



STAKEHOLDER SERVICE DOCUMENT



Lime

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Lime acknowledges the Traditional Owners of the local government areas of the City of Melbourne and City of Yarra, the Wurundjeri Woi-wurrung people and the Traditional Owners of the City of Port Phillip local government area, and the Bunurong people.

Lime recognises first Australians, including their culture, history, diversity, and their profound connection to the land, and pays our respect to Elders past, present, and emerging. In acknowledging these truths, Lime strives to contribute towards a future that respects and honours this profound relationship, a future where all cultures and histories are celebrated, where understanding and reconciliation flourish.

Artwork: Dana Wamadaman Woka ('Pathway on Country') by Bayadherra



LIME DELIVERS FOR MELBOURNE

Lime is the longest-serving micromobility operator in Victoria, and we are committed to being a trusted service delivery partner for Melbourne. Our mission is to provide shared, carbon-free, and affordable transportation, and we actively support Melbourne's vision for a more connected and liveable city.¹ So far, riders have travelled 5.4 million kilometres (the equivalent of running The Tan Track 1.4 million times), and replaced the equivalent car trips of driving from Melbourne to Perth 350 times. We will continue to collaborate with Council to grow our impact, ensuring that every kilometre ridden brings us closer to Melbourne's vision.

**SO FAR, RIDERS
HAVE TRAVELED
5.4 MILLION
KILOMETRES**
That's equivalent to running
the Tan Track 1.4 million times!

Trial Achievements

- **Creating the largest e-scooter program in Australia:** Over 470,000 riders have ridden Lime in Melbourne and growing. During our surveys, 95% of riders said that they felt safe, and 93% said that they are likely to use our services again.
- **Safety:** 99.99% rides in Melbourne have ended without incident, and we have improved incident reporting and enforcement of local traffic laws through progressive discipline.
- **Economic Impacts:** In our survey, 74% of recreational riders reported making a purchase before or after their trip with Lime. We also support the local economy by providing full-time employment to 44 Melburnians to run our program. We mentor staff and provide opportunities for advancement, with seven members having recently been promoted into leadership roles within the Melbourne operation.
- **Sustainability:** We have helped riders shift away from automotive vehicles and make first/last-kilometre trips. In our most recent survey, 40% said that they used Lime to connect to public transport. By shifting trips from cars, Melbourne Lime riders have saved an estimated 278 metric tonnes of CO₂. This is the equivalent of saving over 1,188,000 litres of fuel. We have also repurposed or recycled 100% of irreparable vehicles in Melbourne to minimise waste.

¹ Transport Strategy 2030, City of Melbourne

GEOFENCING & ZONES

We use geofenced virtual dockless parking zones throughout the service area, meaning riders cannot park a Lime vehicle outside of a parking zone. These are virtual only, there is not any signage on the street, only a blue 'P' in-app, unless otherwise agreed with Council.

In Australia, we successfully run this parking model in Melbourne, Sydney, and Geelong, where in the highest density areas, riders can only park at our designated virtual parking zones. Since launching these parking model trials in 2022, we have seen a **37% reduction in parking-related complaints** and we expect this to fall further as the trial continues.

If a rider tries to park more than 30cm outside of a virtual parking zone, the rider cannot end their ride until they move the vehicle into a permitted geofenced area. A pop-up message will appear, informing the rider of the parking requirements and prompting them to move the vehicle to a virtual parking zone.

Every Lime generation 4 vehicle is equipped with global positioning system (GPS) technology that **tracks the vehicle's position 24/7**, and on-board zone mapping (geofencing) to control rider behaviour.



Service area

You are free to ride in this area.



No operation zone

You are unable to ride in this zone.



Designated parking area

An area in which riders are required to end their trip at a designated parking spot.



No parking zone

You are not able to end your ride in this zone.



Low speed zone

Your vehicle will slow down to a reduced speed.

Geofencing

Geofencing refers to the virtual zones we are able to draw to manage rider behaviour on our vehicles. We work with cities to draw geofenced zones and educate our riders on this mechanism.

How does it work?

Our team works with cities to determine which zone types should be active in a locality, drawing them in detail on a map.

When one of our vehicles is in operation, its “brain” will check for zones once every second, reacting instantly to a new zone. This is 93% faster than our previous reaction time and utilises improved on-vehicle technology to complete the full check on the ground - avoiding any delays from having to ping central systems.



faster than our previous
reaction time

What kind of zones can be drawn?

Lime uses a variety of zone types to ensure safe and efficient riding in each of our cities.



Service Zone
The area where
Lime operates



No Parking Zone
An area where riders
are not allowed to
end their trip



Low Speed Zone
An area in which
vehicles will
automatically slow
down to a regionally
customizable speed



**Mandatory
Parking Zone**
An area in which
riders are required to
end their trip at a
designated parking
spot



No Operation Zone
An area where riders are
not allowed to ride
vehicles. If a vehicle
enters this zone, it will
throttle down and be
prevented from parking
spot

ADVANCED AI END-TRIP PHOTO REVIEW FOR PROPER PARKING

Background

Tidy parking is a top concern for cities around the world. But current technology limits the nuance and precision cities need to guide riders to correctly end their riders where and how they are supposed to be parked.

Solution

In June 2023, Lime brought an industry first to Melbourne with its AI Learning Model to review how 'good' a vehicle has been parked based on the rider's end-of-trip photo. This new technology, developed entirely in house, is used to review, label, and categorise 100% of end-trip photos in real time.

Within 3 seconds of a rider ending their trip, Lime is able to automatically review the end trip photo and place it in one of four broad categories:



Compliant parking



Non-compliant parking



Improvable parking



Bad photo

Compliant photos will be allowed to end the ride. Each of the photos that is non-compliant or a bad photo will trigger a message to the user and include the photo in question and in some cases, the message may be accompanied by a fine.

This technology has already increased parking compliance for the program, with a good parking improvement from 78% at launch, to 87% (as at Jan 2024).

COMMUNITY ENGAGEMENT & EVENTS

Lime is a part of the community in Melbourne, and we support special events, community organisations, and public outreach. We support Melbourne's largest events, like the Australian Open, St Kilda Festival, and the Formula 1 Grand Prix, to ensure that they are as safe as possible and that they operate smoothly. We also organise First Ride Academies (see below) and attend community events to help Melburnians feel comfortable and confident on our vehicles. We give back to the community by giving First Nations artists a platform to share their artwork, and providing spare tools to Dr Cranky so that they can repair bicycles for children. These programs strengthen our ties to the community beyond being a provider of mobility services, advancing our shared journey towards an inclusive future.

First Ride Academies

- ✓ Lime's signature First Ride curriculum shows new riders how to ride safely, park properly, and enjoy the mobility of an e-scooter. Our local operations team guides attendees as they try out our devices on a closed course and learn about the hardware and technology. Attendees have the opportunity to sign up for [Lime Access](#), and they receive a free helmet and a promo code for a Lime ride. These events are designed to be encouraging and inviting—to create excitement and enthusiasm for micromobility. **In the past year, Lime has engaged in at least one community event per month.**



As a result of our First Rides, we have found riders to be more comfortable with our vehicles. In Lime's most recent survey, **64.7% of riders said that we offered a more comfortable, confident ride experience than competitors.**




Attendees at Lime First Ride Academies are given guidance on how to use our e-scooters safely

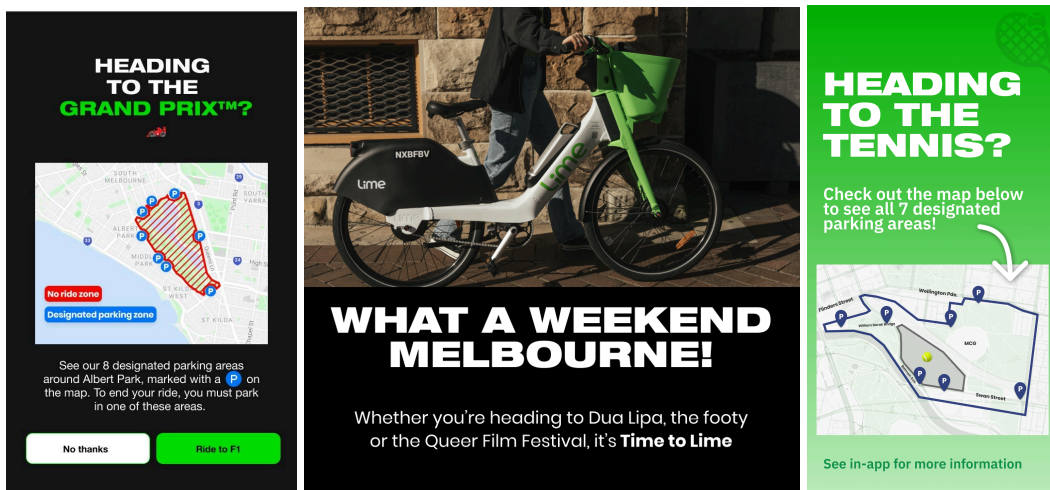
- ☑ Lime learns at our classes, too. We are always looking for opportunities to understand our riders and meet their needs. The biggest takeaway from our First Ride classes in Melbourne is noticing how much more relaxed and confident the attendee is at the end of the class compared to the beginning. Thus, for our local operations team to see an attendee absorb the educational material and ride with confidence, it boosts our confidence that our material is working.

Photo, right: We offer discounts to participants of our First Ride Academies after they complete their training.

Community Safety at Special Events

 We're committed to supporting local arts, culture, and events. We work closely with Melbourne and City event organisers to properly plan and staff the events, and we've been running a series of campaigns throughout the year to provide information and reminders about upcoming City events. In Melbourne, we routinely serve the following events:

- Australian Formula 1 Grand Prix (400,000+ attendees)
- Australian Open (94,000 daily attendees)
- AFL Grand Final (120,000 attendees)
- St Kilda Festival in Port Philip (400,000 attendees)
- New Year's Eve (500,000 attendees)
- Melbourne Cup (73,000 attendees)



Examples of Lime's special event messaging that we share with riders

At each of these events, Lime coordinates slow-speed and no-ride zones, designated parking areas, and rebalancing locations prior to the event with organisers. During the event, we provide additional Lime staff, and manage the visitor experience with signage and in-app notifications where applicable. For example, for the Australian Grand Prix, Lime created a social media and in-app campaign to share designated parking locations to visitors.



At Formula 1 2023: left, Lime's Operations Manager Lara alongside Neuron's Operations Manager Sahaj; centre, Lime's electric cargo trailer patrolling the precinct; right, a designated parking bay at Gate 10.

'Lime has been a **proactive member of the Australian Open public transport planning group** for the last 2 years, providing support and advice to our patrons on traveling to and from AO23 and AO24. We look forward to continuing to work with them on future Australian Opens'

- Ross La Rosa, Manager - AO Precinct & Event Operations, Tennis Australia.

'In Stantec's capacity as the **lead transport consultants for Melbourne's major events** including the **Australian Open, Australian Grand Prix and Melbourne Cup Carnival**, we have worked closely with Lime as an emerging **transport delivery partner in the city**. In event planning phases, Lime have been a **positive and constructive partner**, collaborating with event organisers, stakeholders and public agencies to improve access opportunities for Melbourne's major event patrons'.

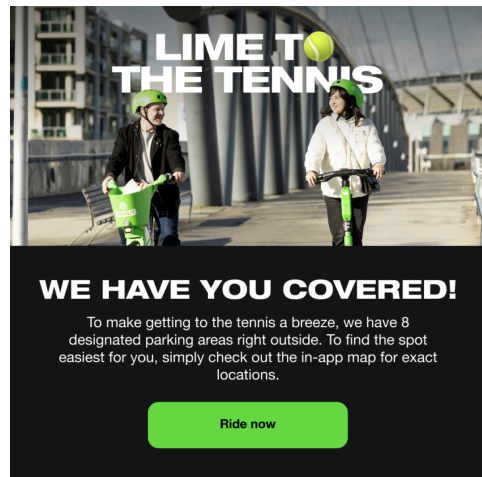
- Declan Weir, Senior Transport Manager, Stantec

PUBLIC OUTREACH & RIDER EDUCATION

Lime implements an extensive media outreach strategy that encompasses social media, in-app messages, emails to riders, print media, and advertisements on bus shelters. We aim to consistently engage with our customers, primarily on a weekly basis via digital channels. Our objective is to keep all riders informed about program rules, with a focus on subjects of significant concern to Melbourne: curtailing non-compliant behaviours like footpath, tandem, and underage riding, and promoting correct parking procedures and helmet use. We also remind riders to consider using services like Uber if they have consumed alcohol.

DON'T DRINK AND LIME

Ride safely everytime!
Avoid footpaths, wear a helmet, and
no drunk riding on Lime e-scooters
and e-bikes.



Examples of localised in-app messaging across Q4 in Melbourne

Key Personnel

Operations

	<p>Lara Nickless, Melbourne Operations Manager P: 0423 454 712 E: lara.nickless@li.me</p> <p>Lara is the Operations Manager for the Melbourne program. She lives full time in Melbourne in Richmond and is at our Port Melbourne warehouse on a daily basis supervising our team to ensure best-in-class operations for the City. Not only does Lara manage the Melbourne program, but she also coaches our team of 44 staff to perform at their best.</p>
	<p>Liam Priestly, Melbourne Operations Coordinator P: 0491 157 870 E: liam.priestly@li.me</p> <p>Liam is the Operations Coordinator for the Melbourne Program. He works out of our Port Melbourne warehouse on a daily basis supporting Lara to manage our team and working with external stakeholders on key events.</p>
	<p>Fernanda Franciele, Melbourne Customer Support Officer</p> <p>Fernanda is our dedicated customer support officer for Australia who is based locally in Melbourne. She responds to customer and community queries to support the program and its impact on the wider community.</p>

Responsive Operations Team: Lime’s Operations Team are available by phone or email 24/7 for any Council concerns or requests. We have been responsive to all Council requests, including to address issues like rebalancing fleet and correcting misparked vehicles. In particular, Council is welcome to reach out to our Melbourne Operations Manager, Lara Nickless, at any time at 0423.454.712 and lara.nickless@li.me.

Community Reporting QR Code: Lime affixes QR codes to each of our devices, allowing riders and non-riders to quickly access a community reporting form, which feeds directly to our operations team to quickly address any reports.

Poor Parking / Behaviour Reporting: Stakeholders are also welcome to report poor forms of behaviour directly through our [form](#) here, for the local team to action or provide warnings or sanctions to riders.



SAFETY

Safety Ambassadors

Working closely with our operations team, Safety Ambassadors ensure our fleet is well-organised, responsibly parked, and in safe working order. They are trusted brand ambassadors on the ground, interacting and educating Lime riders and non-riders alike of good riding practices and parking rules in Darebin. Lime

proactively deploys Safety Ambassadors to high-traffic areas to proactively repark or rebalance vehicles and educate riders about proper riding and parking behaviour. We also deploy Safety Ambassadors during special events to make sure vehicles are well-managed during high-volume times.



Rider reaction test

Piloting any vehicle while intoxicated is inherently dangerous. Lime has proactive systems to discourage or prevent drinking and riding. Based on conversations with Council, we can apply time-based restrictions for riders to pass a reaction time test before their rider. This will help to improve safety in targeted areas, and after special events.

Currently, our rider reaction test is live every Fri / Sat night 10pm - 4am in the Hoddle Grid, Southbank and parts of the St Kilda Precinct. Read more about this precautionary step in protecting the Melbourne community in this [recent article by The Age](#).

