

From: **"Mochrie, Paul"**
To: **"Direct to Mayor and Council - DL"**
Date: 2024-07-10 4:25:43 PM
Subject: Upcoming news release: City selects Lime Technology Inc. for Vancouver's shared e-scooter system (July 10, 2024)

Dear Mayor and Council,

Following your approval at today's Council meeting, I am writing to inform you that the City will be issuing the below news release regarding the selection of Lime Technology Inc. as the successful vendor to launch Vancouver's shared e-scooter system.

In alignment with this announcement, we encourage you to amplify the City's first e-mobility education campaign, which is rolling out this summer to encourage safe, considerate and enjoyable riding in Vancouver for all.

You can share the posts linked below from your account or create new content showing "Walk Your Wheels" and "Slow Your Roll" sidewalk decals that launched this week at select locations including Cambie at 7th, Granville at Robson, Davie and Bute and the False Creek Seawall at David Lam Park.



Coming soon to a busy sidewalk near you! 🚲 🛴 🛡️

Learn more safety tips at ow.ly/IMo350Su34a.

#CityOfVancouver



Instagram:

Launch reel: <https://www.instagram.com/p/C8aV4wFynMP/>

Walk your wheels reel: <https://www.instagram.com/p/C8rnV-ApEQ-/>

Twitter/X:

Launch reel: <https://twitter.com/CityofVancouver/status/1803533351296410013>

Walk Your Wheels: <https://twitter.com/CityofVancouver/status/1805964649247998151>

Sidewalk decals: <https://twitter.com/CityofVancouver/status/1808942661019033856/photo/1>

New one-metre rule <https://twitter.com/CityofVancouver/status/1809323959680172444>

Facebook:

Launch post: <https://www.facebook.com/photo/?fbid=866302165541257&set=pcb.866302235541250>

Walk your Wheels: <https://www.facebook.com/photo/?fbid=870568878447919&set=pcb.870568931781247>

More information about e-mobility safety can be found at on the [City's website](#). Should you have questions about the social campaign, please reach out to Maria directly. She will reply to this email with the relevant Vancouver.ca link and social media links, once these are live.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x^wməθk^wəyəm (Musqueam), Sk̓w̓x̓wú7mesh (Squamish), and səlilwətał (Tsleil-Waututh) Nations.

City of Vancouver
News release
July 10, 2024

City selects Lime Technology Inc. for Vancouver's shared e-scooter system

Today Vancouver City Council approved the selection of [Lime Technology Inc.](#) ("Lime") as the successful vendor to operate a new shared e-scooter system in Vancouver, anticipated to launch in late-summer 2024. This decision follows a rigorous evaluation process in response to a Request for Proposals (RFP) issued on November 15, 2023.

The first phase of Lime's shared e-scooter system and docking stations will launch in the Hastings-Sunrise and Grandview Woodland neighbourhoods. Throughout 2024 and 2025 the service area will expand westward towards downtown and, in time, grow into a city-wide system.

The agreement with Lime is set for an initial term of five years, with the option for three additional five-year extensions, for a potential total term of 20 years.

"Vancouver's extensive experience with shared mobility and micromobility provides a strong foundation to build a shared e-scooter system and we are so excited to welcome Lime to Vancouver's shared mobility family," says Mayor Ken Sim. "This is a significant step towards us achieving the City's Climate Emergency Action Plan (CEAP) goals, particularly the aim that by 2030, two-thirds of trips in Vancouver will be made by active transportation and transit. We're ensuring as well that lessons learned from other cities are built into Lime's made in Vancouver system, which will include docking stations to keep our streets and sidewalks tidy."

Shared e-scooters offer users a convenient, eco-friendly transportation option, connecting users to transit hubs and supporting sustainable commuting practices.

Lime's shared e-scooter system will join Vancouver's existing shared mobility network, which includes the Mobi by Rogers bike share that has successfully operated in Vancouver since 2016.

The shared e-scooter system will be cost-neutral to the City, with no financial contribution required from the City to the operator during the contract period. Lime will be responsible for designing, implementing, owning, operating, maintaining, and managing the system, ensuring it is accessible and reliable for Vancouver residents and visitors alike.

Safety

Safety remains the City's top priority. The City and Lime will be working closely to create a safe system and environment, which will include the creation of slow and no-ride zones, sidewalk detection, a "training" mode, helmet selfies, sobriety testing and education through a safe ride program and community outreach.

The City will amplify Lime's outreach and campaigns to extend the reach of their education initiatives. In addition, earlier this summer, the City launched its first e-mobility education campaign to encourage safe, considerate and enjoyable riding in Vancouver for all.

Equity and Accessibility

The shared e-scooter system will focus on reducing barriers for equity-denied communities, making transportation more accessible and affordable for all. The system is expected to create local living wage jobs and include an equity program to ensure a wide range of the public can benefit from this service.

Next Steps

City staff will proceed with negotiating a final agreement with Lime. The City of Vancouver is excited to embark on this partnership with Lime, working together to support a sustainable, successful business model for shared e-scooters in Vancouver.

For more information visit, vancouver.ca/shared-e-scooter-system [url to be published following Council approval]

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