



Queenstown

Lime provides an innovative transport solution to reduce reliance on cars, improve access to existing public transport networks, and encourages people to use active mobility options. We believe our service has the attributes to better connect people, places, goods and services while maximising safety and environmental protection.

Since we started operating our scooters in New Zealand in October 2018, nearly 600,000 people have made more than four million trips on our scooters.

We work hard to build positive relationships with councils in every town and city in which we operate in order to integrate micromobility into the existing transport infrastructure while managing any associated risks.

We are committed to working together with Queenstown Lakes District Council to provide a safe, convenient and sustainable transport option that meets the needs of other users of the transport network. We want to ensure everyone feels safe.

Operational Details

Lime would employ 15-20 people to manage a fleet of scooters in Queenstown and about 60 juicers (independent contractors). The staff maintain, repair, deploy and retrieve scooters most seven days a week. Juicers help us check and charge the scooters 24/7. Scooters receive regular scheduled maintenance. Lime would lease a local warehouse and contribute to the local economy by purchasing other services such as rubbish removal, freight, vehicle hire/purchase, accommodation and food.

Local operations staff respond quickly when notified of an issue relating to a scooter, which builds trust with the local community. Lime staff patrol on the busy days and areas for the first few weeks where necessary.

Data on scooter use, number of trips and popular routes would be available to Queenstown Lakes District Council and could be incorporated into the decision making process around cycle lanes, shared spaces and walking areas.

Fleet:

- Approx 400 and we would work with council to ensure appropriate numbers depending on use (scooters need to be used at least twice per day for a successful operation so it is not in our interest to have excess scooters on streets). Our deployment optimisation algorithm would automatically ensure scooters are deployed at hotspots where riders will use them.
- All scooters have unique QR codes on them
- Lime will respond to any complaint within two hours, or sooner where possible
- Lime has the ability to remove scooters from waterways; the team has experience in doing this from Dunedin



- Lime staff will have dedicated phone number for Fire, Police and QLDC to contact them on
- Lime will respond to complaints where possible, either in person or by phone
- Lime informs Juicers where to 'Deploy' Scooters via photos
- Scooter 'Deploy' locations (the stack of 4-5) are able to be moved by staff
- Lime has a rigorous safety inspection process that every scooter a staff member touches goes through
- Scooters are deactivated between midnight and 5am so that they cannot be hired for use

Who we are

Lime started in 2017 and now operates in 120+ cities in 30+ countries. We are the largest micromobility company in the world, and we are proud to be the first and largest scooter operator in New Zealand.

We have a team of more than 130 people in New Zealand and would employ an additional 15-20 people to run Queenstown operations.

Our experience as the leading global shared e-scooter company has led to the development of robust maintenance processes and the establishment of a global trust and safety team. Our global operations enable us to learn and adapt based on our experience in other markets. This has led to new safety training programmes, a safety advisory committee and social programmes. Our increased data also allows us to optimise our fleet most effectively to ensure we meet each city's transport goals.

One year in New Zealand

4+M

TRIPS IN NEW ZEALAND

7M

KILOMETRES TRAVELLED

580K

UNIQUE RIDERS

We are committed to investing in the best scooters in the industry. Since our company was founded, we have deployed no fewer than five different models of scooters across the cities we serve. With each new model, the lifespan of Lime scooters has improved considerably, with current models lasting up to a year. This is because the scooters themselves become more durable and longer-lasting at the same time as our operations team's knowledge of how to maintain, repair and reuse scooters also improves.

Our current scooter model is the strongest in the country, built to withstand the local environment and rigorous daily use.

Safety

Safety is our top priority and we are also investing significantly in rider safety and preparedness programmes and developing a world-leading safety incident response process.



On the ground, we work with a New Zealand transport engineering firm to gain a more comprehensive understanding about how we can influence and mitigate risks to our users, pedestrians, vulnerable persons and other road users.

Most mitigations to issues such as traffic conditions, transition from footpath to bicycle lane or road and riding in high pedestrian areas call for “rider education”, which is a key focus area for us.

Research has found that first time riders may have a greater risk of injury due to a lack of experience with scooters. As a result, we have developed special ‘First Ride’ training, which offers interactive safety sessions to educate riders on best practices to safely ride our scooters. We would offer these sessions in Queenstown as well.

User behaviour

We use technology and on-the-ground operations to influence user behaviour and reduce the effect of these challenges within the framework of existing infrastructure.

We can implement suggested parking zones, no-parking zones, and reduced-speed zones in high volume areas. We offer incentives to rider who parking in the preferred parking zones.

Benefits to the community

Reducing congestion: In our July rider survey, 22 percent of New Zealand’s Lime riders took a scooter instead of a car (private vehicle, TNC, rideshare, or taxi) on their last ride. Each car ride that is replaced by a scooter ride reduces congestion, pollution, and parking challenges. In Auckland, more than 61 percent of Lime’s Auckland riders used a scooter to get to work or school on their most recent ride, which is one of the highest rates of commuting use globally.

Connecting people: Through our exclusive partnership with Google Maps, we currently offer multimodal trip planning. Google makes map and route data available for many applications, which can potentially be used to integrate easily into municipal trip planning technology.

Reduced environmental impact: Lime riders in New Zealand have avoided more than one million car trips and prevented more than 300 metric tonnes of carbon from entering the atmosphere.

Relationships with community stakeholders: We actively work with public and private stakeholders to form collaborative working relationships. That can help reduce nuisance and support their transport and access strategies.

By partnering with Lime, Queenstown residents will have access to the latest systems developed by the hundreds of engineers on our in-house team.

We look forward to discussing this with you further.

