



Lime :: Seattle

2018/19 Free-Floating Bike Share Program Permit Application

Submitted by:

Gabriel Scheer (Primary Contact)

Director, Strategic Development

206.391.5433

gabriel@limebike.com

Neutron Holdings, Inc.

dba Lime
1 Sansome Street, Ste 2100
San Francisco, CA 94104
1-888-LIME-345

15 August 2018

Joel Miller

City of Seattle
Department of Transportation
Seattle Municipal Tower
700 5th Avenue, Floor 23
Seattle, WA 98124

At Lime, our mission is to provide last-mile transportation solutions, helping residents seamlessly transit throughout their neighborhoods and across the community. Lime is the nation's largest dock-free bike sharing company and provide transportation solutions to more than 75 communities across the country. We are extremely proud of our track record of partnering with local officials to build the future of urban transportation – starting right here in Seattle (our fourth market!), to South San Francisco, from Aurora, Colorado, to Miami Shores. Further, we take great pride in our relentless focus on the safety and quality of our bikes and scooters as well as our commitment to operations, which is best in the industry. Finally, our goal of revolutionizing transportation options across the country means we enthusiastically serve everyone.

With this application, we look forward to continuing to provide Seattle with a bike sharing system at no cost to the City. We are eager to build on this past year's work to provide the best customer experience at no cost to the City to enable our residents to move more effortlessly - and healthfully - throughout the community.

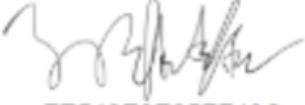
Lime's vision is to make the world more sustainable, efficient, and enjoyable. We are revolutionizing urban mobility by helping communities solve first and last mile transportation challenges and providing a system that:

- Supports efficient, affordable, and healthier transportation;
- Complements existing transit programs, reducing congestion & freeing up parking;
- Supports a more vibrant community; and
- Reduces local pollution from short, inefficient trips.



Lime is focused on serving communities across the country and our team is committed to the notion of shared mobility for all Americans. Thank you for the opportunity to let us serve Seattle. We look forward to the opportunity to answer any questions, and eagerly await the opportunity to provide transportation solutions to your residents.

Warmly,

DocuSigned by:

FE542E8E85FF48C...

Toby Sun
CEO and Co-Founder
Neutron Holdings, Inc
dba Lime, LimeBike

People authorized to represent Lime:

Toby Sun

CEO and Co-Founder at Lime
1 Sansome Street, Ste 2100
San Francisco, CA 94104
p. 1-888-LIME-345

Gabriel Scheer (Primary Contact)

Director, Strategic Development
107 Spring St
Seattle, WA 98104
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Street Use Division
700 Fifth Avenue, Suite 2300 | P.O. Box 34996
Seattle, Washington 98124-4996
(206) 684-5267 | publicspace@seattle.gov

SDOT Permit Number(s)

(Official Use Only)

PUBLIC SPACE MANAGEMENT ANNUAL PERMIT APPLICATION

Seattle Municipal Code (SMC) 15.04, 15.10, 15.12, 15.16

Intake by:

(Official Use Only)

1 APPLICATION DATE

(mo/day/year) **8/13/18**

2 PROJECT ADDRESS OR NEAREST LOCATION

Address Number
4515

Street Name (include NE, SW, Ave, St, Blvd, etc.)

8th Ave NW

3 PROJECT DESCRIPTION

Desired Start Date (mo/day/year) **9/1/2018**

Total Area of Project in Right of Way

Length
(feet) x Width
(feet)

- EXAMPLES:**
- Install a 3-foot by 7-foot double-face sign on a building for my business. It will hang 8 feet above the sidewalk.
 - Build a new rockery in the right of way that is 3 feet in height and 20 feet in length to replace an old rockery that is failing. The new rockery will be located 4 feet behind the sidewalk.
 - Build a 6-foot by 18-foot sidewalk café area outside of our business; surround the area by a 42-inch high fence.

Note: For Block Party and Play Street do not use this application.

Describe Project and Work in Right of Way

Dock free bikeshare for the city of Seattle.

4 BACKGROUND

APPLIED ONLINE/BY EMAIL

RELATED PERMITS (if any)

Permit #
Construction Use
Public Space Management:
(Annual/Vending/Term)
Simple Utility

Permit #
DPD
SIP/Utility Major
Other

Note: DPD Permit #'s are 7 digits and usually begin with a 3 or 6.

INSPECTOR WARNING

Verbal Written Warning Number

Note: Failure to notify Street Use of Inspector Warning could cause delays in permit processing and may lead to additional fees or fines.

REFERRED BY (name or agency)

5 PERMIT TYPE (Check applicable category)See Section **6** for Activities, Street Closures, and Festivals

BUSINESS AMENITIES	Required at Application
<input type="checkbox"/> Merchandise on Sidewalks (18A) <input type="checkbox"/> Sidewalk Cafés (18B) <input type="checkbox"/> Tables and Chairs (18C) <input type="checkbox"/> Street Decorations, Planters, Benches (52)	<ul style="list-style-type: none">• Site Plan/Floor Plan (11" x 17" paper size preferred)• Elevation (11" x 17" paper size preferred)• Certificate of Insurance with Endorsements• Fence Details (Sidewalk Café)• Sidewalk Café Letter of Authorization• Construction Use Permit Application
SIGNS AND GRAPHICS	Required at Application
<input type="checkbox"/> Signs, Awnings, Graphics (6) <input type="checkbox"/> Pole Banner for Events (52A) <input type="checkbox"/> Pole Banner for Identification (52B)	<ul style="list-style-type: none">• Site Plan or Pole Map (11" x 17" paper size preferred)• Elevation (11" x 17" paper size preferred)• Design Proof• Certificate of Insurance with Endorsements (for Pole Banners)
BALCONIES, OVERHANGS, AND FENCES	Required at Application
<input type="checkbox"/> Structures and Overhangs (7) <input type="checkbox"/> Fences, Rockeries, Walls, Stairs, Handrails (29A)	<ul style="list-style-type: none">• Site Plan (11" x 17" paper size preferred)• Elevation (11" x 17" paper size preferred)• Cross Section (height, width, dimensions)• Indemnity Agreement (prior to issuance)• Construction Use Permit Application• Engineer's Report (at request of permit reviewer: geotechnical, structural, etc.)
COMMERCIAL AND RESIDENTIAL USES	Required at Application
<input type="checkbox"/> Shoreline Street Ends (11) <input type="checkbox"/> State Waterways, Moorage (WW 100, 200) <input type="checkbox"/> Material Storage, Ongoing (12, 12A) <input type="checkbox"/> Private Utility (8, 9, 21A)	<ul style="list-style-type: none">• Site Plan (11" x 17" paper size preferred)
OTHER	Required at Application
dock free bike sharing	<ul style="list-style-type: none">• Requirements vary

6 ACTIVITIES, STREET CLOSURES, AND FESTIVALS

ACTIVITIES AND STREET CLOSURES	Required at Application
<input type="checkbox"/> Street Barricading, Special Activities (3A) <input type="checkbox"/> Farmers' Markets (3B) <input type="checkbox"/> Festival Street (3C) <input type="checkbox"/> Block Party or Play Street (Do not use this application. Use project-specific applications available on the Street Use website.)	<ul style="list-style-type: none">• Site Plan (11" x 17" paper size preferred)• Proof of Neighbor Notification (All affected neighbors must be notified)• Certificate of Insurance with Endorsements• Access Affidavit (at request of permit reviewer)

Neighborhood Group or Organization Sponsoring Event

Street or Alley Proposed for Closure	From	To	Start Date	End Date	Start Time	End Time
EXAMPLE: 8th Ave	E Harrison St	E Republican St	8/10/2016	8/10/2016	7 p.m.	10 p.m.

Describe the nature and purpose of closure or activity:

Projected number of attendees

We have notified our neighbors of this event Yes No

Notification method (by letter or door-to-door, for example)

Provide a copy of this notification with your application

7 ALL ANNUAL PERMIT TYPES - ADDITIONAL REQUIREMENTS

ADDITIONAL DOCUMENTS AND APPROVALS MAY BE REQUIRED - CONSULT WITH PERMIT REVIEW STAFF:

- | | |
|---|--|
| <ul style="list-style-type: none">■ Construction Use Permit■ Bond■ Indemnity Agreement■ Proof of Insurance with Endorsements■ Private Encroachment Agreement■ Historic or International District Approval■ Public Art Advisory Committee (PAAC) Approval■ Business Improvement Area (BIA) Approval■ Letter of Authorization | <ul style="list-style-type: none">■ Engineering Details■ Design Commission Approval■ SEPA Review■ Holiday Moratorium Exception Request (Thanksgiving Day through Jan. 1)■ Traffic Control Plan■ Concept Plans■ Public Notice Contact List■ Other Department Review/Approval |
|---|--|

8 APPLICANT

Applicant is the: Home/Property Owner? Business Owner? Contractor?
 Other

Name: Isaac Gross	SDOT Customer ID Number:
Company: Neutron Holdings dba Lime	SDOT Company ID Number:
Mailing Address (include city, state, zip): 4515 8th Ave NW Seattle WA 98107	Office/Home Phone Number: Mobile Phone Number: 2069304588
	Email Address: isaac.gross@li.me

9 FINANCIALLY RESPONSIBLE PARTY (Receives Annual Renewal invoice)

Will Applicant (listed above) receive future Annual invoice (for renewable permit types)?

Yes - skip this section, proceed to **10**

Is **Applicant applying on behalf** of the Financially Responsible Party? Yes - **Letter of Authorization (LOA)** required

Name:	SDOT Customer ID Number:
Company:	SDOT Company ID Number:
Mailing Address (include city, state, zip):	Office/Home Phone Number: Mobile Phone Number:
	Email Address:

10 24-HOUR CONTACT

Is **Applicant** the 24-Hour Contact? Yes - skip this section, proceed to **11**

Is **Financially Responsible Party** the 24-Hour Contact? Yes - skip this section, proceed to **11**

Name: Lakeysha Hayes	SDOT Customer ID Number:
Company: Lime	SDOT Company ID Number:
Mailing Address (include city, state, zip): 4515 8th Ave NW Seattle WA 98107	Office/Home Phone Number: Mobile Phone Number: 1-800-546-3345
	Email Address: lakeysha.hayes@limebike.com

11 TERMS AND CONDITIONS

Indemnification: The Permittee agrees to defend, indemnify, and hold harmless the City of Seattle, its officials, officers, employees, and agents against: [1] any liability, claims, causes of action, judgments, or expenses, including reasonable attorney fees, resulting directly or indirectly from any act or omission of the Permittee, its subcontractors, anyone directly or indirectly employed by them, and anyone for whose acts or omissions they may be liable, arising out of the Permittee's use or occupancy of the public right of way; and [2] all loss by the failure of the Permittee to fully or adequately perform, in any respect, all authorizations or obligations under the Permit.

Acceptance of terms, conditions, and requirements: Permittee shall accept the terms, conditions, and requirements of the permit and agree to comply with them to the satisfaction of the Seattle Department of Transportation, Street Use Division. Permittee

further agrees to comply with all applicable city ordinances, including but not limited to Title 15 SMC, and all applicable requirements of state and federal law. Work shall begin within six months from the date of approval unless other arrangements are made, otherwise the application shall be void.

Applicant/Permittee or Authorized Agent Statement: I declare under penalty of perjury under the laws of the State of Washington that: I am the Applicant/Permittee OR the authorized agent of the Applicant/Permittee; that the information provided is correct and complete; and that I have the authority to bind the Applicant/Permittee to this application.

Deposits, Charges, and Future Billings: The Permittee is responsible for all permit charges. If a deposit was made for estimated future Street Use services, any unused portion of the deposit will be refunded to the Applicant/Permittee. Any charges in excess of the deposit will be billed to the Applicant/Permittee.

APPLICANT SIGNATURE Isaac Gross

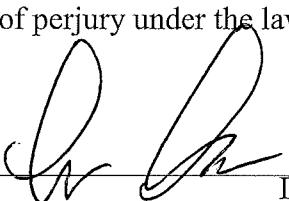
DATE 8/13/18

Appendix G: Vendor Signature Page

I, Isaac Gross, declare the following:

1. I am a duly authorized agent of Lime, a vendor applying for a permit under the City of Seattle's Free-Floating Bike Share Program.
2. I have reviewed and understand the Free-Floating Bike Share Program Permit Requirements for the 2018-2019 Permit Year, including all requirements and appendices.
3. I have the authority to bind the vendor-applicant to the permit application and to the permit requirements the City established for this program.
4. The vendor-applicant has complied with all permit requirements in preparing the permit application and all the information in the application is true and complete.
5. The vendor-applicant shall comply with all permit requirements for the duration of any permit approved under these permit requirements.
6. The vendor-applicant understands that if the vendor does not comply with all permit requirements, the City may revoke the permit or take other enforcement actions described in the permit requirements and the Seattle Municipal Code.

I certify under penalty of perjury under the laws of the State of Washington that the foregoing is true and correct.

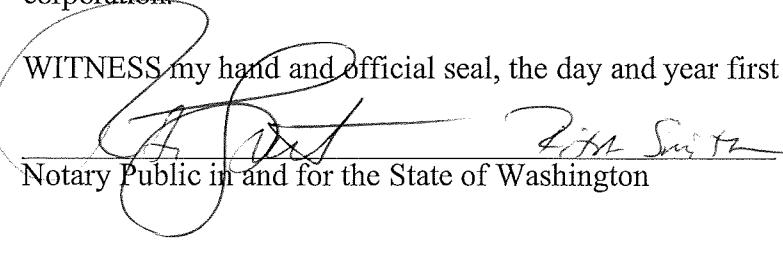

Isaac Gross
Signature

8/9/18 Seattle, WA
Date and Place

State of Washington)
)
) s.s.
County of King)

This is to certify that on this 15th day of Aug 2018, before me, the undersigned, a notary public in and for the State of Washington, duly commissioned and sworn, personally appeared Isaac Gross to me known to be the General Manager (title) of the corporation or limited liability company that executed the foregoing instrument, and acknowledged the said instrument to be their free and voluntary act and deed of said corporation or limited liability company, for the uses and purposes therein mentioned, and on oath stated that he was authorized to execute said instrument, and that the seal affixed is the corporate seal of said corporation.

WITNESS my hand and official seal, the day and year first above written.


Notary Public in and for the State of Washington



3. for each device the applicant wants to deploy at program start, including any devices proposed or approved in a previous permit:
- i. design specifications, including descriptions and illustrative images of all components;
 - ii. evidence of compliance with applicable design standards as described in Requirement ES1.5; and

Lime-E

The Lime-E "e-assist" bikes have a small electric motor to assist a rider's pedaling. Our industry-leading torque-sensing technology aids a rider such that as he or she expends more effort pedaling the e-assist automatically activates to propel the rider proportionally more than their efforts. Lime's new e-assist bikes are ideal for hilly terrain, and for riders who might desire extra assistance or are traveling greater distances. With a 250W motor, Lime-E bikes have a range of 60-80 miles and a top speed of 15 mph. Our Operations team will monitor battery life and conduct battery swaps regularly to optimize the fleet.



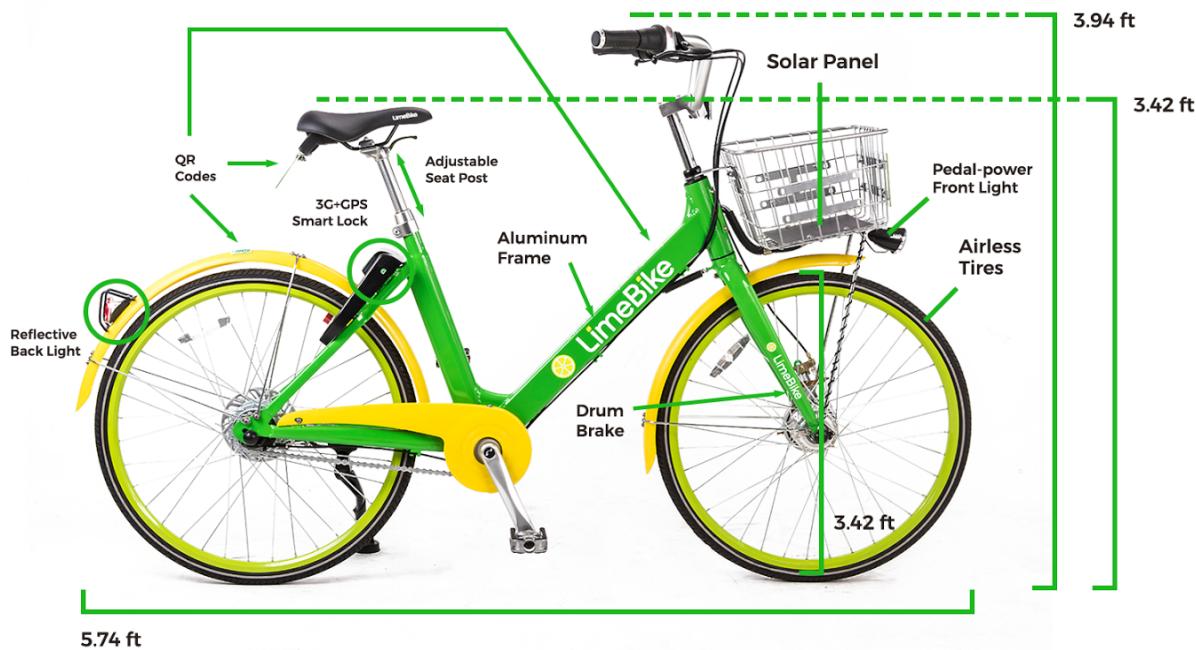
Pedal Bikes

The standard Lime pedal bike is a smart bike designed in California to provide robust bike sharing networks without kiosk infrastructure. Lime's bicycle manufacturer, Battle-FSD, produces top-tier brands like Specialized and Bianchi.

Our GPS-enabled bike technology allows riders to locate and unlock any LimeBike using our mobile app and then simply lock the bike in any commonly accepted parking spot. Each bike is equipped with a smartlock which disables the bike when locked, and can be unlocked by scanning the QR code, keying in the plate number, or remote-unlocking. The brightly colored bikes feature:

- A solar-powered smart lock that can be unlocked from the Lime app;
- Run-flat (puncture-proof, solid) tires;
- An all-aluminum frame which is strong, rust-resistant, and easily recyclable;
- An adjustable, non-removable ergonomic seat for maximum durability and comfort;
- A basket with room for a grocery bag, book bag, or other personal items; and
- Dynamo-powered front and rear lights with 120 second post-stop run time, bell, and reflective markings to contribute to rider safety and convenience.



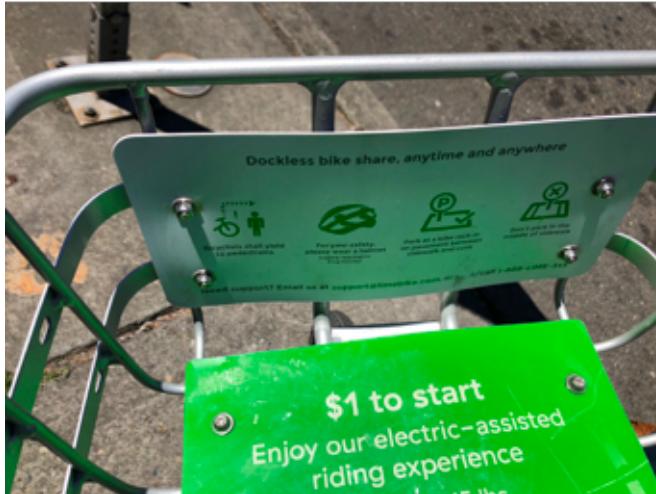


Lime's design and specifications are continually updated based on user feedback and testing to create the best riding experience. As of October 2017, all bikes include front and rear brakes, front and rear lights, reflectors, bell, an adjustable seat that comfortably accommodates people from ~5'-6'6," a step-through frame, and a front basket/luggage carrier. With their self-locking capacity, Lime vehicles are not designed to be locked to a bicycle rack or any fixed infrastructure.

Lime's bikes meet the standards outlined in the Code of Federal Regulations (CFR) under Title 16, Chapter II, Subchapter C, Part 1512 – Requirements for Bicycles. Additionally, permitted systems meet the safety standards outlined in ISO 43.150 – Cycles, subsection 4210 and have been independently tested and meet the safety standards of renowned testing company SGS Global. Lime will provide these certifications of all its products upon request.

iii. descriptions and illustrative images of all information the applicant will affix to the device, including trade dress, contact information, rider education information, and any other information the applicant proposes;

Lime includes standard information, such as contact information for our 24 hour customer service team, on all of our vehicles. We also include localized information, such as King County's helmet law, as requested/required. Please see below for examples of on-vehicle messaging.



4. the applicant's proposed fleet deployment, including:

- i. a description and map of the initial service area for each device the applicant wants to deploy and any planned changes during the permit year;
- ii. a description of the applicant's proposed fleet, including the number of devices of each type the applicant proposes to deploy and any changes during the permit year;

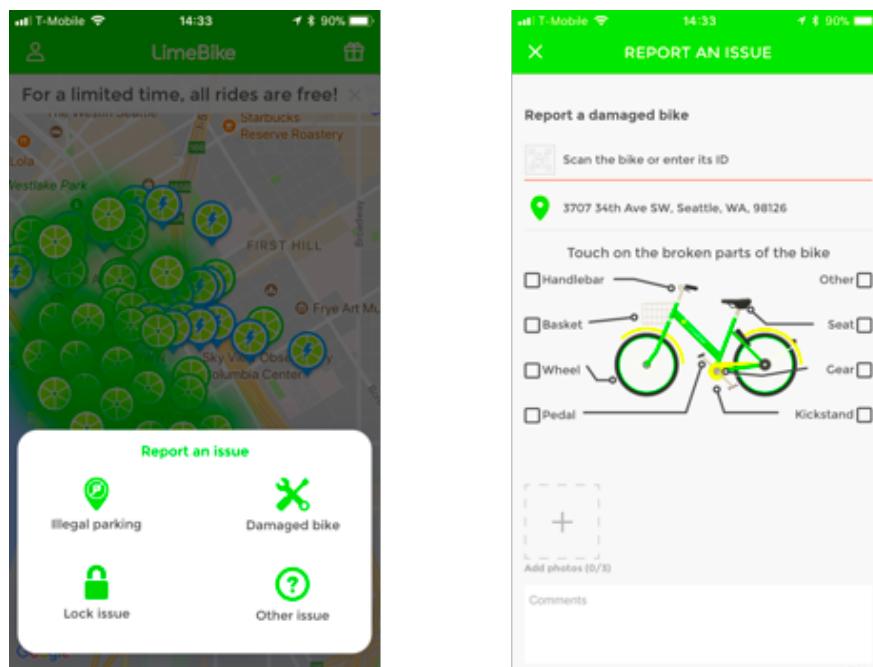
Lime will deploy a mix of 5,000 pedal and e-bikes, moving to 100% e-bike by early 2019. Lime has the capacity to deploy as many e-bikes as reasonable based on utilization data (minimum of 2 rides on average per day) and collaboration with the City. We will serve the entire city.

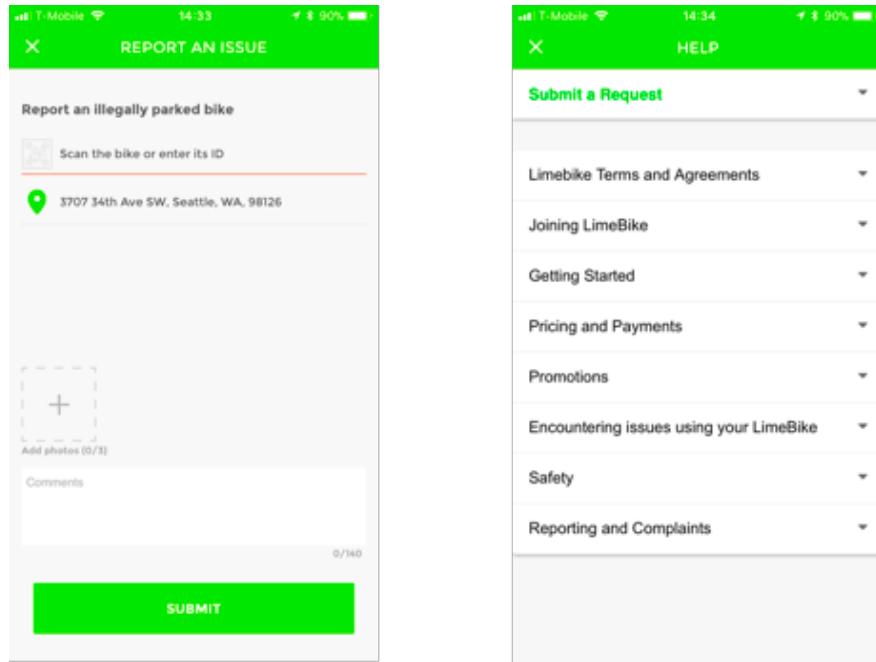
- iii. a description of the proposed geographic distribution of its deployed fleet, including the vendor's proposed fleet distribution in the equity focus areas described in Requirement O1.6 and Appendix D; and

Lime will serve the entire City of Seattle, with a minimum of 10% of our vehicles in the equity focus areas. If Lime is permitted to increase our fleet size, we are happy to discuss increasing the volume of or percent of bikes in this area.

5. the applicant's contact information, including: i. a description of the applicant's required and optional public contact methods as described in Requirement O3.1, including illustrative images of any smartphone applications;

Lime maintains a 24/7 customer service center run out of our San Francisco, CA, headquarters. Contact information is available on the frame of every Lime vehicle: riders and the public can call, text, or email (888.LIME.345 and support@li.me) to report an issue. In addition, people who have our app can access the 'Reporting and Complaints' menu in the 'Help' section to report problems with the bicycles, parking, or anything else of concern (screenshots below). Customer support is currently offered in English, Spanish, Chinese, and four other languages, with more to come. The Lime app also offers a specific reporting function that's accessible on the bike map for users to directly report issues and submit photos related to damaged bicycle or equipment. The general public can report a damaged or misplaced bicycle the same way. Examples of the in-app reporting tool can be seen below:





Above: Examples of in-app reporting

ii. Applicant's contact information for City use as described in Requirement O3.2; and

- (b) The vendor shall provide the Program Manager with telephone and email contact information and contact hours for the following personnel:
1. Seattle General Manager: Isaac Gross. 206.930.4588 or isaac.gross@li.me. Contact hours: 8 am - 5 pm PST
 2. Policy development: Director of Strategic Development Gabriel Scheer. 206.391.5433 or gabriel@li.me. Contact hours: 8-5p PST
 3. Local fleet operations manager: Sean Alexander and Cassie McGrath. sean.alexander@limebike.com or 970-232-4367 and cassie.mcgrath@limebike.com or 425-577-1545. Contact hours: 8-5p PST.
 - 4) Data collection and reporting: Peter Chang. peter@li.me or 253.693.8705. Contact hours: 8-5p PST.
 - 5) Programming or equity contact person: Sean Alexander and Cassie McGrath. sean.alexander@limebike.com or 970-232-4367 and cassie.mcgrath@limebike.com or 425-577-1545. Contact hours: 8-5p PST.
 - 6) 24-hour contact person or persons: 1 (888)-546-3345. Contact hours: 24 hours.

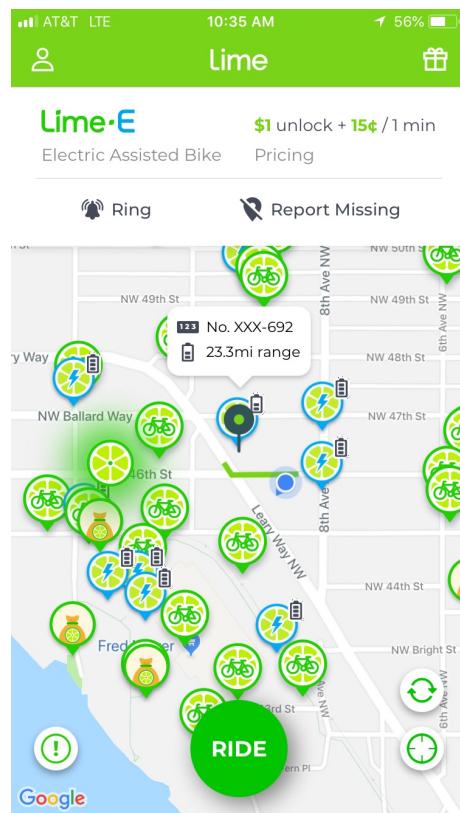
iii. a description of the applicant's procedure for receiving and acknowledging reports received under Requirements O2.1 to O2.3;

All reporting, whether via social media, in-app, or by phone is managed through our Customer Service team, a description of which can be found above. The customer service team triages all reports to the relevant team members, who are then dispatched to address the situation.

6. the applicant's proposed rental structure, including:

- i. the applicant's pricing structure and exhibits showing how the applicant will disclose the pricing structure to its riders, as described in Requirement O4.1;

Pricing for the Lime-P classic pedal bicycle is \$1 for 30 minutes of riding time. The Lime-E electric assist bikes already operating in Seattle cost \$1 to unlock and \$0.15/minute. Pricing is advertised in-app, as shown below, as well as on-vehicle.



- ii. a description of any reduced-fare program element, as described in Requirement O4.2; and

Lime has been offering a discounted program in Seattle since summer 2017.

As of August 2018, scooters and e-bikes have been added to our Lime Access program, allowing users of low-income status to ride our e-products at a discounted rate. Users can also unlock scooters and e-bikes via SMS, as well as manual pedal-bikes as they previously could. The rates are as follows:

- Lime-E&S: 50¢ to unlock, 7¢ per minute to ride
- Lime-B: 0¢ to unlock, 5¢ per 30 minutes to ride.

- iii. a description of the applicant's low-barrier rental methods, as described in Requirement O4.3;

Lime is pleased to offer the Lime Community Network program - Lime's solution for individuals who face two key barriers to access inherent in our model: lack of a smartphone and/or data plan, and lack of access to bank accounts or credit cards. We have expanded on the success of our cash-based account registration system initially launched here in Seattle by incorporating additional elements to account for low-income communities. We partner with PayNearMe for cash-based access, which extends to our ability to remotely unlock any of our vehicles for any registered rider - reducing the need for a smartphone. Please see our Lime Community Impact page for a more thorough explanation: <https://www.limebike.com/community-impact>

Further, as described above members of Lime Access receive a discounted rate of 50% off all e-products, including both the Lime-E e-bikes which already operate in Seattle, and our Lime-S electric scooters. See <https://techcrunch.com/2018/08/09/lime-is-expanding-its-low-income-program/>

We prefer this option to other suggestions in the permit language because:

- Since our median ride length is less than ten minutes, this option is on average cheaper than what was suggested in the proposal



- Lime is providing a last mile solution. The suggestion in the SDOT proposal is based on an hour ride, and therefore optimizes for a much longer trip
- Where we can, we strive for consistency for our users. So with this option, a low income Lime user in Seattle could expect the same price if they were in Portland, SF, etc

7. the applicant's proposed data collection and integrity structure, including:

- i. a description of the technology and procedures the applicant will use to collect, process, and share the data required in Requirements DS1, DS2, DS3, and DS4;

Lime has been sharing data through the UW's TDC and is comfortable continuing to do so. Given the City's relationship with the TDC, we believe this not only clarifies our process but also ensures data integrity.

- ii. a description of the data integrity or accuracy limitations of the applicant's data collection, processing, and sharing technology and procedures;
- iii. a description of the applicant's plan to disclose its data collection practices to riders as described in Requirement DS6; and

Riders receive this information in two ways:

1. Users agree to the user agreement, which states everything they are providing, during signup; and,
2. The first time a rider logs in, we ask for their permission to allow us to track their location.

- iv. a copy of any user agreements the rider must accept in order to use the applicant's service;

Lime's user agreement can be found in full at <https://www.li.me/user-agreement>; as we occasionally update the agreement, this is the most up-to-date location in which to find the current agreement.

8. the applicant's mandatory scored plans, including:

- i. a parking and fleet management plan as described in Requirement P7;



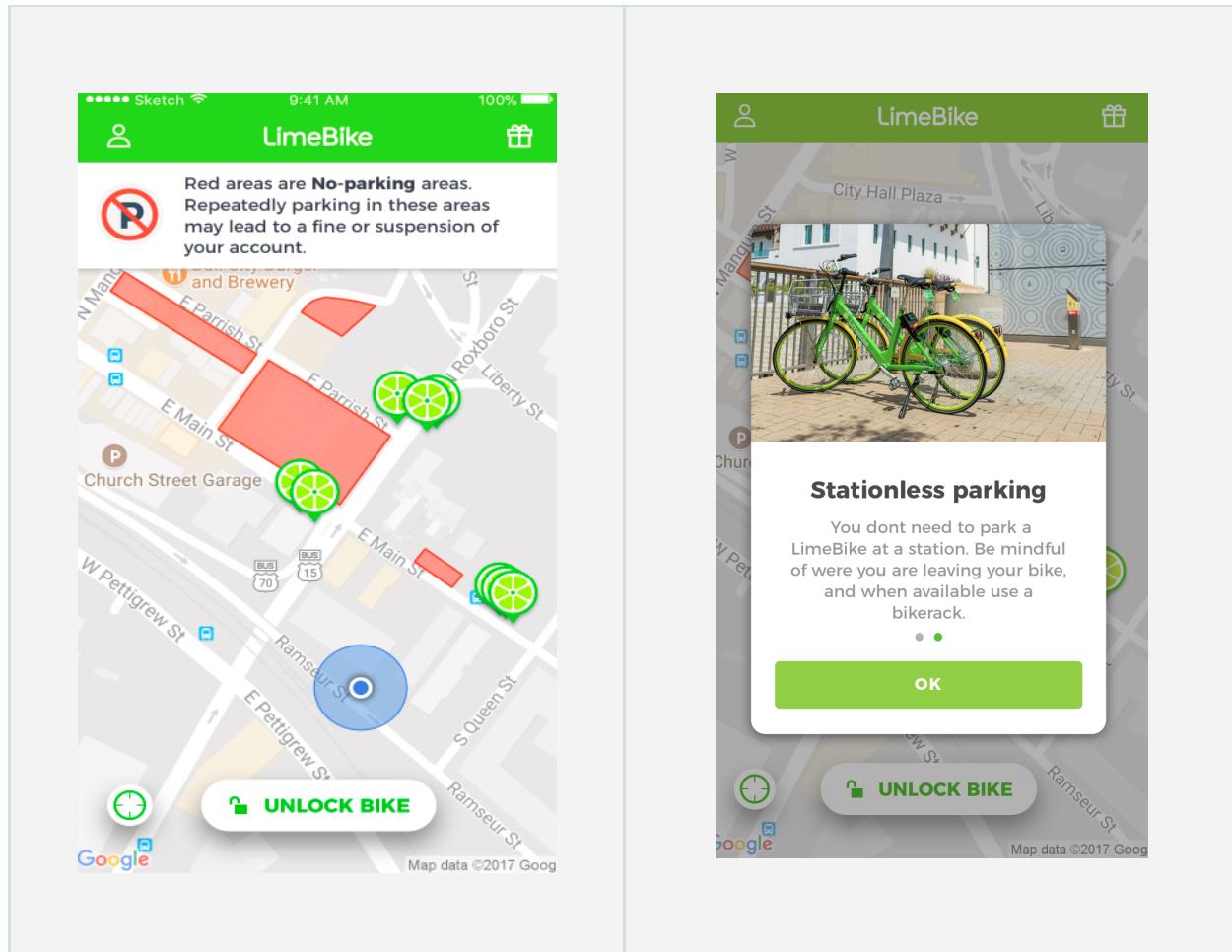
- ii. a rider education plan as described in Requirement O6.2; and O6.2 Rider Education Plan. (a) The vendor shall develop and implement a rider education plan in accordance with Requirement G10.
 - (b) The vendor's rider education plan shall describe how the vendor will educate its riders about:
 1. traffic and riding laws and rules;
 2. King County's helmet law;
 3. rules for parking the device safely and conscientiously; and
 4. any other appropriate instructions.
 - (c) The vendor's rider education plan shall also describe how the vendor:
 1. will comply with the rider education signage requirement in Requirement ES3.2; and
- Free-Floating Bike Share Program**

Lime works hard to educate customers on proper usage, local laws, and parking. While our bikes and scooters market themselves with their bright green colors and instruction on how to use the bike or scooter on the frame, we use a variety of marketing channels to bring year-round excitement to Lime ridership. We also build a small team of local ambassadors to help educate users on proper riding and parking etiquette.

We utilize stickers on all our bikes in Seattle to inform riders of King County's helmet law. In addition, first-time riders in Seattle get a pop-up notice informing them of the law.

We heavily utilize the Lime app to educate riders on bike parking as well as other instructions, such as how to safely ride a scooter. Our app already includes both text and photos regarding how to properly park bikes and scooters. For example, the app includes recommended parking spaces marked with a "P" and also makes aware "no parking" areas for the rider that is custom to their location, exhibited below:





Our education efforts in Seattle will be overseen by Sean Alexander and Cassie McGrath, our Operations Managers. Sean and Cassie will continue to build on our ongoing partnerships with community groups from across the city, creating awareness for Lime and dock-free mobility in general. As our team grows, so will this effort, with particular emphasis on reaching out to low-income residents, communities of color, and non-English speakers (note: our website, our app, and our customer service call center are already available in both English and Spanish).

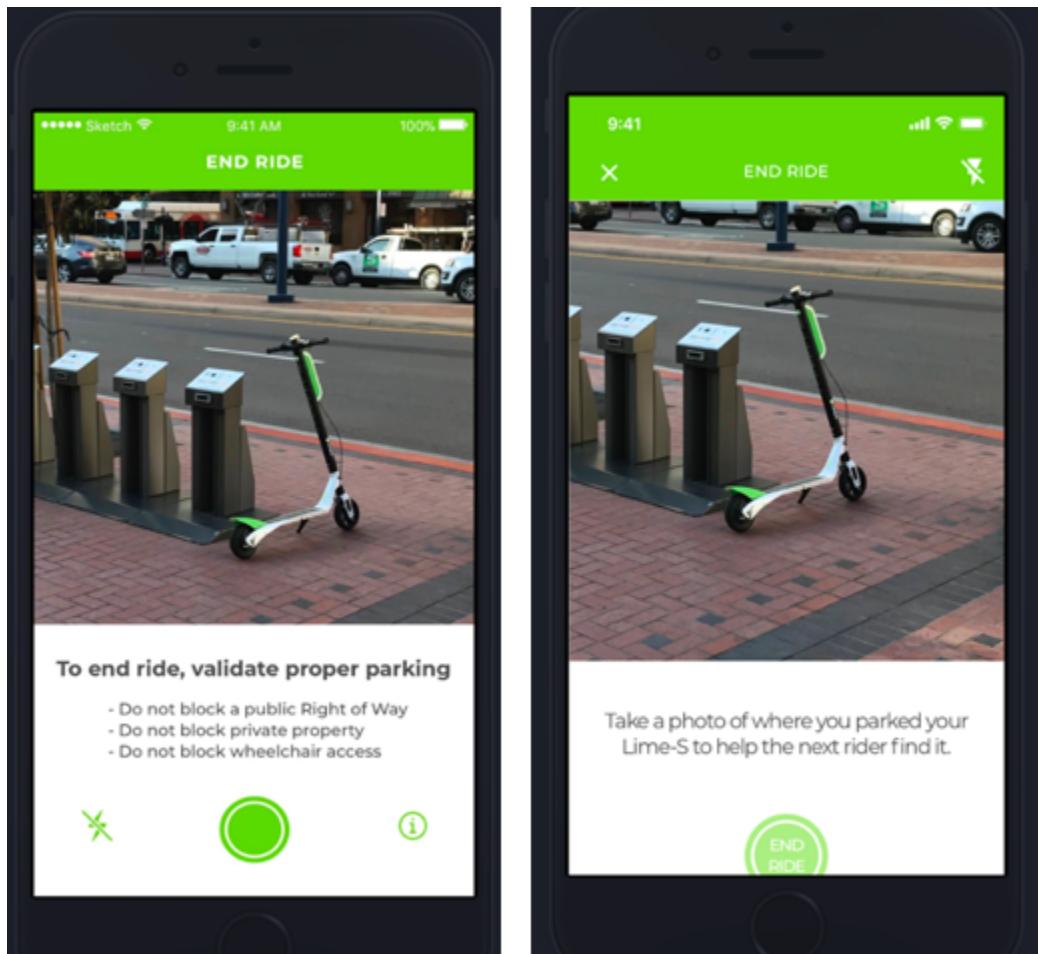
These efforts will be supplemented by targeted education efforts, including printed materials to hand-out at community meetings in the target Tier 1 languages requested by the City of Seattle. We also manage an ongoing press strategy, in partnership with the City as relevant, focused on appropriate ridership and teaching people how to use (and park) Lime. This includes regular press advisories and direct outreach to



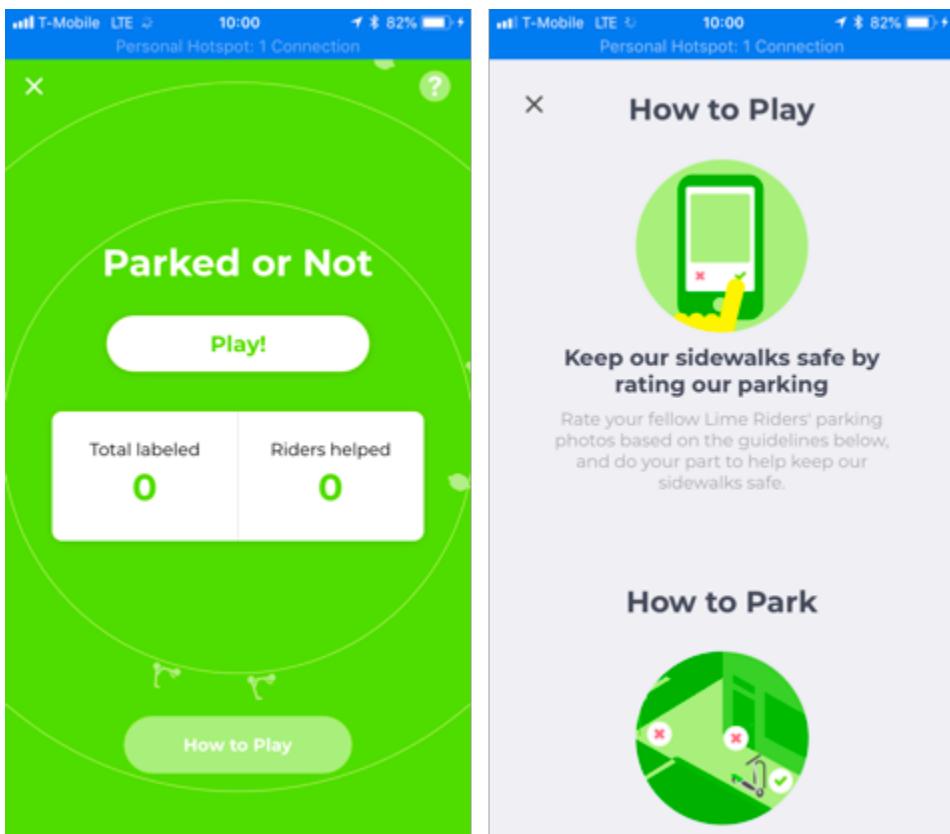
newspapers, websites, and others interested in the program. Our press kit can be found [here](#).

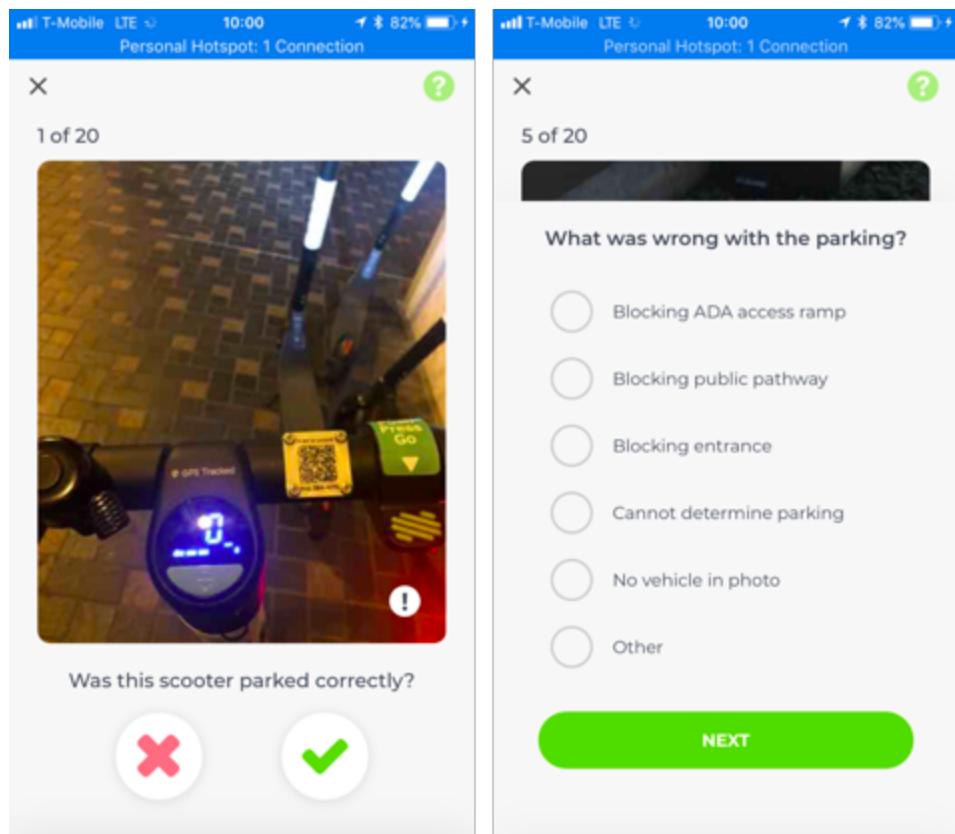
We also utilize social media to engage and educate people, and already have a significant bank of introductory material that can be shared with the community including the Lime [YouTube channel](#) and an introduction to Lime [how-to video](#).

We regularly roll out new features focused on rider education. Recently, we added a feature that requires riders to take and submit a photo of their parked scooter at the end of the ride. We plan on building out and implementing machine learning techniques to create an automated system that can verify riders' parking jobs. This will allow us to easily offer rewards to riders who park properly and issue penalties to riders who improperly park scooters. Below are sample screenshots of how we are rolling this out with riders.



We have also recently rolled out a new feature, available to anyone with our app, called “Parked or Not.” With “Parked or Not”, we will build upon the parking effort described above by “gameifying” the labeling of parked vehicles with a secondary goal of teaching the users how to park. With this effort, besides engaging people around validating parking, we are working to further teach users how to park appropriately. Please see below for screenshots of Parked or Not.





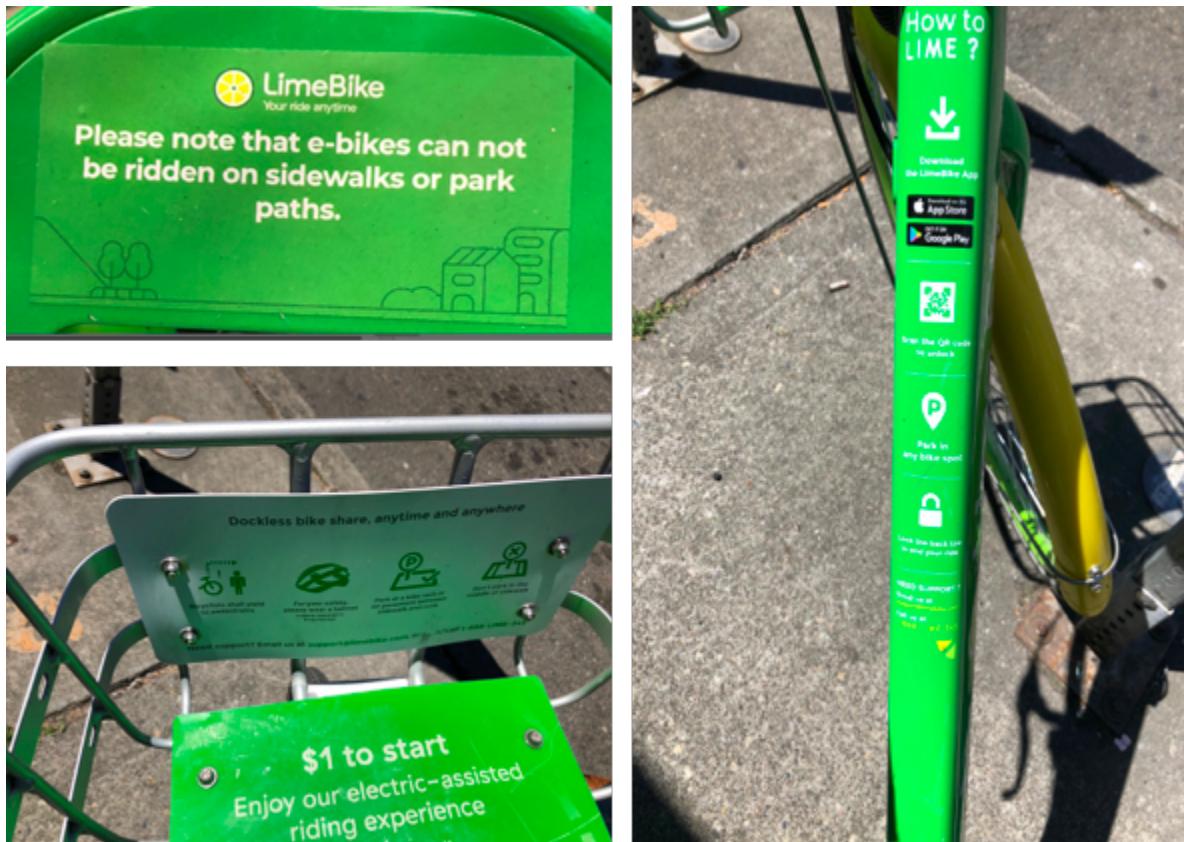
Another technology innovation we are currently prototyping is a sensor that alerts both the rider and our internal system when a scooter is ridden on different surfaces, such as either an asphalt roadway or a concrete sidewalk. This is still in development but it is a feature that we are excited about and which we feel would be effective in allowing us to monitor and enforce proper behavior regarding sidewalk riding.

We plan to monitor compliance through a combination of locally-hired on-the-ground teams and partnerships with local organizations to conduct in-person patrols and respond quickly to inbound inquiries or reports, while also implementing innovative technological solutions.

- We have recently completed an integration of our operations with software solutions that allow us to receive 311 alerts pertaining to Lime scooters, allowing us to address them immediately. We would be happy to connect with the City on this item.

- We have activated our “tipped sensors” on all scooters, and will be rolling out similar in our next generation ebikes. Similar to GPS’s ability to identify location, these sensors can detect whether a vehicle is upright or not. In the case of a fallen or tipped over vehicle our field team is alerted in our operations app and will promptly respond and reposition the vehicle so that it is upright.

Finally, as noted above, we use on-bike signage to notify people of local laws and safety guidance. Please see below for examples:



2. will tailor its rider education message to address equity barriers in a manner consistent with the vendor’s equity plan described in Requirement O7.4.

We will provide the information above to people at community outreach booths and at our warehouse to users paying with cash. We will also be creating flyers and other

materials for distribution, and will have those translated into the desired Tier 1 languages. We also target our recruiting efforts in underserved communities.

In addition, as of 18 August we will be launching a program in which our riders can round up (donate) to selected organizations at the end of their ride. Our launch partner on this initiative is Cascade, with the money raised specifically earmarked for their Major Taylor and youth education efforts. We anticipate rotating organizations, and with all of them will be focused on organizations focused on equity, mobility, and the environment.

STAGING VEHICLES:

Depending on the location, we *generally* like to stage between 4-8 vehicles per area. They should be lined up neatly in a row and spaced uniformly (make sure vehicles are not touching as they may tip over more easily as customers remove vehicles to ride). Front tires facing the street/curb.

1. Vehicles should be at least 12" inches away from the curb.
2. Vehicles are not to be placed in pedestrian zones (see Exhibit A of City Parking Guidelines).
3. Vehicles are not to be placed in crosswalk zones or the corner curb radius area (see Exhibit B of City Parking Guidelines).
4. Vehicles are not to be placed in bus loading/unloading zones (these zones will have a painted curb with alternating red). When looking at a bus stop area, try to envision where the rear doors would be parked for unloading and avoid staging vehicles anywhere near that space.
5. Do not park vehicles on the green belts of sidewalks (grass or dirt areas).
6. Keep vehicle staging areas 20 feet from fire hydrants.
7. Do not park vehicles in vehicle racks.
8. Be mindful of and avoid parking vehicles too close to sidewalk cafes, vending carts, newspaper boxes, and anything else that could crowd the pedestrian zones.

2. EMPLOY GEOFENCING CAPABILITIES

1. No Parking zones will be geofenced in the city this will mark where riders should drop vehicles nearby rather than the no parking zone.



3.DECTECT AND REPARK IMPROPERLY PARKED DEVICES.

We detect improperly parked vehicles in three different ways:

1. Footpatrollers ride vehicles around the city in a zone and find improperly places vehicles and group them to n appropriate parking spot. If no appropriate parking spot is nearby a driver is notified nearby to pick up the vehicle and relocate it.
2. While rebalancing, drivers will check bikes in the area and re-park vehicles when needed or take vehicle to a new location and properly park it.
3. Parking complaints from riders or the general public come through to the local drivers and we are required to respond within 24 hours and move them into a compliant area.

CITY PARKING GUIDELINES

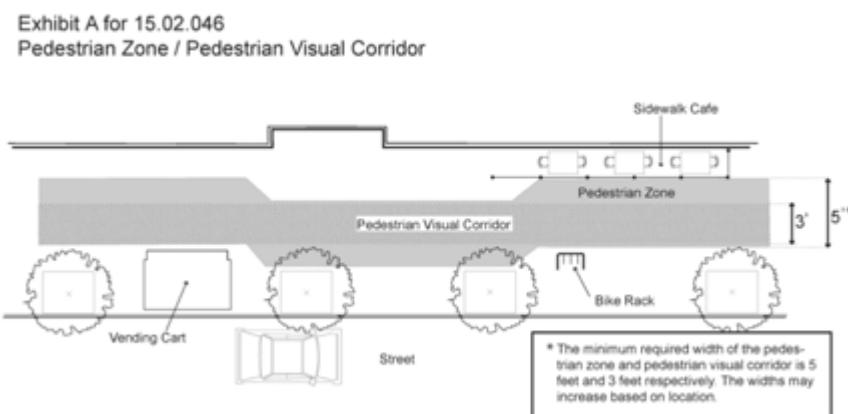
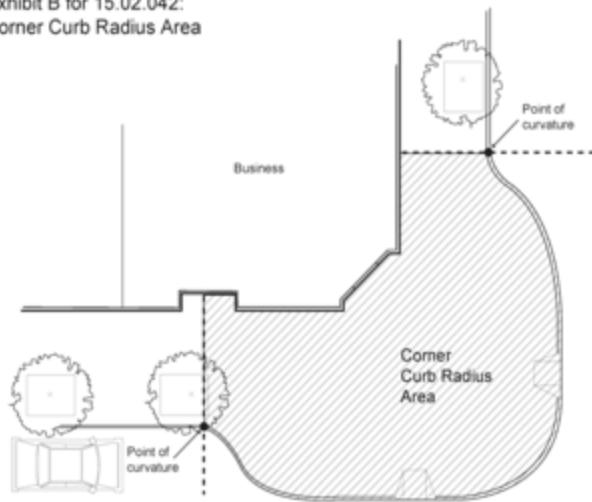


Exhibit B for 15.02.042:
Corner Curb Radius Area



4. INSPECT DEVICES TO ENSURE THEY ARE IN GOOD WORKING ORDER.

VEHICLE CHECKING/FIELD REPAIRS:

Conducting thorough vehicle checks and field repairs is an important part of our field operations program. We want to ensure that Lime is offering a safe, reliable vehicle for the consumer.

Vehicle checking actually starts before you even touch the vehicle. As you approach a vehicle, you can begin a visual assessment looking for any obvious damage or broken components.

Vehicle checks should be approached in a standard, systematic way so that nothing is missed. The following is meant as a guideline. How you start and finish checking a vehicle might vary from situation to situation, or person to person. The important thing to keep in mind is that each of the following are checked, and if necessary, field repairs are made or a vehicle is removed from service and brought back to warehouse for maintenance.

MANDATORY CHECKS:

1. Using Ops app, enter/scan vehicle number to open diagnostics page for that vehicle:



- a. Lock State (visually check to see that vehicle is locked)
- b. Battery Life
- c. Server Status
- d. Last Activity
- e. Power State
- f. Signal
2. Headlamp - Check to see that headlamp is there and works (spin front tire until light comes on).
3. Basket - Check to make sure nothing is missing, loose, severely bent or broken.
4. Solar Panel - Check solar panel for damage (remove excess graffiti, stickers, litter).
5. Wheels - No more than 2 spokes should be missing and fully removed. Wheel must remain reasonably true when spun and the front wheel should spin freely.
6. Fenders - All bolts should be attached, the fender must not rub the wheel and no significant cracks or missing sections should be present. Check fender stays and align if needed.
7. Handlebars - Handlebars should align perpendicular to the frame and unbent. All loose screws should be tightened – no rotating grips or levers.
8. Brakes - The brake lever should be unbroken. Left and right side should feel even and the braking action should stop the rotating wheel easily. Brakes lever should be at a comfortable angle, operate without resistance and not pull all the way to contact the grip.
9. Shifter/Gears - All other gears should cleanly and easily operate with a minimum of clicking or popping noises.
10. Bell - Rotate to make sure audible warning bell is working.
11. Saddle/Seatpost - Seat should not be seriously ripped or in possession of bent rails. Loose seats should be tightened. Seat posts should be reasonably easy to adjust up or down without scarring from the set screw. If the QR code plate is chipped or jagged, it should be removed. Place seat in lowest position.
12. Chain - Chain should be properly set in teeth with adequate tension. Any chain that touches the frame under upwards tension should be tightened.
13. Kickstand - Check kickstand for stability. Each bolt should be tight and locked with a nut. The length should easily stabilize the vehicle on flat ground. Loosen set screw and lengthen or shorten as necessary. Replace if broken or missing.
14. Rear Light - For 1.0 model vehicles, rear light should activate on contact/movement. For 2.0 model vehicles, the rear light will activate upon spinning the front wheel. We currently only operate model 1.0, but anticipate



launching 2.0 model vehicles within the next year. We will demonstrate those vehicles to SDOT before launch to ensure the Department is comfortable/aware of changes.

15. Frame/Crank/Pedals - No crank arms or pedals should be missing, bent or notably loose. Frame must be unbent and without cracks or chips.
16. Lock - Lock should work well in the ops app and feature no sharp corners or vandalism.
17. Cleaning - Wipe down vehicle surfaces that are excessively dirty. Remove any grime, mystery goo, graffiti, stickers and grime. Use Goof Off if necessary.

5. Encourage Riders to Park Safely & Conscientiously

When downloading the Lime app for the first time before a user's first ride they are informed of how to park a vehicle safely in accordance to local parking regulations. Lime also produces media that demonstrates where to park vehicles. Bike share parking zones also helps users to know where to properly parking a vehicle and provides a visual guide that creates safe parking zones. Lastly we have no parking zones marked on the Lime app that users can reference.

6. ENCOURAGE PEOPLE TO REPORT SAFETY, PARKING, AND MAINTENANCE CONCERNs.

Each bike has our customer service number and email on it that any community member can use to call and report safety, parking, and maintenance concerns. In addition users can report bikes through the Lime app.

iii. an equity plan as described in Requirement O7.4;

Lime is keenly focused on equity in both our operations and our hiring processes. Lime builds teams to support our operations in every market in which we operate. Typically, we operate on a ratio of ~100 bikes:1 FTE for bikes and ~25 scooters:1 FTE for scooters. We provide benefits to all full-time employees. Where possible, Lime recruits and hires members of traditionally underserved communities. We pride ourselves on creatively working with local nonprofits on both hiring and partnerships. For example, in Washington, D.C. we are working with GearinUp, a local non-profit that creates career opportunities for teenagers from underserved areas, while encouraging cycling as a practical means of transportation. In Alameda and San Jose, California, LimeBike works with the Center for



Employment Opportunities (CEO) to help employ ex-offenders. In Seattle, we have focused on recruiting veterans, among others. We will continue to build upon these efforts in the coming year.

Another aspect of equity is equitable access to mobility, and this is a key goal of the Lime team. Whether in St. Louis or Los Angeles or Chicago, our operations teams focus on equitable distribution of our vehicles as a core aspect of how we do business. As Seattleites already know, one of the key benefits of dockless bike sharing is that the community quickly shows us where bikes are needed. Through our back-end ops system, which tracks our bikes in real time, we are constantly monitoring our fleets to avoid imbalance. Usage patterns emerge rather quickly and hot and cold spots reveal themselves. We work tirelessly with cities to identify desired service areas; however, it is important to note that equitable distribution varies by day of the week, by time of the day, by season, and by dozens of other factors like weather, large civic events, etc. We constantly refine and improve our distribution, and are eager to continue to work with Seattle to serve all residents - and to complement City goals.

Finally, as previously stated, Lime believes our services should be available to all. Key to manifesting this belief is our Lime Community Network program - Lime's solution for individuals who face two key barriers to access inherent in our model: lack of a smartphone and/or data plan, and lack of access to bank accounts or credit cards. We aim to expand on the success of our cash-based account registration system initially launched in Seattle by incorporating additional elements to account for low-income communities. We partner with PayNearMe for cash-based access, and are capable of remotely unlocking bikes for any registered rider. Further, for qualified individuals, we are pleased to offer 50% off all e-products (the Lime-E e-bike and Lime-S scooter). Please see our [Lime Community Impact](#) page for a more thorough explanation.

9. any optional scored plans, including: i. any plans to deploy adaptive cycles;

Lime will be happy to deploy up to 500 adaptive cycles as desired by the City and potentially more if usage warrants the increase or the city is willing to subsidize.

ii. any plans to participate in an emergency unlocking program element described in Requirement ES2.8, including a description of how the applicant will make the devices available free of charge;



In the event of an emergency, Lime will be happy to batch unlock all our vehicles on the Mayor's order, free of charge.

10. a statement describing the applicant's experience in the device sharing industry, including any experience the applicant has in urban areas of more than 500,000 people.

Lime has successfully operated in the Seattle market with 4,000 bikes in the past year. Lime has also been operating blended fleets in Dallas, San Diego, Los Angeles, St. Louis, and over 70 other markets globally, of which many have populations over 500,000 people. We are happy to provide references from these cities if needed.



Appendix: CPSC Certification

Prüfbericht-Nr.: <i>Test Report No.:</i>	50116272 001	Auftrags-Nr.: <i>Order No.:</i>	154298296	Seite 1 von 7 <i>Page 1 of 7</i>
Kunden-Referenz-Nr.: <i>Client Reference No.:</i>	647184	Auftragsdatum: <i>Order date:</i>	15.12.2017	
Auftraggeber: <i>Client:</i>	Neutron Holdings,inc. 2121 S EL Camino Real,Suite B100, San Mateo,CA 94403			
Prüfgegenstand: <i>Test item:</i>	EPAC Bicycle			
Bezeichnung / Typ-Nr.: <i>Identification / Type No.:</i>	LIME-E BETA			
Auftrags-Inhalt: <i>Order content:</i>	Test of selected parameters			
Prüfgrundlage: <i>Test specification:</i>	CPSC 16 CFR PART 1512 Requirements for bicycles except clause 1512.16(g)-reflector test			
Wareneingangsdatum: <i>Date of receipt:</i>	13.12.2017			
Prüfmuster-Nr.: <i>Test sample No.:</i>	A000667992-001			
Prüfzeitraum: <i>Testing period:</i>	15.12.2017 – 20.12.2017			
Ort der Prüfung: <i>Place of testing:</i>	Kunshan			
Prüflaboratorium: <i>Testing laboratory:</i>	TÜV Rheinland (Shanghai) Co., Ltd. Kunshan Branch			
Prüfergebnis*: <i>Test result*:</i>	Pass			
geprüft von / tested by:	kontrolliert von / reviewed by:			
08.01.2018 Rain Wei / PE	Rain Wei	08.01.2018 Simon Huang / Reviewer	Simon Huang	
Datum Date	Name / Stellung Name / Position	Unterschrift Signature	Datum Date	Name / Stellung Name / Position
Sonstiges / Other : 1. According to applicant's request, the tests in clause 1512.16(g) were not performed. 2. Manufacturer: JINHUA VISION INDUSTRY CO.,LTD. 3. Manufacturer Address: No.3777 Jingding Road, Jiangdong Industrial Zone, Jindong District, Jinhua City, Zhejiang Province, China.				
Zustand des Prüfgegenstandes bei Anlieferung: <i>Condition of the test item at delivery:</i>		Prüfmuster vollständig und unbeschädigt <i>Test item complete and undamaged</i>		
* Legende: 1 = sehr gut 2 = gut 3 = befriedigend 4 = ausreichend 5 = mangelhaft P(ass) = entspricht o.g. Prüfgrundlage(n) F(fail) = entspricht nicht o.g. Prüfgrundlage(n) N/A = nicht anwendbar N/T = nicht getestet Legend: 1 = very good 2 = good 3 = satisfactory 4 = sufficient 5 = deficient P(ass) = passed a.m. test specification(s) F(fail) = failed a.m. test specification(s) N/A = not applicable N/T = not tested				
Dieser Prüfbericht bezieht sich nur auf das o.g. Prüfmuster und darf ohne Genehmigung der Prüfstelle nicht auszugsweise vervielfältigt werden. Dieser Bericht berechtigt nicht zur Verwendung eines Prüfzeichens.				
This test report only relates to the a. m. test sample. Without permission of the test center this test report is not permitted to be duplicated in extracts. This test report does not entitle to carry any test mark.				

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Liste der verwendeten Prüfmittel
List of used test equipment

Prüfmittel <i>Test equipment</i>	Prüfmittel-Nr. / ID-Nr. <i>Equipment No. / ID-No.</i>	Nächste Kalibrierung <i>Next calibration</i>
Standard servo type universal testing machine	GC-KS-Z015	29.08.2018
Drive system static load testing machine	GC-KS-Z016	29.08.2018
Braking performance testing machine	GC-KS-Z030	29.08.2018
Handlebar assembly/Seat assembly clamping performance tester	GC-KS-Z001	29.08.2018
Wheel/frame(fork) retention testing machine	GC-KS-Z003	29.08.2018
Rim-tire retention test machine	GC-KS-Z044	29.08.2018
Torque Wrenc	GC-KS-R002	29.08.2018
Steel ruler	GC-KS-L003	29.08.2018
Digital caliper	GC-KS-L006	29.08.2018
Digital protractor	GC-KS-L013	29.08.2018
Electron-stopwatch	GC-KS-H001	29.08.2018
Tire barometer	GC-KS-P002	29.08.2018
cleated wood track	GC-KS-Z018	29.08.2018
Push-Pull Gauge-500N	GC-KS-P004	29.08.2018
Grip dimension gauge	GC-KS-L018	29.08.2018
Electronic balance	GC-KS-L022	29.08.2018

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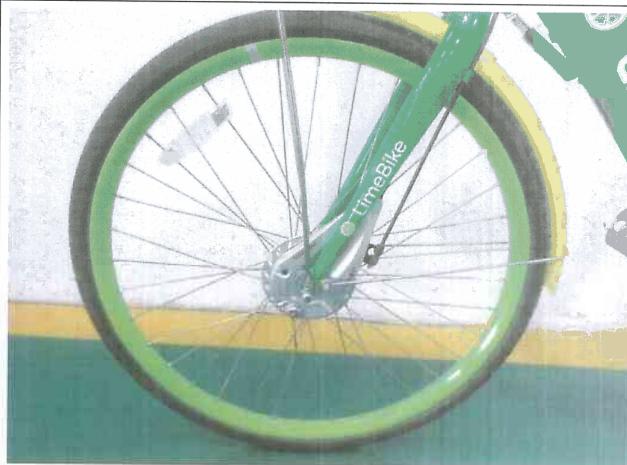
Produktbeschreibung
Product description

1	Produktdetails <i>Product details</i>	EPAC Bicycle.
2	Maße / Gewicht <i>Dimensions / Weight</i>	Weight: 32.10kg.
3	Bedienelemente <i>Operating elements</i>	N/A.
4	Ausstattung / Zubehör <i>Equipment / Accessories</i>	N/A.
5	Verwendete Materialien <i>Used materials</i>	Frame: Aluminium Alloy.
6	Sonstiges <i>Other</i>	Maximum saddle height: 1011mm; Tyre size: 26*1.5 inch.

1



2



3



4



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Absatz	CPSC 16 CFR PART 1512	Messergebnisse - Bemerkungen	Bewertung
Clause	Anforderungen - Prüfungen / Requirements - Tests	Measuring results - Remarks	Evaluation
1512.1	Scope		
1512.2	Definitions		P
1512.3	Requirements in general		P
1512.4	Mechanical requirements		
(a)	Assembly		P
(b)	Sharp edges		P
(c)	Integrity	Tested with positive results; No foot-brake was fitted.	P
(d)	Attachment hardware		P
(e)-(f)	[Reserved]		
(g)	Excluded area	Checked ok.	P
(h)	[Reserved]		
(i)	Control cable ends	Cabled ends were fitted with protective caps; Not removed with a pulling force of 8.9N.	P
(j)	Control cable abrasion	Checked ok.	P
1512.5	Requirements for braking system		
(a)	Braking system	Front brake: Roller brake; Rear brake: Expansion brake.	P
(b)	Handbrakes	Tested with positive results per 1512.18(d)(2), and 1512.18(d)(2)(iii).	P
(b)(1)	Stopping distance	Equivalent ground speed: 17.73km/h; Specified speed: 16km/h; Corrected braking distance: 2.57m.	P
(b)(2)	Hand lever access	Checked ok.	P
(b)(3)	Grip dimension	Checked ok.	P
(b)(4)	Attachment	Thread locking compound was used for positive locking.	P
(b)(5)	Operating force	Checked ok.	P
(b)(6)	Pad and pad holders	Checked ok.	P
(b)(7)	[Reserved]		
(b)(8)	Hand lever location	Right lever controls rear brake; Left lever controls front brake.	P
(b)(9)	Hand lever extensions	Not hand lever extensions were fitted.	N/A
(c)	Footbrakes	Not footbrake was fitted.	N/A
(c)(1)	Stopping distance		N/A
(c)(2)	Operating force		N/A
(c)(3)	Crank differential		N/A
(c)(4)	Independent operation		N/A

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Absatz	CPSC 16 CFR PART 1512	Messergebnisse - Bemerkungen	Bewertung
Clause	Anforderungen - Prüfungen / Requirements - Tests	Measuring results - Remarks	Evaluation
(d)	Footbrakes and handbrakes in combination		N/A
(e)	Sidewalk bicycles	Not sidewalk bicycles.	N/A
(e)(1)	Sidewalk bicycles shall not have handbrakes only.		N/A
(e)(2)	Sidewalk bicycles with a seat height of 560 mm (22 in) or greater (with seat height adjusted to its lowest position)		N/A
(e)(3)	Sidewalk bicycles with a seat height less than 560 mm (22 in) (with seat height adjusted to its lowest position) and not equipped with a brake		N/A
1512.6	Requirements for steering system		
(a)	Handlebar stem insertion mark	Diameter: 25.36mm; Position of the mark: 74.49mm.	P
(b)	Handlebar stem strength	Tested with positive results.	P
(c)	Handlebar	Height differential: 235mm<406mm.	P
(d)	Handlebar ends	Handgrips fitted.	P
(e)	Handlebar and clamps		P
1512.7	Requirements for pedals		
(a)	Construction	Tread surfaces on the top and bottom surfaces of the pedal.	P
(b)	Toe clips	Not intended to be used with toe clips.	N/A
(c)	Pedal reflectors	Pedal reflectors were fitted.	P
1512.8	Requirements for drive chain	Breaking force: 9130N>8010N.	P
1512.9	Requirements for protective guards		
(a)	Chain guard	Checked ok.	P
(b)	Derailleur guard		N/A
1512.10	Requirements for tires		N/A
1512.11	Requirements for wheels		
(a)	Spokes		P
(b)	Alignment		P
(c)	Rims	Tested with positive results.	P
1512.12	Requirements for wheel hubs		
(a)	Locking devices		P
(a)(1)	Rear wheels		P
(a)(2)	Front wheels	Tightening torque: 30N.m; Release torque: 20N.m.	P
(b)	Quick-release devices	No quick-release device was used for wheel hubs clamping.	N/A
(c)	Front hubs		P

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Absatz	CPSC 16 CFR PART 1512	Messergebnisse - Bemerkungen	Bewertung
Clause	Anforderungen - Prüfungen / Requirements - Tests	Measuring results - Remarks	Evaluation

1512.1 3	Requirements for front fork	Tested with positive results.	P
1512.1 4	Requirements for fork and frame assembly	Tested with positive results.	P
1512.1 5	Requirements for seat		
(a)	Seat limitations		P
(b)	Seat post	Diameter: 33.84mm; Permanent Device of the mark: 86.67mm.	P
(c)	Adjustment clamps		P
1512.1 6	Requirements for reflectors		
(a)	Front, rear, and pedal reflectors	Front: white; Rear: red; pedal : amber.	P
(b)	Side reflectors (Retro-reflective tire sidewalls or, alternatively, reflectors mounted on the spokes of each wheel, or, for non-caliper rim brake bicycles, retro-reflective wheel rims.)	Side:white; Side reflectors mounted on the spokes of each wheel.	P
(c)	Front reflector	Reflector tests in 1512.18(n) not performed.	P
(d)	Rear reflector	Reflector tests in 1512.18(n) not performed.	P
(e)	Pedal reflectors	Checked Ok.	P
(f)	Side reflectors (affixed to the wheel spokes)	Checked Ok. Side: white.	P
(g)	Reflector tests	See "other" on page 1.	N/T
(h)	Retro-reflective tire sidewalls		N/A
(i)	Retro-reflective rims		N/A
1512.1 7	Other requirements		
(a)	Road test		P
(b)	Sidewalk bicycle proof test	Not sidewalk bicycles.	N/A
(c)	Ground clearance	Right side: 27.4°	P
(d)	Toe clearance	Left side: 208mm; Right side: 206mm.	P

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Absatz	CPSC 16 CFR PART 1512	Messergebnisse - Bemerkungen	Bewertung
Clause	Anforderungen - Prüfungen / Requirements - Tests	Measuring results - Remarks	Evaluation

1512.1 8	Tests and test procedures		
1512.1 9	Instructions and labeling	a) N/A; b) N/A; c) N/A; d) Reserved; e) Frame number: IMEI:3529480701228 37 was confirmed by client.	P
1512.2 0	Separability		

*** End of test report ***