Ivins, Utah
Spin Scooters

August 2021

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About Spin

Founded in 2017, Spin is currently operating within over 80 cities and campuses across the world.

Our mission is to give people the freedom to move — to discover, meet, learn and experience more of the world around us at a moment's notice — bringing people, communities, and their urban environment closer together.

FORD SMART MOBILITY

SPIN

Spin Partnership

Spin has provided over 10 million rides, each one preceded by an agreement, permit, or other permission.

Promise

01
Put Safety First

02
Share Usage Data with Partners

03
Launch With Permission

04
Scale Responsibly

05
User Privacy Is Paramount

Spin's History of Collaboration and Compliance

Accurate Geofencing

- **Phoenix, AZ:** Spin was the only operator out of three to accurately geofence. Others were asked to remove their fleet.
- **Salt Lake City, UT:** Spin was the only scooter company to accurate geofence Capitol Hill during recent protest. Our team completed the request within two hours of receiving it.
- **Oklahoma State University:** Spin has worked with Oklahoma State to use geofencing to drive parking compliance.

User Education

- **San Francisco, CA:** Spin is the only provider to create a citation structure for users who improperly park scooters -- Spin makes up 80% of all citations across four companies.
- **Salt Lake City, UT:** Spin was the only scooter company to partner with the City's "Walk Your Wheels" campaign last fall.
- **University of Central Florida:** Spin worked with administration and student leaders to customize a required safety test for all riders. We've also hired student safety ambassadors who manage an ongoing safety program.

Community Approach

- **All markets:** Spin launched the Everyday Heroes Campaign to give free 30-minute free rides to healthcare employees amidst COVID-19.
- **Salt Lake City, UT:** Spin's Community Outreach team has directly partnered with over 20 organizations to ensure we include the voices of low income and disability communities.
- **Virginia Tech:** Spin and Ford have partnered with Virginia Tech Transportation Institute to fund a study on scooter safety in the campus environment.

Spin in Utah

Salt Lake City Region

Spin was selected as one of two vendors to operate within the City of Salt Lake with a 5-year contract. Vendors were chosen through a competitive permitting process.

Spin also has contracts with Ogden, Orem, and Utah Valley University.

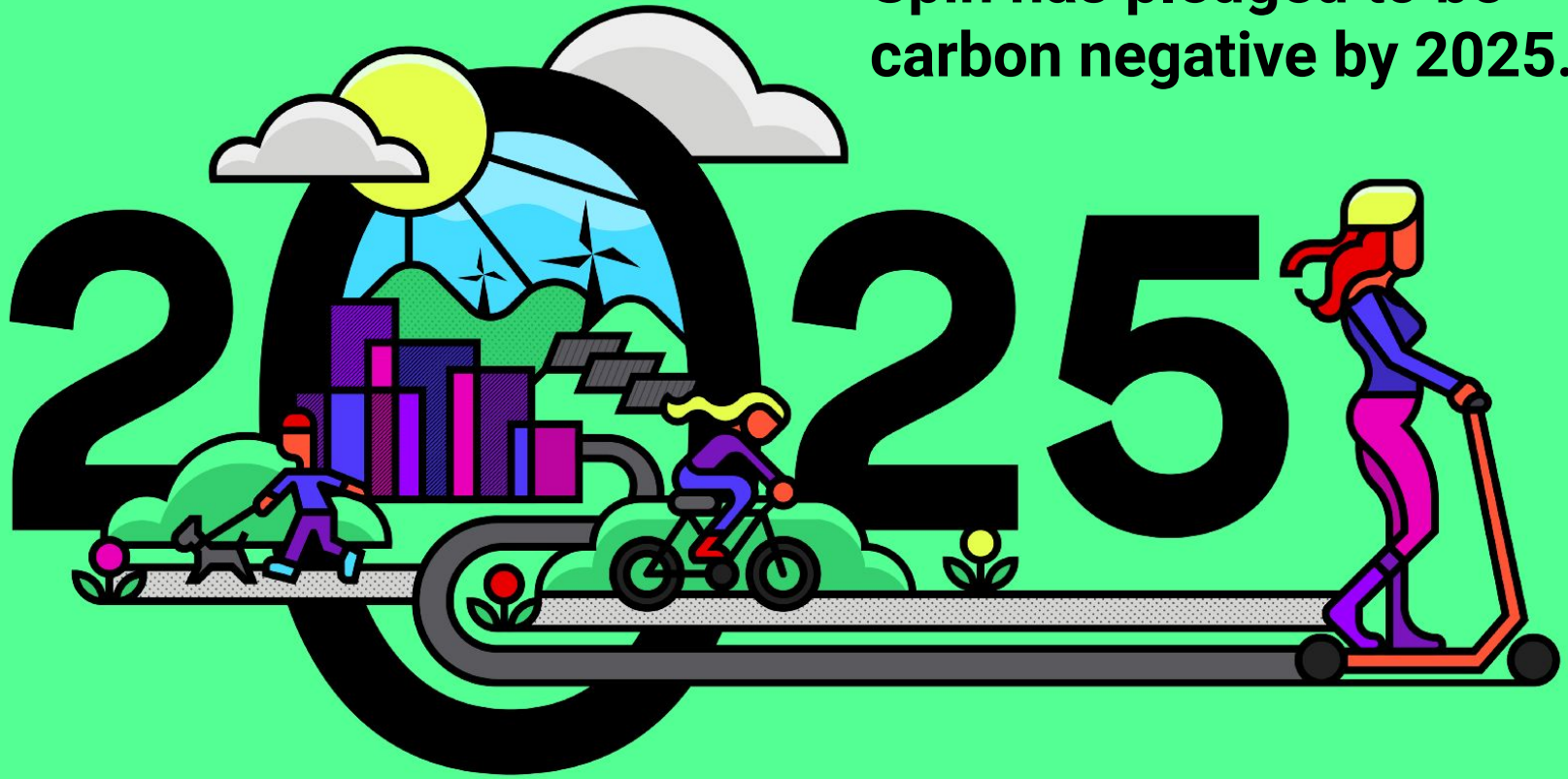


St. George Region

Spin was selected as the exclusive operator for the City of St. George. The selection of the operator was through a competitive RFP completed summer 2020. Additionally, Spin currently has a contract with Dixie State University.



Spin has pledged to be carbon negative by 2025.



- Transition operations to 100% plug-in hybrid and battery electric vehicles
- Transition power for recharging to 100% renewable energy
- Achieve a minimum 24 month lifecycle for Spin vehicles

Overview of Spin's Proposal

Vehicles

Spin **proposes 50-100 e-scooters** distributed equally across the City in September ahead of the Ironman Championship.

Approach

Spin's commitment to the City of Ivins and will only utilize 100% in-house W2 employees locally, charge and repair e-bikes and e-scooters at a warehouse within city limits, manage a 24/7 service model, and provide coverage for the entire city.

Operational Model

Our team is diverse, fully-trained, and paid a living wage with benefits. We do not use contractors or 3rd party staffing agencies.

- **W2 with Benefits**
- **Retention**
- **Safety**
- **1 Hour Response**
- **24/7 Management**
- **Spin Hubs**

Local Partnership & Compliance

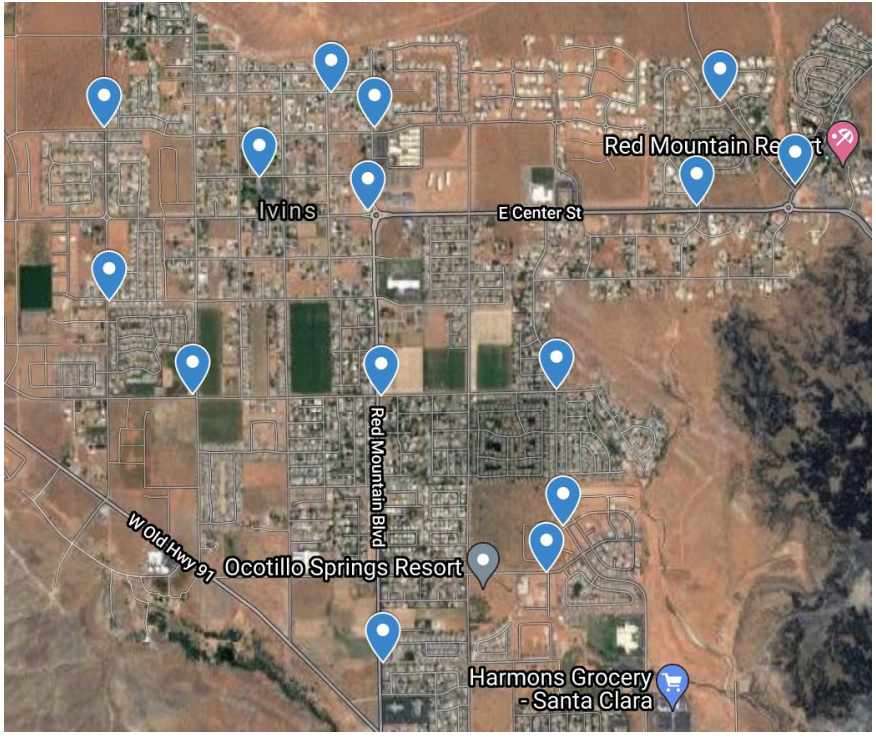
We think of ourselves as an extension of the city, as we are all neighbors. **Reducing sidewalk riding, increasing rider safety and awareness, and becoming a part of the transportation infrastructure is our goal.**

- **Rider Education**
- **Safety > Growth**
- **Equity & Fairness**

Overview of Spin's Proposal

Deployment Map

Please see Spin's proposed deployment locations below. We will work closely with the City and local organizations to ensure that these are areas where the scooters will be utilized, while not blocking any part of the public right-of-way. Please see here for Google Maps interactive link.



Made with high-quality materials and construction, the Max e-scooter is the latest and most up-to-date e-scooter that the industry offers, featuring a long-range swappable battery to minimize environmental impacts. Spin is determined to provide the latest technology to its riders in order to ensure safety, durability, and convenience. Spin's Max scooter is manufactured by Segway Ninebot and is certified for all applicable safety and equipment standards, including CE, UL, KBA, EMC, etc. In addition to proprietary anti-tampering features to prevent theft and vandalism, the Max e-scooter features a dual kickstand for increased stability when parked, dual suspension for smooth riding, and dual handbrakes for redundancy.



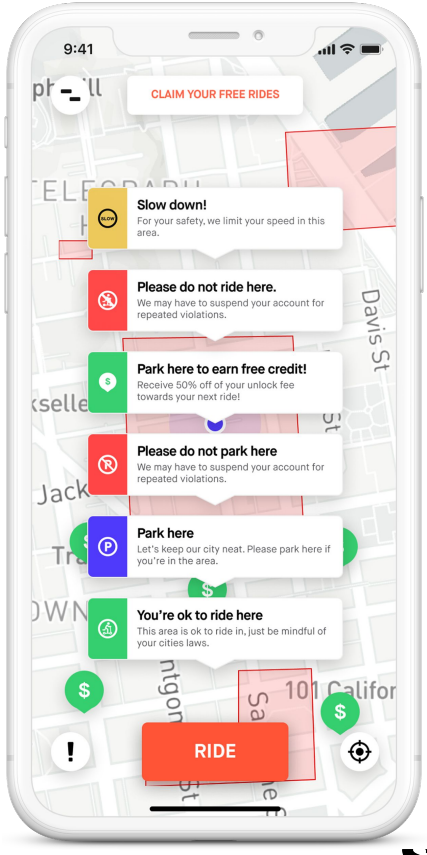
CONFIDENTIAL

Operations Team and Approach

No Park/No Ride Zone Messaging

GPS Technology and Geofencing

Spin is proud to have state of the art GPS and geofencing technology to ensure that users are riding and parking in zones approved by the City. **Spin is the only company to comply with geofencing requirements in many other cities in the US including San Diego and Phoenix.**



Incoming Complaints and Scooter Rebalancing

Spin's Customer Support team is 24/7 and based out of the United State to receive user and non-user questions, complaints, and reports. Once a inquiry is recorded, our Customer Support team work directly with our Operations team to ensure the issue is resolved.

In Salt Lake City, St. George and Boise, we have added a text line for improperly parked scooters. When the number is texted, it directly routes to our local Operations team who rebalances the scooter.



Operations Team and Approach

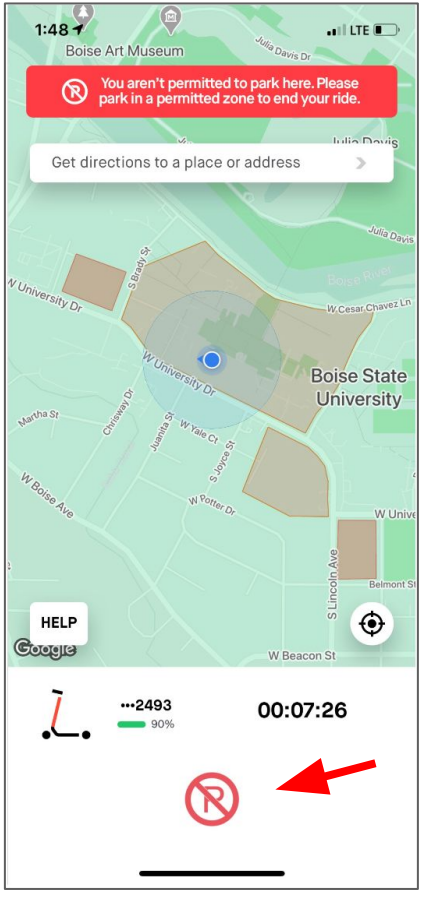
Geofencing Deep Dive

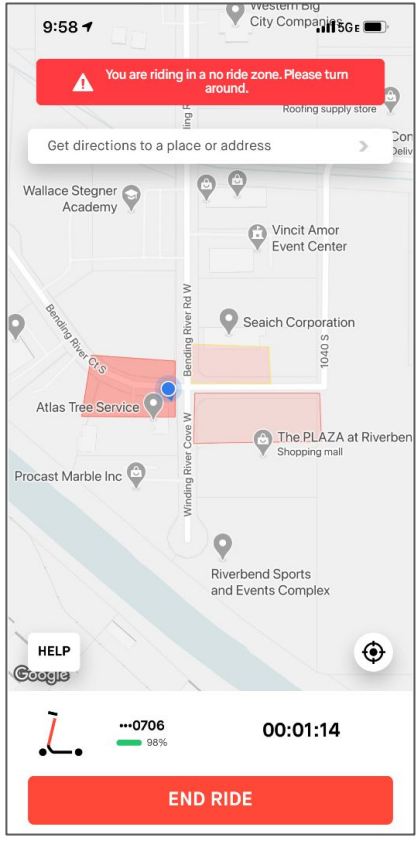
Reaction Time in Dismount Zones

- Spin vehicles report their location every second.
- Spin scooters and e-bikes consistently respond within 5 seconds of entering a geofenced zone, and often quicker.

Dynamic and Flexible

- **Ensures ability to achieve geofencing objective**
- Can edit and/or re-draw geofences within minutes which can follow regular reviews of geofencing efficacy
- Allows vehicles to respond to changing environments, i.e. protests and sporting events.





Spin's Inclusive Micro-Mobility Program

Community Outreach

User Education

Initiatives include:

- Alignment on education initiatives
- In-app education
- Digital outreach
- On-device education
- In-person events

In-Person Safety Campaign Offers Users:

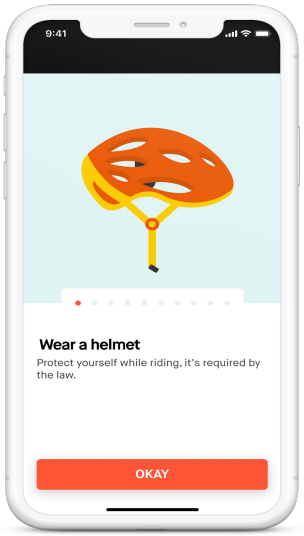
- Scooter safety demonstrations
- Helmet giveaways
- Opportunities to sign up for Spin Access, our low income program, in person

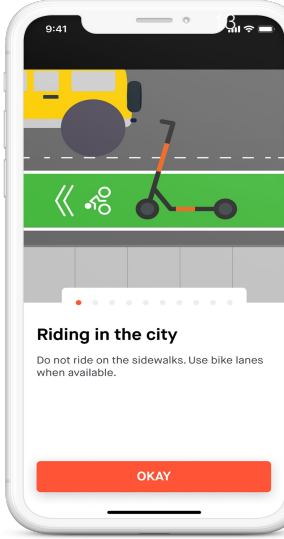


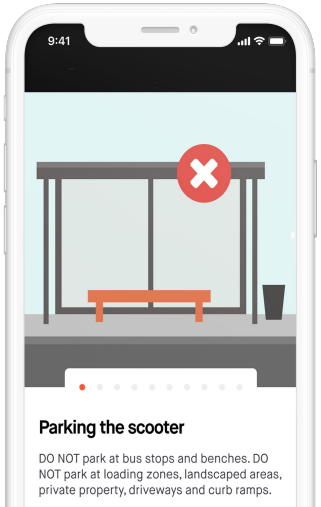
SPIN SAFE

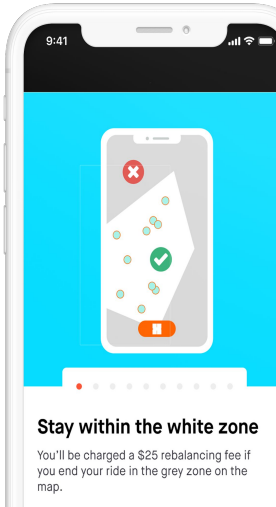
New Spin Safe **Digital Experience** Offers:

- Five short videos that give step-by-step instructions on how to safely use our vehicles
- Ability to distribute via city, campus, and community channels









GET IN TOUCH

Alex April
Head of Government Partnerships, US West
alexandra.april@spin.pm

Ado Milicevic
General Manager
ado@spin.pm

