

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

To: "Direct to Mayor and Council"

Date: 6/10/2025 4:22:30 PM

Subject: Upcoming News Release: Say goodbye to helmet hair as Lime rolls out across downtown (June 11, 2025)

Dear Mayor and Council,

I am writing to inform you that the City will be issuing the below news release announcing the expansion of the Lime shared e-scooter system across the downtown peninsula. The release will be issued in tandem with the media event taking place on Wednesday morning where the Mayor and Lime will be delivering remarks.

Riders can now travel from East Van to downtown and park any of the 525 e-scooters at one of the 98 dedicated parking stations, including 28 new stations downtown.

Please keep this news release embargoed until it goes live from the City media email account. 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

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

City of Vancouver
News release
June 11, 2025

Say goodbye to helmet hair as Lime rolls out across downtown



Starting today, [Lime's](#) shared e-scooter system is available in downtown Vancouver. Riders can now travel across the downtown peninsula and conveniently park 525 devices at any of the [98 dedicated parking stations](#), including 28 new downtown stations, with more on the way as Lime expands operations throughout the summer.

Custom-designed parking stations – unique to the City of Vancouver – are a key feature of the shared e-scooter system. These stations help maintain clean, safe and organized public spaces by clearly designating where scooters should be parked. Lime's downtown locations were chosen with the City and informed by feedback from local businesses and residents, with a focus on accessibility, safety and ease of use.

To celebrate the downtown expansion, Lime is hosting Canada's first ever Helmet Hair Salon, highlighting Lime's commitment to safety while addressing a practical concern in a fun way: helping

the one in five bike or scooter riders who say concerns about helmet hair are a reason they skip wearing one.

Lime will be offering complimentary hair styling appointments at Citrus Hair Salon today from 9:30 am to 12 pm, demonstrating why the fear of a bad hair day should never be a barrier to safe bike and scooter riding.



"Lime's expansion into downtown is here just in time for summer," says Mayor Ken Sim. "This shared e-scooter system will add even more sustainable transportation options to get you to your favourite downtown beaches, businesses, events and more. Grab your helmet and take advantage of downtown's protected bike lanes, paths, greenways and our iconic seawall for the best views."

"We're thrilled to officially launch Lime in downtown Vancouver and to celebrate with a fun, local event that highlights both safety and style," says Sonia Kandola, Senior Director of Government Relations at Lime. "Lime is proud to bring our best-in-class micromobility solutions to Vancouver, helping residents and visitors connect with the city in a more convenient way. As part of this launch, we're doubling down on our commitment to safety by partnering with a local business, to remind riders to always wear a helmet while providing a fun, rider-focused experience. We're excited to keep

growing across the city, helping Vancouverites connect with the people and places that matter most—and supporting Vancouver’s vision for a greener future.”

Vancouver e-scooter safety and regulations

Safety remains a top priority for Lime and the City of Vancouver. The e-scooter system includes features such as slow and no-ride zones, sidewalk detection, a training mode, and helmets attached to each e-scooter with helmet selfies to ensure responsible riding. Lime continues to monitor rider behaviour to ensure compliance with traffic regulations and proper parking practices.

E-scooters in Vancouver are permitted to operate on:

- All city streets - roadway only
- Greenways, bikeways, and bike lanes
- Seawall and park paths where bikes are allowed

E-scooter riding is prohibited on sidewalks. Remember to walk your wheels on sidewalks for everyone’s safety.

All Lime e-scooter riders must:

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

Learn more about City of Vancouver e-scooter safety and by-laws at vancouver.ca/e-scooters

About the Lime shared e-scooter system

[Lime was selected last year](#) as the successful vendor to operate Vancouver’s new shared e-scooter system following a rigorous evaluation process. The system is cost-neutral to the City, with no financial contribution required from the City to the operator during the contract period.

Since launching in the Hastings-Sunrise and Grandview-Woodland neighbourhoods in September 2024 more than 11,000 riders have taken over 68,000 trips with Lime.

To find a station download the Lime app or visit vancouver.ca/shared-escooters.

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