

Ottawa + Lime

Interim Report



LIME REPORT 2021





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December 15, 2021

Neutron Holdings, Inc d/b/a Lime

Lime is proud to serve the City of Ottawa. During these challenging times for residents, the City, and local businesses, Lime is grateful for the opportunity to demonstrate our commitment to providing residents an affordable, reliable, safe, and equitable transportation mode. We are proud to report that residents and visitors to the City of Ottawa have taken more than 140,000 trips since launching in May 2021, covering more than 250,000 kilometres.

Attached below is a full Interim Report as requested by the city.

Lime is dedicated to being the strongest partner for Ottawa in its goal of providing affordable, reliable, and safe transportation for all residents. We believe our operations demonstrate this dedication and we look forward to continuing to work closely with the City to meet your goals.

Kind regards,

Chelsea Habermas
General Manager, Canada

www.li.me

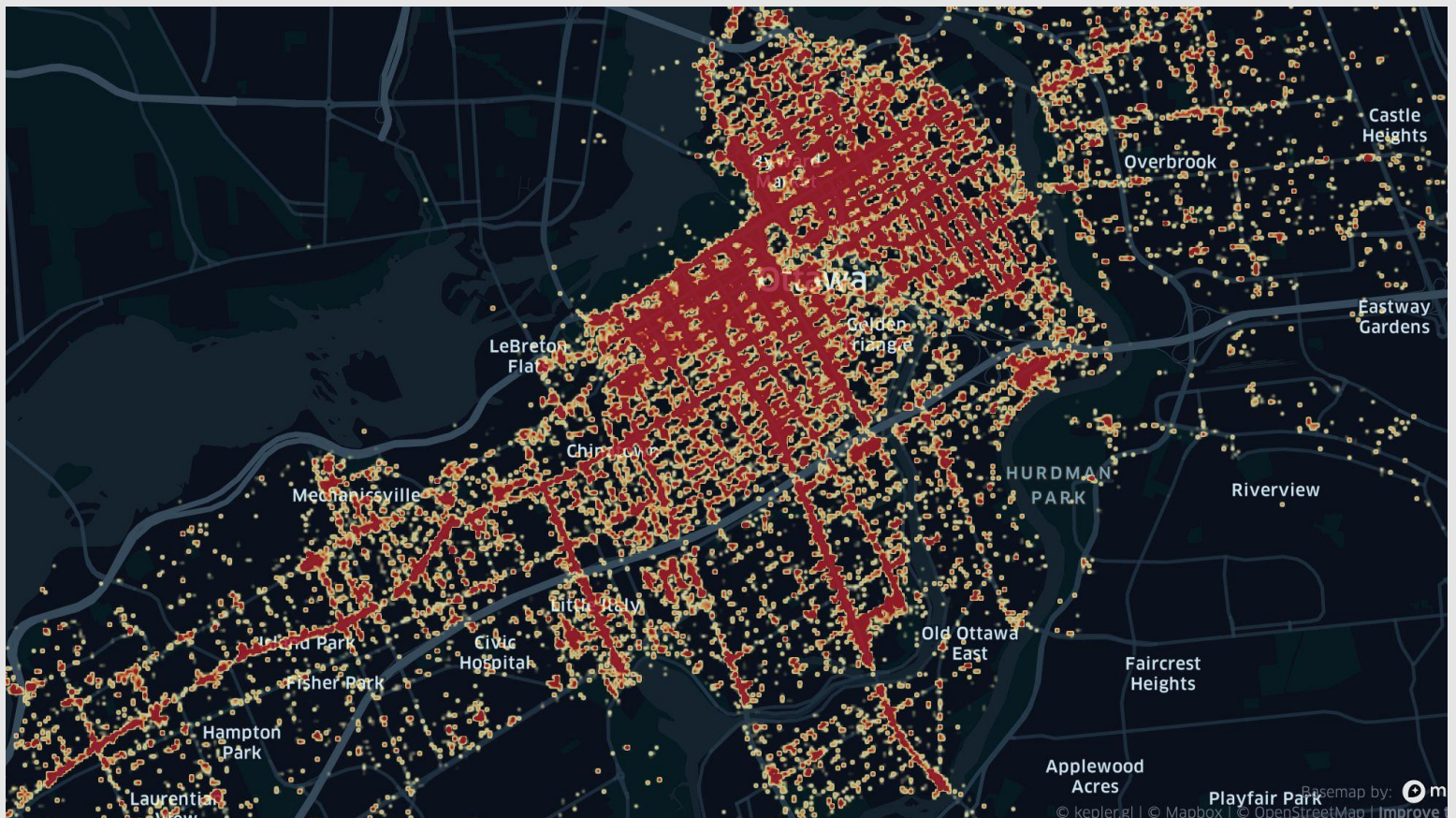


Trip Origins and Destinations

Heat Map of Trip Starts Since Program Start

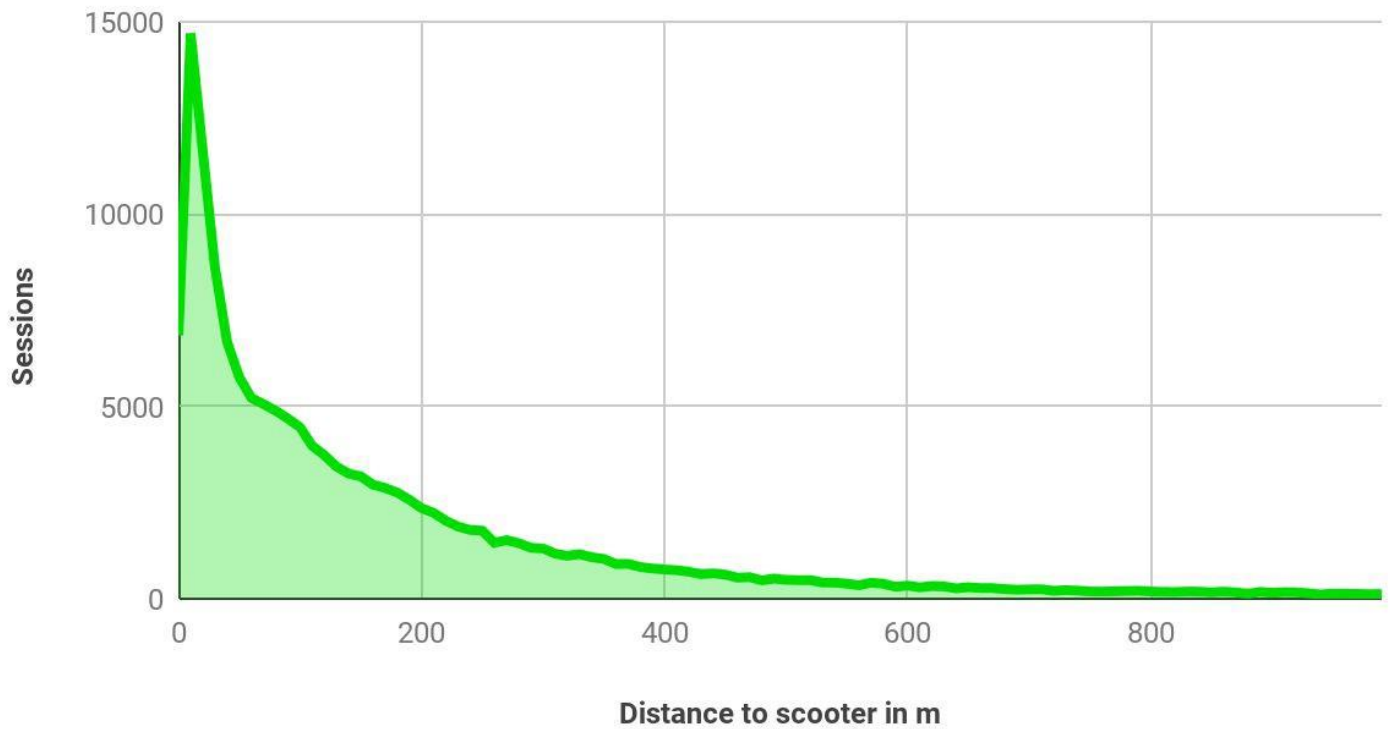
The below image is a heat map of trips taken in Ottawa from June – November. Areas indicated as red signal areas with the highest volume of trip starts. Full list of locations can be found linked below.

[Link](#) to top geohashes of trip starts and trip ends in Ottawa from June – November.





Sessions vs. Distance to scooter in m



Graph: Sessions vs. Distance in metres.

Distance to Vehicle

In 35% of successfully completed trips, a rider has had to walk no more than 50 metres from the point where they open the Lime app to the location of the vehicle.



Month	Trips per vehicle	Trips per active user	Total Trips	Total km Traveled	AVG Trip Distance (in km)	Average Trip time (in minutes)
05/01/2021	2.36	1.69	1,830	4,544	1.8	14
06/01/2021	3.03	2.40	29,133	61,155	1.5	11
07/01/2021	3.40	2.32	32,117	61,111	1.4	10
08/01/2021	3.20	2.26	28,673	55,100	1.4	10
09/01/2021	2.67	2.39	27,386	47,715	1.7	12
10/01/2021	2.43	2.50	19,136	31,498	1.6	11
11/01/2021	2.55	2.14	3,278	4,863	1.5	9
TOTAL	2.8	2.2	141,553	265,986	1.6	11.0

Table: Monthly Trip Breakdown

Monthly Trip Breakdown

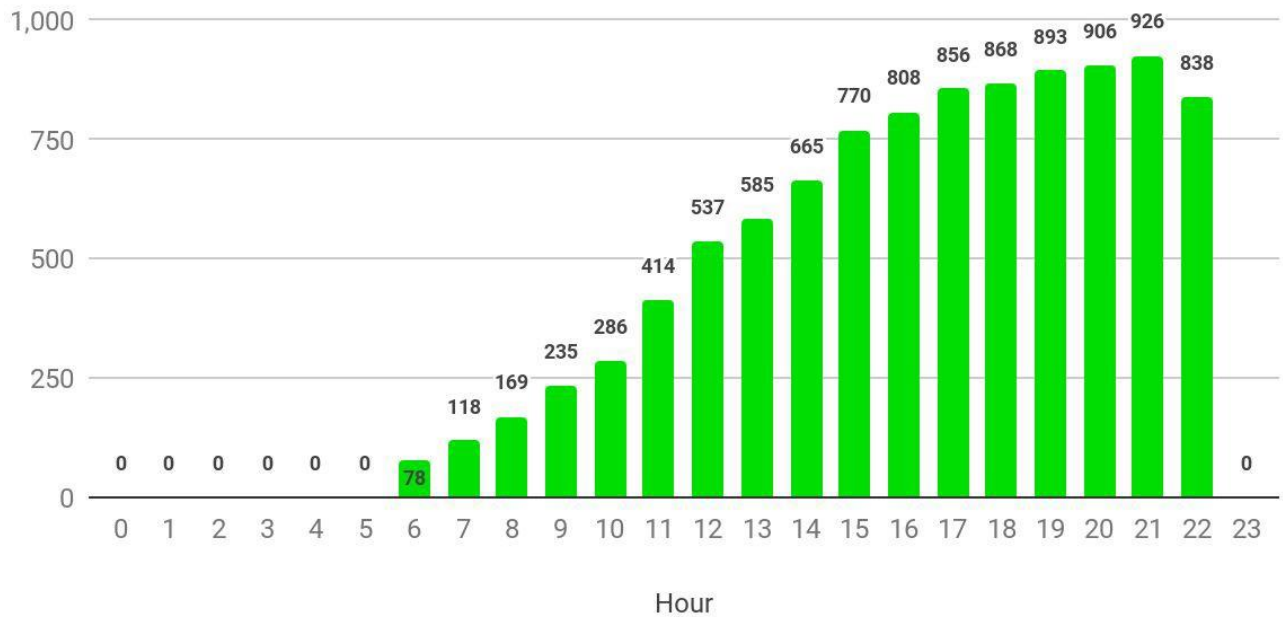
Over the course of the season, Lime had a total of 141,553 trips with over 250,000 km travelled. On average, riders travelled 1.6 km per trip in 11 minutes.



Average Trips by Hour of Day

Hourly Trip Breakdown

Average Trips per hour



Graph: Average Trips by Hour of Day

The above graph shows the average number of trips per hour / per day over the course of June – November. As shown above, **the peak ridership time occurs at 9:00 PM.**



Rider Metrics

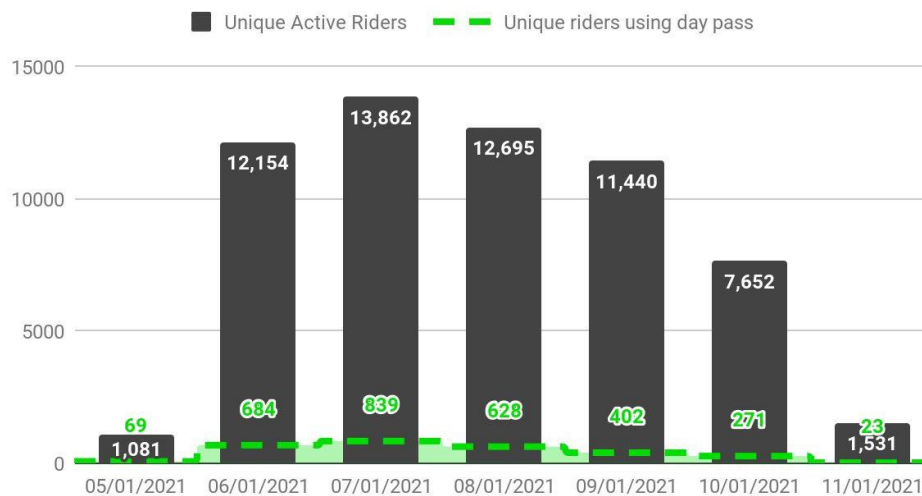
Over the course of the season, Lime recorded **44,514 Unique Active Riders** - **7% of these riders (2916)** utilized the Lime Day Pass.

Monthly Breakdown

Month	Unique Active Riders	Unique riders using day pass	% of riders using day pass
05/01/2021	1,081	69	6%
06/01/2021	12,154	684	6%
07/01/2021	13,862	839	6%
08/01/2021	12,695	628	5%
09/01/2021	11,440	402	4%
10/01/2021	7,652	271	4%
11/01/2021	1,531	23	2%
TOTAL	44,514	2,916	7%

Table: Unique Active Riders and Day Pass

Unique Active Riders and Day Pass



Graph: Unique Active Riders and Day Pass



Rider Complaints

	Cannot End Trip	Cannot Start Trip	Damaged Vehicle	General	Improper Parking	Incorrect charge
May 2021	8	0	9	5	0	1
June 2021	89	23	114	17	34	62
July 2021	126	29	156	19	35	83
August 2021	104	15	77	13	13	43
September 2021	72	15	80	12	17	36
October 2021	61	21	87	9	13	42
November 2021	8	1	18	3	3	10
Total	468	104	541	78	115	277

Table: Rider Complaints

Reported Complaint (Per Trip)	% of total trips in period
Cannot End Trip	0.33%
Cannot Start Trip	0.07%
Damaged Vehicle	0.38%
General	0.06%
Improper Parking	0.08%
Incorrect charge	0.20%
Total	1.12%

Table: Rider Complaints per trip



Reported Incidents

Ottawa (May 1, 2021 - Dec 14, 2021)

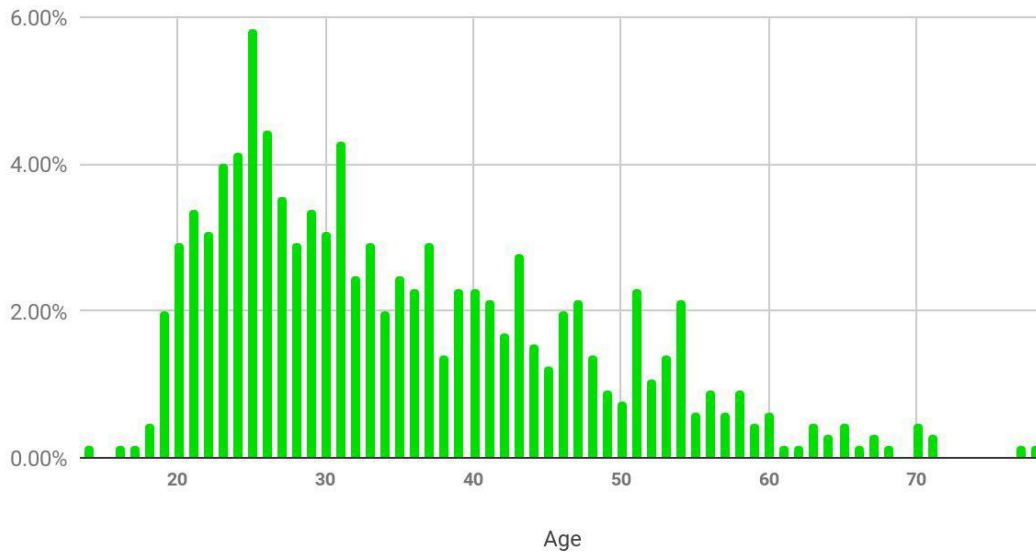
Date	Minor Injuries	Injuries requiring medical attention	Total
May 2021	0	1	1
June 2021	3	3	6
July 2021	5	3	8
August 2021	5	1	6
September 2021	3	1	4
October 2021	3	0	3
November 2021	0	0	0
December 2021	0	0	0
Total	19	9	28

Table: Reported Incidents



Survey Responses

Survey Responses vs. Age



Graph: Survey Response vs. Age

ANSWER CHOICES	RESPONSES	
Prefer not to state	4.10%	29
Male	54.31%	384
Female	38.47%	272
Transgender male	0.42%	3
Transgender female	0.28%	2
Gender nonconforming, genderqueer, or gender questioning	1.84%	13
Different identity (please specify):	0.57%	4
TOTAL		707

Table: Survey Responses



Safety Features

Day 1

- Continuous rider education led by our **Lime Patrol team**, focused on high traffic locations. Lime Patrol team members aid users with access to the system, answer questions, encourage safe and proper riding, and correctly place misparked scooters.
- **Exclusive integration with Google maps** to help riders plan their route using bike-paths and reduce the need for sidewalk riding.
- **Rider Quiz**
 - All new riders are required to complete this quiz around sidewalk riding, how to park, how to ride safely, etc.
- **Lime's "Training mode"**, which allows new riders to select a lower top speed while on their first trips.
- Improved **in-app education** (see below)
- **In-person** safety events (see below)
- **Sobriety Test** : In the evening, all riders who scan a scooter will be prompted with a sobriety test before proceeding. There are a variety of unique tests/games users are prompted with to ensure they are sober prior to riding a Lime scooter.
- **Helmet Giveaways** : Our Lime Patrol Team has given out 100+ helmets as they are in the field and encountering riders with questions.

August 2021

- **Improved on-vehicle signage**
 - Implemented "No Sidewalk Riding" decals on vehicles at request of accessibility community
 - Upgrading our Braille stickers on vehicles to include email address

June 2021

- **Pre-Trip Incentives**
 - This feature provides a discount (of \$1 CAD) to riders who start a ride on a vehicle that was left in a No-Parking Zone (NPZ) or No Operation Zone (NOZ).
- **Sidewalk Riding Technology**
 - To help address sidewalk riding, Lime recently implemented our patent-pending sidewalk riding detection technology that allows us to detect, with up to 95% accuracy, when a rider is riding on a sidewalk. This technology allows us to focus our communications efforts with the City, and with riders (more information below). We are also currently testing technology that will allow us to identify sidewalk riding in real time, safely reduce the speed of riders, and alert pedestrians through an audible sound.

July 2021

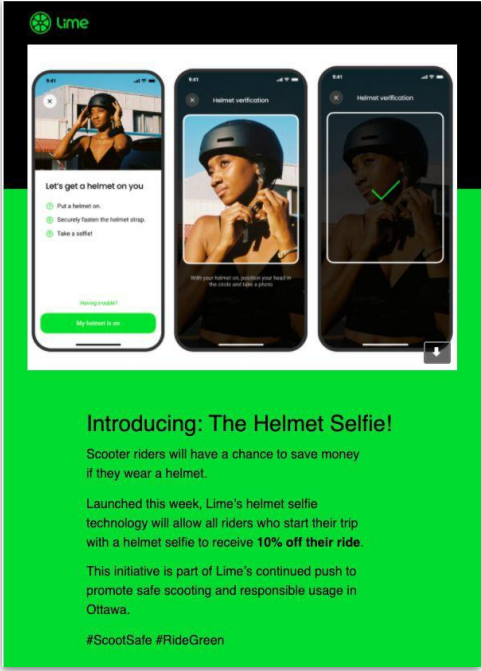
- **Helmet Selfie Feature**
 - Users receive 10% off of their trip if they provide a selfie of themselves wearing a helmet (see below)

October 2021

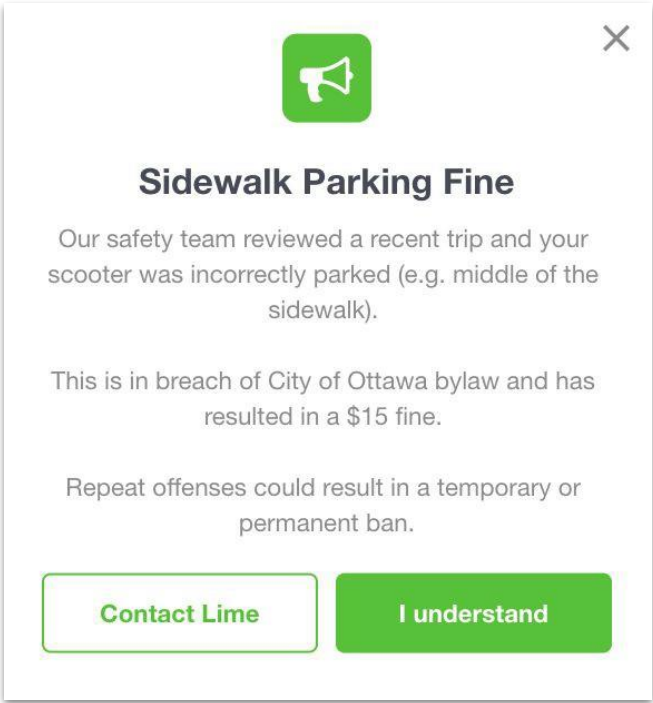
- **End Trip Incentives**
 - Users receive incentive of \$0.35 CAD for properly parking at a parking pin



Building Awareness - Rider Education



Email sent to all Ottawa riders introducing the new helmet selfie feature.



In-app message sent Ottawa riders who parked incorrectly and received a fine.



Building Awareness - Rider Education

Parking



Parking, eh? 🧑

Remember: Find a spot on the sidewalk in the area closest to the curb in line with trees, benches and bike racks.

And do NOT park any place that obstructs building entrances or egresses, accessibility parking zones, ramps, street furniture or impedes the pedestrian or vehicle path.

Understood



Please Note

The equipment is NOT cleaned and disinfected between customers

Customers are encouraged to wash their hands or use hand sanitizer before and after using the vehicle, and to avoid touching their face during use

Riders must maintain a two-metre separation for other riders and pedestrians

Riders are advised to wear a cloth mask if physical distancing of two metres may be difficult

.....

I confirm



Building Awareness – Lime Access



Lime Access in Ottawa

We believe in providing mobility for all and are proud to introduce Lime Access to Ottawa.

Eligible residents will receive a discount of at least 50% to use e-scooters as a means of reliable, affordable transport.

No thanks

Sign Up

Mobility for All

At Lime, we believe in providing affordable mobility for all. That's why we've brought Lime Access to the City of Ottawa.

Lime Access offers a discount of **at least 50%** to Lime users on low incomes, making safe, green, and socially-distanced transport an option for everybody.

Anyone receiving social assistance is eligible to take advantage. Use the link below to get started.

Reach out at global-access@li.me or call 1 (888) 546-3345 for any questions.

Sign Up

What is Lime Access?

Lime Access is Lime's transportation equity program which aims to make micromobility options more accessible to lower-income individuals and underserved communities by offering discounted rates to eligible riders.



Building Awareness - Events

- Partnerships with the Vanier BIA
- Gave out 70 Lime Helmets
- Taught riders how to ride scooters and properly park
- Gave out promo codes / ride passes for all attendees



Building Awareness - Press

Press Release

Lime Activates Helmet Selfie Discount to Promote Safe Scooter Riding in Ottawa

Ottawa, ON (August 19, 2021) — Lime, the world’s leading provider of shared electric vehicles, announced Ottawa scooter riders will have a chance to save money if they wear a helmet. Launched this week, Lime’s helmet selfie technology will allow all riders who start their trip with a helmet selfie to receive 10% off their ride. This initiative is part of Lime’s continued push to promote safe scooting and responsible usage in Ottawa.

“Safety is the key to scooter success in Ottawa and we’re happy to promote helmet wearing to all our riders by offering the chance to save money,” said Chelsea Habermas, General Manager, Lime Canada. “Since launching here we’ve taken an adaptive and creative approach to ensure we are constantly improving the scooter experience for both riders and non-riders alike. We’ll continue to do everything we can to encourage safe scooting in Ottawa and we look forward to seeing riders wear their helmets out there.”

In every city it operates, Lime works to promote safe riding and responsible scooting via rider education, in-person trainings, enforcement against those who break rules, and creative initiatives like this helmet selfie discount. Lime communicates with its riders regarding the importance of safety via social media, in-app messages, emails and more. Lime will continue to look for new ways to promote safe riding in Ottawa and looks forward to working with the City and with its local partners to ensure the greatest impact possible in these efforts.

About Lime

Lime's mission is to realize a future for transportation that is shared, electric and carbon-free. As the world's leading provider of shared electric vehicles, Lime partners with cities to deploy electric bikes, scooters and mopeds to serve any trip under five miles. One of Time Magazine's 100 Most Influential Companies in 2021, Lime has powered more than 200 million rides in more than 175 cities across five continents, spurring a new generation of clean alternatives to car ownership. Learn more at li.me



Building Awareness - Press

Press Release

Lime Launches Lime Access Equity Pricing Program, Removing Barriers to Transportation Access in Ottawa

Ottawa, Ontario (October 5, 2021) — Today, Lime launched its Lime Access equity pricing scheme, providing discounted rides of at least 50% to support lower income users, marking a significant investment in its shared e-scooters service in Ottawa. Lime Access is Lime's largest worldwide transportation equity program, aiming to make micromobility options more accessible to lower-income individuals and underserved communities by offering discounted rates to eligible riders. Lime Access will be available immediately for Lime riders in Ottawa who receive social assistance to [sign up online](#) and will expand to cover all of Canada in the coming weeks. Lime Access is already active in Kelowna, British Columbia.

Lime launched its Access initiative to remove barriers to mobility for lower-income users in Ottawa. Existing transport networks in the city and in cities worldwide do not always reach every community equally, while rideshare and personal cars are expensive and carbon intensive. Eligible users will be able to use the service to travel door-to-door to important commitments like job interviews and doctor's appointments in an efficient and cost-effective way.

The scheme means that a Lime Access user would be charged as little as \$1.70 for a seven-minute journey of two and a half kilometers, far below the cost of the average rideshare ride, helping lower-income riders to take advantage of the safe, socially distanced service.

Chelsea Habermas, Lime's General Manager in Canada said: "We're excited and proud to launch Lime Access in Ottawa to increase access to our shared electric scooters. Lime Access has a proven track record of success around the world in supporting our lower-income riders and helping ensure everyone has access to our safe and sustainable ways of getting around, regardless of how much they make. Lime is committed to providing the best scooter share service possible in Ottawa and will now be even more affordable for all Ottawa residents."

Lime will continue to look for new ways to promote safe riding and expand access to scooters in Ottawa. Lime looks forward to working with the City and with its local partners to ensure the greatest impact possible in these efforts.



Building Awareness - Press

Press Release

Lime Offering Free Scooter and E-Bike Rides to the Polls on Election Day Throughout Canada

Lime offers free rides to ease transportation barriers and increase voter turnout by offering a free, sustainable and socially distant transportation option to and from polling places.

Canada (September 19, 2021) – Lime is proud to provide free rides to and from the polls on Election Day, September 20th, 2021, in an effort to reduce transportation barriers such as cost, lack of car ownership, and in all cities it operates in throughout Canada. Riders will be able to use the promotional code LIMETOPOLLS to receive two free rides up to 10 minutes on any Lime vehicle. This promotion will be available in Ottawa, Edmonton, Kelowna, North Vancouver, and Red Deer. Lime will let its riders know of the promo via social media, in-app messages, and email notifications in order to allow as many riders as possible to take advantage.

“Our goal is to help the people in the cities we serve and making it easier to cast your ballot is one way we can help make a difference. We believe in encouraging participation in democracy and we’re proud to offer Canadians a free ride to and from their poll site on Monday. We’ve seen success with similar efforts in the United States and we’re hopeful this offer will reduce barriers to voting in Canada as well,” said Chelsea Habermas, General Manager, Lime Canada.

Lime first offered a Lime to the Polls promo code in the United States in 2018 and did so again in 2020. Leading up to and on Election Day last year, Lime helped power thousands of US riders to vote through our Lime to the Polls initiative. The response to Lime to the Polls this year was incredible. On Election Day, riders used the Lime to the Polls promotion code for 20% of all US trips. Lime hopes to see riders in Edmonton, Ottawa, Kelowna, North Vancouver, and Red Deer take advantage in similar fashion for Election Day in Canada on Monday.

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DEREK ROBERTSON
Senior Manager Government Relations in Canada, Lime

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Lime Access Launches

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Lime, Uber offering help to get to Ottawa polling stations on Monday

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