



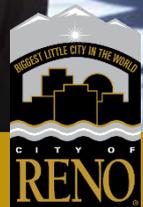
RENO
RESILIENCE

Sustainability & Climate Program

Lynne Barker, Sustainability Manager



ENVIRONMENT | ECONOMY | EQUITY





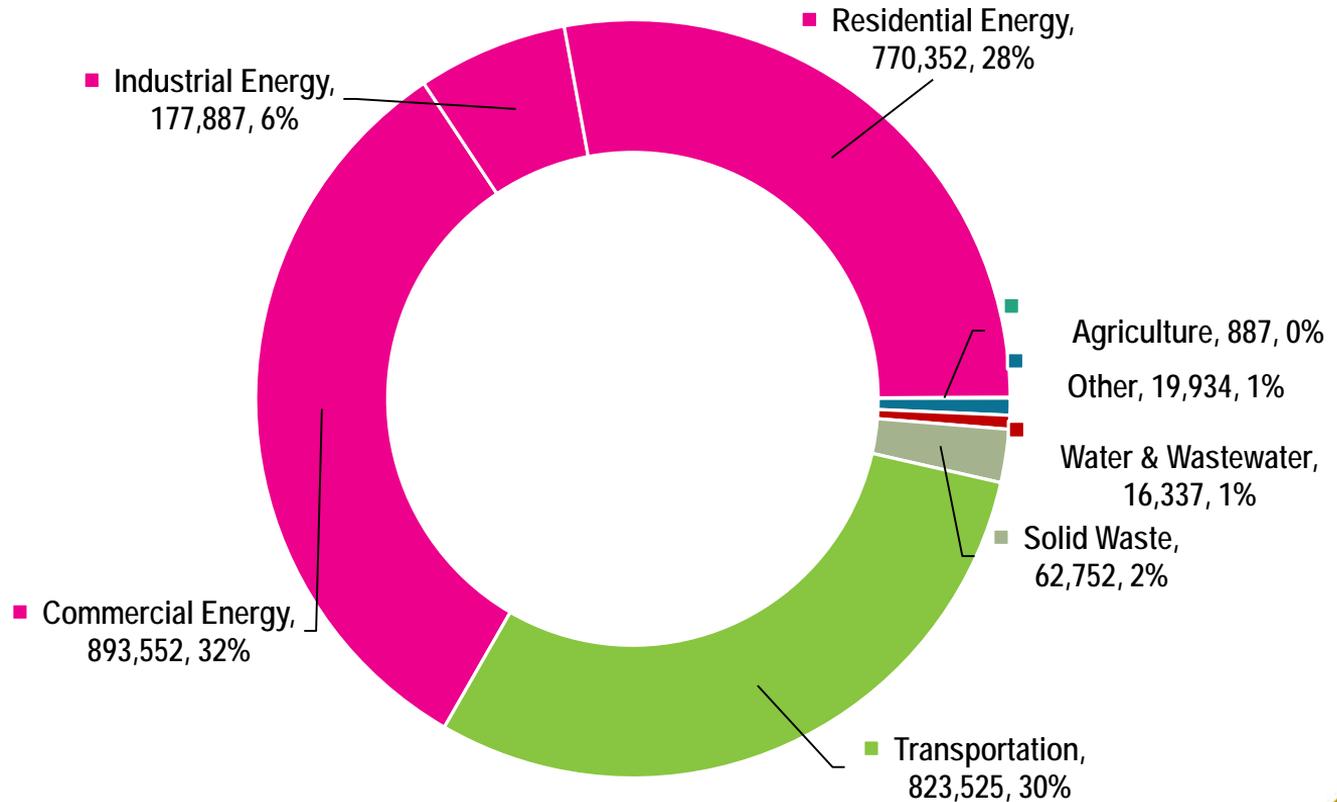
did you know?

Reno is the fastest warming city in the U.S. and is already experiencing a changing climate.

RE

Reno 2014 GHG Inventory

25%
climate
pollution
from
passenger
vehicle
use



Built Environment

Achieve livability, choice, and access for all where people live, work, and play.

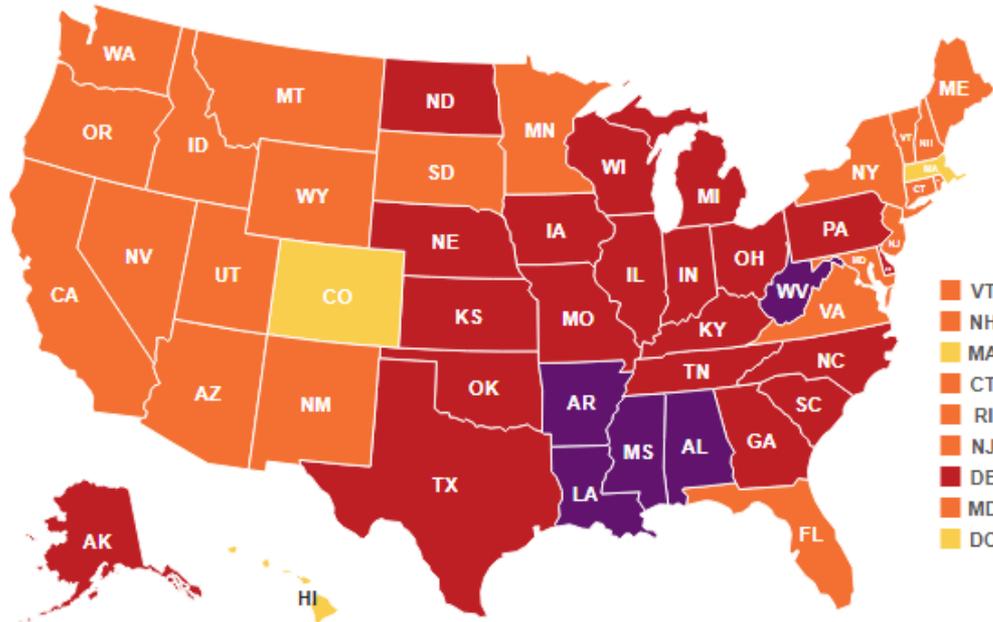


Adult Obesity Rate by State, 2016

Select years with the slider to see historical data. Hover over states for more information. Click a state to lock the selection. Click again to unlock.

Percent of obese adults (Body Mass Index of 30+)

0 - 9.9% 10 - 14.9% 15 - 19.9% 20 - 24.9% 25 - 29.9% 30 - 34.9% 35+%



VT
NH
MA
CT
RI
NJ
DE
MD
FL
DC

All States West Midwest South Northeast

did you know?

Before 1995, the highest obesity rate for any state in America was 19% and today no state has an obesity rate below 20%.



did you know?

Cities are the scene of the most inspiring and innovative experiments to fight climate change.



BIKE SHARE FEASIBILITY STUDIES

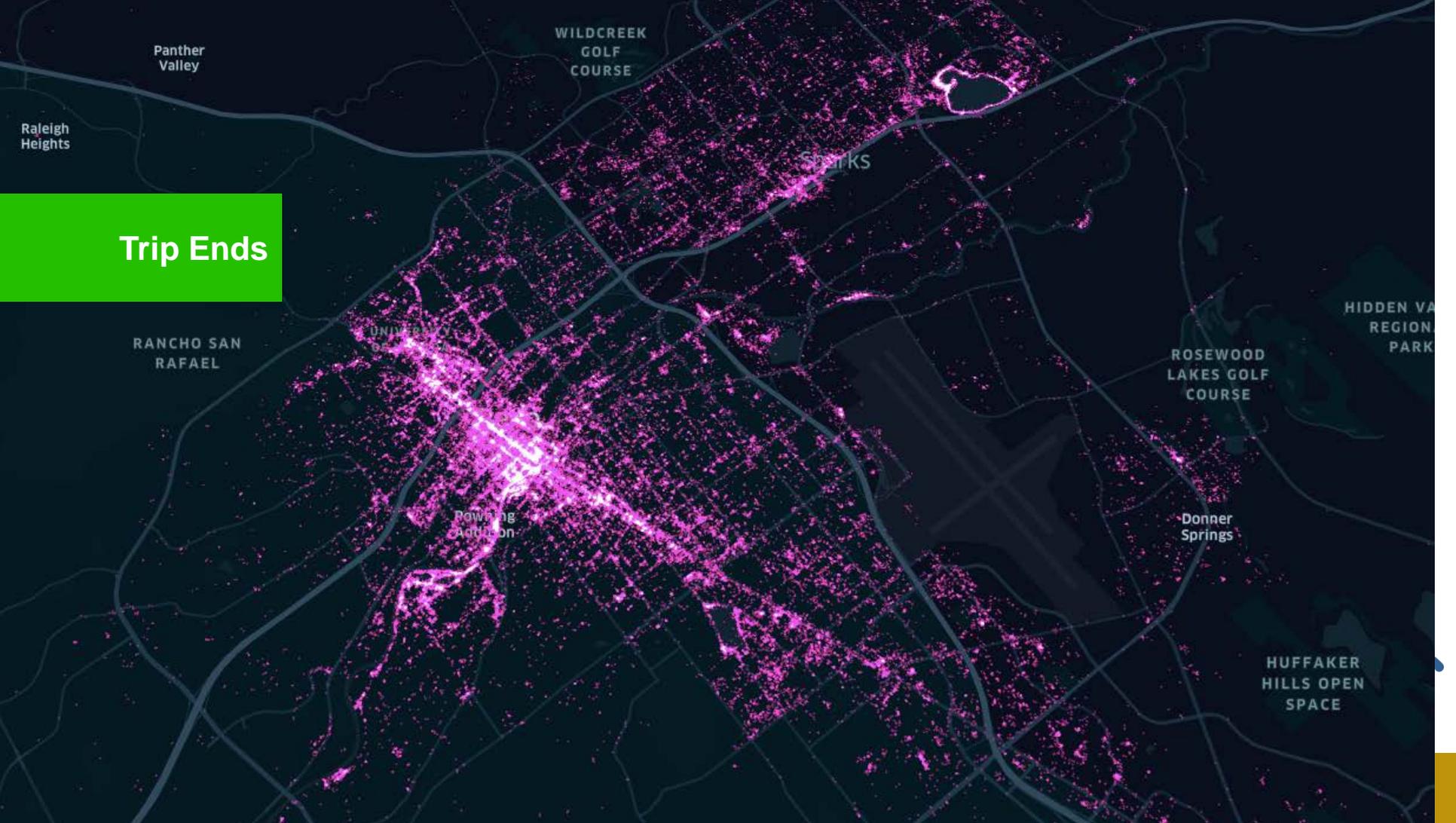




Lime & Truckee Meadows

Building on the vision towards last-mile transportation.

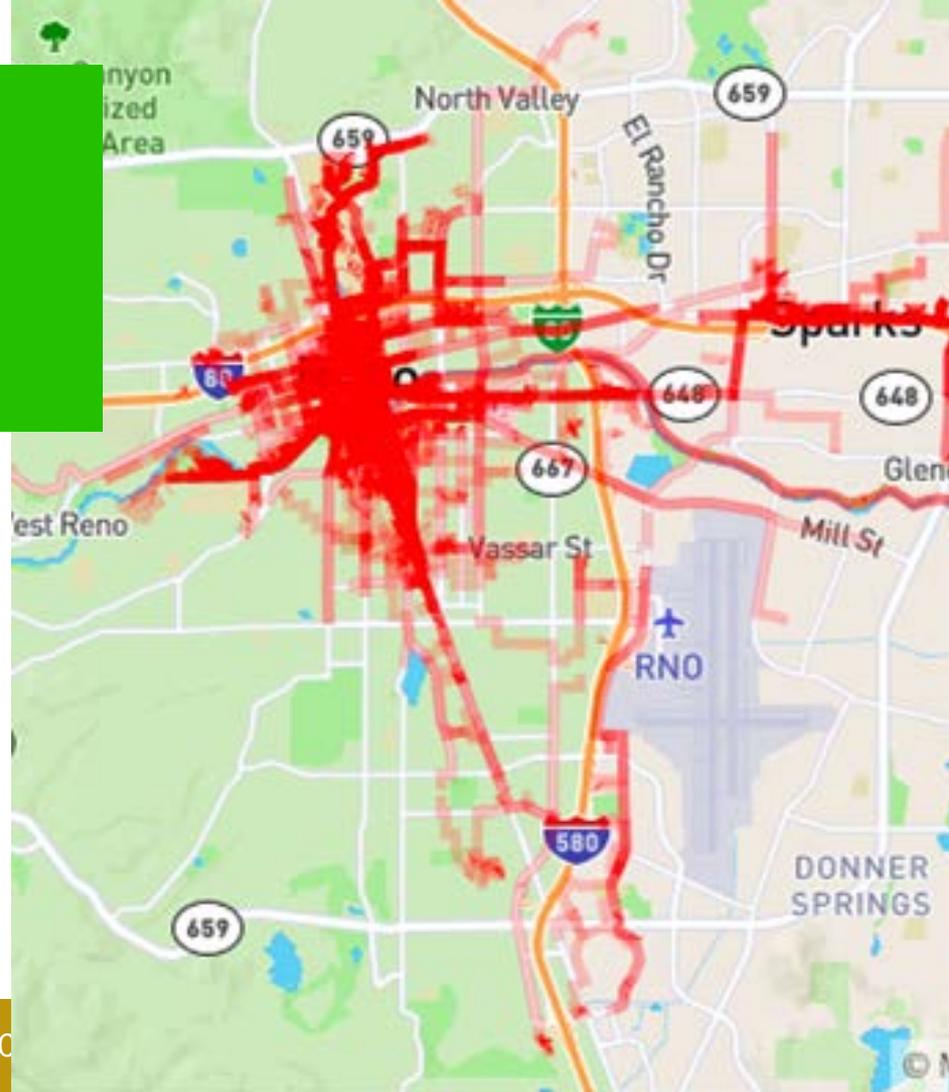
Trip Ends



Local Numbers

- Current fleet size: ~130
- Over 140,000 rides
- Nearly 60,000 riders
- More than 115,000 miles ridden
- 106,734lbs of CO₂, 2.72 K lbs of CO and 3302 gallons of gas saved
- An estimated 78,625 miles of driving have been avoided.

* as of Tuesday 8 Jan 2019



Climate Action Plan

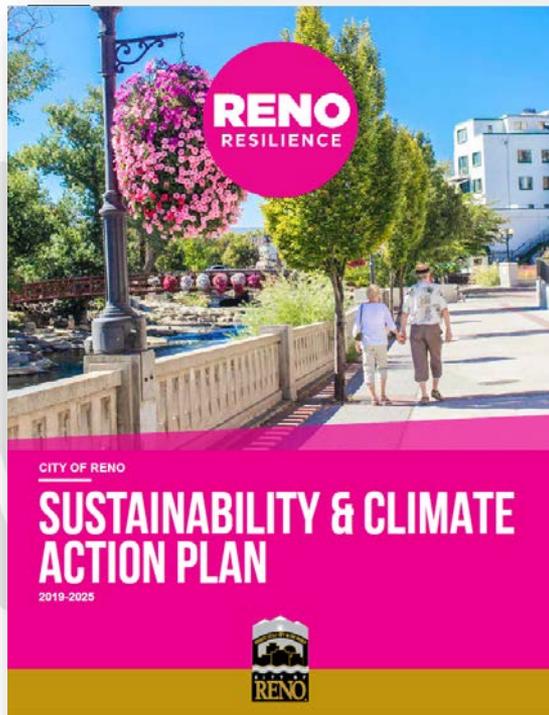




Sustainability & Climate Action Plan

Reduce Community-wide Greenhouse Gas Emissions

28% by 2025, 45% by 2030, 80% by 2050 from 2008 Levels.



1. Lead by Example—Sustainable City Operations
2. Transition to Clean, Renewable Energy
3. Green Building as Standard Practice
4. Create Lively, Low-Carbon Neighborhoods
5. Toward Zero Waste
6. Healthy, Equitable Urban Forest
7. Access to Fresh, Local Foods
8. Safeguard Water Resources
9. Strengthen Climate Resilience



CREATE LIVELY, LOW-CARBON NEIGHBORHOODS





- Sustainability

- Bicycling Around Reno

Bike Laws

Bikeshare

Climate & Energy

Events

+ ReEnergize Reno

Related Links

Solid Waste & Recycling

STAR Communities

[Community](#) » [Sustainability](#) » [Bicycling Around Reno](#) »

Bikeshare

Font Size: [+](#) [-](#) [+](#) [Share & Bookmark](#) [Feedback](#) [Print](#)

The City of Reno, City of Sparks, Washoe County, University of Nevada, Reno and the Reno-Sparks Indian Colony are piloting a regional bikeshare program with Lime. The pilot period will run from May 2018-June 2019.

Lime reduces Reno fleet for winter

Lime announced December 7, 2018 it is limiting its fleet to 150 bikes on the roads through the month of December to ensure the safety of its loyal users and Reno riders. [Read the full announcement.](#)



Bikeshare Videos

- [How to Lime](#): Introducing Lime, your ride anytime!
- [Safety](#): Take to the Rides: Your Dockless Destination Awaits
- [Parking](#): Stop trying to park me, and PARK me! - How to #LimeRight

Bikeshare

[Do people need to wear helmets?](#)

[How does bike share work?](#)

[How much does it cost and how do I pay?](#)

[What happens in the winter?](#)

[Where do I park the bike?](#)

[Who do I contact for questions and concerns about LimeBike?](#)

[Won't people vandalize the bikes?](#)

Thank you for your
partnership.

SUSTAINABILITY



COMMUNITY, SUSTAINABILITY / MAY 14, 2018

TRUCKEE MEADOWS BIKE WEEK INCLUDES LAUNCH OF BIKESHARE

May is here and with it comes fresh air, warm weather, an overflowing Truckee River, and best of all: it's National Bike Month, according...



SUSTAINABILITY / MAY 4, 2018

CITY OF RENO LEARNS FIRSTHAND BENCHMARKING ENERGY USE HELPS CONTROL AND LOWER UTILITY COSTS

We are on the dawn of a new era for Reno's buildings. In the fall of 2017, the City launched



SUSTAINABILITY / APRIL 26, 2018

THANKS TO TREES, THE FUTURE IS BRIGHT

On Saturday, April 14, 2018, 39 trees spanning 20 different species were planted at the Dodson Elementary School. The event was a partnership between...



Tweets **22** Following **95** Followers **33** Likes **7** Lists **0** Moments **0** [Edit profile](#)

Reno Sustainability

@RenoResilience

Reno Resilience is City of Reno's sustainability & climate initiative that reflects the City's commitment to creating a more livable and sustainable community.

- [Reno, NV](#)
- [Reno.Gov/Sustainability](#)
- Joined June 2018
- [Photos and videos](#)



Tweets **Tweets & replies** Media

Reno Sustainability @RenoResilience · 20h
 Going to Hot August Nights? It's a great opportunity to try bikeshare with #LimeNation! Help improve @WashoeCountyAQ air quality and reduce traffic. Love @RTCWashoe Don't Drive, Arrive! campaign. Its cool to @BikeWashoe

Lynne Barker @lynnecbarker1
 The Road Ahead with RTC: Don't Drive Arrive! youtu.be/rLfeHbdAzvQ via @YouTube

🗨️ 🔄 ❤️ 2 📺

You Retweeted **USGBC** @USGBC · Aug 8
 Grow your knowledge of #LEED and earn CE hours with these 3 courses on #USGBCedu!

3 courses to enhance your LEED knowledge | U.S.
 3 courses to enhance your LEED knowledge on



Lynne Barker
 barker@reno.gov
 775-334-2288
 @RenoResilience



Reimagining Nevada's Urban Life Through the Wonder of Mobility

Small is beautiful...

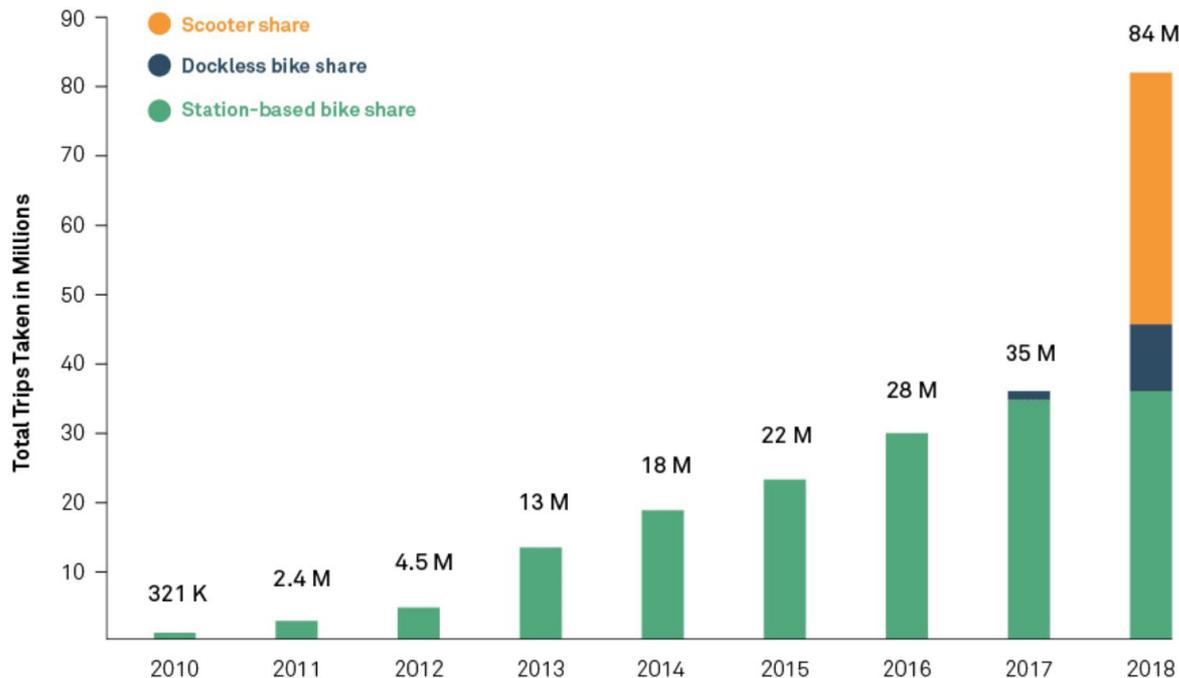
Small is beautiful...

“Today, we suffer from an almost universal idolatry of gigantism. It is therefore necessary to insist on **the virtues of smallness—where this applies.**”

—Economist E.F. Schumacher, **1973**

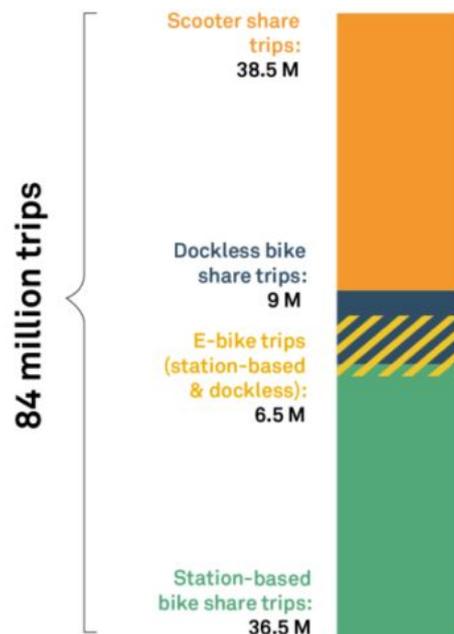
the virtues of smallness—where this applies.

84 Million Trips on Shared Micromobility in 2018



Source: NACTO

Breakdown of 2018 trips



Source: NACTO

During a 120-day Portland scooter pilot...

We recorded **over 100,000** unique users on our scooters. The population of Portland is only **650,000**.



#LIMEGREEN
Committed to our Colors

During a 120-day Portland scooter pilot...

Scooters reduced car trips by 169,208 and cut vehicle miles traveled by 195,000 in just 4 months



#LIMEGREEN
Committed to our Colors

During a 120-day Portland scooter pilot...

We saved **9,677** gallons of fuel
equivalent to **484** barrels of oil



#LIMEGREEN
Committed to our Colors

TABLE OF CONTENTS

01

Where We Are

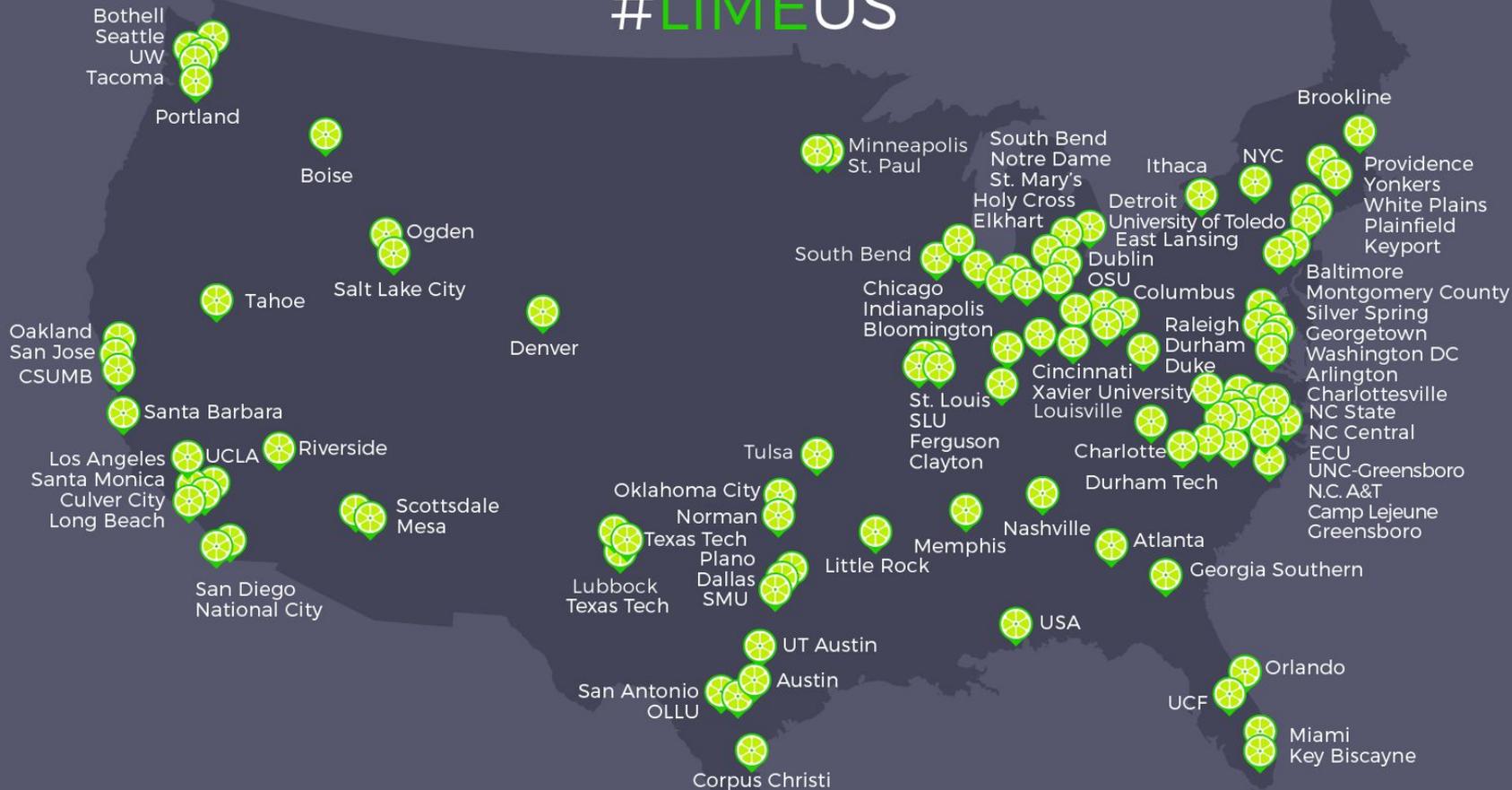
02

Our Solutions: Connecting Communities

03

Winning Through Working Together

#LIMEUS





02

Connecting Communities

Lime is reaching communities that may not have had meaningful access to 2-wheeled transportation options before.

Of the US-based Lime riders in our survey:

Over **50%**

live in households earning **less than \$75,000 a year** (Less than the \$81,000 average household income in the US).

25%

are **37 years old or older**.

36%

identify as **people of color** — in comparison, 27% of Americans identify as a person of color.

33%

identify as female — in comparison, 28% of bike commuters in the US are women.



02

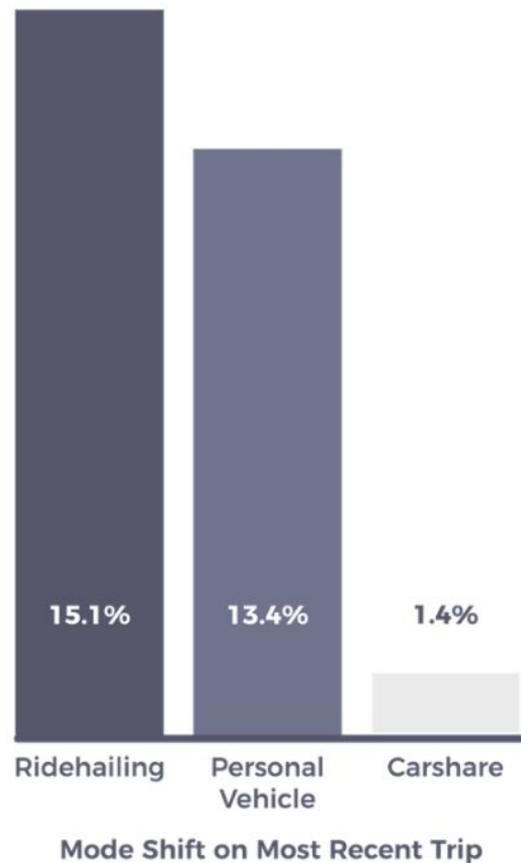
Connecting Communities

20%

of riders in our major urban markets reported **traveling to/from public transit** during their most recent trip.

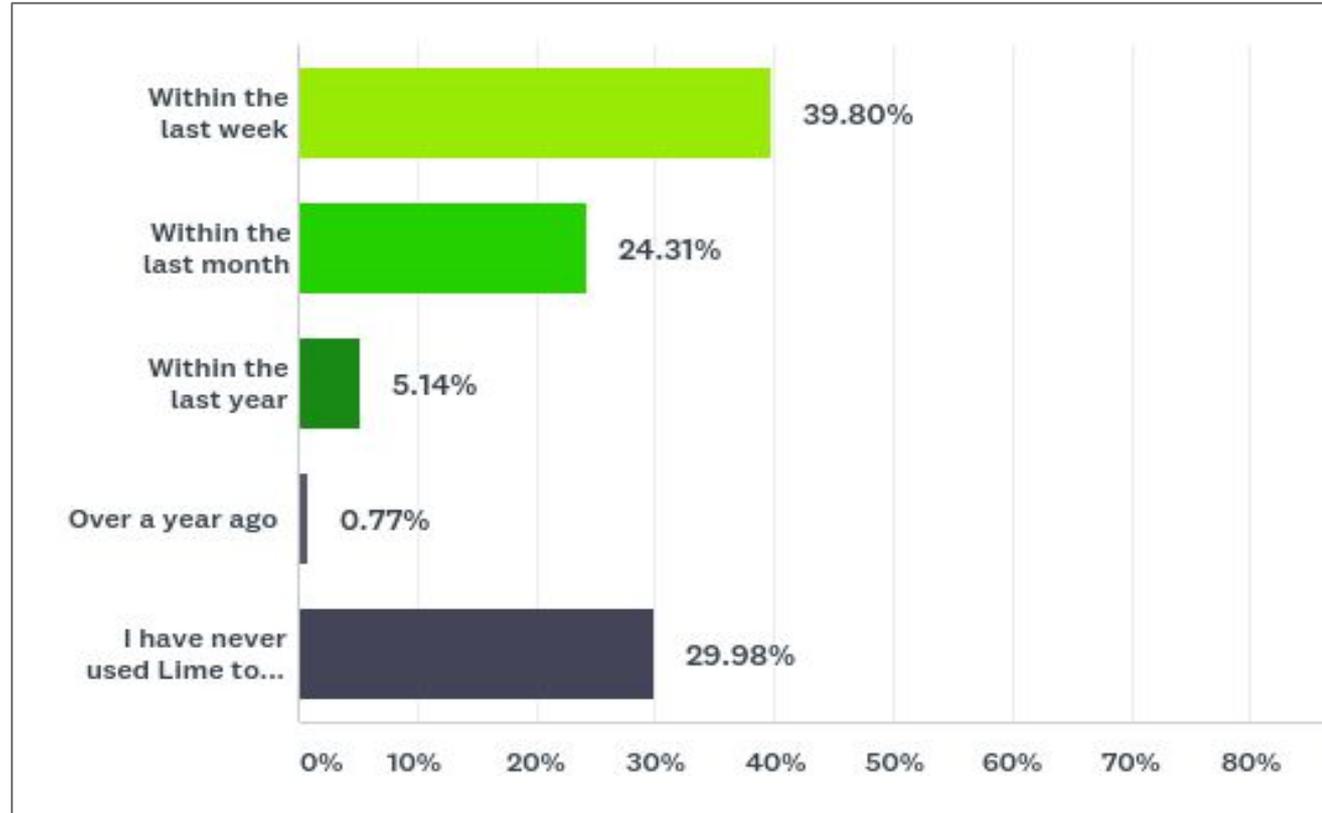
30%

of riders reported **replacing a trip by automobile (personal car, carshare, or taxi/ridehail)** during their most recent trip.





When was the **last time** you used Lime to get **to or from public transit**?

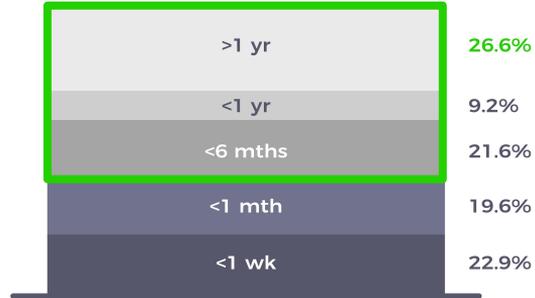




02

Connecting Communities

Users' Most Recent Bike Ride

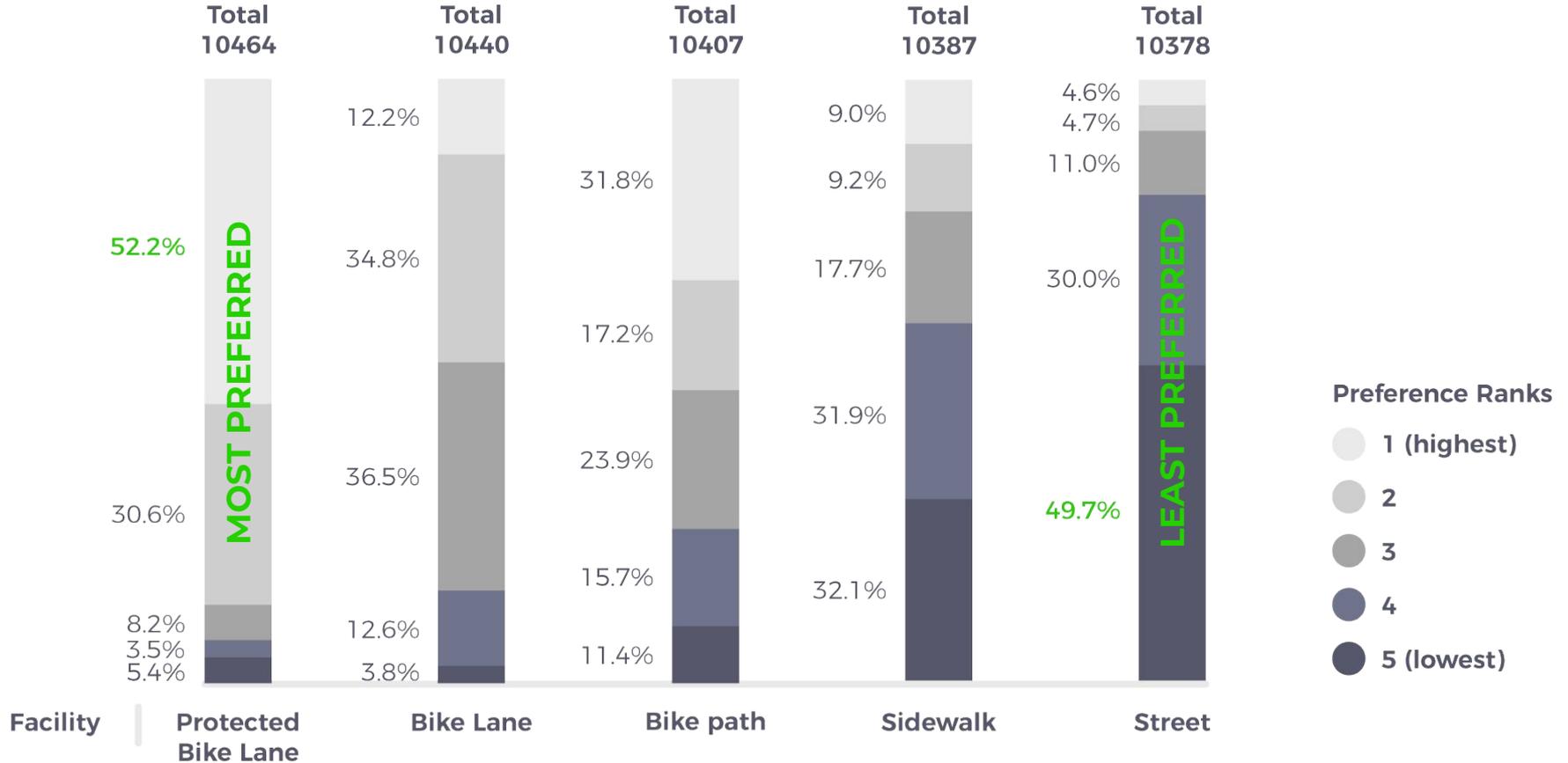


57%

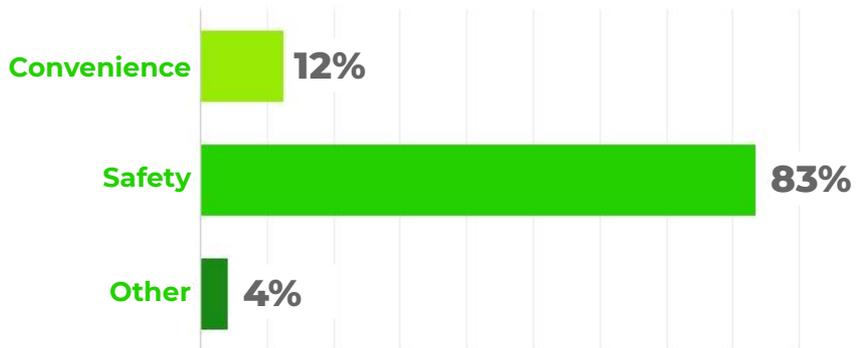
Over 6 Months Since
Last Bike Ride



Riders' Facility Type Preference

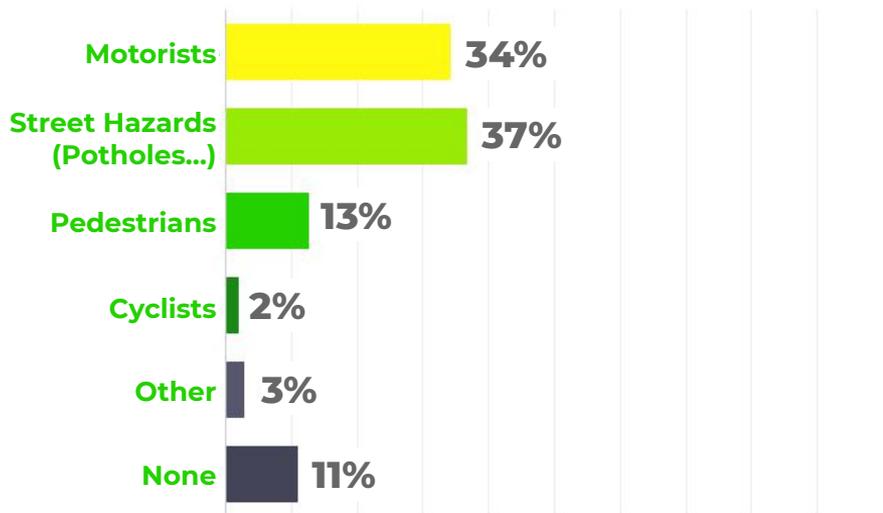


What best describes your **reason for riding on the sidewalk?**



What is your **primary safety concern**

(if any) when operating an electric scooter?



From Feb 2019 survey of Santa Ana, CA
Sample Size of 437

“An ounce of practice is generally worth more than a ton of theory.”

—Economist E.F. Schumacher, **1973**



03

Working Together

Fully Committed to Sustainability

In October of 2018, Lime launched our Lime Green initiative to encompass the full range of our sustainability efforts.

This included establishing the industry's **first 100% carbon-free electric fleet**, the creation of an **internal Head of Sustainability**, and the addition of **former EPA Administrator and “climate czar”, Carol Browner, as Sustainability Advisor**.

Through our partnership with NativeEnergy, Lime is proud to be investing in new renewable energy projects as we lead the way forward in smart, sustainable micro mobility.

Over 30M lbs of CO2 saved worldwide	Over 3.5M lbs of CO2 saved in LA area
Over 19M miles of driving avoided worldwide	Over 1.7M miles of driving avoid in LA area





03

Working Together

Lime Access

50% off access & mobility for low income, unbanked & non-smartphone community.

34%

OF LIME RIDERS REPORTED
AN ANNUAL INCOME OF

\$50,000 OR LESS

© 2019 Lime. Proprietary and confidential. Do not distribute.





IN US CITIES, A RIDER USING LIME SCOOTERS, BIKES OR E-ASSIST BIKES
IN CONJUNCTION WITH PUBLIC TRANSIT WOULD PAY, ON AVERAGE,

74% LESS

THAN THE COST OF OWNING AND OPERATING A PERSONAL VEHICLE

\$28.18 vs \$7.27

AVERAGE DAILY COST OF CAR
OWNERSHIP IN US URBAN MARKETS

AVERAGE DAILY COST OF USING A
LIME SCOOTER, BIKE OR E-ASSIST
BIKE (X2 MILES) + PUBLIC TRANSIT
(X2 TRIPS) IN US URBAN MARKETS





03

Working Together

Our Approach to Safety & Education

User Education and Training

Helmet Distribution

In-app messaging

Maximum motorized speed (14.8 mph)

User termination

IN PRACTICE

Spokane Parks Scooter Training

Coalition of Communities of Color





03

Working Together

Our Approach to Parking

Recommended Parking Zones

Prohibited Parking Zones

Nudging Behavior

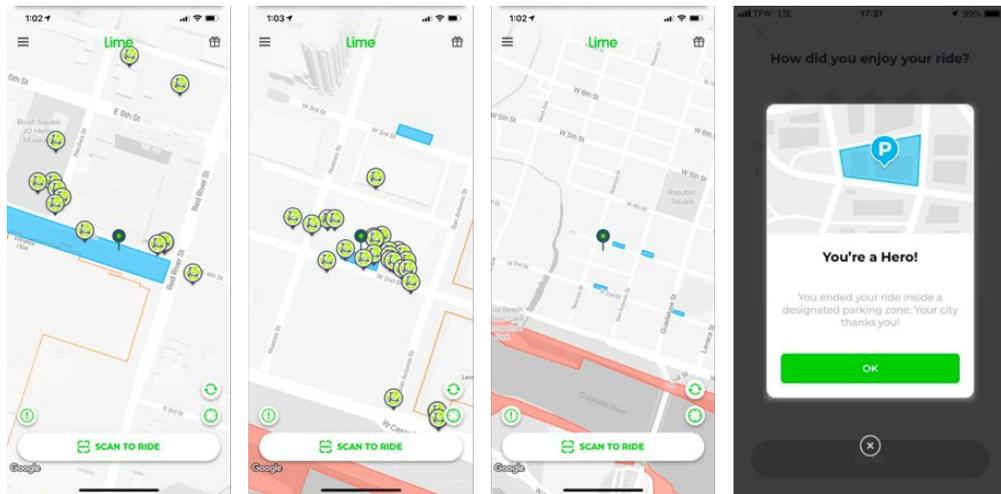
User Communications

Some Cities Experimenting with User Fines

IN PRACTICE

Corrals in Austin. 200 of 1500 in Seattle

Portland User Fines





03

Working Together

Next Frontiers with Transit

Low Cost, Clean, Efficient

Scalable First/Last Mile

Micromobility Hubs — Nearly Free

Seamless Connections

Working to Grow Micromobility &
Transit Usage, together

IN PRACTICE

**Ongoing discussions with transit
agencies throughout the NW US**



What is possible here?





Thank you.

Jonathan Hopkins

Director of Strategic Development, NW
jonathan.hopkins@li.me