WHEN SCOOTERS MEET CITIES

Why Should Cities Choose Scooters & How Should they Regulate Them?

Dave Thienel
DFW - Operations Manager
Lime
What Scooters Can Do for Cities

What Happens When Scooters Meet Cities?

How Should Cities Regulate Scooters?
What Scooters Can Do for Cities
What we’ve learned from working with 100+ cities...
What Scooters Can Do for Cities

- Anti-Congestion
- Climate Goals
- First Mile/Last Mile
- Serve Transit Deserts

25+ million car trips prevented, 9,000+ tons of carbon saved, and we’re just getting started.

C40 Climate summit: Cities step up on environmental policy
Micromobility could replace 48% of car trips in 10 US cities.

Lime data shows that in Oakland approximately 55% of Lime trips happen during peak commute hours between 6-10AM and 3-7PM.
Nearly half of all scooter riders have connected to transit in last month.

Trips to or from public transit:

- Within the last month: 48%
- Within the last week: 23.4%
- Within 6 months: 4.9%
- Within a year: 1.1%
- Over a year ago: 0.5%
- Never: 45.5%
Living on the Edge

Despite New York City’s extensive transit system, many neighborhoods are considered transit deserts, where residents have at least a 15-minute walk to the nearest subway or rail station.

- Subway/train station
- Areas 15 minutes or more from a station

Source: Localize.city • By The New York Times
What Happens When Scooters Meet Cities?
Gartner Hype Cycle
Scooter Complaints Drop with Time

![Graph showing the decrease in scooter complaints over time. The graph indicates a decrease in total number of emails and emails per 1,000 trips. The data source is Arlington County Mobility Inbox.](image-url)
Promising Ideas

**Rio de Janeiro**
**Comfort Mode**

- Choose your speed
  - Full speed
    - Up to 20 mph
  - Medium speed
    - Up to 8 mph
  Selection may not apply if you’re in a speed restricted zone.

**Chicago**
**Disable at No-Ops Zones**

**San Diego**
**Beach Path Speed Limits**
Counterproductive Ideas

San Francisco
Lock-To

Atlanta
Curfews

Phoenix / Tel Aviv
Geofence Parking Corrals
How Cities Should Regulate Scooters: 8 Ideas
Proper starting fleet + “Dynamic” Caps

- 1 scooter per 100 residents
- Norfolk, Salt Lake City, Miami

“App Opens” Demonstrate Unmet Demand for Scooters
Avoid unlimited “Wild West”

- Permit or Request for Proposals: 2–4 Operators
- San Antonio, Nashville
## Bonuses for meeting city goals

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Fleet Bonus</th>
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<tbody>
<tr>
<td>Anti-sidewalk riding tech introduced</td>
<td>+0 to 20%</td>
</tr>
<tr>
<td>Proper parking technology introduced</td>
<td>+0 to 20%</td>
</tr>
<tr>
<td>Safety training workshops organized</td>
<td>+0 to 15%</td>
</tr>
<tr>
<td>Scooters utilized more than 4 trips per scooter per day (outside equity zone)</td>
<td>+0 to 35%</td>
</tr>
<tr>
<td>Scooters utilized more than 2 trips per scooter per day (inside equity zone)</td>
<td>+0 to 35%</td>
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<tr>
<td>Demonstrate reduction in Vehicle Miles Traveled</td>
<td>+0 to 35%</td>
</tr>
<tr>
<td>Good partner to the city</td>
<td>+0 to 15%</td>
</tr>
</tbody>
</table>
4 Same parking & riding rules for Scooters and Bikes

Santa Monica Beach Path:
Bikes allowed but not scooters
5 Make sure scooters can be found

- Scooters no more than 60 steps from any building
- Density-based approach

Scooter usage drops if a scooter is more than 100 meters away

Downtown San Diego:
Abundant scooter parking corrals
Fees proportional to impact (not more than cars)

Mind total trip cost for commuters

Portland Study: Scooter riders pay 10x in fees per mile than car drivers pay in gas taxes.
7 Align incentives to make scooters available everywhere

- Uncapped, no-fee scooters for low income areas
- Hitting ride targets = bonus in non-equity fleet
Use data to guide city planning

- Mobility Data Standard
- Respect rider privacy
Capture Scooters Potential & Make Them Work for All

What does moving 100 People on Scooters look like?

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