

RFP 19000240

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# City of Pittsburgh Mobility Demonstration Project

PROPOSAL DATE

05.15.19

Office of Management and Budget  
City-County Building, Room 502  
414 Grant Street  
Pittsburgh, PA 15219

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# Cover Letter & Executive Summary

We thank the City of Pittsburgh for the opportunity to submit to the 19000240 Mobility Demonstration Project RFP. We understand the City's unique topography and the need for a multimodal, transformative mobility program that complements the existing transit options from the Port Authority and Healthy Ride. Pittsburgh has a drive-alone rate of 56%, which shows the immense potential for new modalities to further reduce the reliance on the single-occupancy vehicle trips without significant new service investments from the City. However, we know that there are many challenges to creating an improved mode split in Pittsburgh - hilly terrain, weather, and diverse transportation needs to name a few. That is why Spin is partnering with Waze, Zipcar, Transit, Ford Mobility, and Swiftmile to provide a suite of mobility services, platforms, and infrastructure tailored specifically for the needs of Pittsburgh residents and visitors.

# Proposed Pittsburgh Mobility PMC (PMC)

## SPIN

**Spin** will supply, operate, and maintain a fleet of 150 dockless e-bikes and 750 dockless e-scooters for the residents and visitors of Pittsburgh. In addition to directly serving the last-mile connection and areas where short trips could be replaced by bike and scooters, Spin will seek input from stakeholders during the Ambition Workshop to learn of the additional use cases for micromobility in Pittsburgh. Spin will work with the City to responsibly scale up the fleets of e-bikes and e-scooters based on demand and user compliance, with the goal of reaching 1,000 vehicles total during the demonstration project.



**Transit** will offer the city the opportunity to integrate other mobility partners as part of this partnership including a complete integration of Spin-the ability to sign up, pay for and unlock scooters directly in the app, and will explore a future integration with Zipcar. Transit will facilitate registration to a variety of mobility options through a single shared account, and work with the City, transit agency, and mobility partners to bundle public transit passes with bike-share, scooter-share and other mobility options into one subscription. Transit will also offer the ability to survey Pittsburgh users, 60,000 of whom already use Transit every month, and display in-app banners highlighting city events, or alerts up to twice per year. Transit will include access to a data dashboard that contains information on app usage, downloads, and popular transit lines. Data on multimodal trips and mode choice, and anonymized origin-destination data will also be provided.



**Swiftmile** will supply and operate and maintain 50 state-of-the-art dockless e-scooter stations that will be accessible to all citizens and shared scooter riders throughout key areas of the city. Swiftmile will align with Spin and the City to inform the deployment strategy, and will work with both the City and private partners to scale up the fleet of stations based on efficiency and demand.



**Waze** will offer Waze Carpool, a peer-to-peer carpooling platform that helps neighbors and co-workers find a carpool match near them, share the cost of a trip and navigate smoothly. Waze Carpool provides a green, affordable option for people who currently live in places not well served by transit and are too far from work to bike or scooter and is the perfect complement to the other modes in this proposal. Waze also offers a program for public sector partners to access data about traffic jams and incidents on the roadway that Pittsburgh might use as part of monitoring and evaluation of their larger mobility program.



**Zipcar** will offer its expertise as an incumbent mobility operator in the city along with its nearly two decades of experience enabling urbanites to live a low-car lifestyle through car sharing. In addition, we would consider opportunities to grow our service, share aggregated anonymized data with the city (including member survey data on travel behaviors), and explore future integration with the preferred mobility platform.



**Ford Mobility** will offer the city a complementary extension to the existing City Insights products (formerly Urban Data Platform) currently offered through the City of Tomorrow Challenge. As part of the Challenge – launched in Pittsburgh in 2018 – Ford Mobility is providing a complementary five month license to this data insights and analytics tool. Ford Mobility will extend the existing trial by seven months, through the end of the demonstration period. Present products provided to the city on a trial basis through the initial agreement include Parking Insights, Commute Insights, Transit Insights & Livability Insights. In addition, Ford Mobility will offer Pittsburgh preferred access to new City Insights products for the duration of the mobility demonstration when they become available.



The proposed **Pittsburgh Mobility PMC (PMC)** is particularly excited by the prospect to partner with the City of Pittsburgh's Department of Mobility & Infrastructure (DOMI) because of the vision for a public-private partnership outlined in this RFP. We believe that a City's transportation ecosystem benefits from a partnership-first approach, and DOMI's intention to pursue improvements that will support the success of the demonstration project is a clear indication that our visions are aligned.

Outlined in the proposal is Spin's proposed PMC of experts' qualifications that illustrate the aforementioned mobility program, proposed operations, our requests for the City's partnerships, our demonstration of good faith effort, and exceptions. The proposed program will demonstrate the ability to address challenges of easy access to goods and services, lack of different mobility options, high cost of transportation, as well as improve access to individuals of low and moderate income, unbanked individuals.

Through this PMC, we hope to demonstrate how the modern mobility platform can utilize electric microbility and shared modes to encourage car-light lifestyles in traditionally auto-dominant cities like Pittsburgh, how innovative trip planning and data-sharing platforms can communicate travel options and system performance to the public and the City, and how data-driven infrastructure investments can improve the level of service and reduce operational VMT. Moreover, we want to demonstrate to the industry that this can all be done in collaboration with the Department of Mobility & Infrastructure, establishing a new baseline for innovation in public-private partnerships.

Thank you again for the opportunity to propose a mobility demonstration project to the City of Pittsburgh.

Sincerely,



Derrick Ko  
CEO | Spin

In partnership with,



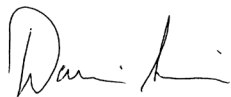
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VP, N.A. City Solutions | Ford Mobility, LLC



David Block-Schachter  
Chief Business Officer | Transit



Leo Vera  
Chief Operating Officer | Swiftmile



Dani Simons  
Head of Public Sector Partnerships | Waze



Tracey Zhen  
President | Zipcar

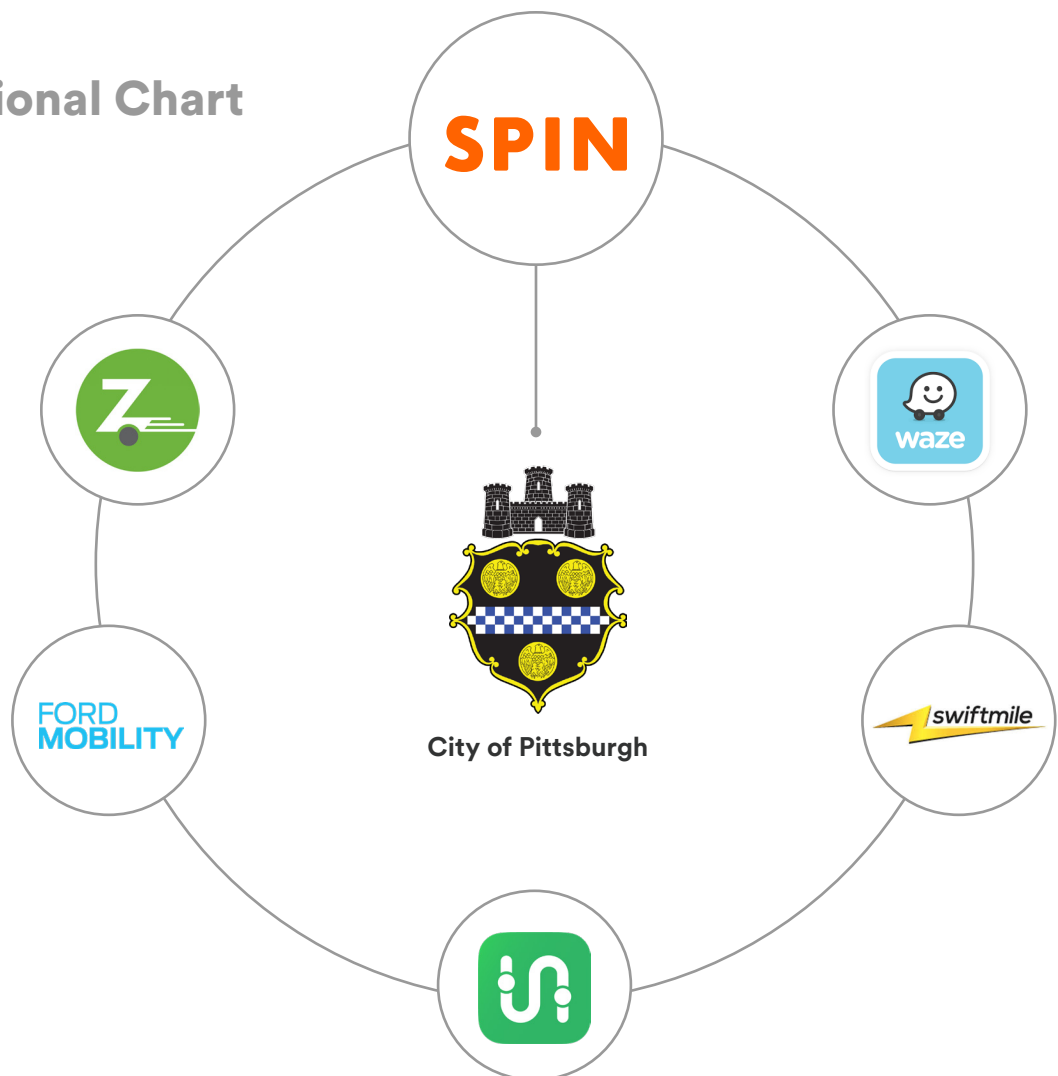


# PMC's Qualifications, Experience & References

# The Pittsburgh Consortium (PMC)

Spin proposes a consortium of industry experts that are city-centric to the needs and goals of the City of Pittsburgh. The PMC is well-versed with the unique landscape and transportation challenges the City faces and will leverage our decades of knowledge, innovative technologies and robust data to design a transformative mobility program in a public-private partnership with the City of Pittsburgh.

## Organizational Chart





# About Spin

Spin operates electric scooters and bikes in cities and campuses nationwide, bringing sustainable last-mile mobility solutions to diverse communities. Recognized for its consistent cooperation and collaboration with cities, Spin partners closely with transportation planners, mobility experts, community groups, and university administrators to bring dockless mobility options to streets in a responsible and carefully orchestrated manner.

Backed by Ford and based in San Francisco, Spin is a diverse team of engineers, designers, urban planners, policymakers, lawyers, marketers and operators with experience from Y Combinator, Lyft, Uber, local and federal government, and the transportation advocacy world. Spin was known for launching the first stationless mobility

program in Seattle, and has since expanded to become the exclusive electric scooter partner in mid-sized cities like Coral Gables, Florida and Lexington, Kentucky, as well as one of the few permitted scooter operators in large cities like Los Angeles, Austin, Denver, Detroit, and Washington, D.C. The team embeds in cities and neighborhoods to understand their specific transportation needs, and hires locally from the community.

As stated above, Spin will supply, operate, and maintain a fleet of bikes and scooters for the Pittsburgh community. Additionally, Spin will serve as the point-organization leading this PMC's partnership with DOMI.

# References

## Charlotte, NC

Vehicles: 400 bikes/scooters

Since: November 2017

Spin was one of the original companies to receive a permit to operate in Charlotte, where we have been operating dockless bikes since November 2017. In November 2018, Spin fully transitioned our Charlotte fleet to 400 scooters.

### CONTACT INFO

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## Jefferson City, MO

Vehicles: 75 bikes, 80 scooters

Since: July 2018

Spin won a single-vendor contract for bikes and scooters with the City after a competitive RFP process.

### CONTACT INFO

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Community Relations Manager  
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 (573) 634-6577




## Coral Gables, FL

Vehicles: 100 scooters, 100 bikes

Since: July 2018

Spin was awarded an exclusive single-vendor contract by the City Commission to operate scooters in Coral Gables, becoming the first company to receive permission to operate scooters in Florida. This contract came on the heels of several months of working closely with the City and after two other companies rogue deployed scooters in the City without permission. The City of Coral Gables used data and learnings from our exclusive pilot to inform their current regulations that allow multiple vendors.

### CONTACT INFO

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# References

## Long Beach, CA

Vehicles: 300 scooters

Since: October 2018

Spin was selected as one of a handful of operators to participate in the City of Long Beach's shared scooter pilot program. The successful operation of Spin's shared scooter fleet in Long Beach has incentivized the City to extend the pilot program through January 2019.

### CONTACT INFO



Tony Cruz

Community Programs  
Specialist



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(562) 570-6384

## Los Angeles, CA

Vehicles: 3000 scooters

Since: January 2019

Spin entered the Los Angeles micromobility market once the City developed the Conditional Permit and eventually the One Year Pilot Program. Since then, Spin has demonstrated the value of a partnership-first approach by developing a workforce development program, pursuing the full fleet allotment in disadvantaged communities, and collaborating with LA City Council on the introduction of scooters to downtown LA.

### CONTACT INFO



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Chief Sustainability Officer



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# Transit Qualifications

Launched in 2012 in Montreal, Transit is North America's most popular public transportation app, with millions of active users in 200 cities. Right on launch, Transit shows users all nearby transport options and departure times in big text and bright colors. Users can easily navigate public transit with accurate real-time predictions, simple multimodal trip planning, offline trip planning, and step-by-step navigation. With public transportation at its core, Transit also integrates real-time information and payment functionalities for other sustainable mobility modes, including ridehail, bikeshare, scooters, and carshare.

In the Pittsburgh metro area, as part of this proposal, Transit is proposing a complete integration with Spin, so that users can find and unlock bikes and scooters through the Transit app. This complements the public transit options already available in the app. In addition, Transit displays HealthyRide bikes and with the proper support from **nextbike**, Transit can allow purchase and unlock in the app. The company's ridehail integrations work similarly, so that users can book an Uber or Lyft directly within Transit. Transit can also align with Zipcar to integrate display, purchase, and unlock features of their vehicles. As more options are permitted in Pittsburgh, Transit can also integrate the display and unlock of additional ridehail and mobility partners. Previous successful case studies of these integrations were done in cities like Toronto, Chicago, and Montreal, and with mobility companies such as Ola, Via, Communauto, and Téo Taxi.

With the launch Transit+, Transit also enables users to plan and pay for multimodal trips that combine public transit with shared mobility. The

company launched ridehail to rail trips in 2018, and are launching scooter and bike to rail trips in May of this year. Transit can work with the City and transit agency to launch multimodal plans that include buses, as we have done elsewhere where we have partnerships, as well as other routing customizations.

Because Transit does not operate any services ourselves, the company can be neutral - displaying all options to all users. The company's alignment is with the City - Transit wants more people using Transit to get around, and Pittsburgh wants more people using non-auto modes. And, with 24,000 daily users, 60,000 unique monthly users, and 5.2M app opens every month in the Pittsburgh metro area, many Pittsburghers already know and love Transit. Indeed, we estimate that on an average weekday, close to 25% of people who ride public transit in Pittsburgh will open our app. What's more, these users have adopted Transit in their daily routine, opening the app close to nine times per day on average. Because of Transit's existing partnerships, Pittsburgh can capitalize on this adoption to provide a one-stop location to find, plan, and book public transit, ridehail, carshare, and micromobility. It's not just locals, either: the millions of people who already use the app around the world won't need to download another app to plan and pay for their multimodal trips when visiting Pittsburgh, making it even easier to get around without a car. Last, because of a partnership with Transit, the City will have data on how people are using all these modes. All integrations described in this document will be at no cost to the City of Pittsburgh.






# References

## St. Catharines Transit

In April 2019, Transit deployed mobile ticketing for St. Catharines Transit in Ontario, Canada. This is Transit's first integration of mobile ticketing and we have seen. Transit has provided a white labeled version of its app to St. Catharines Transit since 2014 (a service Transit has now discontinued). This partnership was recently renewed for an additional three years. Transit estimates that over 60% of all St. Catharines Transit customers who ride the bus on an average weekday will open Transit or the St. Catharines app. After three days, before any other marketing went live, about 2 percent of St. Catharines riders who did not already have a university-provided pass were purchasing tickets through Transit. Within a month, that number reached approximately 7 percent.




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## Aspen We-Cycle

Transit is the official app for We-Cycle bike share in Aspen, CO. Transit launched its initial pilot in the Fall of 2015. Riders can see the real-time availability of bikes and docks, plan a-to-b trips, buy a variety of pass types, and unlock bikes. This deployment was the first time a US docked bikeshare system enabled users to buy passes and unlock bikes from a phone. More importantly, Transit built its initial payment functionality and launched the integration less than 3 months after signing the pilot agreement with Aspen's bikeshare supplier. Today, the vast majority of all bikeshare trips in Aspen are unlocked through Transit rather than using a kiosk or RFID card.

### CONTACT INFO


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# References

## Pinellas Suncoast Transit Authority

In December 2017 the Pinellas Suncoast Transit Authority (PSTA), which services St. Petersburg, Florida, officially endorsed Transit as its official app for trip planning and real-time information. PSTA recognized Transit as the leading multimodal transit app and a strong partner to help support and develop their MaaS vision, particularly with the integration of mobile ticketing, the facilitation of bikeshare payments, and the incorporation of their Direct Connect program, which subsidizes ride hail trips taken to specific transit stops. One year after Transit's selection as the endorsed app, the number of daily users of the app in St. Petersburg grew over 5X.




### CONTACT INFO

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## Massachusetts Bay Transit Authority

In Boston, the MBTA believed that “having a single, full service app can provide a tremendous improvement in customer experience.” They released an RFP to select their preferred app partner to market to riders across the region. After a competitive process, the MBTA selection committee unanimously chose Transit in September 2016. One year after Transit's selection as the endorsed app, the number of daily users of the app in Boston grew 2.5X. There are now hundreds of thousands of MBTA riders using the app every month. The MBTA also did a large customer satisfaction survey in the Spring of 2017; the survey found that Transit was used more than any other transit app in Boston by riders, including Google Maps, and that it had a higher satisfaction score than any other app (80% of riders were satisfied, very satisfied or extremely satisfied).

### CONTACT INFO

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# References

## Maryland Transit Administration

In June 2018 the Maryland Transit Administration (MDOT MTA) named Transit as its endorsed app for real-time bus information and trip planning for the Baltimore region. The partnership was launched in coordination with a significant upgrade for MDOT MTA's real-time bus tracking system to improve reliability and generate more accurate predictions for riders. The announcement of the partnership with Transit included exposure in print and broadcast media, outreach via MDOT MTA's website and customer support channels, street teams from MDOT MTA to educate riders at bus stops, and advertising at bus stops and on vehicles, including fully-wrapped buses promoting the new partnership with Transit. Even before the implementation of the partnership, MDOT MTA had already observed many of its riders using Transit's GO crowd-sourcing feature to improve real-time information available to other riders, as MTA's real-time predictions and vehicle locations had suffered from inaccuracies and unreliability. Leading up to the launch of the new real-time bus tracking system, Transit assisted MTA with troubleshooting any rider-facing real-time data issues, to avoid hiccups on deployment. Since the launch of the partnership this summer, the number of daily users of Transit in Baltimore has almost doubled.

## CONTACT INFO

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# Zipcar

## Qualifications

Zipcar is the world's leading car sharing network, founded in 2000 by two female entrepreneurs in Cambridge, Massachusetts. The company is driven by a mission to enable simple and responsible urban living in cities across the globe. Zipcar provides universal access to thousands of vehicles parked in convenient spots in over 500 cities and towns, and more than 600 university campuses.

Zipcar offers a smarter way to get around with self-service vehicles in dedicated parking spaces. Vehicles are available 24/7 at low hourly and daily rates, including the cost of gas, maintenance and insurance. Joining is easy on the app or on our website, and reservations can be made in seconds on a mobile phone or online. Zipcar is a subsidiary of Avis Budget Group, Inc. (Nasdaq: CAR), a leading global provider of mobility solutions. More information is available at [www.zipcar.com](http://www.zipcar.com).

Today, Zipcar operates a fleet of more than 30 vehicles in Pittsburgh. The company has a long-standing partnership with the Pittsburgh Parking

Authority that has enabled curbside locations for vehicles, particularly near Healthy Ride stations. Currently, Zipcar is working with the City's Department of Mobility and Infrastructure to expand and strengthen this partnership. We also provide access to our car sharing solution for students at Carnegie Mellon, Duquense University and University of Pittsburgh. Zipcar first launched in Pittsburgh in March 2008.

Zipcar membership is \$7/month or \$70/year. Driving rates vary by location and vehicle type and are available at [www.zipcar.com/pittsburgh](http://www.zipcar.com/pittsburgh). Zipcar is proven to be a cost-effective option over the high expense and hassle of vehicle ownership and, in addition, Zipcar has partnerships with organizations in key markets to offer discounted membership to income-qualified residents. With the PMC, Zipcar would be open to considering such partnerships in Pittsburgh.

# References

All references have several years' experience with Zipcar operating car sharing within their jurisdictions and through public partnerships.

## Arlington County

Zipcar first launched a dedicated curbside parking program in Arlington in 2004.

### CONTACT INFO

 Marietta Gelfort  
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## Maryland Transit Administration

Zipcar began operating in Maryland in 2008 and launched a partnership with MTA in January 2018.




### CONTACT INFO

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## District Department of Transportation

Zipcar began operating in Washington, DC in 2001 and was the first car sharing operator in the greater DC area. Zipcar has been partnering with DDOT since October 2005. Today this partnership includes both dedicated curb space access for Zipcar and a fleet solution for District government employees.

### CONTACT INFO

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# Swiftmile Qualifications

Founded in 2015, Swiftmile brings more than four years of light electric vehicle charging expertise to bear on this proposal by offering a unique parking and charging system for electric scooters. Swiftmile builds a truly universal parking and charging platform that can be solar-powered to help the city reach its sustainability goals for micromobility. The Swiftmile system reduces the need for human charging and solves the parking issues with scooters without reverting back to a pure dock-based approach.

Swiftmile's mission is to alleviate traffic congestion. The company does this by helping communities adopt e-bike and e-scooter

solutions that are good for the environment and its citizens. Swiftmile is proud to be recognized as a leader in the supply of autonomous parking and charging systems for micromobility. The company started its journey in January of 2015 with the development of the world's first 100% renewable-powered system for electric bikes.

Some of the company's most successful autonomous fully-renewable micro-parking and charging systems include Santa Clara Valley Transit Authority and Tesla.

# References

## Santa Clara Valley Transit Authority

- Deployed charge stations successfully in December 2015 and still in operation.
- Thousands of charge cycles with more than 100 active users
- Used by VTA employees and shown as a reference for green mobility initiatives around the world



### CONTACT INFO

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## Tesla

- Started in April, 2018 to reduce SOV trips and parking congestion at Tesla facilities
- Successfully installed micro-parking and charging for over 3,000 employees in Fremont, California and Palo Alto, California for shared electric bikes
- 90+ Net Promoter Score from Tesla employees for high customer satisfaction
- Eliminated thousands of SOV trips and expanding further today due to successful adoption and retention




### CONTACT INFO

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Global Workplace
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## Chargepoint

- Started in May, 2018 to reduce lunchtime traffic and reduce congestion in Campbell, CA
- Onboarded all Chargepoint HQ users in a shared electric bike system for corporate commuters and employees using a universal charging system supporting multiple brands of electric bikes
- Implemented micro-parking and charging with 100% renewable power from a solar array using the sun to power all shared electric bike trips to and from campus

### CONTACT INFO

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# Waze

## Qualifications

Waze is the world's largest community-based traffic and navigation app with over 116M monthly active users around the globe. Waze was founded on the belief that the best mobility solutions come from technology that empowers people to work together. The company strives to change how people move through the world with everyday acts of cooperation.

Waze launched [Waze Carpool](#) nationwide in the U.S. in 2018, Waze Carpool is true peer-to-peer carpooling, allowing riders and drivers to find each other, schedule trips, share the cost of the trip, and optimize their routes along the way. Carpoolers choose riders & drivers based on profiles, star ratings, distance, and price. Filter by gender, coworkers, or custom groups to find your best match, and schedule a Carpool.

Waze Carpool is being used by public sector partners including the SF Bay Area's Metropolitan Transportation Commission (MTC) and the San Diego Association of Governments (SANDAG) to help promote the reduction of single-occupancy vehicles.

Waze has over 1000 public sector partners that participate in our [two-way data-sharing program](#). PADOT and the PA Turnpike Authority have been partners since 2015.



# References

## Bay Area Metropolitan Transportation Commission

The MTC is currently promoting Waze Carpool as part of its efforts to reduce VMT and single occupancy vehicle trips by offering “five rides free” with Waze Carpool. The MTC is making up the difference between what a rider would pay to the driver (up to \$0.58/mile, the IRS cap for driver reimbursement) for these first five rides. The MTC believes that by offering the first five rides free they will help put people on the path to a new habit.

### CONTACT INFO

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Commission & Association of  
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## Denver Regional Council of Governments (DRCOG)

Waze partnered with DRCOG to help support their “GO-tober” campaign in October 2018 to encourage more carpooling. DRCOG is working with Waze and Waze Carpool over the next several years to encourage more carpooling along highway corridors that are undergoing major construction.

### CONTACT INFO

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Program & Marketing Manager  
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## PA Turnpike

The PA Turnpike Authority is a Waze “Connected Citizens Program” partner, participating in our two-way data sharing program since 2015.

### CONTACT INFO

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# Ford Mobility Qualifications

**About Ford Mobility:** Since its founding in 1903, Ford Motor Company has been a pioneer in its global industry. This innovation continued with the establishment of Ford Mobility, LLC in March 2016. Working with Ford's existing product development, research and advanced engineering, marketing and data analytics teams, Ford Mobility develops commercially ready mobility services and invests in promising mobility related ventures. Ford Mobility's city analytics and data services help cities understand their unique challenges and designs targeted solutions to improve the quality of life for residents through data visualizations and predictive insights.

**Capabilities and Qualifications:** With a focus on changing the way the world moves, Ford Mobility is at the vanguard of innovation in vehicle mobility, customer experience, and data & analytics. Ford Mobility believes – as Ford always has – that freedom of movement drives human progress. Ford Smart Mobility's vision is to build long-term partnerships with cities to support a future with smart vehicles in a smart world.

Ford Mobility and its affiliates can provide innovative, niche solutions within the mobility industry, including data sharing and performance monitoring platforms, connective vehicle technology integration, project metrics and interface design, public engagement, on-demand microtransit orchestration, and other

shared mobility solutions. These capabilities are developed and deployed by our deep talent bench and supported by Ford resources, including experienced software engineers and product designers on our City Insights team (formerly Urban Data Platform), pioneering data scientists in the Global Data Insights and Analytics group, and engagement experts from our City Solutions team.

**City Insights:** In this proposal, Ford Mobility offers one key product in Ford's wide range of mobility products and services. Specifically, we are proposing the City Insights product, a tool that utilizes the power of data and fuels innovative solutions in the rapidly changing new mobility world. The City of Pittsburgh has already been offered a five month trial of the City Insights platform. We propose extending that trial to the end of the mobility demonstration period.




# References

## City of Ann Arbor

Ford Mobility launched a pilot with the City of Ann Arbor in 2018 to deploy the City Insights tool. A design research and discovery process identified pain points in the city's transportation system and parking capacity was identified as a primary issue. Ford Mobility utilized an agile, fast-paced approach to data ingestion, standardization, and visualization to deliver a solution in 90 days. Insights gained from the City Insights tool allowed the City to readjust its plans to build new parking structures and instead manage demand through dynamic pricing and signage, saving the city over \$80 million dollars. The pilot has evolved into an on-going, long-term engagement.

## CONTACT INFO

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# References

## Miami-Dade County, Department of Transportation & Public Works

In March 2018, Miami-Dade County partnered with Ford Mobility to launch the City of Tomorrow Challenge: Miami-Dade. The City of Tomorrow Challenge is designed to empower cities to understand unmet, local transportation needs and to enable cities to work alongside their citizens and communities to co-design solutions that address those needs, support growth, and ensure that the city thrives in the future. The Challenge helps cities record human experiences and embed it in transportation and smart city planning efforts. Through a community-centered design process, the goal of the city challenge engagement process is to identify new mobility solutions and launch new pilots in cities that create immediate impact for residents and support broader planning efforts. In Miami, Ford Mobility deployed a public engagement process that paired quantitative data analysis alongside the qualitative evidence needed to help the city make the best choices about mobility solutions to pursue. As part of the Challenge, Miami had access to the City Insights platform and continues to use it as part of a five month pilot.

## CONTACT INFO

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# Proposal of Operations



# Mobility Offerings of The PMC

These should be complementary to one another, and when taken in total, represent options to decrease reliance on “single occupant vehicle travel” (as in automobiles and similar modes) and fossil fuels. You should make sure to address:

- How these will complement and extend coverage of existing public transport and improve access to areas with populations of lower income
- Provide a commitment to provide affordable services to lower-income population

The mobility offerings of this PMC are designed specifically to extend the coverage of Port Authority and Healthy Ride, while improving access to lower income populations, unbanked individuals, senior travelers and individuals with limited physical mobility. We can accomplish this by providing a suite of mobility services, extending multimodal connectivity and access with mobility hubs, and creating a Mobility as a Service (MaaS) platform for multimodal trip planning.

## MOBILITY SERVICES

The mobility offerings of this PMC include scooter and bike share services provided by Spin, carshare provided by Zipcar, and carpooling provided by Waze. Considering the network of existing services available to Pittsburgh residents and visitors, this PMC can extend that service to more users and further encourage car-light lifestyles by:

- Improving access to transit with last-mile

- solutions served by shared bikes and scooters;
- Making car share available for local errands or weekend adventures, reducing the need to own a personal vehicle;
- Providing car pooling options to areas with less transit service and with longer trip distances.

## MOBILITY HUBS

Additionally, the PMC will partner with DOMI to develop a network of mobility hubs, giving a physical representation of the mobility marketplace offered by this PMC at key transit stops. Through Transit’s mobile app, which will symbolize and encourage trip connections at mobility hubs, users will find locations throughout the City that co-locate some or all of the following services: Port Authority transit stops, Healthy Ride Stations, Zipcars, Spin bikes and scooters, and Waze Carpool pickup locations. Spin and Swiftmile will prioritize deployment of scooter charging stations to mobility hub sites, ensuring that scooters are readily charged and available. Users that end a scooter trip at a mobility hub will receive a discounted fare, which incentivizes users to re-supply mobility hubs and charge the fleet without manual operations.

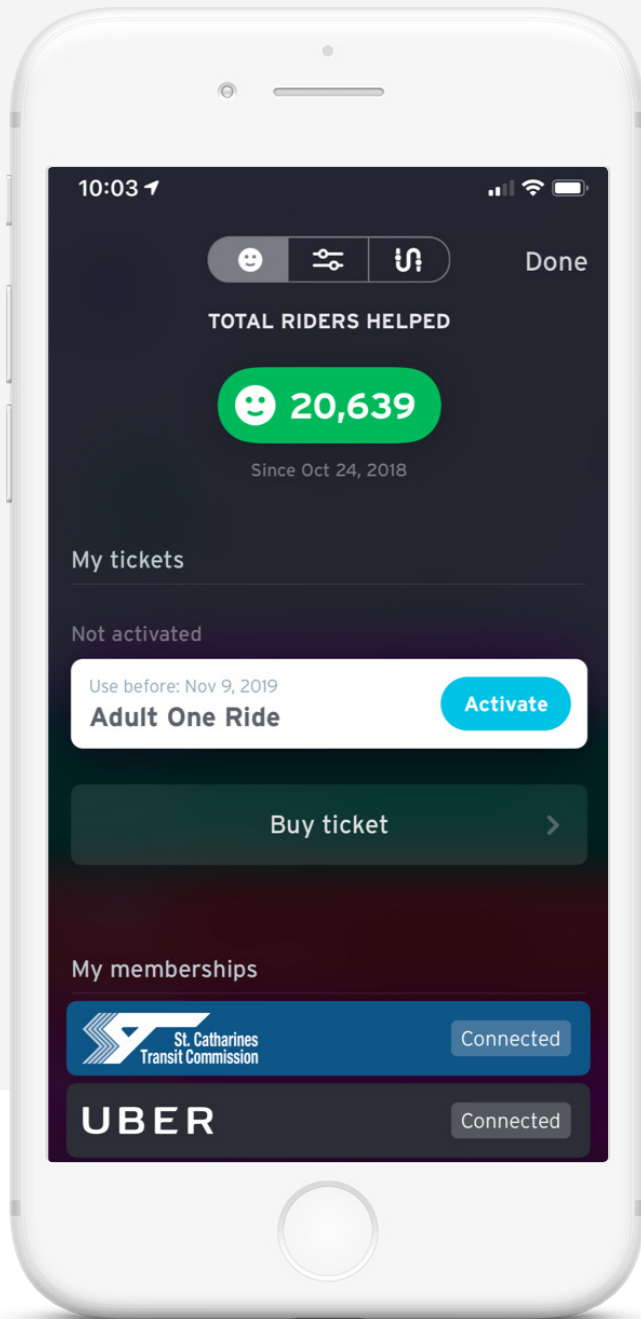
The PMC will also pursue partnerships with existing retail near mobility hubs to activate the space and identify opportunities to implement tactical place-making projects that support a human-scale urban design.

## MOBILITY AS A SERVICE

We propose the creation of a shared account within Transit. The account allows for the seamless MaaS integration of locating, signing up for, and paying for a variety of mobility services through a single app. This account integration will lay the groundwork for bundling services, with input from the City, as well as creating opportunities for rewards programs and incentives to reduce single occupancy vehicle usage. Through Transit, users will be able to sign up for a single MaaS account and complete trips with some of the services available on Transit's platform. In the backend, account information will be shared in a secure, PCI compliant fashion with each of the mobility operators as needed.

The account already supports the integration of public transit payments and bikeshare systems in other cities and we will likewise provide this service in Pittsburgh. To date, Transit has been in active discussions with Healthy Ride bike share for payment integration, and we propose a Spin payment and unlock integration as part of this proposal. A collective account would allow for a single sign-up flow and quick access to new mobility options without users needlessly entering their contact and payment information each time they add a new option to their account. An example of the sign up flow for the Transit account is shown below.

The image displays four sequential mobile app screens for a sign-up process. Each screen is shown on a smartphone mockup with a status bar at the top indicating 'Sketch', signal strength, time '9:41 AM', and battery level '100%'.  
1. The first screen is titled 'What's your email address?' and includes the subtitle 'Purchase a ticket with your Transit account'. It features an 'Email address' input field and a green 'Next' button.  
2. The second screen is titled 'And your name?' and includes input fields for 'First name' and 'Last name', followed by a green 'Next' button.  
3. The third screen is titled 'Create your password' and includes a 'Password' input field with a hint: '@ characters at least, including a letter and a number'. It has a green 'Next' button.  
4. The fourth screen is titled 'Add your payment method'. It shows 'Supported methods' as VISA, AMEX, MC, and DISC. Below this is the 'Cardholder name' field with the value 'AnneLaure Artaud', followed by 'Card number', 'Exp. date', and 'CVV' fields. At the bottom is a numeric keypad with digits 1-9, 0, and a backspace icon.

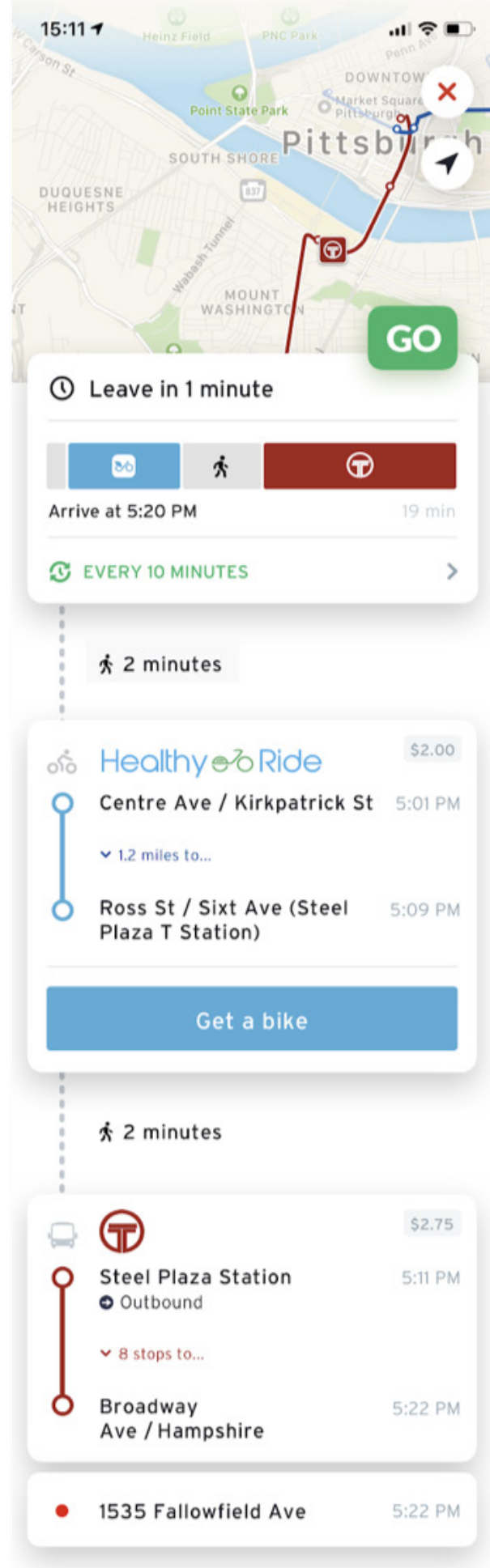


Within Transit, riders can select between entering new payment card details, or select a previously used card. Payment details are held safely within Transit's PCI certified secure vault, and transferred to the appropriate partner for payment processing. Riders will be able to review and remove cards through the app, but never reveal the full PAN (long card number) once it has been stored.

Once new memberships or passes have been added to a user's Transit account, they will appear. The image below shows a sample user who has purchased several St. Catharines Transit passes through the app using a Transit account.



The ultimate goal of this single platform, single account approach to Mobility as a Service is to make it easy for users to get around their cities using the best route, combining modes of mobility when applicable, and eliminating barriers to considering modes aside from personal cars when making transportation decisions. Transit would enable trips, such as the multimodal option suggested below, without requiring the download of multiple apps and creation of multiple accounts: an account in each of a trip planning app, a bike share payments app, and a public transit payments app. We propose implementing a MaaS single account approach in Pittsburgh with certain new modes (including Spin) added to the list of integrated options.

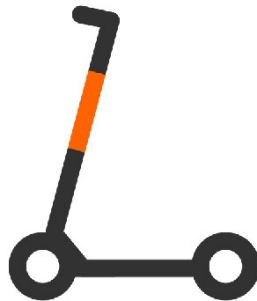


## Spin Access

**Income qualified?  
Looking for a ride?  
Let us get you there.**

Sign up for Spin Access to  
receive half-price scooter rides

Only \$0.50 to start + \$ .07 a min.



**SPIN**  
Access

\$10

### LOWER-INCOME PROGRAMS

The proposed PMC is focused on reducing the reliance on personally-owned vehicles and instead move towards shared and green modes of transportation. This is inherently a more equitable way to serve a city's mobility needs and reduce the cost of transportation to lower income populations. Additionally, this PMC will offer:

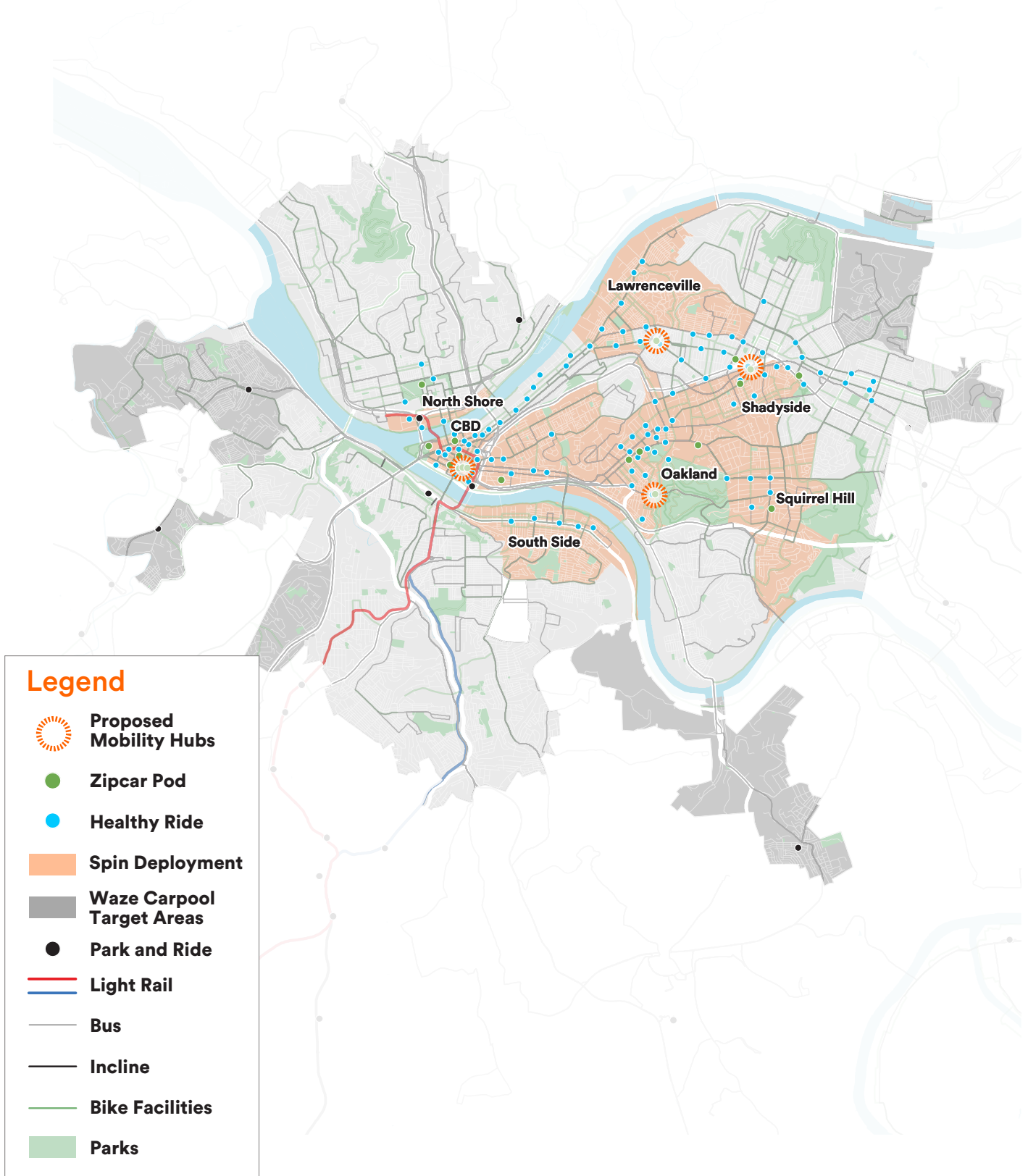
- Spin Access - income-qualified residents will receive 50% off the unlock and per-minute fares for Spin scooters and bikes. Spin also makes its services available to unbanked and non-smartphone users.
- Zipcar offers a cost-effective alternative to the high cost and hassle of vehicle ownership, and is a proven solution to provide mobility access to communities where car ownership is a significant financial burden. With the PMC, Zipcar will invite partnerships with relevant organizations representing low-income communities in Pittsburgh and consider providing membership discounts to income-qualified residents through such organizations.

- Waze fares are capped at \$0.58/mile for the rider (drivers can also choose to set the rate to free). This makes the service far more affordable to riders than driving alone, taxi or for-hire-vehicles. Waze will also explore opportunities to partner with local organizations to educate lower-income communities with longer commutes from downtown Pittsburgh about how Waze Carpool works and the benefits to them.

The following map outlines our vision for how these services can complement Port Authority and Healthy Ride with a mobility hub program and enhanced mobility marketplace.

# Pittsburgh

## Mobility Demonstration Project





Lastly, to help Pittsburgh advance its mobility goals, Spin will contribute \$.10 for every bike and scooter trip taken during the Mobility Pilot. The PMC will provide full transparency to the City of Pittsburgh on how we use these funds. The funds will be earmarked for two primary purposes:

1. Equity: Increasing access of bike and scooter share services provided by the PMC to low-income residents through discounted fares, outreach, and targeted bike and scooter deployments in communities of concern.
2. Infrastructure: Supporting local groups focused on building safe protected infrastructure for bikes and scooters and working with the community to expand the number of Mobility Hubs in Pittsburgh.

In addition to the per trip revenue share, Spin will pursue a sponsor for the scooter share system to fund additional Equity and Infrastructure projects. Advertising will include on-vehicle and in-app advertising (see below for sample ad units). If selected, Spin will engage with Pittsburgh Bike Share to offer first right of refusal to Highmark and AHN in order to minimize potential disruption to Healthy Ride. Please see Appendix A for a sample of the advertising assets.

To further growth, the PMC's contributions towards equity and infrastructure, Zipcar would be happy to discuss committing some or all of the current fees paid to the Pittsburgh Parking Authority into this fund, and Waze will offer their driver's donations towards this fund.



Please include a general description of the size and nature of the demonstration pilot being proposed, including:

a. Images, descriptions and specifications of the mobility equipment (e.g. types of vehicles, etc.) proposed to be included in the pilot/demonstration including estimated portion of any fleet to be specialty equipment for those with physical impairments (e.g. tricycles or motorscooters, handcycles, wheelchair accessible vehicles, etc).

## SPIN

The e-scooters Spin currently operates are the latest and most up-to-date generation that the company offers. Spin is determined to provide the latest technology to its riders in order to insure safety, durability, and convenience. Moreover, the scooters that are currently deployed are in compliance with all national standards set forth by the US Consumer Product Safety Commission (CPSC). Spin's scooters are manufactured by Segway Ninebot, and meet the UL 2272 certification for safe e-mobility vehicle electrical systems.

## Spin E-Scooter Specs

Default Max Speed:	15mph (24 kmh)
Weight:	30 lbs (13.6 kg)
Typical Range:	28 miles (45 km)
Brakes / Shocks / Locks:	Front electronic & rear manual brakes (disc & anti-lock), front shock absorber, front-tire lock when parked
Lighting:	White LED front light, red LED rear light, ambient lighting beneath carriage
Battery / Electrical:	Swappable batteries, internal & tamper-resistant wiring
Connectivity:	QR code, Bluetooth, GPS, Cell
Alarm / Signal:	Anti-theft warning system, front handle bell

Each scooter has a separate charger that plugs into a general outlet - charging would happen within our local warehouse. To transport the scooters, Spin maintains a fleet of vans and trucks operated by our internal staff.

## Safety

The scooter model that we plan to deploy in Sacramento is our latest iteration. This scooter will provide the Sacramento community with a resilient, tamper-proof, high-visibility scooter designed for commercial and shared use.

## Reliability

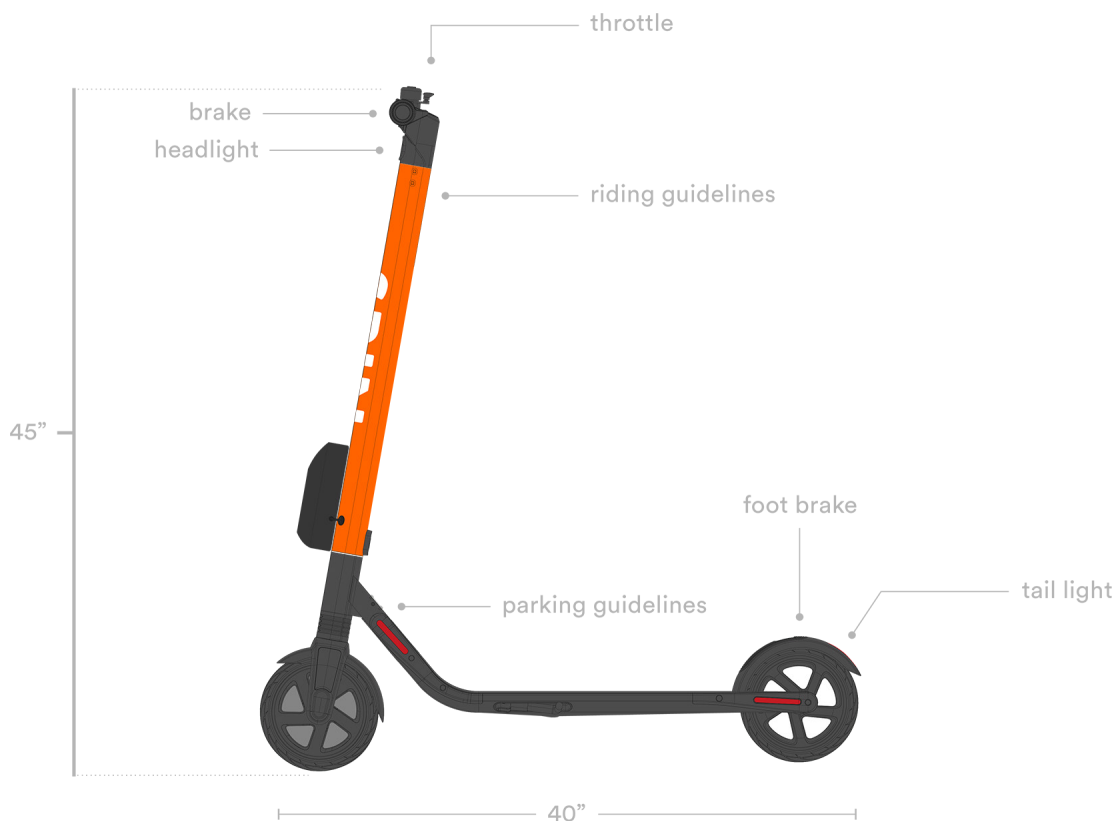
The scooter's dual-technology braking system adds redundancy for greater reliability. In regard to battery life, our scooter allows Spin to supplement the internal battery with an external, swappable battery that increases the scooter's range well beyond the typical 28-mile range.

## Technology

Spin's scooters feature robust built-in wireless connections, including Bluetooth and cellular connectivity. These features allow Spin to manage its fleet remotely, and track riding behavior of our users.

Spin uses technologies like cell tower triangulation, digital compass, Wi-Fi, motion sensors, barometers, gyroscopes, and accelerometers – which, when coupled with the scooter's GPS and the user's phone – allows Spin to customize the riding experience. Spin's scooters can have varying maximum speeds based on the rider's location. Spin, in collaboration with the City, can also designate certain areas where a scooter will gradually (safely) power down where scooters are strictly prohibited.

Spin scooters have a lifespan that is dependent on battery and the number of charge cycles. After 750 charging cycles, the battery will need to be replaced. If a scooter's frame remains in good condition, parts can be replaced indefinitely. Below is the life cycle we expect for each part of the scooter:







## Spin E-Bikes (In Partnership with Genze)

Through a close partnership with Genze, Spin proposes the use of e-bikes that are durable, stable, reliable, comfortable and connected.

# Fleet e-Bike

## API AVAILABLE WITH



**GPS Location**  
Every 10 Seconds



**Battery**  
Level



**Usage**  
Trips per d  
distance and speed

**Locked/Unlocked**  
Status



**Service**  
Status



**Geo-Fence Data**  
Capable of meeting upcoming  
MDS and GBFS standards



## Genze E-Bike Fleet & Specs

Genze's latest fleet of e-bikes are IOT connected to provide GPS location, battery level, average speed and distance traveled.





## Zipcar

### ZIPCAR FLEET

Zipcar owns and maintains a wide variety of vehicles in its fleet in order to offer members the ability to select the right vehicle for the right trip. Today, our fleet in Pittsburgh includes makes and models such as the Ford Focus, Ford Escape, Honda Civic, Honda CR-V, Honda Fit, Toyota Prius and Volkswagen Golf. Each vehicle has an automatic transmission and meets applicable federal, state and local safety and air quality standards. The vehicles are available for use 24/7 by all Zipcar members. All Zipcar vehicles are equipped with Zipcar's custom-built RFID technology – a central processing unit (CPU), an antenna and a Smartcard (Zipcard) reader. Vehicle keys are permanently tethered to the steering column or keyless remotes are hidden inside the vehicle, eliminating the need to manage keys separately from the car.

In addition to the strong social and environmental benefits associated with car sharing, 77% of Zipcar's North American fleet are 77% EPA SmartWay certified.

### ZIPCAR BRANDING OF VEHICLES

Zipcar vehicles are unique and easily identifiable. Zipcars at locations will maintain a standard of branding for all vehicles. All vehicles are also equipped with a scanner installed in the top driver's side windshield, which can be used to identify the vehicle.

## SERVICES FOR ZIPCAR MEMBERS WITH DISABILITIES

Zipcar is happy to be of service to members with disabilities. When applying online, the application process will ask the member for basic driver information. It is in this section that a member would self-identify if they have a physical disability or drive with someone who does and indicate their accessibility needs. Once information is provided, the applicant will be presented with information regarding the following statement options before completing the application process:

- I require the use of hand controls to drive a vehicle and I'm licensed to drive using hand controls.
- Either I or someone I drive require(s) the use of a service animal.
- I have a disability that prevents me from using a website or mobile application. I will require live contact center assistance when using Zipcar service.
- I require a personal care assistant(s) as additional drivers on my account.

For members with service animals, Zipcar will waive a requirement that pets should be in carriers.

If a member requires hand controls, we ask members to let Zipcar know at least 72 hours in advance by calling 866-4ZIPCAR and our fleet team will work to secure the best car at the best location for their needs.







## Swiftmile

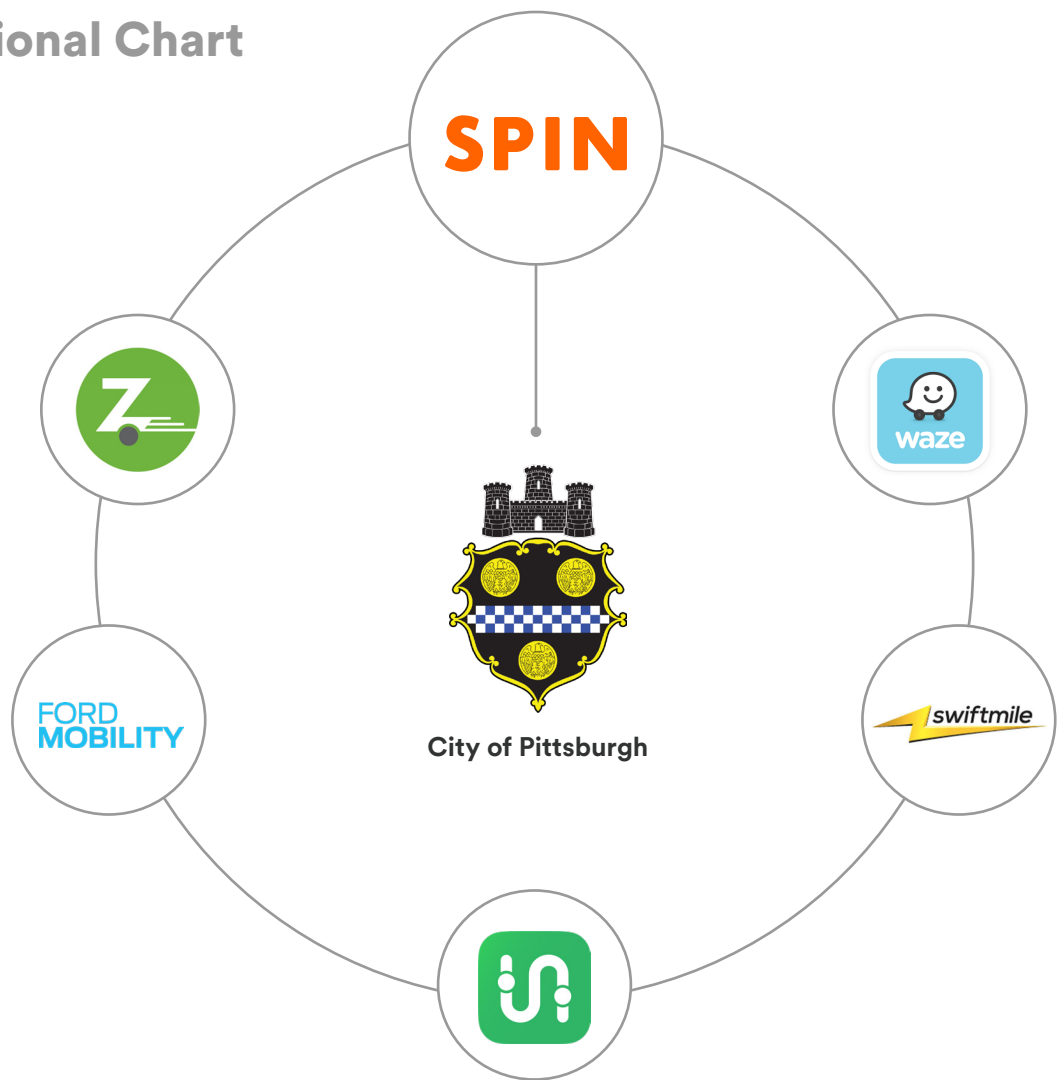
### THE OASIS E-SCOOTER PARKING AND CHARGING STATION

- Multiple configurations possible. Each station can accommodate from 2 to 8 scooters, and multiple stations can be “bolted” together to create as large a footprint as desired. The station can be placed at curbside or in the furniture zone, and can be configured for single-sided or dual-sided access.
- We support a “dockless” deployment where the station is used as a pit-stop to create organization in the city while improving the carbon footprint of the shared scooter fleet.
- Users that end a scooter trip at a mobility hub will receive a discounted fare, which incentivizes users to re-supply mobility hubs and charge the fleet without manual operations.
- Our turnkey system includes power management tools, an administrator portal, and APIs to facilitate deployment and ongoing operations.
- The station aids in identifying scooter locations for riders relying on the dockless model for their transportation needs.
- Signage can be customized to aid in proper communication and adoption of the solution.
- Power to the station can be solely from our battery storage, from mains/grid power, or from solar power.

**b. Description of the operating and management structure for the consortium, including point-organization leading coordination and ensuring commitment to Collaboration.**

Spin will serve as the prime organization for the PMC.  
Below is our organizational chart a main point-of-contact from each member of the PMC.

## Organizational Chart






# Points-of-Contact

Each member of the PMC will have a point-of-contact to provide support and work directly with the City of Pittsburgh to meet any needs at any given time.




## SPIN

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 Derrick Ko  
CEO  
 derrick@spin.pm  
 (415) 519-9495




## SWIFTMILE

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 Leo Vera  
Chief Operating Officer  
 leo@swiftmile.com  
 (805) 886-8048




## TRANSIT

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 David Block-Schachter  
Chief Business Officer  
 david@transit.app  
 (617) 440-4690

## FORD MOBILITY

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 Jeffrey Jones  
Vice President, N.A. City Solutions  
 jeff.jones@ford.com  
 +86.21.3858.1633

## ZIPCAR

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 Justin Holmes  
Director, Corporate  
Communications & Public Policy  
 jholmes@zipcar.com  
 (617) 336-4879

## WAZE

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 Dani Simons  
Head of Public Sector Partnerships  
 danisimons@waze.com  
 (203) 980-8820

**c. Estimated deployment schedule and phases (non-binding, best guess with supporting materials and/or precedent).**

Below are the deployment timelines for Spin, Swiftmile, Transit, and Ford Mobility. Zipcar and Waze's services are already live in Pittsburgh.

**SPIN**

Spin will deploy a fleet of up to 1,000 scooters once the City gives Spin regulatory certainty that we are permitted to operate scooters in the City of Pittsburgh. Spin will deploy a fleet of 150 e-bikes within two months of the demonstration project start date. Spin believes that these deployment recommendations will introduce dockless vehicles into the community in a responsible manner in order to maximize adoption and minimize public backlash. Spin is open to feedback from the City of Pittsburgh on these initial deployment recommendations and can launch with additional vehicles if needed.

In September 2019 and April 2020, Spin recommends working with DOMI to analyze usage and vehicle demand and create a plan for ramping up to 2,500 total vehicles.

**SWIFTMILE**

Swiftmile will deploy scooter charging stations at mobility hubs within the first two months of the demonstration project. Afterwards, Swiftmile, Spin, and DOMI will look at scooter usage heat maps and street space to determine the best locations for additional charging stations.

**TRANSIT**

Transit can implement mobile ticketing within two months of a mobile ticketing vendor being officially awarded and announced by PAAC, contingent on Transit having an existing integration with the selected ticketing vendor in another city. Otherwise, Transit would need approximately four months once API access has been provided from the ticketing vendor. Transit can implement a complete Spin integration within three months of access to the Spin API, and can similarly implement a Healthy Ride integration within three months of award given our existing access to their API, contingent on an agreement with Healthy Ride. With the proper API access, all of these services will tie into a single MaaS account. The work on these three pieces of work can be performed concurrently.

**FORD MOBILITY**

Ford Mobility currently has an agreement pending with the City of Pittsburgh's Department of Mobility and Infrastructure for a free five month trial of the City Insights product. Once the agreement is approved (expected 5/15/2019) and a user list is received from the City, Ford Mobility will deploy log-in credentials to the provided user list and schedule a training session. Users will have access to the tool immediately. Upon award of this contract, Ford Mobility and the City of Pittsburgh will establish an additional agreement for a seven month extension to the trial license. Ford Mobility anticipates this agreement to be in place quickly as terms and conditions have already been agreed upon in the first agreement.

**d. Proposed initial pricing structure and requirements for use of modes proposed in the PMC including minimum age of users (if applicable), etc.**

Below is the initial pricing structure, including any requirements for use of modes, for all services in this PMC. Note that Transit, Swiftmile, and Ford Mobility don't apply to this section and therefore aren't listed here.

## **SPIN**

Spin is committed to providing a sustainable mobility option with a pricing structure that is affordable to as many users as possible. To pay for a Spin scooter ride, users currently load their Spin app account's "wallet" with funds, with the cost of each ride, debited from the "wallet." Should the cost of a ride exceed the remaining balance in the user's wallet, the user is simply charged for the difference. Users are also able to input promo codes for free ride credits. Spin accepts any major credit or debit card for in-app payments. In addition, Spin's iOS app accepts Apple Pay. Spin is currently using early system data and surveys to explore membership options for scooter users, similar to our Spin Unlimited plans for our systems.

### **Regular Rates:**

- \$1 to start + \$0.15 per minute.
- The pricing is displayed in the app in real time.
- Spin will also offer 50% off the unlock fee for any ConnectCard member.
- For university and corporate partners, Spin typically provides discounted rates for their
- community members.

### **Spin Access**

Spin is proud to offer Spin Access, which offers discounted rates to eligible low-income residents.

To qualify for the Spin Access low-income rates, you must be an Allegheny County resident,

have a state-issued identification card and be eligible for a Pennsylvania sponsored assistance program, such as the Cash Assistance program. Additional verification may be required.

Individuals wishing to sign up for our Spin Access low-income program can simply fill out Spin's online application form, register in-person at one of our community events or work directly with one of our community liaisons.

## **ZIPCAR**

Zipcar membership is \$7/month or \$70/year. Driving rates vary by location and vehicle type and are available at [www.zipcar.com/pittsburgh](http://www.zipcar.com/pittsburgh). Zipcar is proven to be a cost-effective option over the high expense and hassle of vehicle ownership and, in addition, Zipcar has partnerships with organizations in key markets to offer discounted membership to income-qualified residents. With the PMC, Zipcar would be open to considering such partnerships in Pittsburgh.

### **Zipcar Membership Eligibility Requirements**

- Applicants must be 21 years or older to be eligible for application/membership; 18-20 years old if affiliated with a partner college or university
- Applicants must have a valid driver's license
- Applicants will be required to accept terms and conditions of the member application and member agreement (stating their driving record complies with Zipcar terms and conditions)
- Applicants that possess a non-US based license need to submit a color copy of their driver's license and passport. More: [Applying with a Foreign License](#).

In addition to the requirements above, Zipcar reserves the right to decline membership based on driving history or credit issues.

## WAZE

Waze Carpool is a peer-to-peer carpool service. Drivers may charge riders up to \$0.58/mile for their trip (pegged to the standard IRS rate for reimbursement for commuting). Drivers may also lower this rate and offer free rides if they so choose.

When Riders join Waze Carpool they connect their Google Pay account or set up a new Google Pay account which is connected to a debit or credit card. They are automatically charged at the end of a trip.

Drivers set up a Google Pay account and are credited monthly for the trips they have given.

From time-to-time Waze offers special promotions and bonuses to attract new riders and drivers to the service, to encourage adoption and to balance the mix of riders and drivers.

### **Waze Carpoolers in the United States must:**

- Be a US resident
- Enter your real name
- Use your photo for a profile photo
- Passengers must be at least 18 years of age, drivers must be 21 years or older
- Drivers can use Waze Carpool to give only two rides per day

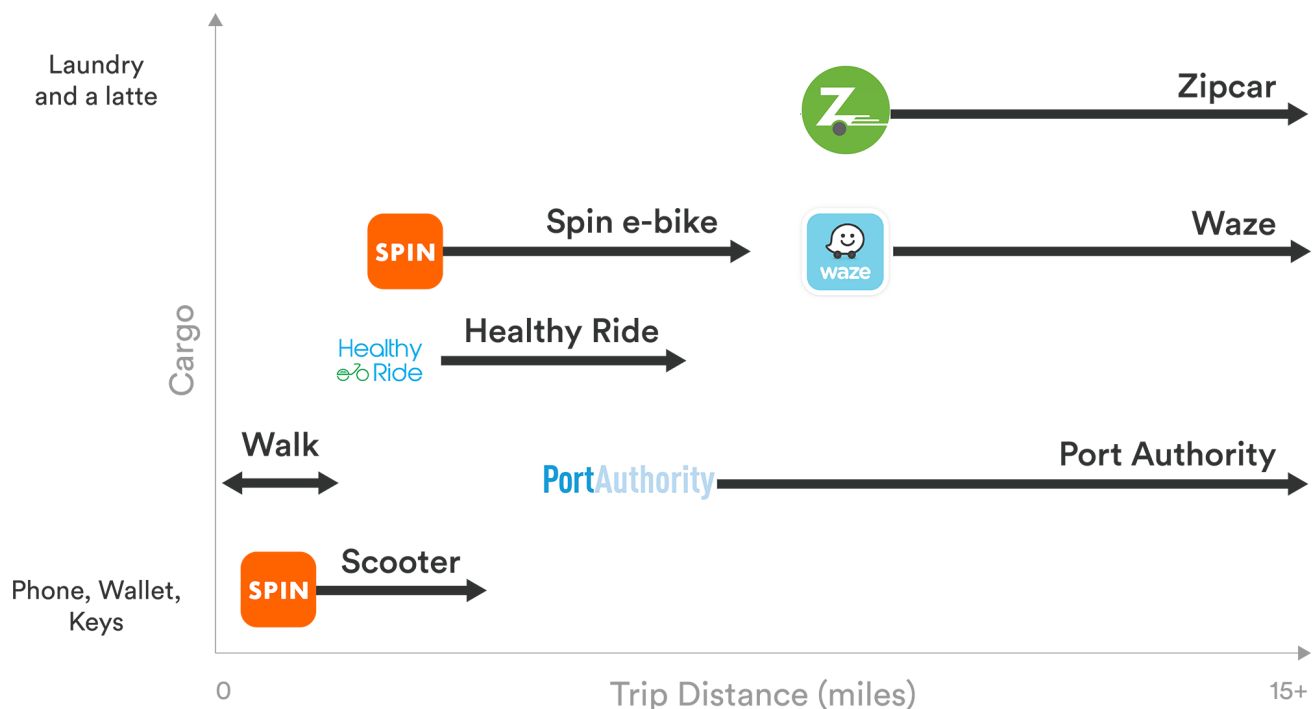


# Proposed structure/ strategy for integrated mobility system

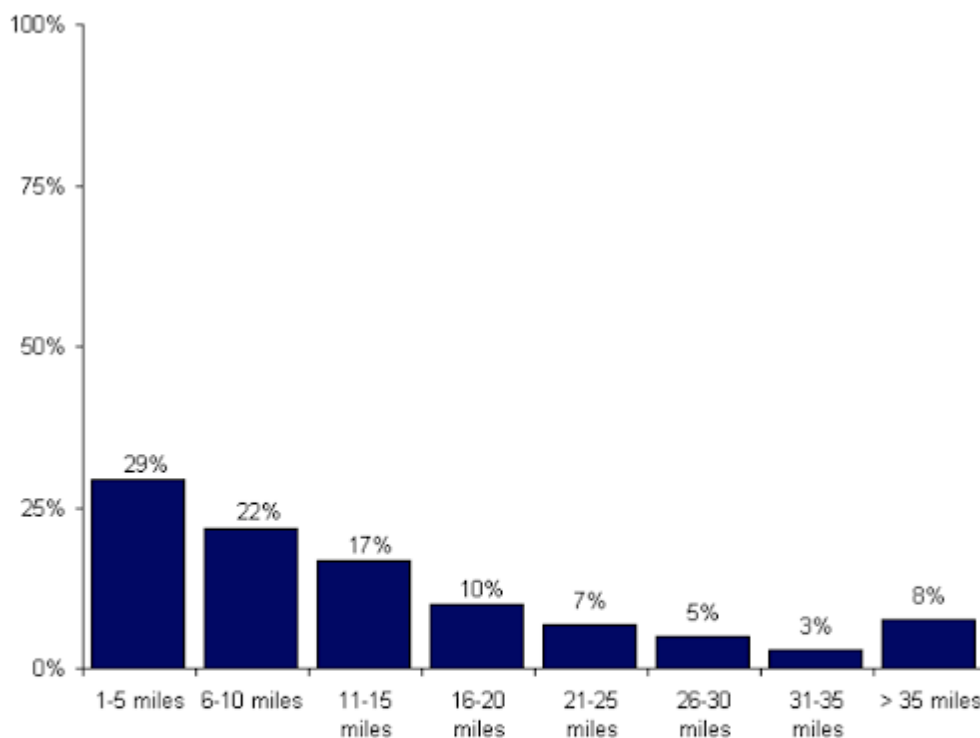
This PMC proposes an integrated mobility system that complements and extends the current services offered by Port Authority and Healthy Ride, centered around the Transit MaaS platform. Through this demonstration project, the Pittsburgh community will have greatly improved access to all parts of the City and for all trip types. By providing a menu of transportation options, the integrated mobility system will help solve the inconveniences people experience when planning their trip. Such an integrated system will not only improve geographic access, but also introduce the

people of Pittsburgh to services they may not typically consider. The Transit MaaS platform makes planning a journey easy and convenient, in many cases more so than using a private vehicle.

The graph below outlines our vision for how shared, green, and convenient transportation options will serve the variety of trip distances and needs in Pittsburgh:



As shown by [this USDOT study](#), 51% of commute distances are less than 10 miles, with the majority being less than 5 miles. We believe a suite of mobility options that are designed to serve these types of urban trips in a low-cost, green, and convenient manner will help balance this graph for Pittsburgh.



SOURCE: US Department of Transportation, Bureau of Transportation Statistics, *Omnibus Household Survey*. Aggregated data cover activities for the month prior to the survey.

# Education and awareness

The PMC will encourage the use of all non-single occupant vehicle mobility options present in the PMC, as well as existing modes such as walking, cycling and mass transit through active promotion. The proponent will present to users and others information on safe operating practices and propose creative ways to reach the public.

The PMC's public education and marketing plan will build upon the efforts each vendor typically executes to inform users and promote our services, and include coordinated outreach to the Pittsburgh community through in-person and digital platforms. Outlined below are the coordinated plan for outreach as a mobility PMC, as well as outreach and education measures executed by each vendor individually to serve the Pittsburgh community.

## **PMC public education and marketing plan**

The PMC will execute a cohesive public education and marketing plan that builds off the current reach of each service, but also seeks to introduce new mobility options to Pittsburgh's communities.

## **Centralized website**

The PMC proposes a centralized website, hosted on the City's webpage, that serves as a main information hub for the Mobility Demonstration Project, as well as a jumping off point to access each vendor's or existing

service's site. This centralized site will include information on DOMI's goals to increase bicycling and walking for trips less than one mile and promote higher occupancy modes for longer trips that require vehicular travel. The site will include information on the suite of mobility options, including payment details, access for low-income and unbanked individuals, geographic distribution of services, and other operational information.

The PMC also recommends including information on the shared account within Transit and climate change action plan to ensure continuity of the City's sustainable transportation goals.

## **Existing marketing channels**

Each vendor will market the Mobility Demonstration Project through existing channels to reach the PMC's collective extensive user base. In addition, the PMC will promote the announcement of the Mobility Demonstration Project and PMC members to users through apps, e-mails, or social channels.

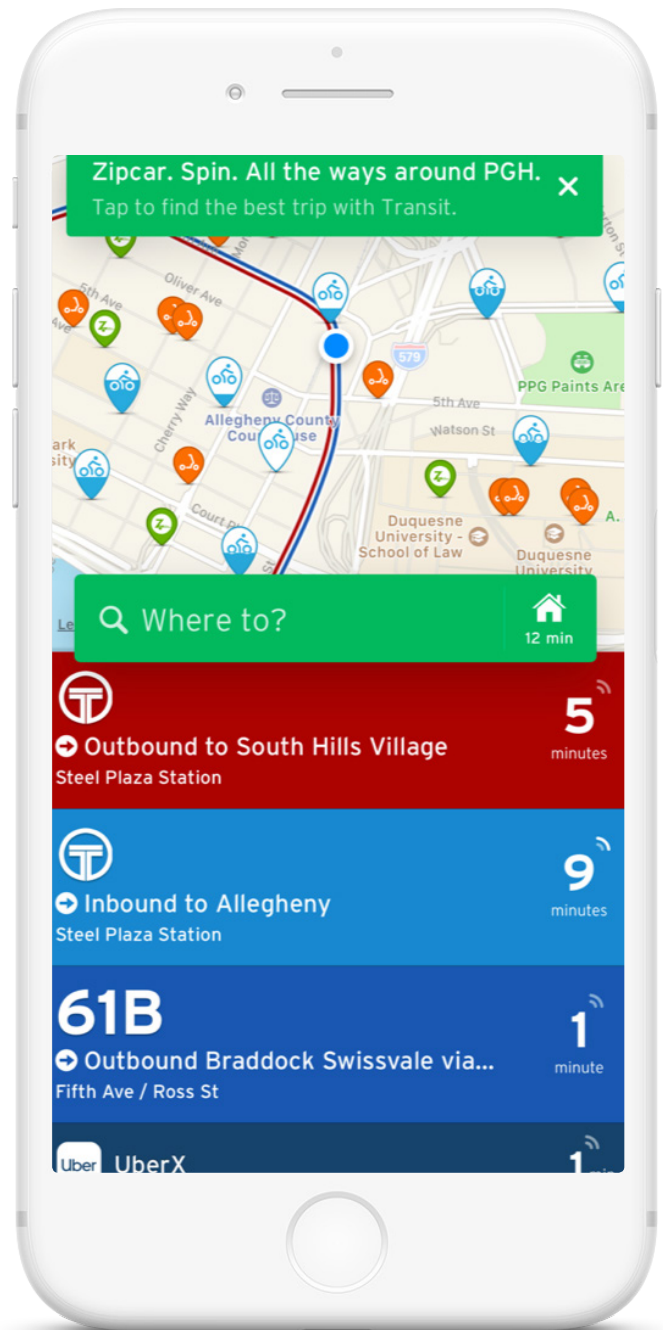
Transit has the ability to display occasional geofenced in-app banners (as seen in the image above) to inform its 60,000 existing monthly users about promotions, surveys, major network changes, or other important messages. This PMC would like to cross-promote its members using the banner functionality to emphasize Mobility Hubs, expose Transit users to Zipcar locations and allow them to see and unlock Spin e-bikes and scooters. Additionally, the banners can be utilized by the City for user surveys or service alerts up to twice per year.

## Mobility Showcase

The PMC proposes to attend events in the City to “meet people where they are.” We know from our collective engagement experience that hosting transportation or mobility-specific events does not always attract a diverse audience. We propose to attend popular Pittsburgh events with a “Mobility Showcase,” where we can speak with residents about each vendor’s products and services and demonstrate their technologies. In addition to the educational strategies described in the following section, the Mobility Showcase will be an opportunity to provide safety education and promote low-income discounts.

## Vendor’s public education and marketing plans

In addition to the PMC’s coordinated education and marketing plans, below are more details on how Spin, Transit, Zipcar, and Waze educate their customers and market their services.



## SPIN

Spin offers numerous measures to educate the public and our users about our scooters and bikes, including:

---

Informational pop-ups

---

In-app push notifications

---

Emails

---

Parking rating tool

---

On-scooter education, support contact information

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Online education, support

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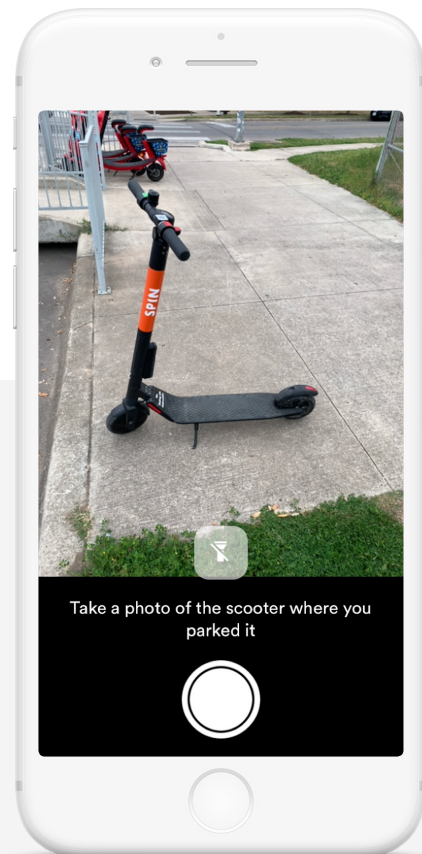
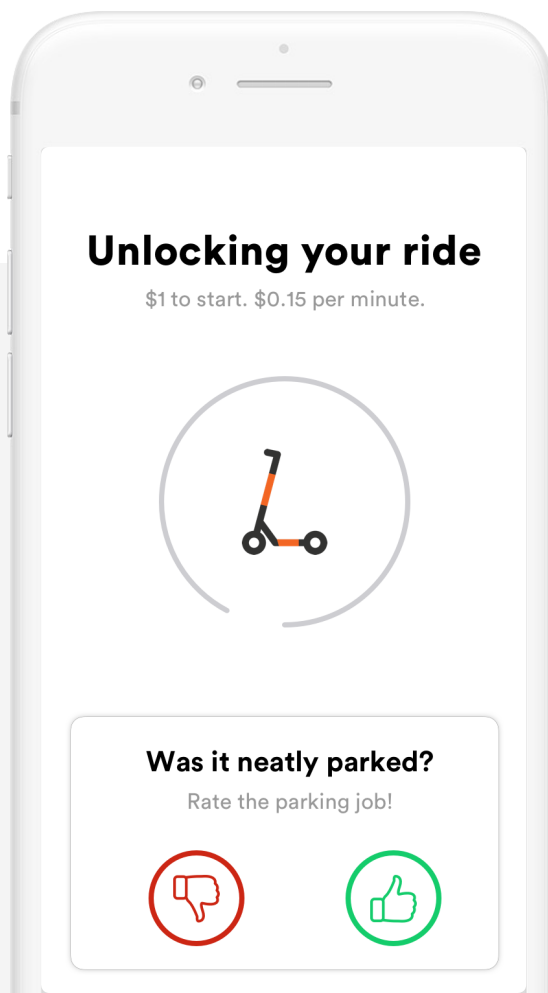
On-the-ground education, events

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Education materials, flyers, etc.

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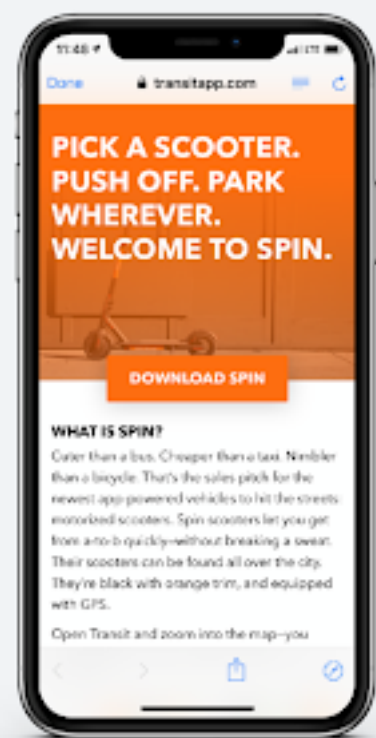
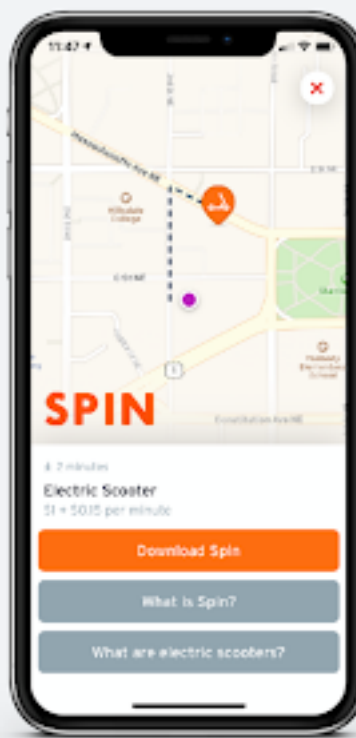
These measures help Spin to provide information on how to use scooters and bikes, ride safely, park properly and report issues directly to customer service. Spin works with cities to customize this information for local laws and other tailored content. Spin uses these measures to reach users and the public through a variety of different channels to widely promote safe scooter usage and to build sustainable partnerships in the communities where we operate.



## TRANSIT

Transit primarily relies on relationships with public agencies for its major marketing campaigns and has successfully deployed multimodal trip planning for ridehail + public rail transit trips with their support over the course of the last several months. Several of these campaigns have won APTA AdWheel awards for best marketing initiatives, including the 2018 Grand Award for our educational campaign encouraging user crowdsourcing to improve real-time transit data. In addition, Transit's ability to easily reach its millions of active users with banners, push notifications, and in-app pages provides ample opportunities to educate its users about various mobility initiatives. For example, these marketing tools are deployed to educate its users about the launch of new mobility services, as seen below.

This month, Transit is bringing new multimodal trip options to the app by integrating bike and scooter share with transit options to expose even more of its users to new mobility options. While we rely extensively on our partner agencies to promote our application through campaigns around the launch of partnerships with Transit, including promotion on agency websites, and physical marketing, our graphic design and copywriting team helps these agency partner develop the campaigns.



**ZIPCAR**

Zipcar’s award-winning marketing team works everyday to drive awareness and adoption of Zipcar’s solution among prospective members, and our strategies include local efforts to acquire and engage members in Pittsburgh.

Tactics include:

Digital media advertising and marketing
Email Newsletters
Public Relations
Social Media
Printed flyers/postcards for distribution
Partnerships

The safety of our members and those around them is an important part of our mission to make cities better places to live. By enabling a car-free or car-lite lifestyle, our service reduces the need for personally owned vehicles on the road, making them less congested and easier to navigate. We work to educate our members—who live rich multi-modal lifestyles—on best practices and partner with relevant organizations to drive awareness. We do not disclose our specific policies and practices related to safety.

**WAZE**

Waze anticipates educating “core Waze” users around the Pittsburgh area about this program via push notification in the Waze app. We will also explore the potential to use other in-app features including a “takeover” screen to educate drivers about this new program.

In terms of safety education Waze has a number of features included in its navigation service to encourage safer driving including displaying speed limit in the app.

We encourage drivers to use the app as it is intended, by docking the phone and leveraging hands-free functionality during their entire route for an undistracted drive. Waze allows drivers to send their destination, ETA and progress to contacts before they pull out of the driveway, eliminating the distraction of “Where are you?” or driving erratically to find a faster route. Waze was the first navigation app to block drivers from texting and driving. The entire navigation experience, even reporting an accident, can be done by voice command.

Waze Carpool facilitates rider and driver safety by having users connect their accounts to social networks, share profile information and allowing riders and drivers to pick who they ride with (no blind matching). People can filter by gender or select only to carpool with co-workers to increase safety and comfort with the service. Carpoolers can rate each other at the end of the trip and Waze reserves the right to remove users with low ratings or complaints.



# A Service Level Agreement (SLA)

A Service Level Agreement committed to the City to provide both prompt response to public safety and nuisance issues (e.g., improper parking or double-parking, safe operations) and to the utilization targets proposed by the City for various mobility options. The SLA should also include a summary of standard operating procedures (SOP) for public relations exercises and emergencies, and at what points the City would be involved, if any.

Below are Service Level Agreements (SLAs) for Spin and Zipcar, as well as our recommended standard operating procedure for public relations exercises and emergencies.

## Spin SLAs

### RESPONSE TIME

Spin's support team will respond to inquiries within 15 minutes. From there, our operations team will respond within two (2) hours to remedy any misplaced and/or misparked device.

### MAINTENANCE

Spin takes the safety of our fleets incredibly seriously. To complement these efforts, maintenance is conducted by certified mechanics. Additionally, any device needing maintenance or inspection is immediately disabled for renting, and devices are only ever deployed after passing a rigorous inspection checklist, which includes, but is not limited to:

- Functioning front and rear lights
- Sturdy, secure stem and handlebars
- Functioning brakes
- Properly inflated tires

### EMPLOYEE MODEL

Spin's operations team is comprised entirely of W-2 employees who receive robust training and are eligible to become full-time employees with benefits.

### WORKFORCE PARTNERSHIP

Spin is committed to the communities we serve and we will partner with community non-profits and workforce development organizations to staff our Pittsburgh operations team.

### CUSTOMER SERVICE

Spin prides itself on its world-class Customer Support experience, which is available 24 hours a day, 7 days a week via email, phone and in-app. We offer services in English and Spanish, with the capacity of translation services in many other languages as needed. Spin's priority is to provide users a quality support experience in a timely manner, which is exemplified through our 91% average satisfaction rating and our industry leading response time.

### PARKING INITIATIVES

- Spin advocates proper parking compliance through in-app notifications and reminders on the scooters/bikes themselves. For scooters, we also require users to submit a photo of the parked scooter, and allow for riders to report whether a scooter was parked properly upon picking up a scooter. These initiatives allow us to build rider reputations which incentivize proper parking behavior.
- Spin staff will only deploy bikes and scooters on sidewalks wide enough to park a dockless vehicle and still maintain ADA compliant pathways. Spin will educate its customers on the same requirements.



## Zipcar

Zipcar would propose maintaining its existing agreements with the Pittsburgh Parking Authority. As always, Zipcar support is available 24/7 at 1-866-4ZIPCAR.

## Transit

Transit's Customer Support Team triages and responds to email messages sent via an in-app contact button and through the info@transit.app address, as well as messages tagged @transitapp on Twitter. The Customer Support Team operates at full capacity during normal business hours (Monday to Friday, 9 AM to 5 PM). Under regular circumstances, Transit will respond to emails and user requests within one business day at a maximum. Email support messages sent during normal business hours receive a same-day response, while response time on Twitter is about 30 minutes. While the Customer Support service is closed on weekends, members of the team will check social media feeds and emails for major issues every 3 hours on Saturday and Sunday.

## UTILIZATION TARGETS

The PMC looks forward to partnering with the City to develop utilization rates that meet both the City and the proposed PMC's goals for the program. As drafted, Spin does not see these utilization rates outlined in the RFP, but we are prepared to establish goals around utilization rates in advance of the pilot program.

## PUBLIC RELATIONS SOP (ENCOMPASSES ALL)

Given the expansive operational and personnel expertise of this proposed PMC, we do not expect any needed resources from the City of Pittsburgh. However, given the collaborative nature of our efforts, we will handle any public relations incidents and/or emergencies with the advice, guidance, and consent of the relevant City officials if it pertains to a City policy or could have a reputational impact on the City of Pittsburgh.

# Data Sharing and Reporting

**Describe commitment to data sharing and reporting of measures of success, as well as availability of or restrictions on data sharing, use and ownership with a clear description of how users' privacy will be respected.**

This PMC understands the importance of sharing data with the City to inform demonstration project oversight and performance, as well as the opportunity to inform city planning projects and infrastructure investments. That is why we are offering a robust data-sharing program that extends from vehicle usage to travel behavior, and from parking compliance to livability and commute insights. See below for the offerings from each partner in the PMC:

## Spin

Spin is committed to sharing of privacy-safeguarded mobility data to help the city and its partners ensure compliance with regulations, and to plan for improvements to street design that make for a safer riding experience and more livable streets for all. We can provide raw MDS (provider portion) and GBFS feeds for technical teams, and a web-based dashboard to provide easy access to compliance and planning insights, for less technical users. The GBFS feeds can be used to provide a constantly updated understanding of available vehicles, as well as be integrated with other platforms to make multimodal trip planning and booking a reality. The MDS feeds provide a finer grained look into how our vehicles are being used, and allow the city to hold us to account around

ensuring safe operations that are respectful of community needs. Our web-based dashboard tools provide easy ways to set geofences, review the locations of dropzones, understand distributions of scooters across the city in real-time, and many other functions. We remain committed to working with other third party data analytics providers where this is supportive of city objectives.

We are also deeply committed to safeguarding user privacy: a number of studies and a growing body of evidence suggests that data on the times and places people travel is extremely sensitive, even if “anonymized” by removing other identifying information. This is because our individual mobility patterns are close to unique, and because other datasets and options exist that can be used to “reidentify” this data. This sensitivity is acknowledged in the California Consumer Privacy Act, in the European GDPR regulations, among other places. In particular, the GDPR recognizes geolocation data as Personally Identifiable Information (PII), as does Ford and Spin. Moreover, the risks of this data being breached or misused, have legal, criminal and reputational dimensions. So we take this issue very seriously: we gather as little data as possible from our users, never sell data, only share data where there is a clear business need and then only after appropriate protections are in place, follow industry-standard practices in data management on our systems, and are working to transform our digital infrastructure to build privacy into its architecture.

We are also taking steps to help our city partners learn and improve their own capacity in this area as we share increasingly sensitive data with them. We always recommend that a city consider its risk exposure as it considers how best to ask for, store and make use of sensitive geolocation and timestamp data. We've developed the following guidance to offer to cities:

**1. Meet needs, not wants.**

- a. Consider the differences between needs and wants. Consider, given the current scope of compliance and planning needs, what is the least amount of data you can get away with collecting to meet those needs? Be specific. If you're collecting more data than you need, you may also be increasing the city's exposure unjustifiably.
- b. If you're hedging your data requests against unspecified future needs, ask yourself whether these unspecified future needs are worth the risk in the meantime.

**2. Scale up.**

- a. Identify the coarsest scale of data, in time or space, that will meet your needs. Collecting higher resolution data without clear need raises risk exposure.

**3. Go for quality, not quantity.**

- a. Collect data only if it's actually of the right quality to meet your needs. Data that is incomplete or varies in precision may be essentially useless to you, but as long as you possess it, will still raise the city's risk exposure.

**4. Use it then lose it.**

- a. If high resolution, PII or PII-adjacent data no longer has an active purpose, or that purpose has been served, get rid of the data. No one can misuse, abuse or be vulnerable around data they simply don't have.
- b. Where a retention period is required, set it for as short as is needed to meet needs. And consider storing the essential metrics and discarding the sensitive raw data make more sense.

**5. Data should flow, not rest.**

- a. When possible, generate desired analytics from a dataset without ever storing the raw data on disk.

**6. Control, log, and audit access.**

- a. Control access to trusted, specified users.
- b. Log their access and use of the data.
- c. Audit usage patterns.

**7. Learn and adjust.**

- a. Periodically revisit what data you're asking for, how you're using it, and how it's being protected. You may be able to ask for less data, or improve how it's being handled. Look for opportunities to reduce your exposure.

## Ford Mobility

The City Insights product provides data-driven analytics to cities through a collection of decision-enabling tools, custom algorithms, and data services. City Insights is comprised of several unique modules that help decision makers in mobility agencies to plan, innovate, evolve, and manage services, budgets and infrastructure. The analytical platform ingests static and real-time data feeds to generate insights that will enable better movement of people and goods; as of now, these insights are descriptive, but predictive and prescriptive capabilities are under development. City Insights presently provides insights into parking use and revenue trends, commuter travel trends, mode preferences, and service level assessments for vulnerable populations, and more. A micromobility module is also under development. At the core of our effort to develop City Insights is a deep partnership with stakeholders to navigate the complex process of integrating diverse datasets coming from multiple sources, covering various modes from transit through parking, which requires numerous data sharing agreements to ensure that privacy and rights are safeguarded.

## Waze

Waze provides traffic data to city partners, which may allow the City of Pittsburgh to do more robust before and after analyses of the overall effects of this project on traffic conditions.

Waze has over 1000 public sector partners that participate in our [two-way data-sharing program](#). PADOT and the PA Turnpike Authority have been partners since 2015.

For the purposes of this program Waze would provide data to Pittsburgh on corridors in Pittsburgh with high potential for carpooling where targeted outreach and marketing might have the greatest impact. Waze could help Pittsburgh join our Connected Citizens data sharing program and access Waze traffic jam and incident data. Waze would also consider providing Pittsburgh with the ability to provide tailored messaging to Wazers in the Pittsburgh area informing them of this new initiative and promoting greener modes of transportation. Waze would consider providing subsidies or other incentives for Pittsburgh residents to try Carpooling for the first time. Waze would consider providing greater or long-term incentives for lower income residents.

## Zipcar

Zipcar is willing to provide to the city with aggregated, anonymized data in a format and frequency to be determined. Zipcar is also willing to provide the city with access to its annual member survey data, which includes information on member demographics, modal shifts, and transportation behaviors.

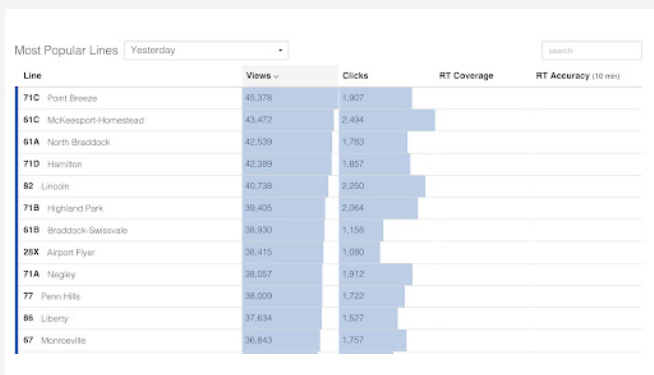
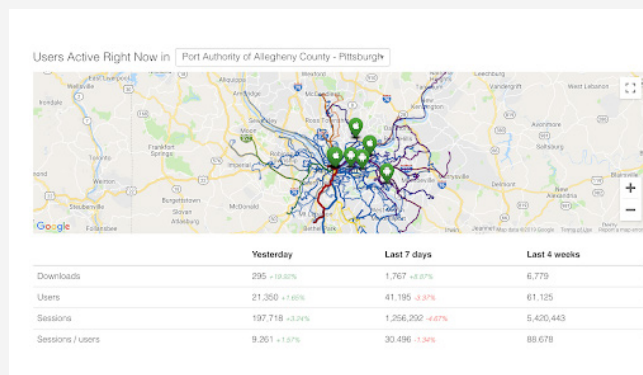
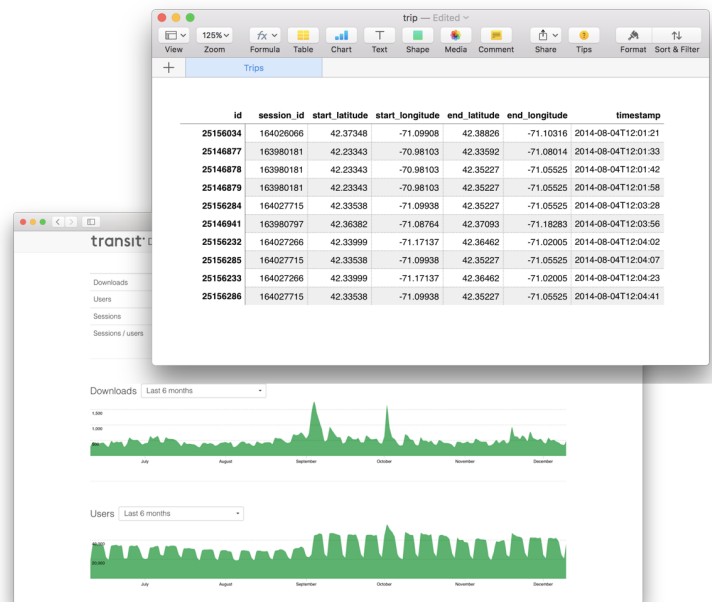
## Transit

Transit can share anonymized data with the City of Pittsburgh for the purpose of understanding user mode choice behavior, advocating for budget allocations or infrastructure changes, and improving service planning. This anonymous data includes aggregated user locations, frequently tapped routes, and favorite locations, as well as disaggregated origin-destination trips by mode choice, and multimodal trips. To respect the privacy of our users, Transit prohibits agencies from sharing this data with third parties without Transit's express permission.

Transit's dashboard allows Pittsburgh to view high-level user data, including aggregated downloads and app usage.

Transit will also provide Pittsburgh with a real-time dashboard of how well each of their transit lines are performing, and the user base of Transit app users more generally.

Transit's dashboards also display high-level user data, including downloads and app usage for PAAC public transit lines. The dashboard shows which transit lines are most active and their changes in activity over time as seen below.



# Operational Scenario Assessments

**The City of Pittsburgh is willing to provide improved conditions for operation in terms of street/curbside management, pricing and other measures that will be agreed upon during an ambition workshop with the coalition upon agreement signing.**

*In order to achieve the expectations from the City of Pittsburgh with relation to this partnership, proposers should provide brief responses to the following operational questions (if a question is not applicable to the solution being offered, please answer “N/A”):*

**Many Pittsburgh neighborhoods contain hills and steep grades. How would you address the natural availability/rebalancing issues of such topographical constraints?**

Spin is the only service in the PMC that presents a rebalancing challenge due to hills and steep grades.

First, Spin will deploy scooters and e-bikes to serve the neighborhoods and areas they most equipped to. For example, a large hill will be tackled by an e-bike much better than a scooter, and a scooter is more attractive to users in dense urban areas with last-mile connection needs.

Secondly, regarding the ongoing geographic rebalancing of the fleet, if a consistent clustering of e-bikes and scooters occurs at the bottom of hills Spin can use its User Rebalancing Tool to encourage trips to destinations at the tops of hills. Spin’s User Rebalancing Tool gamifies our system to encourage users to pick

up certain scooters and receive a fare reduction if they end their trip in a specified geofence. We don’t anticipate this being a consistent issue given that both the e-bikes and scooters have electric-assist, but it is available should we need it.

Lastly, Transit takes topography into account for bike and scooter directions, routing users to try to avoid large hills for those modes and instead take routes safer for micromobility

**How would you address initial findings that theft and vandalism have impacted your operating model beyond normal actuarial expectations?**

Since Spin utilizes internal employees where we operate, we actively work to keep theft and vandalism low through a variety of methods, including:

- Utilizing daytime rebalancing to maintain vigilant oversight of our fleet during the day
- Installing security screws in our scooters
- Using data to understand where and when theft/vandalism occur
- Employing members of the community that understand local neighborhoods

Based on the foregoing, our operating model has not experienced theft and vandalism at levels beyond our expectations. However, we will remain nimble and responsive to any theft and vandalism issues in Pittsburgh.



**What single policy/ies (hypothetical or existing) gives your solution the greatest chance for success?**

Spin recommends two policies for ensuring success of our micromobility solution - one policy is internal to Spin's operations, and one is a recommendation for the City.

1. Spin believes that our adoption of a W-2 workforce, as well as a City's ability to regulate a scooter share program as it deems most appropriate, have been the most effective policies at giving our scooter share programs the greatest chance for success.
2. Spin recommends that the City adopt a policy that uses proven demand (either through data provided by Spin or other means) to make quick improvements to city infrastructure. If a particular intersection is often congested with bikes and scooters from high-demand, let's repurpose a few car parking spaces. If a corridor has high demand for micromobility users and lacks all-ages-and-abilities facilities for people on bikes and scooters, let's pilot a paint-and-post protected bike lane.

Waze recommends three potential policies to make carpooling more attractive to commuters:

1. Implement high occupancy vehicle lanes along high traffic corridors. These can be mixed bus/carpool lanes. Our research has shown that if these lanes are enforced and provide time savings for users it will significantly increase the likelihood of someone choosing to carpool.
2. Implement a cordon fee for cars entering downtown Pittsburgh. This will provide a significant cost incentive for drivers to carpool.
3. Provide a free transfer to transit for people who carpool to park & ride locations.

**What single piece/s of infrastructure (installed or currently available for installation) gives your solution the greatest chance for success?**

Again, Spin recommends two solutions - one to be provided by this PMC and one recommendation for the City.

1. The Swiftmile universal parking and charging system for e-scooters will offer tremendous value to Pittsburgh as part of the proposal. Namely, the system will encourage people to park e-scooters in a neat and orderly fashion in the most sensitive/dense areas of the city where a 100% dockless system is just not the best answer. The community is naturally conditioned to park vehicles in other modalities and therefore the Swiftmile system will have a tremendous impact on the order of the fleet when not in use and will receive a positive reaction from the community. In addition, the scooters can be charged in these stations, which will reduce the need to send drivers to collect them each night and cut down on additional congestion created from this part of the operation. Lastly, this piece of infrastructure is integrated with the Spin fleet, and will help to provide more robust and accurate data related to the sustainability of the e-scooter component of this proposal.
2. Secondly, a complete network of protected bike lanes will provide our micromobility solution the greatest chance for success.

Waze's policy concepts above have components of both policy and infrastructure.

# Request of City Partnerships





**Provide a list of any and all expectations of the City in order for the PMC to operate as proposed in Section B.**

The proposed PMC has the following expectations of the City in order to operate as the proposed scope of services in Section B:

- The proposed PMC expects the City to provide marketing for this program using as many of its available channels (e.g. website, blogs, press releases, social media, direct mail or email to residents, and all applicable events) to raise awareness about this program and the offerings our companies are providing.
- The PMC expects the City to promote this program to City employees and potentially provide a small incentive for its employees to try these programs and act as the vanguard/early adopters of these new, greener modes, leading by example for Pittsburgh residents.
- The PMC expects the City to work with local anchor institutions and large employers to raise awareness about the program and encourage participation.
- The PMC expects the City to work in good faith with PMC members to make curbside parking spaces available for mobility hubs and potentially corrals for bikes, scooters and preferred parking for Zipcar and Waze carpoolers.
- Spin expects that the City will work with Spin to develop a responsible policy around parking of dockless vehicles, and at a minimum allowing Spin and Spin customers to park in the furniture zone and/or at bicycle racks.
- Transit expects that any mobility provider not already included in this PMC the City selects for participation in the PMC will provide Transit with the appropriate APIs in order for the company to display the mobility provider within our app, and ideally enable full payment and unlocking functionality, as well as integration with Transit accounts. The minimum required is a GBFS or GTFS availability API which displays the location of shared vehicles or hubs, scooter or e-bike battery level, carshare fuel level, or station vehicle/dock charging dock locations and vehicle/dock counts. Transit also expects that the City will endorse Transit as its mobility platform, and promote this endorsement through various channels such as its website, at conferences and events, in physical marketing, etc.

# Demonstration of Good Faith Efforts





**Include statements of assurance regarding the following requirements detailed in Section 3 Equal Opportunity of this document.**

# City of Pittsburgh EORC Participation Statement

Spin is committed to providing MBE, WBE, and VOSB business in Pittsburgh an equal opportunity to participate in contracting opportunities put forward by Spin's multi-modal PMC.

Spin is also committed to equal opportunity in hiring and plans on working with the City of Pittsburgh and local workforce development agencies to ensure that our workforce reflects the city's diverse population.

We are happy to discuss our contracting and hiring efforts in further detail at your convenience.

We thank you for the opportunity to submit and look forward to partnering with the City of Pittsburgh.

# City of Pittsburgh EORC

## Participation Statement Form



### Equal Opportunity Review Commission Minority & Women Business Enterprise and Veteran-Owned Small Business Required Documentation

#### GUIDE TO COMPLETING REQUIRED DOCUMENTS

The following documents are required for EORC approval:

- Completed Good Faith Effort Checklist with appropriate documentation
- Completed EORC M/WBE/VOSB Participation Statement

**Please see below for instructions on completing each document.**

##### **1. Good Faith Effort Checklist**

The Good Faith Effort Checklist is intended to guide bidders on what the City of Pittsburgh means by making a serious “good faith effort” to identify and utilize M/WBE and VOSB firms on all contracts in order to meet participation goals. It is not intended to be inclusive or exhaustive, but will help show that a good faith effort has been made. Please provide documentation for each box that is checked.

##### **2. EORC M/WBE/VOSB Participation Statement**

List the prime or bidder name, contact person, address, phone number, email address, and certification information (if applicable).

Additionally, list any M/WBE or VOSB subcontractor that was solicited whether or not commitment was obtained. Include contact information, certification type, type of subcontract work, date solicited, how they were solicited, and reason if no commitment was made. Sign and date.

# City of Pittsburgh EORC

## Participation Statement Form

### M/WBE & VOSB GOOD FAITH EFFORT

The Good Faith Effort Checklist should be referred to by the proposer in their endeavors to meet the goals of the City of Pittsburgh through their "good faith efforts."

It is the proposer's responsibility to make a portion of the work available to M/WBE and VOSB subcontractors and suppliers and to select those portions of the work or material needs consistent with the available M/WBE and VOSB subcontractors and suppliers, so as to facilitate M/WBE and VOSB participation.

The fact that there may be some additional costs involved in finding and using M/WBE and VOSB subcontractors is not in itself sufficient reason for a proposer's failure to meet the contract M/WBE and VOSB goals, as long as such costs are reasonable. Also, the ability or desire of a proposer to perform the work of a contract with its own organization does not relieve the bidder of the responsibility to make good faith efforts. Proposers are not, however, required to accept higher quotes from M/WBE and VOSBs if the price difference is excessive or unreasonable.

The City of Pittsburgh's Equal Opportunity Review Commission will act as a resource for any bidder looking to increase M/WBE and VOSB participation. Please contact 412-255-8804 for help, questions, or concerns.

### GOOD FAITH EFFORT CHECKLIST

The following checklist must be included with your proposal, however it is not intended intended to be inclusive or exhaustive. **Please provide documentation for each box checked.**

- ☐ Held pre-bid or pre-proposal meetings to discuss upcoming opportunities at least two weeks in advance of solicitation due date.
- ☐ Advertised and conducted outreach with minority and women-owned businesses at least two weeks in advance of solicitation due date.
- ☐ Identified and designated economically feasible portions of the work to be performed by M/WBEs. This may include breaking down the contract into sub-contracts to ensure participation.
- ☐ Utilized the Pennsylvania Unified Certification Program (PAUCP) Directory and/or other resources to locate and identify potential firms to subcontract with.
- ☐ Provided a reasonable number of M/WBEs written notice via email or mail regarding subcontracting and/or supplier opportunities.
- ☐ Followed up with M/WBEs who were solicited to determine interest.
- ☐ Provided interested M/WBEs with plans, specifications, scope of work, and requirements of the contract.
- ☐ Entered into a formal contract, or signed letters of commitment with M/WBEs.
- ☐ Provided feedback to M/WBEs when bids and/or price quotations are rejected.
- ☐ Made efforts to assist interested M/WBEs obtain bonding, lines of credit, insurance, equipment, materials, supplies, or other project-related components.

# City of Pittsburgh EORC Participation Statement Form

## CITY OF PITTSBURGH EORC PARTICIPATION STATEMENT

This form must be completed and submitted with your bid or proposal

List below all M/WBE and VOSBs that were solicited whether or not commitment was obtained.

Name of Prime or Bidder: Skinny Labs DBA Spin

Contact Person: William Burns

Address: 450 Mission Street, Suite 401, San Francisco, CA 94105

Email: william@spin.pm

Phone Number: (312) 315-3750

Is Your Firm M/WBE/VOSB Certified? ☐ Yes ☒ No

Certification Type: ☐ MBE ☐ WBE ☐ VOSB Certifying Entity:

M/WBE/VOSB Sub Vendor Firm Name: N/A				Contact Person:	
Address:		Phone Number:		Email:	
Certification Type: <input type="radio"/> MBE <input type="radio"/> WBE <input type="radio"/> VOSB Certifying Entity:			Types of Subcontract Work or Materials:		
Date Solicited:	Solicitation Method: <input type="radio"/> Phone <input type="radio"/> Email	Quote Received: <input type="radio"/> Yes <input type="radio"/> No	Commitment Made: <input type="radio"/> Yes - Date: <input type="radio"/> No	Amount Committed: \$ Amount: % Of Total Bid:	
Give Reason(s) If No Commitment Made:					

M/WBE/VOSB Sub Vendor Firm Name: N/A				Contact Person:	
Address:		Phone Number:		Email:	
Certification Type: <input type="radio"/> MBE <input type="radio"/> WBE <input type="radio"/> VOSB Certifying Entity:			Types of Subcontract Work or Materials:		
Date Solicited:	Solicitation Method: <input type="radio"/> Phone <input type="radio"/> Email	Quote Received: <input type="radio"/> Yes <input type="radio"/> No	Commitment Made: <input type="radio"/> Yes - Date: <input type="radio"/> No	Amount Committed: \$ Amount: % Of Total Bid:	
Give Reason(s) If No Commitment Made:					

Signature: 

Date: May 9, 2019

Copy this form as necessary.



# Exceptions



Describe any and all proposed exceptions, alterations, or amendments to the Scope of Services or other requirements of this RFP, including the City of Pittsburgh Sample Professional Services Agreement. This section shall be clearly marked “Proposed Exceptions” in your submittal. The nature and scope of your proposed exceptions may affect the evaluation of your submittal and the City’s determination of whether it is possible to successfully negotiate a contract with your firm.

A member of the PMC - Ford Mobility would like to submit the following exceptions:

**Spin:** Spin has no exceptions.

**Ford:** As set forth in Section 6.2 of the RFP: Contracting Process, if awarded a contract through this consortium, Ford Mobility requests that any binding terms and conditions set forth by the city for a Contract shall be mutually negotiated and agreed to by the parties awarded by the vendor. Respondent understands that the Contract provided by the city will be the basis for this process.

**Swiftmile:** Swiftmile has no exceptions.

**Waze:** Waze has no exceptions.

**Transit:** Transit has no exceptions

**Zipcar:** Zipcar has no exceptions.





# Appendix A



FORD **SMART MOBILITY**

**Let's ride  
together.**





# SPIN

## SPONSORSHIPS

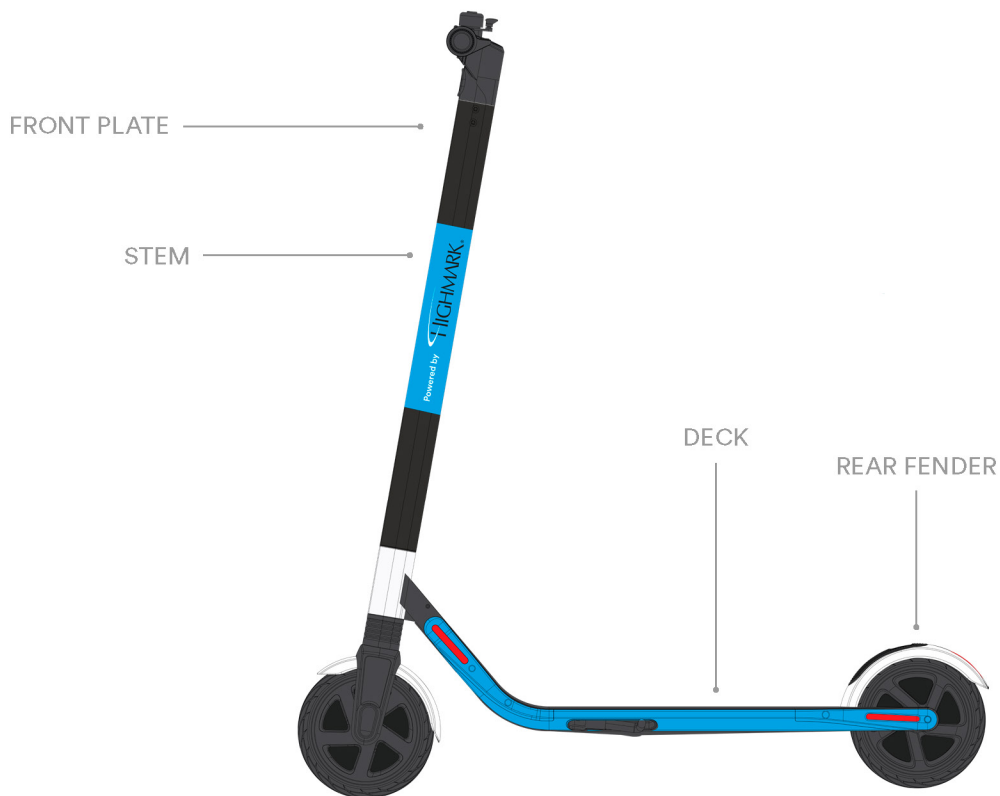
### Reach people on their daily journeys

People are always on the go, and their origins and destinations are strong indicators of who they are. We've strategically placed our scooters in well-traveled locations where people spend most of their time—on city streets!



FORD **SMART MOBILITY**

# OOH Placements



**STEM**



**FRONT PLATE (5" × 6")**

Coming in Q3 2019



**DECK & REAR FENDER**

Coming in Q3 2019



# Digital Placements



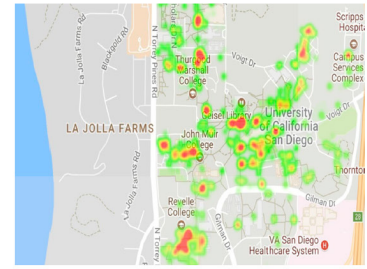
## BRANDED TRIP RECEIPTS

Highmark members get branded trip receipts.



## DIRECT TO CONSUMERS

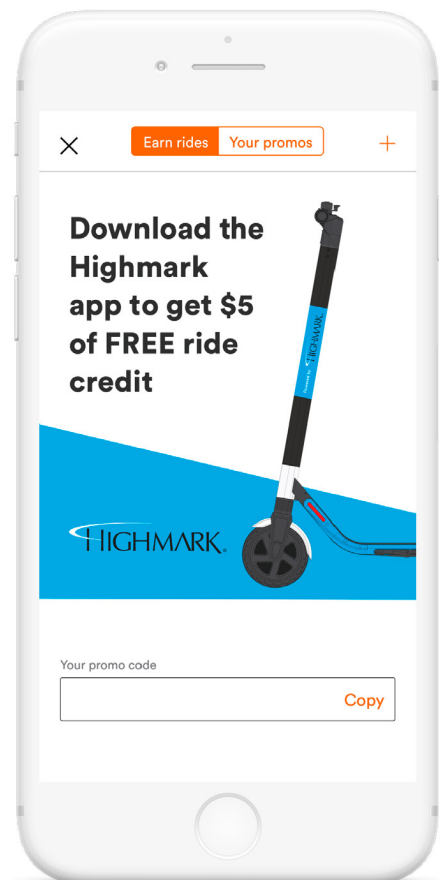
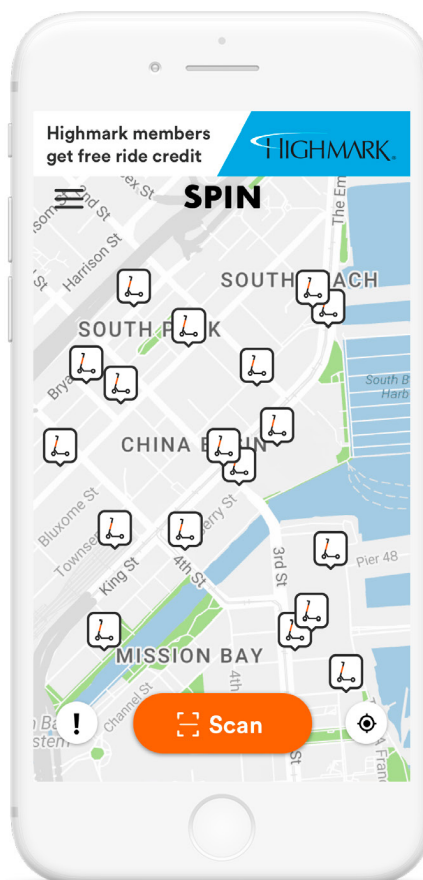
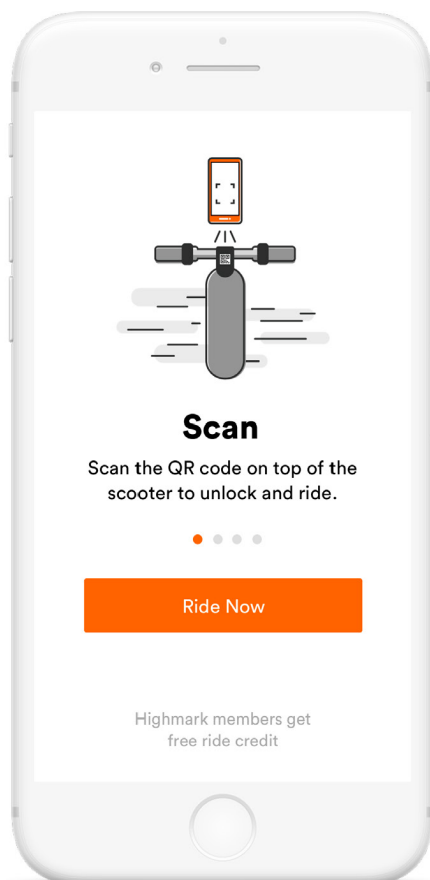
In-app real estate, digital channels, and retargeting extensions.



## SMART DEPLOYMENT

Deploy branded scooters where it matters. Outside of stores and on busy intersections.

## Highmark members get free ride credit



# Rate Card




VEHICLE TYPE	TIME COMMITTED	COST PER MONTH/ PER VEHICLE	MIN TEST QTY	eCPM	TOTAL COMMITMENT REQUIRED
Scooter	3 months minimum	\$60	150	\$0.56-\$0.81	\$27,000
CitiBike	5 Years	\$115	6,000	\$3.62	\$41,400,000

**\$60** per month/  
per scooter

## CITI BIKE COMPARABLE

Citibank initially committed \$41M to a robust 5 year, 6,000 bike offering. Citibank allocated OOH budgets to bikes to provide utility to the city of NY. Citibank took the view that they were purchasing 6,000 roaming billboards.

### INSIGHTS REPORTED BETWEEN LAUNCH IN 2013 & END OF 2015

0 Fatalities	28% 	43% 	16% 
Fatalities in the same time period	Increase in brand perception	Increase in product consideration	Increase in total checking and savings accounts in the region

## READ ABOUT OUR CITI-BIKE SOURCES HERE

[Fast Company: How Citi-Bike started a transportation and advertising revolution](#)

[Slate: Happy 5th Birthday Citi Bike](#)

[Curbed-NY: Citi-Bike will Increase it's fleet by 4,000](#)

<https://www.thedailybeast.com/stars-who-citi-bike>

<https://blog.percolate.com/2014/05/citibike-ad-unit-effective-cpm/>

Essex, A: The End of Advertising. NY, NY of Penguin Random House



Leonardo DiCaprio



Kate Bosworth





## CONTACT

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