## Lime Parking Strategy - Alameda, CA

Across the country, in our more than 60 markets, we see high parking compliance. In fact, the City of Seattle recently released data from a survey of their dockless bike share program that demonstrated that more than 85% of all dockless bikes were parked correctly, not impeding pedestrian or vehicle traffic. This survey was conducted by a third party and indicates that the vast majority of users have good parking behavior.

That being said, we know and understand that the small amount of mis-parked bikes can impact the perception of the community around dockless technology. We look forward to working with the City of Alameda on the following parking strategies.

Part A: Identifying appropriate parking locations

During our time operating in Alameda, we have identified areas with high pickup and drop-off traffic, which we designate as hotspots. We use these hotspots to guide our team during deployment, and they typically center around commercial districts, transit hubs, and public parks. A partial snapshot of our current hotspot map is included below, and we are happy to collaborate with the City to add or remove hotspots from this map:
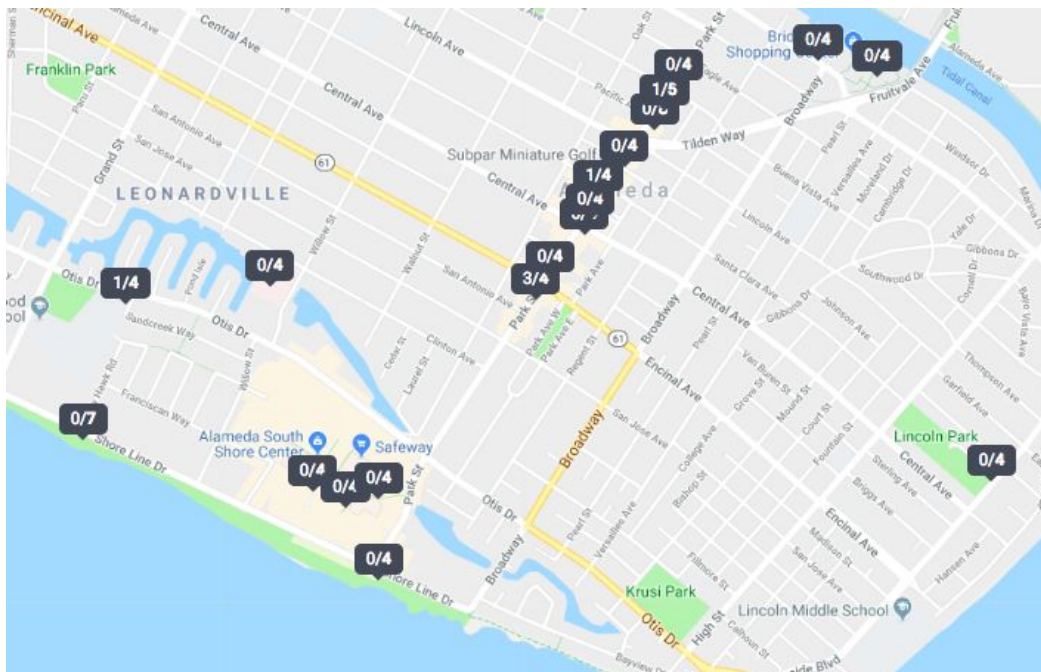

Part B: Enforcement Strategies
-   <u>Geo-fencing</u>

We are currently able to create "geo-fences" within our application that illustrate no-parking zones within Alameda. As demonstrated in the attached screenshots, these areas show up on our app as red zones, intuitively reminding users that they should not park in this area.

We can also use pop-up messages within the app anytime a user opens the Lime app in a particular area, with a message crafted by us with input from the City. This technology is already implemented throughout the Bay Area, and can be put into effect as soon as we launch. The only thing we need from the City is to know which locations should be geo-fenced.
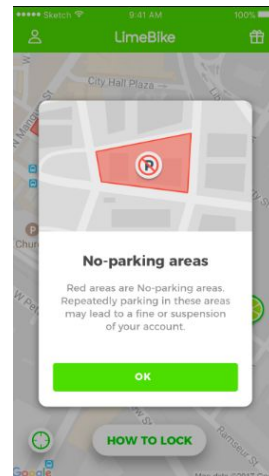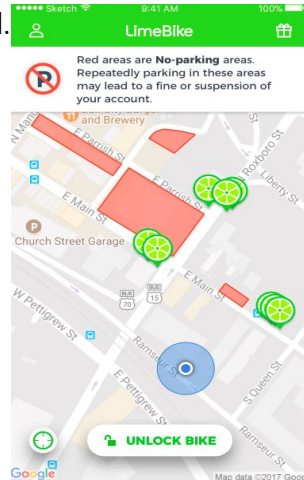
- Gamification
  Another method to enforce parking is gamification, which creates incentives for good behavior. This already exists in the form of "Bonus Bikes," which show up with a special icon in the app and incentivize users to ride bikes that have been idle for more than a day. We will continue to have Bonus Bikes as part of our model, which decreases idle bikes in Alameda.
  Our product and engineering team is working on many other strategies like this, and the testing to deployment process typically takes a few months. As new strategies are tested and rolled out, we will let the City know so they know what to expect.

- Physical Signage
  If desired, we can demarcate appropriate bike parking with the decal at right, or something similar.
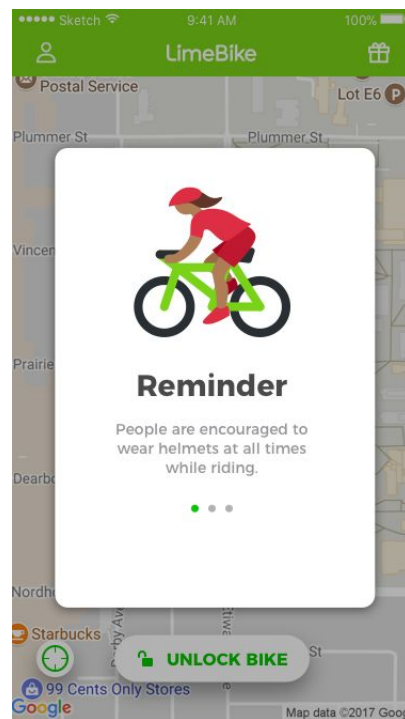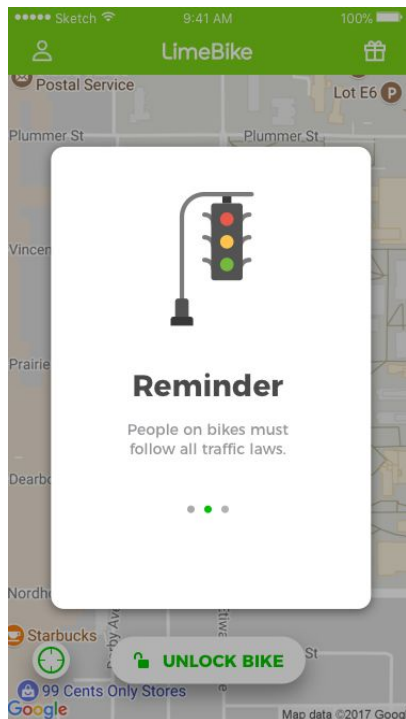

- Education
  One of the best ways we can continue to improve parking is through education. We plan to identify upcoming community events where

we can have a Lime presence and have staff there to educate through activities such as trivia games with the public.

We also have the capability to include in-app messaging at any time, so we will work closely with the City to determine when is appropriate to send a notification to our Alameda users. These messages may look something like the following:

- Hub Locks
  Our electric scooters have what is called a "hub lock", which is locked through our Lime app rather than manually. We plan to eventually use this lock on our bicycles as well, which will add many more opportunities for parking education and engagement (e.g. asking users to take a picture of their parking).
  This technology will likely become available for our electric-assist bicycles within the next 6 months, and the timeline for our regular pedal bikes will depend much on our expansion and hardware needs throughout the country.
- See, Click, Fix
  In several other markets, we've integrated our operations team's responses with the local reporting program, such as See Click Fix. We hope to do the same in Alameda, which will take the burden of mis-parked bikes completely off the plate of City staff and allow our Lime staff to handle it. In order to start this process, we simply need to get in touch with whomever is the appropriate

Point of Contact with See Click Fix in Alameda. From there, integration will likely only take a couple months.