

Scooter Compliance

May 17 – June 16



What is compliance?

- Defined in **Terms & Conditions** of each operator's contract
 - Difference between rider and operator being out of compliance
 - Ex: Improperly parked scooter ≠ out of compliance
- **Partnership** between City and operators
 - Terms & Conditions define what a willing partner is
 - City holds operators to high standard, issues fines for violations, and works with operators to meet obligations

How we monitor compliance

- Virtual tracking via Ride Report
- Proactive staff field-monitoring
- Monthly reports from operators
- Community feedback



Daily

Ride Report
Community feedback
Staff relocations



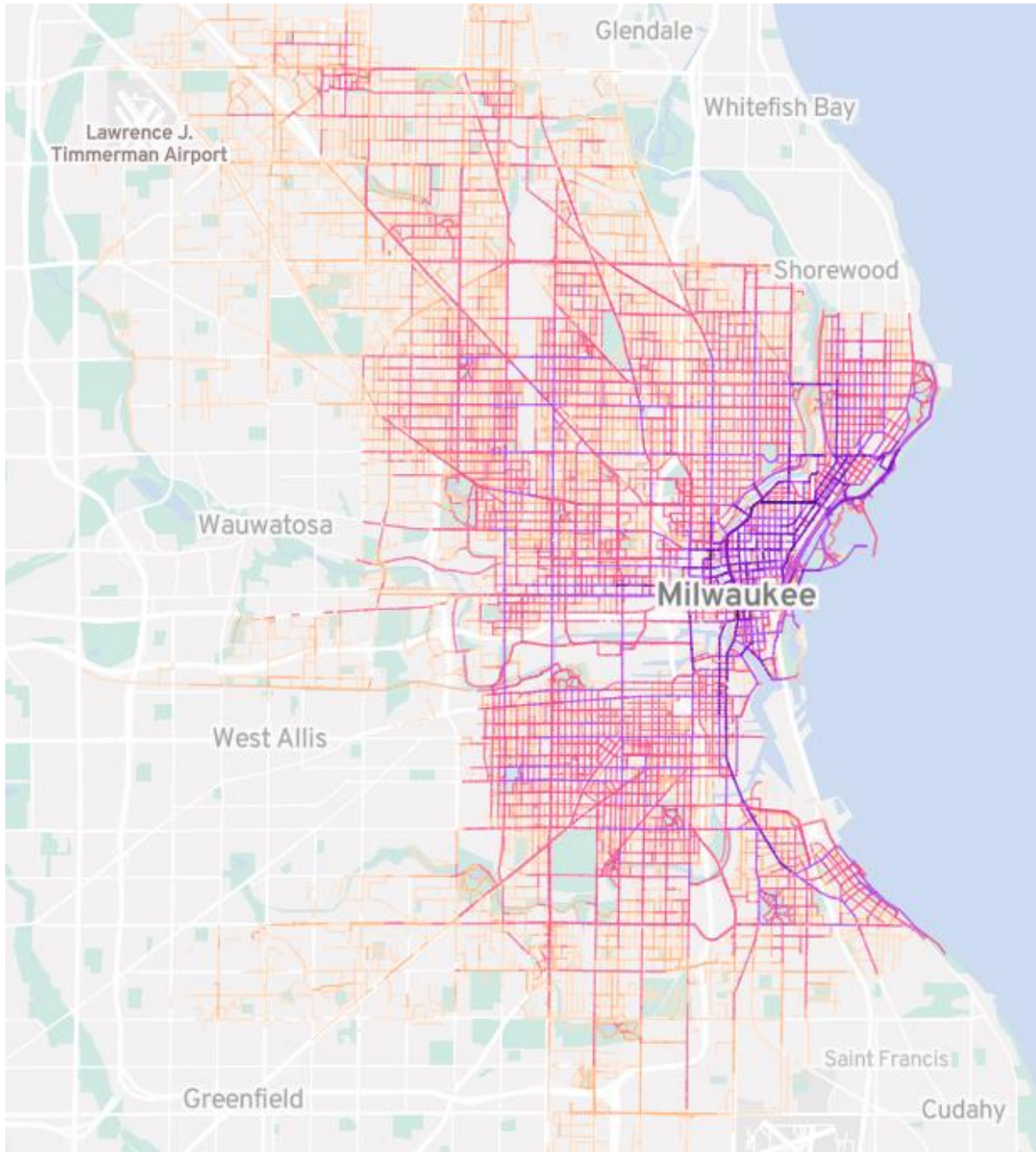
Weekly

Compliance report
Parking checks
Sidewalk riding counts



Monthly

Riding regulation tests
Equipment label checks
Operator reports



Ridership

5/17 - 6/16

107,994 trips

3,382 median trips per day

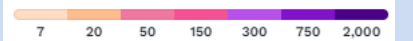
+32.5% from 2023



96,622 trips



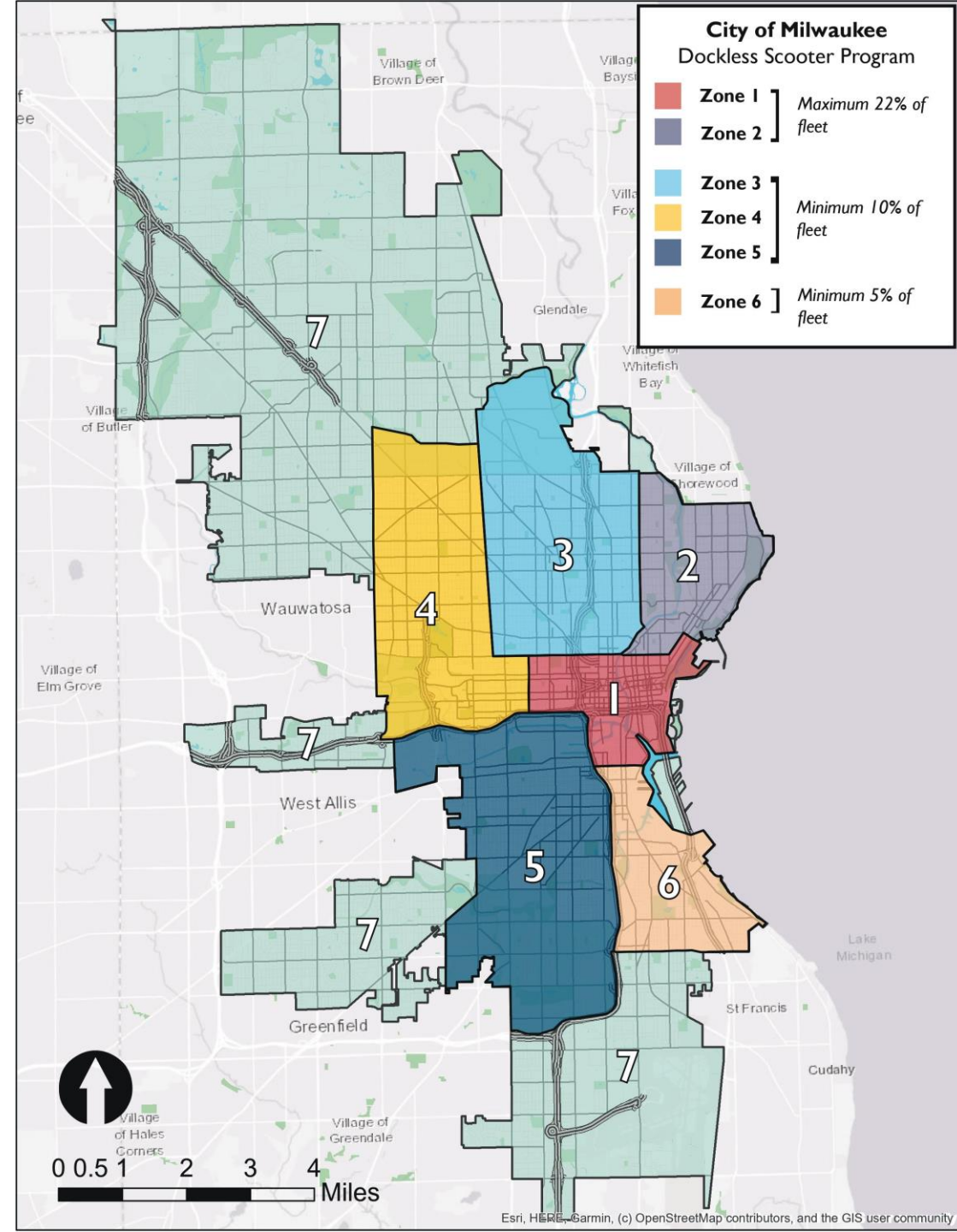
11,372 trips



Rides by Zone

5/17 - 6/16

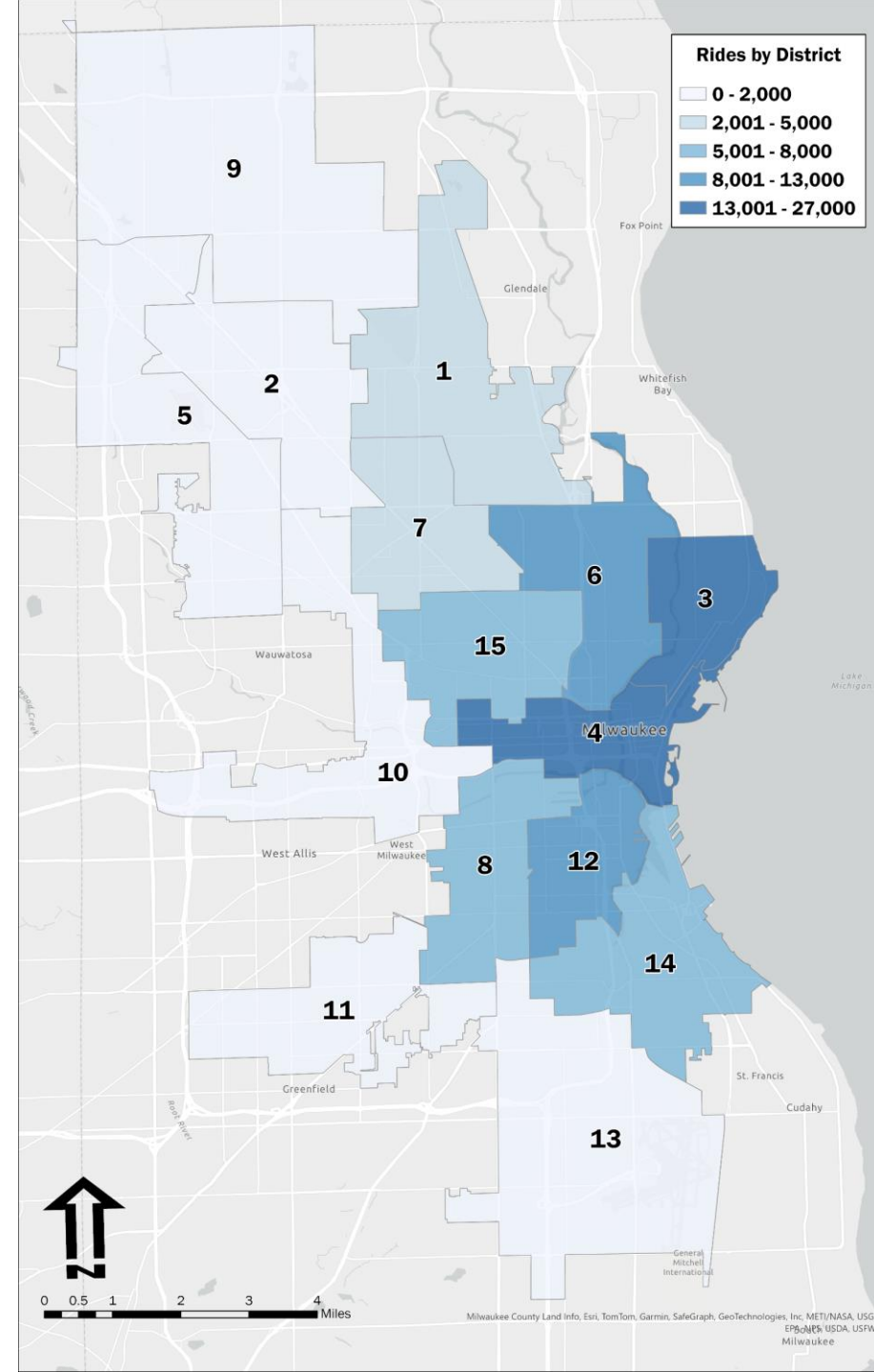
Zone	2023	% of Total	2024	% of Total
Zone 1	24,260	29.8%	29,627	27.4%
Zone 2	22,492	27.6%	24,544	22.7%
Zone 3	9,526	11.7%	12,514	11.6%
Zone 4	5,540	6.8%	10,210	9.5%
Zone 5	10,690	13.1%	16,526	15.3%
Zone 6	6,773	8.3%	7,534	7.0%
Zone 7	2,211	2.7%	7,039	6.5%
Total	81,492		107,994	




Rides by District

5/17 - 6/16

District	2023	% of Total	2024	% of Total
1 st District	1,005	1.2%	2,867	2.7%
2 nd District	561	0.7%	1,746	1.7%
3 rd District	19,443	23.9%	20,971	19.8%
4 th District	21,226	26.0%	26,624	25.2%
5 th District	101	0.1%	497	0.5%
6 th District	11,703	14.4%	12,722	12.0%
7 th District	2,079	2.6%	4,122	3.9%
8 th District	4,382	5.4%	7,502	7.1%
9 th District	82	0.1%	460	0.4%
10 th District	1,356	1.7%	1,983	1.9%
11 th District	280	0.3%	838	0.8%
12 th District	7,721	9.5%	10,532	10.0%
13 th District	644	0.8%	1,641	1.6%
14 th District	5,852	7.2%	6,145	5.8%
15 th District	3,808	4.7%	7,056	6.7%
Total	81,492		107,994	



Equity

	 Lime	<i>SPIN</i>	Total
Access Pass Active Members	267	69	336
Access Pass Discounted Trips	540	110	650
Equity Zone Discounted Trips	26,170	1,949	28,119
Equity Zone User \$ Saved	\$50,459	\$13,467	\$63,926

Equity Programs



50% off for Lime Access users
50% off all rides in equity zones



3 free 30 minute rides daily for
Access Pass users
50% off all rides in equity zones

Events



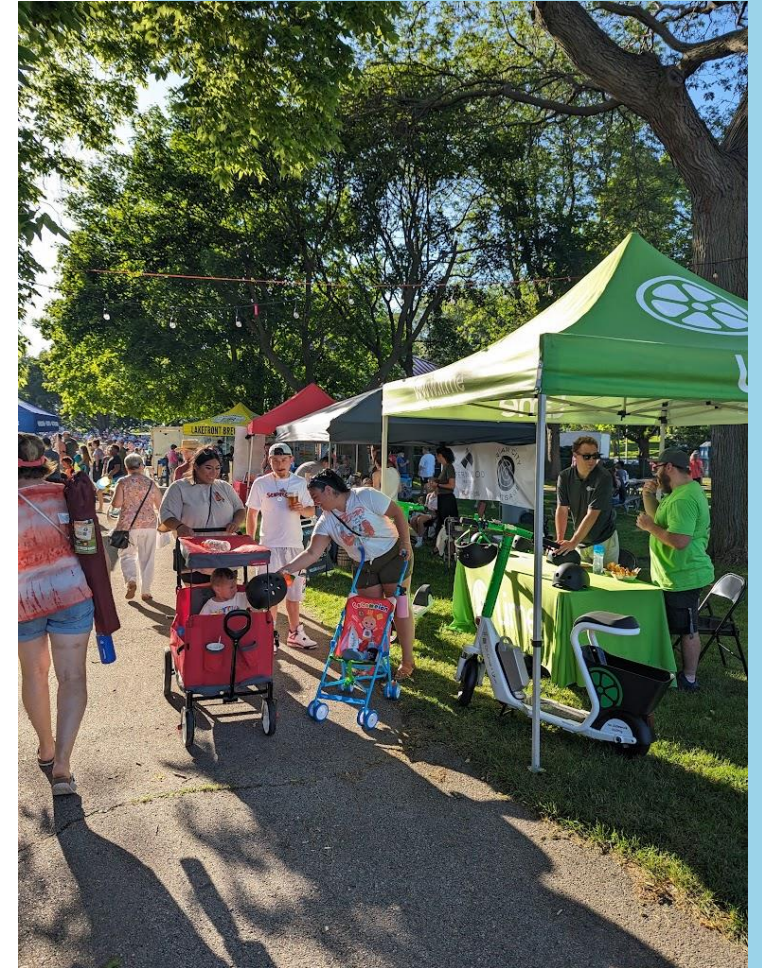
May 22: Summerfest Launch Party

- 300 attendees
- Demo station, test rides, education on proper riding and parking
- Helmet giveaways



June 18: Chill on the Hill

- Education on proper riding and parking
- Helmet giveaways



Deployment

Policy	 Lime	<i>SPIN</i>
Min citywide fleet	Yes	Yes
Max citywide fleet	Yes	Yes
Min 10% seated	Yes	Yes
Zone 1 Max	Yes	Yes
Zone 2 Max	Yes	Yes
Zone 3 Min	Yes	Yes
Zone 4 Min	Yes	Yes
Zone 5 Min	Yes	Yes
Unused Vehicles Max	Yes	Yes


Community feedback


Complaint Type	2023*	% of Total	2024	% of Total
Improper Parking	44	71%	8	44.4%
Sidewalk Riding	17	27.4%	9	50%
2+ Riders Sharing	3	4.8%	2	11.1%
Improper Street Riding	1	1.6%	2	11.1%
Perceived Underage Riding	2	3.2%	3	16.7%
Issues Filing a Complaint	5	8.1%	1	5.6%
General Concern/Other	6	9.7%	2	11.1%
Total Complaints**	62		18	

*Full operating year (March – November) data

**1 complaint may include multiple types

Operator actions

	 Lime	<i>SPIN</i>
User warnings	72	tbd
User fines	5	tbd
User suspensions & bans	3	tbd

May 2024	 Lime	<i>SPIN</i>
Scooters relocated	18	6
Avg. response time	43 min.	70 min.

Fines, suspensions, & bans are reserved for repeat offenders or serious incidents

Thank you!

Questions?

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