

SOUTH LAKE TAHOE

UPDATE TO CITY STAFF

Sep 27, 2019



OUR PURPOSE

To reimagine urban
life through the
wonder of mobility

Unlock
Life

Freedom

Connection

Sustainability

Community

Transit Equity

Urban Design

Joy

South Lake Tahoe Update | **Contents**

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for the program



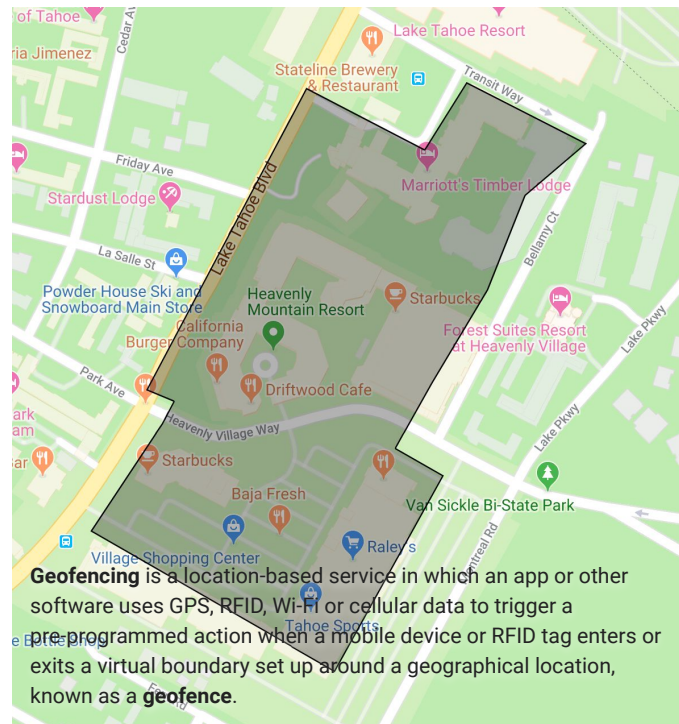
1. Safety improvements since launch

- **Installed speed governor at 15 mph** before beginning operations in 2019
- **Continued free helmet giveaways at fire stations 1 & 3 throughout the season.**
200+ Helmets distributed
- **18 educational booth events** with information on safe riding practices, routes, helmet giveaways, age restrictions, and low income programs
- **Added stickers on handlebars that** stated “Must be 18 to ride, No double riding” in Q2
- **Installed low speed zones** at Heavenly Village and amphitheatre/beach area at Lakeview commons
 - ◆ Both zones were tested.
 - ◆ Lakeview commons has cell coverage and GPS drift issues influencing effectiveness.
- **Push ads through chamber of commerce (Q1)** regarding safe riding practices, age restrictions, and etiquette



2. Description of efforts at Heavenly Village

- **5 mph established May 10th, 2019**
- **5 mph zone tested May 13th with positive results** (as well as staff testing 5 other times)
- **No parking zone established** (2019 Q2)- in addition to 2018 addition of colored “no parking zone”
- **Re-tested upon further info from SLTPD with positive results. Improvements identified.**
- **Geofence expanded July 8th and tested.** Other scooter riders also observed with scooters responding to geofence.
- Throughout the season, we have received zero complaints through our complaint line in relation to the Heavenly Village



Geofences are no more accurate than the accuracy of the underlying GPS



4. Rides within the Heavenly Village Area

Ride Routes Yesterday ▾
(All Types of Vehicles)



Low Speed Zone: **2.94%** of all trips
Larger Zone w/ Raley's: **7.3%** of all trips



3. Description of efforts at Lakeview Commons

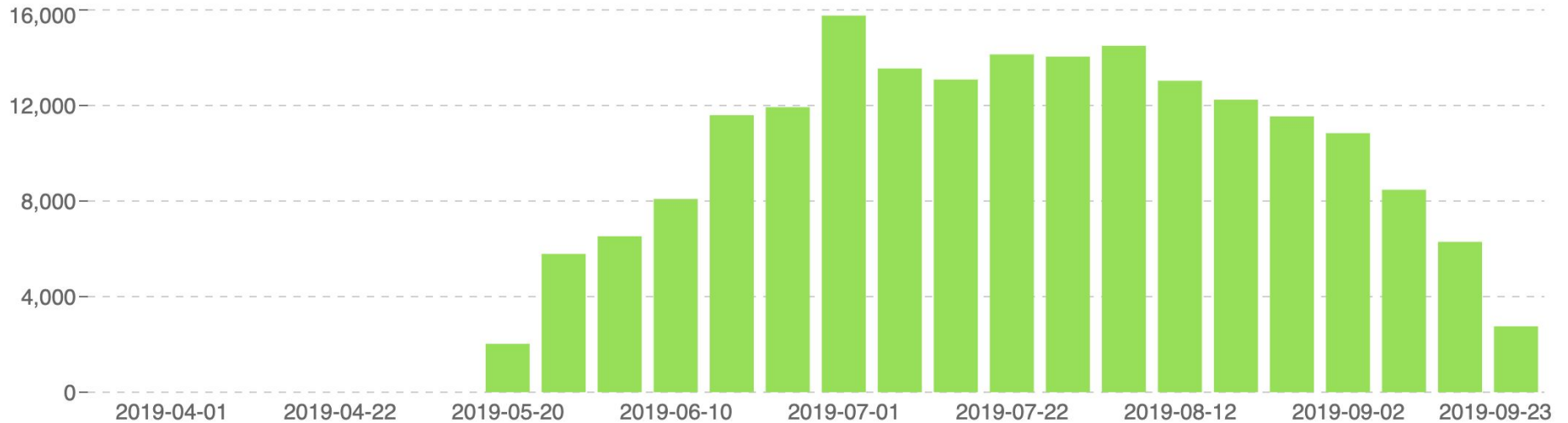
- **July 28th, a 5mph speed reduction zone was initiated.**
- Our tests were inconclusive. Some vehicles slowed while others did not.
- Geofence effectiveness can be affected by tree cover, buildings, and cell service. Geofences can not be used effectively in all locations
- **Lack of connectivity with cellular networks can render geofences partially or fully inoperable.** Local cellular infrastructure can therefore affect geofence effectiveness.





6. Trips in 2019 season

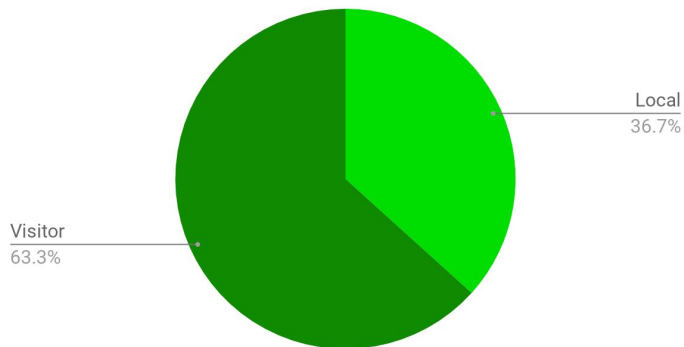
Trips: 196,206
Distance: 262,467 Miles
Average: 1.3 Miles





7-10. Users, User Trips & Common Start/End

Local & Visitor Use

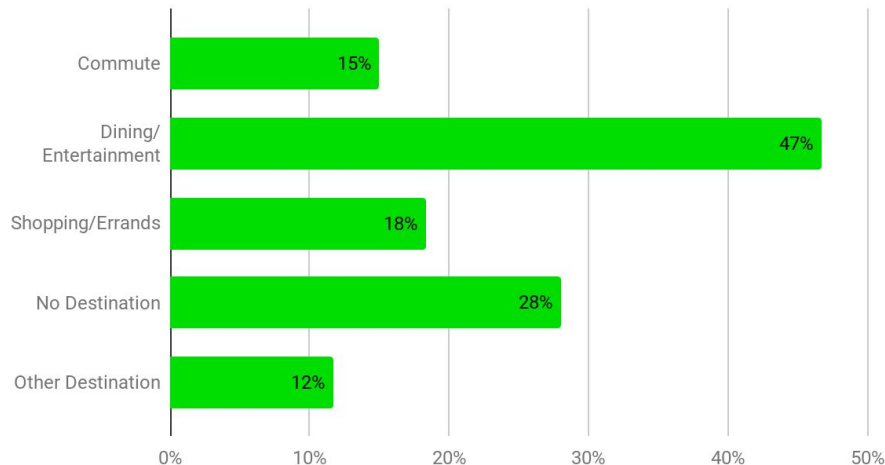


→ **56.7% used Lime rather than a car**

- ◆ 42% instead of personally owned car
- ◆ 12% instead of taxi or ride-hailing
- ◆ 3% instead of carshare

→ **11.7% used Lime to get to public transit**
within the previous month

Trip Purpose



→ **16.7% started their ride from hotel/lodging**



11. Complaint History

→ **Police report of incident : 1**

→ **Request for scooters: 4**

→ **Scooters out of place: 42**

◆ responded within 1 hr to each event

→ **Lost and found: 1**

→ **Geofence request: 3**

→ **Damaged Vehicle: 806** (worth noting that many of these are about “scooter won’t go”, because you need to have momentum to start)

→ **Incorrect Parking: 42**

→ **Unsafe riding: 19**

→ **Vandalism: 4**



12. Rider Survey

- **Rider survey has been provided**
- **Lime can collaborate** with city staff on survey questions for a subsequent survey

South Lake Tahoe Lime Riders' Characteristics, Travel Patterns, and Preferences

In June 2019, we distributed a survey to South Lake Tahoe-area riders and collected 60 responses.

We found:

South Lake Tahoe-area Lime riders are a diverse cross-section of the area's residents and visitors:

- The **average age** of a Lime rider is **39**, and 25% of Lime riders are 49 or older.
 - 70% of riders in the survey were White, 7% were Asian, and 22% were Hispanic.
 - **39% of riders** in the survey identified as **female** and 59% identified as male. This proportion of female riders is as high or higher than many docked bikeshare systems as well as personal bicycle use in the US.
 - **33% of riders** live in households earning **less than \$75,000 a year**.
 - A balance of residents and visitors use Lime: **63.3% of riders** stated that they lived outside of the South Lake Tahoe region.
 - **63% of riders** last took a ride on a *personal bike* over a month ago, suggesting that Lime is attracting more people to two-wheeled transportation.
-

Lime enables South Lake Tahoe-area riders to reduce their reliance on cars:

- On their most recent Lime rides, **56.7% of riders** used Lime rather than a car (personally owned, taxi, or ridehailing).
 - **11.7% of riders** used Lime to get to or from public transit within the last month.
 - Due to riders' shift away from car trips, we estimate that Lime saved roughly **117 metric tons of CO2** that would have otherwise been emitted (as of September 2019).
 - **25.4% of riders** live in households that own 1 or fewer cars.
-

Lime helps South Lake Tahoe-area riders fulfill their everyday transportation needs. On their most recent Lime rides:

- **15% of riders** used Lime to commute to or from work or school.
- **46.7% of riders** used Lime to travel to or from dining or entertainment.



13. Drivers License Requirement

- **Driver's License scans are required** throughout the State of California. In Lake Tahoe, this was instituted before launch in May 2019, with requirements not just on first-time riders, but also retroactively on riders with previous trips
- **Data protection:** Lime intentionally minimizes the amount of personal information we store in a database anywhere.
- **Third Party Verification of driver's licenses**
- **Recommendations in next section**



14. Juicers

- **Personally identifiable information**
- **State Law & Legal Agreements with Juicers**

REC●MMENDATI●NS

Sep 27, 2019



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Recommendations: Heavenly Village

Physical Signage



- Helps with visitors to SLT who do not know rules for various locations
- Signs can be painted on pavement, A-frames, or posted signs
- In addition to in-app messaging, physical indicators have proven effective elsewhere
- Helpful in locations like Heavenly Village.
- Ideas: Pioneer/50 sidewalk roundabout

Recommendations: Safety

First Ride Academy



- Offer hour-long training with city and equity partners
- Spokane: partnership with Parks & Rec
- Portland: partnership with Coalition of Communities of Color
- Educate users on norms, etiquette, parking & riding rules
- Target first scooter trips to lower learning-related injuries
- Media: [Lime Plans Scooter Education Event in Spokane](#)

Recommendations: Safety

Helmet Distribution



- **Focus investments on those who do not have helmets due to inability to afford them**
- **Reinforces Lime's *Respect the Ride* campaign and increases access to helmets**
- **Executed in conjunction with community partners, like SLTFD**

Recommendations: Safety

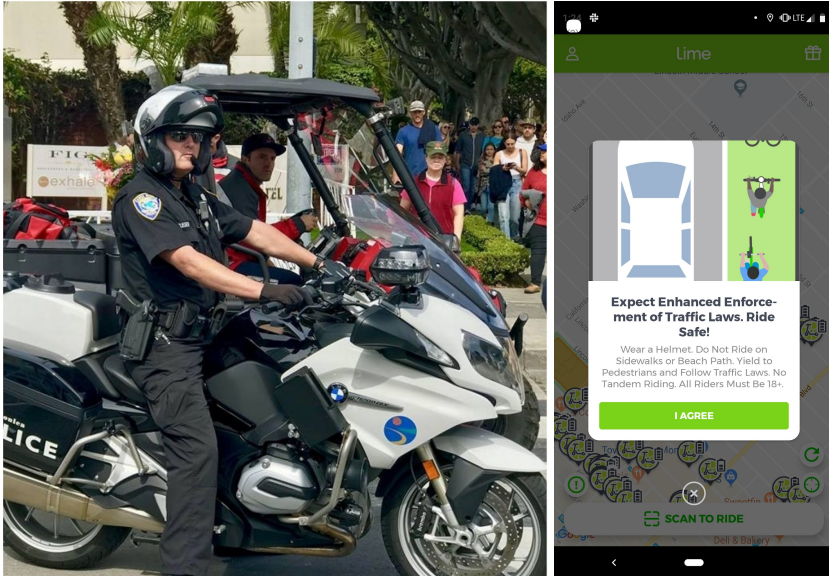
Vehicle Identification Numbers



- Enables **greater user accountability**, similar to car parking and riding enforcement
- Key to establishment of community norms
- Piloted in Portland. Adopted in Boise. Spokane now considering
- Best as part of shared education effort with partners like the City, Downtown Everett Association and others.

Recommendations: Safety

Regulatory Enforcement for Violators



- Like any popular mobility device, some people will defy known rules (i.e. car parking and speeding)
- Lime Patrol can help inform, but enforcement is necessary of all traffic laws to maintain acceptable levels of compliance
- Example: Portland (code enforcement) & Santa Monica (police). Soon: Spokane
- Media: [SMPD conducting enforcement operations](#)

Recommendations: Safety

Community Education with Partners

 Ogden Police UT ·  Follow
Here is a great video from our community policing bureau in regards to the new Lime...



- **Police and government agency education on devices**
- **Police media and social media spots**
- **Aids community policing through engaging content**
- **Reinforces community norms**
- **Media: [Community Policing Bureau](#)**



Recommendations: Safety & Education

“Scoot Spokane” & Equitable Tourism



Kendall Yards

THE NEWEST, HIPPEST NEIGHBORHOOD IN TOWN

WHAT TO SEE

Killer views, hip restaurants, multiple wineries and a whole art collective. Kendall Yards started as a blank canvas on the north bank of the Spokane River. Armed with a vision and a solid design plan, developers zeroed in on the old rail yard and turned it into the funky, fun neighborhood it is today.

WHAT TO DO

A river runs through it and some of the best city views available are yours to drink in as you toast the inventiveness of the creative builders, restaurateurs, business owners and artists. The urban neighborhood is filled with shops, restaurants and drinkeries.



- **Visit Spokane Partnership enables visitors and locals alike to discover hidden gems outside of downtown**
- **Supports business traffic that might not otherwise benefit**
- **#3 for website traffic at Visit Spokane**
- **Media: [“Visit Spokane, Lime join forces to encourage ‘accidental discoveries’ in city neighborhoods”](#)**



Thank You!