

A person wearing a black helmet, a white patterned shirt, and brown trousers is riding a white and green Lime bicycle. The bicycle has a green front basket and a black rear fender. The rider is on a paved path next to a stone wall and concrete steps. In the background, there are trees and a fence.

LIME

THE PEP workshop “Transport planning for the future”

Micromobility as car alternative

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Lime global

Lime is the world's **largest** shared electric vehicle company. We are on a mission to build a future where transportation is shared, affordable and carbon-free.

We provide reliable short-term rentals of electric bikes and scooters in more than **250 cities** in nearly **30 countries**. We operates in the most important cities in North America and Europe.

Since 2017 we take more than **450M** trips, removing 110M car trips.

Lime is the only operator that design, develop and made his hardware equipped with a swappable battery directly **in house**.

Micromobility as **car alternative**: worldwide data

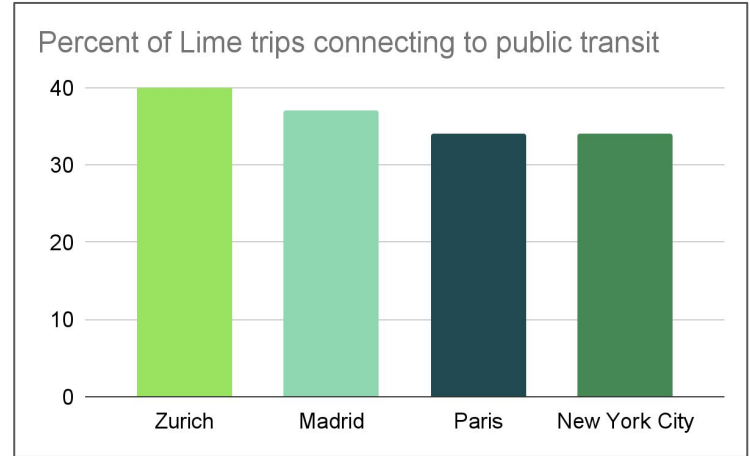
Foster first/last-mile connections to transit

30%

of Lime trips worldwide connect to or from public transit

Lime is eager to partner with cities, to:

- Integrate our services in transit apps
- Coordinate parking infrastructure around priority transit stops



Cities with robust public transport systems have even higher rates of transit connectivity.

Source: Lime global rider surveys



Micromobility as **car alternative**: case study in Rome and Milan

- **Rome**
 - 25% of trips in the outskirts
 - 30 % of trips is a connection to Public Transit System
 - 75% users said that Lime makes easier the use of the Public Transit System
- **Milan**
 - 50 % of trips in the outskirts
 - 35 % of trips is a connection to Public Transit System
 - 85% users said that Lime makes easier the use of the Public Transit System
- **Lime for commuters**
 - Passes
 - Discounts for Public Transit subscribers
 - Collaboration with companies and Mobility Manager
 - MaaS integrations
- **Safety**
 - 99,997% trips ended without accident
 - -23% accident in 2022 compared to 2021





What are the most common barriers for riders?

Nothing

16%

Vehicle Availability

25%

Cost

22%

**Low Battery/
Mechanical Issues**

22%

Parking Difficulties

17%

Slow Vehicle Speed

13%

Traffic Safety

12%

Reliability

Ease of use

Car alternative

Source: Lime global rider surveys

Micromobility as **car alternative**: policy

For shared micromobility to succeed, it needs regulations that support its:

- **reliability**
- **simplicity of use**
- and attractiveness as a **car alternative**



Micromobility as **car alternative**: reduce the attractiveness of driving

Limiting access

Paris and Milan will ban car through-traffic in the city center by 2024.



Paris

Lowering speeds

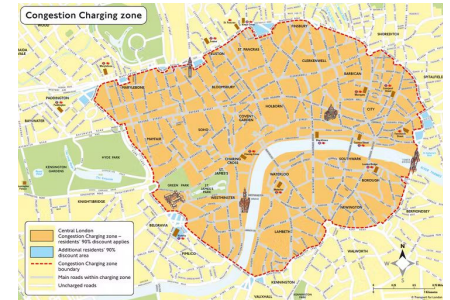
In 2018, Bilbao lowered car speed limits to 30 km/h, resulting in a quarter fewer traffic crashes.



Bilbao

Imposing costs

London's congestion toll reduced car traffic volumes by 25% and congestion by 30%.



London



Micromobility as **car alternative**: design

Complete, protected bike networks are necessary to get people out of cars and onto two wheels.



Thank you!

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