages. We collaborate with our community partners, like the Cascade Bicycle Club and Seattle Neighborhood Greenways, to amplify the messaging.

In addition, Lime has a dedicated communications team that shares our messaging via traditional media outlets. In Seattle, our communications team has targeted local TV stations (KIRO, KING, KOMO, KCPQ), radio (KUOW, KIRO), and print/digital (Seattle Times, The Stranger, Seattle Met, Seattle Bike Blog, Puget Sound Business Journal, Seattle Daily Journal of Commerce, **Seattle Chinese Post, and Seattle Chinese Times**).

Reporting Prompt for Misparking or Vehicle Damage: Before every ride, riders are prompted to report any misparking or vehicle damage so that Lime can respond immediately, preventing idle or damaged vehicles on Seattle's streets.

Visitor Notification: When a rider from outside Seattle logs on in the City, they will receive a pop-up notification in the Lime App with the City's riding and parking rules.

Helmet Selfies: At the start of each trip, the rider receives a notification to take a "helmet selfie." If the rider is wearing a helmet, they will be rewarded with $1 Lime credits for their next ride. Lime also distributes free helmets at our events and through community partners, and we are committed to distributing 1,000 free helmets to Seattle riders - particularly those in rent-restricted units managed by Interim CDA, Chief Seattle Club, or King County Equity Now.

Impaired Riding Test: Lime has proactive systems to discourage or prevent drinking and riding. From 10pm to 5am daily, Seattle riders must perform a reaction-time task in the app and see advisory messages before unlocking a vehicle. If needed, Lime can establish temporary or permanent curfews or remove vehicles to further prevent impaired riding.
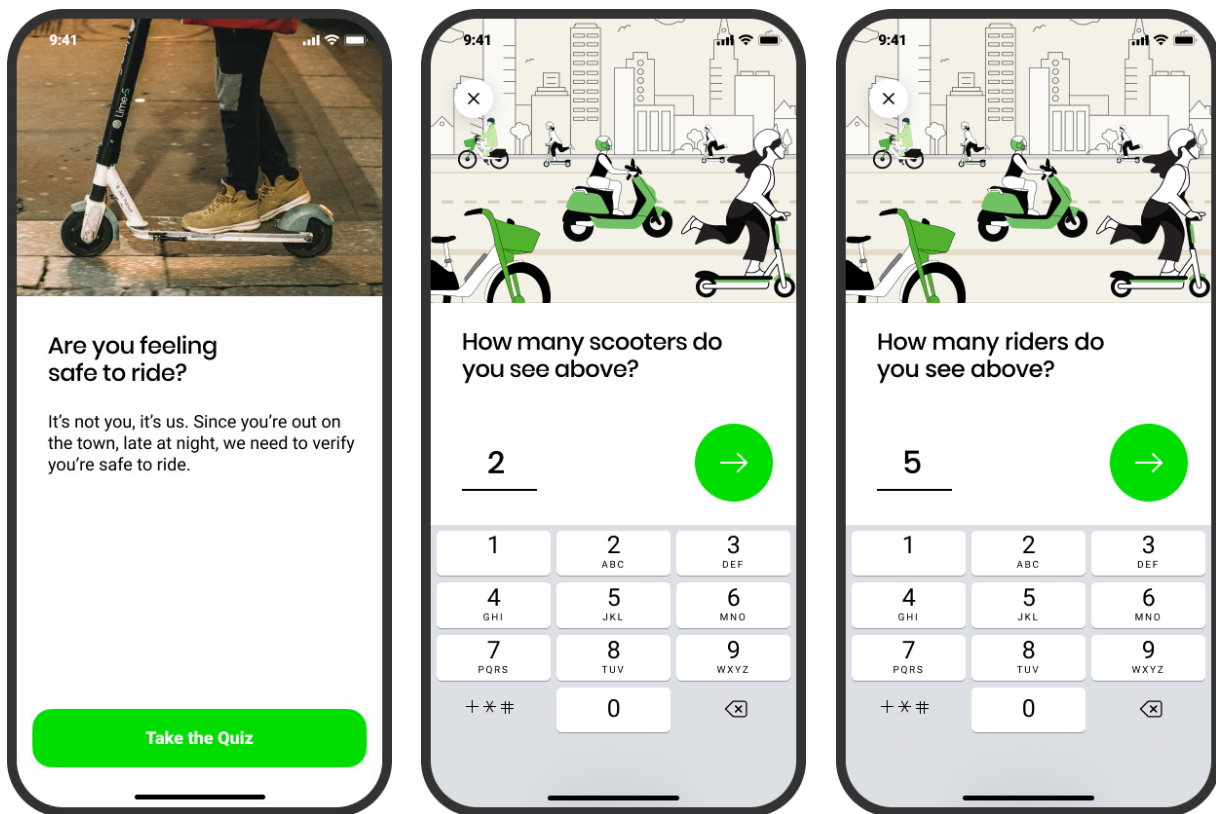
Excerpt of our Impaired Riding Test, which riders must pass before late night riding.

Public Signage: With the City's permission, Lime can place user education signs adjacent to corrals and in store fronts (with permission), and on the pavement (with decals) to further educate riders on proper riding and parking. In addition to physical signage, the corrals will also be marked with a "P" in the rider app. Images and additional information are provided in **Section A-P5.**

Safety Portal: Our safety portal website (safety.li.me) includes how-to-ride video tutorials, a customer service request form, a discounted safety equipment store, and a signup form for our Digital First Ride events. Every week more than 4,000 people visit our safety portal.

During the Ride

On-Vehicle Education: Based on survey data and direct feedback, we found that some users learn best from information posted on the vehicle itself. Consequently, we have placed our customer service contact information and safety messaging on the stem of each e-scooter, including the Seattle-specific information as needed. Images and additional information are provided in *Section A-O13.*

Training Mode: "Training Mode" allows the rider to reduce their maximum speed to 8 MPH while they become more confident riders. Upon signup, all new riders must take their first trip in Training Mode, which they can continue to leave on, or turn off on future trips.

LimeVision Sidewalk Riding Detection: Lime has already implemented sidewalk detection in Seattle and, as discussed in *Section A-ES1.1*, Lime will add our LimeVision video sidewalk detection to our new Gen 4 fleet this summer.

Audio and Visual Notifications: Lime is the only vendor to provide an on-vehicle LED screen with geofenced zone notifications, battery level, and other data sets. We also provide audible notifications and haptic feedback for violations such as sidewalk riding.

Real-Time Accident Detection and Response (RADAR): Since we cannot eliminate all risk, Lime stands behind our riders when an incident occurs. 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 — such as sudden braking, vehicle falling down, or extreme vibration — 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.
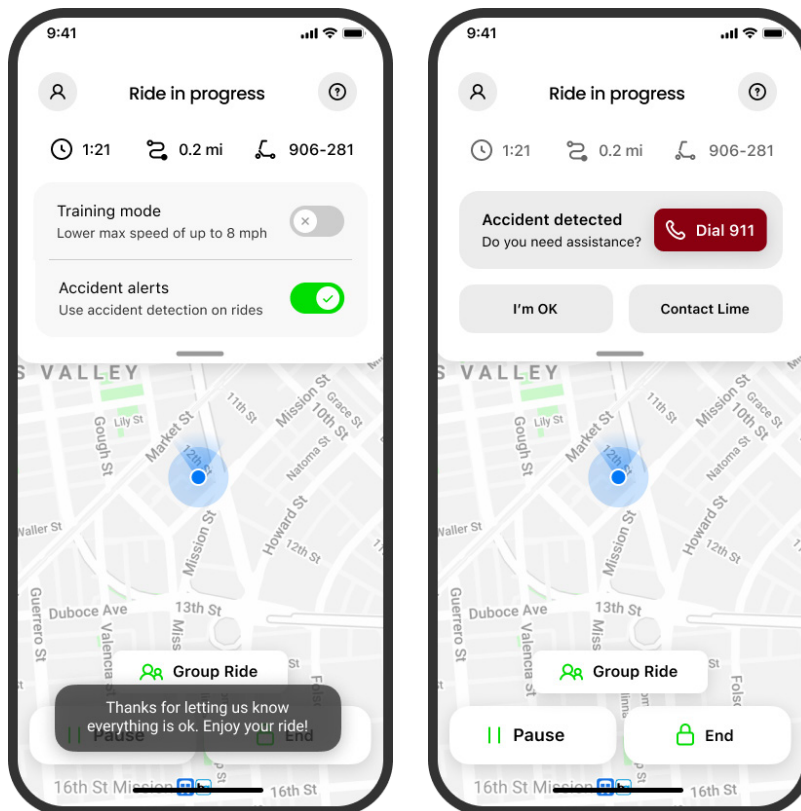
RADAR Accident Detection

After the Ride

Photo Prompt: As discussed in *Section A-P5*, Lime prompts every rider at the end of their ride to take a photo to document proper parking.

Post-Ride Quality and Safety Rating Prompt: Lime prompts every rider at the end of their ride to rate their ride from zero to five stars, and report any issues.

Audits, Incentives, and Fines: To validate proper parking, Lime will implement automatic parking recognition technology and we audit end-of-ride parking photos. Based on these metrics, we provide Lime credits to riders that park properly. To create a culture of accountability, we penalize improper parking. Riders are assessed fines for poor parking or riding behavior after the first infraction, including violations of Seattle's rules and regulations.

Progressive Discipline Policy

OFFENSE 1	OFFENSE 2	OFFENSE 3	OFFENSE 4	OFFENSE 5
WARNING	**$10 FINE**	**$25 FINE**	**1 WEEK SUSPENSION**	**PERMANENT SUSPENSION**
Email Message • Informs riders of the infraction. • Notifies riders of a fine upon the next infraction. • Provides safety tips.	**Email Message** • Informs riders of the infraction and $10 fine. • Notifies riders of a fine higher ($25) fine upon the next infraction. • Provides safety tips to aviod fines.	**Email Message** • Informs riders of the infraction and $25 fine. • Notifies riders of a temporary account suspension upon the next infraction. • Provides safety tips to aviod fines.	**Email Message** • Informs riders of the infraction and a one week suspension. • Notifies riders of a permanent account deactivation upon the next infraction. • Provides safety tips to avoid fines.	**Email Message** • Informs riders of repeated violations. • Notifies riders of account deactivation. • Emphasizes the need for courteous and compliant parking practices.
In-App Message: • Informs riders of the infraction and provides safety tips to avoid fines.	**In-App Message:** • Informs riders of the infraction and fine. • Provides safety tips to avoid fines to avoid fines.	**In-App Message:** • Informs riders of the infraction and fine. • Provides safety tips to avoid fines to avoid fines.		

New Rider Email: Lime will email every rider registered outside of Seattle with the City's safe riding rules.

Continuing Education: We provide regular ongoing messaging and reminders covering safety tips, parking information, and City-specific rules, including where riding and parking are permitted and prohibited. These reminders are sent via a variety of channels, including in-app messaging, text messages, and e-mail. We also send messages based on specific triggers, like geographic area (notifying a rider of entering or leaving a geofenced zone), time of day, special events, and more.

**Safe Rider Scorecard:** Providing transparent, timely feedback is a proven mechanism for behavior change. Our new 'Safe Rider Scorecard' includes metrics including 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.
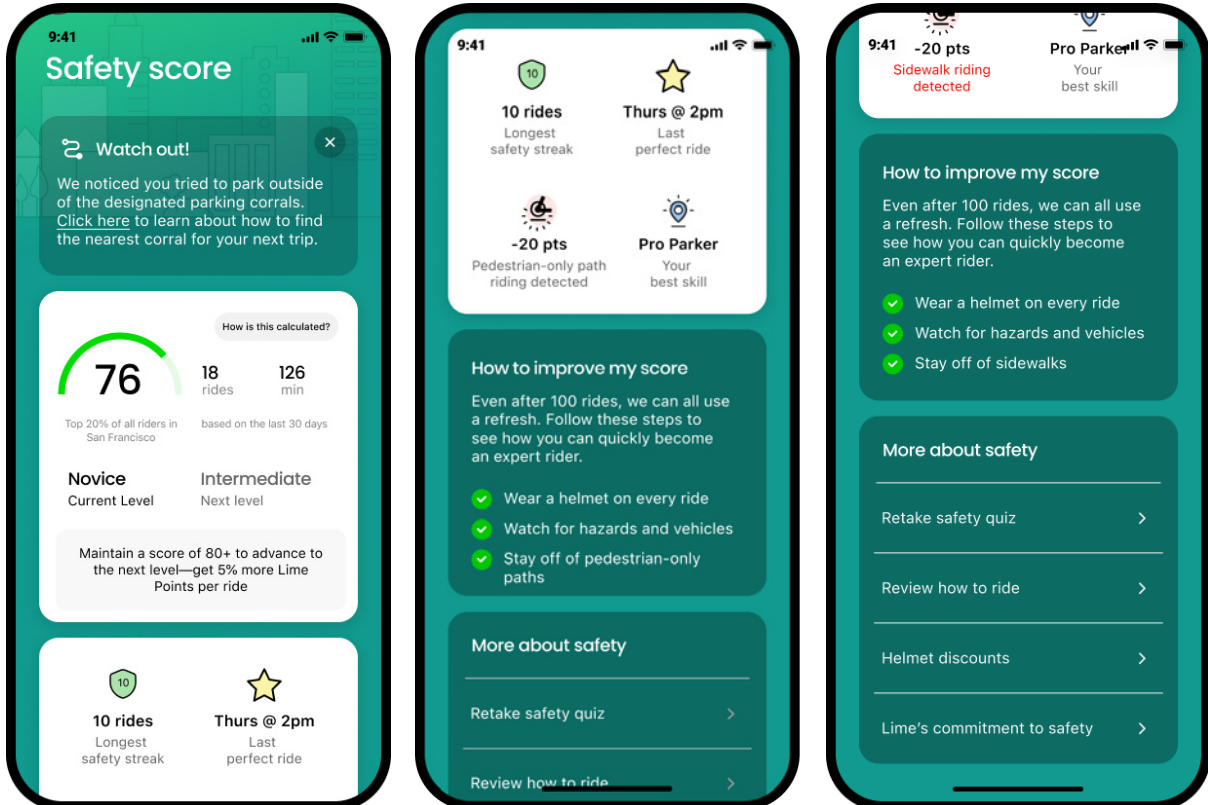
Case Study: San Francisco Multichannel Sidewalk Riding Prevention Campaign
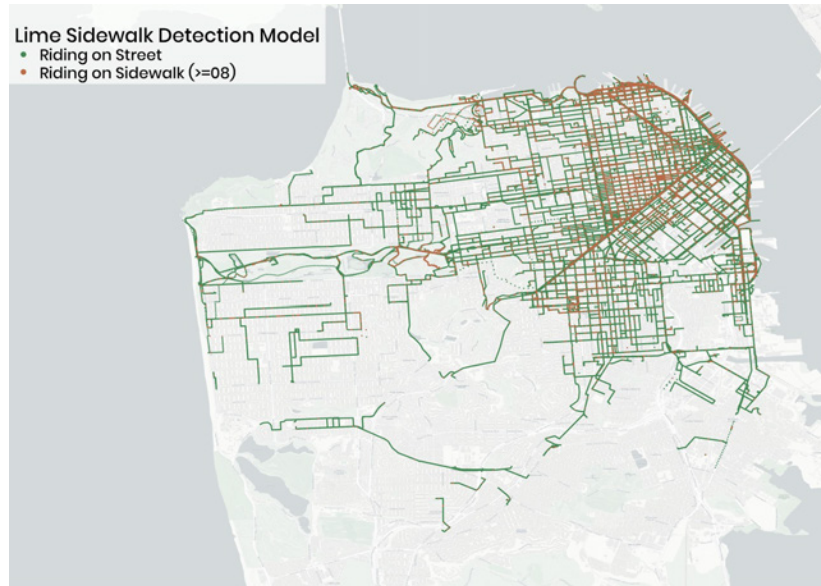

Lime evaluated sidewalk riding detection data from San Francisco from March 8-19, 2021. Our data showed that users were properly riding in the street more than 93% of the time, but Fisherman's Wharf, North Beach, and the Tenderloin saw increased incidents of sidewalk riding. Based on this data, we undertook supplementary education initiatives targeting these areas, including:

o   On-street staffing at high-traffic locations like the Embarcadero, Fisherman's Wharf, Aquatic Park, Union Square, the Financial District, and Soma, to directly educate riders.

o   Paid marketing at 22 locations in the high-sidewalk riding areas reminding riders to use the bike lanes. Our marketing campaign reached an estimated 1,447,360 people weekly.

o   Assessing fines and bans for misuse. To date Lime **has assessed more than $165,000 in fines to riders behaving in violation of San Francisco's rules and regulations**.

As a result of these efforts, our data showed that sidewalk riding decreased from 6.54% to 4.78%. A 2% drop in such a low starting percentage shows that we were able to target our interventions to the right riders, further reducing the already uncommon behavior of sidewalk riding.

We ran out-of-home advertisements reminding riders to use the bike lanes at 22 locations in the high sidewalk riding areas.
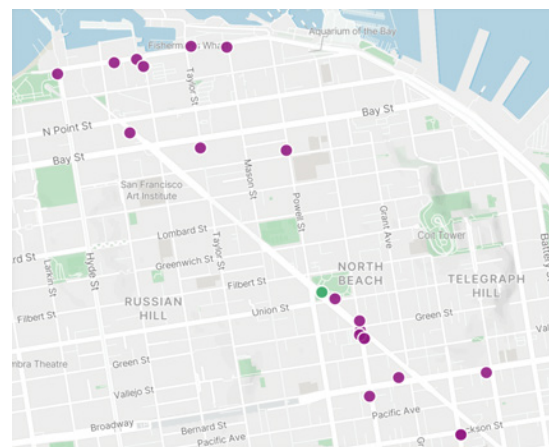
Lime's San Francisco Out-of-Home ad campaign reminding riders in high sidewalk riding areas to use the bike lanes.

A-O16 Attach a description of the plan to inform riders and prospective riders in equity focus neighborhoods (described in G2(d).7), people with disabilities, people experiencing homelessness or housing insecurity, LGBTQ people, women and girls, youth, and seniors about the equity elements described in Requirement O7.4(b). Describe how the company has reached equity focus neighborhoods, including any relationships or partnerships established with community groups, in Seattle during the pilot period and/or in other jurisdictions.

Lime is dedicated to helping Seattle provide mobility for all. Our Equity Program ensures that appropriate vehicles are available and affordable, and addresses underlying issues like awareness, safety, and familiarity so that everyone in Seattle feels comfortable using Lime for their daily transportation needs.

We are keenly aware of how Seattle's community needs have increased over the past few years. In designing our 2022 Equity Program, Lime focused on:

○ Partnering with organizations like Interim CDA, King County Equity Now, and Chief Seattle Club, which are addressing Seattle's most pressing issues, particularly providing access to affordable transportation for our houseless friends and neighbors.

○ Partnering with organizations like Duwamish River Community Coalition, King County Equity Now, and Interim CDA which are led by members of Seattle's diverse community, living the maxim "nothing for us, without us."

○ Creating specific programming to increase awareness and program participation by people underrepresented in Seattle's program, like people with disabilities, LGBTQI+ people, women and girls, youth, and seniors.

We built our 2022 Equity Program on a solid foundation of ongoing community engagement. Since coming to the City, we have worked with community organizations like Seattle Neighborhood Greenways, Cascade Bicycle Club, Duwamish River Community Coalition, offered low-income fare programs, and consistently served all of Seattle's neighborhoods. We participated in a First Ride event for King County Promotores Network (KCPN) which was hosted by the Legacy of Equality, Leadership, & Organizing (LELO), Asian Pacific American Labor Alliance (APALA), the Filipino Community of Seattle (FCS), and SDOT on October 30, 2021. We also participated in a First Ride event as part of SDOT's "Flip Your Trip" campaign in West Seattle on October 2, 2021. (See *Appendix 1* for letters of support.)

Through our LimeHero Program, our riders rounded up their fares and donated over $5,000 to Seattle Neighborhood Greenways, which Lime also supports through financial contributions and joint programming.

A complete list of our recent and planned community engagements over the past permit period is included in *Appendix 7*.
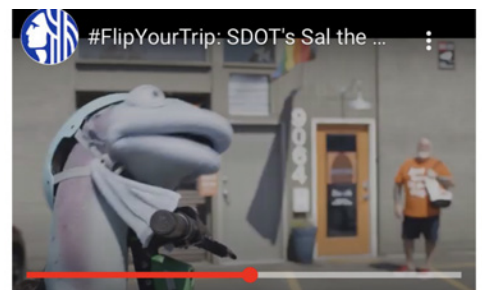
Our 2022 program includes:

Serving All Riders

○ **Reliable Service in Equity Focus Neighborhoods:** As discussed in *Section A-02*, Lime provides reliable service to help the City fulfill its Program goals. In 2022, Lime will expand our deployment in Equity Focus Neighborhoods to 15%. This increase will enable us to ensure reliable transportation in neighborhoods like South Park, Highland Park, Delridge, and Rainier Valley, and increase connectivity to high frequency transit.

○ **Multimodal Fleet to Serve Seattleites of All Abilities:** Lime currently provides e-bikes and standing e-scooters in Seattle. In 2022, Lime plans to partner with the City and local disability groups like Outdoors for All Foundation to design and deliver an accessible vehicle service to meet the needs of differently abled Seattleites. **Subject to the guidance from Outdoors for All and permission of the City, we anticipate providing accessible vehicles like the three wheel seated models for home delivery and to pilot our Citra seated e-scooter for rental in the street.** Designed according to Universal Design principles, the Citra empowers even more Seattleites with access to micromobility.

With City permission, our three wheel models will be available for free home delivery and our Citra seated model will be available for on-street rental.

Ensuring Affordability

○ **Free Low-Income and Accessible Vehicle Rides**: Since coming to Seattle, Lime has provided a low-income program, LimeAccess, offering 70%+ off of our standard fares. To date, LimeAccess riders have taken over 60,000 trips in Seattle. For 2022, we are reducing costs further, providing five free 30-minute rides per day (and 50% off each minute thereafter) to people receiving any Federal, state, or local subsidy programs, including the programs in O4.2. Rides on our on-demand delivery accessible vehicles are also free to qualified Seattleites.

○ **Reducing Barriers Through Zone Pricing and Automatic Enrollment:** In addition to our individual LimeAccess program, **for 2022 Lime is bringing our Zone Based Pricing to Seattle. We will offer $0.10 to unlock (discounted from $1.00) and $0.30 per minute for all rides starting in the South Park area.** We are working with the "Flip Your Trip" campaign and Duwamish River Community Coalition to raise awareness of this initiative. The discount is automatically applied, with no need to enroll in LimeAccess. We anticipate working with King County Equity Now, Interim CDA, and Chief Seattle Club to auto-enroll Seattle affordable housing residents directly in LimeAccess, without having to register with Lime. We designed zone pricing and auto-enrollment in response to feedback from our community partners that submitting documents to Lime or lack of digital access might prevent some people from benefiting from Lime's low-income programs.

Increasing Participation

- **Education & Marketing**

Lime has done multilingual, multimedia outreach to explain our service and promote our equity programming like LimeAccess. For example, Lime distributed in-app messages promoting our LimeAccess programs. To reach non-enrolled Seattleites, we have partnered with organizations like the Duwamish River Community Coalition, Flip Your Trip, and King County Equity Now to distribute more than 1,000 of our LimeAccess handouts in English, Spanish, Somali, Vietnamese, Cambodian/Khmer, and Somali. The multilingual flyers included safe riding messaging and LimeAccess enrollment instructions. See *Section A-O17* below for images of the flyer content. Using the "power of parents," we also distributed our flyer electronically through Parent-Teacher Associations. **As a result of these efforts, our LimeAccess enrollment has doubled since 2021.**

For 2022, Lime will invest $30,000 to expand our outreach to promote our LimeAccess programs, accessible vehicle program, and messaging to reduce misparking, sidewalk riding, and blocking rights-of-way. In addition to standard media outlets, Lime works with our community partners to disseminate our messaging. For example, we are purchasing ad space in Cascade Bicycle Club's "Braking News" newsletter to advertise LimeAccess to 90,000 readers.

We will also conduct quarterly First Ride safety events at low-income housing complexes - in partnership with the Interim CDA and Chief Seattle Club - and other Equity Focus Neighborhoods in collaboration with our LimeHero partner, Seattle Neighborhood Greenways and Flip Your Trip. If selected, we already have two First Ride events planned for neighborhoods in our new LimeAccess Zone Pricing areas: June 4 in southwest Seattle hosted by Flip Your Trip and the Duwamish River Festival in South Park.

> **Boosting Mobility for Affordable Housing Residents:** Lime is partnering with Interim CDA, serving the Seattle International District, to disseminate information in multiple languages on LimeAccess to the tenants of Interim CDA's affordable housing developments and participants in their financial literacy program and case management services. We are also working on on-site First Ride safe riding and LimeAccess enrollment events at Interim CDA facilities.

- **Reaching Non-English Speakers:** Lime provides information in multiple languages so that we can communicate with riders and non-riders in languages they are most comfortable with, including Seattle's Tier 1 languages. See *Section A-O17* for details.

- **Overcoming Digital Barriers:** To overcome digital barriers, riders can use our cash and alternative payment functionality and text-to-unlock capability. See *Section A-O9* for details.

- **Increasing Participation by Groups Historically Underrepresented in Seattle's Program:** According to the Seattle E-Scooter Share Pilot Evaluation, only 33% of riders identified as women and the majority were under 34. To help address these disparities, and support minorities in transportation, Lime is:

  - Expanding our vehicle range to include accessible vehicles, appealing to those who may not be able to use standing e-scooters.

  - Partnering with the Seattle YWCA to host First Ride events and LimeAccess enrollment.

  - Providing free rides and helmets at the Women in Transportation international meeting in Seattle on May 20, 2022.

  - Sponsoring Cascade Bicycle Club's Ride for Major Taylor event which raises funds to increase recreational cycling among Black youth in Seattle and the broader Puget Sound region.

- **Engaging the LGBTQI+ Community:** Lime is a member of the Greater Seattle Business Association (GSBA), representing LGBTQI+ businesses and allies. We will promote micromobility use and LimeAccess through their member communications and co-sponsor events, upon GSBA resuming in-person events.

A-O17 Attach a description and illustrative images of the plan to provide the Tier 1 language support described in Requirement O7.2 and the marketing documentation described in Requirement O7.4(a). Attach examples of language support and describe how you reached people who speak Tier 1 languages if in Seattle and/or how you reached people who speak languages other than English as requested by other jurisdictions.

Lime's in-app, text, and email customer support operations are available in all of the City's Tier-1 languages including English, Spanish, Cantonese, Mandarin, Somali, Tagalog, Korean, and Vietnamese. Our live phone customer service is available in many of the same languages (Spanish, Mandarin, and Korean), as well as German, Tagalog, French, Italian, Portuguese, Hungarian, Hebrew, Polish, Romanian, Czech, Swedish, Finnish, Danish, and Greek. Likewise, we translate many of our marketing and education materials to the language that is most comfortable for the communities we serve (see examples below), and illustrate our messages with simple graphics.

Lime successfully used multilingual outreach to promote LimeAccess enrollment and educate riders on safe and courteous operation. For example, we distributed 1,000 of our LimeAccess handouts in English, Spanish, Somali, Vietnamese, Cambodian/Khmer, and Somali through Duwamish River Community Coalition, Flip Your Trip, and King County Equity Now and distributed our flyer electronically through Parent-Teacher Associations. **As a result of these efforts, our LimeAccess enrollment has doubled since 2021.**

*Example of multi-lingual Lime messaging. More examples can be found in **Appendix 6.***

A-O18 Attach a description and illustrative images of any other appropriate equity-related goals, strategies, or actions proposed with respect to Requirements O7.4(d). Cite examples the company has implemented Seattle and/or in other jurisdictions.

Fleet management, operations, staffing structure, and policies

Lime Seattle

| **20**	**6**	**6**
Full-Time Local Operations Team Staff	**Full-Time Lime Central Team Support Staff**	**Logistics Partners**
Manage day-to-day program operations and maintenance.	Provide communications, legal, customer service and other support functions to the San Diego Program.	Subcontractors that support and augment the local operations Team.

Equity and opportunity must go together. COVID-19 and automation have had a devastating impact on Seattle's workers with a high school education or less, communities of color, immigrants and refugees, and young adults.[13] Since 2017, Lime Seattle has provided opportunities for people from all backgrounds to learn new skills and advance. More than a job, Lime pays a living wage of $20-24 per hour plus weekly bonuses based on performance - with benefits and opportunities for advancement.

" "
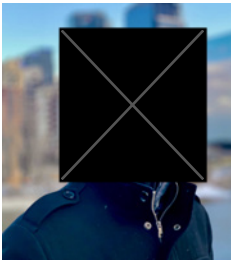
"Our Seattle staff takes pride in maintaining the Lime micromobility fleet to be safe and effective for everyone, whether they are actively using Lime vehicles or simply strolling Seattle's streets. We work closely with the local Lime team to ensure vehicles are charged and ready for use. Lime's commitment to making certain Seattle has a robust and functional micromobility program all Seattleites can be proud of, including our team members, is something we greatly appreciate."

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For 2022, our 20 person in-house Operations Team is augmented by Logistics Partners that provide in-field battery swapping services. **Lime is transitioning our workforce, and we will not use gig workers or franchisees in providing our Seattle service.** Except for battery swaps and rebalancing vehicles, all other in-field and in-warehouse tasks including battery charging are completed by our in-house Operations Team, enabling us to maintain the highest level of quality control.

Finally, our Seattle Team is supported by our Central Team, several of whom are based in Seattle, including ▨▨▨▨▨▨▨▨▨▨ ▨▨▨▨▨▨▨▨▨▨▨▨. Our Central Team provides customer service, communications, engineering, hardware, and legal support to the local program.

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[13] http://www.seattle.gov/office-of-economic-development/workforce-development/future-of-work

"Seattle has been home for my family and me since January 2017. I feel special ownership over my hometown fleet and making sure it is our best. When I see a misparked vehicle, I stop what I am doing and fix it myself!"

- ⬛⬛⬛⬛⬛⬛⬛⬛⬛⬛⬛⬛

Hiring Practices: Lime has a proven track record of hiring locally and offering opportunities of advancement to individuals that have been marginalized due to their backgrounds. In Seattle, we are working with the King County Workforce Development Council to identify qualified candidates for future roles.

Living Wages, Benefits, and Career Development: All members of our Seattle Operations Team and our Logistics Partners are W-2 employees. Our Seattle Operations Team members earn **$20-24 per hour**, well above Seattle's Wage Ordinance, with overtime, performance-based raises, and cost-of-living increases. In addition, all workers have access to affordable **health insurance, 401K, and other benefits.** We have also built a development path for our Operations Team members who excel at meeting the objectives of the Seattle program.

Non-Discrimination: Lime is an equal opportunity employer and does not discriminate against employees or applicants for employment.

Lime believes that a commitment to equal opportunity and diversity begins at the top. Lime's Regional General Manager, Head of Operations, and Government Relations Senior Manager identify as women, and our Government Relations Senior 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.

Labor Harmony: Lime has never had a labor or service disruption in any program due to our strong relationship with our team members. We recognize the rights of workers to organize and join unions pursuant to the National Labor Relations Act. Lime acknowledges the City'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 is also committed to a diverse supplier base and extending our corporate values through our supply chain.

Requiring suppliers to adhere to Lime's social and environmental practices: Not only is Lime committed to our own social sustainability, in order to do business with Lime, our subcontractors and suppliers must uphold our ideals as well. Our corporate Code of Conduct requires that our suppliers and their supply chain comply with our diversity, nondiscrimination, healthy and safe working conditions, and environmental stewardship commitments. When we onboard a supplier, they receive a score for compliance with these requirements. In selecting suppliers, we look at these factors in making our decision. For subcontractors that provide services for Lime, they must sign a contract that commits them to paying a fair wage, providing a healthy and safe workplace, and adhering to our environmental requirements.

Availability of helmets

To further address the disparity in road safety experienced by people of color, through our Helmets for All plan, we will work with our community partners to distribute helmets in Black and Brown and immigrant communities, regardless of whether the recipient uses a personal or a shared vehicle. See **Section A-O11** for additional details on this program.

Racial and social equity generally

In addition to working with the communities we serve to promote equity, Lime is also doing work internally to advance equity 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, as we anticipate doing in Seattle. Lime's entire staff participated in a presentation by Aria Sa'id, founder of San Francisco's Transgender District, on the community and transportation needs of the 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 Seattle 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.

We have also stood with communities of color against the rash of violence and hate that has erupted in the United States. Lime has consistently taken a firm public stance against these acts of hate, supporting the Black Lives Matter movement and denouncing the attacks on Asian-Americans, just to name two. We have used our platform to speak out against intolerance and provided financial support to nonprofit organizations working systemically to address our societal ills.

> *Key to Lime's commitment to equity is letting all the communities we serve know that Lime supports them in their times of need.*

A-D Data

A-D1 Provide the plan for providing SDOT an accurate VMT report, as described in Requirement DS1(c). Describe how the company has completed this in Seattle or in other jurisdictions.

Lime will submit a VMT report to Seattle in accordance with Requirement DS1(c). We recently completed a similar report in San Francisco, which included the following information: current vehicle count, fuel type, mileage for each vehicle, and total mileage. We will include this data for both Lime's in-house fleet and our LP's fleet to ensure the City gets a full picture of the mileage required for Lime's service.

In addition, Lime noted in the E-Scooter Share Pilot Evaluation that the City is seeking additional carbon emissions data and developing a multimodal carbon calculator. Lime wants to be a strong partner in this endeavor. Through our Insights Dashboard, that the City has access to, the City can see the carbon emissions saved at any time.

In addition, **we are the only operator to commit to a science-based target across our entire business (Scopes 1, 2, and 3 emissions)[14] and to be net zero by 2030**. For this commitment, we must create robust documentation and our carbon reductions are externally validated by the Science Based Target Initiative (SBTi). This is the most rigorous corporate climate standard, one that disallows the use of carbon offsets in order to ensure corporate commitments are commensurate with the climate crisis we face. Lime is happy to provide, as part of our VMT report, more detailed carbon emissions data.
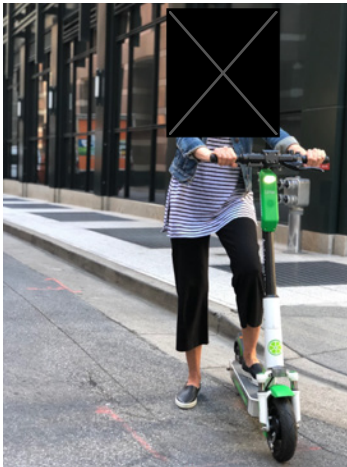
"When I left a career of public service, I was committed to continue working to address the most pressing issue of our time, our climate crisis. We need scalable solutions now, and Lime is providing just that. And they are doing so with a conscience: they have committed to being part of the solution through powering their fleet on 100% renewable energy, and through a relentless drive toward continuous and aggressive improvement of their life cycle impacts. I'm proud to be working with Lime in this global sustainability effort."

A-D2 Describe the ability to participate in mobility as a service (MaaS) integration, particularly as it pertains to participating in the Transit Go Rewards App with King County Metro, and/or other potential integrations.

Through fare integration, Lime riders can plan and pay for multimodal journeys in one step.

Lime has more than 18 MaaS integrations with public and private transportation providers, offering riders the ability to plan and pay for multimodal journeys in one step. Lime's Seattle team has already had three meetings with King County Metro and their consultant, Velocia, to plan for the integration project. We have set a goal to enter into the appropriate data sharing agreements and plan to complete the integration during the third quarter of 2022.

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[14] Scope 1 emissions cover direct submissions from owned or controlled sources; Scope 2 emissions cover indirect emissions from the generation of purchased electricity, or other energy consumed by the company; and Scope 3 emissions include all other indirect emissions that occur in a company's value chain.

Lime's MaaS Partnerships at a Glance

CONFIDENTIAL, PROPRIETARY, AND/OR TRADE SECRET

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Lime's support of multimodal trips

Our MaaS integration is only one component of our three-pronged approach to encouraging multimodal trips and first- and last-mile connections:

Planning and Payment Integration | **Vehicle Deployment and Parking** | **Discounted Fares**

Planning and Payment Integration

Lime has more than 18 MaaS integrations with public and private transportation providers, offering riders the ability to plan and pay for multimodal journeys in one step.

> ### Case Study: Jelbi Integration, Berlin

We recently announced Lime's first end-to-end integration partnership with BVG (Berlin's public transit agency). Lime scooters are now available to reserve and book directly in BVG's MaaS application (Jelbi). We will also be adding support for e-bikes.

Our partnership also includes access to 17 shared mobility parking hubs (pictured below) which are dotted around the City, and we were featured in the launch of the latest location in a suburb of Berlin. You can read more about all of this on our blog, here. Or here in the Berliner Morgenpost.

This underscores our commitment to working closely with the City on their goal of bringing micromobility to the outskirts of Berlin and making it more accessible to transit customers.

Uber Partnership

In addition to transit integration, Lime already has a partnership with Uber in Seattle which encourages riders to book 1-2 mile trips on a Lime e-scooter.

New for 2022: Uber will also provide first-ride incentives to Seattleites who book a scooter ride on the Uber app for the first month. We have already launched this incentive in Washington DC., Columbus, Austin and Los Angeles, and saw a 6%+ increase in Lime rides through the Uber app.

Vehicle Deployment

Lime deploys and rebalances vehicles to facilitate first- and last-mile trips

Lime prioritizes vehicle deployment and rebalancing vehicles to corrals near key transit stops. We also focus our rebalancing efforts to ensure that vehicles are available at the appropriate locations during commuting hours.

Lime places additional vehicles in neighborhoods with greater residential population and concentrations of housing with zero or very low vehicular ownership to increase access to high-frequency transit

As shown on the map and table in *Section A-O1*, Lime distributes our vehicles in more residential areas throughout Seattle than other providers. These neighborhoods are more residential and have low vehicular ownership. We also prioritize e-bike deployment in these neighborhoods to make longer connections to high-frequency transit easier.

New for 2022: We are increasing our Equity Focus Neighborhood deployment to 15% of our fleet, ensuring we can improve connection of more distant neighborhoods like Rainier Valley, South Park, and South Delridge to high-frequency transit.

Lime co-locates parking at transit stops for seamless multimodal transfers

Lime focuses vehicle deployment and parking at transit stops like Capitol Hill, UW, and Westlake Stations.

New for 2022: Our team has met with King County Metro and their consultant, Velocia, on three occasions to plan for the integration project. Lime has the ability to provide the necessary API integration or CSV file exchange to verify rider accounts and trip behavior for the purpose of incentivizing the use of micromobility as a first- and last-mile connection with transit. Additionally, Lime has requested that Velocia provide monthly reports to our team so that we can evaluate the effectiveness of each campaign, which will help inform future planning. We have set a goal to enter into the appropriate data sharing agreements and plan to complete the integration during the third quarter of 2022.

Lime provides discounted fares at transit stops and during commuting hours

Lime already provides our "LimePass" discounted frequent rider passes to encourage riders to regularly shift trips from cars to Lime.

New for 2022: Lime will implement our "commuter time" discounts, which discount trips by 25% during the hours of 7a-10p Monday through Friday. In Nashville, where we implemented this program in June 2021, Lime saw a 34% increase in commuting trips.

A-D3 What version of Mobility Data Specification is the company using?

Lime will provide the City of Seattle with real-time, raw data on our fleet via Mobility Data Specification (MDS) API and General Bikeshare Feed Specification API. The MDS API[15] and GBFS API[16] provide data on use, location, distance, and routes.

We provide MDS Provider to over 130 other cities across the world and are supporting the latest major MDS release (version 1.0.0). While MDS Provider is the most commonly used and requested MDS endpoint, we have successfully implemented MDS Agency and MDS Policy/Geography in the following markets:

Endpoint Type	City
Agency	Four markets, including London, Los Angeles, New York, and San Jose
Policy & Geography	Two markets fully integrated: London and New York. Multiple markets partially integrated: Long Beach, Baltimore, Sacramento, Brussels, Zurich

---

[15] More information about MDS data sharing can be found here: https://github.com/limebike/data-sharing#goals
[16] More information about the GBFS specification can be found here: https://github.com/NABSA/gbfs/blob/master/gbfs.md

A-D4 Are the vendor's General Bike Share Feed Specification (GBFS) feeds public?

Yes. Lime has provided a public GBFS feed to Seattle, as detailed in **Section A-D3.**

A-5 Attach the disclosure language to which riders must agree, as described in Requirement DS5.

We always share our Privacy Policy with all new riders, and we will re-share Lime's Privacy Policy with existing Seattle riders in accordance with Requirement DS5. In addition, as shown below, Lime requests riders' express permission for any new data access. Lime's Privacy Policy is attached as **Appendix 8**, as well as more information on how we protect rider data.
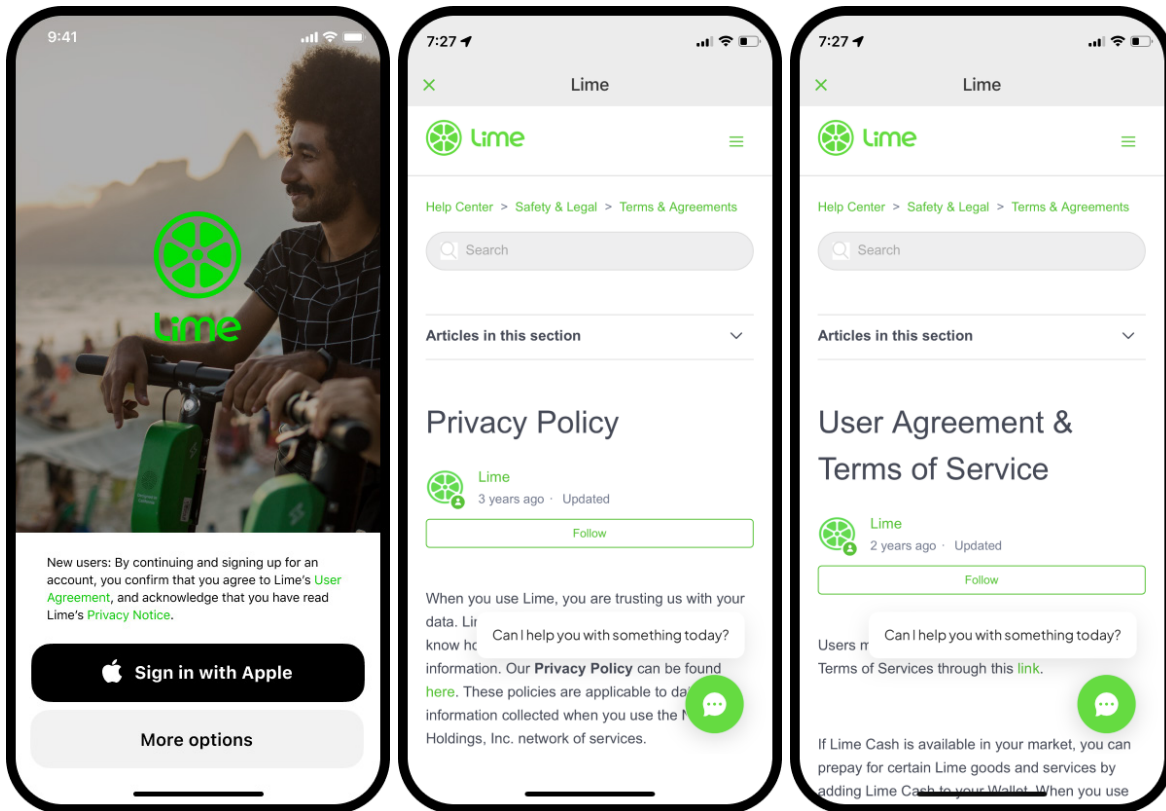
APPENDIX

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Appendix

Appendix 1: Letters of Support

DUWAMISH RIVER
COMMUNITY COALITION

Elevating the voices of those impacted by the Duwamish River pollution and other environmental injustices to advocate for a clean, healthy, and equitable environment for people and wildlife. Promoting place-keeping and prioritizing community capacity and resilience.

March 23, 2022

Kristen Simpson, Interim Director
Seattle Department of Transportation
P.O. Box 34996
Seattle, WA 98124

Dear Director Simpson,

On behalf of the Duwamish River Community Coalition, please accept this letter of support for Lime's permit application to continue operating e-bike and scooter-share in the City of Seattle. Our organization's mission is to elevate the voice of those impacted by the Duwamish River pollution and other environmental injustices for a clean, healthy, equitable environment for people and wildlife. We promote place-keeping and prioritize community capacity and resilience. We recently began working with Lime, and have found that the company's goals for enhancing transportation equity were aligned with our mission. We look forward to working with Lime in 2022 and beyond as they seek to increase ridership among underserved communities.

In our conversations with the Lime team, it was evident that the company sees equitable access to carbon-free transportation as an essential component of their mission. We were pleasantly surprised to learn that the Lime Access program providing free rides to Seattle residents is wholly subsidized by Lime, and that the company desires to see increased enrollment and usage of the program. To that end, Lime has provided handouts on the program in five languages to our staff so that we may help spread the word in our outreach activities. Additionally, we have reached out to PTA leaders of Title I schools in our communities and connected them with Lime staff who share information about Lime Access with those constituencies as well.

Duwamish River Community Coalition is excited about our new relationship with Lime, and we look forward to their participation in the Duwamish River Festival this Summer. We respectfully encourage your strong consideration of Lime's permit application to operate shared mobility in Seattle.

Thank you for your consideration.

Best regards,

Paulina Lopez

Executive Director, Duwamish River Community Coalition

7400 3rd Ave S.   contact@DRCC.org
Seattle, WA 98108   www.DRCC.org
206.251.2038   @DRCC_org

Seattle Neighborhood Greenways

3/28/22

Kristen Simpson, Interim Director
Seattle Department of Transportation
P.O. Box 34996
Seattle, WA 98124

Dear Director Simpson,

Please accept this letter of support for Lime's Street Use Permit application to continue operating shared mobility in the City of Seattle. As you know Seattle Neighborhood Greenways' mission is to make every neighborhood a great place to walk, bike, and live.

We would be pleased to see Lime's permit renewed so that a robust offering of e-bike and scooter-share can continue to be available for Seattleites. They are the only company currently offering a useable e-bike in Seattle (we don't believe that Veo's scooters should be classified as bikes), which has been a fantastic way to introduce people to the joy of e-bikes for the first time.

We also appreciate Lime's long-term commitment to Seattle, as they were one of the first dockless companies to begin operating in Seattle after Pronto, and has proven a commitment to serving our community ever since. They have partnered with us as their "Lime Hero" partner, and have been looking into partnering with other organizations to help making bike/scooter share more accessible. Having companies that are willing to stay in the market for multiple years means that people get to know how to use their system, and indicates a commitment by the company to providing real transportation solutions.

Seattle Neighborhood Greenways looks forward to continuing our work with Lime and we urge your favorable review in the permit application process.

Thank you for your consideration.

Best regards,

Gordon Padelford
Executive Director
Seattle Neighborhood Greenways

Pedal Movement
One Revolution at a Time™

March 30, 2022

Kristen Simpson, Interim Director
Seattle Department of Transportation
P.O. Box 34996
Seattle, WA 98124

Dear Director Simpson,

Please accept this letter of support for Lime's Street Use Permit application to operate e-bikes and scooters in Seattle. Pedal Movement is focused on helping communities become sustainable and accessible through bicycles and other forms of micromobility. We have the pleasure of working with Lime to serve the Seattle community as Lime's logistics partner, responsible for assisting Lime with daily system operations. We look forward to contributing to Lime's efforts to meet the City of Seattle's objectives for the shared mobility program.

As Lime has transitioned away from the "juicer" model for vehicle charging, Pedal Movement has stepped in to perform battery swapping and other tasks to ensure regular uptime for the Seattle community. We offer full-time career opportunities and our team (currently numbering four as we actively hire) are W2 employees who receive healthcare and retirement benefits. We recently joined Lime to participate in a discussion with WorkSource Business Services on how we can utilize those resources to recruit and source local talent. In addition to our desire to contribute to quality of life in Seattle through enhancing transportation equity, we are also committed to recruiting staff from the community we serve.

We respectfully encourage your favorable review of Lime's permit application. Thank you for your consideration.

Best regards,

Nick Russo
President of Operations
Pedal Movement, LLC

Appendix 2: Training Protocol

CONFIDENTIAL, PROPRIETARY, AND/OR TRADE SECRET

Appendix 3: Maintenance Approach, Warehouse Flow, and Maintenance Checklist

CONFIDENTIAL, PROPRIETARY, AND/OR TRADE SECRET
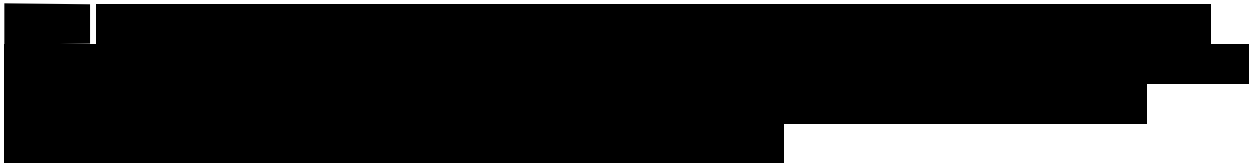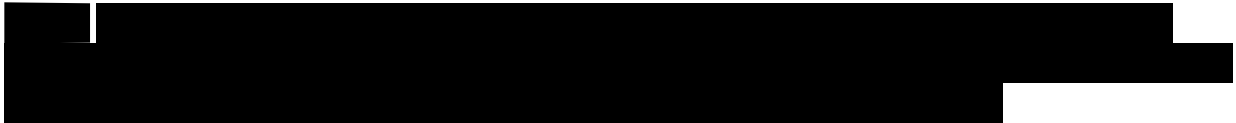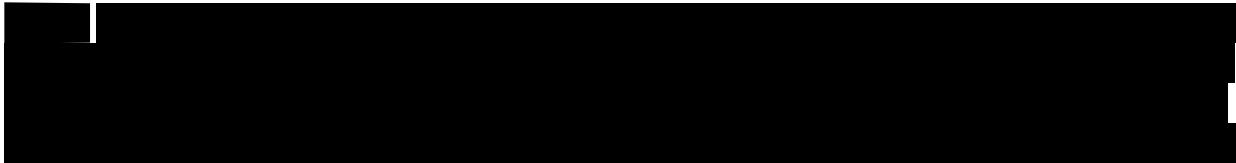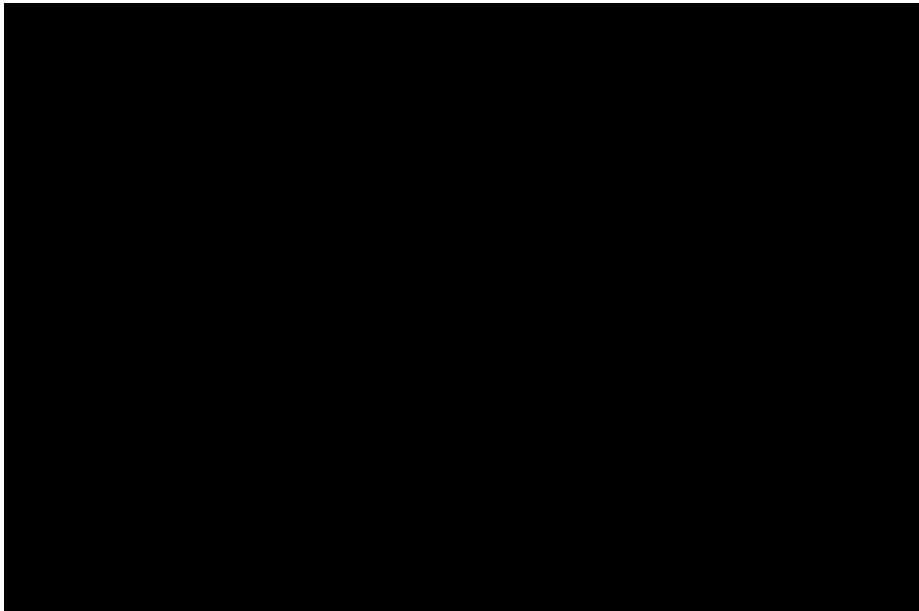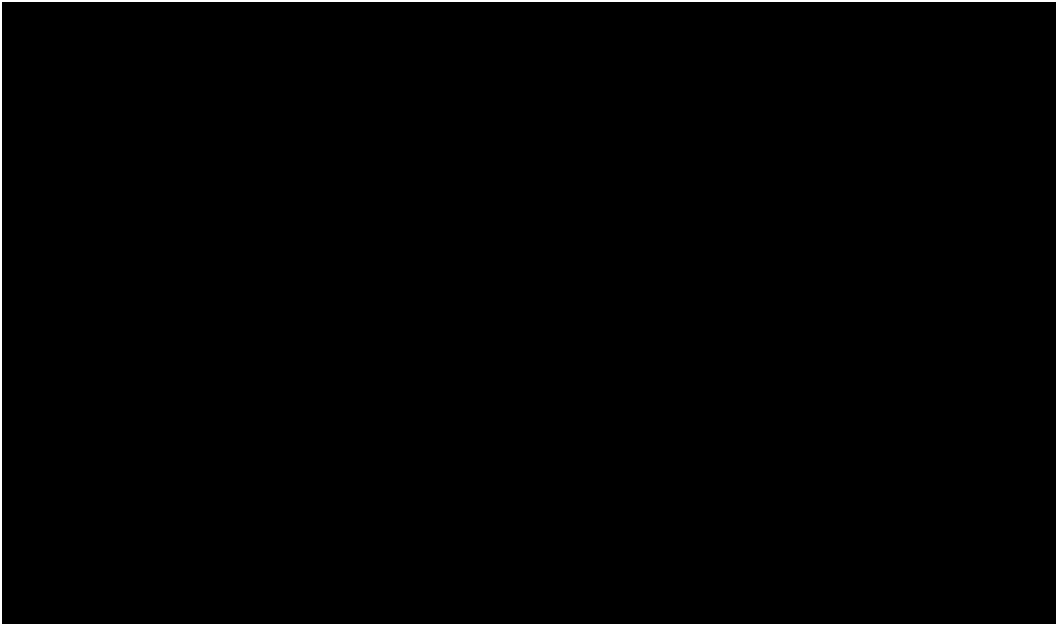
Quality control diagnostic flow
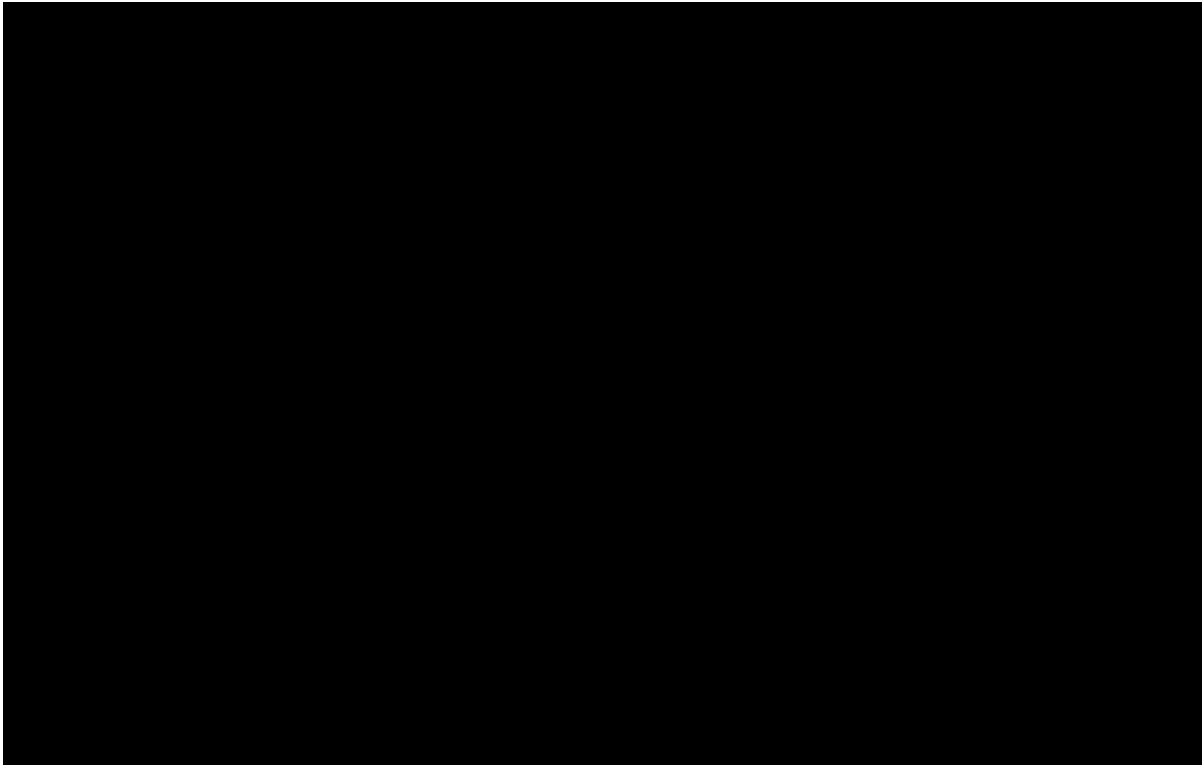
65-Point Inspection

65-Point Inspection

Appendix 4: COVID-19 Response

E-Scooters:
COVID Safety Response

Overview

As COVID-19 spreads, cities continue to face extraordinary challenges in ensuring the safety and health of residents while enabling them to meet critical needs, such as picking up prescriptions or getting public health staff to work.

As coronavirus spreads through close personal contact in shared spaces, single-person micromobility vehicles are a safer alternative to public transit (which some city leaders have discouraged use of) or enclosed rideshare vehicles.

With that in mind, we'd like to announce some of the safety measures we have rolled out as we reopen some cities under our LimeAID program. Our main priorities revolve around preventing on-surface transmission, thorough employee training, and educating our riders on safety protocols.

How We Clean and Disinfect Our Scooters

At Lime, we have a responsibility to help reduce the spread of coronavirus just as we enable communities to respond to and recover from its impacts

During our LimeAID program we have both morning and afternoon operations that are dedicated to finding, diagnosing, and disinfecting our fleet. Every interaction with a Lime vehicle follows the CDC recommendations for cleaning and disinfecting, including:

- Disinfect all surfaces using cleaners and wipe so that the surface remains visibly wet for five minutes and then let it dry.
- Disinfect a surface using a bleach solution, allowing the solution to be in contact with the surface for at least five minutes. Rinse and air-dry.
- Focus on frequently touched areas on our vehicles; Handlebars, Brake, Throttle, etc.
- Focus on high traffic areas in our daily operations; Vans, doorknobs, bathrooms, mechanic stations, etc.

Lime is committed to only using **Tier 1 Products recommended by the ACC, CBC, and EPA** for the fight against the Novel Coronavirus. We are doing daily inventory checks and working with our suppliers to ensure our facilities are properly stocked with these supplies.

A Message To Our Riders

As always, we ask riders to stay safe and take the necessary steps to help protect themselves and our communities, as advised by local public health officials and detailed on our blog. Together we can emerge from this crisis and THRIVE. We will be focusing our communication efforts to remind our riders on the below health and safety tips when riding with Lime.

Take precautions - inspect the scooter to make sure the wheels, brakes, throttle, lights, and frame are all in good working condition. For a tutorial please see: https://safety.li.me/

Hands - wash your hands or use hand sanitizer which is at least 70% alcohol-based when you arrive at your final destination. Wear gloves when you can.

Ride Solo - for safety and social distancing; maintain a distance of at least 6 feet from others.

Identify - bike lanes and be aware of traffic lights and signs.

Vigilance - remain alert of your surroundings and potential safety hazards.

Essential Rides Only - rides are for essential travel only, such as the grocery store, pharmacy or for healthcare purposes. No joyriding, and please follow your city's shelter-in-place orders.

Our Commitment to Employee Training

Before reopening any market all employees must complete several training courses including:

- Hazard Communication
- Preventing the spread of Transmissible Illness
- Cold and Flu Prevention

Additionally, we have rolled out extensive measures to keep our local teams well informed of any new safety protocols we need to administer to ensure the safety of our team and riders. This is primarily focused around COVID. This includes:

- All employees will be fully outfitted with CDC approved Personal Protective Equipment (PPE) including but not limited to:
  - N95 Respirator Mask
  - Disposable Nitrile Gloves
- Comprehensive PPE training, such as:
  - Respirator Mask training
  - Glove training, donning, and doffing
- Establishing COVID daily task force to keep the company updated on any relevant COVID global news in addition to new safety protocols announced by health organizations
- stopCOVID.co training course
- Social distancing protocols
- Preventing on-surface transmission

Experts: Micromobility's Role in Crisis

Institute for Transportation and Development Policy

"This pandemic has created a moment to acknowledge **the significance of the ways in which small modes**, including cycling, enable us to safely and resiliently navigate our cities."

Dave Snyder, Executive Director of the California Bicycle Coalition

"We'd love to see more, and **urge mobility companies to continue to provide shared bikes and scooters for essential travel**, including discounts and free service to new customers, especially people providing essential services."

David Freedman, M.D., Professor of Infectious Diseases at the University of Alabama at Birmingham

"The virus is **not going to jump off the handlebars**...Instead, cleaning your hands after you touch the handlebars or any other potentially contaminated surface is probably the best strategy. It's really a shared responsibility between the owners and the users."

02

Case Study: TEL AVIV. Parking Management with Geofencing.

Lime's combination of mandatory parking corrals, robust education, and supportive technology has been very effective in managing parking in Tel Aviv. Tel Aviv is one of Lime's largest markets, where we deploy 2,500 e-scooters every day.

Tel Aviv has a similar two-tier parking system: mandatory, geofenced corrals in the downtown area and by the waterfront, and free-floating parking in the other areas of the City. The map shows locations where people have ended their Lime Trips in Tel Aviv. On the left, the high bars of trip ends are concentrated at the corrals. The Tel Aviv data shows the effectiveness of Lime's education and geofencing in motivating riders to park properly.

Lime began serving Tel Aviv in February 2019. As a result of our operational effectiveness, Lime operates 2,500 e-scooters and our license to continue to serve Tel Aviv has been renewed twice.
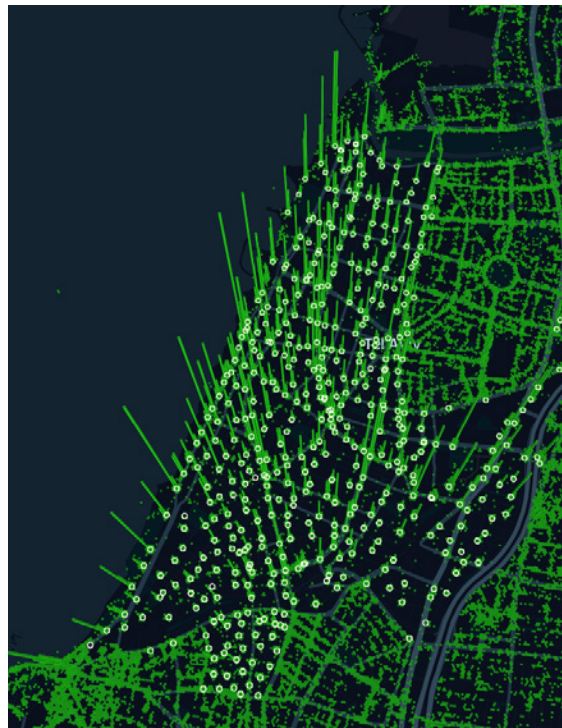
Appendix 6: Safe Riding/LimeAccess Flyer

LIME & SEATTLE

Lime feels all communities deserve access to smart, affordable mobility. Through the equitable distribution of shared e-bikes and scooters, we aim to reduce dependence on personal automobiles for short distance transportation and leave future generations with a cleaner, healthier planet.

Lime's service model is simple and consists of 3 easy steps:

Locate
Use the Lime app to find the closest Lime-E bike to you.

Scan
To unlock a Lime, scan the QR code located on the handlebars using the Lime app.

Ride
Remember to obey traffic laws, ride safely and to wear a helmet!

Please remember to park responsibly.

Lime offers Lime Scooters and Lime E-bikes for rental.

Lime Scooters	Lime E-Bikes
$1 to unlock + .36/min	$1 to unlock + .36/min

Lime Access members receive the following pricing.

To qualify for Lime Access, an individual simply needs to demonstrate eligibility or participation in any local, state or federally-run assistance program.

At Lime, we believe in providing mobility for all. That's why we've created Lime Access - an affordable way to use Lime in your city. We're also proud to partner with PayNearMe in the United States and to support a text-to-unlock feature, both of which promote equitable mobility by removing the barrier of smartphone and credit card ownership.

How to Register:
Go to https://v1.li.me/community-impact-rate-b and click "Apply Now". All we need is:

- **Full Name**
- **Phone Number** (that you use or plan to use with Lime)
- **Valid government**-issued photo ID
- **Proof of eligibility** of a federal or state assistance program (EBT, discounted utilities, etc.)

Once you've joined Lime Access, you can also pay using cash at a PayNearMe location https://home.paynearme.com/all-locations/.

FREE: First 5 rides per day, up to 30 minutes each	
Lime Scooters	Lime E-Bikes
After first 30 minutes: $0.07/min. After first 5 rides/day: $0.50 to unlock + 0.07/min	After first 30 minutes: $0.07/min After first 5 rides/day: $0.50 to unlock + 0.07/min

Lime & Seattle   www.li.me

14

라임의 서비스 모델은 간단하며 다음 3단계로 구성됩니다:

위치 찾기

라임 앱을 사용하여 가장 가까운 라임·E 자전거를 찾으십시오.

스캔

라임을 잠금해제하려면 라임 앱을 사용하여 핸들 바에 있는 QR 코드를 스캔합니다.

타기

교통법규를 준수하고, 안전하게 타려면 헬멧을 착용하는 것을 잊지 마십시오!

책임감 있게 주차하는 것을 잊지 마십시오.

라임은 라임 스쿠터와 라임을 제공합니다. E-bike 대여

라임 스쿠터	라임 E-Bikes
$1 잠금 해제 + 0.36/min	$1 잠금 해제 + 0.36/min

Lime Access 회원은 다음 가격이 적용됩니다.

Lime Access 자격을 얻으려면 개인의 경우 지역, 주 또는 연방 정부가 운영하는 모든 지원 프로그램에 대한 자격 또는 여기에 참여했다는 것을 증명하기만 하면 됩니다.

라임은 모든 사람에게 이동수단을 제공할 수 있다고 생각합니다. 이것이 라임 액세스(Lime Access)를 개발한 이유입니다. 라임을 귀하가 있는 도시에서 저렴하게 이용할 수 있는 방법이기도 합니다. 또한 미국의 PayNearMe와 파트너 관계를 맺고, 이동수단을 이용하기 위해 스마트폰과 신용카드를 소지해야 한다는 장벽을 제거하고 텍스트 잠금 해제 기능을 지원하여 누구나 평등하게 이동수단을 사용할 수 있도록 이를 촉진하는 데 한 점을 자랑스럽게 생각합니다.

등록 방법:
https://v1.li.me/community-impact-rate-b 으로 이동하여 "지금 신청"을 클릭합니다. 필요한 것은 다음과 같습니다:All we need is:

- **이름**
- **전화번호** (라임에 사용하거나 사용할 예정인 전화번호)
- **정부가 발급한 유효한-발급한 포토 신분증**
- **자격 증명서 프로그램**(EBT, 할인된 유틸리티 등)

의 자격 증명서(Lime Access에 가입한 후에는 PayNearMe https://home.paynearme.com/all-locations/에서 현금으로 결제할 수도 있습니다.

무료: 하루에 처음 5번씩, 각각 최대 30분까지	
라임 스쿠터	라임 E-Bikes
처음 30분 후: $0.07/min처음 5회 운행 후/일: $0.50 잠금해제 + 0.07/min	처음 30분 후: $0.07/min 5회 운행 후/일: $0.50 잠금해제 + 0.07/min

Lime & Seattle · www.li.me

Nooca adeegga Lime waa mid fudud wuxuunna ka kooban yahay 3 tallaabo oo fudud:

Hel

Adeegso app-ka Lime si aad u hesho baaskiilka Lime-E ee kuugu dhow.

Iskaan-garee

Si aad u furto Lime, iskaan-garee koodhka QR ee ku yaalla gacanqabsiyada laga qummiyo mootada ama baaskiilka iyada oo la adeegsanayo app-ka Lime.

Wado

Xusuusnow in aan u hoggaansanto sharciyada taraafikada, in aad si amaan ah u wadato iyo in aad xirato koofiyad adag!

Fadlan xusuusnow in aad si mas'uuliyad ku dheehan meel u digto.

Lime waxay bixisaa Mootooyinka Lagu Istaago ee Lime iyo Baaskiillada Elekrarooniga ah ee Lime (E-bikes) oo kiro ah.

Mootooyinka Lagu Istaago ee Lime	Baaskiillada Elekrarooniga ah ee Lime
$1 oo lagu furo + .36/daqiiqo	$1 oo lagu furo + .36/daqiiqo

Xubnaha Lime Access ayaa hela qiimayaashan soo socda.

Si shakhsigu ugu qalmo Lime Access, shakhsiga wuxuu keliya u baahan yahay in uu muujiyo xaq-u-yeelashada ama ka-qaybgalka barnaamij gargaar oo ay maamusho dowladda federaalka ama tan gobolka.

Haddaanu nahay Lime, waxaan aaminsanahay bixinta dhaqdhaqaaq loogu talagalay dhammaan. Taasi waa sababta aynu u abuurnay Lime Access - oo ah hab la awoodi karo si Lime loogu adeegsado magaaladaada. Waxaan sidoo kale ku faraxsanahay in aannu iskaashi la leenahay PayNearMe ee Mareykanka iyo in aannu taageerno qaybta qoraalka-lagu-furayo, oo labaduba dhiirrigeliya dhaqdhaqaaq loo siman yahay iyaga oo meesha ka saaraya cabaqada telefoonka casriga ah iyo lahaanshaha kaarka amaahda.

Sida la isu diiwaangeliyo:
Booqo https://v1.li.me/community-impact-rate-b dibna dhagsii "Hadda Codso". Waxa aynu u baahanahay oo dhan waa:

- **Magaca Buuxa**
- **Lambarka Teleefoonka** (ee aad ku adeegsanayso ama qorsheynayso in aad ku adeegsato Lime)
- **Aqoonsi sawir leh oo ay dowladda**-bixiso oo ansax ah
- **Caddeynta xaq-u-yeelashada** barnaamij gargaar oo ay maamusho dowladda federaalka ama gobolka (EBT, adeegyada qiimo-dhimista leh, iwm.)

Marka aad ku biirto Lime Access, sidoo kale waxaad lacagta bixin kartaa adiga oo ku adeegsanaya lacag caddaan ah goobta PayNearMe https://home.paynearme.com/all-locations/.

WAA LACAG LA'AAN: 5-ta wadasho ee ugu horreeya maalin kasta, ilaa 30 daqiiqo mid kasta	
Mootooyinka Lagu Istaago ee Lime	Baaskiillada Elekrarooniga ah ee Lime
30-ka daqiiqo ee ugu horreeya ka-dib: $0.07/daqiiqadii Ka-dib 5-ta wadasho/maalintii: $0.50 si loo furo + 0.07/daqiiqadii	30-ka daqiiqo ee ugu horreeya ka-dib: $0.07/daqiiqadii Ka-dib 5-ta wadasho/maalintii: $0.50 si loo furo + 0.07/daqiiqadii

Lime & Seattle · www.li.me

El modelo de servicio de Lime es sencillo y consiste en 3 pasos sencillos:

Ubicar

Use la aplicación Lime para buscar la bicicleta eléctrica de Lime más cercana.

Escanear

Para desbloquear un vehículo Lime, escanee con la aplicación Lime el código QR que está en el manubrio.

Trasladarse

Recuerde obedecer las leyes de tránsito, desplazarse con seguridad y usar un casco.

Recuerde estacionar el vehículo de forma responsable.

Lime ofrece monopatines de Lime y bicicletas eléctricas de Lime en renta.

Monopatines de Lime	Bicicletas eléctricas de Lime
$1 para desbloquear + 0.36/minuto	$1 para desbloquear + 0.36/minuto

Los siguientes precios se aplican para los miembros de Lime Access.

Para unirse a Lime Access, basta con demostrar que participa o cumple con los requisitos para participar en cualquier programa de asistencia local, estatal o federal.

En Lime, creemos en proveer movilidad a todos. Por eso creamos Lime Access: una forma asequible para usar Lime en la ciudad. Nos enorgullecemos de ser socios de PayNearMe en Estados Unidos y de ofrecer la funcionalidad de desbloqueo con mensaje de texto, los cuales promueven movilidad equitativa al incluir a los usuarios que no tienen un smartphone o una tarjeta de crédito.

Cómo registrarse:
Abra https://v1.li.me/community-impact-rate-b haga clic en "Apply Now" (registrarse ahora). Todo lo que necesitamos es:

- **Nombre completo**
- **Número de teléfono** (que use o planee usar con Lime)
- **Identificación oficial**-válida con fotografía
- **Comprobante de cumplimiento con los requisitos** de participación en un programa de asistencia federal o estatal (transferencia electrónica de beneficios [EBT, por sus siglas en inglés], descuento en servicios públicos, etc.)

Una vez que se haya unido a Lime Access, también podrá pagar con efectivo en cualquier ubicación de PayNearMe https://home.paynearme.com/all-locations/.

GRATIS: Los primeros 5 traslados por día de 30 minutos máximo.	
Monopatines de Lime	Bicicletas eléctricas de Lime
Después de los primeros 30 minutos: $0.07/minuto Después de los 5 traslados/día: $0.50 para desbloquear + $0.07/minuto	Después de los primeros 30 minutos: $0.07/minuto Después de los 5 traslados/día: $0.50 para desbloquear + $0.07/minuto

Lime & Seattle · www.li.me

Ang modelo ng serbisyo ng Lime ay simple at binubuo ng 3 madaling hakbang:

Maghanap

Gamitin ang Lime app para makita ang pinakamalapit na Lime-E bike sa iyo.

I-scan

Para mag-unlock ng Lime, i-scan ang QR code na nasa mga hawakan gamit ang Lime app.

Sumakay

Tandaang sumunod sa mga batas-trapiko, sumakay nang ligtas, at magsuot ng helmet!

Pakitandaang pumarada nang maayos.

Nag-aalok ang Lime ng Mga Lime Scooter at Lime E-bike na puwedeng upahan.

Mga Lime Scooter	Mga Lime E-Bike
$1 para i-unlock + .36/min	$1 para i-unlock + .36/min

Matatanggap ng mga miyembro ng Lime Access ang sumusunod na pagpepresyo.

Para maging kwalipikado para sa Lime Access, kailangang maipakita ng isang indibidwal ang pagiging kwalipikado o paglahok sa anumang lokal, pang-estado, o pinapatakbo ng pederal na pamahalaan na programa sa tulong.

Sa Lime, naniniwala kami sa pagbibigay ng mobility para sa lahat. Ito ang dahilan kung bakit ginawa namin ang Lime Access - isang abot-kayang paraan para magamit ang Lime sa iyong lungsod. Ipinagmamalaki rin namin na maging partner ang PayNearMe sa Estados Unidos, at suportahan ang isang text-to-unlock na feature, na parehong nagpo-promote sa patas na mobility sa pamamagitan ng pag-aalis ng pagkakahati sa pagkakaroon ng smartphone at credit card.

Paano Mag-register:
Pumunta sa https://v1.li.me/community-impact-rate-b at i-click ang "Mag-apply Ngayon". Ang kailangan lang namin ay:

- **Buong Pangalan**
- **Numero ng Telepono** (na ginagamit mo o balak mong gamitin sa Lime)
- **Valid na photo ID** na ibinigay ng pamahalaan
- **Katibayan ng pagiging kwalipikado** sa isang pederal o pang-estado na programa sa tulong (EBT, mga discounted na utility, atbp.)

Kapag sumali ka sa Lime Access, puwede ka ring magbayad gamit ang cash sa isang lokasyon ng PayNearMe https://home.paynearme.com/all-locations/.

LIBRE: Unang 5 pagsakay kada araw, hanggang 30 minuto ang bawat isa	
Mga Lime Scooter	Mga Lime E-Bike
Pagkatapos ng unang 30 minuto: $0.07/min Pagkatapos ng unang 5 pagsakay/araw: $0.50 para i-unlock + 0.07/min	Pagkatapos ng unang 30 minuto: $0.07/min Pagkatapos ng unang 5 pagsakay/araw: $0.50 para i-unlock + 0.07/min

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簡易 Lime 服務模式，只需 3 個步驟：

定位
使用 Lime 應用程式找到您最近的 Lime 電動單車。

掃碼
使用 Lime 應用程式掃描位於車把上的二維碼解鎖 Lime。

騎行
遵守交通規則、戴上安全帽，安全騎行！

請記住在規定的位置泊車。

Lime 提供 Lime 滑板車和 Lime 電動單車出租。

Lime 滑板車	Lime 電動單車
$1 解鎖 + 0.36／分鐘	$1 解鎖 + 0.36／分鐘

Lime Access 會員適用以下價格。

個人只需要證明符合資格參與任何本地、州或聯邦政府運作的援助計劃即可獲得 Lime Access 會員資格。

Lime 致力為所有人提供便利行動工具。我們創立 Lime Access，為您所在城市提供可負擔的價格使用 Lime。我們很榮幸與美國 PayNearMe 合作，及支援簡訊解鎖功能，因為讓兩件事得以消除智能手機和信用卡持卡人的障礙，促使公平使用行動工具。

如何註冊：
前往 https://v1.li.me/community-impact-rate-b 並點擊「立即加入」。我們只需要：
- 全名
- 電話號碼 (您正使用或計劃用來註冊 Lime)
- 政府簽發的有效附照片身份證件
- 聯邦或州援助計畫資格證明文件（EBT、公用事業\折扣等）

約的合資格證明加入 Lime Access 後，可以在 PayNearMe https://home.paynearme.com/all-locations/ 使用現金付款。

免費：每天首 5 次騎行，每次最多 30 分鐘

Lime 滑板車	Lime 電動單車
首次 30 分鐘後：$ 0.07／分鐘 每天首 5 次騎行後：$0.50 解鎖 + 0.07／分鐘	首次 30 分鐘後：$ 0.07／分鐘 每天首 5 次騎行後：$0.50 解鎖 + 0.07／分鐘

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Mô hình dịch vụ của Lime rất đơn giản, bao gồm 3 bước để thực hiện:

Định vị
Sử dụng ứng dụng Lime để tìm chiếc xe đạp Lime-E gần bạn nhất.

Quét
Để mở khóa một chiếc xe Lime, hãy quét mã QR trên tay lái bằng ứng dụng Lime.

Đi xe
Hãy nhớ tuân thủ luật giao thông, đi xe an toàn và đội mũ bảo hiểm!

Xin đừng quên đậu xe có trách nhiệm.

Lime cung cấp dịch vụ cho thuê Lime Scooter (Xe trượt Lime) và Lime E-bike (Xe đạp điện Lime).

Xe trượt Lime	Lime E-Bikes
$1 để mở khóa + 0.36/phút	$1 để mở khóa + 0.36/phút

Thành viên Lime Access sẽ nhận được mức giá sau đây.

Để được tham gia Lime Access, mỗi cá nhân chỉ cần chứng minh mình đủ điều kiện hoặc đang tham gia một chương trình hỗ trợ do địa phương, tiểu bang hoặc liên bang điều hành.

Tại Lime, chúng tôi tin vào sứ mệnh cung cấp cho mọi người khả năng di chuyển linh hoạt. Đó là lý do chúng tôi tạo ra Lime Access – một phương thức tiết kiệm để sử dụng Lime trong thành phố của bạn. Chúng tôi cũng tự hào được hợp tác với PayNearMe ở Hoa Kỳ và hỗ trợ tính năng mở khóa bằng tin nhắn, loại bỏ rào cản đối với những người không sở hữu điện thoại thông minh và thẻ tín dụng nhằm thúc đẩy sự bình đẳng về khả năng di chuyển.

Cách đăng ký:
Truy cập https://v1.li.me/community-impact-rate-b rồi nhấp vào "Đăng ký ngay". Chúng tôi chỉ yêu cầu:
- Họ tên
- Số điện thoại (mà bạn sử dụng hoặc dự định sử dụng với Lime)
- Giấy tờ tùy thân có ảnh hợp lệ do chính phủ cấp
- Bằng chứng đủ điều kiện cho một chương trình hỗ trợ của liên bang hoặc tiểu bang (EBT, hóa đơn điện nước đã được giảm giá, v.v.)

Một khi đã tham gia Lime Access, bạn cũng có thể thanh toán bằng tiền mặt tại một trong các địa điểm của PayNearMe https://home.paynearme.com/all-locations/.

MIỄN PHÍ: 5 chuyến đầu tiên mỗi ngày, tối đa 30 phút mỗi chuyến

Xe trượt Lime	Lime E-Bikes
Sau 30 phút đầu tiên: $0.07/phút Sau 5 chuyến đầu tiên/ngày: $0.50 để mở khóa + 0.07/phút	Sau 30 phút đầu tiên: $0.07/phút Sau 5 chuyến đầu tiên/ngày: $0.50 để mở khóa + 0.07/phút

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Appendix 7: Ride Safe Seattle Outreach Plan

Category	Partner	Existing Partner?	Activities	Cadence or dates
Equity; women and girls; youth and seniors	Duwamish River Cleanup Coalition	Yes	March 2022: Provided handouts on Lime Access/safe riding behavior in 5 languages for use in their community outreach activities. Planning to have an outreach table at the Duwamish River Festival, provide helmets.	Continue as needed August 6, 2022
Bike/ped advocacy	Seattle Neighborhood Greenways	Yes	Lime Hero partner First Ride Event at annual fundraiser	Ongoing August 20, 2022
Bike advocacy; youth	Cascade Bicycle Club	Yes	Will sponsor the Ride for Major Taylor event (youth leadership program) Will buy ad space in "Braking News" e-newsletter to advertise Lime Access to 90,000 readers	April 24, 2022 Three ads in 2022
Economic development	Union Square office complex (event organized by Cascadia Consulting)	Yes	First Ride event for office workers Share info on Lime Access and provide helmets.	April 20, 2022
Workforce development	Seattle-King County Workforce Development Council/ WorkSource Business Services	Yes	Both Lime and Pedal Movement (LP) will utilize WorkSource resources for recruiting in Seattle when positions become available. Lime and PM staff have met with WorkSource twice to learn how to use the resources.	Ongoing as positions become available
Equity; homelessness; housing insecurity; seniors	Interim CDA (serving the Seattle International District)	No	Interim CDA will disseminate information in multiple languages on Lime Access to the tenants of their affordable housing developments and participants in their financial literacy program and case management services.	Pending filling of a staff vacancy.
Equity; housing insecurity; seniors	King County Equity Now	No	KCEN is interested in disseminating information on Lime Access to residents of their low-income housing units. Also potential to feature Lime in a blog/vlog post on their website.	Tentative; initial discussion in February
Mode shift	Alta Planning (under SDOT contract)	Yes	Participate in "Flip Your Trip" programming in Spring and Summer, including Summer Micro-mobility Day (First Ride Academy + Helmets). Alta will purchase a few hundred Lime promo codes to help encourage West Seattle residents to try micro-mobility. Lime will provide basic information about our services, including Lime Access and	June 4, 2022

			PayNearMe, to Alta for use in their program materials. Alta will facilitate connections with community orgs so that we can donate some of the retired Jump bikes from our fleet.	
Transit	King County Metro	No	Discussion underway on app integration so that our riders can earn points toward free transit tickets on the Transit Go app Potential research project funded by DOE to provide free and discounted rides to shared mobility riders for first/last-mile connection to transit for "Scoot & Bike to Transit" campaign.	Goal to execute in H2 2022 July/August 2022
Women	WTS International (Women in Transportation Seminar)	Yes	Lime will provide e-bikes and helmets free-of-charge to conference attendees participating in a bike tour showcasing bike lane infrastructure in Seattle.	May 20, 2022
	American Society of Civil Engineers	Yes	Lime will provide e-bikes and helmets free-of-charge to conference attendees participating in a bike tour around the U-District.	June 3, 2022
Economic Development	NCEO (National Conference on Employee Ownership)	Yes	Lime will provide promo codes for free rides to conference participants for extracurricular tours of local restaurants, breweries, and wine tasting events.	April 25-28, 2022
Disability	Outdoors for All Foundation	Yes	Donate $2,500 to put toward adaptive vehicle program Request training for our operations team on proper deployment with respect to people with disabilities.	April 2022
LGBTQ community; women	Greater Seattle Business Association (LGBTQ Chamber of Commerce)	Yes	Lime is a member of this association. We will approach GSBA on including information about Lime Access in member newsletters and member events this year.	Ongoing
Women	YWCA	No	We have reached out to inquire about setting up a First Ride Academy where we can train new riders and share information about Lime Access.	Ongoing
Youth	PTA Groups at Title I schools	Yes	We have shared Lime Access flyers with the leaders of two PTA groups at STEM K-8 Title I schools in West Seattle in three languages (languages specified by the PTA) and will continue to engage others	February 2022

Appendix 8: Privacy Policy

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 LimeAccess, 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 log in 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 email 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.*

    - *Pseudonymized 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 reorganization** : 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);*

- *it is 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 <u>User Agreement</u>, 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 <u>legitimate interests</u>, 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 <u>here</u>. 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 <u>California Privacy Notice</u>, 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 <u>here</u>.