

# Bike Share Pricing Comparison

The pricing packages below prioritize more affordable pricing for low-income, public health and safety worker, and recurring riders. This results in higher fees for walk-up riders. However, the \$59.99 monthly pass brings the trip cost down to \$2.40 per trip, which is slightly less than the cost of a 15-minute ride under our prior walk-up pricing.

Lime will launch with a promotional walk-up price of \$1 to unlock and \$.20 per minute through September 30. Lime is requesting to raise that walk-up price to \$1 to unlock and \$.32 per minute after that date. The table below compares those walk-up prices to the walk-up prices that JUMP last used in the region.

The equity and monthly membership plans that Lime will offer to lower the per-trip cost for low-income, public health and safety worker, and recurring riders are listed below the table.

Walk-Up Bike Pricing Summary									
Walk-Up Pricing Options	Lime Price Comparison				Cost of trip over time				
	Unlock Fee	Free Minutes	Cost/Minute	Average Cost/Trip	5 Minutes (20% of total trips)	10 Minutes (30% of total trips)	15 Minutes (20% of total trips)	20 Minutes (10% of total trips)	30 Minutes (10% of total trips)
Prior Sacramento Region Walk-Up Pricing	\$1.50	10	\$0.20	\$2.00	\$1.50	\$1.50	\$2.50	\$3.50	\$5.00
Lime Promo Walk-Up Pricing for first month	\$1.00	0	\$0.20	\$3.50	\$2.00	\$3.00	\$4.00	\$5.00	\$7.00
Lime Requested Walk-Up Pricing	\$1.00	0	\$0.32	\$5.00	\$2.60	\$4.20	\$5.80	\$7.40	\$10.60
Difference in Requested Walk-Up Pricing from Prior Pricing			\$0.12	\$3.00	\$1.10	\$2.70	\$3.30	\$3.90	\$5.60

## Lime equity and membership rider plans:

- **LimeAccess:** (low-income program registration required): \$5 annual fee. Free 30-minute rides up to five times a day and \$.15 a minute thereafter.
- **LimeAid** (public health and safety worker program registration required): Free 30-minute rides up to five times a day for medical professionals, first responders, and other essential workers.
- **Weekly Unlock Pass** (waives \$1 to start): \$4.99
- **Daily pass:** \$16.99
- **Monthly passes:**
  - Unlock Pass: \$7.99
  - Unlock Pass + 60 minutes: \$14.99
  - Unlock Pass + 200 minutes: \$49.99
  - 5 rides: \$19.99
  - 10 rides: \$29.99
  - 25 rides: \$59.99

For comparison, JUMP offered the following membership pricing plans:

- \$30/month subscription fee for 60 minutes ride time per day;
- A student user subscription of \$30/year for the first year for 60 minutes ride time per day, and \$5/month after the first year; and
- A low-income user fee of \$5/year for the first year for 60 minutes ride time per day, and \$5/month after the first year.