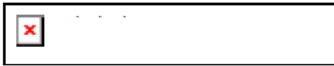


---

**From:** Lime <city@limebike.com>  
**Sent:** Wednesday, June 27, 2018 9:05 AM  
**To:** Palacio, Herminia  
**Subject:** Lime moves pretty fast



Hi Herminia,

Lime moves pretty fast, and the past month was no exception. We're excited to share a bit about the great progress we are making in solving the first and last mile transportation challenge. We've got new features for low-income riders, as well as new service on military bases and the first bike share for a Native American community. Read on!

## NEW MARKETS

Now serving over 70 markets, Lime is the fastest growing smart mobility company in the U.S. We recently started serving diverse communities from Hartford, CT to Reno, NV and a whole lot of places in between (like St. Louis, Columbus and Chicago!). Here are some of the newest featured programs:

- Naval Base San Diego opens [military's first dockless bikeshare](#)
- Lime and Reno-Sparks Indian Colony bring [first bikeshare to Native American community](#)
- Miami's 100k Rides Later, [Miami Public Transportation goes \(Lime\) Green](#)

## NATIONAL HEADLINES

**The Los Angeles Times**, which knows scooters better than any U.S. community, opined on how [scooters are a mobility solution](#).

"They're convenient, affordable ways to travel short distances without getting in a car and driving. If cities are serious about creating alternative modes of transportation that

don't involve polluting cars or bumper-to-bumper traffic, then they ought to develop rules that allow the expansion of shared scooters and 'dockless' bikes."

A great post on **Medium** suggested that e-scooters are good, let's cap the number of cars instead Santa Monica.

"Forbes recently reported based on public data that Uber on average has about one mile of deadhead travel without any passenger for every mile carrying a passenger, which is probably similar across ride hailing services, multiplying VMT, congestion and emissions impacts from trips taken. In essence for those e-scooter trips which supplant ride hailing trips, they are replacing twice that mileage that would have otherwise been in a car."

**At Lime**, we believe in providing mobility for all. That's why we've created [Lime Access](#), an affordable option for low-income residents to use Lime in your city. We're also proud to partner with PayNearMe for customers without bank cards to ride using cash and we support a text-to-unlock feature. Both of these features promote equitable mobility by removing the barrier of smartphone and credit card ownership.

We're thrilled to offer affordable access to our Lime classic pedal bikes, and we know that true transportation equity requires us to keep innovating and extending our outreach efforts to all community members.

Sincerely,

The Lime team

LimeBike 2121 S. Camino Real B100 San Mateo CA 94403

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---

**From:** Andrew Savage <city=limebike.com@sp06a.hubspotemail.net> on behalf of Andrew Savage <city@limebike.com>  
**Sent:** Friday, April 06, 2018 10:07 AM  
**To:** de Blasio, Bill  
**Subject:** want an electric scooter pilot in your district?



Dear Councilmember de Blasio,

We recently introduced an electric scooter to our dock-free fleet. Now we are hearing enthusiasm for this new technology from cities around the country.

Having spent the last year building the largest fleet of shared bikes in cities around the country -- now in over 50 markets -- we were shocked to see how popular scooter rides have been in our early launched cities like San Diego, Washington, DC, and San Francisco. With our mixed fleet of bikes, e-assist bikes, and now [stand-up, clean electric scooters](#), we can see a future of smarter more efficient urban mobility like never before.

**We'd like to pilot this new innovation in *your* district.**

From riders going between meetings or getting to work, to vacationers opting to travel outside the confines of a car, we're helping solve last mile transportation challenges in new ways every day.

**If you are interested in a pilot, reply here and let us know today. We are selecting a few new cities to demonstrate the effectiveness of this new mobility innovation.**

Sincerely,



Andrew & the LimeBike team

PS: Already have bikeshare? By adding scooters, together we can show the power of multi-modal non-car transit for your district.

LimeBike 2121 S. Camino Real B100 San Mateo CA 94403

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**From:** Andrew Savage <city@limebike.com>  
**Sent:** Friday, April 06, 2018 10:04 AM  
**To:** Palacio, Herminia  
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---

**From:** Andrew Savage <city@limebike.com>  
**Sent:** Wednesday, March 07, 2018 11:59 PM  
**To:** Palacio, Herminia  
**Subject:** True smart mobility



True smart mobility requires a fleet that's as diverse and adaptable as the community it serves.

**That's why we are so thrilled to introduce the [Lime-S](#), a stand-up clean electric scooter, the newest addition to our award-winning smart mobility products.** Equipped with the same GPS technology found in all of our dock free bikes, the Lime-S electric scooter is revolutionizing the way cities and universities think about sustainable, affordable transportation.

In San Diego and San Jose, two of the nation's largest cities, we are finding widespread enthusiasm for this new way to efficiently get around and are eager to discuss introducing scooters into your city's mobility options. With speeds capped under 15 mph, we are seeing everyone from professionals in a suit to university students and retirees hopping on our scooters to get around.

If you're interested in bringing electric scooters to your community, or simply in learning more about LimeBike's revolutionary next step in smart urban mobility, drop us a note [here](#).

LimeBike 2121 S. Camino Real B100 San Mateo CA 94403

You received this email because you are subscribed to Marketing Information from LimeBike.

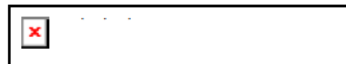
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---

**From:** Bill de Blasio <specialprojects@cityhall.nyc.gov>  
**Sent:** Wednesday, February 14, 2018 7:24 PM  
**To:** danisimons@motivateco.com  
**Subject:** Please Join Us



Friends,

Yesterday at the Kings Theatre, I talked about how we'll make this the fairest big city in America by fighting to restore our battered democracy.

Now, I need you to join us. Support our 10-point plan, DemocracyNYC. Help us make it easier to: register; vote; run for office; get involved; and ensure that every New Yorker is counted in the 2020 Census.

***Join the fight to expand democracy by clicking on the following link, filling out the form, and sharing the link with your friends: [nyc.gov/democracy](https://nyc.gov/democracy)***

Thank you,  
Mayor Bill de Blasio

---

**From:** Bill de Blasio <specialprojects@cityhall.nyc.gov>  
**Sent:** Wednesday, February 14, 2018 6:42 PM  
**To:** jaywalder@motivateco.com  
**Subject:** Please Join Us



Friends,

Yesterday at the Kings Theatre, I talked about how we'll make this the fairest big city in America by fighting to restore our battered democracy.

Now, I need you to join us. Support our 10-point plan, DemocracyNYC. Help us make it easier to: register; vote; run for office; get involved; and ensure that every New Yorker is counted in the 2020 Census.

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Thank you,  
Mayor Bill de Blasio

---

**From:** Bill de Blasio <specialprojects@cityhall.nyc.gov>  
**Sent:** Wednesday, February 14, 2018 6:27 PM  
**To:** juliewood@motivateco.com  
**Subject:** Please Join Us



Friends,

Yesterday at the Kings Theatre, I talked about how we'll make this the fairest big city in America by fighting to restore our battered democracy.

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Thank you,  
Mayor Bill de Blasio

---

**From:** The Office of Mayor Bill de Blasio <RSVP@cityhall.nyc.gov>  
**Sent:** Monday, February 12, 2018 7:45 PM  
**To:** juliewood@motivateco.com  
**Subject:** REMINDER: Your attendance has been confirmed for the 2018 State of the City Address



Thank you again for confirming your attendance to

**Mayor Bill de Blasio's  
2018 STATE OF THE CITY ADDRESS**

Tuesday, February 13, 2018

Kings Theatre  
1027 Flatbush Avenue  
Brooklyn

Doors will open at 5:30 PM  
Program will begin promptly at 7:00 PM

This event is at capacity, we encourage you to arrive as doors open.

Seating is on a first come, first served basis.

**Please note:**

Reserved parking is not available and street parking will be very limited.  
Guests are encouraged to use public transportation to travel to the venue.  
Guests are not permitted to bring backpacks, large bags, suitcases, signs or posters.  
There will be no on-site coat/bag check.

**Directions to Kings Theatre:**

Kings Theatre is accessible by public transportation.



**Subway:**

Take the **B** or **Q** to Church Avenue.

Walk four (4) blocks northeast on Church Avenue and turn right on Flatbush Avenue, then walk southeast three (3) blocks to Kings Theatre.

Take the **Q** to Beverly Road.

Walk six (6) blocks east on Beverly Road and turn right on Flatbush Avenue to Kings Theatre.

Take the **2** or **5** to Church Avenue.

Walk three (3) blocks west on Church Avenue and turn left on Flatbush Avenue, then walk southeast three (3) blocks to Kings Theatre.

**Bus:**

Take the **B41** to Flatbush Avenue/Albemarle Road.

Walk southeast on Flatbush Avenue for one (1) block to Kings Theatre.

Take the **B41 Limited** to Flatbush Avenue/Church Avenue.

Walk southeast on Flatbush Avenue for four (4) blocks to Kings Theatre.

Take the **B35** to Flatbush Avenue/Church Avenue.

Walk northeast on Church Avenue, turn right on Flatbush Avenue, and walk three (3) blocks to Kings Theatre.

Take the **B49** to Bedford Avenue/Tilden Avenue.

Walk northwest on Bedford Avenue, turn left on Tilden Avenue, walk one (1) block, and turn left on Flatbush Avenue to Kings Theatre.



The Mayor of the City of New York

**Bill de Blasio**

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Tuesday, February 13, 2018

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1027 Flatbush Avenue  
Brooklyn

RSVP (212) 788-2569  
or email: [RSVP@cityhall.nyc.gov](mailto:RSVP@cityhall.nyc.gov)

Space is limited.

This invitation is non-transferable.

---

**From:** The Office of Mayor Bill de Blasio <RSVP@cityhall.nyc.gov>  
**Sent:** Thursday, February 08, 2018 12:22 PM  
**To:** danisimons@motivateco.com  
**Subject:** REMINDER: You are cordially invited to the 2018 State of the City Address

[Yes, I am attending](#)

[No, I will not attend](#)

Please confirm your attendance for the 2018 State of the City Address by Friday, February 9.

Doors will open at 5:30 PM and the program will begin promptly at 7:00 PM.

**We hope to see you on Tuesday, February 13.**



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RSVP by Friday, February 9.

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**From:** The Office of Mayor Bill de Blasio <RSVP@cityhall.nyc.gov>  
**Sent:** Thursday, February 08, 2018 12:21 PM  
**To:** jaywalder@motivateco.com  
**Subject:** REMINDER: You are cordially invited to the 2018 State of the City Address

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**From:** The Office of Mayor Bill de Blasio <RSVP@cityhall.nyc.gov>  
**Sent:** Friday, February 02, 2018 10:13 AM  
**To:** jaywalder@motivateco.com  
**Subject:** REMINDER: You are cordially invited to the 2018 State of the City Address

[Yes, I am attending](#)

[No, I will not attend](#)

Please confirm your attendance for the 2018 State of the City Address.

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Space is limited.

This invitation is non-transferable.

RSVP by Wednesday, February 7.

---

**From:** The Office of Mayor Bill de Blasio <RSVP@cityhall.nyc.gov>  
**Sent:** Friday, February 02, 2018 10:10 AM  
**To:** danisimons@motivateco.com  
**Subject:** REMINDER: You are cordially invited to the 2018 State of the City Address

[Yes, I am attending](#)

[No, I will not attend](#)

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RSVP by Wednesday, February 7.

---

**From:** The Office of Mayor Bill de Blasio <RSVP@cityhall.nyc.gov>  
**Sent:** Monday, January 29, 2018 4:13 PM  
**To:** juliewood@motivateco.com  
**Subject:** You are cordially invited to the 2018 State of the City Address

[Yes, I am attending](#)

[No, I will not attend](#)



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**From:** The Office of Mayor Bill de Blasio <RSVP@cityhall.nyc.gov>  
**Sent:** Tuesday, January 23, 2018 3:01 PM  
**To:** jaywalder@motivateco.com  
**Subject:** You are cordially invited to the 2018 State of the City Address

[Yes, I am attending](#)

[No, I will not attend](#)



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**From:** The Office of Mayor Bill de Blasio <RSVP@cityhall.nyc.gov>  
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RSVP by Wednesday, February 7.

---

**From:** Mayor Michael A. Nutter <city@limebike.com>  
**Sent:** Tuesday, January 23, 2018 9:01 AM  
**To:** de Blasio, Bill  
**Subject:** A new form of bikeshare for your community

Dear Mayor de Blasio,

As someone who has had the experience of sitting in the mayoral chair, I understand the weight of running an American city. And when I served as President of the U.S. Conference of Mayors, I worked with mayors around the country to tackle tough problems. And yet, sometimes there are simple measures that we can take that can have a profound impact on the lives of our residents and neighbors. That's why I got involved with helping dockless bike share company LimeBike for the last year.

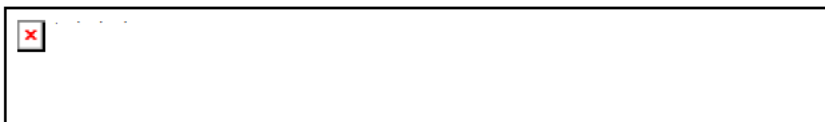
**The LimeBike model is simple: to bring world-class bikesharing to cities across the country at zero cost to the city or taxpayers.** The GPS-enabled smart bikes allow residents to locate a bike and unlock a bike, ride to their destination, and lock the bike in any legal parking space. LimeBike handles everything else, including maintenance and rebalancing. These systems can immediately bring bikeshare to your residents without bike share or complement existing systems and mobility options.

Frankly, if I had to do this all over again in Philadelphia and the technology had been available, I would have installed a dockless system like LimeBike.

While there are a number of companies operating bikeshare systems, LimeBike's approach stands out to me as the most impressive. LimeBike is an American-owned and operated company with the nation's largest fleet of bikes and staff. I have witnessed first-hand their commitment to working with over 40 communities to develop, install, and run these systems in communities of all shapes and sizes around the United States, including major cities such as Seattle and Dallas; suburbs such as Alameda, CA and Aurora, CO; and small cities such as South Bend, Indiana and Greensboro, North Carolina.

**I hope that you will have someone from your team [follow-up](#) by replying to this email to discuss how LimeBike can bring subsidy-free dockless bikeshare to your city.** There's no doubt in my mind that the moment is now to think big about bringing this solution to your community's suite of affordable and accessible mobility options.

Sincerely,



Michael A. Nutter  
Former Mayor, City of Philadelphia

P.S. The team from LimeBike will be at the U.S. Conference of Mayors later this week. Please let us know if you are free to connect.

LimeBike,  
66 Bovet Rd.,  
San Mateo,  
CA

Update your [email preferences](#) to choose the types of emails you receive.