Clean Mobility Options Voucher Pilot Program (CMO)

Partnerships with Mobility Providers
February 12, 2020
Today’s Webinar

10:00 – 10:07  CMO Program Overview

10:07 – 10:15  Mobility Provider Partnership Considerations

10:15 – 11:30  Mobility Provider Presentations (five minutes each)
CMO Overview
CMO: Shared Modes with Zero Emission Vehicles

Image source: Society of Automotive Engineers
What are the goals of this program?

Improve access to **clean mobility options** that are safe, reliable, convenient, and affordable to communities throughout California.

- Increase transportation access in disadvantaged communities
- Reduce greenhouse gases and pollutants
- More zero-emission vehicles and infrastructure
- Local solutions that inform projects throughout the state
How Can CMO Help?

Project Vouchers
- $20 million available in Late Spring 2020
- Mobility Project Voucher
- Community Transportation Needs Assessment Voucher

Community Building
- Education and training
- Technical Assistance
- Toolkits
Funding Details - $20 Million

**Project Vouchers**
- $19 million in mobility project vouchers available statewide
- At least $1 million of this set-aside for tribes
- **Maximum Project Budget:** $1 million per project

**Needs Assessment Vouchers**
- $1 million in community transportation needs assessment vouchers available statewide
- **Maximum Project Budget:** $50,000 per project
Eligible Project Models

- Carsharing
- Bike/scooter-sharing
- Carpooling/vanpooling
- Innovative transit service
- Ride-on-demand service
- Other transportation enhancements
  - Up to 10% of voucher budget
  - Transit subsidies, integration with multimodal payment cards, etc.
Who Can Apply?

Lead Applicants
- Public agencies
- Nonprofit Organizations
- California-based Native American Tribes

Sub-applicants
- Any entity with lead applicant eligibility
- Public, private or nonprofit organizations
- Can include providers of mobility services, charging infrastructure, related infrastructure, community outreach, and technical services
Eligible Project Areas

- **CalEnviroScreen 3.0**
  Disadvantaged Communities

- Deed restricted*- affordable housing within AB 1550 Low-Income Communities or DACs

- Tribal lands within AB 1550 Low-Income Communities or DACs

*See more Solar in Multi-family Affordable Housing (SOMAH)*
Eligible Costs

- **Planning** – e.g., partner contracting, infrastructure siting, environmental compliance and permitting
- **Capital** – e.g. vehicles and associated hardware, reservation software, EV charging equipment, infrastructure installation
- **Operations and maintenance** – e.g. leases, subsidies, insurance, repairs
- **Outreach and marketing** – e.g. community outreach & input, and service promotion
- **Administration** – e.g. payment requests, meetings with Administrator, data collection for reporting and evaluation
Application Submission

First-come, first-serve approach

- Next application submission period: **Late Spring 2020**
- Qualified applications:
  - Are approved in the order in which they are received
  - Are approved until funding allocation is exhausted
- No waitlist
Mobility Partnership Considerations
Things to Consider

○ What types of mobility services are best suited for the community?
○ What are your priorities in finding a mobility service provider?
○ What providers serve your area or are willing to serve your area?
○ What type of support will you need?
Partnerships for Project Development

Public Agencies
- Tribes
- Nonprofits

Mobility Providers

Community Organizations
Operating a Mobility Service

- Vehicle procurement
- Vehicle telematics and other hardware
- Payment systems
- Reservation / dispatch systems
- Routing technology
- Vehicle fleet management
- Insurance / risk management
- Customer service
- Equipment and infrastructure - procurement, permitting, installation, and operations
- Marketing
- Data management
- Etc.
Applicant Experience

- Every Project Team must include an organization with at least one year of experience operating a mobility service.
- If this “experienced partner” is not included in the application, the Project Lead must contract with an experienced partner within three months after Voucher agreement is signed.
- “Experienced partner” does not have to operate the service for your project, just be experienced operating services.
Identifying a Mobility Operator

Mobility operations through lead applicant
*Ex. Transit agency expanding paratransit*

Mobility operations through partnership
*Ex. Our Community Carshare*

Potential advantages
- Additional funding resources
- Control of ROW or existing assets

Potential advantages
- Access to existing technology, network
- Established approach/business model
- Reduced risk/cost
Clean Mobility Provider Directory
Mobility Operator Partnership Considerations: 

**Financial Sustainability**

Challenge: to build projects that can operate beyond initial Voucher funding

**Core Funding and Revenue**
- Voucher funding from CMO
- Partner cost-sharing (“resource contributions”)
- User fees

**Additional Sources of Revenue (Examples)**
- Third-party brand sponsorship
- Advertising on/in vehicles
- Major employers subsidizing commute programs
- Additional public funding
Mobility Operator Partnership Considerations:

**Business Models and Contracting**

- **Business-to-Government (B2G)**
  - Public access to service provided through a local public agency
  - Often priced through fee-for-service contract to fund transit operations

- **Business-to-Customer (B2C)**
  - Individual consumers access and pay for the service directly
  - Often priced through user fees (per ride or subscription basis) to fund operations
  - Operator assumes risk / reward by relying on user fees to fund operations
  - Public-private partnership – business model elements:
    - Revenue guarantees – Voucher funds ensure revenue doesn’t fall below a floor
    - Revenue-sharing – Operator shares revenue with voucher awardee above a ceiling
    - Price subsidies – Voucher funds buy down the pricing for users
Mobility Operator Partnership Considerations: *Social Equity and Accessibility*

- Affordability
- Reliability
- Accessibility
  - Payment solutions for underbanked/unbanked
  - Serving residents without mobile devices
  - Serving those without ability to drive (e.g., no driver’s license)
  - Platforms and vehicles accessible to the disabled
- Experience in the community
- Experience with outreach and marketing in communities
CMO Resources and Technical Assistance

- Website: [www.cleanmobilityoptions.org](http://www.cleanmobilityoptions.org)
- Application technical assistance
  - Complete TA request form on CMO website, or send requests to [info@cleanmobilityoptions.org](mailto:info@cleanmobilityoptions.org), or call (626) 744-5670
- Application Toolkit – available on CMO website
  - Sample Needs Assessment Survey
  - Clean Mobility Provider Directory
  - Coming Soon: Project Design and Partnerships Guide
- Mobility on Demand Learning Center
  - Case studies and other materials on [https://learn.sharedusemobilitycenter.org/](https://learn.sharedusemobilitycenter.org/)
Mobility Provider Presentations
Blue Systems

James Delgado, Director of Business Development
BlueLA Overview

Snapshot

Network
• 31 Active Stations
• 9 Stations in Development
• 155 Charge Points
• 106 Cars

Memberships
• 2131 Active
  • 1104 Standard
  • 1027 Community

Rides
• Over 700 per week
• 41,200 since launch
BlueLA’s Social Equity Approach

- 87% of our stations are located in DACs (Top 25% of CalEnviroScreen Index, see https://oehha.ca.gov/calenviroscreen)

- Low-income qualifying members receive an 80% discount on membership and 25% discount on trip costs

- About 60% of BlueLA users are qualified Low-income

- Partnerships with local CBOs and Nonprofits, including Curacao Foundation and the Salvadorean Education Leadership Fund

- BlueLA has promoted at over 200 events located in disadvantaged communities
• Monitor and regulate mobility service providers in real time
• Create and effectively enforce smart data-driven mobility policies
• Generate additional revenue for the City from operating permits, fees and fines
• Analyze transportation needs and trends to improve urban planning
Circuit

Alyssa Haerle, Director of Transit Development
Microtransit Services

Pick-up/Drop-off
OUR GOAL

ENHANCE MOBILITY
WHILE REDUCING
CONGESTION
Traffic is worse than it’s ever been and only getting worse

THE PROBLEM

- Looking for parking accounts for 30% of congestion
  — SHOUP

- Few transit options focus on 0-3 miles causing first/last mile gaps around transit hubs and deterring ridership

- 76.3% of commuters drive themselves to work

- Transit ridership is falling with competition from TNCs
35% of vehicle trips are under 2 miles

Circuit
serves small, geofenced locations in busy downtown areas.
A Simple Solution That Really Works

1. Use the app to request a ride or wave us down
2. Driver confirms they are on the way
3. Get a free ride anywhere within coverage area

- Geo-fenced coverage
- 100% electric cars
- Data makes it smart
- Free to ride
Circuit focuses on short trips - reducing wait times, congestion and GHG emissions.
HOW CIRCUIT CAN HELP

Riders Really, Really Love Us

- High demand, electric cars
- 73% repeat riders
- W2 Drivers and local job creation
- Free and fun experience creates demand
We Drive Them, They Drive Value

**OUR RIDERS**

3MM RIDES
Growing user base

DATA
Informs our operations and your planning

REDUCED VMTs
Connections to mass transit, parking lots, and nearby attractions reduce VMTs
While Circuit uses all GEM (Polaris) cars today, the services are built so that the vehicles are interchangeable and ready for AVs.

- **GEM E6 - 2016 and Newer (Made in USA)**
- **ADA Options Available**
- **Lithium Batteries: 80+ Miles per charge**
- **6 Seaters**
- **Aftermarket improvements include build-outs, interior iPad/ Video Ads, Photobooths, etc.**
- **New, All-weather options include windows and heaters**
PUTTING DATA TO WORK

Adjusting fleets, drivers, and hot-spots on demand

Real-time dashboard

Heat mapping rider activity
TRANSIT PARTNERS

Cities, Agencies, Private Developers

Better, greener, cheaper than traditional options

Combating congestion, connecting with transit, easing parking issues

First-mile/last-mile connections
Work With Advertisers To Reduce Costs

Award winning campaigns

Advertising dollars reduce net cost to transportation customers

Promote local businesses
HOW CIRCUIT CAN HELP

Circuit started as a simple solution to local congestion
500k+ VMTs / yr

Now, Circuit is growing in cities from California to New York
380+ metric tons GHG / yr
AN EQUITABLE SOLUTION

Options for those **without smartphones**

Zero fare makes it easy for the **unbanked/underbanked** to use us

**No gender use gap** - over 61% of riders are women

**Accessible** - does not require driver's license or ability to ride a bike/scooter, and an ADA option is available
Thank you

RideCircuit.com
@ride_circuit
Appendix
HIGHLIGHTS

- 100% Electric
- Over 2.5 million rides given
- National company with local expertise
- App created data and smarter systems
- A+ rated insurance
- Proven and dependable. Executive team with combined 50+ years experience
- 150+ cars and flexible local fleets
- Creating jobs, not congestion
National Operations

Where’s next?

California
Marina Del Rey
Newport Beach
San Diego
Santa Monica
Venice

Colorado
Denver

Illinois
Chicago

Massachusetts
Boston

New York
Montauk
Southampton
East Hampton
Williamsburg
New Rochelle

New Jersey
Asbury Park
Belmar Beach

South Florida
Miami
Palm Beach
Ft. Lauderdale
West Palm Beach

Texas
Dallas
Austin
Houston
“This is a proven solution that would immediately benefit transit-limited [city dwellers] and expand access to zero-carbon mobility.”

— MICAH KOTCH, BMW MINI STRATEGY TEAM
Circuit won an RFP through Civic San Diego for $1.2M annual funding for circulator program

**Goals**
- Increase mobility downtown
- Reduce carbon emissions
- Create jobs
- Help connect to local transit hubs

**Results**
- 260k+ annual riders
- 600+ Daily Riders
- 6:32 min average wait time
- 35+ Jobs Created
- 110.5 Metric Tons = CO2 Emissions Saved per Year
- 145k+ VMTs saved per year
- City Opted to Expand Program for 2020
- 93% of Riders say it makes “Downtown Better”
- 100% Demand for Rides: User Adoption Success
CASE STUDY

Mixed Use Development Amenity

Circuit operates circular shuttle throughout Newport Center in Newport Beach, CA

Goals

✔ Offer free transportation throughout Newport Center to employees and customers
✔ Use data gathered to analyze where customers are coming from

Results

✔ First month of program saw over 12k riders
✔ Helped to ease parking issues that plagued Newport Center in the past
CASE STUDY

Community Engagement

Circuit worked with Vita Coco to run a summer pilot program in NYC

Goals
- Get noticed by offering an eco-friendly service to the community
- Offer samples of new product
- Align service with nearby events the brand is involved with

Results
- 400+ Riders Per Day
- 10,000+ Samples Delivered
- Used pilot data for potential state-funded program
- Winner of Media Plan of the Year by OAAA
Coaster Cycles

John Walker Baus, Communications and Partnerships
ELECTRIC MOBILITY AND DELIVERY SOLUTIONS
MEET COASTER

Coaster provides eco-friendly mobility solutions for transportation, delivery, and branding services.
DIRECT SALES

Revolutionizing how both large corporations (B2B) and entrepreneurs (DTC) work

Micromobility

Retail Extension

Public Sector

Universities

Experiential

Delivery & Logistics

www.coastercycles.com
RENTAL FLEET: HOW IT WORKS

1. Locate bike hub near you
2. Select model
3. Reserve and begin rental
4. Return to hub and end rental

Coaster provides turn-key fleet management solutions:
- Parking
- Insurance
- Maintenance
- Driver Training

www.coastercycles.com
View all Coaster clients. References available upon request.
CASE STUDY: NEW YORK CITY

Coaster NYC Mobility Hub: Coaster maintains, stores, insures, and maintains vehicles for rent.
Starbucks uses the Coaster rental fleet to serve nitro cold brew coffee at events and conferences across the country. Coaster will offer similar models for retail extension to companies and entrepreneurs alike across the country through its mobility hub network.
MADE IN AMERICA

Coaster operates a 24,000 sq foot manufacturing facility located outside of Missoula, Montana.

Take a tour
Commute with Enterprise

Randy Gregg, Directory of Business Rental Sales
LET'S RIDE TOGETHER
How Does Commute with Enterprise Work?

Enjoy the ride!

01

We connect coworkers that live near one another.

The ideal pool is 6-15 people, so you can split costs and take turns driving.

02

Choose from our fleet of recent-model vehicles and vans.

03

Designate a central meeting location.

Pick a starting location where your van or SUV will be waiting.
Enjoy the ride.

With better company and more time back in your day, your commute just got a serious upgrade.

Use commuter lanes.

You’ll save about a minute per mile on average when you ride together.

Get more done.

Use your ride time to catch up on work, stream shows or unwind.
Why Commute With Enterprise?

- Recent-model vans and vehicles
- Significant cost savings
- Full maintenance & 24 hour roadside assistance
- Includes comprehensive insurance
- Month-to-month convenience (after 1st 3 months)
- Local Enterprise representative
- Guaranteed Ride Home program
So far, we’ve helped eliminate:

- 65,000 vehicles from the daily commute
- Up to 80% of personal fuel, insurance and maintenance costs
- 1.4 billion commuter miles annually

Using Commute with Enterprise to share a ride to work can greatly reduce your carbon footprint. Our riders lower carbon emissions by 1.1 billion pounds per year and counting.

That’s equivalent to:

- 60,000 acres of US forests in one year
- 13 million tree seedlings grown for 10 years
- 128 additional wind turbines running annually

All stats and figures according to 2018 Enterprise data, 2017 AAA data and the EPA Greenhouse Gas Equivalencies Calculator.
Making a Difference for the Employees

*Riding together* adds up to more savings and valuable time back in their day. They can feel good about making a *positive impact* on the environment while reducing traffic and their carbon footprint.
WE CAN PROVIDE A VARIETY OF VEHICLES

ELECTRIC, PLUGIN, HYBRID
Thank you for your Time

COMMUTE
CommuteWithEnterprise.com
Envoy

Paul Hernandez, Head of Public Policy and Government
CARB Clean Mobility Options Program
Presented by Paul D. Hernandez
Director of Public Policy & Government Relations
Product: Mobility as an Amenity (MaaA)

Exclusive **electric car-sharing** solution for apartments, hotels and workplaces.

- **Full Service Mobile App**
  - Registration, reservation, and vehicle access and control

- **All Electric Vehicle Fleet**
  - Insurance
  - Roadside Assistance
  - Data Platform
  - Car Wash & Maintenance

- **Building Electrification**
  - Installation of EV chargers for Envoy and privately owned vehicles onsite

**Turn-key Solution**
## Track Record

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<thead>
<tr>
<th>Partnership</th>
<th>Deployment Pipeline</th>
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<tbody>
<tr>
<td>Energy Commission (Bay Area)</td>
<td>30 Envoys, 15 Locations</td>
</tr>
<tr>
<td>Energy Commission (Sacramento)</td>
<td>30 Envoys, 15 Locations</td>
</tr>
<tr>
<td>Electrify America (Sacramento)</td>
<td>90 Envoys, 45 Locations</td>
</tr>
<tr>
<td>Peninsula Clean Energy</td>
<td>3 Envoys, 1 Location</td>
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<tr>
<td>Eversource</td>
<td>Supporting utility MUD Deployment</td>
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<tr>
<td>Los Angeles Cleantech Incubator (LACI)</td>
<td>4 Envoys, 2 Locations (Pacoima &amp; San Pedro)</td>
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<tr>
<td>Northern California, Irvine, Los Angeles, San</td>
<td></td>
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<tr>
<td>Diego</td>
<td>Robust Market Rate Deployment Pipeline:</td>
</tr>
<tr>
<td>Oregon &amp; Washington</td>
<td>Long-term relationships with 79 leading real estate</td>
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<tr>
<td>East Coast</td>
<td>developers and owners</td>
</tr>
<tr>
<td>California Air Resources Board (CARB)</td>
<td>Registered Low Carbon Fuel Standard (LCFS) party</td>
</tr>
</tbody>
</table>
CARB Clean Mobility Options Program

• Turn-key solutions
• Sized to customer need & scale
• Brand Agnostic (maximize e-miles, GHG emissions reduction)
• Predictable, steady, and early utilization
• Real-time data collection & insight
• Qualitative & market insight
• Innovative incentive structures
• Revenue share modeling (under development)
• Long-term sustainability models (under development)
Let’s Chat!

Paul D. Hernandez, Director of Public Policy and Government Relations
paul@envoythere.com

Mike Becker, Director of Sales
mike@envoythere.com

Nominate your property at Envoythere.com
Green Commuter

Leslie Graham, Director of Grants and Partnerships
Zero-emission mobility solutions for communities (Nissan, Chevy, Tesla, GreenPower Models)

California Benefit Corporation, certified by B Lab

Carshare and vanpool programs operating in Merced, Fresno, Los Angeles and San Diego Counties

Minority-woman owned company with bilingual (Spanish +) operations team
Technology
Proprietary platform on iOS and Android
Vanpool creation and match up
Car share booking
GPS positioning
Billing
Car system Stats
OEM Integration: Lock/Unlock & Start
Automated reporting (miles driven, kWh, etc.)

Operations & Logistics
On site management
Buffer time management
Motor Vehicle Record screening and monitoring
Driver orientation
Availability and parking logistics
Optimized for National Transportation Database data capture

Customer Support
Local hires for attentive and positive experience
24/7 support
1-800 contact point

Partnership Models
Green Commuter acts as Service Provider with own or third-party ZEV fleet
Revenue Sharing program

Fleet Management
Exclusive all electric vehicles
In fleeting and maintenance
Servicing and cleaning
Battery & recharging management
Parking
Towing
Repairs

EVSE
Infrastructure planning
Level 2 & 3 charging units in inventory
'No or Low Cost to Host' installation services
Project management oversight

Risk Management
Insurance: driver liability coverage
Full cover physical damage with or without deductible
Maximize the efficiency of electric vehicles to reduce costs to the end-user

Develop program in partnership with community for best possible results

Provide a full-service platform (from vehicle registration and insurance to maintenance and reporting)

Learn and adapt to each environment
HOPR

Josh Squire, Founder and CEO
About HOPR.

- Established in 2011.
- Contracted with 15 cities in the U.S. and Canada.
- One of the most experienced bike share operators in the industry.
- Develop proprietary micro-mobility technology.
- Transportation planning and sponsorship sales.

10,000 Vehicles  
15 Cities  
600,000 Customers  
4,000,000 Trips
HOPR offerings.

- Bikes
- Electric assist bikes
- Electric Scooters
- Multi-modal app
Social equity.

- Partnerships
- Access pass
- Outreach
Long term Sustainability.

The financial sustainability of bike share cannot depend solely on ridership, but needs to include:

- Public funding
- Corporate sponsors
Contact

Information.

Chelsea Davidoff

chelsea.davidoff@gohopr.com
Miócar

Gloria Huerta, Program Manager
Richard Kosmacher, General Manager
The San Joaquin Valley’s Electric Carshare Service
Our office is in Visalia, CA
We handle all of our customer service in-house
Our bilingual team is on call 24/7

Gloria Huerta  Richard Kosmacher  Javier Zepeda
Míocar Is Affordable & Easy to Use

$4/hour, $35/day, $.35/mile after 150 miles
Available Vehicles*

*vehicle mix may change to achieve better mile ranges and EV tech advances, prices decrease

Chevy Bolt
240 mile range

Chrysler Pacifica
Plug-in hybrid minivan
516 mile range

BMW i3
180 mile range
Current System

Launched July 2019:

- 27 vehicles
- 300 members
- 25,000 miles driven
- Over 600 reservations

Orosi, CA
Dinuba, CA
Visalia, CA
Wasco, CA
Arvin, CA
Lamont, CA
Stations can be in neighborhoods or community centers
Local Support & Community Design
Building Míocar is Cost-Effective and Customizable

- Can deliver new EV station equipment or leverage existing infrastructure
- Range of use cases possible:
  - Individual car sharing members
  - Business and institutional members
  - Professional drivers on ride-hailing or volunteer driver platforms
Investing in Míocar will result in a long-term program

Miocar is a non-profit collaborative between San Joaquin Valley Partners. CMO Vouchers can be used to replicate this model:

● A $450,000 investment in a 15-car system, for example, will sustain your program for the first four years, with operating revenues rolled into ongoing costs.
  ○ Program can be scaled up or down to fit target communities. Some cities are working together on voucher applications.
  ○ Our team will work with you to size the program to maximize viability
● Any surpluses will be returned into program growth
● Miocar maintains fleet, insurance, and program’s hardware and software
Míocar is a social enterprise originating in the San Joaquin Valley with a mission of delivering affordable transportation options for all.

Building Míocar into your community transportation plan will be a long-lasting investment, leveraging local investment and coordinated planning efforts.

The Miocar team leans on our experience folding non-profit shared mobility programs into the backbone of local and regional transit service.
Thank You!

Gloria Huerta gloria@miocar.org
Mobility Development
Group

Creighton Randall, CEO
Mitch La Rosa, Program Director
Staying on Top of a Changing Industry
Industry Challenges
Social Equity Focus

RURAL COMMUNITIES

OLDER ADULTS AND PEOPLE WITH DISABILITIES

SMALL AND MID-SIZE CITIES

LOW-INCOME COMMUNITIES
Our Range of Mobility Services

- CARSHARING
- BIKE SHARING
- VOLUNTEER TRANSPORTATION
- ELECTRIC MICROMOBILITY
PUBLIC / PRIVATE PARTNERSHIPS
Example: BlueLA Carshare

ADAPTING FUNDING SOURCES
Example: Twin Cities CMAQ

ONGOING COMMUNITY CONTROL
Example: Míocar

Working Together for Mobility
PREPARED FOR
California Air Resources Board’s
Clean Mobility Options Program
MAKING COMMUNITIES BETTER FOR PEOPLE.

Sustainable mobility programs with smart, stationless electric scooters.
# THE SPIN SCOOTER

$1 per ride + $0.29 per minute

## Features

- Up to 15.5-mile range
- Built-in GPS
- Front-tire lock when parked
- Spin Charger network charges scooters daily without docking stations
- Standing position feels intuitive and secure
- Last-mile solution when sweat or creased clothes from a bike ride present a barrier

## Safety

- Anti-lock brake system means fast stops with no skidding
- Aircraft grade aluminum construction
- Powerful LED front headlight
- Rear red reflector and light
- Puncture-resistant tires
- Large-diameter wheels handle road bumps
- Top speed limited to 15 mph
SPIN’S MOBILE APP

HOME SCREEN

UNLOCK SCREEN

TRIP SCREEN
SPIN PARTNERSHIP PROMISE
01
LAUNCH WITH PERMISSION
02
SHARE USAGE DATA WITH PARTNERS
03

PUT SAFETY FIRST
04
SCALE RESPONSIBLY
USER PRIVACY IS PARAMOUNT
PARKING EDUCATION

Parking the scooter
DO NOT park at bus stops and benches. DO NOT park at loading zones, landscaped areas, private property, driveways and curb ramps.

Ending your ride
Use the app to end your ride.

Stay within the white zone
You’ll be charged a $25 rebalancing fee if you end your ride in the grey zone on the map.

Parking the scooter
Park in the furniture zone of wide sidewalks, closer to the curb. Do NOT block the right of way of pedestrian sidewalks, doors, or curb ramps. Or, park at a designated motorcycle parking spot.
Spin can use geofences to actively manage the system, encourage compliance with program rules, and keep our streets orderly.
Spin recently launched a “gamification” feature to encourage users to help rebalance scooters. This tool can be used to address many issues, including scooters that are in one location for too long, active rebalancing to target first/last-mile trips, etc. This tool could be used to incentivize users to end trips at City-owned parking lots that have dedicated scooter-parking spaces.
SPIN HUBS

Spin is installing parking and charging stations in collaboration with private property owners and municipalities across the country. These “Spin Hubs” decrease VMT and carbon emissions from our delivery vehicles, and provide reliable, zero-emission transportation at key locations, such as transit stops, and keep walkways orderly and clear for pedestrians and people with disabilities.
SPIN HUB SPACE REQUIREMENTS

• On private property or public right-of-way
• Visible & accessible to public
• Access to standard outlet (15 amp, 120 volt current); battery-operated options available
LEADING ON SAFETY

Fleets of shared vehicles have a unique opportunity to create and enforce safe behavior on our streets

Accountability for Spin
Ensuring every scooter we deploy is safe and ready to go; boldly and constantly seeking ways we can make our operations safer.

Accountability for Users
Informing our users about the rules of the road, and giving extra education and consequences when they fall short of expectations.

Helping Build Safe Streets
By sharing data and helping build the audience for protected infrastructure, help cities build safe streets for all modes.
SAFETY INITIATIVES

User education campaigns
Clear instructions for users, with targeted reminders when they need them.

Helmet distribution
We make helmets easily available to our users.

Anonymous tip line
A clear process for internal reporting of issues, so that we can react boldly and nimbly.

Unsafe riding reports
Anyone can report an unsafe rider from within our app or otherwise; we'll associate the report with active trips nearby.

Top speed customization
In exclusive markets, top speed can be limited to 12 mph when necessary.

Fleet management for disasters
Fleet can be instantly disabled, or instantly made freely available, in the event of a disaster.
## Data Dashboard

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Change</th>
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</thead>
<tbody>
<tr>
<td>Trips</td>
<td>9.0K</td>
<td>-%</td>
</tr>
<tr>
<td>Trips by Students</td>
<td>7.1K</td>
<td>-%</td>
</tr>
<tr>
<td>Average RBD</td>
<td>1.75</td>
<td></td>
</tr>
<tr>
<td>Total distance (in miles)</td>
<td>3.9K</td>
<td>-%</td>
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<tr>
<td>Average Trip Distance</td>
<td>0.43</td>
<td>-%</td>
</tr>
<tr>
<td>Average Trip Time</td>
<td>120</td>
<td>-%</td>
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<tr>
<td>Signups with School email</td>
<td>1.5K</td>
<td>-%</td>
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<td>Total Signups with School Email</td>
<td>1.5K</td>
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<tr>
<td>Signups</td>
<td>2.3K</td>
<td>-%</td>
</tr>
<tr>
<td>Total Signups</td>
<td>2.4K</td>
<td>-%</td>
</tr>
<tr>
<td>New Riders</td>
<td>1.5K</td>
<td>-%</td>
</tr>
<tr>
<td>Riders</td>
<td>1.5K</td>
<td>-%</td>
</tr>
</tbody>
</table>
ORIGIN & DESTINATION HEAT MAPS
CORRIDOR DEMAND

Spin can help cities understand the demand for traveling by bike or scooter. This will help organizations plan their next corridor safety project, and ensure that it has immediate success.
USER SURVEY

Rides per Scooter per Day
5

Average Trip Distance (Miles)
1.2

Felt Safe After Riding
97%

Expected Utilization

If scooters were available, how often do you think you would use a Spin scooter during a normal academic semester?

17.8% DAILY
42.6% A FEW TIMES A WEEK
31.5% A FEW TIMES A MONTH
8.1% OCCASIONALLY
17.8% NEVER

Scooter Usage

If scooters were available, how likely is it that you would use a Spin scooter to get around campus?

69.9% VERY LIKELY
23.9% LIKELY
4.3% NEITHER
2.2% UNLIKELY
0% VERY UNLIKELY

Less Driving

Having Spin scooters available would make it easier for me to drive a car less often.

More Transit

Having Spin scooters available would make it easier for me to use transit (e.g. CVT&D) more often.

Compared to Bikes

In terms of usefulness for transportation, how do you think Spin scooters compare to Spin bikes?

MUCH MORE USEFUL
MORE USEFUL
MORE USEFUL
NO DIFFERENCE
LESS USEFUL
MUCH LESS USEFUL
NOT SURE
“Since Spin began scooter operations in Coral Gables, we have only received praise – not complaints – which I believe attests to Spin’s ability to operate responsibly.”

— Former Vice Mayor Quesada
Please feel free to reach out to Jessica Keller, Assistant Director of Public Works for the City of Coral Gables, as a reference.

Jessica A. Keller, ENV SP Assistant Director Department of Public Works, Sustainable Public Infrastructure Division
City of Coral Gables 2800 SW 72nd Avenue Miami, FL 33155

jkeller@coralgables.com
305-460-5618
GET IN TOUCH!

Tim Alborg
Director of Government Partnerships

tim.alborg@spin.pm
770.595.0190
VeoRide

Caleb Guerrero, Senior Business Development
The Veo difference

• Established 2017
• 100% micromobility focus
• Fleet designed and built from the ground up by Veo
• 5 million rides
• 50+ cities
Veo Partnership Examples

- **Alabama**
  - Anniston
  - Oxford
  - Jacksonville State University

- **Arkansas**
  - Fayetteville and University of Arkansas
  - Jonesboro/Arkansas State University
  - UA-Little Rock

- **California**
  - California Baptist University
  - Azusa Pacific University

- **Florida**
  - Tallahassee
  - Jacksonville
  - Pensacola
  - University of North Florida

- **Illinois**
  - Chicago
  - University of IL, Champaign, Urbana
  - Dekalb

- **Indiana**
  - Fort Wayne
  - South Bend and U of Notre Dame

- **Iowa**
  - Cedar Rapids

- **Kansas**
  - Wichita
  - Lawrence and University of Kansas
  - Manhattan and Kansas State University

- **Kentucky**
  - Lawrence and University of Kentucky

- **Louisiana**
  - Baton Rouge

- **Massachusetts**
  - Lowell

- **New Jersey**
  - Rutgers University

- **North Carolina**
  - Winston-Salem
  - University of North Carolina Wilmington

- **Ohio**
  - College Park and University of Maryland
  - Kent and Kent State University

- **Oklahoma**
  - University of Oklahoma and Norman

- **Rhode Island**
  - Providence

- **Virginia**
  - Harrisonburg
  - Richmond
  - Charlottesville and University of Virginia

- **Tennessee**
  - Knoxville

- **Texas**
  - Austin
  - Arlington and UT-Arlington
  - College Station and Texas A&M
  - San Marcos and Texas State University
  - Denton and University of North Texas
Veo Rapid Product Iteration Based on Real-time Field Operations Experience

**Fleet Production**
Average 3 weeks lead time from design production ready to shipment ready.

**Fleet Operations**
Operating in 30+ cities and real-time operations data informs product iteration

Rapid product iteration contributed by a team with 20+ years manufacturing and design experience. New generation comes out every month.

Veo is the Only mobility program provider vertically integrate supply chain
Continuous hardware and software innovation
Veo G4 Scooter - Innovation and Safety Focus

- Integrated Digital Display
- 4G LTE + Bluetooth
- Dual Mechanical Brakes (Front & Back Drum break)
- Anti-Theft Hand Grip
- Safety Headlight
- Swappable Battery - 43 miles single charge
- Integrated Taillight
- Vehicle Micro-Controller
- Integrated Lighting System
- Rear Suspension
- Front Suspension
- 10-inch Wheel
- Vaccum Solid Tire
- 350W Rear-Drive Motor
Veo Cosmo Ebike Specification (also used as an adaptive vehicle)

- Hand twist throttle control
- Integrated IoT Display
- Double hand brake system
- Front safety light
- Plastic casing for protecting internal wiring
- Steel suspension system for ride comfort
- 18" Airless pneumatic wheels
- Durable magnesium Alloy Casted wheels
- Aluminum alloy footrest
- Double sided steel kickstand for stability
- Magnesium alloy motor casing with drum brake system
- Lightweight aluminum alloy frame for strength and durability
- Foam padding interior, water-proof soft plastic exterior
- LED back light
First Field Swappable Battery Model Available for Shared Scooter Program

Safety Benefits:
• Address Residential Lithium Fire Risk
• Veo Supervised Staff Provide 3-Point Checks

Equity Benefits:
• Increase sustainable commuting options for people who works outside of standard work hours

Environmental Benefit:
• Reduce Carbon & Traffic Congestion
Veo Safety Innovation – Machine Learning Powered Technology

Facial recognition to detect helmet use (Accuracy >99%)
Equity and accessibility
Recumbent Bicycle

Designed for people
• having difficulty balancing
• physical limitations in lower extremities
• desiring independence

Community-based partnerships
• Power and control into your hands with our support
• Adapt our program to meet your transportation needs
• Integrate our program into community lifestyle
• Hire from the neighborhood

Payment solutions for people with
• No credit card
• No smart phone
• No driver’s license
Sustainable Operations
Sustainable Operations

To create a long-term sustainable program requires extensive planning and proven model for success.

Create clear operations model
• Clear goals and objectives
• Establish fleet/operational ownership models (2 possible below):
  Veo owns and operates fleet; transitions ownership to you overtime
  You own the fleet; Veo provides training and support
• Sustainable financial model, revenue sharing
• Engage external stakeholders and long-term sources of funding early
• Hire locally to build program, increase trust, long-term economic stability
KEEP IN TOUCH

Caleb Guerrero
Community Engagement
(773) 679-2231
cguerrero@veoride.com
www.VeoRide.com
Via

Olivia Blahut, Platform Partnerships - Southeast
To build the world’s most efficient, convenient, and accessible mobility solutions.
HOW THE SERVICE WORKS

1. Request ride
2. Via assigns optimal seat
3. Walk to Virtual Bus Stop
4. Share the ride
5. Route dynamically
TWO PARTNERSHIP MODELS

SOFTWARE AS A SERVICE (SAAS)

- Agency provides drivers & vehicles
- Via provides technology solution
- Via advises on best practices

TRANSPORTATION AS A SERVICE (TAAS)

- Complete end-to-end system
- Via provides drivers, vehicles, technology, ops support
Via complements transit operations with diverse use cases

- First-/Last-mile
- Transit deserts
- Grow ridership
- Expand access
- Corporate transit
- Paratransit / Dial-a-Ride / NEMT
- School Transportation
- University shuttles
Via understands the goals and concerns of our public sector partners

- **Door-to-door pickups/drop-offs** for mobility limited riders
- **Dedicated WAV vehicle(s)** for people using wheelchairs
- **Drivers trained to assist** rider into the vehicle and pick up / drop-off riders at more convenient locations
- **Stored Value Cards** and **Ride Credit Vouchers** for unbanked users
- **Simple phone booking process** for those without smartphone, staffed by Via
- **Live translation services** for limited English proficiency users
Via in the Region

West Sacramento
- Senior and ADA accessible transportation
- School bus tracking/GPS

Los Angeles Metro
- Metro
- First mile / last mile
- Access for low-income community and unbanked

King County Metro
- First mile / last mile
- Transit fare card integrated

Cupertino, CA
- First mile / last mile
- Senior community
- Point to point
Leading in shared electric mobility

**Berlin, DE**
World's largest electric microtransit fleet
Operated in partnership with Berliner Verkehrsbetriebe (BVG)

**Milton Keynes, UK**
Fully electric consumer facing ride-sharing service
Will help Milton Keynes achieve 2030 climate goals

**Auckland, NZ**
All-electric fleet (mix of Hyundai Ioniq and LDV EV80 minibus)
First- and last-mile connections to Auckland Transport ferries

**Sacramento, CA**
SmaRT service features 9 GreenPower EV Star vans
Successful service expanded into new zones in Jan 2020
Global Partnerships

We have successfully deployed Via’s technology in diverse environments around the world.

100+ Deployments
20+ Countries
2.5m+ Rides/month
250+ Engineers

*Launching soon
Thank you.

Krista Glotzbach
Partnerships, Western US
krista.glotzbach@ridewithvia.com
415-275-2453 m.
Waive

Mohit Pandita, Vice President of Strategy
Cost-effective rental service that improves access to mobility, provides job opportunity, and assists community outreach.
Disadvantaged communities demand mobility solution that **improves** access, pays for itself, and generates revenue.

Disadvantaged problems faced:
- **High Poverty Rate**
- **High Unemployment**
- **High Pollution Index**

Mobility as a Service remains expensive, especially for **price sensitive** residents of Disadvantaged communities.

*avg. person requires 2 hrs. of daily mobility service

**Average cost to Service (wkly.)***

$140 /week

Equivalent to **30% weekly salary of a min. wage worker**
WaiveWork is the most cost-effective vehicle rental solution available in the market
Rentals only cover operating expense. Profit generated from ad sales

Roof-mounted digital ad platform provides geo-targeted outreach opportunity

- **Inclusive of insurance and scheduled maintenance**
- **Remote lock/unlock** prevents vehicle theft / vandalism
- **Unlimited miles.** Driver can use the vehicle for personal use as well as for ridesharing / gig economy purposes
- **Cost-effective rates.** Driver usually pays off the vehicle rent rate by driving for 3 days/week for rideshare economy

Electric cars. More than 200 miles range. Zero emission
Thank You
Zipcar

Jeffrey Hoover, Public Partnership Specialist
Zipcar
Clean Mobility Options

February 12, 2020
OUR MISSION:
To enable simple and responsible urban living
HOW ZIPCAR WORKS

Join
Apply online.
When you're approved, we'll send you a Zipcard in the mail.

Verification
We verify your driver license, which typically takes 1 business day but in some cases may take a bit longer.

Receive your Zipcard
Once approved, get a Zipcard by mail in 3-7 days. Once you activate it, you're ready to hit the road.

Drive
Book by the hour or day. To unlock, tap your Zipcard to the card reader on the windshield.

Return
Park it back in its dedicated parking spot, then lock up with your card.
EVERY 6 SECONDS
someone, somewhere in the world reserves a Zipcar

Founded by MIT’s ROBIN CHASE and Harvard’s ANTJE DANIELSON in Cambridge, MA in 2000

A ZIPCAR SNAPSHOT

Over ONE MILLION members

Over 500 cities and towns

Over 500 colleges and universities

More than 12,000 vehicles in our global fleet

Over 60 vehicle makes and models:
EXISTING EQUITY PARTNERSHIPS

OurCommunityCarShare
Exploring Phase 3 expansion with partnership group to continue operations to 2021

CarShare4All
New equity pilot in Contra Costa County Running through spring 2021
Thank you!

**Locations**
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Regional Locations Manager  
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**Policy and Partnerships**
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**Fleet Operations**
Franco Arieta  
Regional General Manager  
farieta@zipcar.com
Thank you!

- Website: [www.cleanmobilityoptions.org](http://www.cleanmobilityoptions.org)
- Application technical assistance
  - Complete TA request form on CMO website, or send requests to [info@cleanmobilityoptions.org](mailto:info@cleanmobilityoptions.org), or call **(626) 744-5670**