

# LIME + SEATTLE

## Free-Floating Scooter Share Pilot

Neutron Holdings, Inc. d/b/a Lime

Seattle, Washington



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# COVER LETTER

July 24, 2020

Sam Zimbabwe  
Director  
Seattle Department of Transportation

Mr. Zimbabwe,

Lime is pleased to submit its application to provide our shared electric scooter service in the City of Seattle under Permit A eligibility. The enclosed application details our strategy to operate a fleet of 2,000 or more shared electric scooters across the City, in addition to the fleet of e-bikes currently deployed.

Lime and JUMP - recently acquired by Lime - have become an indelible part of our community's micromobility infrastructure, serving the City since 2017. Seattle has been an equally integral part of Lime's story, as the first major city in which Lime operated at scale. We are honored to continue this proud partnership, preserving the City's commitment to an integrated bike-scooter fleet and to equitable community engagement to achieve a more safe and sustainable city.

With this application, we are proud to commit to a number of programs and innovations in support of the City's goals:

**Reduce Seattle's carbon emissions by providing active, low-carbon, and congestion-reducing mobility options**

- **Lime will collaborate with King County Metro and SDOT to reduce car use** and support mode shift towards transit, biking, and scooting with particular



emphasis on Environmental Justice Communities and areas affected by the West Seattle Bridge Closure civil emergency.

- **Lime will implement Life Cycle Analysis** recommendations and take additional steps to become the leading micromobility operator on sustainability
- **Lime is extending the lifespan of our vehicles beyond 18 months** in order to reduce lifecycle impacts.

### Ensure accessibility for and expand use by Black and indigenous people, non-black people of color, low-income people, immigrants and refugees, and people with limited English proficiency

- **Lime will work in partnership with community-based organizations** across Seattle, including outreach in key non-English languages, to ensure access to Lime bikes and scooters at significantly reduced cost.
- **Lime will conduct First Ride training and Lime Access outreach events** in partnership with community-based organizations such as Black Girls Do Bike, The Urban League, Seattle Neighborhood Greenways, The GSBA, The Seattle Housing Authority, and others.

### Be Safe and advance our Vision Zero objectives

- **Lime will actively support safe bike and scooter infrastructure expansion** in partnership with our Lime Hero partner, Seattle Neighborhood Greenways.
- **Lime will introduce our Gen 3 Scooter** in Seattle, a vehicle designed to increase rider comfort and safety while also benefiting from a longer lifespan.
- **Lime will implement our improved geofence detection technology that implements geofences 90% faster** than the 2019 industry standard, responding to geofence-based commands with greater immediacy for improved safety.
- **Lime is prepared to deploy lock-to technology** in accordance with the City's policies.

### Ensure sidewalks are safe and accessible for people of all ages and abilities

- Lime will deploy our **exclusive, patent-pending sidewalk riding detection technology** to help to deter sidewalk riding and provide valuable data to the City on which streets are most in need of investment.



- **Lime will launch Lime Patrol** to demonstrate model scooter riding behavior, fix misparked vehicles, and educate riders about proper behavior.
- With the City's consent, **Lime will exclusively pilot remote repositioning technology** and other tools to protect pedestrian clearance zones without increasing VMT.
- **Lime, in partnership with Rooted in Rights, will release a safety education "Scoot Smart" video** to help riders understand how safe scooting behavior benefits vulnerable road users.

**Provide accessible and adaptive mobility options and expand use by people with disabilities**

- Lime's management of a **combined bike-scooter system** maximizes system flexibility and helps meet varied mobility needs to the greatest degree available within a ubiquitous shared system.
- **Lime will continue our engagement with Disability Rights Washington and Rooted in Rights** for internal educational programs for our staff as well as input on evolving practices to best meet the needs of people with disabilities

Warmly,



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# TAB 01 EQUIPMENT AND SAFETY

**A-ES1.1:** Attach all illustrative images and specifications described in Requirement ES12(c). **CONFIDENTIAL, PROPRIETARY, AND TRADE SECRET INFORMATION**

Lime is the industry leader in building custom, commercial-grade vehicles. Our scooters are designed in-house to be sustainable, durable, and safe. While the vast majority of operators obtain marginally-modified standard vehicles from manufacturers like Segway or Xiaomi, Lime has chosen to design our vehicles in San

Francisco with seasoned designers led by Michael Hillman, a veteran executive product designer with over 25 years of experience at Boosted and Apple.

Our recent acquisition of JUMP allows us the ability to provide even more fleet options, including the Okai ES200B, which we intend to utilize across the globe in markets JUMP was already serving, as well as bringing their technology to new cities like Seattle.

	Gen 2.5	Gen 3	Okai ES200B
<b>Photo</b>			
<b>Dimensions</b>	<ul style="list-style-type: none"> <li>• 1020mm length</li> <li>• 1308mm height</li> </ul>	<ul style="list-style-type: none"> <li>• 1163mm length</li> <li>• 1207mm height</li> </ul>	<ul style="list-style-type: none"> <li>• 1143mm length</li> <li>• 1194mm height</li> </ul>
<b>Weight</b>	18kg	23.5kg	21.1kg
<b>Tire Diameter &amp; Width</b>	<ul style="list-style-type: none"> <li>• 203mm diameter</li> <li>• 64mm wide</li> </ul>	<ul style="list-style-type: none"> <li>• 254mm diameter</li> <li>• 64mm wide</li> </ul>	<ul style="list-style-type: none"> <li>• 241mm diameter</li> <li>• 51mm wide</li> </ul>
<b>Tire Type</b>	Solid, vulcanized rubber	Solid, vulcanized rubber	Solid, vulcanized rubber



	Gen 2.5	Gen 3	Okai ES200B
<b>Suspension</b>	Front, internal spring fork	Front, mountain bike style twin-stanchion spring fork	Front, internal spring fork
<b>Brakes</b>	<ul style="list-style-type: none"> <li>• Dynamic brake on front wheel</li> <li>• Drum brake on rear wheel</li> <li>• Bicycle-style brake lever on handle bars</li> </ul>	<ul style="list-style-type: none"> <li>• Dynamic brake on rear wheel</li> <li>• Drum brake on front wheel</li> <li>• “Step” foot brake on rear wheel/fender</li> <li>• Bicycle-style brake lever on handle bars</li> </ul>	<ul style="list-style-type: none"> <li>• Dynamic brake on front wheel</li> <li>• Drum brake on rear wheel</li> <li>• Bicycle-style brake lever on handle bars</li> </ul>
<b>Brake Levers / Exposed Lines</b>	(see photos below this chart)	(see photos below this chart)	(see photos below this chart)
<b>Wheelbase</b>	813mm wheelbase	876mm wheelbase	914mm wheelbase
<b>Maximum Load</b>	100kg	100kg	100kg
<b>Standover Height</b>	127mm standover	190mm standover	152mm standover
<b>Footboard Width</b>	165mm wide	165mm wide	165mm wide
<b>Lights</b>	<ul style="list-style-type: none"> <li>• Front white LED, constant when unlocked, visible up to 500 ft</li> <li>• Red rear LED, constant when unlocked, brighter under braking, visible up to 600 ft</li> </ul>	<ul style="list-style-type: none"> <li>• Front white LED, constant when unlocked, visible up to 500 ft</li> <li>• Red rear LED, constant when unlocked, brighter under braking, visible up to 600 ft</li> </ul>	<ul style="list-style-type: none"> <li>• Front white LED, constant when unlocked, visible up to 500 ft</li> <li>• Red rear LED, constant when unlocked, brighter under braking, visible up to 600 ft</li> </ul>
<b>Reflectors</b>	Both sides	Both sides and rear	Both sides and rear
<b>Bell</b>	Mounted on handle bar next to brake lever. Activated by thumb lever	Mounted on handle bar next to brake lever. Activated by thumb lever	Mounted on handle bar next to brake lever. Activated by thumb lever
<b>Gears</b>	Electric motor, 1 gear	Electric motor, 1 gear	Electric motor, 1 gear
<b>Power Source</b>	9.6 Ah – 36 V internal battery	15.9 Ah – 36 V internal battery	12.8 Ah – 36 V internal battery
<b>Recharging Procedure</b>	Retrieved, charged via port on vehicle at secure location.	Retrieved, charged via port on vehicle at secure location.	Retrieved, charged via port on vehicle at secure location.
<b>Locking System</b>	<ul style="list-style-type: none"> <li>• Motor lock on front wheel when not in use.</li> <li>• Bluetooth-enabled locking cable can be attached (see image in section below)</li> </ul>	<ul style="list-style-type: none"> <li>• Motor lock on rear wheel when not in use.</li> <li>• Bluetooth-enabled locking cable can be attached (see image in section below)</li> </ul>	<ul style="list-style-type: none"> <li>• Motor lock on front wheel when not in use.</li> <li>• Bluetooth-enabled locking cable can be attached (see image in section below)</li> </ul>





	Gen 2.5	Gen 3	Okai ES200B
<b>Location Tracking</b>	Transmission every 1 second. 2-3.5ft accuracy in dense urban areas	Transmission every 1 second. 2-3.5ft accuracy in dense urban areas	Transmission every 1 second. 2-3.5ft accuracy in dense urban areas
<b>Motor Wattage</b>	250 W	300 W	350 W
<b>Maximum Assisted Speed</b>	15 mph, electronically limited	15 mph, electronically limited	15 mph, electronically limited
<b>Operating Range</b>	15 miles/24.1km	25 miles/40.2km	18.6 miles/30km
<b>Rider Controls</b>	Throttle operated by right thumb Brake operated by left hand	Throttle operated by right thumb Brake operated by left hand Rear brake operated by foot	Throttle operated by right thumb Brake operated by left hand Rear brake operated by foot
<b>Cargo Capacity</b>	No cargo compartments	No cargo compartments	No cargo compartments
<b>Kickstand</b>	Folding kickstand, optimized for stability	Folding kickstand, optimized for stability	Folding kickstand, optimized for stability
<b>Certifications</b>	<a href="#">UL 2272</a> - Standard for Electrical Systems for Personal E-Mobility Devices	<a href="#">UL 2272</a> - Standard for Electrical Systems for Personal E-Mobility Devices	<a href="#">UL 2272</a> - Standard for Electrical Systems for Personal E-Mobility Devices

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

Yes, all our fleet options meet the Type 1 Scooter requirements, including the availability of a Bluetooth enabled locking cable for easy tethering as shown in the image at right and as implemented in San Francisco.

*How tamper resistant are the brakes? (see images described in Requirement ES1.2[c]8)*

Our Gen 2.5 features a bicycle-style all aluminum brake lever. The cable is securely fastened to the stem of the scooter and runs internally for the length of the footboard (see photos on next page).



**Gen 2.5** brake and brake cable images are shown in the following 3 images.



Our **Gen 3** features a bicycle-style all aluminum brake lever and completely internal brake cable routing (shown below).





Our **Okai** features a bicycle-style all aluminum brake lever and completely internal brake cable routing.



All of our vehicles feature our name and public contact information.



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

We also prominently display safety messaging on the stem of each scooter, including parking at the curbside, no sidewalk riding, 18+ age limit, and helmet required. We will attach the additional information outlined in ES3.3 and ES4.1 on the stem of the scooter or attached as hang-tags.







(stem placement of additional messaging)



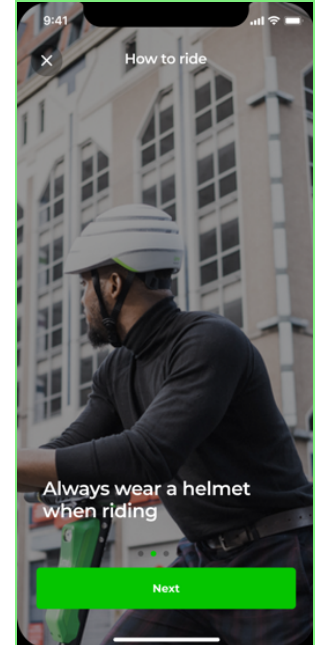
(example of hangtag with local regulations and safety messaging)

## In-App Local Regulation Education

In addition to on-scooter markings, all riders must review a tutorial on their first ride which will include Seattle's safety messaging and instructions on proper riding.



1. Check the Vehicle is working properly



2. Make sure you have a helmet properly



3. Learn the basics

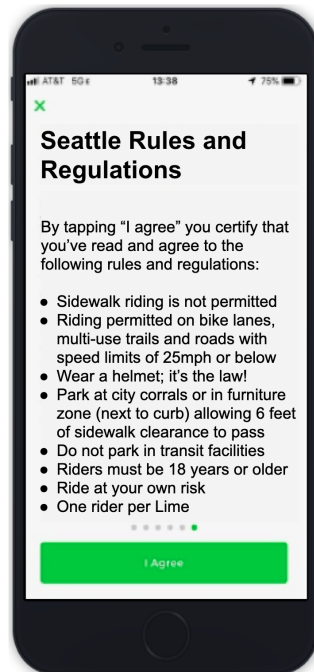


4. Safety first





5. Night riding behavior



6. Know the rules

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

Lime has been a voluntary participant in this program for our e-bikes since 2017. In order to meet this requirement, we developed a program to trigger a mass unlocking of all scooters should a civil emergency be declared by the City and emergency unlocking requested. Lime has developed protocols to ensure that the unlocking can be triggered anytime, 24 hours, seven days a week, by designated members of the Lime team. Once unlocked, anyone can ride a vehicle at no cost.

**A-ES1.3:** Attach illustrated images of the Braille Identifier described in Requirement ES3.4.

In 2019, Lime became the first operator to add Braille stickers on our scooters with the contact information for Lime's customer service. In Seattle, we will affix Braille and raised lettering with our trade name and customer service information on all of our scooters as approved by the City. At right is an example of how these may be displayed on our scooters.





# TAB 02 PARKING

**A-PI:** Attach a description and illustrative images of the plan for ensuring staff parks devices correctly.

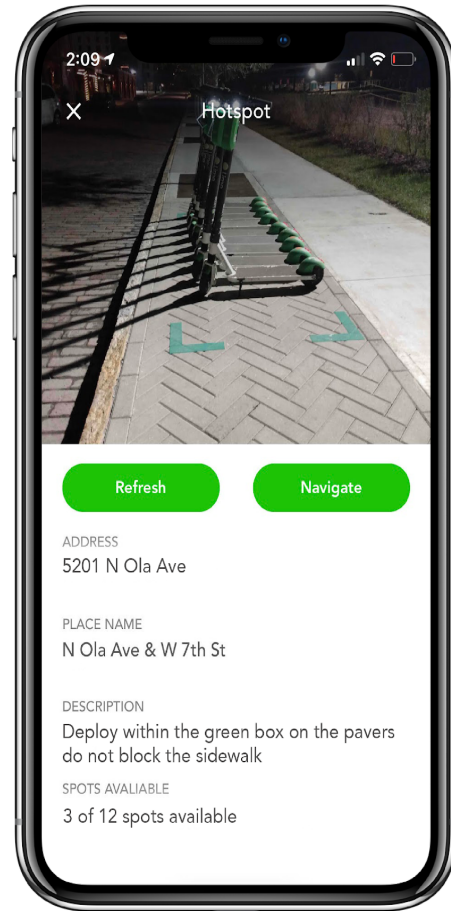
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We ensure that our Operations Specialists<sup>1</sup> and Juicers<sup>2</sup> comply with the City's scooter parking regulations and traffic laws. In the event of a fine for violation from the City or customer complaint about staff of Juicers, we provide additional education or other appropriate disciplinary measures, up to and including termination.

**Training:** Our staff receives training provided by our Operations Manager, reminding them of the rules of the road, as well as Lime's rules for performing in-field operations, with monthly follow-up. Telematic and GPS equipment is installed in all of Lime's vehicles to track routes and driving behavior.

**Detailed Deployment Instructions:** When Operations Specialists and Juicers deploy and rebalance our scooters, they are guided by our "Hotspot Optimizer." When the Optimizer activates a hotspot for deployment, the staff and Juicer apps show the exact deployment location, including address, photo, placement,

number of scooters to deploy, and other instructions to prevent misparking.



In addition, the Optimizer ensures we meet or exceed our deployment to the Environmental Justice Communities Areas of Focus and takes into account regulatory requirements in activating hotspots. On a continuous basis, the Optimizer analyzes the current fleet deployment and generates automatic dispatches to deploy or rebalance vehicles to best serve demand and comply with the

<sup>1</sup> Operations Specialists (OS) are Lime team members responsible for managing our scooters in the field. OS are available to address fleet issues within two hours. Their primary responsibilities include: daily disinfecting of vehicles, patrolling vehicle parking, rebalancing vehicles, responding to any customer service requests, and retrieving vehicles that require maintenance.

<sup>2</sup> Juicers are members of the community who are able to make additional income by retrieving, charging, and redeploying low-battery scooters.

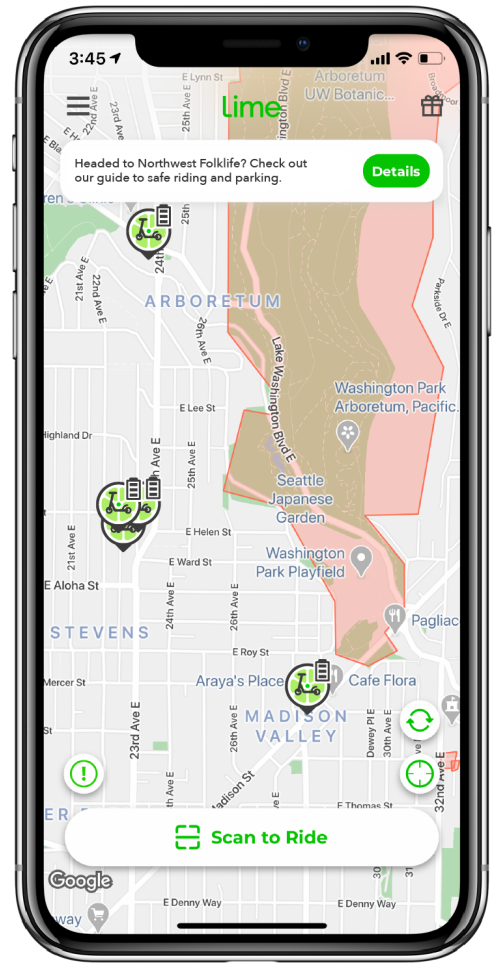


Environmental Justice Communities Areas of Focus distribution requirement.

**Post-Deployment Photo:** After each deployment, the Operations Specialist or Juicer must take a confirming photo to ensure proper parking. If a Team Member or a Juicer does not comply with the deployment instructions, they are provided with additional training or, in the event of a repeat offense, more stringent measures like termination or withdrawal of charging privileges.

**Vulnerable Persons Training:** Lime sends targeted content and communications to our Juicers and Operations Staff on avoiding pedestrian walkways, service ramps, bus and transit stops, doorways and pedestrian signals, and respecting the needs of vulnerable communities. Leading up to the United Nations' International Day of Persons with Disabilities, on December 3, 2019 we held educational trainings at Lime offices and warehouses aimed at providing staff additional opportunities to learn about accessibility as we do our work to bring transportation options to more communities. Since the start of this program, it has become standard practice to implement in all our markets. All employees in Seattle will participate in this training to ensure the highest level of ADA compliance in our deployments, with guidance from our local partners, Disability Rights Washington and Rooted in Rights.

**A-P2:** *Attach a description and illustrative images of the plan for employing appropriate geofencing capabilities (include the limitations of geofencing technology).*



(No Parking Zone user interface)

Lime creates custom geofenced areas (“zones”) that can be used to influence rider behavior while they are operating our scooters. Our zone types include:

- **Service Zone (Boundary Limits)** - Our app shows the area where Lime provides service which communicates to riders the larger areas in which we operate, and prevents trips from ending in areas where Lime does not have the authorization to operate.
- **No Parking Zone** - Riders are prevented from ending their ride in a no parking zone, marked in red on the app and on the scooter screen (see example above for the Washington Park Arboretum).



- **Preferred Parking Zone** - Lime uses geofencing to create areas where riders are encouraged to park, illustrated in the app with a blue “P”. Preferred Parking Zones are often combined with No Parking Zones to encourage responsible parking in particularly sensitive areas.
- **Low-Speed Zone** - Low speed zones are shown in orange in our app and on the scooter screen, which helps to inform users that they are in a zone with a lowered speed. Users who enter the restricted speed zone will receive a haptic or audible push notification in-app that advises they are in a restricted area, and their speed will automatically and gradually be reduced.
- **No-Ride Zone** - In a no-ride zone, we prevent the rider from accelerating, slowly bringing the scooter to a halt. The rider is also prohibited from ending a trip in the zone and must physically roll the vehicle outside the zone to re-accelerate or end the trip.
- **Info Zone** - An in-app message is triggered to provide geography-specific information.



Examples of our existing geofencing zones from our e-bike operations include no parking zones in high-traffic areas like Discovery Park. We can also create temporary geofenced zones, like our no-parking zones for events such as Bumbershoot.

**Rapid Zone Detection** (patent pending)  
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**Lime has invested in new patent-pending geofencing technology to create the industry's most accurate and responsive geofencing capabilities**—allowing scooters to implement geofence zone commands much faster and more accurately, setting new standards for the industry. We are excited to bring this technology to Seattle for 2020.

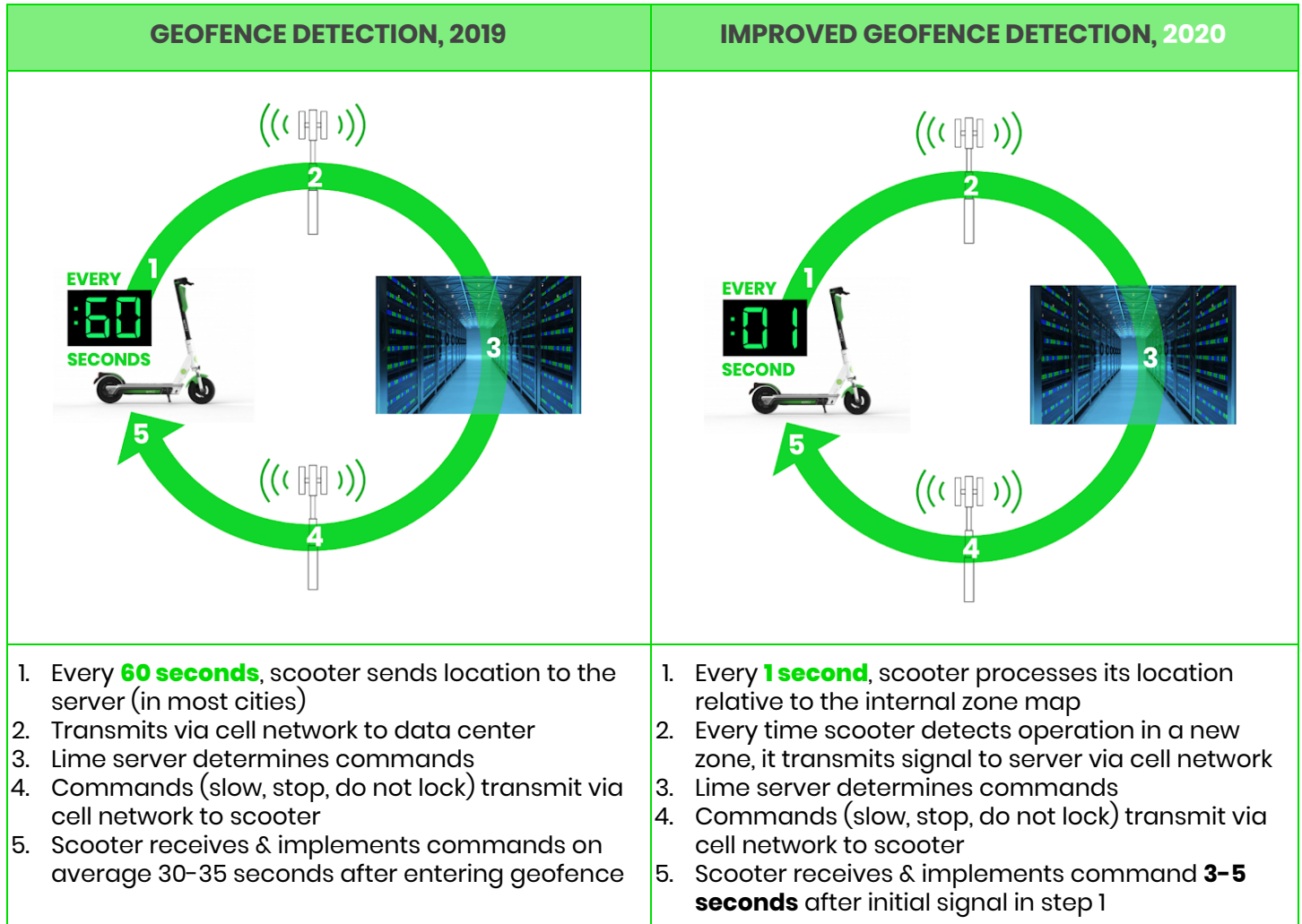
**How it works:** Historically, our scooters send a signal with their location to servers every 60 seconds. When the server identifies that the scooter has entered a new zone, it sends a signal to the scooter to initiate a change in device behavior. **Now, scooters maintain a map on board each scooter.** Every second, the scooter identifies if a new zone has been

We display geofenced zones prominently in our app to enhance rider awareness and compliance and **we are the only scooter company to display geofenced zone information directly on the screens of our scooters.** As a result, riders have notice of riding and parking restrictions in real time without having to look at their phones. We also place informational hangtags displaying geofence zones, as seen in **A-ES1.2**.



entered. When a new zone is identified, a signal is sent to the server and a command returned within 3-5 seconds. **As a result, our scooters now detect and implement geofences 90%**

**faster than they did in 2019, and with 30% greater accuracy.** This change in approach is outlined in the graphic below.



**A-P3:** Attach a description and illustrative images of the plan for detecting and re-parking improperly parked devices (including the use of any Automated Driving Technology, as defined in Requirement O2.9).

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Lime detects and addresses improperly parked scooters through proactive measures,

on-vehicle technology, and in-app reporting.

**Lime Patrol:** Lime prioritizes proactive solutions to resolve parking issues before they have to be reported. On top of our regular field operations, we deploy Lime Patrol staff to focus on areas of the highest utilization, where they resolve any parking issues before they impede right of way. Primary higher-density focus areas will include Downtown, Capitol Hill, Ballard, Fremont, Northgate, Alaska Junction, U





District, Chinatown/International District, and the Rainier Avenue and MLK Avenue corridors.

Lime Patrol will also be attentive to behaviors that may indicate risks for vandalism or scooter dumping. In addition to regularly patrolling major urban villages, they will also make shoreline observations along the Seattle

Waterfront, Ship Canal, Lake Washington Boulevard, Alki, and area bridges spanning waterways

Finally, our Lime Patrol serves as a set of on-the-ground eyes and ears for community feedback. This feedback leads to innovations in user experience, safety, and compliance.

## CASE STUDY: LIME PATROL

**Situation.** In Spokane and Salt Lake City, Lime identified opportunities to partner with city leadership to improve parking and sidewalk riding awareness.

**Our role.** Pioneered in Paris and Los Angeles, Lime Patrol are specialized Operations Specialists in uniforms on scooters patrolling very high use areas. The Patrol Team improves rider and non-rider experiences and overall compliance through:

- **Fixing Parking:** Immediate remedy of misparked vehicles observed during proactive patrols in high use areas
- **Customer service:** Help new users access the system
- **Education & norms:** Visibly modelling proper scooter etiquette and informing new riders of parking and riding rules.



**Execution.** We immediately informed the City of our ability to launch additional resources in the City to assist with compliance and improve safety for all users of the public right of way. We partnered with the both cities on their respective Walk Your Wheels campaigns (focused on proper scooter behavior in dense urban areas), added additional information on scooters to deter sidewalk riding, and held a media availability with all local television stations and major print outlets to widen awareness along with launch of Lime Patrol.

**Outcome:** The patrol teams focused their efforts during highest use periods, resulting in tangible improvements in parking and riding behavior as recognized by city staff.



“When the Lime Patrol launched, we saw an immediate improvement in appropriate vehicle parking, a reduction in complaints, and an improvement in downtown customer relations. In addition to monitoring parking of the shared vehicles, the Lime Patrol provided a friendly face for the program by answering questions and informing users of responsibilities, laws, and recommendations for safe use of the program.

— **Colin Quinn Hurst**, Active Transportation Manager, Spokane Public Works





**Reporting:** We have multiple channels for riders and non riders to report concerns, and a 24/7 operations team to respond to misparked scooters within two hours. See Section **A-03** for our Customer Service channels.

**Monitoring:** Throughout the day, we will monitor the Seattle fleet. We deploy Operations Specialists and Juicers to reposition mis-parked vehicles, “rebalance” vehicles to maximize utilization and comply with regulatory requirements, and retrieve any vehicles in need of charging, repair, or which have migrated outside the Service Area.

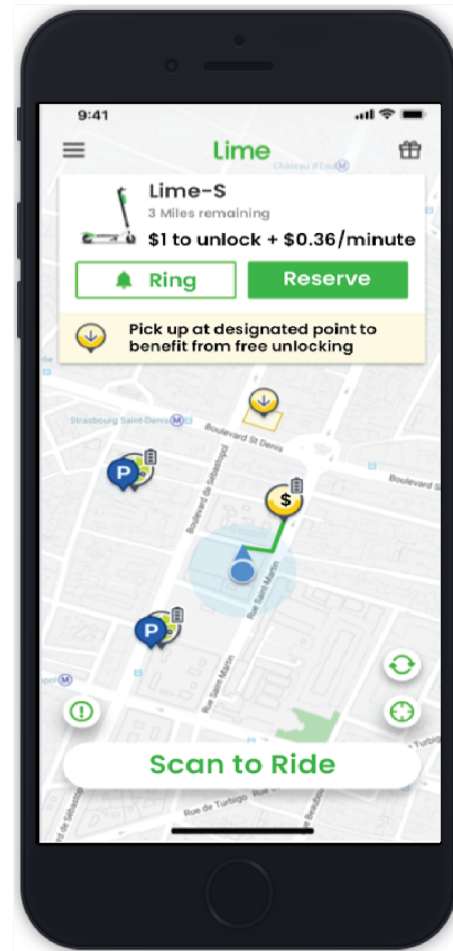
**If a vehicle is inappropriately parked in a no parking zone, the vehicle goes into “maintenance mode.” The vehicle automatically notifies us through our mobile app, and an Operations Team member or Juicer retrieves and rebalances the vehicle within 2 hours.** In the meanwhile, the vehicle will not appear on the user app and riders will not be able to rent it.

Using the GPS functionality in every vehicle, we have real-time dashboards that track the position and usage status of every vehicle in circulation and major rider actions. By monitoring this data, our team can address issues in real time, and track trends to plan for fleet deployment in the future.

**Tip-over sensors:** Each Lime scooter is equipped with a gyroscope and sensors to alert our Operations Team if a scooter has fallen over. Our data from Chicago, for example, shows that 98% of our scooters were upright while deployed during the 2019 pilot. If a scooter falls over, it alerts our Operations Team to rectify the situation.

**Bonus Vehicles:** We have also developed a program which incentivizes riders to choose an

idle or misparked scooter over another, helping to redistribute vehicles that are improperly parked, overcrowded, or are placed in off-limits areas. Non-compliant vehicles have their scooter or bike icon replaced in the app with a dollar sign. Riders who take those vehicles and ride them to an area with a low density of vehicles or other preset conditions will be awarded with ride credits.



(Bonus Vehicle user interface)

**Tortoise Remote Rebalancing Pilot:** Lime has an exclusive partnership with Tortoise on a remote rebalancing pilot in Seattle — one of the



first in the nation. Subject to approval of the City, including a technical evaluation and demonstration, Tortoise may use its technology to guide the scooters to certain locations remotely, with the goal of quickly and easily reducing sidewalk obstructions without increasing vehicle miles traveled. Such a program will be executed in partnership with the City of Seattle, assuming the City finds a pilot of remote repositioning technology an asset to the Citywide pilot.

**A-P4:** *Attach a description and illustrative images of the plan for inspecting devices to ensure they are in good working order and removing devices that are not in good working order.*

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We perform both preventative and reactive inspections of our vehicles. Our process starts with a full inspection at the warehouse by a Lime trained and certified mechanic at least every 14 days. Inspection includes a full 65-point evaluation: screws, brakes, handlebars, grips, battery damage or wear, lights, cleanliness, a test ride, and more. (See **Appendix C** for Lime's inspection SOP) Any vehicle overdue for an inspection is flagged for immediate retrieval. In addition, Operations Specialists are equipped with a mobile toolset and complete a routine visual inspection each time the vehicle is touched (rebalancing, reparking, etc.).

In order to ensure the maximum safety of our riders, we also inspect vehicles upon the following triggers and, if any issues are identified, the vehicle is returned to our warehouse for repair:

- **Deployment:** Vehicles collected by our Operations Team are inspected, test ridden, and any maintenance is performed before

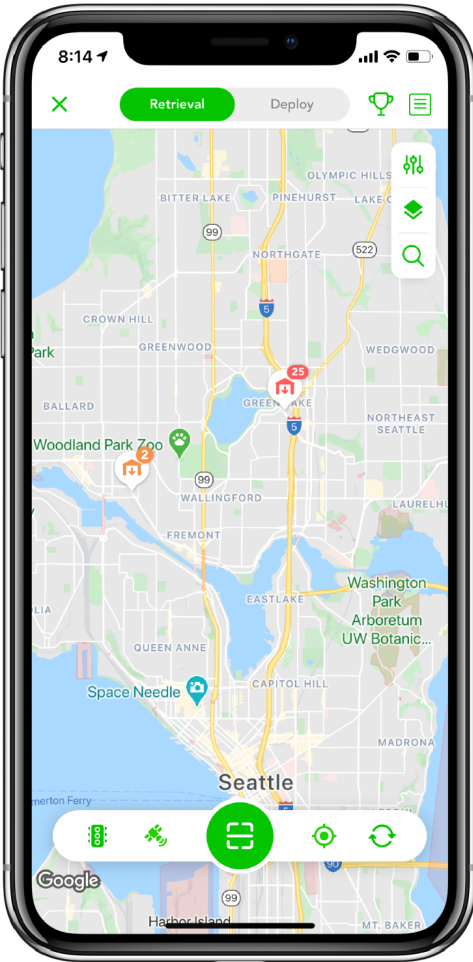
Each scooter receives a full inspection at least once every 14 days by Lime certified mechanics. Inspection includes a full 65-point evaluation: screws, brakes, handlebars, grips, battery damage or wear, lights, cleanliness, a test ride, and more.

morning deployment.

- **Rebalancing:** Our Operations Team inspects each vehicle that is being rebalanced.
- **Customer Service Reports:** Any vehicle issue reported through our Customer Service channels by riders or by Juicers is flagged for retrieval and inspected.
- **In-app Rider Reports:** Riders are given the opportunity to rate each ride upon completion. Vehicles that are poorly rated for three rides in a row, or vehicles marked once in the app as damaged, are immediately flagged for retrieval and repair.
- **Automatic Diagnostic Reporting:** Our vehicles automatically notify us upon certain events that can signal faulty, damaged, or vandalized vehicles. Each issue has a specific error code that Operations Team members are trained to recognize. We are notified for issues including: idling for more than 24 hours, losing GPS signal, low battery (less than 15%), successive failed unlocks, etc. Furthermore, any vehicle that is due for a Preventative Maintenance Inspection is immediately flagged for retrieval.



Importantly, any vehicle 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.

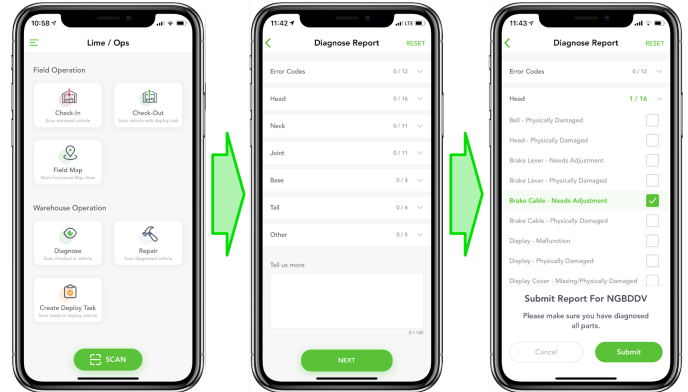


(example retrieval map for Seattle)

Vehicles brought back to the warehouse for repair are diagnosed, repaired, and then quality checked before redeployment.

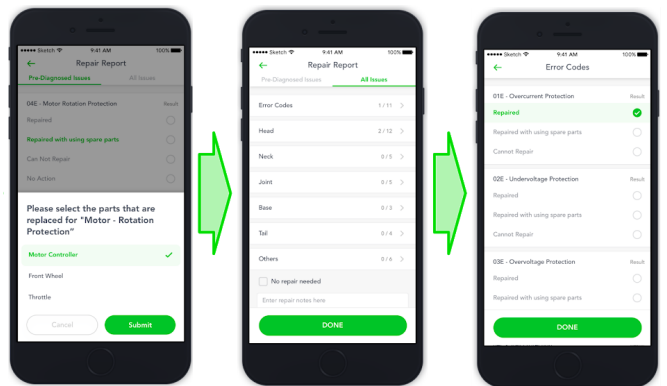
**Vehicle Diagnosis:** After they are retrieved, vehicles are unloaded from our vans and placed in the “triage zone”. Our Mechanic shift lead does a full inspection of the vehicle prior to placing the vehicle in the “repair queue” using the diagnostic functions in the operations app. Vehicles inspections include a full

evaluation: screws, brakes, handlebars, grips, battery damage or wear, lights, cleanliness, test ride, and more. The inspection is done in accordance with our Standard Operating Procedures (SOP) in the operations app.



(Initial diagnostic evaluation flow)

**Vehicle Repair:** Each mechanic takes one vehicle at a time starting from the repair queue with the vehicle that has been in the queue the longest, also known as FIFO Method (first in, first out). Every mechanic station is equipped with the necessary tools and parts to complete every kind of repair on a vehicle. In addition, the shift lead audits the repairs and provides guidance to our mechanics if any is needed.



(Quality control diagnostic flow)

**Quality Control:** After charging, the Shift Lead inspects each vehicle prior to moving to the “deployment zone”. This provides an additional quality check for every vehicle that leaves the



charging station. Below is an example of our Quality Assurance checklist used to verify that repairs have been completed correctly (full image can be found in **Appendix D**).



Section	REPAIR/TRIAGE	CHARGE/DEPLOY
<b>Dashboard:</b>	<ul style="list-style-type: none"> <li>Cracked Cover/Screen/Missing Cover.</li> <li>No information displayed.</li> <li>Error Codes other than 2E, inconsistent error history</li> </ul>	<ul style="list-style-type: none"> <li>Functional.</li> <li>Clear display &amp; cover secure.</li> <li>No Error Codes</li> </ul>
<b>Lock:</b>	<ul style="list-style-type: none"> <li>Scooter Fails to Unlock.</li> </ul>	<ul style="list-style-type: none"> <li>Scooter Locks, Unlocks &amp; Online.</li> </ul>
<b>Brakes:</b>	<ul style="list-style-type: none"> <li>Lever is touching handle-grip when pulled - Tighten.</li> <li>Brake wire exposed/cut/split.</li> <li>Scooter doesn't stop when brake is applied.</li> <li>Brake Lever wobble</li> </ul>	<ul style="list-style-type: none"> <li>Brake is applied when lever is parallel to the handgrip. (two finger gap)</li> <li>Brake lever is easy to squeeze.</li> <li>Lever has minimal wobble.</li> </ul>
<b>Throttle:</b>	<ul style="list-style-type: none"> <li>Throttle sticks (doesn't return to neutral position).</li> <li>Throttle is cracked or loose.</li> </ul>	<ul style="list-style-type: none"> <li>Throttle returns back to neutral after pressing.</li> <li>Throttle has smooth operation throughout.</li> </ul>
<b>Misc Cable:</b>	<ul style="list-style-type: none"> <li>Headlight not working or intermittent</li> </ul>	<ul style="list-style-type: none"> <li>Headlight on</li> </ul>
<b>Upright Stem:</b>	<ul style="list-style-type: none"> <li>Movement between stem and base (Loose Collar).</li> </ul>	<ul style="list-style-type: none"> <li>Stem is securely attached to base.</li> <li>Steering is easy and smooth without resistance &amp; excessive noise.</li> </ul>
<b>CCU:</b>	<ul style="list-style-type: none"> <li>Severely cracked.</li> <li>Speaker dysfunctional.</li> </ul>	<ul style="list-style-type: none"> <li>Sounds when rung or unlocked, without major visible damage.</li> </ul>
<b>Fork Assembly:</b>	<ul style="list-style-type: none"> <li>Plastic guards cracked or broken.</li> <li>Wheel facing incorrect direction, bent or wheel loose up/down, bushing movement more than 10mm</li> </ul>	<ul style="list-style-type: none"> <li>Guards intact.</li> <li>Wheel straight when handlebars straight.</li> <li>Wheel has no vertical loose movement (spring loose)</li> </ul>
<b>Kickstand:</b>	<ul style="list-style-type: none"> <li>Loose or Missing</li> <li>Scooter unstable when placed on kickstand.</li> </ul>	<ul style="list-style-type: none"> <li>Operational and Tight.</li> <li>Scooter stands stable upright on the kickstand.</li> </ul>
<b>Kickboard:</b>	<ul style="list-style-type: none"> <li>Vandalised.</li> <li>Bent/broken/cracks (check behind fork for hairline crack)</li> </ul>	<ul style="list-style-type: none"> <li>Clean of graffiti.</li> <li>Grip-Tape has comfortable grip.</li> <li>Battery Protector Screws Complete</li> </ul>
<b>Wheels:</b>	<ul style="list-style-type: none"> <li>Tyres worn making ride uncomfortably bumpy.</li> </ul>	<ul style="list-style-type: none"> <li>Scooter comfortable to ride.</li> </ul>
<b>Tail:</b>	<ul style="list-style-type: none"> <li>Tail light does not light up (or only lights up under pressure).</li> <li>Motor non-functional/makes excessive noise.</li> </ul>	<ul style="list-style-type: none"> <li>Light intensifies when lever pressed.</li> <li>Light is constant without flicker.</li> <li>Rear Brake efficient</li> </ul>
<b>Loose Screws:</b>	<ul style="list-style-type: none"> <li>Scooter Missing Screws.</li> <li>Screws in Head Unit loose.</li> </ul>	<ul style="list-style-type: none"> <li>Scooter has all screws tight and secure.</li> </ul>

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(Shift lead QA inspection checklist)

**A-P5:** Attach a description and illustrative images of the plan for requiring 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.

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Lime endeavours to approach every element of our service from a compliance standpoint. From rider education both in-person and in-app, to training our Operations Team members and Juicers, keeping our scooters properly parked and out of the right-of-way is a core element of everything we do. Specifically, we are mindful of keeping ramps, sidewalks, and other important connections free of vehicles so that the right-of-way remains ADA accessible at all times. We do this by taking a multifaceted approach, outlined below:

**Parking Locations in App:** We recently revamped our user interface to integrate markers within our app to indicate to riders where preferred parking areas are located throughout the City. This helps guide riders to proper parking locations where scooters can seamlessly utilize the existing bike parking network across Seattle. **As a result, Seattle's significant investment in hundreds of bike and scooters parking corrals will be able to be reflected in the Lime app.**



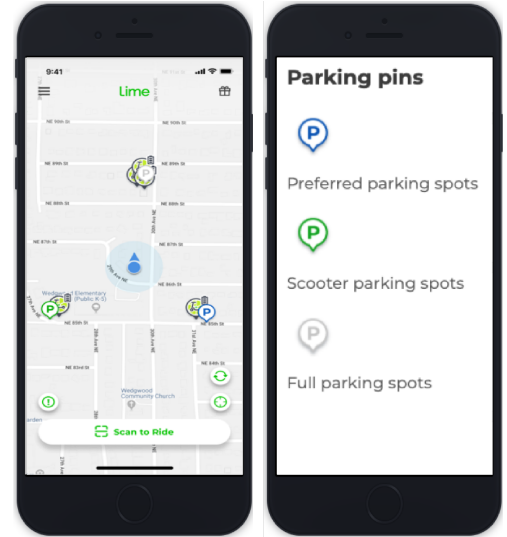


## FROM OUR LAB: PARKING GUIDANCE

In order to reduce overcrowding in some areas and provide reliable distribution of scooters without the need for rebalancing, Lime has been innovating in the area of in-app wayfinding. Our efforts with in-market beta- testing of various concepts has helped us find simple and streamlined in-app directions to assist users.

The results are promising. User frustration is reduced as they easily find parking near their destination. The availability of parking in established areas (which in some cases include signage or markings) helps users park scooters properly. Finally, operations teams spend less time traveling in vehicles to identify misparked scooters and rebalancing the fleet to serve the community for the remainder of the day.

Lime will continue innovations in parking guidance to help create the most reliable fleet distributions and highest compliance standards by users.

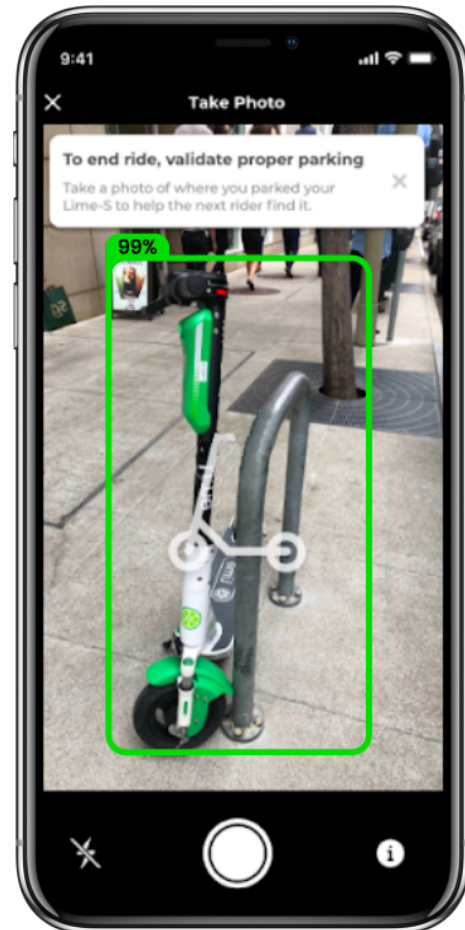


**Parking Photo Verification:** Before riders end a trip, they are prompted to take a photo of the parked vehicle. By using **artificial intelligence technology, we are able to turn the act of taking a picture into a compliance tool, which we will introduce in Seattle, if selected.**

The AI algorithm is trained on thousands of end-of-trip photographs taken in Seattle, and gradually learns to recognize if a scooter is properly parked.

Consequently, if an end-of-journey photo is rejected as “poorly parked”, the rider will not be permitted to end their ride or lock their scooter. Instead, the user will be directed to a preferred parking area, or given instruction on how to park properly. The operation will be repeated until the user takes a valid photograph.

This new measure, combined with the geolocation of preferred parking areas and other geofenced zones, will make it possible to ensure optimal and systematic compliance with Seattle’s parking rules.



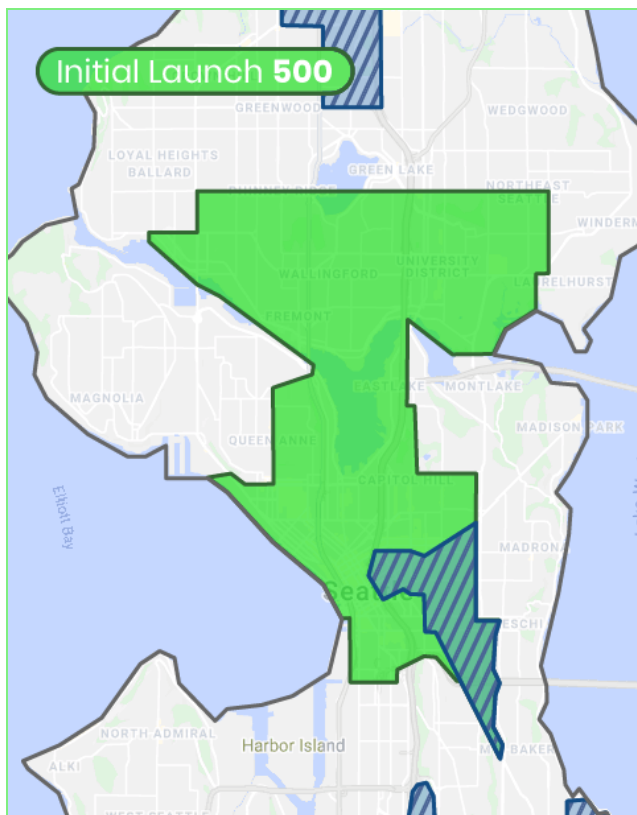


# TAB 03 OPERATIONS

**A-01:** *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.)*

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On our initial launch date we will deploy 500 scooters in the service area shown to the right as part of our Phase I deployment strategy. This service area includes the Environmental Justice Communities (EJCs) of the Central District, where we will have at least 50 of our 500 deployed.



Given the West Seattle Bridge Closure Civil Emergency, we desire to provide connections to and through West Seattle on the earliest timeline possible. Given it is critical that the service we provide riders is *reliable* to the degree that riders can regularly depend on finding a scooter when one is needed, it is important that we reserve launching in West Seattle until sufficient fleet makes reliable service in West Seattle possible. As shown in the next section, we plan on reaching that fleet size within three weeks of launch.

**A-02:** *In an attachment, map the phased approach of getting from the initial deployment size to a fully deployed fleet (include fleet size), including the Environmental Justice Community (EJC) focus areas (described in Requirement 01.5 and Appendix D) and West Seattle (described in Requirement 01.6).*

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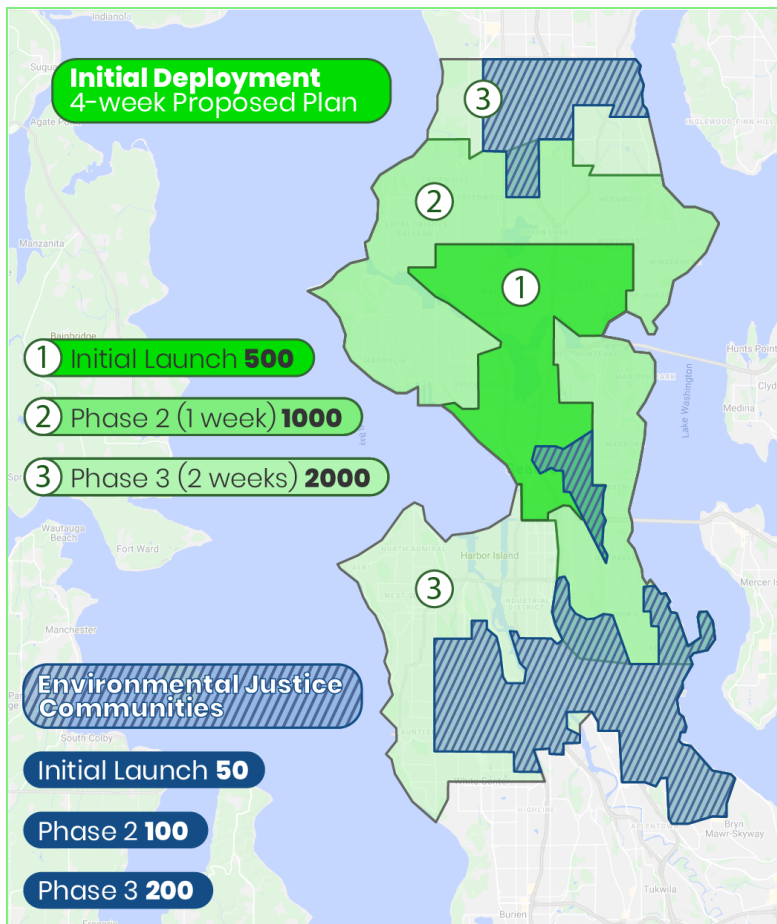
As the global leader in micromobility, we are able to quickly scale to meet the needs of Seattle residents. With city approval, we are equipped to expand to our full deployment of 2,000 scooters within 3 weeks.

Phase 2, with a fleet of 1,000 scooters available as early as one week after launch, includes expansion from the Central City (Westlake / Fremont / Ballard / Wallingford / U District / Central District) to include Queen Anne, Magnolia, Green Lake, Sand Point, Madrona, Leschi, Mt. Baker, Columbia City, and the Rainier



Valley as far South as Othello. EJC zones within the Rainier Valley North of Othello and North College Park are included in this phase, with at least 10% of our fleet. A fleet of 1,000 vehicles is still insufficient to provide reliable service in West Seattle while serving the rest of the Central City.

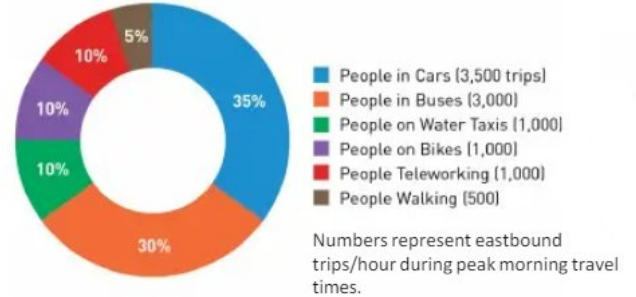
In Phase 3, with a fleet of 2,000 scooters, Lime will be able to serve Seattle citywide. This includes expansion into all of West Seattle, to Rainier Beach in Southeast Seattle, and to the city limits in the North. This expansion will serve all Seattle EJC zones. At full deployment, we will have at least 200 scooters in operation within all three 3 EJC zones on a daily basis.



**West Seattle Bridge Closure Civil Emergency:**  
Lime is actively engaged with key stakeholders

to aid the city in response to the West Seattle Bridge Closure. A key goal for our combined bike share and scooter share system will be to substantially contribute to car use reduction in line with the City's aggressive goals.

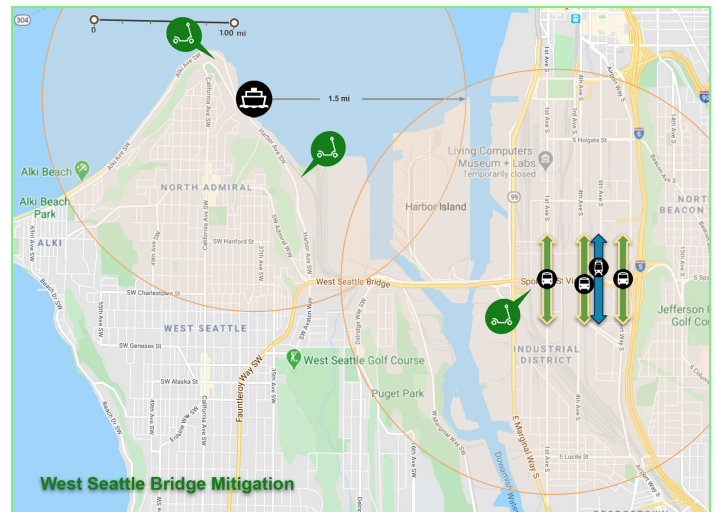
**How People Get Around 2021 Goal**



**How People Get Around - Change Needed**



**Scooter (and bike) placement to aid crossing of the Spokane St. "Low Bridge."** Lime will place scooters (and bikes) in proximity to the low bridge and North/South transit nodes in SODO (1st Ave, 4th Ave, and the Busway) to test whether users will benefit from skipping the most congested portion of a transit trip crossing in and out of West Seattle. These transit connections and a 1.5 mile travel radius are indicated in the map below.



### Connections to the West Seattle Water Taxi:

Lime will place scooters (and bikes) at temporary park and ride locations (if established) for connection to the King County Water Taxi at Seacrest Park in order to reduce reliance on cars or excessive demand on King County Metro Shuttles. Additionally, placement of scooters (and bikes) throughout Alki, Admiral, Delridge, Avalon Way, and Alaska Junction areas will provide additional connections to the Water Taxi and other forms of transit from locations that do not always have high frequency service. Bikes will be prioritized for hilly connections along Admiral or Avalon Way. A 1.5-mile travel radius around Seacrest Park Water Taxi Landing is indicated in the map above, as well as likely temporary park-and-ride locations. Areas within the travelshed to Seacrest Park would receive prioritized bike and scooter placement during Phase III of the fleet expansion.

**Equitable Connections:** Lime has initiated discussions with King County Metro to explore partnership with the agency and other government partners to expand the modeshift impact of scooters and bikes for all transit customers and members of Environmental Justice Communities by creating financial incentives for trips that start or end at key transit facilities. If executed, this concept would be piloted in White Center with expansion opportunities to West Seattle and other key corridors. In the following map, the circles represent 1-mile radius “walksheds” where partnership-funded bike/scooter connections to transit can reduce car reliance in West Seattle and improve modeshift.

**A-03:** *Attach a description of the procedure for receiving and responding to reports received under Requirements O2.1, O2.4, and O2.7.*



Customers and noncustomers can use any of our customer service channels to report safety challenges, maintenance issues, improperly parked vehicles, or other concerns. In addition, riders can report an issue when they open the app when inspecting the scooter, and, at the end of their ride, riders can rate the quality of the ride and report any issues.

Customer service is accessible to riders and non-riders alike through phone, text, email, the app, or by messaging @\_LimeAid on Twitter. Customers and non-customers can reach us through the communication channels listed below:





- Call center: Anyone can call our 24/7 customer service center at 1-888-LIME-345, as visibly displayed on all scooters.
- Through the app: Riders can contact customer service within the app.
- Via email, text, or social media: Customer service can be contacted by email at [support@li.me](mailto:support@li.me), by text at 1 (888)-546-3345, and on Twitter at [@\\_LimeAi](https://twitter.com/_LimeAi)
- Web-based Trust & Safety Center: Self-help FAQs and a portal for customer service submissions are available at <https://help.li.me>.
- Seattle 311: We can also integrate with 311, so that residents have a familiar way to report any issues.
- Law Enforcement Portal: For law enforcement, we provide a [portal](#) to submit documentation needed to obtain confidential rider information

After we receive a report through any of our customer service channels, our Customer Service Team receives a “ticket” in Zendesk. [Zendesk](#) is a best-in-class customer support software suite. If the ticket requires an intervention (e.g. vehicle needs to be moved) our Customer Service Team marks the vehicle to be retrieved and rebalanced. **Our internal task management system generates a task which is automatically sent to our local Operations Team to address within 2 hours.** If the issue is a billing or general question, the Customer Service team works on solving the entirety of the issue directly and communicates the resolution with the rider. For more complex issues, we escalate to our Trust and Safety team for close tracking, response, and resolution. This team works closely with senior members of our local and central operations teams.

Our internal task management system generates a task which is automatically sent to our local Operations Team to address within 2 hours.

Lime partners with two vendors for our customer service staffing. Each vendor trains and selects their agents with rigor. Every agent goes through a training curriculum designed by Lime and executed by our vendors. Each agent must pass a final exam to begin working with Lime.

Every agent receives a five-day training program, followed by a week nesting period where they are closely monitored by team leads. Agents then start solving tickets based on complexity.

All agents need to achieve 80% of the quality assurance at all times. If they fail to reach 80%, they are removed from the program.

Lime uses a support ticketing system and customer service software by Zendesk. Lime has a dedicated Zendesk team in house and dedicated Zendesk Account Managers who work in tandem daily. The information from ZenDesk is also tagged and stored in our database so we can analyze trends and proactively address issues.



**A-04:** Attach illustrative images of the required public contact information described in Requirement O3.1.



(Contact information listed on our scooters. Other information can be added as needed)

**A-05:** If known, attach the contact information for City use as described in Requirement O3.2.

#### Local Postal Address

Lime  
4515 8th Ave NW  
Seattle, WA 98107

#### Operations Manager

(Fleet Operations, Data Collection and Reporting, Equity, and 24 hr contact)  
Lisa Brenner  
408-921-9148  
[lisa.brenner@li.me](mailto:lisa.brenner@li.me)

#### Senior Operations Manager

(Fleet Operations, Data Collection and Reporting, Equity, and 24 hr contact)  
Kenneth Kennedy  
206-293-5579  
[kenneth.kennedy@li.me](mailto:kenneth.kennedy@li.me)

#### Government Relations

(Policy & Programming)  
Jonathan Hopkins  
360-957-5468  
[jonathan.hopkins@li.me](mailto:jonathan.hopkins@li.me)

#### General Manager

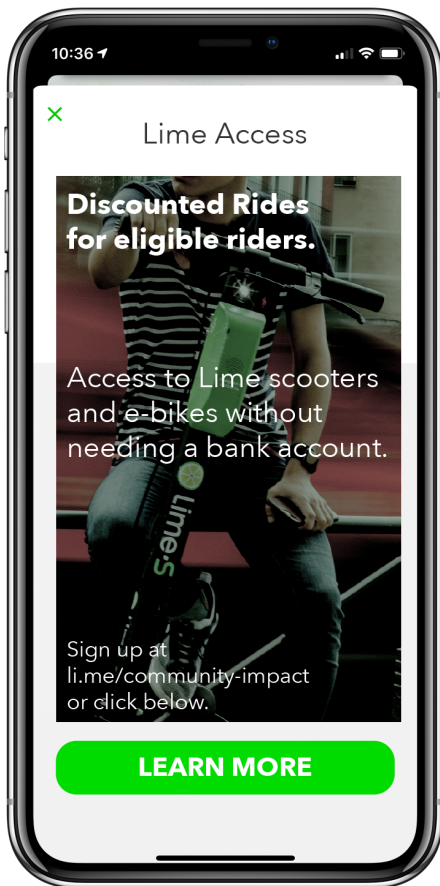
Mike Markevich  
403-827-4478  
[mike.markevich@li.me](mailto:mike.markevich@li.me)

**A-06:** Over the pilot period, 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).

Lime was the first dockless micromobility company to create a low-income pricing program. Our Lime Access program provides discounted rates to anyone receiving public benefits, including the programs in Section O4.2. **Our Lime Access rate for Seattle is Free to unlock and 2.5¢ per minute. A one-hour trip costs \$1.50**, in compliance with Section O4.2(b).

LIME ACCESS	FEE
UNLOCK FEE	<b>Free</b>
PER MINUTE	<b>\$0.025</b>
TOTAL 15-MINUTE TRIP FEE	<b>\$0.375</b>





(Lime Access notification in-app)

**A-07:** Attach a description and illustrative images of the plan for a low-barrier rental to take place, as described in Requirement 04.3.

**Text-to-Unlock:** 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.

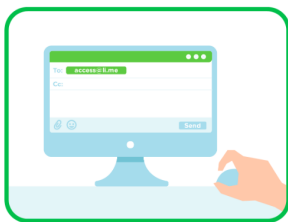
The rider simply texts "Unlock Scooter XXXXXX" to 415-463-3473, and the product unlocks. The rider can also text commands such as "Help" or "Account" in order to get Customer Service information or find out their account balance. The first time a rider uses text-to-unlock, they are prompted to agree to our user agreement and privacy policy.

**Cash Payment:** Unbanked individuals or those without credit cards can load money into an account in small increments through our partnership with [PayNearMe](#).

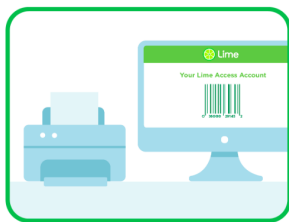
Riders can pay using cash at one of PayNearMe's retail locations and they will receive a code to enter to unlock the scooter. There are more than 40 PayNearMe locations in Seattle, including CVS and 7-Eleven locations.

Lime also accepts PayPal as a payment option, which eliminates the need for a traditional credit or debit card. PayPal has a suite of features available to the unbanked. Riders can also use a prepaid card, such as a Visa prepaid debit card, to add funds to their Lime account.

### PayNearMe Process



Email [access@li.me](mailto:access@li.me) to set up a Lime Access account



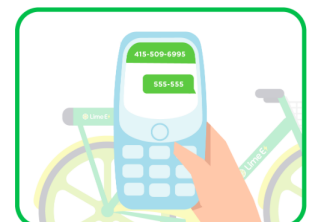
Print personal account barcode



Take barcode to any PayNearMe partner store



Pay with cash or credit card



Unlock bike or scooter via text or through the Lime app





**A-08:** Attach a description and illustrative images of the helmet distribution plan, as described in Requirement O4.6.



**Helmets for All:** Lime encourages our riders to wear helmets and we promote their use on our vehicles, through in-app messaging, through on and off line media, and at events throughout the year. In Seattle, in addition to our riders, we are focusing on connecting with and distributing helmets to “invisible cyclists” -- black and brown scooter and bicycle riders-- who have been historically neglected.<sup>3</sup>

Lime’s **Helmets for All** campaign includes:

- Providing free helmets to all people who successfully complete our First Ride training, through our community partners, SPD, and at our events.
- Working with community partners like Seattle Neighborhood Greenways, The Urban League, Black Girls Do Bike, The GSBA, The Seattle Housing Authority, and King County Metro to provide free helmets to cyclists and scooter-users in and around Environmental Justice Communities regardless of whether they use shared

vehicles to help overcome safety concerns that impede greater participation in micromobility by underrepresented groups.

- Establishing reduced-price helmet partnerships with local Seattle bike shops, such as Gregg’s Cycle and Velo Bike Shop, and promoting the partnerships to our riders in-app.
- Offering design-forward helmet manufacturers like Bern and Closca at 40-50% discount on our online [Safety Portal](#). We also sell discounted helmets from Cosmo Connected that provide visual signalling on the helmet itself. The helmet indicates the deceleration and indicates when scooter riders turn right or left.



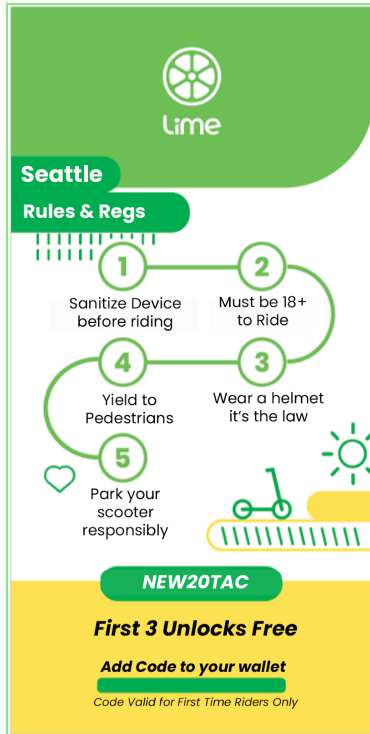
**A-09:** Will the maximum device speed be limited to a speed of 8 MPH on a rider’s first use of the device, as described in Requirement O4.7?

Lime developed a “**Comfort Mode**” feature that we have launched in a number of our global markets. It allows Lime or the user to set a maximum speed lower than the maximum rate in force. In Seattle, Lime will utilize this functionality to limit the maximum speed of a user’s first ride to 8 mph. After that, if the rider prefers to travel at a more moderate pace, they can continue to govern their speed at a maximum of 8 mph.

<sup>3</sup> Agyeman, J., *Poor and black ‘invisible cyclists’ need to be part of post-pandemic transport planning too*, Chicago Reporter (May 29, 2020)



**A-010:** Attach illustrative images of the Rider On-Device Education signage, as described in Requirement ES3.3 and 06.3(c)1.(a)



(example scooter hang-tag)

Safety is at the heart of what we do and education is the key to achieving the culture shift among riders and non-riders that leads to

long term successful scooter adoption. To achieve this goal, we start education early, provide technology to make compliance as easy as possible, and implement incentives to make users invested in compliance.

**On-Scooter Messaging:** Based on survey data and direct feedback, we found that some users learn best from information posted on the vehicle itself. In addition to the rules labels affixed permanently to the stem of all scooters, we regularly post hang-tags securely fastened onto scooters indicating appropriate use.

**Multimedia Outreach:** Our multimedia outreach includes in-app education modules and on-scooter reminders, in addition to further safety reminders in First Ride training, advertising, social media, and through partners.

**Education starts before the first ride:** All riders must review a tutorial on their first ride which includes safety messaging and instructions on proper riding. We are developing new interactive content, like quizzes, and welcome the City's input on content. See our in-app education flow below.



1. Check the Vehicle is working properly



2. Make sure you have a helmet



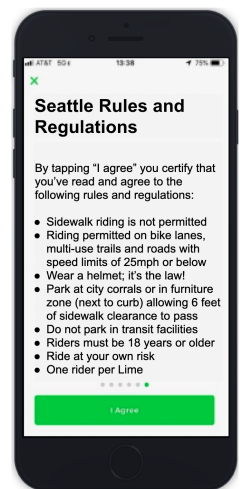
3. Learn the basics



4. Safety first



5. Night riding behavior



6. Know the rules



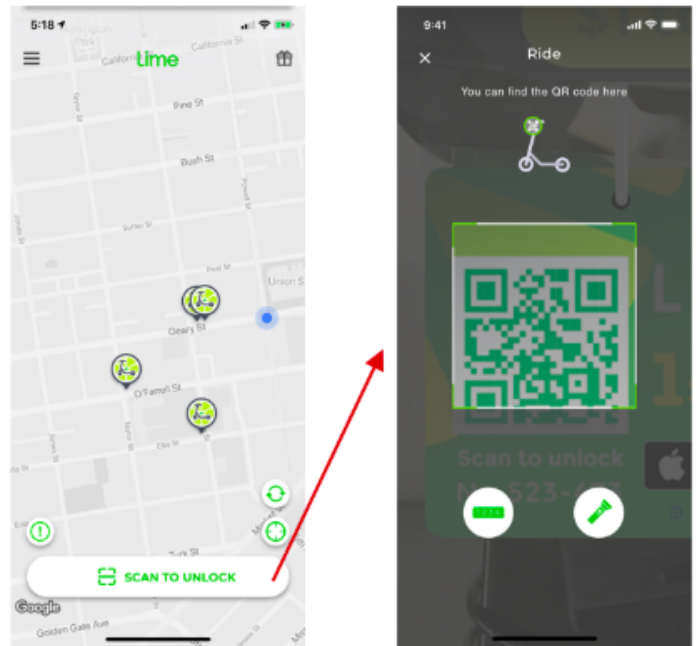
**Multi-channel distribution:** We distribute information on how to park and ride safely through our online [help center](#), in our app, via email and text, and through social media.

In 2020, we will send out an automatic email after each riders' first trip reminding them of Seattle's **safety rules**, including using helmets, yielding to pedestrians, where to ride, and how to park. Within the app itself, we establish a set cadence for a number of safety and educational messages to be sent to our users, constantly rotating the messaging in order to keep it fresh, and to ensure a variety of topics are addressed.



**Late Night Riding Education:** Unsurprisingly, research has shown that riding a scooter while intoxicated makes incidents and injuries more likely. Lime has developed technology to proactively prevent riding while intoxicated. For example, from 10pm to 5 am, riders must perform a cognitive task before unlocking a scooter (see images at right).

All Lime scooters in Seattle will be customized with local requirements and publicize program changes like new no parking zones.



(rider opens app to unlock a scooter)



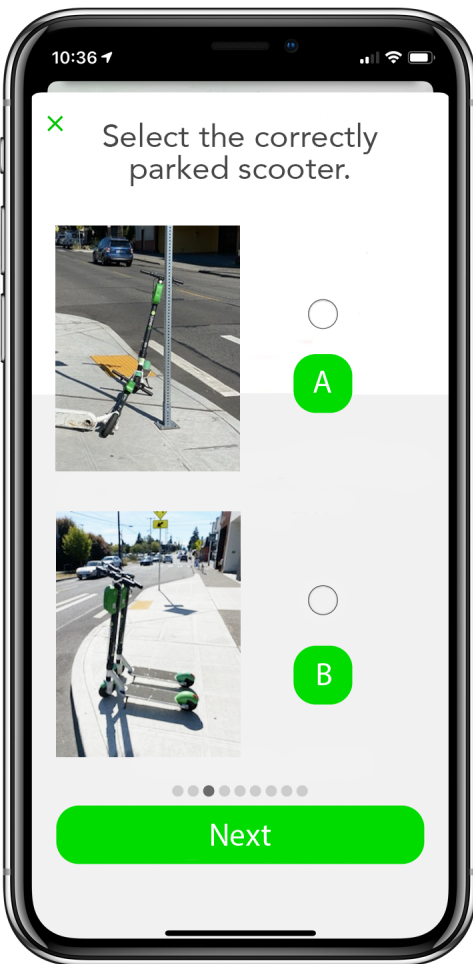
(rider is prompted to perform cognitive task)





**A-O11:** Attach a description and illustrative images of the Digital Safe Parking and Riding Education Program described in Requirement O6.2.

Along with our in-app education outlined in Section A-O10, Lime will develop a digital “quiz” in which riders must **identify correct scooter parking and safe rider behavior**. Below is an example of one screen in a series that would be implemented (on next page). Riders will be required to take the quiz within their first three rides and at least once every three months thereafter.

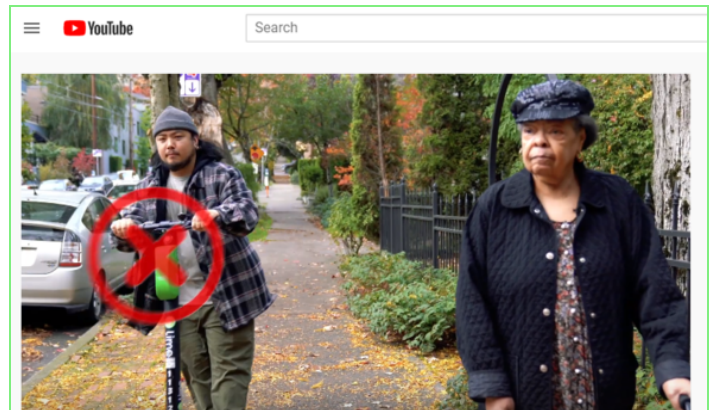


(In-app Safe Parking interface)

**A-O12:** Attach a description and illustrative images of any other educational programs related to safe parking and riding.

Lime’s primary rider education programs are First Ride Training, Lime Patrol, and app- and vehicle-based educational materials as previously described. In addition, we have several other educational programs.

**Scoot Smart:** In order to broaden awareness of parking rules and help users understand the reasons for them, Lime will distribute a video to all users inspired by SDOT’s “Do the Right Thing” video and produced in partnership with Seattle’s Rooted in Rights. Our “**Scoot Smart**” video will go out to all users after launch to remind them of local riding and parking rules.

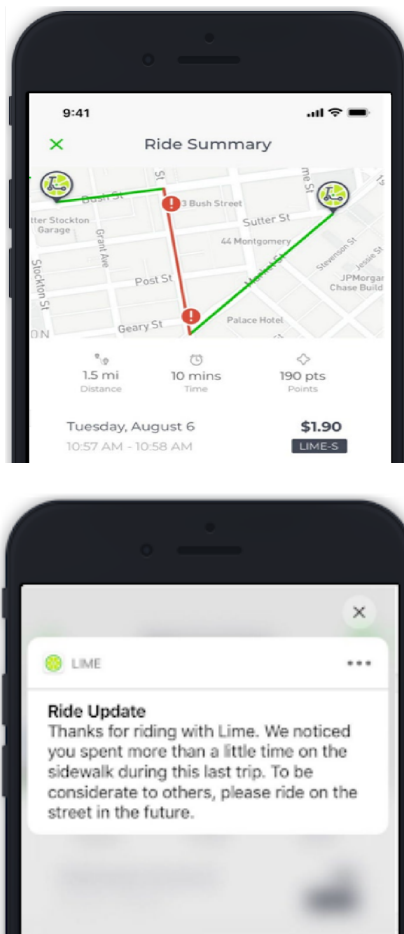


**Self-service Safety Portal:** Lime also has a public online safety portal, [safety.li.me](https://safety.li.me), which provides anyone with access to COVID-19 safety information, riding and parking education, discounts on safety gear such as helmets, and more.



**Sidewalk Detection:** In January 2020, we launched a pilot in San José, California of a first-of-its-kind, patent-pending technology to detect and reduce e-scooter sidewalk riding and better inform cities on infrastructure needs. With this technology, Lime collects accelerometer and speed data from its scooters. From this data, the vibration of the underlying riding surface (e.g. a road or a sidewalk) can be detected using a sophisticated statistical, artificial intelligence model that Lime developed.

With this functionality, Lime is able to discern with **up to 95% accuracy** when a rider is riding on a sidewalk instead of the street, remind riders of local rules governing sidewalk riding, and sanction as needed.



(User interface of our Sidewalk Riding program)

**A-O13:** *Attach a description of the plan to inform riders and prospective riders in Environmental Justice Communities (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).*

Our most successful outreach efforts involve thoughtful and collaborative integration into the work already being done by excellent local community-based organizations. That's why we will partner with the Urban League, Puget Sound Sage, El Centro de la Raza, One America, International Rescue Committee, Transportation Choices Coalition, and Hopelink to disseminate information on how to sign up for our low income program to prospective riders. We will share information about training events and in-person Lime Access sign up opportunities with local and ethnic chambers in order to aid broad community awareness.

Participation of local chambers of commerce and ethnic chambers of commerce will be aided by our other efforts to support small local businesses through **Key Lime**, our small business initiative.

**Through Key Lime, we are using our vehicles and platform to support local small businesses return and thrive.** According to Lime survey data, 81% of our Chicago riders and 77% of Denver riders used Lime to visit local businesses more often. In Seattle, we will seek small business partners that can appear in our app in order to help drive activity towards small local businesses that have suffered as a result of COVID.





We will also work with the Chambers to identify small businesses owned by people of color, women, veterans or people with disabilities interested in serving as regular scooter

deployment locations, known as Lime Hubs, to help bring customers directly to their door.

Specific efforts are outlined in the table below:

<b>ENGAGING ENVIRONMENTAL JUSTICE COMMUNITIES &amp; SPECIFIED COMMUNITIES</b>	
<b>ALL COMMUNITIES</b> <ul style="list-style-type: none"> <li>Engagement with the Transportation Choices Coalition New Mobility and Equity Table to identify additional pathways to share information about sustainable, affordable transportation options.</li> <li>Efforts with King County Metro to connect people to transit at a much-reduced cost in historically underinvested communities.</li> </ul>	
<b>EJCs</b>	Provide multilingual information to the Department of Neighborhoods. Provide in-person First Ride training & Lime Access signup at events with the following organizations: The Urban League, Puget Sound Sage, El Centro de la Raza, One America, International Rescue Committee. Share multilingual information to employees of minority-owned businesses via Ventures and ethnic chambers.
<b>People with Disabilities</b>	Through an ongoing partnership with Rooted in Rights and Disability Rights Washington, we will continue to refine our product offerings to most benefit people with disabilities, purchase training for our staff on best practices, and share information with members of the community about Lime Access and other accessible options.
<b>People experiencing Homelessness / housing insecurity</b>	Provide in-person First Ride training & Lime Access signup at Seattle Housing Authority events. Provide participation information to DESC to share with those enrolled in services.
<b>LGBTQ people</b>	Through an ongoing partnership with The GSBA, we will provide information on Lime Access to GSBA program participants and through the GSBA's Guide and Directory. Lime will also provide information on Lime Access at Pride in 2021.
<b>Woman and girls</b>	Provide in-person First Ride training & Lime Access signup at Black Girls Do Bike events. Donate use of e-bikes and scooters to Cascade Bicycle Club's Major Taylor Project as part of biking education to girls to help participants master a variety of non-car modes available in our city, and provide Lime Access information for participants to share with their parents.
<b>Youth</b>	Continue support for Puget Sound Clean Air Authority sustainable transportation training events with free bikes and scooters for bike and scooter education classes within a controlled environment, coupled with Lime Access signup information for their parents. Donate use of e-bikes and scooters to Cascade Bicycle Club's Major Taylor Project as part of biking education to help participants master a variety of non-car modes available in our city, and provide Lime Access information for participants to share with their parents.
<b>Seniors</b>	Provide in-person First Ride training & Lime Access signup at Seattle Neighborhood Greenways events, coupled with participatory discussion on best practices to benefit elderly Seattleites. Engage with the Seattle Pedestrian Advisory Board to garner feedback on programs and share equitable access information such as Lime Access and any adaptive fleet options that may come available.



**A-014:** Attach a description and illustrative images of the plan to provide the Tier 1 language support described in Requirement 072 and the marketing documentation described in Requirement 074(a).

Our in-app, text, and email customer support operations **are available in all of the City's desired 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, Finish, 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.

**Provide 24/7 customer service** in Spanish, Polish, Korean, Arabic, Hindi, and Mandarin, German, Tagalog, French, Italian, Portuguese, Hungarian, Hebrew, Romanian, Czech, Swedish, Finish, Danish, and Greek, among others..

**We will update our existing Lime Access Tier 1 language translations to reflect the updated product offering in the Seattle market.** Examples of the existing Tier 1 Translations into Vietnamese, Tagalog and Mandarin are shown at right, which will be updated with new product information for 2020-2021. We will distribute this information at events and through our existing network of community partners.



Lime cảm thấy mọi cộng đồng đều xứng đáng được sử dụng dịch vụ đi lại thông minh, có giá cả phải chăng. Thông qua việc phân phối công bằng xe đạp điện và ô tô Pod dùng chung, chúng tôi hướng đến mục tiêu giảm sự phụ thuộc vào ô tô riêng khi cần đi quãng đường ngắn và gìn giữ cho các thế hệ sau một hành tinh sạch hơn, lành mạnh hơn.

Mô hình dịch vụ của Lime gồm 3 bước đơn giản:

Tìm vị trí	Quét mã	Đi xe
Dùng ứng dụng Lime để tìm xe đạp Lime-E gần nhất.	Dùng ứng dụng Lime quét mã QR trên tay lái để mở khóa xe Lime.	Bạn đã có thể lên đường! Hãy nhớ tuân thủ luật giao thông, lái xe an toàn và đội mũ bảo hiểm nữa nhé!

Và đừng quên đỗ xe văn minh.

Lime cung cấp dịch vụ thuê xe đạp Lime-E và ô tô LimePod.  
Chính sách về giá

Lime-E	LimePod
Xe đạp điện (có trợ lực cho bạn đạp) 1 USD để mở khóa, 25 xu/phút	Ô tô thuê tự do 1 USD để mở khóa, 40 xu/phút

Facebook, Instagram, Twitter icons and www.lime.com



Nararamdaman ng Lime na lahat ng komunidad ay nararapat na may access sa ismart at abot-kayang masasakyan. Sa pamamagitan ng pantay na pamamahagi ng ibinahaging mga e-bike at transit Pod, layunin namin na bawasan ang pagdepende sa mga personal na sasakyan para sa maikling distansyang transportasyon at mabigyan ang mga susunod na henerasyon ng mas malinis at malusog na planeta.

Simple ang service model ng Lime at binubuo ng 3 madadaling hakbang:

Maghanap	Mag-scan	Sumakay
Gamitin ang app ng Lime para makahanap ng pinakamalapit na Lime-E bike sa iyo.	Para ma-unlock ang Lime, i-scan ang QR code na nasa handlebars gamit ang app ng Lime.	Handa ka na! Huwag kalimutang sundin ang mga batas trapiko, sumakay ng ligtas at magsuot ng helmet!

Pakitandaan na mag-park nang responsable.

Nag-aalok ang Lime ng Lime-E at LimePods para rentahan.  
Mga Patakaran sa Presyo

Lime-E	LimePod
Mga Electric Bike (may pedal assist) \$1 para ma-unlock, 25 sentimo/minuto	Libreng mga floating car \$1 para ma-unlock, 40 sentimo/minuto

Facebook, Instagram, Twitter icons and www.lime.com





**A-O15:** Attach a description and illustrative images of any other service appropriate equity-related goals, strategies, or actions proposed with respect to Requirements 07.4(d).

**Geographic Distribution:** At a minimum, Lime plans to exceed the City’s ESJ fleet distribution requirements. However, Lime is engaging with partners in an effort to increase utilization of

vehicles in ESJ areas. Should these efforts be successful at increasing *demand* for scooters in ESJ areas, then this will enable Lime to respond to demand signals and operate meaningfully larger than required fleets in ESJ areas.

**Pricing Policies:** Pricing is available in preferred languages as set by the user on their phone. Lime is working with King County Metro on methods to auto-enroll ORCA Lift qualified riders. Lime will otherwise accept all Reduced Fare Program Elements as outlined by the City of Seattle.

**Incentives & Disincentives:** Lime will experiment with incentives and disincentives during the permit period, with special accommodations for people within the equity program.

**Low Barrier Rental:** Lime’s rental methods comply with Requirement 04.3.

**Public Contact Methods:** Lime provides public contact methods in accordance with Requirement 03.1. Additionally, Lime will provide special lines of contact to equity partners focused on BIPOC communities, low income communities, LGBT communities, people with disabilities, seniors, youth and others.

### Proposed Programming & Events.

Q3 '20	<ul style="list-style-type: none"> <li>Digital First Ride training sessions offered through equity-focused community partners (due to COVID) with Lime Access signup component</li> <li>Outreach efforts in partnership with Metro to ORCA Lift users</li> <li>Staff training sessions on serving vulnerable users and community members</li> <li>Release of Seattle-area “Scoot Smart” video on accommodating people with disabilities</li> <li>Possible pilot for lower-cost rides in White Center (adjacent to Seattle)</li> </ul>
Q4	<ul style="list-style-type: none"> <li>Digital First Ride training sessions offered through equity-focused community partners (due to COVID) with Lime Access signup component</li> <li>Roundtable with the New Mobility &amp; Equity Table gathering additional program improvement opportunities</li> </ul>



## Proposed Programming &amp; Events (cont.)

Q4 (cont.)	<ul style="list-style-type: none"> <li>• Outreach efforts in partnership with Metro to ORCA Lift users</li> <li>• Possible pilot for lower-cost rides in White Center (adjacent to Seattle)</li> </ul>
Q1 '21	<ul style="list-style-type: none"> <li>• In person First Ride Training (public health situation notwithstanding)</li> <li>• Continued outreach to low income riders with King County Metro</li> <li>• Survey of low income riders to determine program improvements to better meet needs</li> </ul>
Q2	<ul style="list-style-type: none"> <li>• In person First Ride Training (public health situation notwithstanding)</li> <li>• Follow-up roundtable with the New Mobility &amp; Equity Table gathering additional program improvement opportunities</li> <li>• Continued outreach to low income riders with King County Metro</li> </ul>
Q3	<ul style="list-style-type: none"> <li>• In person First Ride Training (public health situation notwithstanding)</li> <li>• Continued outreach to low income riders with King County Metro</li> </ul>

**Fleet Management & Operations:** Consistent with our operations 2017–2019, Lime will seek to ensure our fleet operations staff is more diverse than the City in which we serve.

**Equitable Access to Information:** Lime will ensure that the equity pricing information displays during a rider's first ride. Further, Lime will work with non-profit and transit partners on collaborative outreach in ESJ communities

**Availability of Helmets:** Lime focuses helmet distribution on people without access to buy one of their own, as described above.

**Equitable Access to Services:** Lime's technology access meets industry best practice.

**Racial and Social Equality:** Lime is focused on improving environmental equity, where safety and conservation failures have an increased impact on historically underinvested communities. Lime will continue to mobilize all riders in partnership with advocacy groups seeking to improve sustainability and safety for historically underinvested communities.

**Other Equity Issues:** As described in **01.3**, Lime

is working closely with transit agencies in order to strengthen equitable connections to one of the most important equity tools in our community: public transit.

**A-016:** *Attach a description of any COVID-19 procedures that are in addition to the requirements described in Requirement 09.*

During the uncertainty caused by coronavirus ("COVID-19"), our dedicated Facilities and Trust & Safety teams took swift and necessary steps to keep our communities and team members safe.

To ensure continuity throughout the organization, we developed Standard Operating Procedures (SOP) based on best practices from the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), Federal agencies, and other global health organizations. Lime has also coupled this SOP with technical support to teams to ensure it is implemented fully.

**All staff are trained on enhanced cleaning methods**, disinfecting all vehicles when they





come back to the warehouse, and before redeployment, as well as regularly sanitizing our vans. We focus on disinfecting the parts of the scooter people touch the most, including handlebars, screens, throttle, and bell. **We provide all members of our team, both in the field and warehouse, with Personal Protective Equipment (PPE)**, including gloves and safety glasses, and hand sanitizer, and we require regular hand washing to protect themselves and riders. Additionally, we have supplied our Juicer staff with disinfecting wipes and other market-specific cleaning products, as well as our own vans.

Please see the image at right (full image can be found in **Appendix E**) for a description of our Covid Safety Response that includes an overview, a description of how we clean and disinfect our scooters, and the information we are distributing to our riders. A copy of our Sanitation SOP is available to the Program Manager upon request and we will incorporate any new protocols shared by the Program Manager into our operations.

## E-Scooters:

### Lime 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 present a safe alternative to enclosed transportation, like rideshare vehicles and public transit.

We have implemented the following safety measures as we maintain service or reopen some cities under our LimeAid program - our essential service program for health professionals, frontline workers and residents safely and reliably get to where they need to go. Our main priorities revolve around preventing on-surface transmission, employee safety training, and educating our riders on safety protocols.


#### How We Clean and Disinfect Our Scooters

At Lime, we are committed to helping reduce the spread of coronavirus and enabling communities to better respond to and recover from coronavirus impacts.

Our LimeAid program has 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 approved cleaners (more below). Wipe so that the surface remains visibly wet for five minutes, and let 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**. 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 public health officials. We focus our rider communication on the below health and safety tips when riding with Lime, delivering education through in-app messaging, emails, social media, local media and our blog:

**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.lime/>

**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 uneven riding surfaces.

**Vigilance** - ride in well lit designated areas while also remaining alert of your surroundings and potential safety hazards.

**Essential Rides** - rides are for essential travel, such as the grocery store, pharmacy or for healthcare purposes. Please avoid jayriding, and please follow your city's shelter-in-place orders.

## TAB 04 DATA SHARING

**A-DI:** Provide the plan for providing SDOT an accurate VMT reports, as described in Requirement DS1.2.

To minimize congestion as well as our carbon footprint, we have installed telematic equipment in all of our vehicles to track and reduce Vehicle Miles Traveled. The telematics plug into the engine diagnostic port (OBD2 port) and provide a live feed of miles traveled. We use a robust fleet management service,

EMKAY, and are able to track VMT, idle time, mpg, gps locations/routes, fuel costs, etc. broken down by vehicle and/or fuel efficiency.

At the close of each permit year or within thirty days of a request from the City, we will: a) use these tools to report the VMT of our fleet along with the energy source used, and b) use a combination of Juicer surveys with anonymized polyline analysis of Juicer tasks to estimate the associated VMT and provide the City of Seattle





with a aggregated, anonymized report of the impact of our scooter management program, including the percentage breakdown of vehicle types and energy source used for each vehicle type and relative efficiency.

**A-D2:** *Attach the disclosure language to which riders must agree, as described in Requirement DS5.*

We take great care to safeguard our users' privacy and to inform them about the data we collect and the circumstances under which we share data. Lime's Privacy Policy is available on our website<sup>4</sup> and in **Appendix A**, and addresses the types of data we collect from riders and devices as well as data we report. We notify and require users to accept this privacy policy upon registration. Always putting our riders first, we securely record and store riders' personal information in encrypted databases. Lime stores minimal PII (personally identifiable information) in our database: name, email address, phone number only. Our data is always encrypted at rest via AES-256 and encrypted in transit via TLS.

We also have access control policies to make sure data is not shared with anyone outside the Company, or within the Company except for specific administrators for legitimate uses. We use PCI-compliant third-party processors for payment processing. The processor gives us a token to authorize a payment and we never touch or store the customer payment information.



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<sup>4</sup> <https://www.li.me/privacy>



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## Appendix A: Privacy Policy

### PRIVACY POLICY

Effective: April 1, 2020

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 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 [Terms of Service](#) which set 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 is required for us 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 and payment information such as your credit card details. In order to use certain products, we may also require you to provide a copy of your driving license. To avail of [Lime Access](#), we also collect government-issued ID and proof of low income status for verification purposes.
- We collect and process location data when you sign up and use the Services. For example, to show you Lime bikes or scooters near your location, it is necessary to collect and record the physical location of your device. Data such as the location of the bike or scooter, the routes taken by the bike or scooter, and its rental status are also necessary to provide the Services. Lime also collects location data directly from Lime bikes or scooters including when a Lime user is riding, such as journey information.
- If you link, connect, or login to Lime with a third party service (e.g. Facebook), the third party service may send us information such as your profile information or friends list 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 collects information from your browser, computer, or mobile device, which provides us with technical information such as your device's source IP address and when you access or use the Services. We use cookies and similar technologies (like pixels and tags) to provide our Services, including to remember your settings and to gather analytics information about you. You can learn more about how we use cookies and similar technologies 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 blog entries. Depending on your camera or photo settings, Lime will receive information you choose to send us such as photos of parked Lime bikes or scooters.
- We receive information about you when we use third party partners such as marketing and advertising partners.
- To help you introduce people to our Services, you can choose to use our referral service to tell a friend about our Services for a discount. When you choose to use our referral service we will ask for your contact's name and email address and automatically send your contact a one-time email on your behalf inviting him or her to use our Services.

In addition, if you are a Juicer who helps Lime collect and charge scooters, 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 scooters 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;
- monitor, track and service the Lime bikes and scooters, including when they are in use by you;
- 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 to you surveys or marketing communications, including information about features and enhancements to our Services;
- optimize, develop and improve our Services. 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 [Terms of Service](#) or be illegal which may include sharing information with government agencies outside of your home country, such as law enforcement agencies;





- collaborate with third parties such as universities and local government authorities, as described below in the “Who Do We Share Your Information With?” section; 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 bikes and scooters.

#### 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 [Terms of Service](#) 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 and partners who provide services to Lime such as hosting data and our infrastructure, processing payments and donations, supporting and improving the Services, performing customer service, or providing marketing and advertising services. For example, we share information with credit card issuers in order to process your payments and refunds.
- Collaborations with third parties: After removing certain identifiers, such as your name, phone, and e-mail address (where provided), and combining the resulting information with similar information from other users, Lime may use, license, and share your information, including individual trip records and trip location (journey) history, with third parties for research, business or other purposes. For example, Lime partners with universities and local government authorities 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 offences, or to enforce our contracts, such as our [Terms of Service](#).
- Lime affiliates: We may share your information with Lime affiliate companies to help provide, maintain and improve the Services. As we grow, we may expand our corporate family by establishing local subsidiaries or other affiliates as needed, to help us provide or market the Services.
- Business re-organisation: 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.

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

#### Our Legal Basis for Using Your Information

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 [Terms of Service](#). For example, we cannot provide the Service unless we collect and process basic information about you and your location;
- you have provided your consent to us processing your information (in which case you may revoke your consent at any time);
- necessary to comply with a legal obligation, including, for example, responding to government agency or law enforcement information requests or to establish, exercise or defend legal claims;
- to protect vital interests of our users, Juicers, staff, and members of the public both on and off the Services;
- it is permitted by law, we may process data in the public interest; and/or
- the processing is necessary for the purposes of Lime's or a third parties [legitimate interests](#), provided that we have balanced these against your fundamental rights and interests.

#### 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. The transfer of information is necessary to provide our Services as set out in the [Terms of Service](#). Lime relies on Standard Contractual Clauses approved by the European Commission and European Commission's adequacy decisions about certain countries, as applicable, to transfer data from the EEA, Switzerland and the UK 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](mailto:legal@li.me).

#### 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.



We may ask for a copy of your driver license before you can use certain Lime Services. When we ask for a copy of your driver's license, we conduct verification checks to ensure the license is valid and we retain only limited verification information in order for you to use the Services.

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 [Terms of Service](#), 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.

#### 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. While some of these rights apply generally, certain rights apply only in limited cases. These rights do not necessarily apply to you if you are based outside these regions.

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

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

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

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

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

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

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



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

Please get in touch with us as set out in the “Who is Responsible for my Information?” section of this Privacy Notice if you would like to exercise any of these rights or in case you should have any concerns about how we process your information. You also have the right to lodge a complaint with your local supervisory authority for data protection. You can access a list of EU supervisory authorities [here](#). You can also contact Lime’s Data Protection Officer at [dpo@li.me](mailto:dpo@li.me).

Your California Privacy Rights: If you are a California resident, you may be entitled to additional rights over your personal information. For more information about those rights and how to exercise them, please see our California Privacy Notice [here](#), 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 such as staffing confirmations, and other information about your use of the Service. If you refer others to us using our email functionality, please note that they may choose not to receive any promotional emails from us in the future by following the opt-out instructions in the email invitation.

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](mailto: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](mailto:juicer@li.me)

Who is Responsible for my Information?

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





**Appendix B: Vendor Signature Page**

Free-Floating Scooter Share Program  
Permit Requirements – Version 1.0 (July 2020)  
All Requirements Subject to Change

**Vendor Signature Page**

I, Michael Markovich declare the following:

1. I am a duly authorized agent of Newton Holdings Inc. a Vendor applying for a permit under the City of Seattle's Free-Floating Scooter Share Program.
2. I have reviewed and understand the Free-Floating Scooter Share Program Permit Requirements for the 2018-2019 Permit Year, including all requirements and appendices.
3. I have the authority to bind the Vendor-applicant to the permit application and to the permit requirements the City established for this program.
4. The Vendor-applicant has complied with all permit requirements in preparing the permit application and all the information in the application is true and complete.
5. The Vendor-applicant shall comply with all permit requirements for the duration of any permit approved under these permit requirements.
6. The Vendor-applicant understands that if the Vendor does not comply with all permit requirements, the City may revoke the permit or take other enforcement actions described in the permit requirements and the Seattle Municipal Code.

I certify under penalty of perjury under the laws of the State of Washington that the foregoing is true and correct.

M. Markovich  
Signature Date and Place

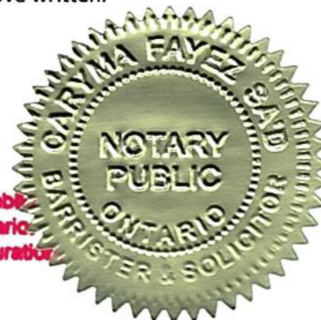
PROVINCE  
State of ONTARIO )  
 ) s.s.  
County of YORK )

This is to certify that on this 20<sup>th</sup> day of JULY 2020,  
before me, the undersigned, a notary public in and for the State of ONTARIO, duly commissioned and sworn,  
personally appeared MICHAEL MARKOVICH to me known to be the GENERAL MGR (title) of the corporation  
or limited liability company that executed the foregoing instrument, and acknowledged the said instrument to be  
their free and voluntary act and deed of said corporation or limited liability company, for the uses and purposes  
therein mentioned, and on oath stated that he was authorized to execute said instrument, and that the seal affixed is  
the corporate seal of said corporation.

WITNESS my hand and official seal, the day and year first above written.

Notary Public in and for the State of ONTARIO  
PROVINCE

**CARYMA SA'D**  
Barrister, Solicitor & Notary Public  
in and for the Province of Ontario  
My commission is of unlimited duration  
Legal advice given.



Appendix C: Vehicle Inspection SOP

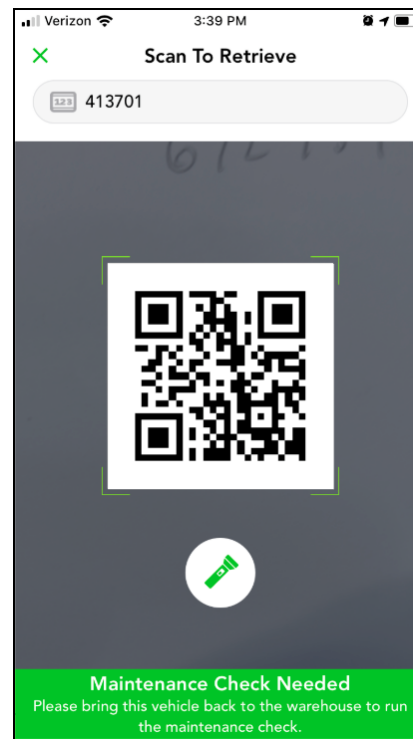
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This document is a guide book to the process for Preventative Maintenance Inspections for Operations Specialists, Diagnostosers, and Mechanics. It is meant to serve as an overview, please consult your Manager or Shift Lead for full training on these procedures.

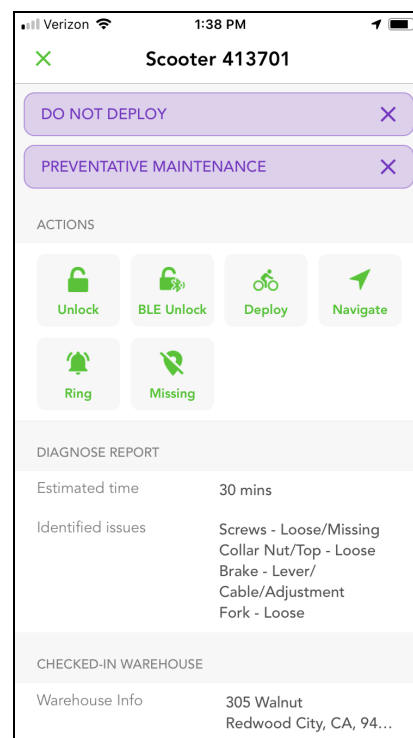
OPERATIONS SPECIALISTS	
Description	Figures and flow
1. Vehicles in need of Inspection will appear on the Retrieval Map.	
2. Continue to retrieve based on priority (i.e., purples first)	



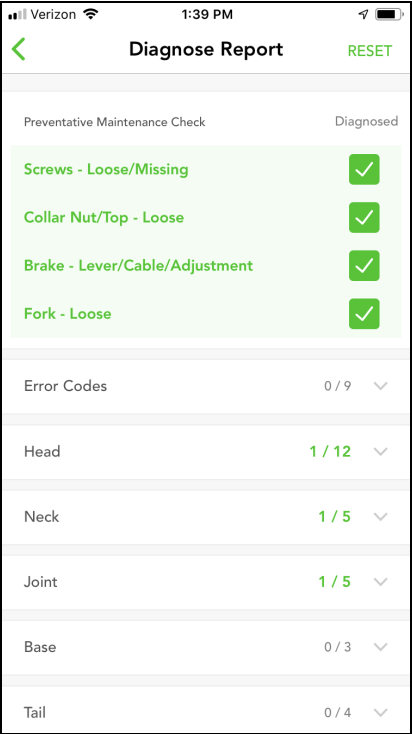
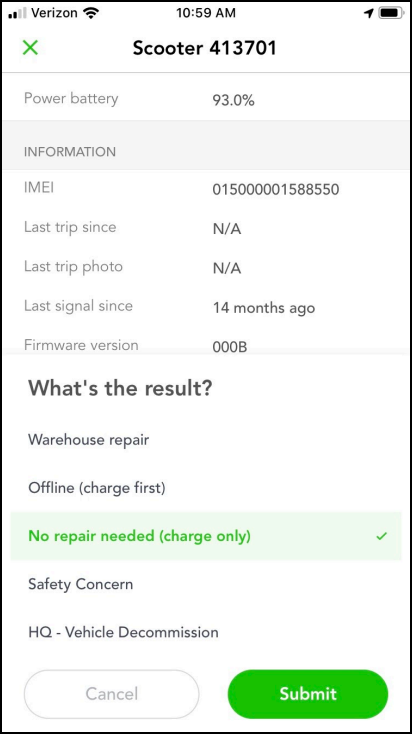
3. When using the retrieval map, after the vehicle is scanned a preventative maintenance note will appear on the bottom.
4. Bring all PM vehicles back to the warehouse.



5. Ops can scan any vehicle to determine if it has a PM task on it. If the scooter has a PM task, a purple banner will show up.



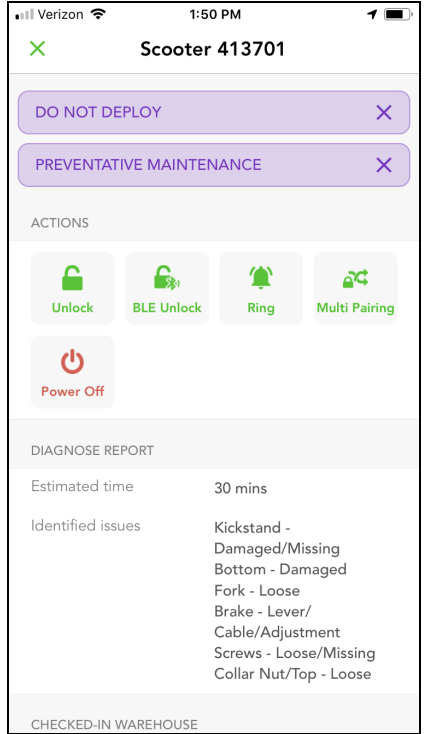
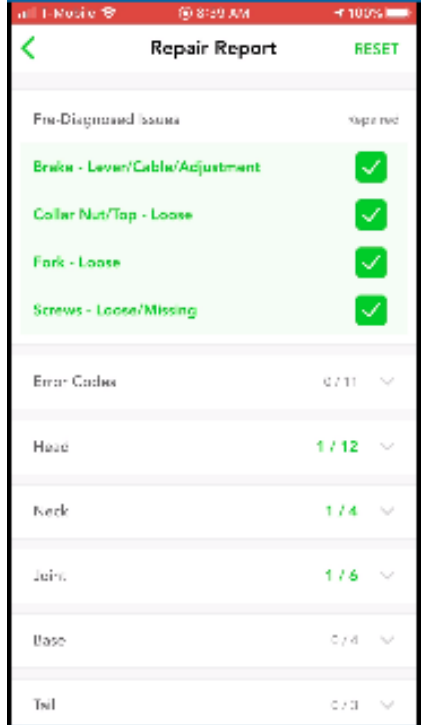
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DIAGNOSER	
Description	Figures and flow
<ol style="list-style-type: none"> <li>When a diagnoser scans a PM scooter four items will be pre-selected in the diagnose report               <ol style="list-style-type: none"> <li>Screws - loose/missing</li> <li>Collar nut/top- loose</li> <li>Brake - lever/cable/adjustment</li> <li>fork - loose</li> </ol> </li> <li>Inspect the vehicle like any other scooter for marking other damages/repairs needed.  <b>(A full list of inspection points is available at the bottom of this document)</b> </li> <li>If the vehicle does not need one of the 4 pre-selected items, please un-select it.</li> </ol>	
<ol style="list-style-type: none"> <li>If the vehicle is in full working order, a diagnose ticket that results in 'no repair needed (charge only)' will clear the PM task and the vehicle is ready to charge and redeploy.</li> </ol>	





## CONFIDENTIAL, PROPRIETARY, AND TRADE SECRET INFORMATION

MECHANIC	
Description	Figures and flow
<ol style="list-style-type: none"> <li>1. Scan the vehicle</li> <li>2. Purple PM banner will appear</li> <li>3. Select Warehouse Repair</li> <li>4. Follow the diagnose report and repair flow per usual.</li> </ol>	 <p>The screenshot shows the Scooter 413701 interface. At the top, there's a status bar with Verizon, 1:50 PM, and battery level. Below the scooter ID, there are two purple banners: 'DO NOT DEPLOY' and 'PREVENTATIVE MAINTENANCE', each with a close button. Under 'ACTIONS', there are icons for 'Unlock', 'BLE Unlock', 'Ring', 'Multi Pairing', and a 'Power Off' button. The 'DIAGNOSE REPORT' section shows an estimated time of 30 mins and a list of identified issues: Kickstand - Damaged/Missing, Bottom - Damaged, Fork - Loose, Brake - Lever/Cable/Adjustment, Screws - Loose/Missing, and Collar Nut/Top - Loose. At the bottom, it says 'CHECKED-IN WAREHOUSE'.</p>
<ol style="list-style-type: none"> <li>5. Like a typical repair flow, select the issues that the mechanic fixed. Once completed, the vehicle is ready for charging and redeploy.</li> </ol>	 <p>The screenshot shows the 'Repair Report' interface. At the top, there's a status bar with 'I Mobile', 8:29 AM, and 100% battery. Below the title 'Repair Report' and a 'RESET' button, there's a table of issues. The first four issues are checked: 'Brake - Lever/Cable/Adjustment', 'Collar Nut/Top - Loose', 'Fork - Loose', and 'Screws - Loose/Missing'. Below this, there's a section for 'Error Codes' and a progress bar showing '1 / 12' for 'Head', '1 / 4' for 'Kick', '1 / 6' for 'Joints', '0 / 4' for 'Base', and '0 / 3' for 'Tire'.</p>



**CONFIDENTIAL, PROPRIETARY, AND TRADE SECRET INFORMATION****List of Inspection Points****Error Codes**

- Overcurrent Protection
- Undervoltage Protection
- Overvoltage Protection
- Motor Rotation Protection
- Lower Drive System
- Upper Drive System Failure
- Motor Failure
- Left Brake Lever Failure
- Throttle Failure
- ECU/Display Communication Failure
- Motor Phase Cable Short Failure
- Electrical Communication

**Head**

- Bell - Physically Damaged
- Head - Physically Damaged
- Brake Lever - Needs Adjustment
- Brake Lever - Physically Damaged
- Brake Cable - Needs Adjustment
- Brake Cable - Physically Damaged
- Display - Malfunction
- Display - Physically Damaged
- Display Cover - Missing/Physically Damaged
- Handlebar Grips - Missing/Physically Damaged
- Handlebar - Physically Damaged
- Headlight - Malfunction
- Headlight - Physically Damaged
- Throttle - Physically Damaged
- ECU - Physically Damaged
- QR Code - Not Readable

**Neck**

- Battery - Missing
- Battery - Malfunction
- Center Console Unit - Malfunction
- Center Console Unit - Physically Damaged
- CCU Mounting Bracket - Missing/Physically Damaged
- CCU Unit Case - Physically Damaged

- Charging Port - Missing/Physically Damaged
- Charging Port Cover - Missing/Physically Damaged
- Main Tube - Broken
- Collar Nut - Loose
- Collar Nut - Physically Damaged

**Joint**

- Fork Side Panel - Missing/Physically Damaged
- Fork Reflective Sticker - Needs Replacement
- Fork - Loose
- Fork - Bent
- Fork - Physically Damaged
- Fork Washer and Bearing - Physically Damaged
- Fork Spring - Physically Damaged
- Octagon Fork Spacer - Missing/Physically Damaged
- Front Fender - Physically Damaged
- Front Wheel - Loose
- Front Wheel - Physically Damaged

**Base**

- Deck - Needs Replacement
- Grip Tape - Needs Replacement
- Kickstand - Loose
- Kickstand - Missing/Physically Damaged

**Tail**

- Rear Fender - Physically Damaged
- Rear Light - Malfunction
- Rear Light - Physically Damaged
- Drum Brake - Physically Damaged
- Rear Wheel - Loose
- Rear Wheel - Physically Damaged


**Other**

- Other
- Vehicle Cleaning
- Extreme Physical Damage
- Screws- Missing/Physically Damaged
- Sticker - Needs Replacement



## Appendix D: Mechanic Quality Assurance Checklist

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 <b>Quality Assurance</b>		
Section	REPAIR/TRIAGE	CHARGE/DEPLOY
<b>Dashboard:</b>	<input type="checkbox"/> Cracked Cover/Screen/Missing Cover. <input type="checkbox"/> No information displayed. <input type="checkbox"/> Error Codes other than 2E , inconsistent error history	<input type="checkbox"/> Functional. <input type="checkbox"/> Clear display & cover secure. <input type="checkbox"/> No Error Codes
<b>Lock:</b>	<input type="checkbox"/> Scooter Fails to Unlock.	<input type="checkbox"/> Scooter Locks, Unlocks & Online.
<b>Brakes:</b>	<input type="checkbox"/> Lever is touching handle-grip when pulled - Tighten. <input type="checkbox"/> Brake wire exposed/cut/split. <input type="checkbox"/> Scooter doesn't stop when brake is applied. <input type="checkbox"/> Brake Lever wobble	<input type="checkbox"/> Brake is applied when lever is parallel to the handgrip. (two finger gap) <input type="checkbox"/> Brake lever is easy to squeeze. <input type="checkbox"/> Lever has minimal wobble.
<b>Throttle:</b>	<input type="checkbox"/> Throttle sticks (doesn't return to neutral position). <input type="checkbox"/> Throttle is cracked or loose.	<input type="checkbox"/> Throttle returns back to neutral after pressing. <input type="checkbox"/> Throttle has smooth operation throughout.
<b>Misc Cable:</b>	<input type="checkbox"/> Headlight not working or intermittent	<input type="checkbox"/> Headlight on
<b>Upright Stem:</b>	<input type="checkbox"/> Movement between stem and base (Loose Collar).	<input type="checkbox"/> Stem is securely attached to base. <input type="checkbox"/> Steering is easy and smooth without resistance & excessive noise.
<b>CCU:</b>	<input type="checkbox"/> Severely cracked. <input type="checkbox"/> Speaker dysfunctional.	<input type="checkbox"/> Sounds when rung or unlocked, without major visible damage.
<b>Fork Assembly:</b>	<input type="checkbox"/> Plastic guards cracked or broken. <input type="checkbox"/> Wheel facing incorrect direction, bent or wheel loose up/down, bushing movement more than 10mm	<input type="checkbox"/> Guards intact. <input type="checkbox"/> Wheel straight when handlebars straight. <input type="checkbox"/> Wheel has no vertical loose movement (spring loose)
<b>Kickstand:</b>	<input type="checkbox"/> Loose or Missing <input type="checkbox"/> Scooter unstable when placed on kickstand.	<input type="checkbox"/> Operational and Tight. <input type="checkbox"/> Scooter stands stable upright on the kickstand.
<b>Kickboard:</b>	<input type="checkbox"/> Vandalised. <input type="checkbox"/> Bent/broken/cracks (check behind fork for hairline crack)	<input type="checkbox"/> Clean of graffiti. <input type="checkbox"/> Grip-Tape has comfortable grip. <input type="checkbox"/> Battery Protector Screws Complete
<b>Wheels:</b>	<input type="checkbox"/> Tyres worn making ride uncomfortably bumpy.	<input type="checkbox"/> Scooter comfortable to ride.
<b>Tail:</b>	<input type="checkbox"/> Tail light does not light up (or only lights up under pressure). <input type="checkbox"/> Motor non-functional/makes excessive noise.	<input type="checkbox"/> Light intensifies when lever pressed. <input type="checkbox"/> Light is constant without flicker. <input type="checkbox"/> Rear Brake efficient
<b>Loose Screws:</b>	<input type="checkbox"/> Scooter Missing Screws. <input type="checkbox"/> Screws in Head Unit loose.	<input type="checkbox"/> Scooter has all screws tight and secure.

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## Appendix E: COVID-19 Safety Response

# E-Scooters: Lime 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 present a safe alternative to enclosed transportation, like rideshare vehicles and public transit.

We have implemented the following safety measures as we maintain service or reopen some cities under our LimeAid program - our essential service program for health professionals, frontline workers and residents safely and reliably get to where they need to go. Our main priorities revolve around preventing on-surface transmission, employee safety training, and educating our riders on safety protocols.

### How We Clean and Disinfect Our Scooters

At Lime, we are committed to helping reduce the spread of coronavirus and enabling communities to better respond to and recover from coronavirus impacts.

Our LimeAID program has 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 approved cleaners** (more below). **Wipe so that the surface remains visibly wet for five minutes, and let 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**. 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 public health officials. We focus our rider communication on the below health and safety tips when riding with Lime, delivering education through in-app messaging, emails, social media, local media and our blog:

**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 uneven riding surfaces.**

**Vigilance - ride in well lit designated areas while also remaining alert of your surroundings and potential safety hazards.**

**Essential Rides - rides are for essential travel, such as the grocery store, pharmacy or for healthcare purposes. Please avoid 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 includes:

- **All employees 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 task force to communicate COVID global news in addition to any new safety protocols announced by health organizations**
- **stopCOVID.co training course**
- **Social distancing protocols training**
- **Preventing on-surface transmission training**

