



## HB0557

Hello and good afternoon. My name is Robert Gardner and I am honored to be here today on behalf of Lime, the green, black and grey scooters that you may have seen in Baltimore or Montgomery County, not to mention in cities throughout the mid-Atlantic and the world.

Lime serves over 120+ cities in 30 countries on 5 continents globally, making us the largest and most experienced micromobility company in the world. Lime is also the largest micromobility provider in Maryland, currently serving the City of Baltimore and Montgomery County with plans to expand in 2020. Regionally, we operate in Maryland, DC, and Virginia, providing the opportunity for affordable transportation to 7 municipalities and millions of residents.

### A little about Lime:

Lime was founded in 2017 on a simple idea that all communities deserve access to reliable, affordable, and sustainable mobility options. Our mission is to reimagine urban life through the wonder of mobility. We provide dockless, shared electric scooters and bikes which are available to the public via our app. Our service is convenient and easy to use. After registering, a rider uses the app to locate a vehicle conveniently parked nearby. The app also unlocks the scooter. At the end of the trip, the rider simply parks the scooter and uses the app to snap a photo to verify proper parking, and lock the vehicle. Over the past almost three years our riders have taken more than 100 million trips, unlocking destinations around the world. Here in Maryland, some X trips have been taken.

The convenience and flexibility of our model provides a benefit to users; however, it has also posed a challenge for non-riders. This is why I am here to testify on behalf of HB 0557 and SB607.

Lime is working on making our products and services more accessible to people with varying abilities and supports legislation that makes this a reality. For example, our new website recently launched and our developers incorporated the Web Content Accessibility Guidelines (WCAG) 2.0 Level AA Standards. These

standards are an international set of guidelines for digital accessibility that informs the design of websites. In addition to internal resources to monitor and test the site, we are engaging a third-party accessibility and monitoring provider to routinely test the site.

In 2019, markets in Chicago, Montgomery County, Maryland and on the campus of Texas Tech University, Lime launched a new initiative: combining braille information on scooters with enhanced training for our customer service team to ensure timely responses when we receive accessibility-related feedback. One of the important things we learned through the pilot, and you see is reflected in this legislation is the ability to use raised lettering instead of braille to increase the access for people who are either blind or have low vision, as according to the NFB fewer than 10 percent of the 1.3 million people who are legally blind in the United States are Braille readers. As we move from pilot to potential permanence with this bill, we wanted to make access an important piece.

Lime works collaboratively with disability rights organizations to make our products and services more accessible, while also addressing challenges that result from this new mode of transportation in a city's public right of way. Lime has partnered with ADA Centers across the US to provide training to our headquarters and local markets to learn about accessibility. Additionally, Lime has developed a PSA in partnership with the Rooted in Rights, a Washington based disability advocate group.

The above said, we support SB607 -- the goals and the implementation of this legislation. Additionally, we support the Amendments to this legislation to ensure that the same notifications required for e-scooters are provided for both dockless bikes and scooters. As the technology changes, Lime is committed to ensuring that any new dockless vehicle type, whatever it may be in the future, has the same contact information on it that is being required by for e-scooters.

We look forward to our continued partnership with the NFB, the cities that we work in and you, the legislators that are in consideration of this piece of legislation. As Lime works towards providing even better service for riders and non-riders alike, we believe that this legislation will help us work towards a more accessible and communicative product for all members of society.

Thank you for this opportunity and I am available for any questions.