



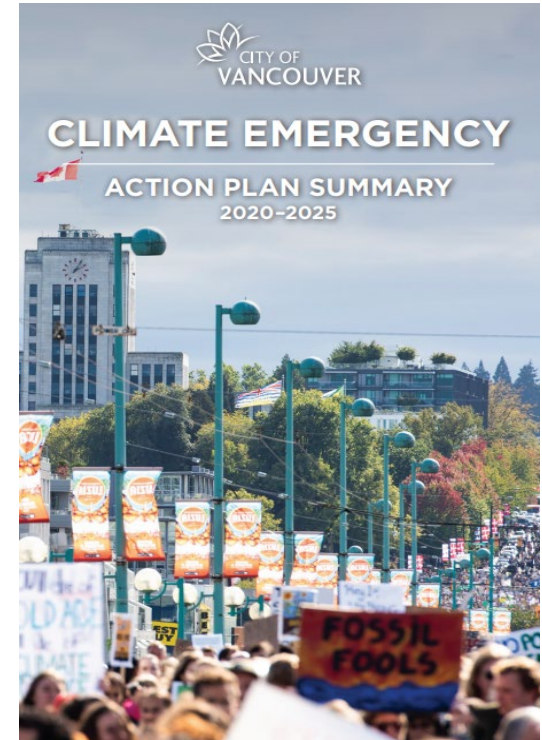
Shared E-Scooter System Operator (RTS: 16384)

July 10, 2024

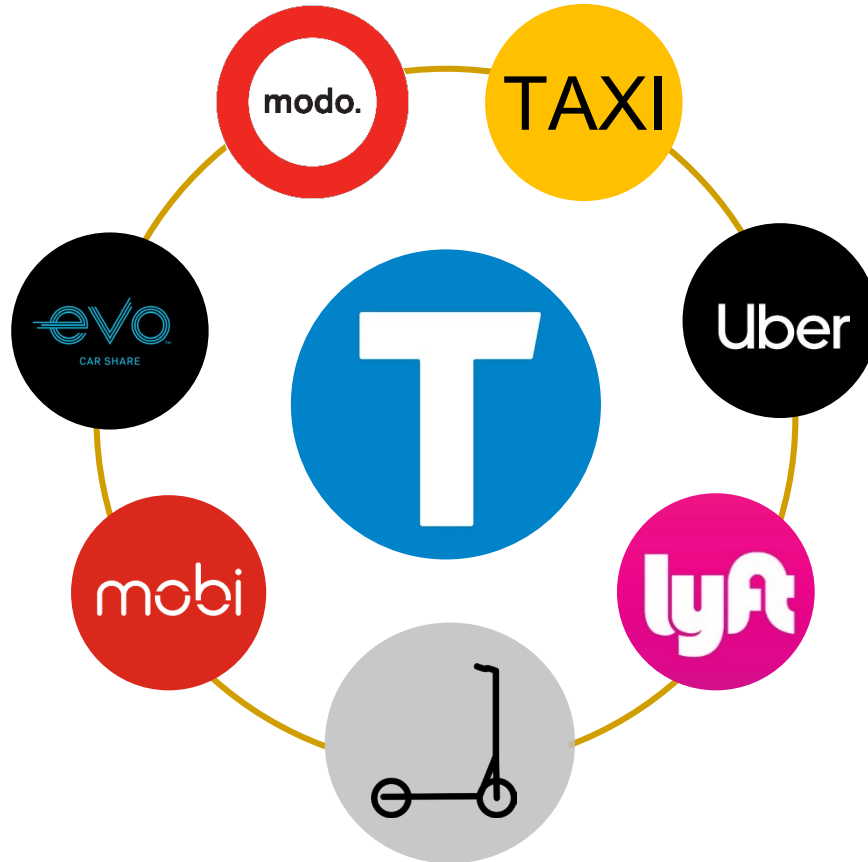
June 2022 Motion: Moving Climate Goals Forward with Micromobility

Council direction to deliver a shared e-scooter pilot program, including:

- Advisory Committees feedback (PDAC, TRAC and Older Persons and Elders)
- Best practices & learnings from jurisdictions and industry
- Competitive RFP process including:
 - Safety & accessibility considerations
 - Equity Program
 - Indemnification of City



A Shared Transportation Ecosystem



Procurement Timeline

June '23
Market
Sounding



**Nov-Dec
'23**
RFP
Posting



Feb '24
Bid
Committee



Today
Decision
on contract
award



March 2024
Enabling
Bylaw
Amendments



**Late
Summer
Launch**

Key Contract Terms



Single operator

- Efficient system management for City and operator
- Improved public realm management
- Streamlined user experience



5-year contract - options to extend

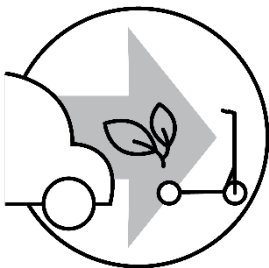
- Incentivizes operator to make significant investment
- Supports long-term growth of system



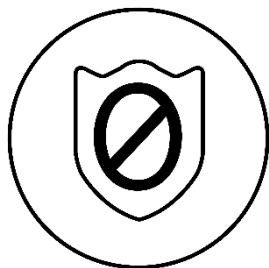
Revenue neutral or revenue generating for City

- No capital investment by City
- Opportunities for ridership and sponsorship revenue

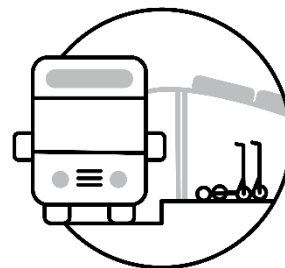
Shared E-Scooter System Principles



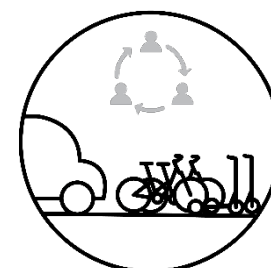
**Sustainable
Mode Shift**



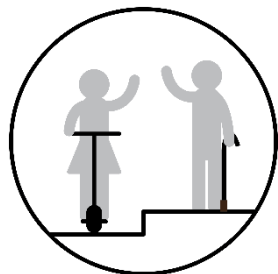
**Support
Vision Zero**



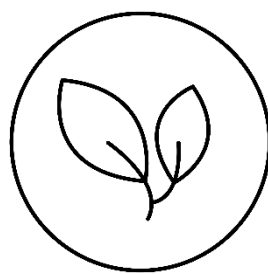
**Build off
Transit**



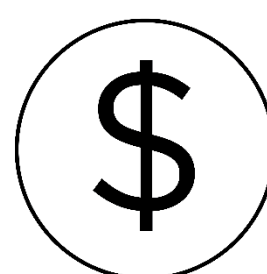
**Complement
Other Shared
Systems**



**Maintain
public realm**



**Environmental
Sustainability**



**Financial
Sustainability**

Recommended Proponent

Lime



Shared E-scooter System Service Area

Phased Service Area

- Start with limited launch area and grow sustainably
- Performance-based expansion
- Build towards city-wide system over 5-year contract

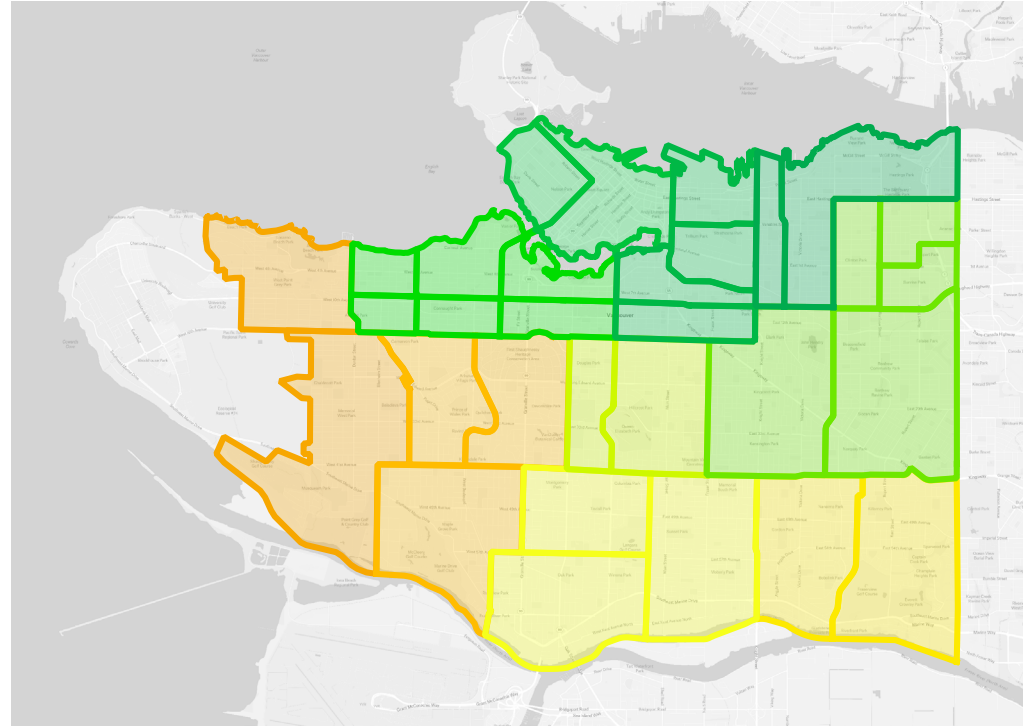
Full System



5000
Devices



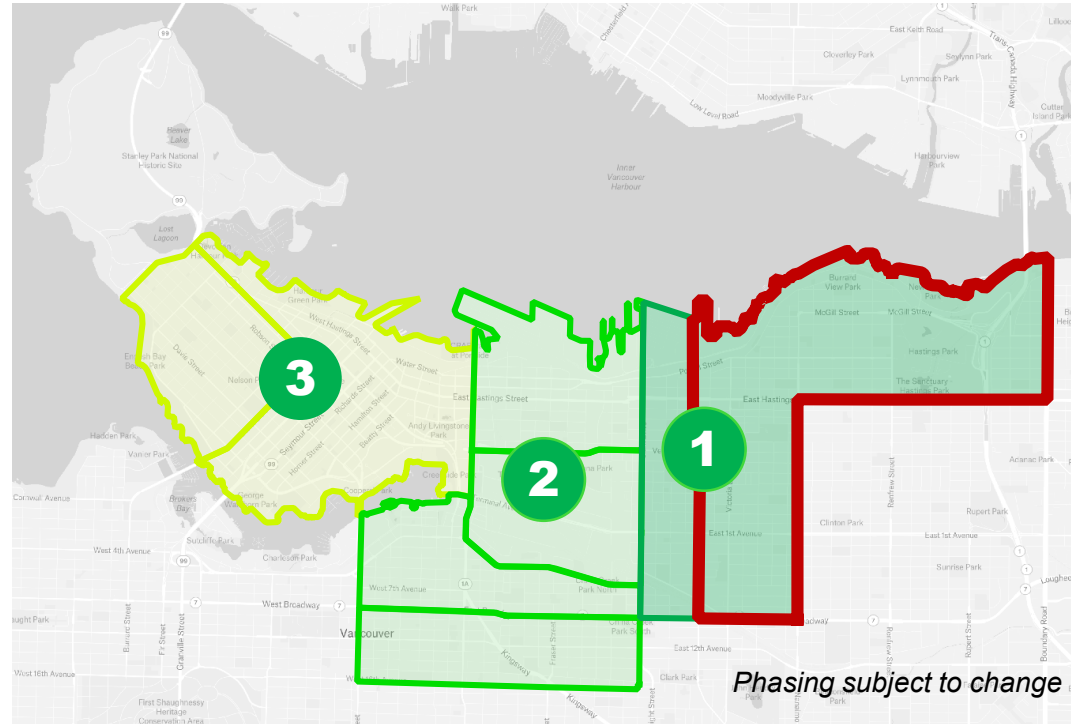
1042
Stations



Launch and Expansion

Initial Phases

- Launch Phase: 'Test & Learn'
 - Small initial fleet size and area
 - Areas underserved by transit and other shared modes
- Expand west: Focus on key corridors and destinations
- Following contract award, engage key partners in early phases and City-wide



Public Realm & Parking Management

Docked Station System

- First all docked shared e-scooter system in North America
- Device securely parked at end of trip
- Supports safe and accessible public realm
- Improves operations and user experience
- Future: Enhanced signage & wayfinding



Technology



Slow & no-ride zones



Sidewalk Detection & AI



Training Mode



Helmet Selfies

Community and Rider Education

Safe Ride Program



Lime

- In-app training & quizzes
- In-person training events
- Social media



Building Local Presence



Lime

- Local website
- Community partners
- Neighbourhood engagement for stations



COV Campaign

- Promote safe rider behaviour
- Next phases to complement operator campaigns



Equity & Sustainability

Equity Program

- Low / no-cost passes
- Future options for accessible devices
- 2000 equity members target



Sustainability

- 96% of device recyclable
- 100% equipment landfill diversion
- Electric support fleet



Social Responsibility

- Fair Wage program
- Local team
- Funding for local micromobility research



User Fees for Riders



Fare Type	Pricing
Pay as you go	\$1.25 unlock fee plus \$0.39 per minute
Tourist Day Pass	\$3.99 - free unlocks and 30 minutes of riding over one day
Weekend Pass	\$7.99 - free unlocks and 60 minutes of riding over three days
Commuter 5-Day Pass	\$14.99 - free unlocks and 120 minutes of riding over five days
Monthly Pass	\$32.99 - 300 minutes of riding over 30 days
Annual Pass	\$135 - free unlocks + \$0.15 per minute on all rides up to 30 minutes over 365 days



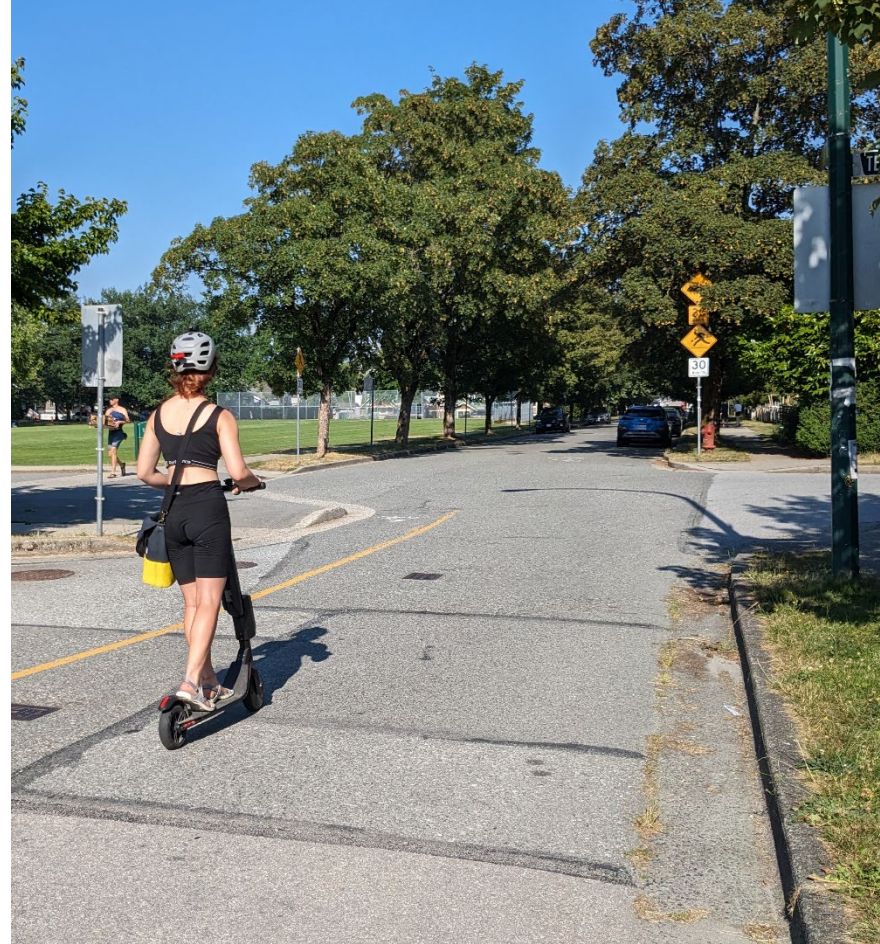
Fees comparable to other shared modes

System Fees payable to City

**Revenue-neutral or
revenue-generating for City**

Operator will pay:

- Annual System Fee (per e-scooter)
- Station Siting Fees for use of street right-of way
- Revenue Sharing (per ride)
- Future: Sponsorship Revenue Sharing



Supporting a successful system

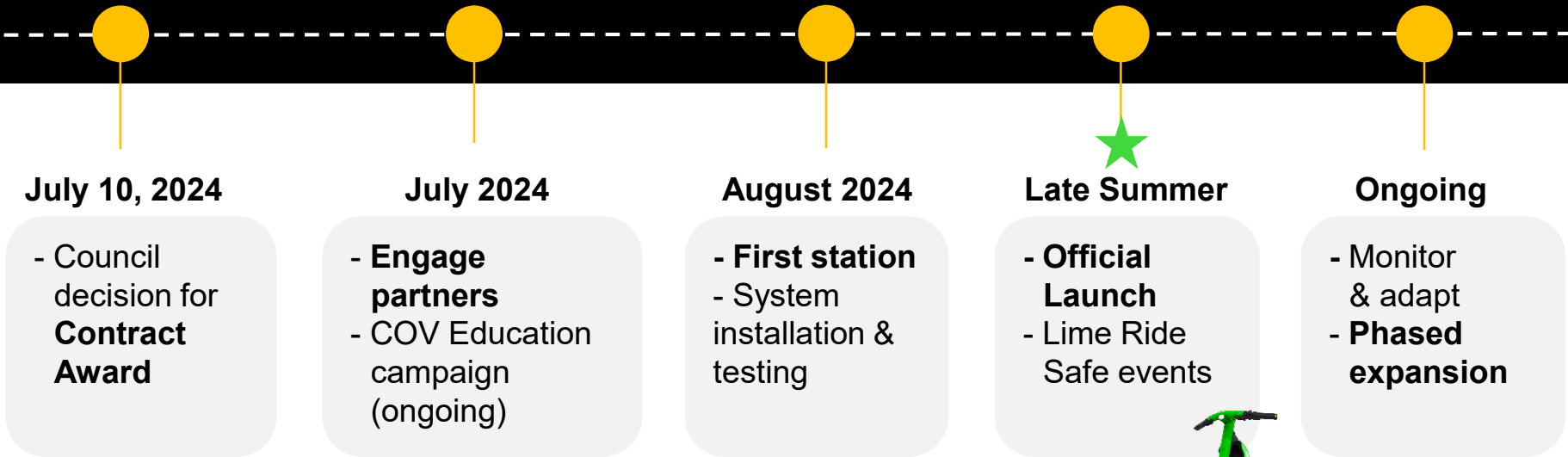
Integrating shared e-scooters into Vancouver's transportation ecosystem requires:

- Building a strong partnership with Lime
- Collaborating with key partners and community organizations
- Promoting public education for safe riding
- Robust contract management
- Being responsive and adaptable: Monitor, learn and adjust



**Partnership
Responsiveness
Adaptability**

Launch Timeline





Wicked Cinnamon
Tom & Holly Oreo
Organic Sourdough
Awarded Coffee

VANCOUVER EST. 2010

HEMLOCK ST

Thank you!

