



Workforce Development Course

Micromobility

Thursday, September 3, 2026

1:00 p.m. to 2:00 pm

On Demand Workforce Development Courses



May 7, 2026

AI for Transportation Professionals

Practice the many applications of artificial intelligence in transportation planning, operations, and service delivery.



June 4, 2026

Mobility on Demand

Explore how flexible transportation services can allow riders to request trips when they need them.



Watch the recordings at:

<https://www.commuterservices.com/courses/>

Thank you to our sponsor, FDOT Public Transit



On Demand Workforce Development Courses



July 2, 2026

First Mile/Last Mile Safety

Discover strategies to improve safety and accessibility in short connections to transit.



August 6, 2026 **Transit Ridership**

Discern ridership trends and identify strategies to grow and sustain transit use.



Watch the recordings at:

<https://www.commuterservices.com/courses/>

Thank you to our sponsor, FDOT Public Transit





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Grab your phone for
a poll

Course Learning Objectives



Understand micromobility
technologies and models



Develop regulatory and
operational frameworks



Integrate micromobility
into multimodal networks

What is micromobility?

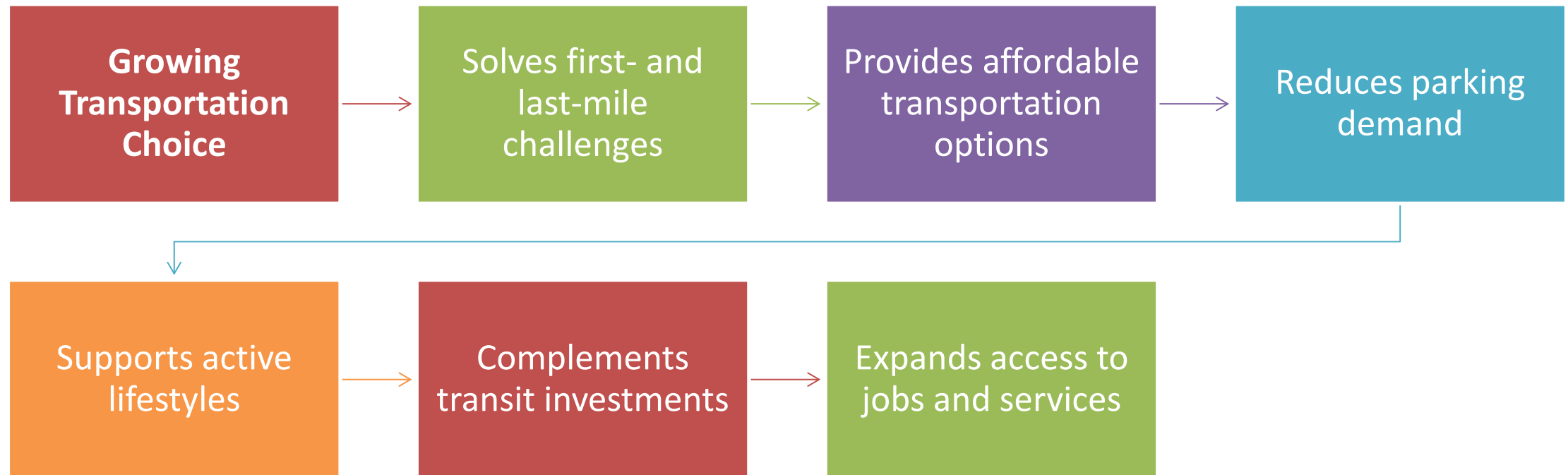
Micromobility Includes:

- Shared and personal bicycles
- E-bikes
- Electric scooters
- Other lightweight, low-speed devices

Characteristics:

- Typically used for short trips (1-5 miles)
- Flexible and convenient
- Complements walking and transit
- Expands transportation choices

Why Micromobility Matters



Micromobility and the Workplace

Benefits for Employers

Workforce Recruitment & Retention

- Expands commute options
- Supports employee choice

Parking Management

- Reduces demand for parking spaces
- Supports transportation options

Employee Wellness

- Encourages active transportation
- Promotes healthier commuting habits

How is AI Intertwined into Micromobility?



**ROUTE
OPTIMIZATION**



**SAFETY
IMPROVEMENTS**



**PREDICTIVE
MAINTENANCE**



**DEMAND
FORECASTING**



**INTEGRATION WITH
PUBLIC TRANSIT**

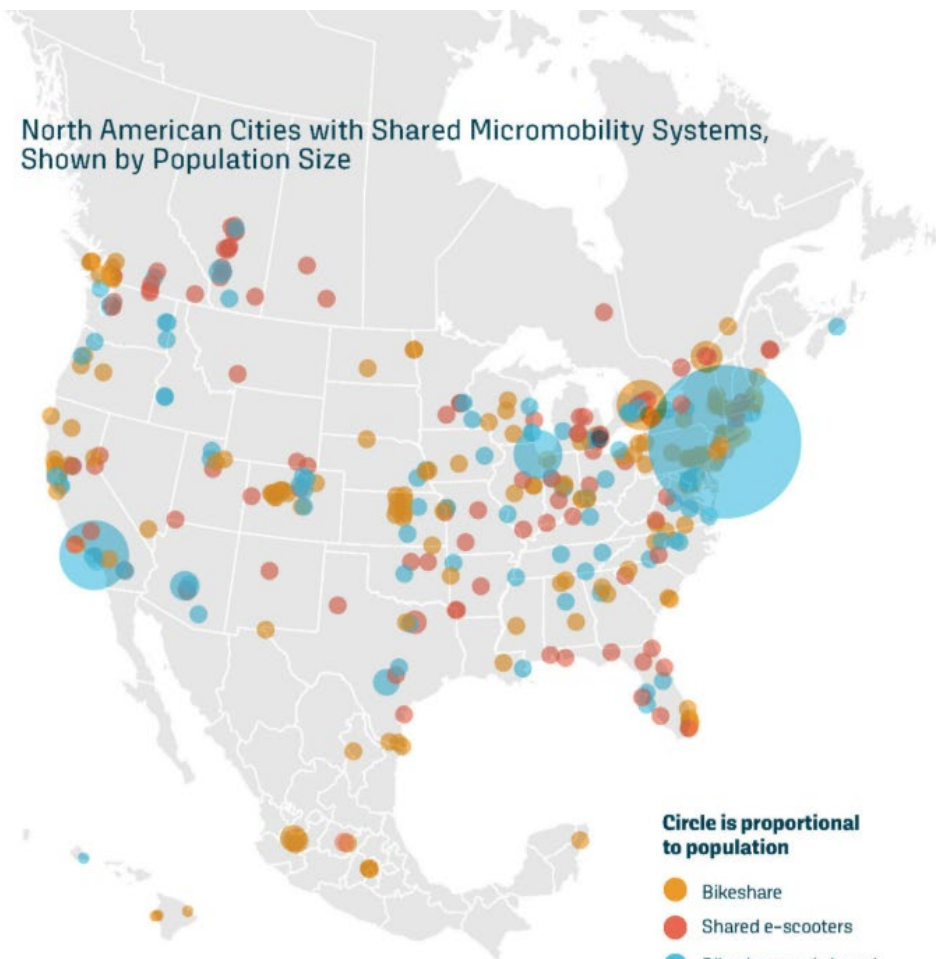


**PLANNING AND
DECISION-MAKING**

At least 403 cities in North America had a **scootershare** or **bikeshare** system in 2025.

This includes:

- 334 systems in the United States
- 60 cities in Canada
- 9 cities in Mexico



Audience Poll

Which micromobility options are you aware of currently available in your community?

- Bike share
- Scooter share
- E-bike programs
- None yet
- Not sure



Lilli Krauss
Senior Manager,
Government Relations
Lime

A photograph of two people riding Lime e-scooters. On the left, a woman with long braids and a black helmet with green straps is smiling. On the right, a man with glasses and a black helmet with green straps is also smiling. They are both wearing dark jackets. The background shows bare trees, suggesting a park or urban setting in cooler weather. The scooters are green.

Understanding Shared Micromobility A Lime Case Study

Course module: how a shared e-bike and e-scooter program operates in Florida. We'll look at what Lime is, its Florida operations, how programs and partnerships work, and how AI supports operations.
Context: shared micromobility aims to make transportation shared, affordable, and low-carbon.

Presentation Learning Objectives

1

Describe what shared micromobility is and the role of an operator like Lime

2

Identify where and how Lime operates in Florida

3

Explain how a micromobility program is funded, staffed, and operated

4

Explain how operators and cities work together, and how technology and AI support safe operations



What Is Lime? A Shared Micromobility Operator

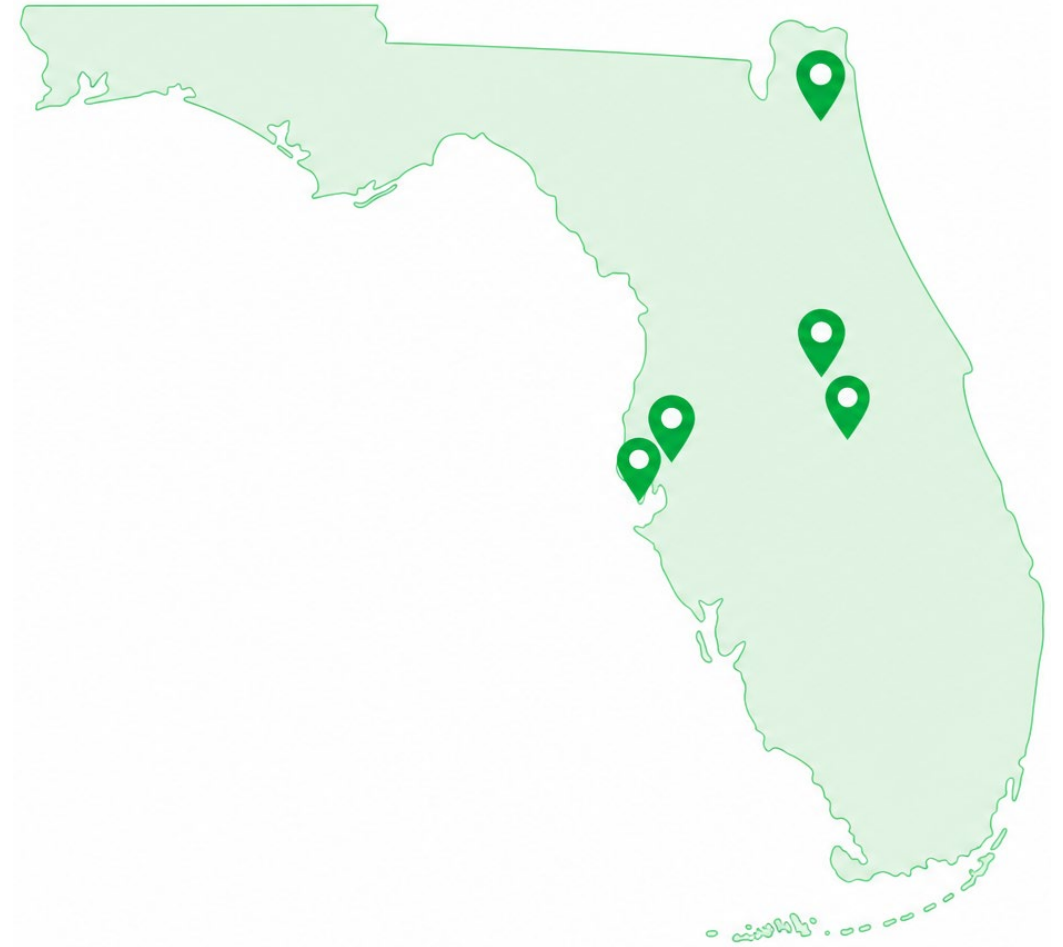


- Operates shared e-bikes and e-scooters that riders unlock with a phone app for short trips
- Global scale for context: 1B+ rides across 280+ cities, ~30 countries, and 5 continents
- Deploys 325,000+ vehicles daily; has operated in the U.S. since 2017
- Serves trips like first-/last-mile connections to transit, commutes, errands, and events



Where Lime Operates in Florida

- Operates in four Florida cities: St. Petersburg, Tampa, Orlando, and Jacksonville
- Also serves Orange County (in the Orlando area) and the Mayo Clinic campus in Jacksonville
- Roughly 4.5 million rides delivered across Florida to date
- Market examples — Tampa: 950 e-bikes + 950 scooters; Orlando: 300 e-bikes + 600 scooters (since 2018)
- St. Petersburg: 300 e-bikes + 550 scooters (since 2023); Jacksonville: 200 scooters; Mayo Clinic: 400 e-bikes



The Vehicles — A Multimodal Fleet



Gen 4.1 Scooter



LimeBike

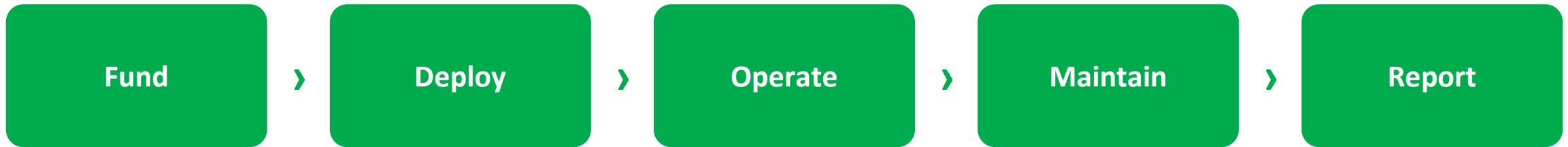


LimeGlider

-
- Three main vehicle types: Gen 4.1 Scooters, LimeBikes, and the seated LimeGlider
 - Seated and stand-up options serve different riders, abilities, and trip lengths
 - Designed in-house for durability (6+ year lifespan) and reliability
 - Different vehicles suit different jobs: scooters for short hops, e-bikes for longer trips



How a Program Is Funded and Operated



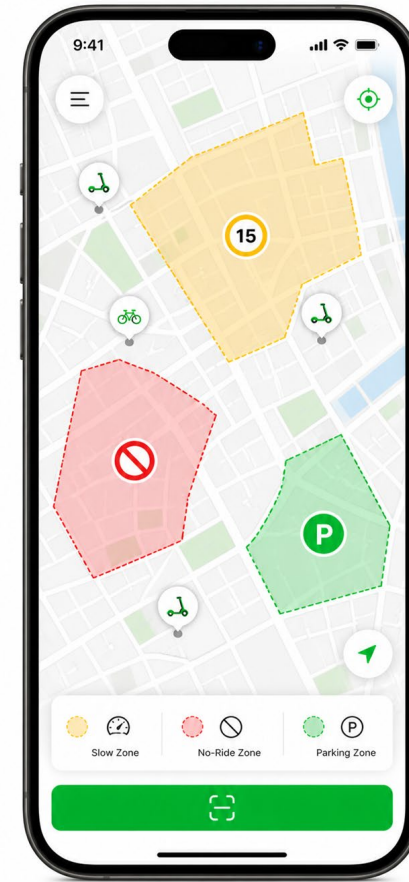
A continuous cycle — repeated every day the program runs

-
- The operator privately funds, deploys, operates, and maintains the system — typically at no direct cost to the city
 - Locally based teams handle deployment, maintenance, rebalancing, and daily field operations
 - Staffing scales up or down with demand, seasonality, and major events
 - The city sets goals and rules; the operator delivers the operations, technology, and reporting



Managing Vehicles in Public Space

- Geofencing creates virtual zones without physical infrastructure: slow-speed, no-ride, no-parking, and designated/mandatory parking zones
- Zones can update dynamically for events, high-traffic areas, or rule changes
- Parking is managed with a mix of GPS and AR location, Bluetooth beacons, painted corrals, and field crews
- Goal: safe, orderly, and predictable use of the public right-of-way



How Operators and Cities Work Together

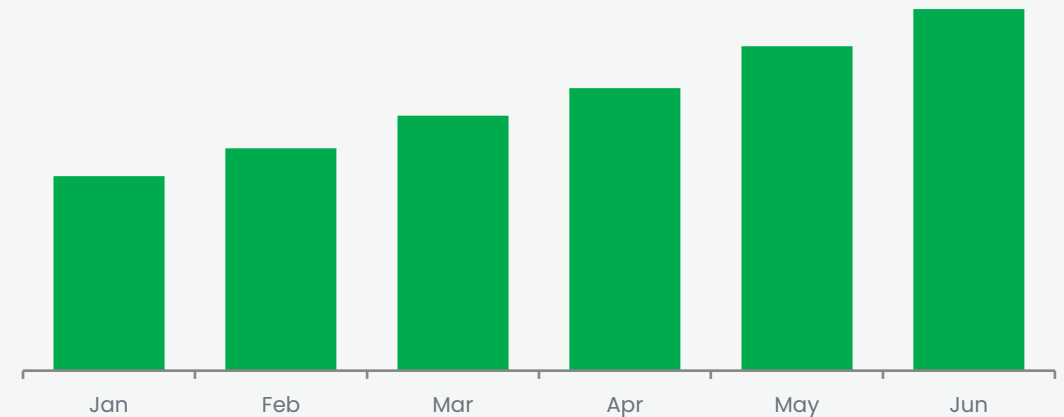
- Operators hire local workforces: warehouse staff, mechanics, and operations teams
- Ongoing two-way communication with the city to resolve issues and adjust operations
- Community engagement: rider-education academies, safety events, and helmet distribution
- Emergency coordination: fleets are removed and relaunched around events like hurricanes (e.g., Ian, Helene, Milton)



Data and Reporting

- Cities get access to a dashboard for monitoring program performance
- Regular reporting covers ridership, safety, parking compliance, and equity
- Standards-based data sharing (MDS and GBFS feeds) supports city planning
- Data helps improve transit connections and infrastructure decisions

Example dashboard — monthly ridership



94% example parking-compliance metric

Shared with cities via MDS + GBFS feeds





Lime's End-to-End Approach to Rider Safety & Compliance

Lime qualifies riders, intervenes in real time, and ensures compliance—before, during, and after every ride.



Pre-Ride: Qualify & Educate

*Ensure riders are eligible,
informed, and prepared
before they ride.*



**Impaired Riding
Test**



Safety Quiz



ID Scan



Helmet Selfie



Training Mode



On Ride: Detect & Guide

*Identify unsafe behavior in
real time and intervene
immediately.*



**Reckless Riding
Detection**



Geofencing



End of Ride: Easy

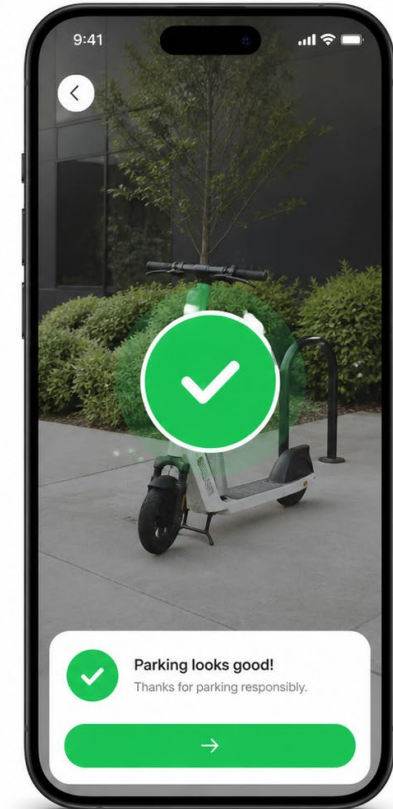
Compliance
*Make compliance easy,
reward good behavior, and
apply fair accountability.*



AI End Trip Photo

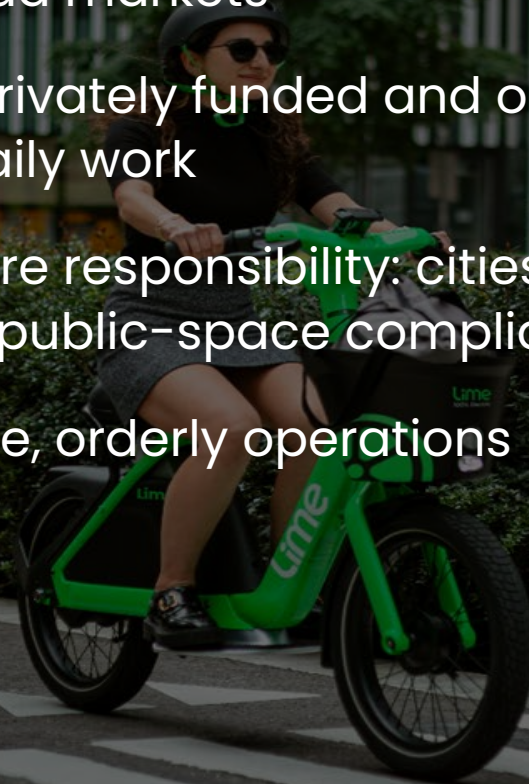
How AI Supports Operations — Parking Verification

- At the end of a trip, the rider takes a photo of the parked vehicle
- An AI tool (Captur) reviews these end-trip photos automatically, within seconds
- If the vehicle is parked incorrectly, the rider gets in-app guidance to fix it before ending the trip
- This helps keep sidewalks clear and vehicles tidy in the public right-of-way



Key Takeaways

- Lime is a shared micromobility operator running e-bike and e-scooter programs, including in several Florida markets
- Programs are typically privately funded and operated at no direct cost to the city, with local teams doing the daily work
- Cities and operators share responsibility: cities set the rules; operators manage vehicles, workforce, and public-space compliance
- Technology supports safe, orderly operations



Questions



Chat

What is one policy or regulation you think is essential for micromobility success?





Amelia Sherfield
Program Director
WPBgo



goRide E-Bike Voucher Program



September 3, 2026



Our Team



**Jonathan
Hopkins**

Executive Director



**Amelia
Sherfield**

Program Director



**Lauren
Klemowich**

Program Manager



**Crist
Álvarez Gómez**

Program & Operations
Associate

Why We Exist



OUR PURPOSE IS SIMPLE:



We help employers make it easier for people to get to work, so they arrive **less stressed, on time**, and ready to do their best work. Our data shows this can **help with recruitment and retention**

OUR MISSION:



Reduce traffic impacts, improve access, and build a community where everyone can get to work, and home, more easily.

Two Key Contribution Areas



PROGRAMMATIC

Commuter Programs

- Employer mobility assistance
- Incentive programs
- **Focused on major employers**
- **Data Driven**



STRATEGIC

Coalition Roundtable

- Monthly funder meetings
- SVPs and higher
- Builds public-private alignment
- Informed idea-sharing, collaboration

E-Bike Voucher Programs



The Cost of Getting Around



We're #1:
% Income Spent
Housing + Transport
in the US



Most New Jobs:
Not High Income
5 Low/Med Skill
Per High Skill Job



If Avg Household
Sold 1 Car
= 15% Pay Raise



Transportation costs impact where we live, how we get to work, and how much we keep in our pocket.

Car Ownership vs E-Bike Ownership



CAR OWNERSHIP



\$10,000–\$12,000
per year



Fuel



Maintenance



Insurance



Registration



Depreciation

E-BIKE OWNERSHIP



\$300–\$500
per year



Electricity



Maintenance



Battery
Replacement



Lower cost.

More flexibility.

Less stress.



Round 1 of goRide



20 Vouchers Awarded in 2025



75
Applications
Received

3 Neighborhoods Served



Covering
\$1,000
of the cost of
an e-bike



Round 2 of goRide



40 Vouchers Awarded



650+
Applications
Received

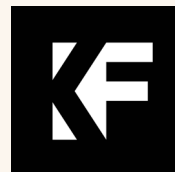
Open to
Downtown Residents
and Employees



20 Vouchers
covering **\$500**



20 Vouchers
covering **\$1,000**



Round 3 of goRide



APPLICATIONS CLOSED AUGUST 31!



150+
Applications
Received

**WESTGATE
CRA DISTRICT**



Open to
WESTGATE RESIDENTS



UP TO
35
RECIPIENTS RECEIVE A
\$1,000
VOUCHER TOWARD
THE PURCHASE OF
AN **E-BIKE!**



Partners



Rounds 1 & 2

Funded in partnership with
the Knight Foundation



Round 3

Funded in partnership with **the Westgate CRA**

Proud Community Partners



CHAMBER
of
COMMERCE
OF THE PALM BEACHES



goRide Program Impact



875+

APPLICATIONS
RECEIVED



95

VOUCHERS
AWARDED



\$85,000

IN E-BIKE
VOUCHERS
AWARDED



**HELMET &
LOCK**

INCLUDED FOR
ALL RECIPIENTS



**95 recipients will now have a new way to get to work,
run errands, and get around their community.**

Program Timeline

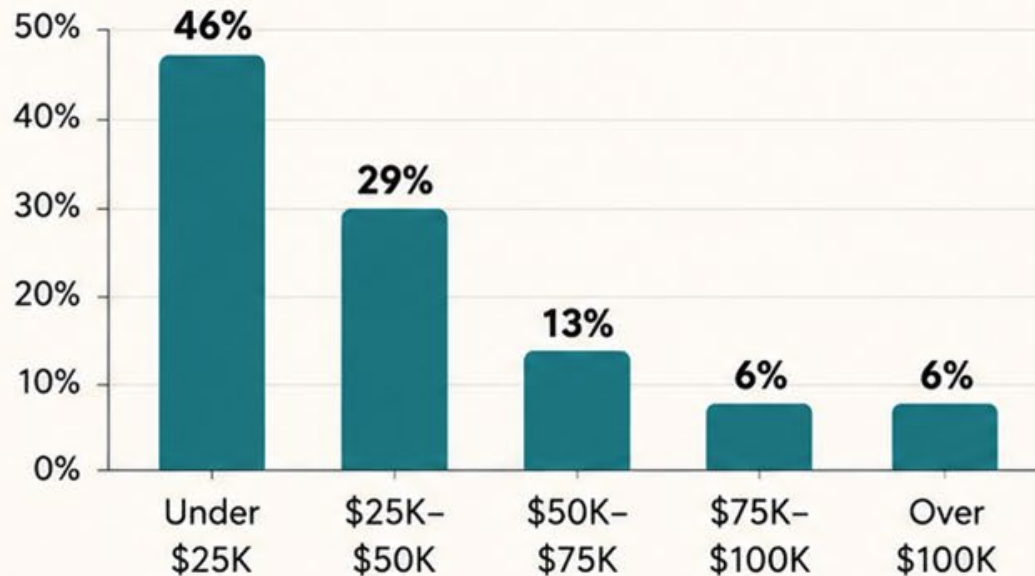




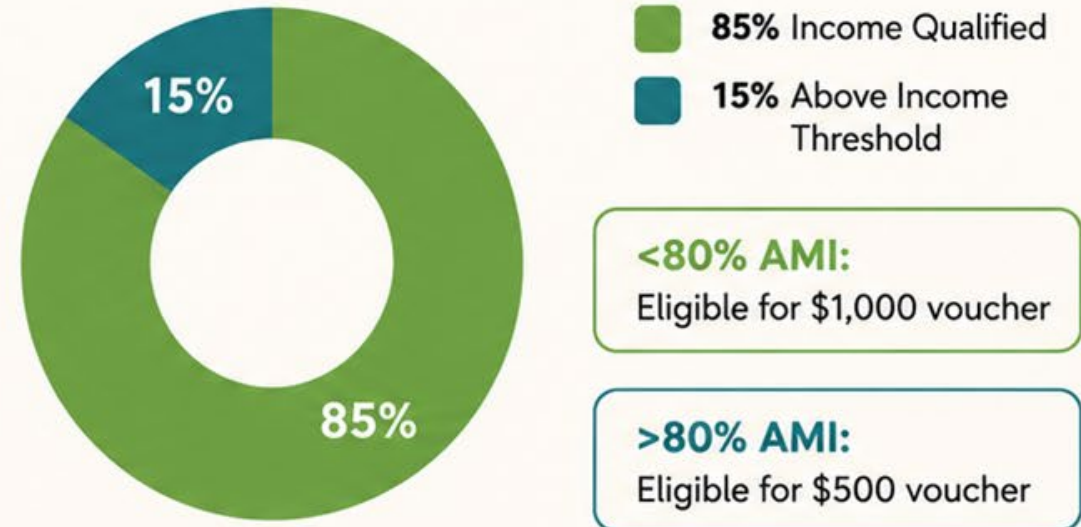
Applicant Data

Applicant Income Portfolio

Household Income of Applicants



Voucher Eligibility



1 in 2 applicants would not purchase an e-bike without assistance from this program

Bike Access Before E-Bike Voucher

3%

E-bike



55%

Pedal bicycle only



42%

No bicycle



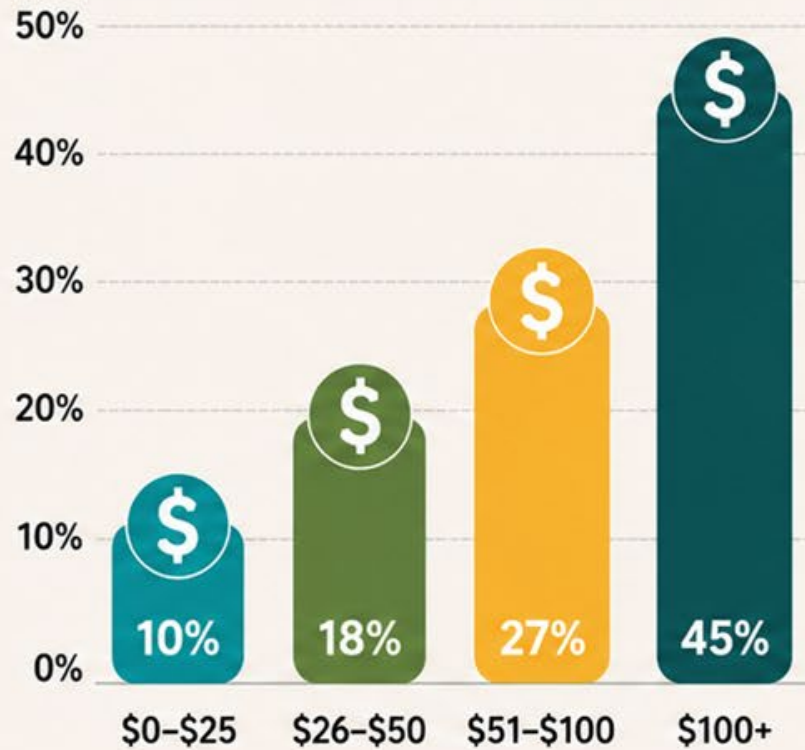
E-bike ownership was nearly nonexistent,
and access to any bicycle was limited.



Recipient Data

Program Usage

Monthly Cost Savings with an E-Bike



Car Trips Replaced Per Month

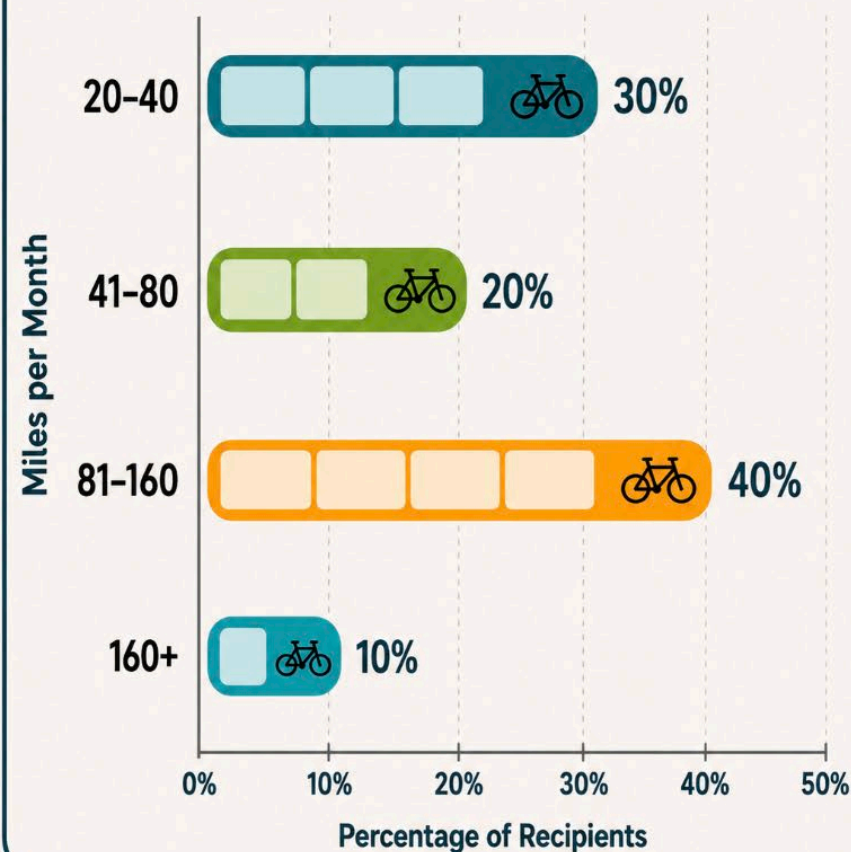
360+

Car trips
replaced per month

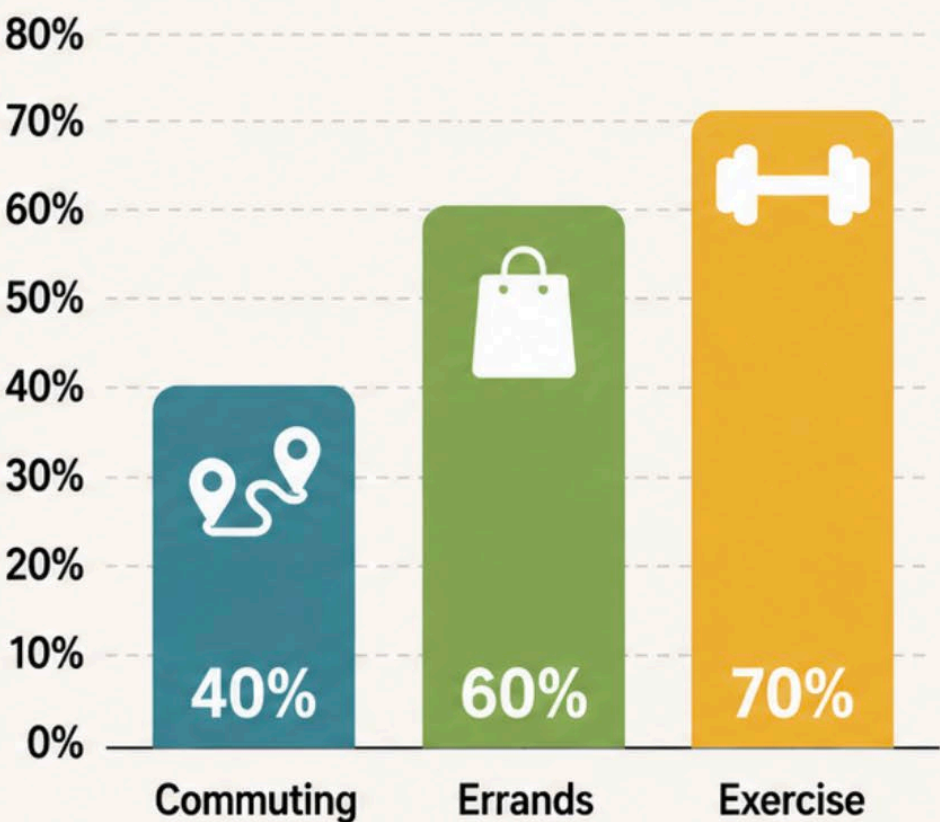


Program Usage

Miles per Month Recipients Use E-Bike



E-Bike Usage



Well-being Impact



91%

have noticed an increase
in their physical activity,
reduced stress, or
improved mental health.

“

I ride my bike by Flagler and
the breeze by the water is
very relaxing and calming.

”

Tools & Resources



Amelia@wpbgo.com
Program Director



Lauren@wpbgo.com
Program Manager



WPBgo.com





goRide E-Bike Voucher Program



September 3, 2026



Questions





Audience Poll

After this session, how prepared do you feel to support micromobility in your work?

- Very prepared
- Somewhat prepared
- Need more information
- Not applicable

To receive your certificate, please take the short evaluation



Please take the evaluation!



<https://www.surveymonkey.com/r/553KPXB>

Thank You

