

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>

To: "Direct to Mayor and Council - DL"

Date: 9/11/2024 7:54:42 AM

Subject: Upcoming news release: Lime launches shared e-scooter program in East Vancouver (September 12, 2024)

Attachments: Mayor and Council Invitation: Launch of Lime Shared E-Scooter Program.msg

Dear Mayor and Council,

I am writing to inform you that the City will be issuing the below news release regarding the launch of the Lime Shared E-Scooter Program on September 12, 2024. The news release notes that Lime has officially launched in East Vancouver, specifically Hastings-Sunrise and Grandview-Woodland with 29 parking stations.

As a reminder, we invite you to attend in the launch event on the 12th. The previously-circulated invitation is attached here for your reference.

Maria 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
paul.mochrie@vancouver.ca



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x̱m̱ ḵ y̱ m̱ (Musqueam), S̱ wxw̱7mesh (Squamish), and s̱ lilw̱ ta̱ (Tsleil-Waututh) Nations.

City of Vancouver
News release
September 12, 2024

Lime launches shared e-scooter program in East Vancouver

New e-scooter program highlights commitment to safety, sustainability and equity

Today, [Lime](#) officially launched its shared e-scooter program in Vancouver, with 100 e-scooters and 29 parking stations across Hastings-Sunrise and Grandview-Woodland. In collaboration with the City of Vancouver, the parking stations were designed to make a clear end-of-trip location while keeping streets safe and uncluttered.

Over the next year, Lime will expand its program to other neighbourhoods, working closely with the City to monitor feedback and coordinate with local community partners. Lime will also make shared micromobility more accessible to riders in Vancouver who are facing financial hardship by offering 2,000 Lime Access \$20 annual memberships with \$0 unlock fees and a discounted \$0.15/minute usage fee for riders that meet the [Lime Access program conditions](#).

To celebrate the launch, Lime hosted First Ride Academy safety training with media, City Councillors

and City staff. Regular safety training events will continue, and Lime's team will monitor rider behaviour to ensure compliance with traffic regulations and proper parking practices.

"Lime is thrilled to see our e-scooters and our new parking stations become part of the fabric of Vancouver's public transportation network. We take great pride in having become the shared micromobility provider of choice for British Columbia residents and visitors over the last few years and we look forward to helping people get around Vancouver proper safely, affordably, and sustainably. Today's launch is a culmination of countless hours put in over years by all of us at Lime and by Mayor and Council, City staff, and local community partners. We are so grateful for your help and your partnership to get to this point. We look forward to helping Vancouver meet its transportation and climate goals as our riders use e-scooters to commute to work or to class, to connect to public transit, or to visit small businesses and cultural institutions around the city," said Vladana Zlatic, General Manager, Lime Canada.

"We are so excited that shared e-scooters have arrived here in Vancouver," says Mayor Ken Sim. "We're the first city in North America to test the parking stations, which were designed specifically to keep Vancouver streets safe and uncluttered. The introduction of Lime shared e-scooters represents much more than just a new way to get around, it's a testament to Vancouver's leadership in green transportation and our dedication to creating a cleaner, safer and more connected city for everyone."

Safety

Safety remains a top priority for both Lime and the City of Vancouver. The e-scooter system includes features such as slow and no-ride zones, helmet provision, sidewalk detection, a training mode, and helmet selfies to ensure responsible riding. Between the hours of 10 pm to 5 pm, Lime will also implement enhanced safety education and messaging for all riders, including an in-app reaction test.

Recognizing that new riders may be unfamiliar with e-scooter operation, Lime has developed a comprehensive safety plan, tailored to Vancouver. The plan is based on data showing that accidents, though rare, are more likely on a rider's first trip. Regular First Ride Academy sessions will be held to teach proper riding techniques, including how to use the parking stations.

Lime will continue to engage with stakeholders to adapt and enhance safety measures, responding to feedback from the community.

Vancouver e-scooter regulations

E-scooters in Vancouver are permitted to operate on:

- Streets with speed limits of 50 km/hr or less
- Greenways, bikeways, bike lanes, and [protected cycle lanes](#)
- Seawall and park paths where bikes are allowed

E-scooters are not permitted on sidewalks.

All e-scooter riders must:

- Wear a helmet
- Be at least 18 years old
- Follow a maximum speed limit of 25 km/h

Click [here](#) to learn more about City of Vancouver e-scooter safety and by-laws.

Media contact:

Civic Engagement and Communications
media@vancouver.ca

Lime media contact:

Jacob Tugendrajch

jacob.tugendrajch@li.me

From: "[Levitt, Karen](mailto:karen.levitt@vancouver.ca)" <karen.levitt@vancouver.ca>

To: [Pontikis](#)

[Maria](#)

Date: 8/20/2024 10:59:45 AM

Subject: Mayor and Council Invitation: Launch of Lime Shared E-Scooter Program

Dear Mayor and Council,

We are pleased to invite you to a media event launching the Lime Shared E-Scooter Program. This media event will take place in East Vancouver (location TBC) on Thursday September 12, 2024.

Date: Thursday, September 12, 2024

Time: 9:00 am to 10:00 am

Location: East Vancouver, location details to be shared at a future date

This media event will be an opportunity to celebrate the launch of the Lime Shared E-Scooter Program, share information about the program and to answer questions from media, followed by Lime's signature First Ride Academies, where they will teach guests how to ride e-scooters safely and adhere to the program's rules.

Please note we are in close coordination with the Auditor General's office regarding timing of this announcement. In the event the planned AGC meeting proceeds the morning of Sept. 12, we will coordinate timing such that you are able to attend both events with commute time from the Lime event back to City Hall.

Please RSVP to media@vancouver.ca if you plan to attend.

Note: This is an outdoor event that will run rain or shine.

Thanks,
Karen

Karen Levitt, Deputy City Manager (she/her)
karen.levitt@vancouver.ca

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