Cincinnati E-Scooter Program

May. 17, 2022

Lime

Cincinnati by the Numbers

Program Recap

Since Launch
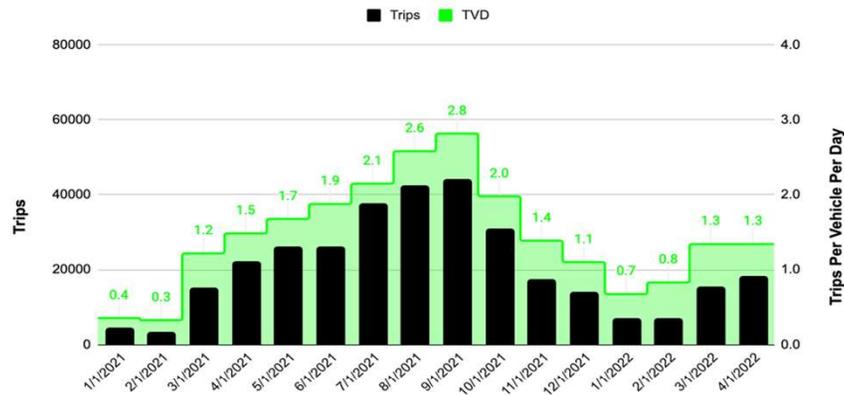
835k Trips…

262k New Riders

191k First Trips

Utilization Trends

Trips & Utilization
(2021)

Legend: ■ Trips ■ TVD

TVD values (Trips Per Vehicle Per Day): 0.4, 0.3, 1.2, 1.5, 1.7, 1.9, 2.1, 2.6, 2.8, 2.0, 1.4, 1.1, 0.7, 0.8, 1.3, 1.3

X-axis: 1/1/2021, 2/1/2021, 3/1/2021, 4/1/2021, 5/1/2021, 6/1/2021, 7/1/2021, 8/1/2021, 9/1/2021, 10/1/2021, 11/1/2021, 12/1/2021, 1/1/2022, 2/1/2022, 3/1/2022, 4/1/2022

Rider Trip Distance & Duration
(2021)

Legend: ■ Avg Trip Duration (Min) ■ Avg Trip Distance (Miles)

Avg Trip Duration (Min): 9, 10, 15, 16, 16, 15, 15, 16, 14, 13, 10, 11, 9, 11, 14, 13

Avg Trip Distance (Miles): 0.54, 0.59, 0.86, 0.86, 0.95, 0.89, 0.9, (—), 1.01, 0.83, 0.91, 0.76, 0.86, 1.06, 1.02

Trips by Day & Hour

Day	%	Hour	%
Sun	17.7%	0	
		1	
		2	
		3	
Mon	9.9%	4	
		5	
		6	0.87%
Tue	13.8%	7	1.36%
		8	1.87%
		9	2.58%
Wed	13.0%	10	3.12%
		11	3.93%
		12	5.65%
		13	6.74%
Thu	11.9%	14	7.39%
		15	8.28%
		16	9.01%
		17	9.40%
Fri	13.4%	18	9.69%
		19	9.01%
		20	8.05%
		21	6.65%
Sat	20.4%	22	6.37%
		23	0.03%
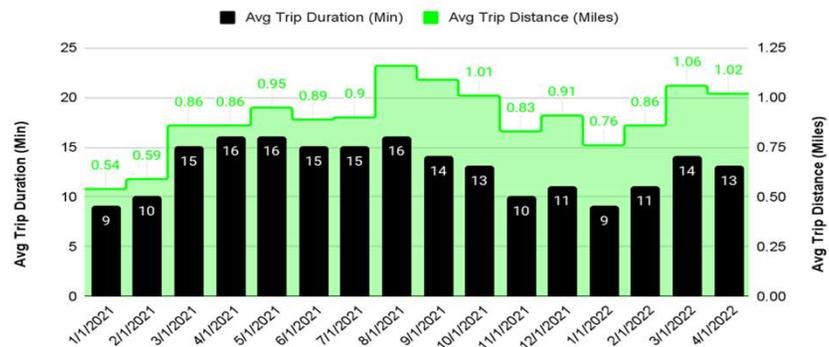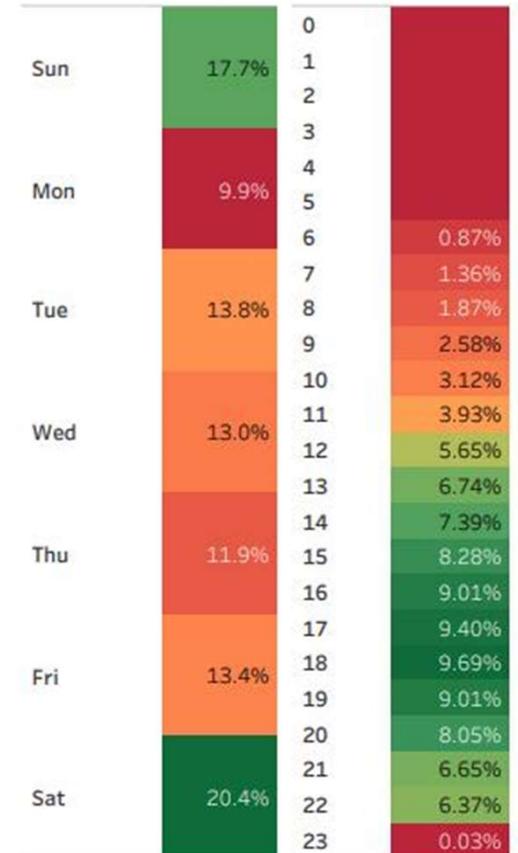
Commitment to a Safe Program: Rider Safety Quiz

Safety Quiz

9:41

Rider Safety Quiz

Developed with the League of American Bicyclists

Start

Safety Reminders

9:41

HOW TO RIDE
Scooters

Keep yourself and your city safe

Wear a helmet when riding

Test the brakes before riding by squeezing them and rocking the vehicle forward and back. The vehicle should not move.

Ride in bike lanes whenever possible

Park out of public pathways and upright with the kickstand down. You may be fined for improper parking.

↓

How To Ride

9:41

HOW TO RIDE
Scooters

Using the kickstand

✓ Sweep up the kickstand with your foot before riding

✓ Put the kickstand down when parking

↓

9:41

HOW TO RIDE
Scooters

Getting moving

✓ Place one foot on the vehicle's floorboard

✓ Push off the ground with your other foot while pressing the throttle

↓

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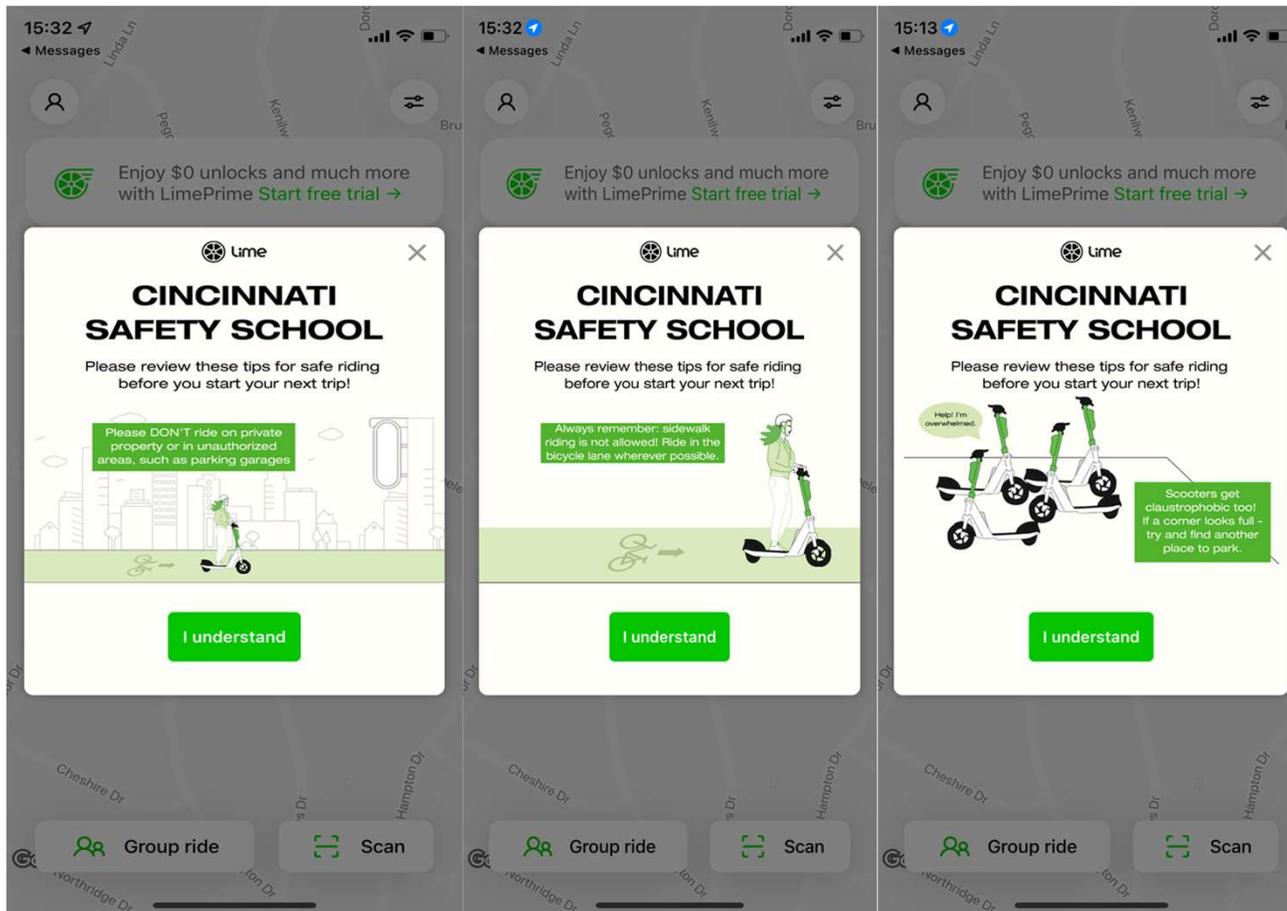
Safety comes first and always at Lime. Lime's suite of safety features includes **in-app messaging, zone technology, and ride blockers**. When bad riding behavior was brought to our attention in **Cincinnati**, Lime immediately launched its **new safety quiz** geared specifically to our Cincinnati riders.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

Lime x Cincinnati: Parking Solutions

Parking Pins

Preferred Parking Pin

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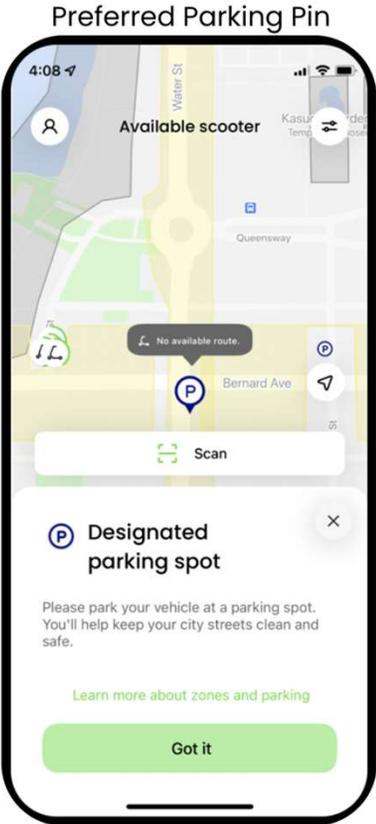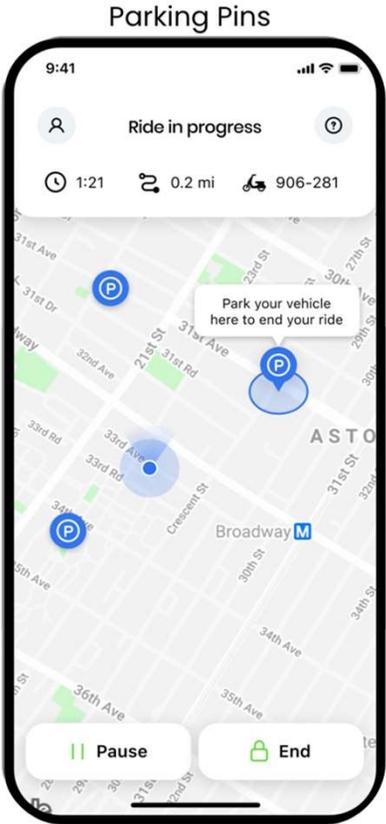
Lime's suite of parking features includes **mandatory parking zones,** geometric quadrants that appear in the Lime app and indicate an **area where riders are required to end their trip**, and **parking pins**, symbols that appear in the Lime app and indicate where riders **should end their trip when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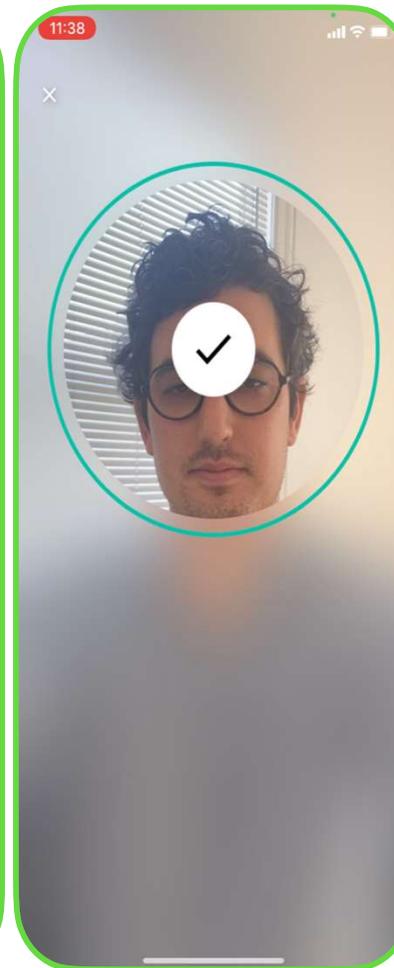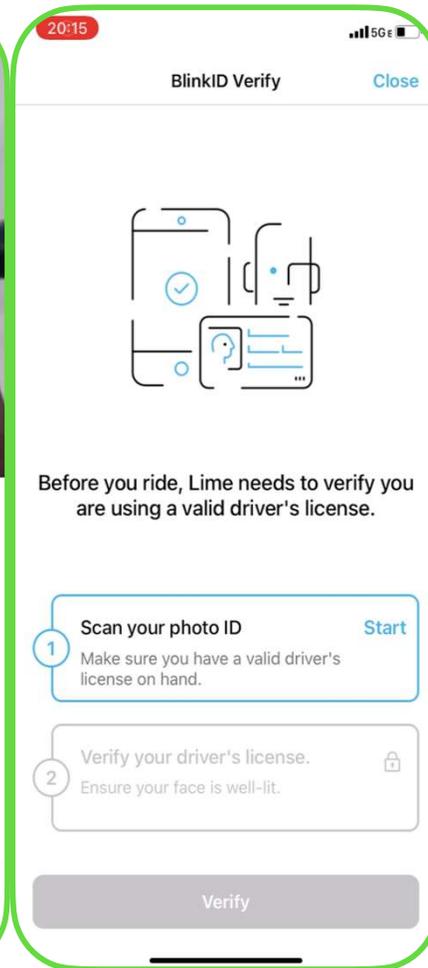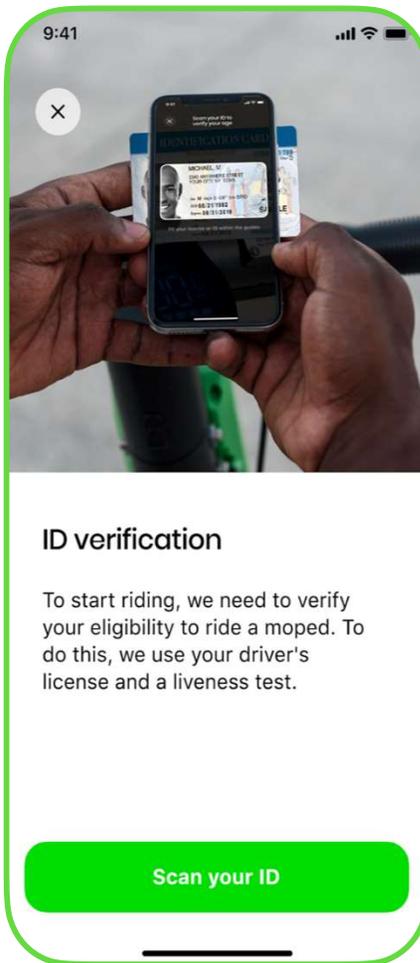
Introducing Enhanced ID Scan

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

Q&A