From: Michael Norco
To: Grp. City Council and City Web Site; Katherine Auge; Ben Weiss; Aaron Wilson
Subject: Lime Partnership x Missoula
Date: Wednesday, June 9, 2021 11:15:12 AM

Good Afternoon Missoula City Officials!

As you may or may not already know, cities such as Spokane, WA have been served by Lime scooters and bikes since 2018, and proven itself to be a valuable program there, with tourism partnerships and very positive metrics and impressions. The success of the program means a company like ours would happily be willing to expand to Missoula!

Recently, we have found that 80% of scooter riders report they visit local businesses more when scooters are present, and make business districts and downtowns more vibrant by attracting people to come downtown to enjoy the scooters and shop. Another large North American city recently found that 1/3 of riders spent over $50 at local businesses on their last downtown visit in which they rode a scooter.

We say all of this because we would be open to bringing scooters to Missoula if city officials agreed to it. Would this concept, as an economic recovery effort (that is free to the city), be something your cities would be open to discussing? We are happy to chat by conference call with cities individually or collectively.

I look forward to discussing further,

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Lime
Ride Green

Michael Norco
Operations Manager, PNW
Pronouns: He, Him, His
A Time100 Most Influential Company