

The Future of Electric Scooters in Melbourne and Victoria.



About Lime

- Launched in 2017, Lime is a global micro mobility company and leader in sustainable transport. We offer affordable, zero emission, electric bikes and scooters in more than 125 cities on 5 continents.
- Since November 2018, we have operated a shared, dockless, e-bike service in Sydney and e-scooters in Brisbane.
- Lime's ambition is to expand our sustainable dockless mobility options, including electric scooters, to Victoria and other Australian states - helping to tackle congestion, reduce harmful vehicle emissions and increase transport capacity.
- Lime remains committed to further Australian expansion despite recently exiting 12 markets to focus on profitability in 2020. This shows the **importance of Victoria to Lime**.

Benefits of legalising e-scooters

- Solve regulatory uncertainty.
- Help people of all abilities ride longer distances and tackle hilly terrain.
- Reduce traffic congestion.
- Increase utilisation of bikeways.
- Help to reduce greenhouse gas emissions.
- Satisfy consumer demand (evidenced by RACV and Lime research).
- Provide health and wellbeing benefits.
- Help to lower the road toll.
- More accessible than bikes and e-bikes for people with limited mobility.



Case Study: Lime E-scooters in Brisbane



2M+ Journeys Taken

+365k Individual Riders

400 Average Number of E-scooters

9 minutes Average Journey Time

46% of Rides Replace a Car Journey

(Lime survey of 700 riders, May 2019)

+18% Net Favourability in All Age Groups up to 60+

(Lime survey of 700 riders, May 2019)

21 Members of Staff Employed

Strong Support for E-scooters in Victoria



In October 2019, the Royal Automobile Club of Victoria (RACV) conducted an independent survey across the state to determine attitudes to e-scooter use. The RACV's non-weighted online survey of 1442 people found strong support for personal and rental e-scooter use in Victoria.

- **79%** would consider using an e-scooter.
- **71%** support rental e-scooters (such as Lime) being allowed in Victoria.
- **63%** would consider buying an e-scooter for friends or family, if they were legal.
- **'Get to public transport'** was by far the most popular use case (72% of responses).
- **'Car'** was the most common journey an e-scooter would replace.
- **'Better for the environment'** and **'freedom'** were the most persuasive factors.
- Respondents wanted e-scooters limited to **'shared paths / bike paths'** and **'bike lanes'**.
- **'Lack of trust in other road users'** and **'unsafe infrastructure'** were the main reasons participants would not consider using an e scooter, both of which can clearly be overcome.

Five Point Framework for E-Scooters in Australia

- 1** **Require every e-scooter to have minimum safety features, protecting riders and other road users.** These should include a capped/limited top speed of 20kmh, front and back brakes, GPS tracking, speedometers, lights and reflectors to ensure good visibility, and limits on overall power output.
- 2** **Restrict e-scooter riding to roads, bike lanes and bike paths – and age limit to 18 years and above.** E-scooters should be banned from footpaths and only ridden by adults to ensure safety and maximise pedestrian amenity.
- 3** **Extend simple existing rules for riding an e-bike to e-scooters.** E-scooters will share the same locations and travel at similar average speeds to e-bikes, and so should be treated the same under state law. This means that provided an e-scooter meets the prescribed minimum safety standards – it does not need to be registered, taxed, licenced or insured for use.
- 4** **Give power to councils to manage the introduction of shared e-scooter schemes.** Local councils should have the power to limit the number of shared e-scooter services (and number of shared e-scooters) operating in their area. This can be achieved through running a permitting process or choosing a small number of companies through a competitive exercise.
- 5** **Require shared e-scooter operators to provide usage data to councils.** Operators should provide data on usage, kilometres travelled, incidents and more to enable evaluation and to help build better infrastructure for sustainable transport.

From our experience of operating in more than 125 cities, we know the importance of working closely with local authorities to ensure shared e-scooter services are well managed. In particular, it is important that parked shared e-scooters do not impede other users of the pavement.

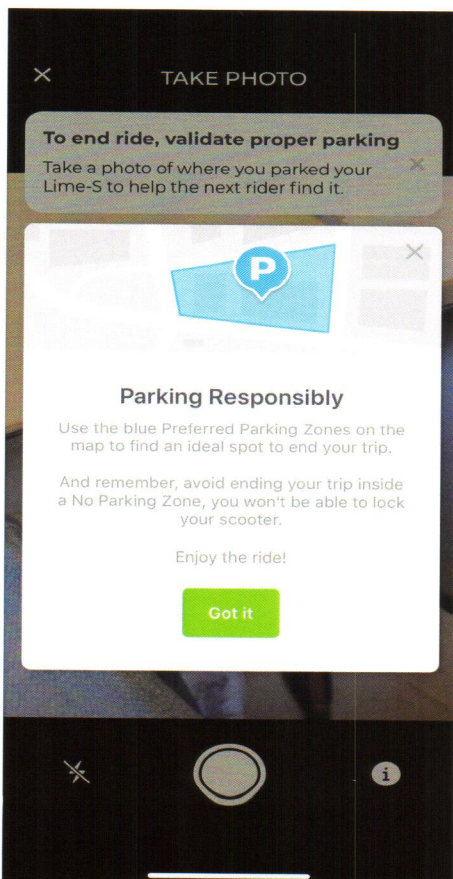
To help manage our fleet of e-scooters, we have developed a number of technological solutions that we can implement in partnership with cities. These challenges including **fining users for poor parking and implementing no parking zones, low speed zones and suggested parking locations using GPS technology.**

We also build strong local teams who patrol the city by e-bike or on foot, actively managing our e-scooters to ensure they are well parked, and well maintained. In many cities, we work in direct conjunction with local city enforcement teams.

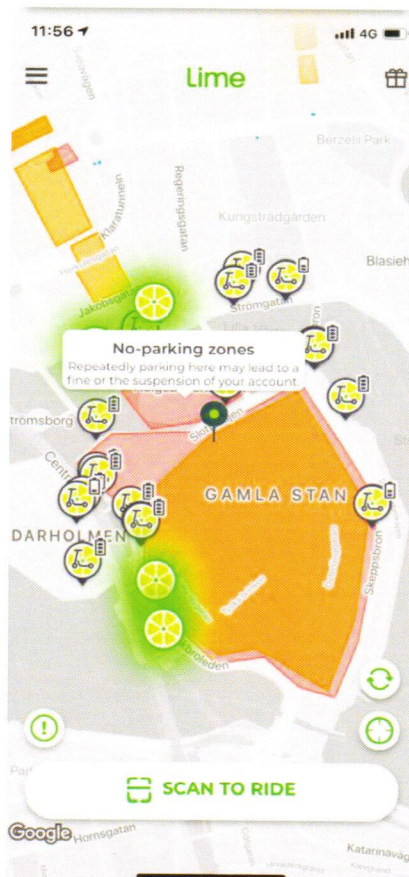
Preferred Parking, No Parking Areas and Low Speed Zones

To help our users find safe places to park our e-scooters, we work closely with city authorities to identify preferred parking areas in busy locations. Users are directed towards these areas within our app, and we are currently testing incentivisation for parking in these zones.

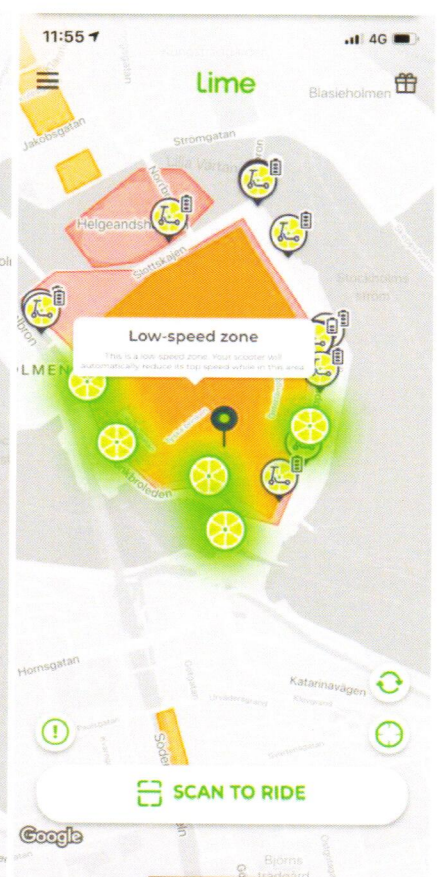
In addition, we also utilise GPS sensors within our e-scooters to enforce no-parking and low-speed zones in a number of cities. When users enter a low-speed zone, the top speed of their scooter automatically drops to a level agreed with the city. If a user attempts to end their journey in a no parking zone, our scooter will not lock and the app will ask the customer to move the scooter to an approved area. These zones are communicated within our app as below.



Communicating Preferred Parking Zones



No-Parking Zones shown in red



Low-speed zone shown in Orange