



June 19 2018

Lime's mission is to provide on-demand transportation solutions that are affordable, convenient, and environmentally-friendly. Since introducing electric scooters into the suite of mobility options offered to communities around the country, the impact in how people can more seamlessly move throughout their communities without using a car or producing emissions has never been more felt.

We issued a survey to 7,000 randomly selected riders who had completed a ride within San Francisco city limits riders to try to better understand how and why people use our scooters. We received over 600 responses, where we learned what users' experience with Lime were like as well as their opinions about city policy on scooters. Key findings are summarized below, and we plan on using them to inform how our operations can improve.

We also believe these findings are useful for the San Francisco MTA and Board of Supervisors. As the City begins to incorporate these additional mobility options into its transportation network, understanding how and why riders use electric scooters is critical.

We are keenly aware of the public policy issues that have arisen due to the scooters' popularity. We also asked uncomfortable questions about how we can continue providing this highly-impactful transportation mode while also making concrete and meaningful efforts to create an ecosystem that supports safe and responsible scooter use. We are publishing these results and sharing them with the San Francisco MTA, Board of Supervisors, and others in San Francisco because we think the data and findings are valuable in working towards our shared goals of reducing congestion and emissions and improving safety for all users of the right-of-way.

We hope to be selected to participate in the SFMTA Powered Scooter Pilot Program so we can build off of the findings from this initial survey and continue working closely with the City on achieving its transportation and environmental goals.



San Francisco Scooter Use Survey Results

Finding 1: Sidewalk riding is less common than expected, and would decrease significantly with more protected bike lanes.

Only 8% of our riders reported riding primarily on the sidewalk.

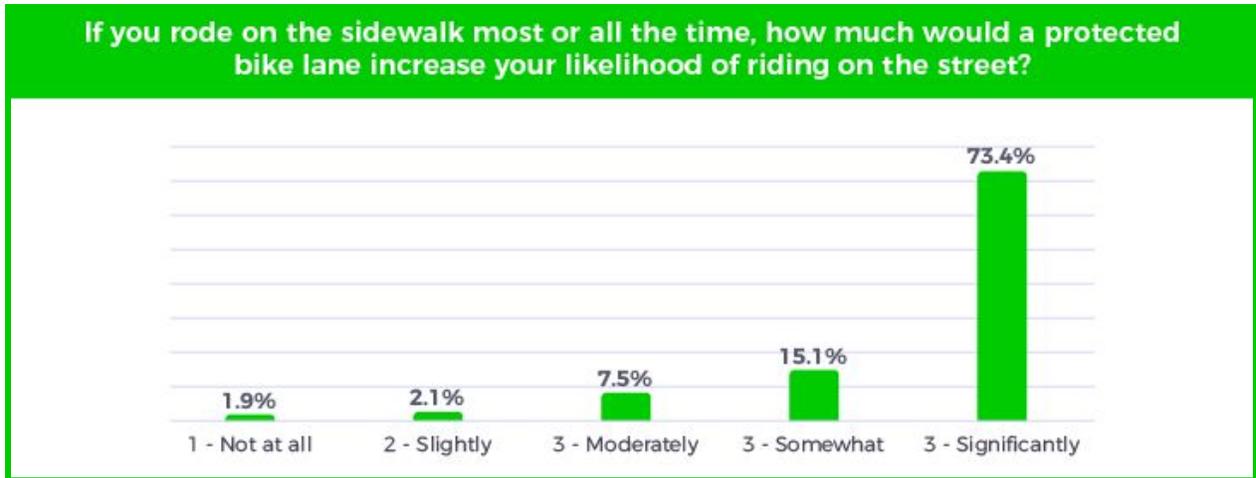


They do so primarily because the sidewalk feels safer than the street.



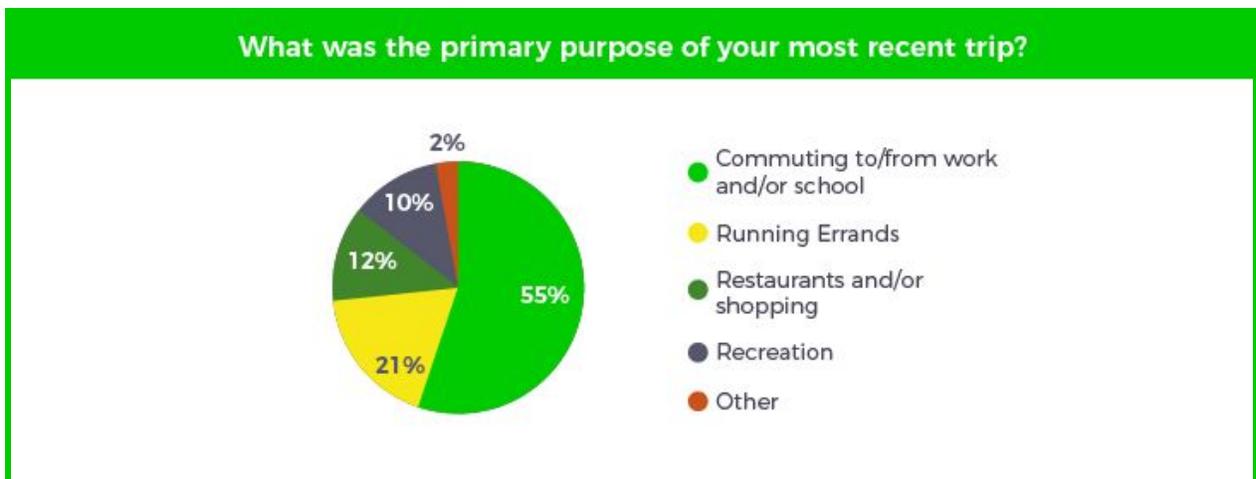


More protected bike lanes will minimize sidewalk riding.



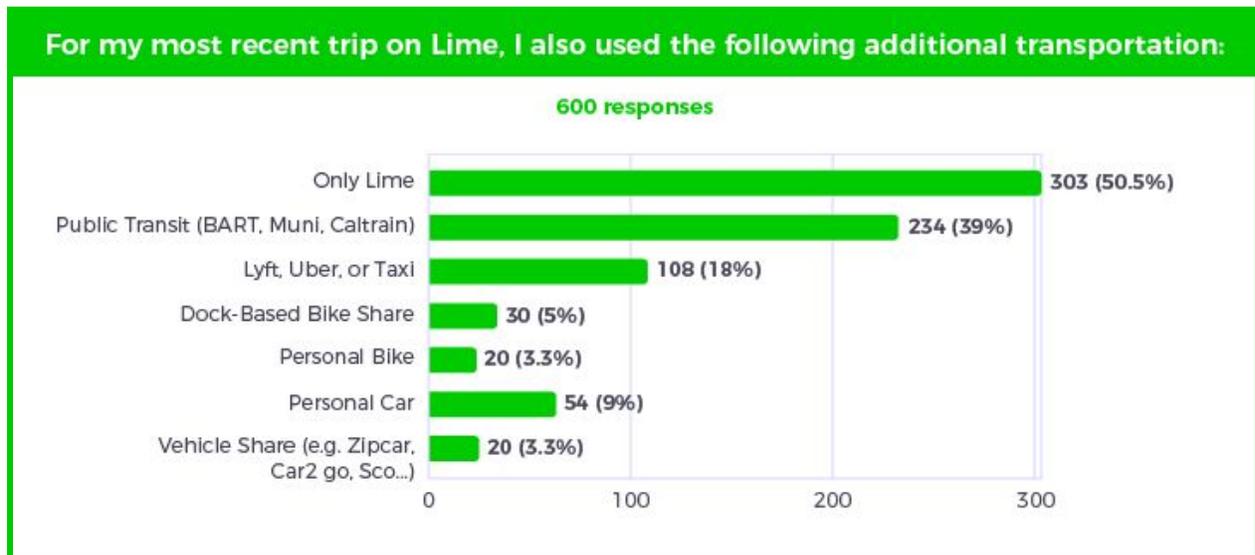
Finding 2: Riders combine scooters with public transportation for their workday commutes.

Riders are primarily [commuting](#) on scooters, but a surprising amount are also using Lime to [run errands](#).





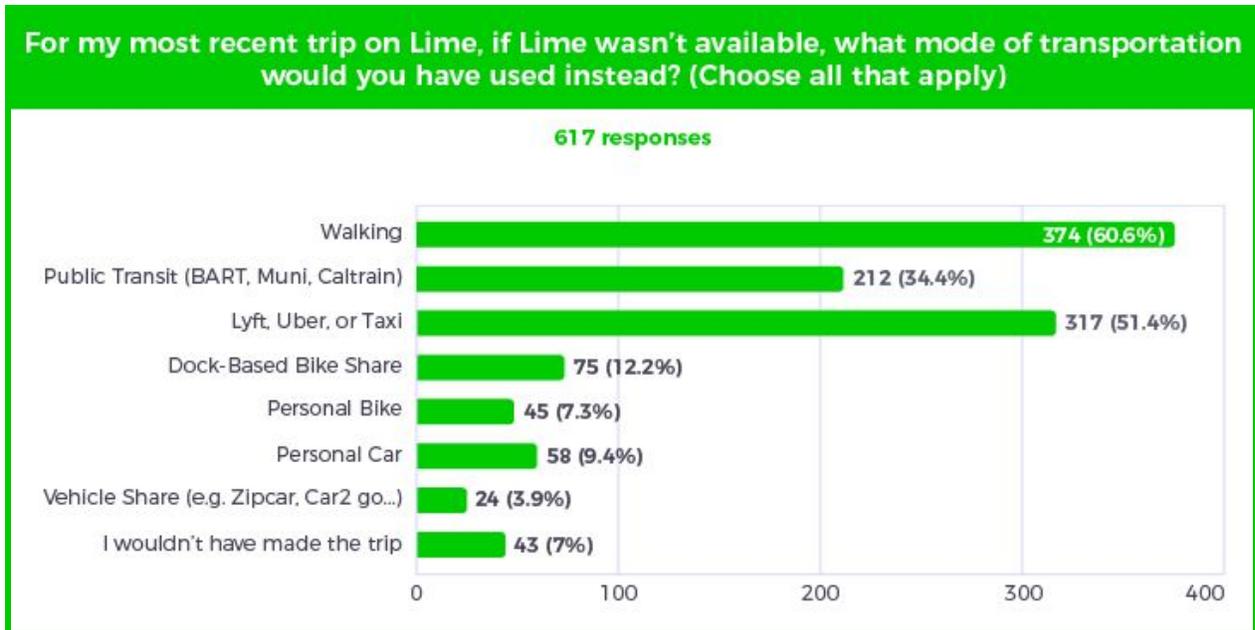
Consistent with our first mile/last mile use case, almost [40% of users](#) are combining Lime scooters with [public transit](#).





Finding 3: Lime scooters are replacing single occupancy vehicle trips, particularly Lyft and Uber rides.

Over 50% of riders said they would have taken a taxi or rideshare service instead. Nearly 65% would have taken some form of automobile.

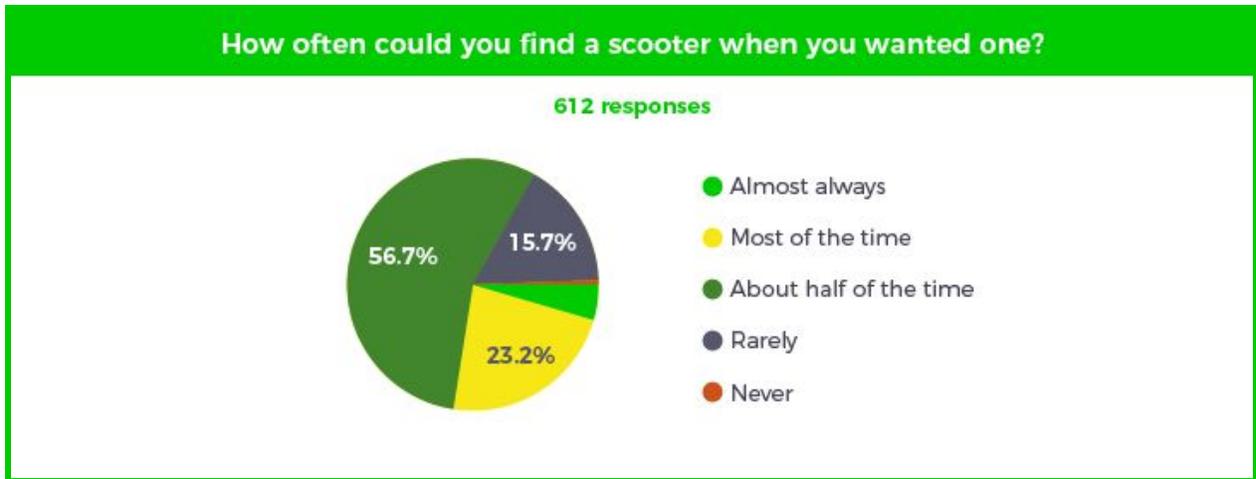


**Also important to note that 7% of users would not have otherwise made the trip without Lime. This shows that Lime is improving mobility for San Franciscans.

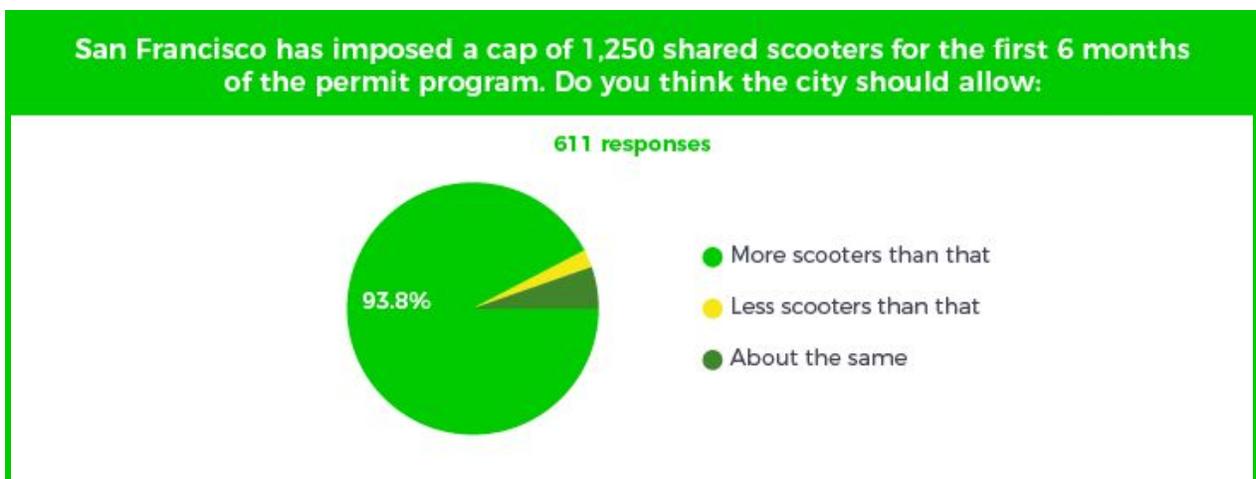


Finding 4: Riders believe San Francisco needs more scooters.

Only about [a quarter of riders](#) could find a scooter when they needed one; more scooters further reduce automobile trips in the City.



Lime riders overwhelmingly believe that San Francisco needs more scooters.



***This is not a surprising outcome from our survey respondents (who already use scooters), but coupled with the previous data on the difficulty to find a scooter, it demonstrates the need and desire for more scooters.*



Other Survey Results

We asked our users to describe their understanding of where to park a scooter properly; below is a word cloud from the open-ended question (larger words came up more often across responses):





*"Very convenient **alternative to Uber or Lyft**. I was able to get to work cheaper and faster while enjoying the ride!"*

"It opened up the city in a new way. The ability to make across town while enjoying our beautiful city is incredible."

"My daily commute to and from work is 1.5 miles. With the scooter, it has made me so much more efficient. I rely on the scooters ~4 times per day (to and from work, ride it back for lunch and back to work). Please bring this back ASAP!"

"Lime scooters has made getting to work incredibly easy. I work over a mile away from any Bart stop and I'm already commuting over an hour just to get to the city via public transportation. It's great "last mile" transportation"

*"It's **quicker, easier and cheaper** than under/Lyft [sic]. Plus it's more fun. Looking forward to having visitors in town so we can take scooters around town to see the sights."*

*"It's been unbelievable...Having the option of being able to simply find a ride nearby and, for a cheap price, be able to go to another part of the city, was amazing and became a good alternative and addition to my usual muni commute. In retrospect, however, the amount of LimeBikes was **not nearly enough to sustain the city** as some would be missing occasionally. There was also an enormous lack of these scooters in districts such as the Outer Sunset."*