



HOTEL ELECTRIC SCOOTER PROGRAM



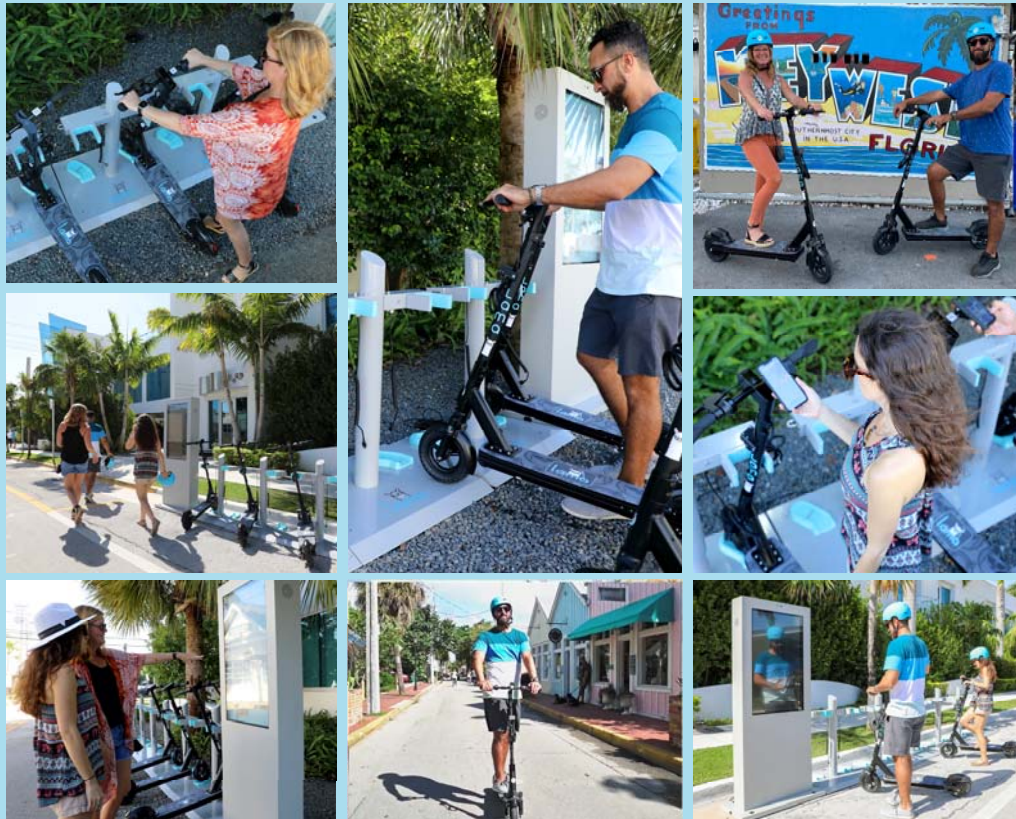
A UNIQUE TYPE OF ELECTRIC SCOOTER COMPANY



Lama Mobility was created to help solve cities' growing problems with traditional dockless rideshare e-scooter programs of education, safety, sidewalk riding, and abandoned scooters littering sidewalks.

We developed a roundtrip electric scooter rental program from the ground. Redesigning parts of the scooter, creating docking stations, and developed a cell phone app and backend concentrating on safety and education. We have features that no other electric scooter rental company has.

The focus of Lama Mobility is to offer hotels a unique, organized amenity for their guests to explore, shop, dine, and more in an eco-friendly, fun way while visiting Key West.





INTRODUCTION TO THE LAMA PROGRAM

- Scooters are parked/charged at Lama charging racks located at hotels.
- Riders, utilizing the Lama Mobility phone app, rent scooters by the hour.
- Riders can pause throughout their ride, locking the scooters with the integrated electronic lock to public bike racks or other strategically located Lama docking stations.
- When the riders are done with their scooters, they end their ride by parking the scooter back at their hotel docking station, where they started their ride.



EFFICIENT & ECO FRIENDLY

Car rentals and parking can be expensive and cumbersome. Uber and Lyft are costly and time-consuming, and walking often limits people from going farther and getting there more efficiently.

Lama scooters extend a 34-mile range and maximum speed of 15 MPH on a single charge, allowing people to see more and do more, resulting in increased spending and enjoyment. This is all accomplished in an eco-friendly way that reduces gas-powered automobiles on the roads, parking problems, sidewalk congestion while not disturbing the atmosphere or Key West citizens with the noise or pollution from gas-powered engines.



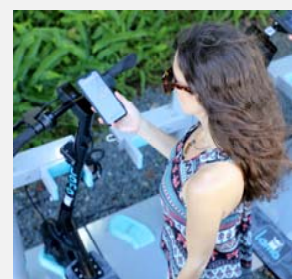
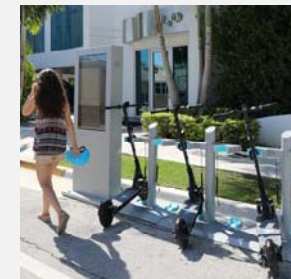
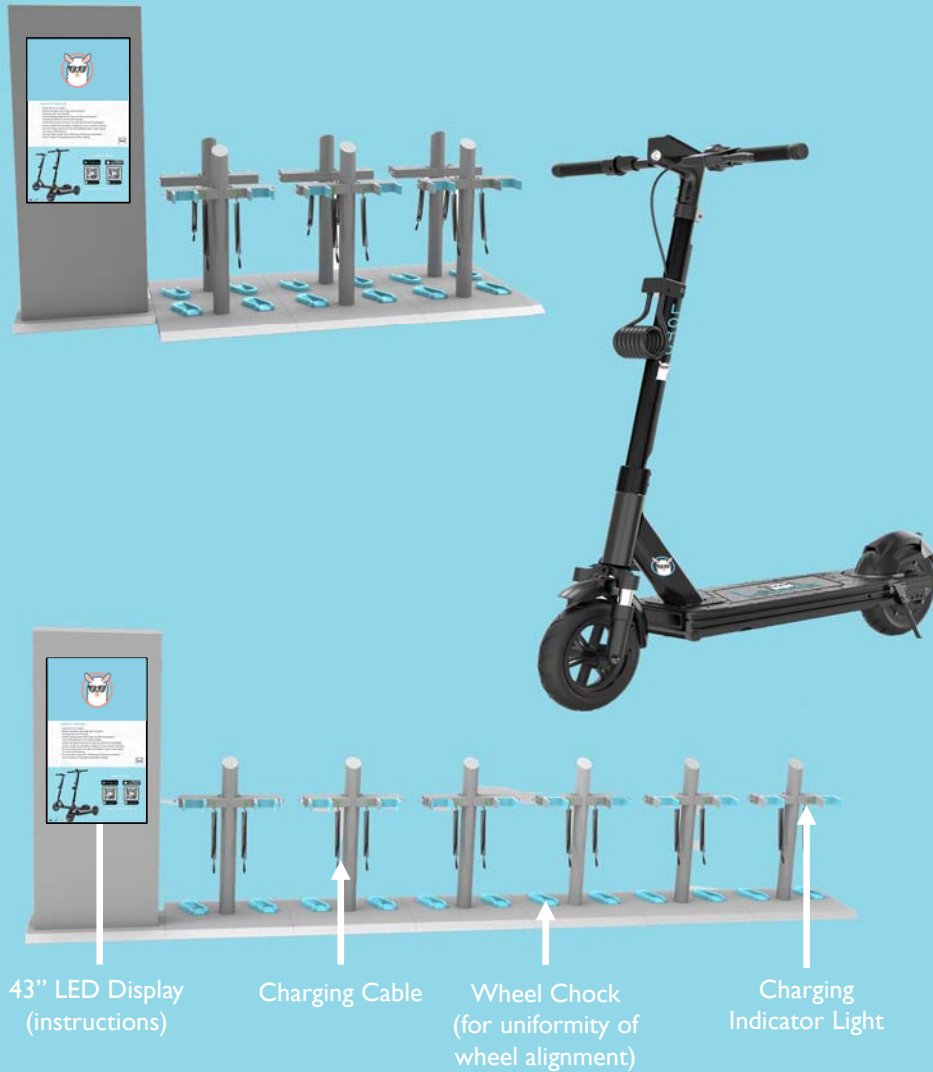
The Lama Equipment

Lama Scooters

- Ability to reduce the speed through geofencing
- Ability to restrict access through geofencing
- Familiar hand controls
- Wide floorboard
- Little to no balance required
- Easily mastered in under a minute

Lama Mobility's Docking Stations

- 43" LED screen or a static display used to educate on rules, instructions, and safety information
- Nine different configurations to park/charge 2 to 12 scooters
- Standard 110v. outlet
- Fits into a standard-size parking space



The Lama App

Registration

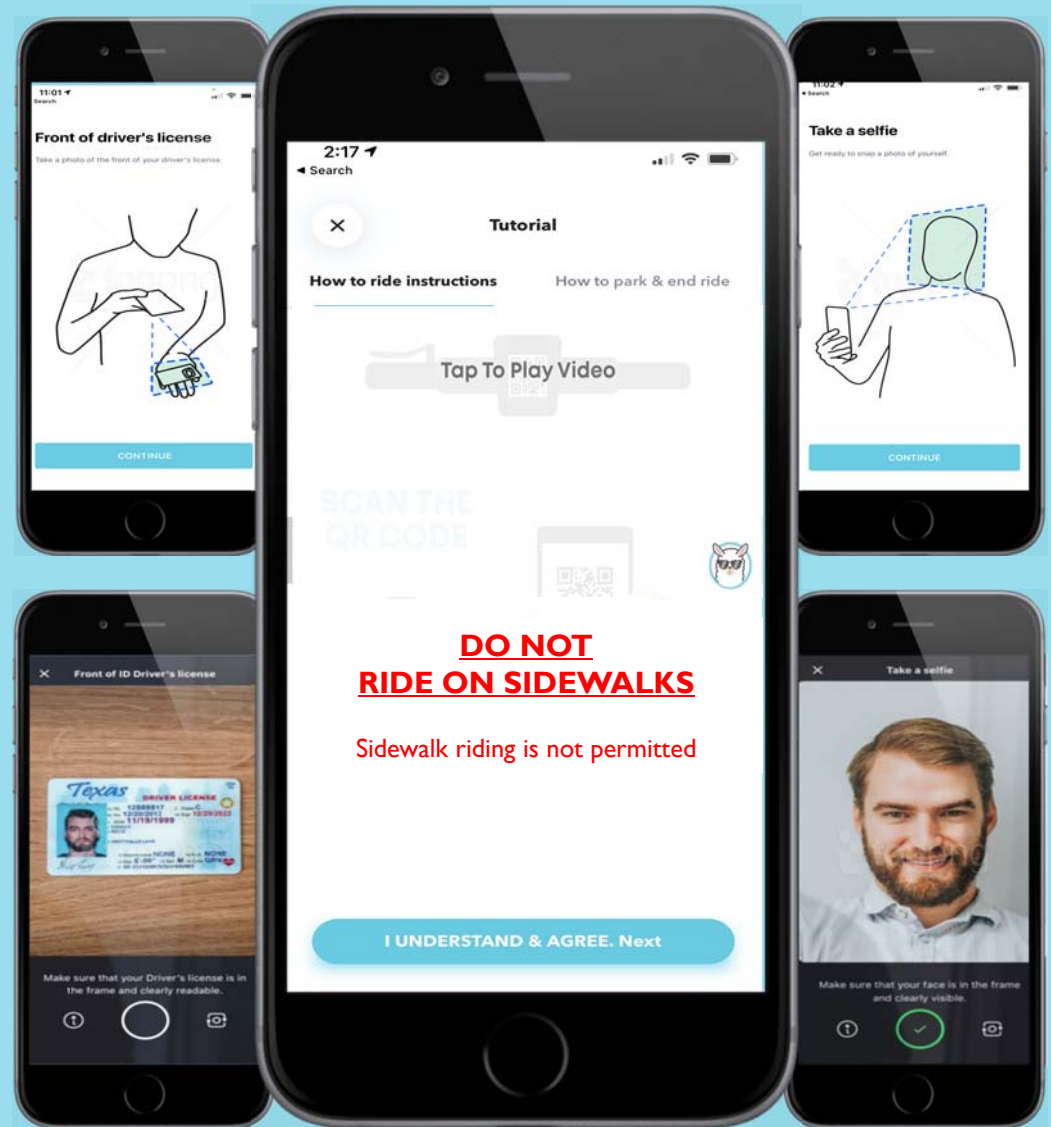
- Name, email, cell phone
- Age verification (18 yrs +)
 - ID verification (supports 8,000 ID's from 180 countries)
 - Self Portrait "Selfie"

Instructions & Safety Procedures

- Text
- Pictures
- Animation
- Video

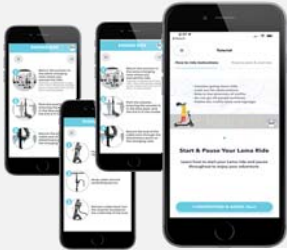
Operations

- Start, Pause, End
- Request Customer Support



SAFETY THROUGH EDUCATION & TRAINING

In-App



Website



Charging Racks



Charging Racks

- Monitors display educational instructional videos and safety
- How to ride, where to ride, how to ride safely
- Local laws

Cell Phone App

- Age verification
- Instructional and safety videos

Scooters

- Bright headlight
- Bright rear marker light
- Loud bell
- Speed reduction in designated areas
- Access restriction in designated areas

Mode Shift from Gas Vehicles to Electric Scooters

E-scooter Trips Are Replacing Gas Powered Vehicles

City	Mode Shift from Motor Vehicles
Alexandria, VA	44%
Atlanta, GA	42%
Chicago, IL	43%
Denver, CO	32%
Hoboken, NJ	36%
Oakland, CA	38%
Portland, OR	34%
San Francisco, CA	41%
Santa Monica, CA	50%



Sources: National Association of City Transportation Officials "NACTO", Statista



“The empirical data reveal that people use shared e-scooters in place of cars at substantial rates, which suggests that in many locations shared e-scooters may be a good strategy for reducing car dependence.”

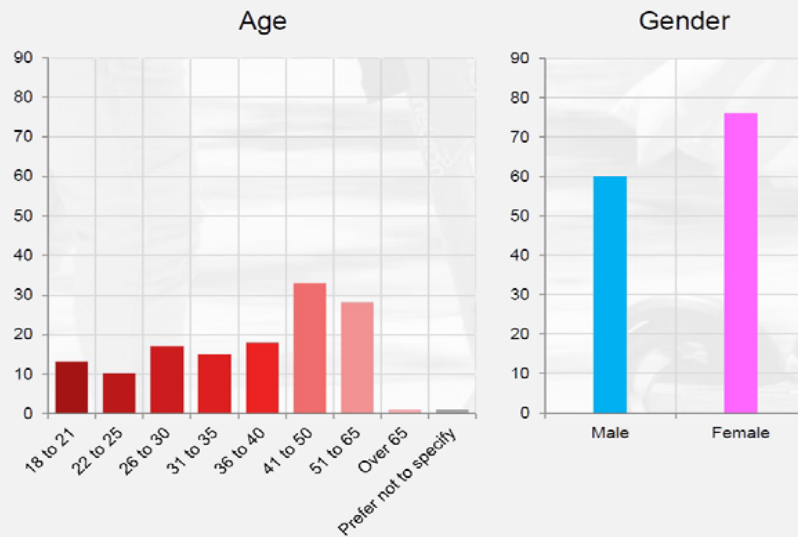
National Transportation Resource Board
2021 conference

“E-Scooter need to be treated as a serious form of transportation” They’re not just a cool fad for urban hipsters. They can be a real solution to congestion.”

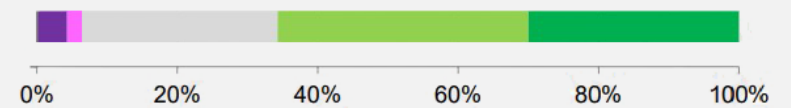
Trevor Reed, transportation analyst for INRIX.

Do E-Scooters Help Tourist Visit More Sites & Spend More?

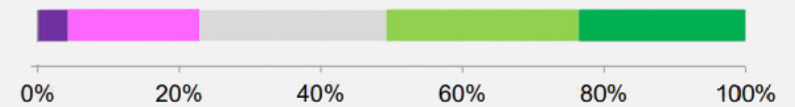
Demographics of E-Scooter Riders



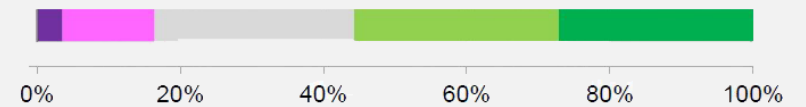
Reason to use - Environmentally friendly



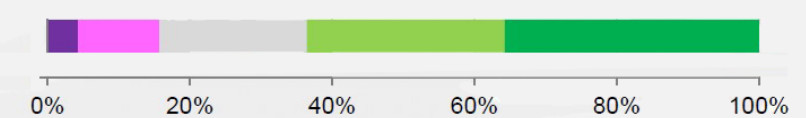
Effects - Travelled farther



Effects - Travelled more destinations

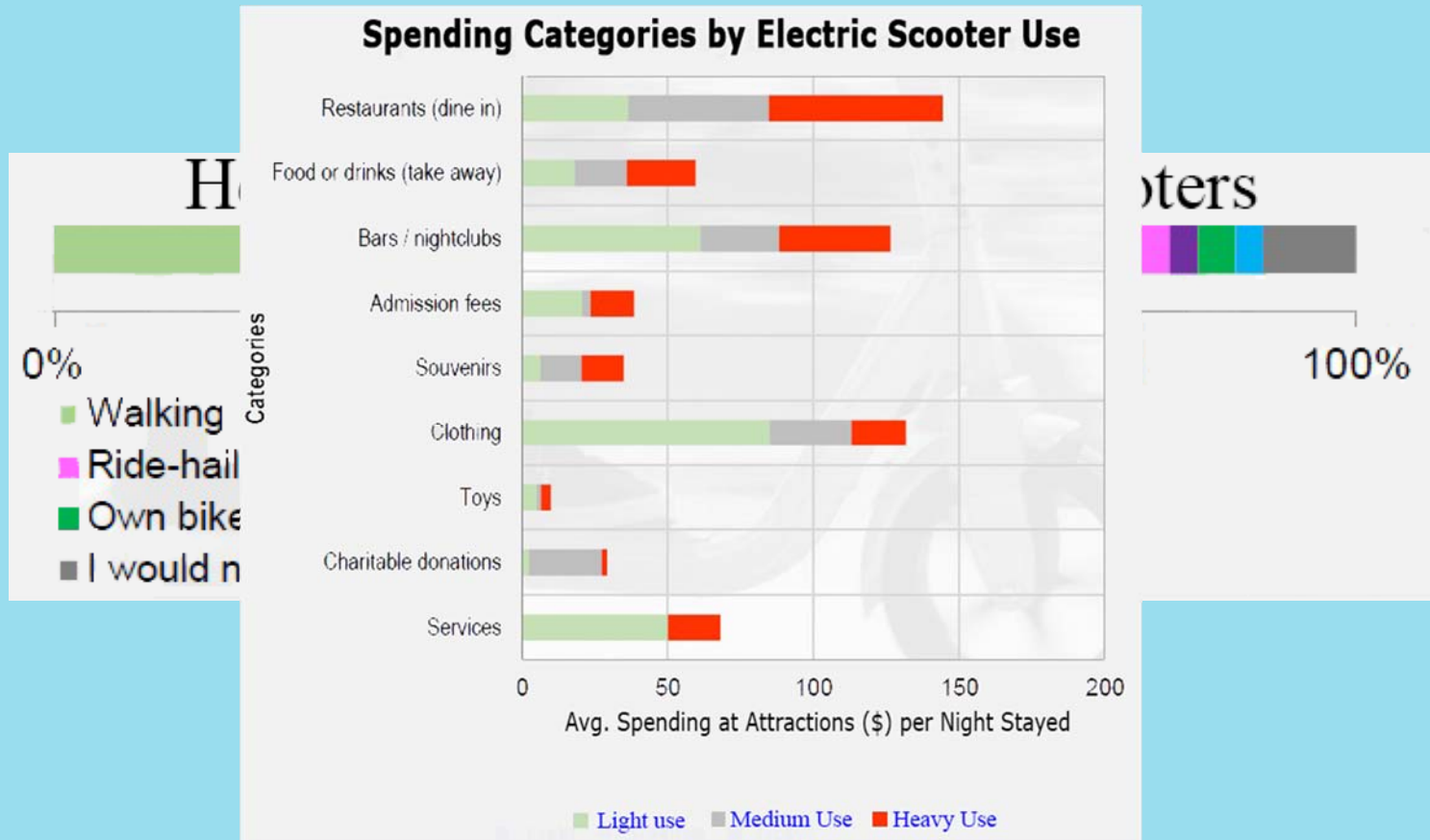


Effects on travel - don't need to use the car



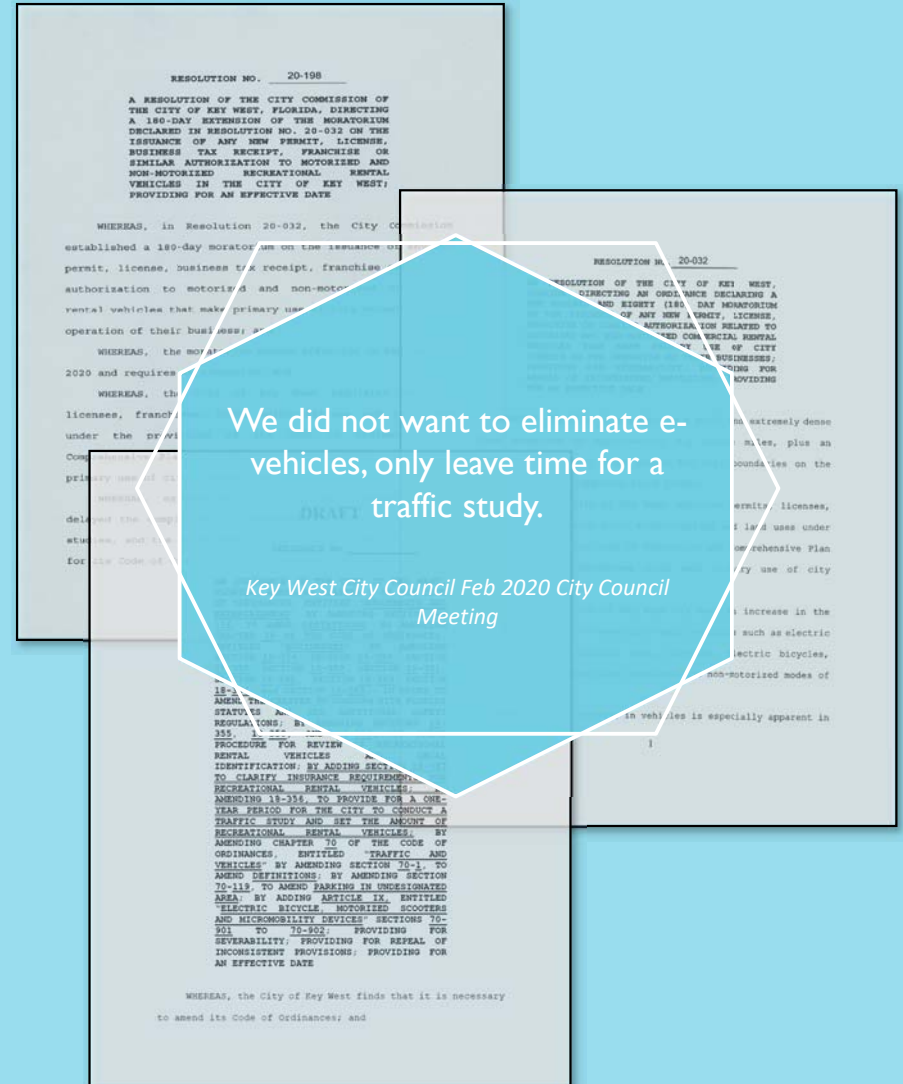
■ Strongly disagree
 ■ Disagree
 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

Do Electric Scooters Help Tourist Visit More Sites & Spend More?



Key West Electric Scooter History

- Feb 2020** 6 Month moratorium on approving any new licenses or permits to allow for a traffic study to be completed.
- Oct 2020** Extended the moratorium for another 6 months
- Dec 2020** Traffic Study did not occur due to Corona Virus. City started the drafting of the New Ordinance
- Feb 2021** First reading of the New Ordinance
- Apr 2021** Moratorium ended
- Jun 2021** City Council extends the moratorium for 12 additional months
City will not proceed/consider any new applications after the first reading of the ordinance (Feb 2020)



Key West Dockless E-Scooter Concerns

1. Sidewalk Use

- Lack of bicycle lanes
- Already overcrowded sidewalks
- Scaring the pedestrians who don't hear them

2. Lack of Education

- local laws/rules
- Where/where not to ride
- Where to/not to park
- How to share streets with pedestrian's, bicyclists & other motorists

3. Scooter Littering

- Abandoned scooter being left on sidewalks & parks
- Obstructing sidewalks

4. Unregulated

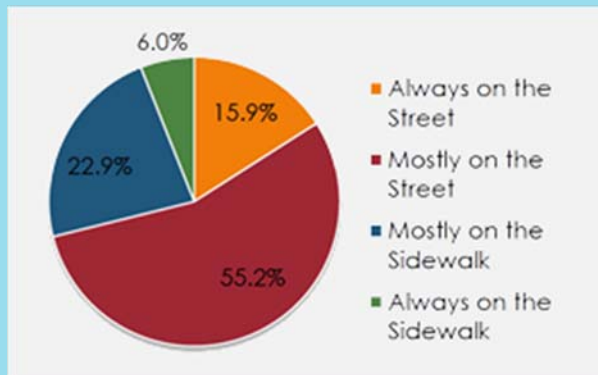
- Illegal operations
- Overcrowding scooters population



SAFETY & SIDEWALK RIDING



City of Baltimore E-Scooter Pilot Where did you Ride?



The available data suggest that scooters are not more dangerous than other modes of transportation. In context with other active transportation modes, scooters are involved with fewer injuries than walking and driving & only slightly more than biking.

Maryland Department of Transportation 2019 Baltimore dockless vehicle pilot program evaluation report

Portland's e-scooter pilot
8% of riders used a sidewalk with speed limits under 35mph.

66% used the sidewalk when speed limit was 35mph+

Portland Bureau of Transportation

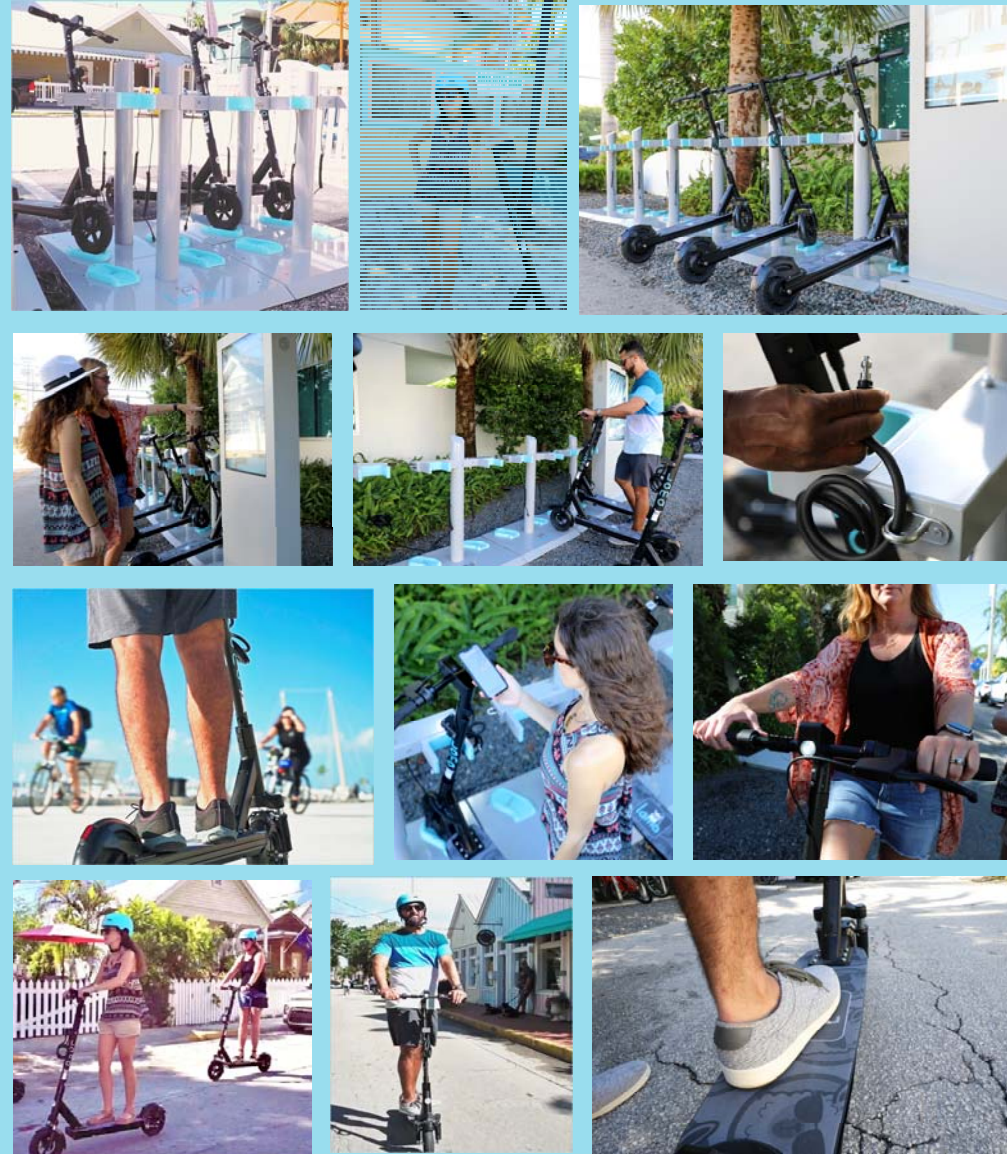
TRAFFIC STUDY VS PILOT PROJECT

- What is the criteria for the traffic study?
- What information will the traffic study provide?
- How will it assist in determining the appropriate number of e-scooters?
- How will it assist with the sidewalk issues expressed?
- What is the cost to perform a traffic study?

Wait 2 years and 4 months for a traffic study?

or

CONDUCT A PILOT PROJECT WITH LAMA MOBILITY





www.LamaMobility.com