



January 7, 2020

Toronto Accessibility Advisory Committee  
% Ms. Jennifer Lin  
10th floor, West Tower, City Hall  
100 Queen Street West  
Toronto, ON  
M5H 2N2

Dear Toronto Accessibility Advisory Committee Members,

**RE: ACCESSIBILITY AND LIME SHARED ELECTRIC SCOOTERS**

On December 3rd, [Lime](#) celebrated [International Day for Persons with Disabilities](#) by raising awareness to riders and employees in the electric scooter transportation space. Lime launched a global educational PSA video to reduce improper e-scooter use, emailed over one-million riders and shared online education across our social media platforms. To view the PSA video, which features people with disabilities sharing the importance of proper riding and parking, see video here: <https://youtu.be/gcAwhwCI0o8>.

As part of our commitment to reduce improper e-scooter use that impacts pedestrians and particularly people with disabilities, our teams are partnering with local organizations around the world to gain a better understanding of the experiences of individuals with disabilities and the challenges they face in their day-to-day lives, like navigating a transit stop, sidewalks and the public right of way. As a result of this feedback, we continue to update our local deployment strategies and training to enhance our customers' understanding of accessibility best practices.

Micromobility has the potential to dramatically improve urban living, but only if it works for the benefit of everyone. This guiding principle has led the team at Lime to prioritize two important facets of our daily operations around the world:

- Working collaboratively with disability rights organizations to help make our products and services more accessible, and
- Listening and responding to the challenges that result from introducing a new mode of transportation in a city's public right of way.



While there's still more work to be done, I wanted to share with you some of the measures we're already taking to live up to our promise of mobility access to every member of the community.

### **By the Numbers**

Lime's Public Policy and Policy Research teams worked together to adapt survey questions from the UC Davis Institute of Transportation Studies to better understand the impact micro-mobility is having on individuals with disabilities.

In our most recent rider survey, which pulled from over 18,000 rider responses and 36,000 reference trips in over 80 global cities, we learned that, for example:

- Approximately 8% of Lime riders have a disability, either temporary or permanent
- 25% of disabled riders are 40 years or older
- 39% of disabled riders commute to or from work or school

Information like this is critical in helping Lime establish operational best practices throughout all of our 130+ markets, both for those who ride Lime vehicles and those who do not.

### **Community Initiatives**

Whether it's through local engagement or our online and customer service channels, Lime is committed to making all of our community touchpoints accessible to those with disabilities. Some of the actions we're already taking are outlined below. Lime is relatively new to Canada, having launched Canada's first e-scooter pilot in Waterloo, Ontario in late 2018. As such, our accessibility related efforts in Canada are in the early stages of partnership development.

- **Blind and Low Vision Awareness Day:** Lime and the Austrian Association for the Blind collaborated to designate October 15th as "White Cane Day," which included activities to raise awareness of blind people and their needs. As part of this initiative, our local team was trained on blind-friendly scooter parking, and we placed tags with blind-friendly parking information on our scooters to increase rider awareness.
- **Accessibility Training for Lime Staff:** In Texas, local Lime staff hosted a training offered by the Texas State School for the Blind and Visually Impaired to simulate blindness and the challenges of navigating transit stops, sidewalks and the public right of way. As a result of this training, our operations team updated our local deployment strategy and training to enhance our customers'



understanding of accessibility best practices. Following the success of this program, we're partnering with multiple ADA Centers to provide training to our headquarters and local markets to learn about accessibility as we work to enhance mobility options for more communities.

- **Training New Guide Dogs:** In Portland and Paris, our local Lime teams worked with Guide Dogs for the Blind as part of service animal training, loaning our scooters to trainers to help dogs identify and become comfortable with this new form of transportation.
- **Enhanced Digital Access and Rider Communications:** Lime's Brand team worked with an industry-leading design firm in advance of our [redesigned website launch](#) this summer to ensure that it meets the Web Content Accessibility Guidelines (WCAG) 2.0 Level AA Standards.

Sincerely,

*Chris Schafer*

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