

Cincinnati E- Scooter Program

August 2, 2022

Cincinnati by the Numbers



Program Recap

Since Launch

855k Trips...

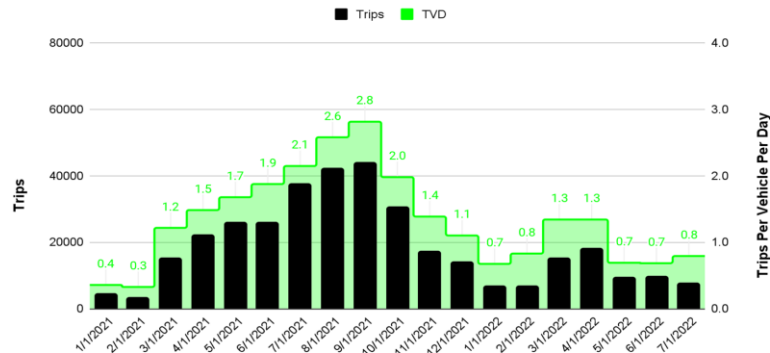
278k New Riders

197k First Trips

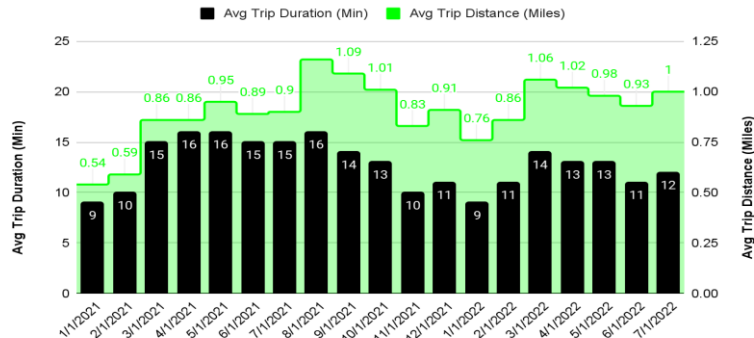
Utilization Trends

Trips & Utilization

2021 vs 2022



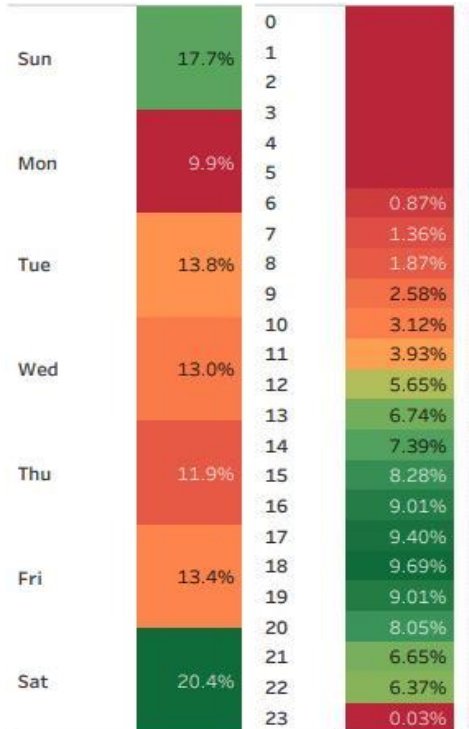
Rider Trip Distance & Duration



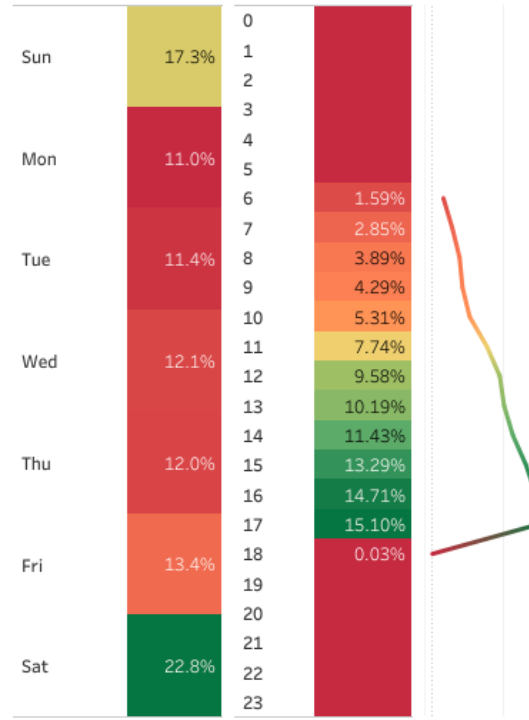
Cincinnati by the Numbers



Trips by Day & Hour (11pm Curfew)

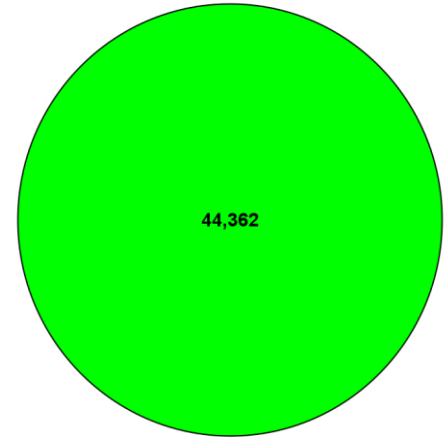


Trips by Day & Hour (6pm curfew)

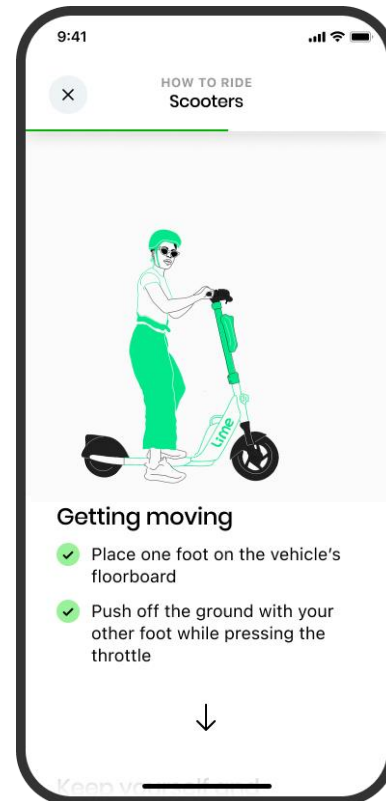
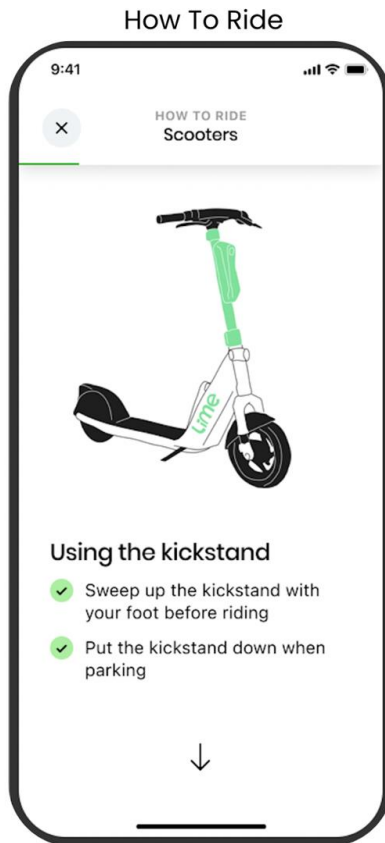
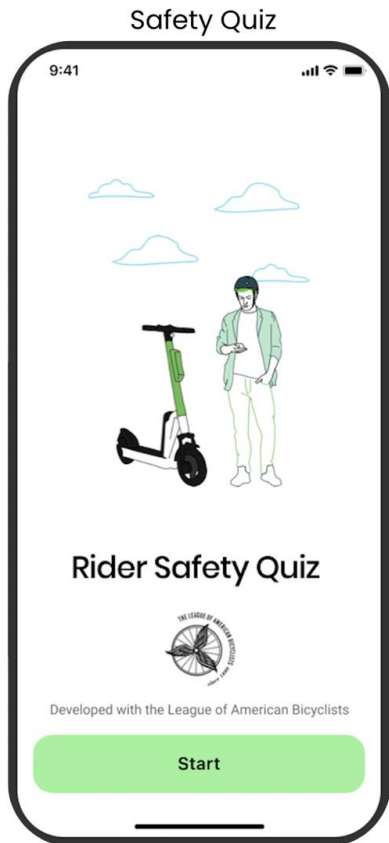


Number of App Openings After 6pm

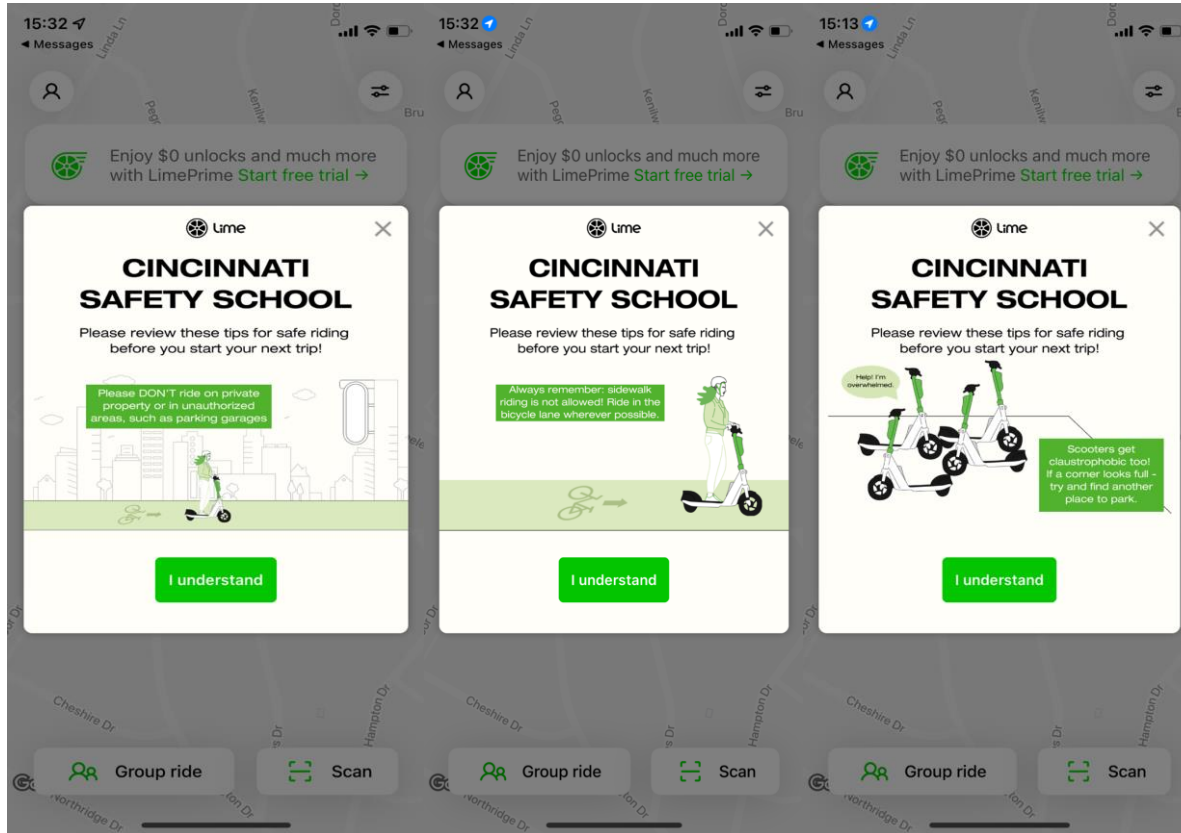
App Openings between 6 pm - 6 am



Commitment to a Safe Program: Rider Safety Quiz



Safety: Lime x Cincinnati Safety School



Safety comes first and always at Lime. Lime's suite of safety features includes **in-app messaging, zone technology, and ride blockers.** When bad riding behavior was brought to our attention in **Cincinnati**, Lime immediately launched its **new safety quiz** geared specifically to our Cincinnati riders. We also sent in-app messaging to all riders, reminding them of the rules of the road.

Safety: Deterring Sidewalk & Wrong Way Riding



 Lime

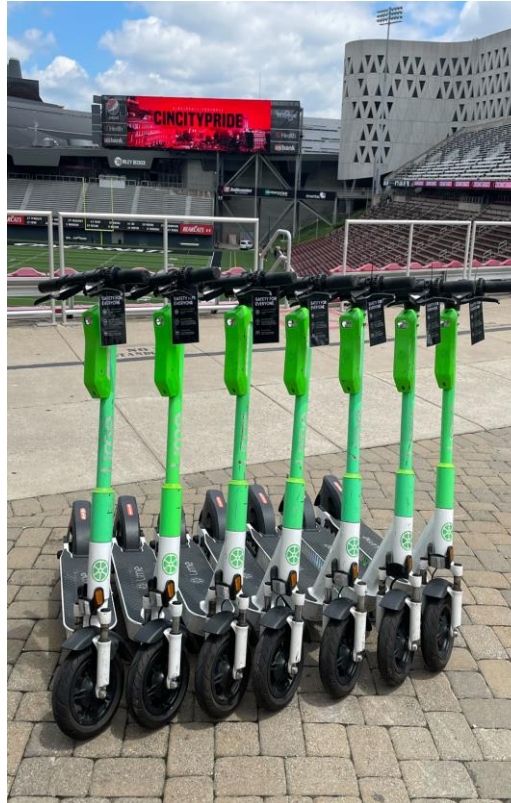
SAFETY FOR EVERYONE

 **STOP, ARE YOU AT LEAST 18?**
You must be 18+ years old to ride Lime.

 **PARK RESPONSIBLY**
Park in designated corrals when possible. Or, park on the sidewalk without disturbing others' passage.

 **RIDE IN BIKE LANES**
Sidewalk riding is NOT allowed.
Wrong way riding is NOT allowed.
Check your app for local rules.

Lime Scooter Hangtag



Lime @Cincinnati Bearcat's Football Game

Whether walking, riding or driving, keeping all Cincinnatians safe is Lime's primary goal. This is why we focused squarely on **NO** Sidewalk riding and **NO** Wrong Way Riding in our safety campaign. Lime's approach includes **in-app messaging, physical hang-tags and push notifications to deter these behaviors.** We understand that educating our riders and creating clear channels of reporting egregious behavior keeps everyone, no matter the transportation mode, **Safe.**

Safety: Detering Sidewalk & Wrong Way Riding



CINCINNATI SAFETY SCHOOL

Please review these tips for safe riding
before you start your next trip!

Please NEVER ride the wrong
way against traffic



To reiterate our
commitment to **Safety**,
Lime has included “**NEVER
ride the wrong way**” to our
Lime & **Cincinnati** Safety
School trainings and
messaging. **Protecting all
Cincinnati**ans and
educating our riders
ensures a successful
micromobility program.

RESPONSIBLE RIDING IN CINCY: Lime's Underage Riding Campaign



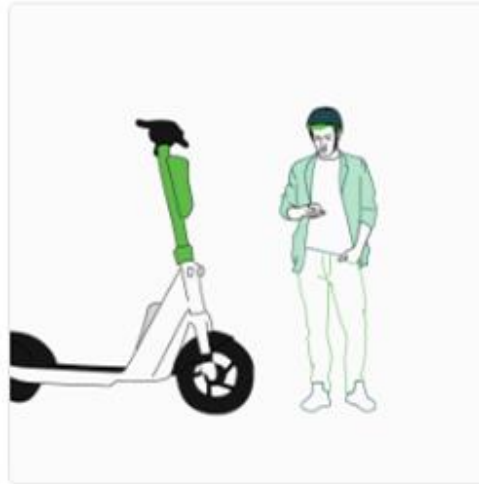
Lime @limebike · Jun 7

If you're 18 years or older, you can do many things—like ride with Lime! Wherever you go and whoever you're with, make sure you're all at least 18 years old.



Lime @limebike · Jun 7

Be a responsible rider and don't unlock vehicles for underage riders. You must be 18+ to ride.

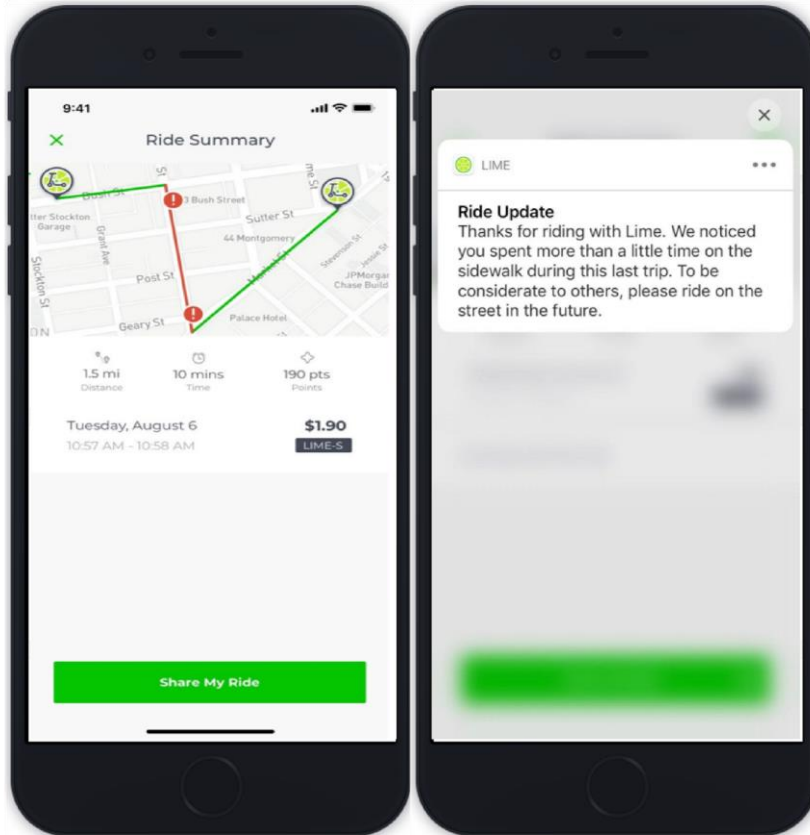


Responsible riding is a concern for **Lime** worldwide, especially when it comes to **underage riding prevention**.

To spread the message and ensure Lime riders are at their best behavior, **Lime** has prepared a series of social media posts, taking a stand against irresponsible riding behaviours and underage riding specifically.

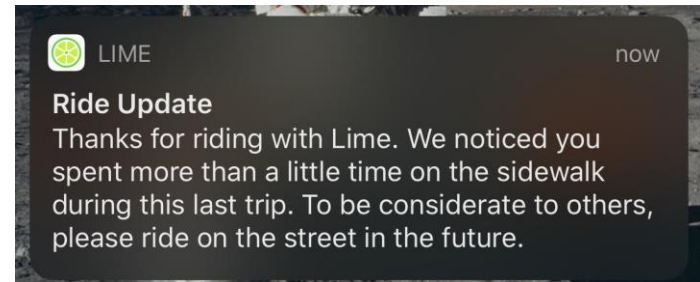
We are excited about engaging with **Cincinnati** and our **Lime** community on this important topic.

RESPONSIBLE RIDING IN CINCY: Lime's Approach To Sidewalk Riding



Lime understands the importance of **keeping our riders off the sidewalk and safely riding** where they should be. That is why we continue to make a significant investment into developing cutting-edge technology to guide our riders and assist cities in making decisions about investing in infrastructure like protected bike lanes. **Lime Sidewalk Riding Detection** is active **NOW** in **Cincinnati**.

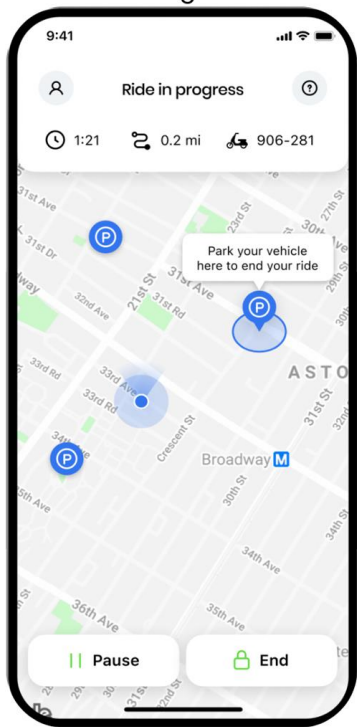
When we detect **Sidewalk Riding**, the **Lime** app will send a notification to the rider at the end of their trip. We also log this data to track city trends and hotspots where more sidewalk riding occurs.



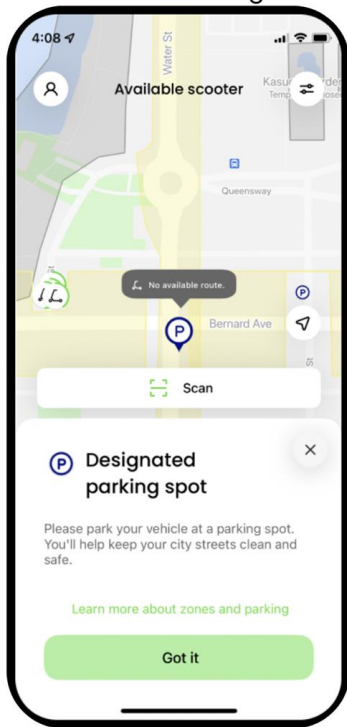
Lime x Cincinnati: Parking Solutions



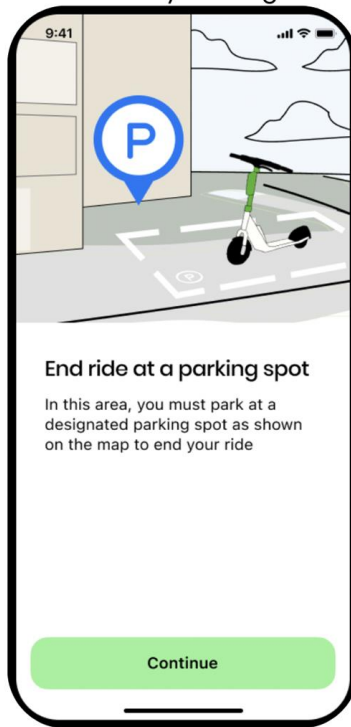
Parking Pins



Preferred Parking Pin



Mandatory Parking Pin



Lime's suite of parking features includes **mandatory parking zones**, geometric quadrants that appear in the Lime app and indicate an **area where riders are required to end their trip**, and **parking pins**, symbols that appear where riders **should end their trip when outside a mandatory parking zone** or where riders are **required to end their trip, when inside a mandatory parking zone**.

Introducing Enhanced ID Scan

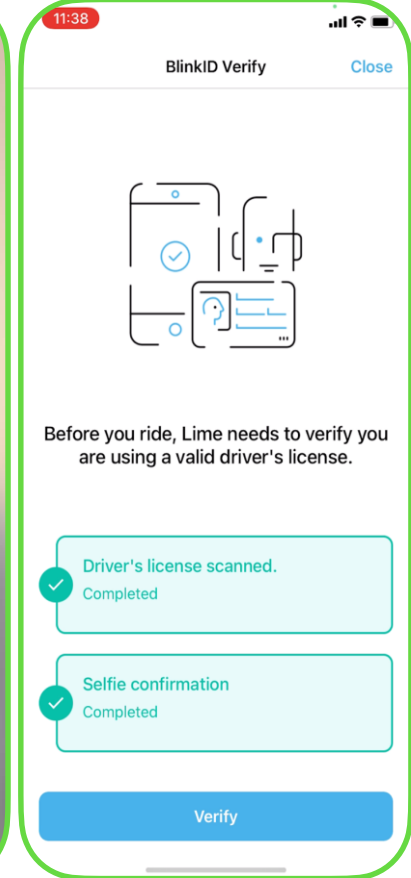
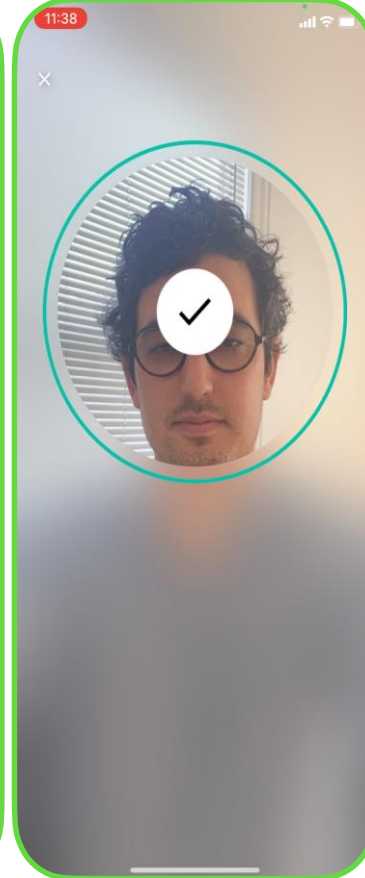
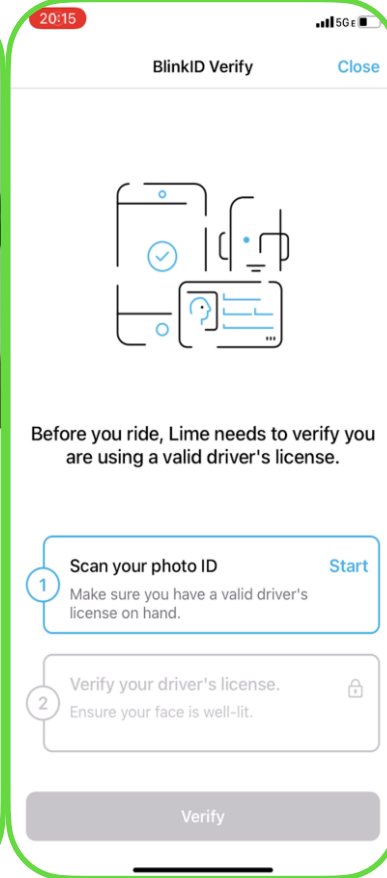
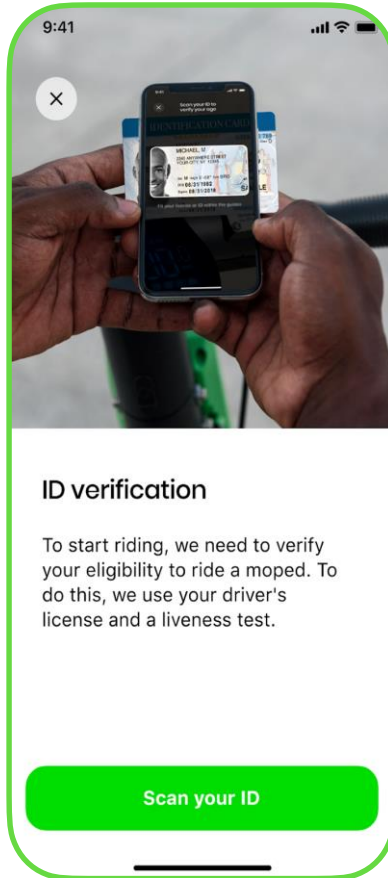


Lime's Verify and Ride

To strengthen our current age verification system, Cincinnati users will now be prompted to capture both sides of their license using the camera on their smartphone, correct any information manually as needed, and finally take a 'selfie' to confirm their identity before starting a ride.

Please note: Lime has a **zero-tolerance policy for underage riding**. Only **1 account per ID** is allowed and any riders who try to use the same ID for multiple accounts will be blocked.

Enhanced ID Scan + Liveness Test



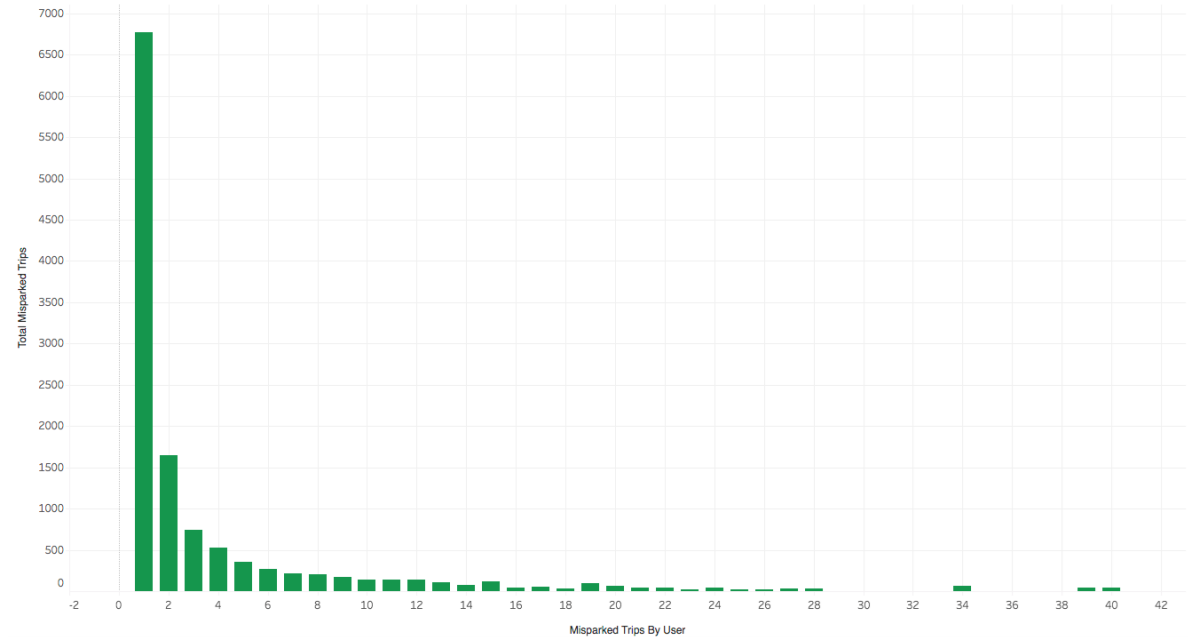
Lime's Rider Enforcement Plan to Ensure Compliance



Lime has a **five-step progressive discipline policy** to help encourage a culture of accountability, compliance riding and parking, and reduce recidivism. Lime provides a combination of **e-mail** and **in-app messaging** at each stage of this process to:

- **Inform riders of the infraction**
- **Provide safe riding tips**
- **Specify any disciplinary action (fines or suspensions)**
- **Issue warnings for progressive disciplinary action upon the next infraction.**

Misparked Trips By User Aggregated

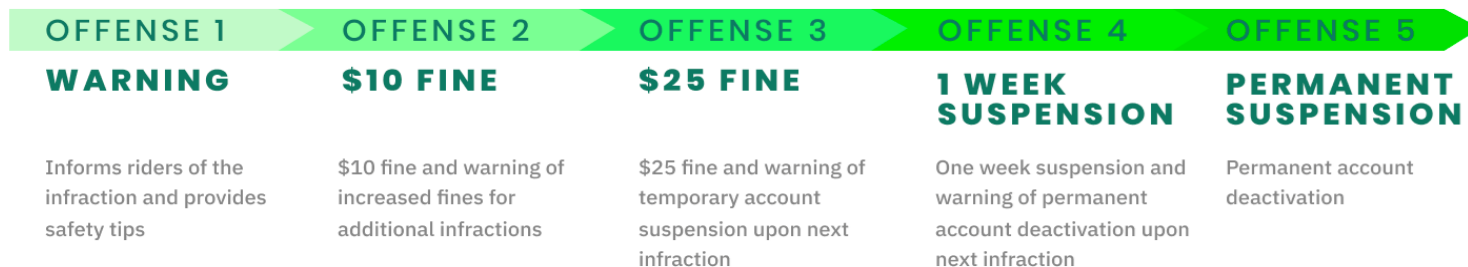


While this framework effectively addresses most infractions, there are behaviors that **Lime will not tolerate**. For example, **verified cases of underage riding** result in **immediate account deactivation**. Fines are directly charged to the user's credit card on file.

Lime's 5-Step Progressive Discipline Policy



Progressive Discipline Policy



Lime has applied this proven framework across the **230+ markets** we serve, and found it to be an effective deterrent in **mitigating poor rider behavior** before resulting in deactivation. For example, based on our analysis of fines in Paris, most fines are assessed to new riders, and the recidivism rate is low. As shown in the graph above, our library of compliance tools leads to the vast majority of riders never misparking more than once.



Thank You

August. 2, 2022





Q&A