

How micromobility is transforming urban mobility?

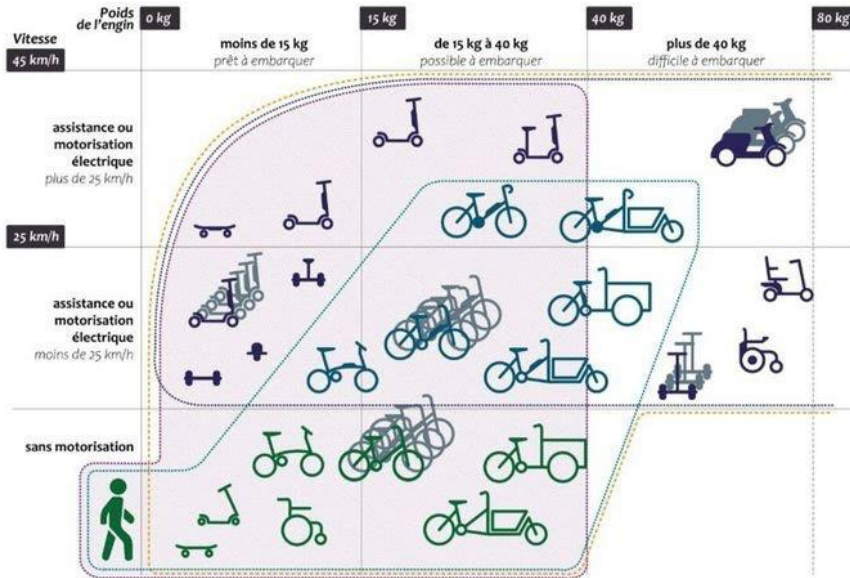


1/ What is micromobility?

Proposition de définition du périmètre de la « micro-mobilité »



Réalisation
Cyprien Richer et Mathieu Rabaud
Cerema Esprim (oct. 2019)



- Micromobility refers to **vehicles that can carry one or two passengers**
- **Personal vehicles vs. freefloating**
- No CO2 emissions
- About **60% of car trips worldwide are less than 8 km** and could benefit from micromobility solutions (McKinsey Center for Future Mobility)

2/ Micromobility: A rapid growth and massive transformation

A global phenomenon

- Overall, for freefloating e-scooters: **200 cities around the world / 90 cities in Europe**
- Micromobility is one of the fastest growing branches of transport
- It forces cities to adapt their regulations & their infrastructures

Main added value for users

- Convenient & easy to use (first/last km)
- Save time
- Environmental-friendly (no CO2 emission)

Lime's key figures

- In 2 years, worldwide:
- **3 M e-scooters**
 - **30 M riders**
 - **100M rides in total**
 - **120 cities in 20 countries**



Lime in Paris

BOIS DE
BOULOGNE

PÈRE
LACHAÏSE
CEMESTERY

BOIS DE
VINCENNES

15 M

Trips in 18 months

1,5 M

users



3/ What micromobility can offer to cities?

Reduces traffic congestion

- Globally, **one in four riders (25%) report replacing car trips**—driving, ridesharing, taxi— **with e-scooter rides.**
- Lime estimates that **riders across the globe have avoided over 40 million kilometers of car travel**
- In **Paris: 0.8%-1.9%** of all personal trips inside the City are done **with e-scooter / 1.2 million motor vehicle trips** were **replaced by e-scooters**

Increases intermodality and multimodality

- **70% of Lime riders** use e-scooters to **connect with public transportation**
- **Riders reported that 23% of e-scooter trips were multimodal**—combined with public transportation (66%), walking (19%), personal car (6%), bikeshare (3%), other (2%), ride-hailing (2%)

3/ What micromobility can offer to cities?

Reduces pollution

- Overall, Lime estimates that riders across the globe have **avoided over 40 million kilometers of car travel**, prevented more than **9,000 tons of CO2 emissions**, and saved about 4.5 million liters of gas, or the equivalent of taking roughly 1,900 cars off the road for a year.
- In Paris: avoiding 330+ tons of CO2 emissions.

4/ What are the key challenges and how to tackle them?

Innovation vs regulation

- Work with decision-makers and policy-makers to implement new adapted regulations

Safety

- Check & repair every vehicles
- Raise awareness amongst riders (free classes)
- Raise awareness amongst non riders (cars, mopeds, etc.)

Environmental impact

- 100% renewable energy in our warehouses
- Electric vans
- 97% recycling