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 operate 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: 11%
- Ease of use: 8%
- Car alternative: 7%

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.

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

Imposing costs
London’s congestion toll reduced car traffic volumes by 25% and congestion by 30%.

Source: Fast Company, EuroCities, The Conversation
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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