

# Re: Lime Bloomington Relaunch, Designated Parking Implementation

email: "jordan.edwards@li.me Jordan Edwards" Tuesday, August 3, 2021 at 11:44:38 AM Eastern Daylight Time  
To: email: "crowleya@bloomington.in.gov Alex Crowley"  
Cc: email: "lee.foley@li.me LeAaron Foley" , email: "adragovi@iu.edu Dragovich, Anna Louise" , email: "crew.cypher@li.me Crew Cypher" , email: "marnina.patrick@bloomington.in.gov Marnina Patrick"


Will do, thank you.

On Tue, Aug 3, 2021 at 11:43 AM Alex Crowley <[crowleya@bloomington.in.gov](mailto:crowleya@bloomington.in.gov)> wrote:

Hi Lee,

Our Engagement Director noticed some of your folks loading up a bike rack near the Graduate Hotel with scooters and asked them not to consume all the bike rack spaces. This has been an issue in the past. Could you communicate with your team that bike racks should also be available for bikes and therefore scooters at bike racks need to be kept to a reasonably limited level?

Alex

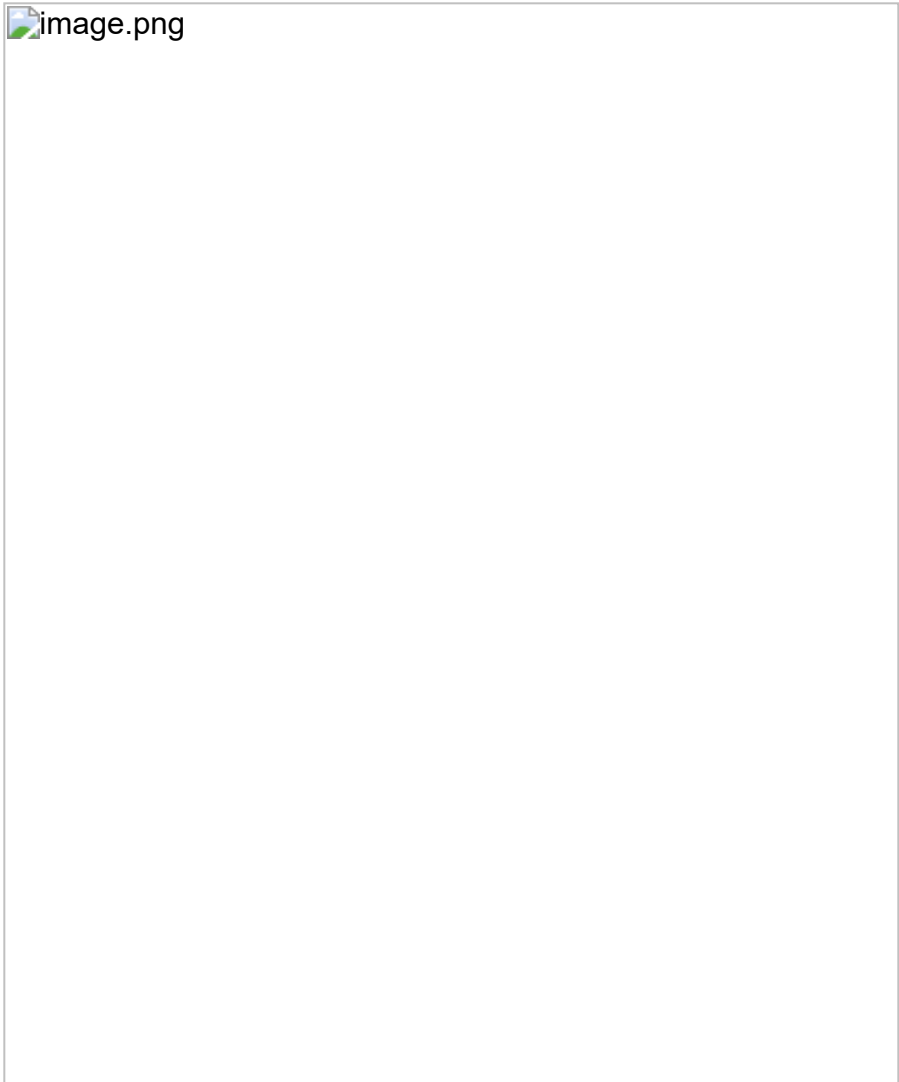
	<p><b>Alex Crowley</b>          Director, Economic &amp; Sustainable Development Department          City of Bloomington, IN  <a href="mailto:crowleya@bloomington.in.gov">crowleya@bloomington.in.gov</a>          812.349.3477 office          812.360.5566 cell  <a href="http://bloomington.in.gov">bloomington.in.gov</a></p>
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On Fri, Jul 30, 2021 at 2:04 PM LeAaron Foley <[lee.foley@li.me](mailto:lee.foley@li.me)> wrote:

Alex & Anna,

I'm reaching out to share with you that Lime is relaunching our service in the City of Bloomington to meet the demand of the likely return of students to IU within the coming weeks. We paused operations in order to develop new solutions to better manage parking in and around campus, with the feedback gathered from the University.

Attached you will find a presentation highlighting the process and justification for implementing designated parking zones (marked as 'P' for mandatory bike rack parking in-app), as a way to improve parking behavior by Lime riders and to reduce instances of improper parking which results in vehicle impounds. We are also stepping up our in-app messaging to assist riders with proper parking, as seen in the image below:



We truly appreciate the partnership we've developed with both the City and the University and we look forward to serving Bloomington residents and visitors once again.

Please let me know if you have any questions or feedback for the Lime Bloomington team.

Best,

Lee

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**LeAaron (Lee) A. Foley**  
Director, Government + Community Relations | Midwest  
708.256/2034  
Pronouns: He, Him, His  
[A Time100 Most Influential Company.](#)

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## Jordan Edwards

Operations Coordinator - Indiana

Pronouns: He, Him, His

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### Attachments:

image.png 161k

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