JUMP

Seattle, Washington

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

August 15, 2018

Confidential

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

August 15, 2018

Dear Mr. Miller,

Social Bicycles LLC, d/b/a JUMP Bikes ("JUMP"), is pleased to respond to Seattle's Free-Floating Bike Share Program Permit. We look forward to building a partnership with the City as we seek to provide a transportation option that helps limit congestion and personal car use in Seattle. The enclosed application outlines our vision to operate up to 5,000 electric pedal assist bicycles (e-bikes) within the City, and the hope to expand in the coming years.

Alongside Uber, JUMP is deeply committed to a fully integrated partnership with the City of Seattle. The transportation sector is rapidly evolving — from free-floating bikes, to public transit, to rideshare — and we understand what we offer users must evolve as well. We will collaborate with the City to jointly innovate, brainstorm, share data, and grow mobility choices for your residents. We are excited and ready to work with you.

Proposal Summary

Our primary goal is to partner with Seattle to help ease congestion by providing affordable and environmentally conscious transportation alternatives that get people out of cars and into more efficient ways to get around the city.

JUMP plans to operate up to 5,000 e-bikes in Seattle by March 2019. We will launch in October with a preliminary fleet of 500 and increase our fleet, over three subsequent phases to 5,000 bikes. As noted in the permit, we believe that having a robust education and parking plan to ensure all bikes are parked appropriately and out of the public way is critical to a successful dockless bike share program that can be embraced by the entire Seattle community. JUMP bikes are manufactured with a built-in lock that requires the rider to affix the bike to a bike rack or other street furniture. This ensures that non-riders do not have to step over or around bikes while allowing users to have maximum flexibility. We discuss our parking, equity, and education plans in greater detail in Section 8 of this permit. We look forward to working with the City to continually evaluate performance and demonstrate our commitment to offering a world-class bike share system that is accessible to all of Seattle.

JUMP bikes will be available through both JUMP and Uber's mobile apps. However, the bikes do not rely on smartphones and credit cards. In fact, users will be able to easily sync their ORCA cards to use as tokens to access the bikes and a cash payment option for the unbanked will be available through a PayNearMe integration.

To achieve the goal of increasing access to shared transportation options, we will prioritize equitable access to JUMP. Users can unlock a bike using their smartphone, RFID card, or account number. Our Boost Plan ($5/month for 60 minutes of riding per day) will be available to individuals enrolled in the ORCA Lift and Regional Reduced Fare Permit programs; additionally, programs such as SNAP benefits and others may be supported. We will also offer cash payments via PayNearMe for the unbanked, allowing users to pay for bike share at a variety of retail locations. We hope to work with the City to identify community partners who can help us hire local, engage the community and better inform our marketing. Most importantly, our on-the-ground team will work daily to ensure bikes are equitably distributed across the service area and available in every neighborhood.

On a larger scale, JUMP and Uber share a vision for a multi-modal transportation future for Seattle's residents and visitors. A future in which residents and visitors who open the Uber app will be able to see a mix of affordable, green,

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

and convenient options all available at the push of a button. Whether they choose a bike, uberPOOL trip, transit, or even walking, the Uber platform app will empower users to leave their personal car at home, helping alleviate congestion in the process. Imagine, a visitor from Cairo can open the Uber app in Seattle, in their native language and, without updating their profile or payment information, hop on a JUMP bike and see Seattle in a whole new way.

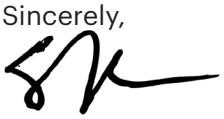
JUMP & Uber
This year, Uber acquired JUMP with the intention of building a new shared mobility platform. We are excited for the future of urban mobility and eager to work with other Uber partners, like the car-sharing platform Getaround and the mass transit ticketing provider Masabi, to create a mobility-as-a-service platform that is useful and affordable for all. This vision of integrated mobility has been a dream for cities and transit operators alike, and we are thrilled to be doing our part to make this vision a reality.

Our partnership brings together JUMP's unique expertise in bike share product design and field operations with Uber's global presence in over 600 cities globally. By offering JUMP bikes directly in the Uber app, riders who are already familiar with Uber in the US or any of the other 64 countries we operate in around the world will immediately be able to take advantage of e-bikes in addition to shared automobiles — helping both residents and tourists reduce their reliance on personal vehicles.

We know Seattle is facing major challenges associated with rapid population growth and the need to accommodate many more residents and visitors without increasing single-occupancy vehicle trips. With this permit, the City of Seattle has taken an important step toward reducing personal car use. In the US, half of all trips are less than three miles in distance, but 72% of those trips are taken by car. We see significant opportunity for bikes to play an important role during the upcoming "period of maximum constraint" in Seattle, and have already begun exploring opportunities to partner with civic organizations and employers in downtown Seattle to encourage residents and workers in this area to use bikes instead of cars for their daily commute. We hope to discuss these impending challenges and opportunities for minimizing their impact with the City in the future. Working together, Seattle and JUMP can show the world that convenient, green, shared e-bikes can help turn the tide for local transportation and meet your challenges.

We look forward to serving Seattle. Please do not hesitate to follow up with me or the JUMP team if you require additional information.

Sincerely,



Ryan Rzepecki
CEO, JUMP Bikes

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Permit Application Contact Information
Joanna Jacob, Sr. Application Specialist
JUMP Bikes
55 Prospect St. #410
Brooklyn, NY 11201
joanna@jumpbikes.com
510-703-9993

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

Section 1. Public Space Management Permit Application

Seattle Department of Transportation

Street Use Division
700 Fifth Avenue, Suite 2300 | P.O. Box 34996
Seattle, Washington 98124-4996
(206) 684-5267 | publicspace@seattle.gov

SDOT Permit Number(s)

(Official Use Only)

PUBLIC SPACE MANAGEMENT
ANNUAL PERMIT APPLICATION
Seattle Municipal Code (SMC) 15.04, 15.10, 15.12, 15.16

Intake by: _____ (Official Use Only)

1 APPLICATION DATE

(mo/day/year) 08/15/2018

2 PROJECT ADDRESS OR NEAREST LOCATION

Address Number	Street Name (include NE, SW, Ave, St, Blvd, etc.)
1191	2nd Ave, Suite 1200, Seattle, WA 98101

3 PROJECT DESCRIPTION

Desired Start Date (mo/day/year) 10/01/2018

Total Area of Project in Right of Way — Length (feet) x Width (feet)

EXAMPLES:
- *Install a 3-foot by 7-foot double-face sign on a building for my business. It will hang 8 feet above the sidewalk.*
- *Build a new rockery in the right of way that is 3 feet in height and 20 feet in length to replace an old rockery that is failing. The new rockery will be located 4 feet behind the sidewalk.*
- *Build a 6-foot by 18-foot sidewalk café area outside of our business; surround the area by a 42-inch high fence.*

Note: For Block Party and Play Street do not use this application.

Describe Project and Work in Right of Way

Free-floating bike share. Bikes have "lock-to" design, system intended to use publicly available bike racks.

4 BACKGROUND

APPLIED ONLINE/BY EMAIL ☐

RELATED PERMITS (if any)

	Permit #		Permit #
Construction Use		DPD	
Public Space Management: (Annual/Vending/Term)		SIP/Utility Major	
Simple Utility		Other	

Note: DPD Permit #s are 7 digits and usually begin with a 3 or 6.

INSPECTOR WARNING

☑ Verbal ☑ Written Warning Number

Note: Failure to notify Street Use of Inspector Warning could cause delays in permit processing and may lead to additional fees or fines.

REFERRED BY (name or agency) JUMP Bikes

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FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

5 PERMIT TYPE (Check applicable category)

See Section 6 for Activities, Street Closures, and Festivals

BUSINESS AMENITIES	Required at Application
☐ Merchandise on Sidewalks (18A) ☐ Sidewalk Cafés (18B) ☐ Tables and Chairs (18C) ☐ Street Decorations, Planters, Benches (52)	• Site Plan/Floor Plan (11" x 17" paper size preferred) • Elevation (11" x 17" paper size preferred) • Certificate of Insurance with Endorsements • Fence Details (Sidewalk Café) • Sidewalk Café Letter of Authorization • Construction Use Permit Application

SIGNS AND GRAPHICS	Required at Application
☐ Signs, Awnings, Graphics (6) ☐ Pole Banner for Events (52A) ☐ Pole Banner for Identification (52B)	• Site Plan or Pole Map (11" x 17" paper size preferred) • Elevation (11" x 17" paper size preferred) • Design Proof • Certificate of Insurance with Endorsements (for Pole Banners)

BALCONIES, OVERHANGS, AND FENCES	Required at Application
☐ Structures and Overhangs (7) ☐ Fences, Rockeries, Walls, Stairs, Handrails (29A)	• Site Plan (11" x 17" paper size preferred) • Elevation (11" x 17" paper size preferred) • Cross Section (height, width, dimensions) • Indemnity Agreement (prior to issuance) • Construction Use Permit Application • Engineer's Report (at request of permit reviewer: geotechnical, structural, etc.)

COMMERCIAL AND RESIDENTIAL USES	Required at Application
☐ Shoreline Street Ends (11) ☐ State Waterways, Moorage (WW 100, 200) ☐ Material Storage, Ongoing (12, 12A) ☐ Private Utility (8, 9, 21A)	• Site Plan (11" x 17" paper size preferred)

OTHER	Required at Application
Free-floating bike share	• Requirements vary

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6 ACTIVITIES, STREET CLOSURES, AND FESTIVALS

ACTIVITIES AND STREET CLOSURES	Required at Application
☐ Street Barricading, Special Activities (3A) ☐ Farmers' Markets (3B) ☐ Festival Street (3C) ☐ Block Party or Play Street (Do not use this application. Use project-specific applications available on the Street Use website.)	• Site Plan (11" x 17" paper size preferred) • Proof of Neighbor Notification (All affected neighbors must be notified) • Certificate of Insurance with Endorsements • Access Affidavit (at request of permit reviewer)

Neighborhood Group or Organization Sponsoring Event: n/a

	Street or Alley Proposed for Closure	From	To	Start Date	End Date	Start Time	End Time
EXAMPLE:	8th Ave	E Harrison St	E Republican St	8/10/2016	8/10/2016	7 p.m.	10 p.m.
	n/a						

Describe the nature and purpose of closure or activity:

n/a

Projected number of attendees: n/a

We have notified our neighbors of this event ☐ Yes ☐ No

Notification method (by letter or door-to-door, for example): n/a
Provide a copy of this notification with your application

7 ALL ANNUAL PERMIT TYPES - ADDITIONAL REQUIREMENTS

ADDITIONAL DOCUMENTS AND APPROVALS MAY BE REQUIRED - CONSULT WITH PERMIT REVIEW STAFF:

- Construction Use Permit
- Bond
- Indemnity Agreement
- Proof of Insurance with Endorsements
- Private Encroachment Agreement
- Historic or International District Approval
- Public Art Advisory Committee (PAAC) Approval
- Business Improvement Area (BIA) Approval
- Letter of Authorization
- Engineering Details
- Design Commission Approval
- SEPA Review
- Holiday Moratorium Exception Request (Thanksgiving Day through Jan. 1)
- Traffic Control Plan
- Concept Plans
- Public Notice Contact List
- Other Department Review/Approval

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8 APPLICANT

Applicant is the: ☐ Home/Property Owner? ☐ Business Owner? ☐ Contractor?
☑ Other Company

Name: JUMP Bikes	SDOT Customer ID Number:
Company: JUMP Bikes	SDOT Company ID Number:
Mailing Address (include city, state, zip): 55 Prospect St. #410 Brooklyn, NY 11201	Office/Home Phone Number:
	Mobile Phone Number: 510-703-9993
	Email Address: applications@jumpbikes.com

9 FINANCIALLY RESPONSIBLE PARTY (Receives Annual Renewal invoice)

Will Applicant (listed above) receive future Annual invoice (for renewable permit types)?
☐ Yes - skip this section, proceed to 10

Is **Applicant applying on behalf** of the Financially Responsible Party? ☐ Yes - **Letter of Authorization (LOA)** required

Name: Uber Technologies Inc.	SDOT Customer ID Number:
Company: Uber Technologies Inc.	SDOT Company ID Number:
Mailing Address (include city, state, zip): 1455 Market St, 4th Floor San Francisco, California 94103	Office/Home Phone Number:
	Mobile Phone Number: see above
	Email Address: see above

10 24-HOUR CONTACT

Is **Applicant** the 24-Hour Contact? ☑ Yes - skip this section, proceed to 11
Is **Financially Responsible Party** the 24-Hour Contact? ☐ Yes - skip this section, proceed to 11

Name:	SDOT Customer ID Number:
Company:	SDOT Company ID Number:
Mailing Address (include city, state, zip):	Office/Home Phone Number:
	Mobile Phone Number:
	Email Address:

11 TERMS AND CONDITIONS

Indemnification: The Permittee agrees to defend, indemnify, and hold harmless the City of Seattle, its officials, officers, employees, and agents against: (1) any liability, claims, causes of action, judgments, or expenses, including reasonable attorney fees, resulting directly or indirectly from any act or omission of the Permittee, its subcontractors, anyone directly or indirectly employed by them, and anyone for whose acts or omissions they may be liable, arising out of the Permittee's use or occupancy of the public right of way; and (2) all loss by the failure of the Permittee to fully or adequately perform, in any respect, all authorizations or obligations under the Permit.

Acceptance of terms, conditions, and requirements: Permittee shall accept the terms, conditions, and requirements of the permit and agree to comply with them to the satisfaction of the Seattle Department of Transportation, Street Use Division. Permittee further agrees to comply with all applicable city ordinances, including but not limited to Title 15 SMC, and all applicable requirements of state and federal law. Work shall begin within six months from the date of approval unless other arrangements are made, otherwise the application shall be void.

Applicant/Permittee or Authorized Agent Statement: I declare under penalty of perjury under the laws of the State of Washington that: I am the Applicant/Permittee OR the authorized agent of the Applicant/Permittee; that the information provided is correct and complete; and that I have the authority to bind the Applicant/Permittee to this application.

Deposits, Charges, and Future Billings: The Permittee is responsible for all permit charges. If a deposit was made for estimated future Street Use services, any unused portion of the deposit will be refunded to the Applicant/Permittee. Any charges in excess of the deposit will be billed to the Applicant/Permittee.

APPLICANT SIGNATURE Ivra van de Lee DATE 08/15/2018

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Section 2. VendorSignature Page

The original version of this page has been mailed to the address provided in the Permit Requirements

Seattle Department of Transportation

Free-Floating Bike Share Program
Permit Requirements (corrected) – August 10, 2018

Appendix G: Vendor Signature Page

I, Avra van der Zee, declare the following:

1. I am a duly authorized agent of Social Bicycles LLC, a vendor applying for a permit under the City of Seattle's Free-Floating Bike Share Program.
2. I have reviewed and understand the Free-Floating Bike Share Program Permit Requirements for the 2018-2019 Permit Year, including all requirements and appendices.
3. I have the authority to bind the vendor-applicant to the permit application and to the permit requirements the City established for this program.
4. The vendor-applicant has complied with all permit requirements in preparing the permit application and all the information in the application is true and complete.
5. The vendor-applicant shall comply with all permit requirements for the duration of any permit approved under these permit requirements.
6. The vendor-applicant understands that if the vendor does not comply with all permit requirements, the City may revoke the permit or take other enforcement actions described in the permit requirements and the Seattle Municipal Code.

I certify under penalty of perjury under the laws of the State of Washington that the foregoing is true and correct.

Ava C. van der Zee — Aug. 13, 2018 NYC
Signature — Date and Place

State of New York)
) s.s.
County of Queens)

This is to certify that on this 13th day of August 2018 before me, the undersigned, a notary public in and for the State of New York, duly commissioned and sworn, personally appeared Avra van der Zee to me known to be the Secretary (title) of the corporation or limited liability company that executed the foregoing instrument, and acknowledged the said instrument to be their free and voluntary act and deed of said corporation or limited liability company, for the uses and purposes therein mentioned, and on oath stated that he was authorized to execute said instrument, and that the seal affixed is the corporate seal of said corporation.

WITNESS my hand and official seal, the day and year first above written.

Notary Public in and for the State of New York

CHELLY-ANN AYDINIAN
Notary Public, State of New York
Registration #01AY6327657
Qualified In Queens County
Commission Expires July 13, 2019

08/13/2018

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Section 3: Device Information

a. design specifications, including descriptions and illustrative images of all components;

JUMP's Class 1 pedal assist bike (e-bike) is the industry leading e-bike. With an operator-controlled maximum assisted speed that can be limited to 15 miles per hour, a lock-to design that protects the public right of way, and accessible design that does not require a smartphone for access, JUMP's e-bike is ready to tackle the most challenging urban terrain. Please see Appendix A for more more information about the JUMP e-bike.

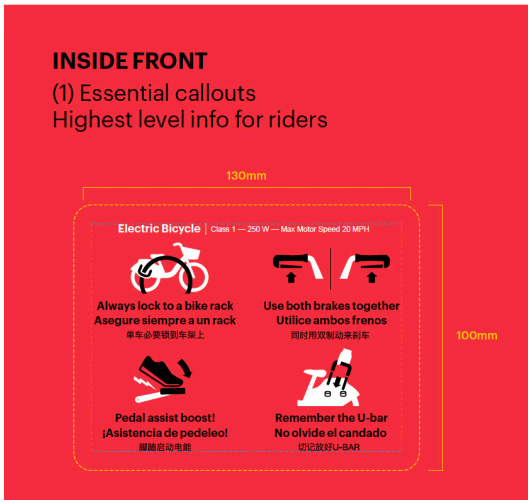
b. evidence of compliance with applicable design standards as described in Requirement ES1.5

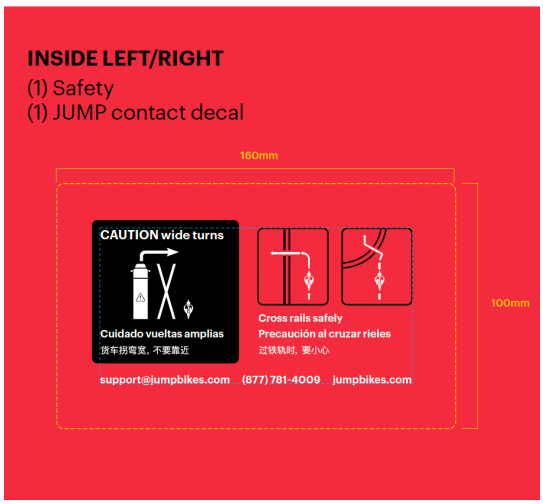
Please see Appendix B for our bike's certifications for 16 CFR 1512 and ISO 42.10.

c. descriptions and illustrative images of all information the applicant will affix to the device, including trade dress, contact information, rider education information, and any other information the applicant proposes;

JUMP's bikes use two main surfaces for affixing information about the program: the bike frame and the interior of the bike basket.

- Bike Frame: The JUMP bike frame features retroreflective logos on both sides of the bicycle and on the front basket.
- Bike Basket Interior: The JUMP bike features significant interior basket space that can accommodate safety, pricing, and rider education information. The content below in in use in San Francisco, we will tailor content for the Seattle market (including messaging regarding the Kings County mandatory helmet rule).





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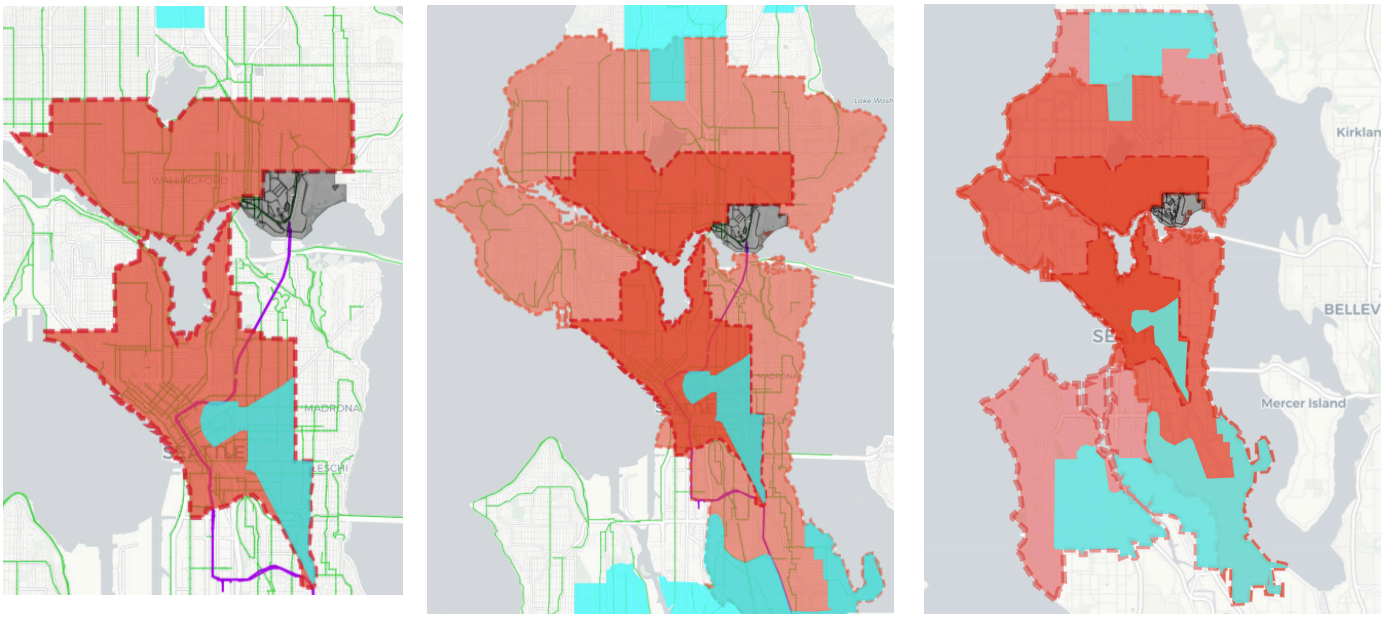
Section 4: Fleet Deployment

Our proposed fleet deployment schedule can be found below. Over the course of our six-month deployment schedule, we look forward to bringing our version of pedal assist bike share to all of Seattle.

Anticipated Timeline	Target Deployed Fleet Size	Service Area	Reasoning
October 2018	500	Phase I	Launch
November 2018	1,000	Phase I	Densify
December 2018	2,000	Phase II	Expand
March 2019	5,000	Phase III	Expand

a. a description and map of the initial service area for each device the applicant wants to deploy and any planned changes during the permit year;

Upon launch, JUMP proposes an initial fleet of 500 e-bikes in a limited service area in Seattle. As described in the table, by March 2019, we plan to expand our fleet to 5,000 bikes and serve the entire City. As we ramp up the fleet size, JUMP proposes to serve Seattle using a phased service area approach.



From left, service areas for Phases I, II, and III. Equity Focus Areas are represented in blue.

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

Our Phase I service area was chosen with an eye toward limited available car parking, congestion concerns, high bike demand as exhibited by data from the previous year's free-floating pilot, and those requesting Uber's service. We will work closely with the SDOT to develop geofences and controls for this service area. By matching our fleet size to this service area, we hope to assure users that JUMP bikes are convenient and reliable for users. This will maximize usage and allow for a seamless integration into the City. As we expand, we will grow to include the areas defined as Phases II and Phase III so that all residents and visitors to Seattle can enjoy JUMP's bikes.

JUMP's real-time data feed of bike locations and battery levels supports the operations team as they closely monitor bike distribution across the service area. We have refined our operations tool to help our team distribute bikes across different sectors of the large service area and set alerts for when priority sectors (e.g. Downtown or an Equity Focus Area) have either an over- or under-supply of bicycles. Users cannot see these sectors as they are intended for operational oversight only. These tools will support the City's goal of ensuring more equitable bike distribution across the service area.

b. a description of the applicant's proposed fleet, including the number of devices of each type the applicant proposes to deploy and any changes during the permit year;

By March 2019, JUMP will provide 5,000 e-bikes. These Class 1 bikes will be software-governed to a maximum assisted speed of 15 miles per hour. Our platform will be accessible to both those with and without smartphones and supports cash-based payments via PayNearMe. We will work closely with the City prior to any significant changes to the bike or hardware.

c. a description of the proposed geographic distribution of its deployed fleet, including the vendor's proposed fleet distribution in the equity focus areas described in Requirement O1.6 and Appendix D;

We plan to meet the bike availability targets in the Equity Focus Area (EFA) boundaries for both the proposed preview service area and the citywide service area. When fully expanded, we will ensure that a minimum of 10% of the fleet remains in these EFAs at all times.

As we discuss in greater detail in Section 8c, JUMP plans to invest equitably across all of Seattle. We believe bike sharing can help make cities smaller by connecting neighborhoods and making it easier for residents to travel, no matter where they live or where they have to go. In every city we serve, JUMP is proud to be available for all residents and we will work hard to ensure our bikes are distributed to best serve Seattleites across the entire city. Looking ahead, we are excited to work with the city to demonstrate how we are achieving this goal.

d. if applicable, a disclosure that the applicant will not meet the minimum fleet size requirement and a fleet deployment schedule as described in Requirement O1.4;

JUMP will work hard to meet the minimum fleet size requirement according to the schedule described in O1.4. It is our intention to begin operations in October, with a preliminary system of 500 e-bikes. As described earlier, the phased growth of our fleet and service area shows a clear path to achieve a fleet of 5,000 e-bikes on the streets of Seattle by March 2019. The fleet will hold at 2,000 bikes between December and March during the wet and cold winter months. During the winter our operations team will prepare for the 5,000 bike fleet and citywide expansion in March — cementing community partnerships, expanding

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

our ridership base, securing additional facilities, and hiring and training staff — which will coinciding with the beginning of the primary riding season in Seattle. We believe that this ramp up schedule will offer the City, Seattle's residents, and our operations team the opportunity to become more familiar with JUMP and our version of bike share. In doing so, we will provide a sustainable system that could help dramatically shift Seattleites reliance and use of personal cars.

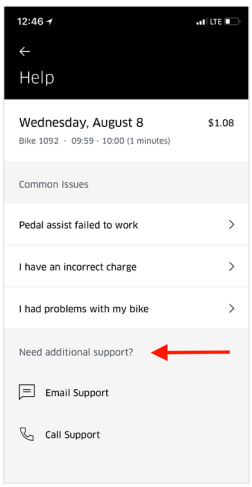
We will work closely with the City during the first half of the permit period as there may be opportunities to scale the fleet faster. We look forward to discussing these options with the City when appropriate.

Section 5: Contact Information

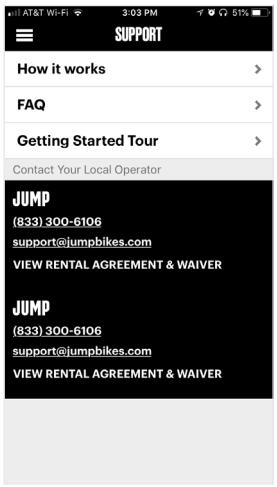
a. a description of the applicant's required and optional public contact methods as described in Requirement O3.1, including illustrative images of any smartphone applications;

Contact information for JUMP's customer service team will be readily available in three main places: the bike, the mobile app, and the website. Users will be able to contact customer service by phone, text, email, and social media. Our customer service team has a direct line to our local operations and the teams works in tandem to solve any issue that arises.

Customer service can be reached via the JUMP and Uber mobile apps:



Uber app



JUMP app

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b. if known, the applicant's contact information for City use as described in Requirement O3.2
JUMP Bikes
Joanna Jacob, Sr. Application Specialist
55 Prospect St. #410
Brooklyn, NY 11201
applications@jumpbikes.com

Please direct all correspondence prior to program launch to the above addresses.

Additional contacts:

General manager for Seattle	Interim: Wes Kurowski wkurowski@uber.com 703-638-9386
Policy development contact	Caleb Weaver weaver@uber.com 206-965-5141
Local fleet operations manager	Interim: Wes Kurowski wkurowski@uber.com 703-638-9386
Data collection and reporting contact	Interim: Wes Kurowski wkurowski@uber.com 703-638-9386
Programming or equity contact person	Nelle Pierson nelle@jumpbikes.com 303-437-6292
24-hour contact person or persons	TBD - will be provided prior to system launch

The above contact information is subject to change. As local employees are hired, JUMP will update the City to minimize any lapse in communication. Prior to any contact information changes, the JUMP team will notify the City's Program Manager.

c. a description of the applicant's procedure for receiving and acknowledging reports received under Requirements O2.1 to O2.3;

JUMP's customer service team is the first line of communication for reporting improperly parked bikes. Anyone can call the number on the bike to report an issue, regardless of whether they have the Uber or JUMP apps. In addition, the City will be provided a direct line to our operations team for any emergency situations. If implemented, we will work with SDOT to coordinate with the City's centralized parking reporting system for users and non-users to call for bikes that are improperly parked.

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When our operations team is made aware of improperly parked bikes, they will immediately take steps to inspect, re-park, or remove bikes as needed. In addition, JUMP has developed a number of automated tools that support our operations and help keep city streets free from clutter. Our automated tool flags bikes that have not moved for over 24 hours and alerts the operations team who can then take appropriate action. Further, the system will flag bikes that leave the service area so rebalancing teams can respond accordingly. Please see section 8a for more information regarding our fleet management and customer service.

To encourage users to park bikes appropriately, JUMP institutes a range of incentives and disincentives to encourage riders to follow certain rules. JUMP typically charges riders who improperly park a bike a fee of $25. This fee is typically waived for the first offense and the rider is informed of the parking rules. If a rider is a chronic offender, we may suspend their access to our platform.

Section 6: Proposed Rental Structure

a. the applicant's pricing structure and exhibits showing how the applicant will disclose the pricing structure to its riders, as described in Requirement O4.1;

Pricing Structure

Standard Plan	$1 to start, 15¢ per minute after the first 5 minutes
Boost Plan (for eligible low income individuals)	$5 per month for 60 minutes of free riding time per day; over 60 minutes, additional time is charged at a rate of $4 per hour, prorated to the minute (about 7¢ per minute).
Out of Service Area Fee	$25 to lock a bike outside of the entire JUMP geo-fenced system area
Inappropriate Locking Fee	$25 for improperly locked bikes

JUMP reserves the right to change our base pricing. We may also introduce a subscription model or other pricing programs such as a student discount if the market conditions are appropriate. We will notify the City prior to making any such changes publicly.

Pricing Disclosure Locations

JUMP discloses pricing through 3 main channels:

- The Bike: bikes will have standard pricing clearly visible on the bike's frame.
- The Mobile App: pricing for all elements of the bike share system will be presented on the JUMP and Uber mobile apps.

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- The Website: JUMP's website will have detailed information regarding JUMP's pricing.

c. a description of any reduced-fare program element, as described in Requirement O4.2; and

As described above, JUMP offers a low cost (Boost) plan for low-income eligible individuals. JUMP looks forward to working with the City to identify appropriate local organizations to serve as indicators of low income status. Per the permit requirements in O4.2, we will offer the Boost plan to those enrolled in the ORCA Lift reduced-fare program and the Regional Reduced Fare Permit (RRFP) program. In JUMP markets, we also typically offer the Boost membership to SNAP recipients as a qualifying element. We are also in the process of designing a reduced price Student Plan that we look forward to sharing with the City soon.

d. a description of the applicant's low-barrier rental methods, as described in Requirement O4.3;

JUMP strongly believes in equitable access to bike share. Our platform offers two key features that expand access, making bike share readily accessible to more people:

- No Smartphone Required: with a JUMP account users can access bikes easily with their account number or with an RFID card that has been synced to their account. Our system is compatible with most transit cards that use the MiFare RFID standard including Seattle's ORCA card.
- Cash Payments: we have integrated PayNearMe into our platform so that the unbanked, or those who prefer to pay with cash, can use our service by paying at most CVS or 7-Eleven locations. We will work with local organizations and the City to ensure awareness of this option.

Section 7: Proposed Data Collection and Integrity Structure

a. a description of the technology and procedures the applicant will use to collect, process, and share the data required in Requirements DS1, DS2, DS3, and DS4;

JUMP believes that sharing system data is in the best interest of cyclists, bike share, and cities. Our core mission is to expand shared mobility in the cities and regions we serve as a means to reduce congestion and promote sustainable, healthy travel. To do so effectively, JUMP believes we must work transparently with cities by sharing data whenever possible.

Data Collection

JUMP collects system data through users' mobile apps (when the app is open) and through the bikes' active GPS and wireless connections.

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Data Processing

Data collected by JUMP is processed and stored in our production database. Bike and server communication is based on sending asynchronous messages between the bike and the server. The frequency of communication is dependent on the state of the bike and event triggers.

Data Sharing

Data will be provided to the City in two main forms: real-time and historical. Real-time data will be available via an API that uses GBFS to provide bike availability. We would like to discuss with the City about additional fields not currently available through the GBFS to support the City's request for real-time deployment and other data. We also offer reports that the city can access to see daily aggregated and anonymized system use. This data will be available via a secure file transfer protocol (SFTP) and can be set up for automatic delivery (e.g. every other day at 7am PT). Finally, we will provide the city with the requisite historical operational summaries and/or logs regarding parking, maintenance, incidents, and riders as described in DS1, DS2, DS3, and DS4. These historical reports will be provided to the City in CSV format.

In addition, if selected as a vendor, JUMP/Uber plans to share another level of data with the City of Seattle: mode shift data. Specifically, this data will show the City how and to what extent residents who previously used cars on the Uber platform are now shifting to e-bikes. We believe this data set will be critical to Seattle's understanding of shared transportation use. See Appendix D for how this data has been examined in San Francisco.

b. a description of the data integrity or accuracy limitations of the applicant's data collection, processing, and sharing technology and procedures;

JUMP provides real-time data to cities three ways: a GBFS-based API, automated system snapshot reports, and historical static reports containing operational data. We are constantly improving the quality of our data, as precise location data and bike status are critical for our consumer experience and operations. There are industry-wide challenges with achieving precise location data due to urban canyoning and GPS drift. We are actively developing tools to improve the quality of this data which we hope to start implementing in 2019. Regarding cellular connectivity, our coverage maps and performance are regularly reviewed, and if they pose problems for operations or data collection purposes, we are able to switch carriers.

Real-time Data

JUMP uses the General Bikeshare Feed Specification (GBFS). Our API is publicly available and provides real-time system information like bike availability (rented bikes/scooters are hidden), location, and motor battery level. GBFS ensures that bike share data is consistent and communicated in a uniform format across systems and allows third party developers to write applications that draw from the same source. Below is a list of GBFS endpoints, which return real-time data about bike status and locations and station status and locations.

Auto-generated Reports

Our software team can work with the City to develop snapshot reports that are auto-generated and available for City administrators to track on a predetermined basis. We recommend that the City work with our

team to identify system fields and we will work to ensure access to a set of on-demand reports (.csv or similar format) of data related to Ridership, Trips, Deployments, and Maintenance activities.

Historical Data

JUMP will share static monthly reports to the City describing system operation, system use, reported complaints, customer service responses, and system maintenance. These reports will be submitted digitally or however the city prefers. We believe that these static reports will offer a truly useful tool as the city evaluates and monitors the success of the shared mobility pilot. During the first several weeks of the pilot program, JUMP will provide the City with the specified reports of fleet utilization and device quantities across the City of Seattle.

c. a description of the applicant's plan to disclose its data collection practices to riders as described in Requirement DS6; and

JUMP and Uber disclose data collection practices through our Privacy Policies, which users must accept before using our service.

JUMP Privacy Policy (https://jumpbikes.com/privacy/)

Uber Privacy Policy (https://privacy.uber.com/policy)

d. a copy of any user agreements the rider must accept in order to use the applicant's service;

Copies of the user agreements can be found below. When a user chooses to access JUMP's bikes through the Uber platform, they are prompted to accept JUMP's rental agreement. There is no standalone Uber rental agreement.

JUMP Rental Agreement (https://jumpbikes.com/rental-agreement/)

Uber Terms of Use (https://www.uber.com/legal/terms/us/)

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Section 8: Mandatory Scored Plans

8a. Parking and Fleet Management Plan

Summary: A bike share system for riders and non-riders alike

JUMP believes in safe and dependable mobility systems, and takes pride in both our high quality product and smart operations. Our operations team responds quickly to any reported issues, including parking and maintenance issues. Riders can report problems directly from the bike interface, and our lock-to technology offers a significant opportunity to address the parking issues observed during the dockless pilot in Seattle. In addition, JUMP employs geofencing technology to guide riders to correct parking areas, utilizes an automated system that flags when bikes are incorrectly parked or in need of maintenance, and routinely sends team members to inspect bikes for safety and parking compliance.

Lock-To Technology

In SDOT's own evaluation of the dockless pilot, the agency cited significant issues with improper bike parking. SDOT reported 30% of bikes improperly parked and 85% of 311 calls related to dockless were negative, with many focused on improper bike parking.

In contrast, JUMP's lock-to technology helps cities control the clutter that self-locking dockless bikes can create. By securing bikes to physical infrastructure, our equipment helps preserve an unobstructed public right of way while promoting accountability between operators and riders. Our last internal audit showed that less than 1% of all JUMP trips result in a parking complaint in our JUMP DC system. In Seattle, we look forward to bringing our lock-to bikes to the city's streets and taking advantage of the compliance audits as an opportunity to make the case for lock-to technology at scale.

Customer Service

JUMP has built out a robust customer service department that handles all ongoing issues, daily complaints,

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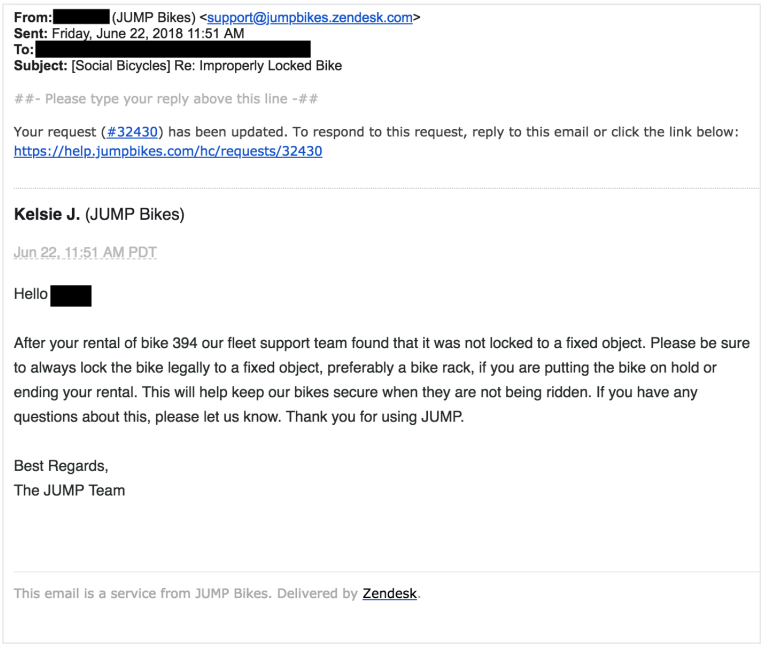
and emergencies. Users can find phone and email contact information for our customer service team in the mobile app, on our website, on the bike itself, and through the bike's onboard interface. Our customer service team responds to all phone and email inquiries, as well as social media messages from Twitter and Facebook followers. Additionally, we leverage Uber's customer support resources to supplement our own. Users inquiring by email will receive confirmation of their request within three minutes and can expect resolution within 24 hours. We operate a 24-hour toll free support line that can help users either self-resolve their issue or speak with a live JUMP representative. Currently live agent support is available from 6am to 9pm PST. For issues that require immediate attention, our customer service team rapidly escalates concerns to the local operations team. We use Zendesk to manage, categorize, and track all customer and third party interactions.

Non-Compliance Response

Our operations team and customer service team are in direct contact and quickly respond to any issues that occur. For real-time internal communication, JUMP uses the platform Slack, and we create a channel for every market we operate in that includes customer service and any fleet technicians. We have an SOP for urgent, priority, and non-priority parking complaints, and quickly dispatch operations teams for any urgent inquiries. Combining the significant reduction in occurence thanks to JUMP's lock-to technology with our responsive operations team enables our team to quickly correct improper parking challenges.



From: [redacted] (JUMP Bikes) <support@jumpbikes.zendesk.com>
Sent: Friday, June 22, 2018 11:51 AM
To: [redacted]
Subject: [Social Bicycles] Re: Improperly Locked Bike

##- Please type your reply above this line -##

Your request (#32430) has been updated. To respond to this request, reply to this email or click the link below:
https://help.jumpbikes.com/hc/requests/32430

Kelsie J. (JUMP Bikes)

Jun 22, 11:51 AM PDT

Hello [redacted]

After your rental of bike 394 our fleet support team found that it was not locked to a fixed object. Please be sure to always lock the bike legally to a fixed object, preferably a bike rack, if you are putting the bike on hold or ending your rental. This will help keep our bikes secure when they are not being ridden. If you have any questions about this, please let us know. Thank you for using JUMP.

Best Regards,
The JUMP Team

This email is a service from JUMP Bikes. Delivered by Zendesk.

Should riders exhibit noncompliant parking behavior, JUMP's customer service team has an established tiered escalation process for users who are out of compliance with the terms of our rental agreement:

- Educational Warning: JUMP's Customer Service team is notified by field technicians when equipment is improperly parked. Customer Service then contacts the user via email or phone to remind them of the need to properly lock the bike to appropriate physical infrastructure.
- Financial Penalty: Repeat offenders are subject to a fee of $25
- Account Suspension: Repeated offenses are logged on the rider's account and trigger subsequent penalties or suspension.

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We below we have responded to the City's stated parking and maintenance goals:

Goal	Strategy	Deliverables	Timing
Ensure its staff park the devices correctly;	Established SOPs, employee training, responsive operations, data driven maintenance.	Parking Summaries (as described in DS2.2) Quarterly meetings with SDOT (if desired)	Beginning October 2018 and ongoing throughout permit year
Employ geofencing capabilities;	Geofences (service area, hubs, no parking zones, equity regions), hardware and software improvements, user incentives.		
Detect and re-park improperly parked devices;	Established SOPs, responsive operations, data driven maintenance, hardware and software improvements, user incentives.		
Inspect devices to ensure they are in good working order and remove devices that are not in good working order;	Responsive operations, data driven maintenance, hardware and software improvements		
encourage riders to park safely and conscientiously; and	User outreach, community events, digital marketing, onboarding, customer service, hardware and software improvements, hardware decaling, user incentives.		
encourage people to report safety, parking, and maintenance concerns.	User outreach, community events, digital marketing, onboarding, customer service, hardware and software improvements, hardware decaling, user incentives.		

1. Ensure Staff Park the Devices Correctly;

Our lock-to product helps ensure our staff park correctly, and we have established standard operating procedures for bike parking. For example, our operations team does not park more than one bike to one rack and never secures bikes to poles or non-rack street furniture. Additionally, we leverage open data sources from cities where we operate. Many cities have accessible data regarding street elements like bike parking locations. In SF, where such data is available, we have included city-installed bike parking locations in our operations software tool to facilitate bike rebalancing and deployment efforts.

2. Employ Geofencing Capabilities

We communicate early and frequently with riders to ensure lock-to parking compliance. Our bikes' active GPS system's geofences enforce bike availability and regulate where riders can and cannot park bikes.

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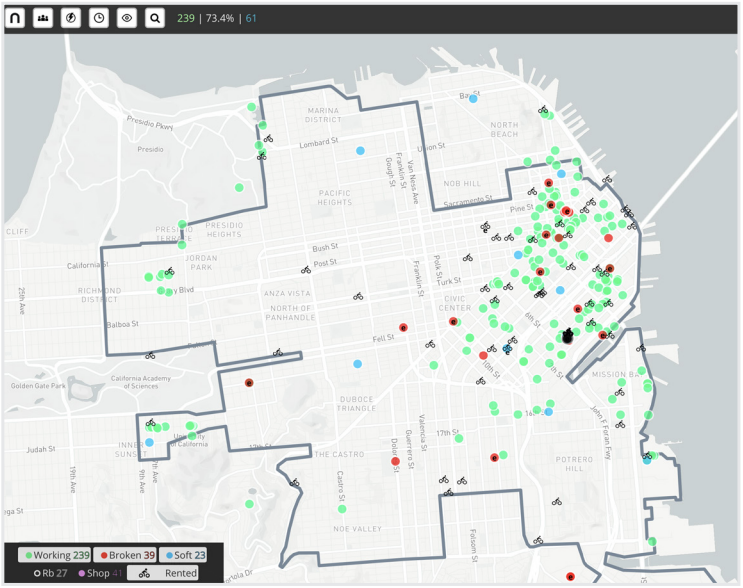
JUMP's software has robust geofencing capabilities, as well as the ability to offer credits or fees based on whether users park inside or outside of a geofenced area. We currently employ system areas, charging hubs, parking hub geofences.

- Service Area: A large geofence that encompasses the entire JUMP service area, visible to riders in the app. Users receive a push notification when they exit the service area's geofence, and those that end trips outside of the service area geofence may be charged a fee.
- Parking Hubs: Specific, geofenced areas, or "virtual stations", that are visible in the mobile app in which users can drop off bikes and possibly receive trip credit. These will be especially important in high traffic areas with limited bike parking and sidewalk space to encourage orderly streets. We believe the City is often best positioned to identify these areas and we hope to work with you to integrate parking hubs into our app prior to launch.
- Charging Hub: Specific, geofenced areas that contain our JUMP chargers and are publicly accessible for users to drop off and pick up JUMP bikes. We use geofences to incentivize users with ride credits to choose these locations over other nearby locations.

3. Detect and Repark Improperly Parked Devices

All of our bikes have customer service contact information for users and the general public to report improperly parked bicycles. However, we have a number of automated tools that support JUMP's operations. Our operations tool flags bikes that have stayed in place for over 24 hours and alerts the operations team. Teams self-dispatch upon notification. We have additional improvements in the pipeline to further enhance this tool.

When a user ends a trip outside of the geofenced service area, they receive push notifications and our operations team is notified. We also reserve the right to charge users an out of service area fee. However, this fee is typically waived after the first offense and is used instead as an educational and warning opportunity. If a rider is a chronic offender of parking outside of the geofence, we reserve the right to remove them from our platform. Our bikes also feature a "stolen" mode that is activated by a variety of triggers.



The operations team's view of San Francisco's morning commute.

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JUMP's product and operations feature a number of other detection tools, detailed below:

- GPS Tracking: All e-bikes have active GPS tracking that locates the e-bike for easy pickup and location monitoring.
- Technicians and the customer service team monitor the system area 24/7 using the operations tool (above). They have a feedback loop whereby the operations team report improperly parked bikes to the Customer Service team, which follows up with the last user.

4. Inspect devices to ensure they are in good working order and remove devices that are not in good working order;

JUMP's custom fleet management software helps the operations team to manage bike repairs and inspection schedules. Bikes are monitored in real-time, reporting their status to central servers 24/7. Users can report repairs through the bike's onboard computer, through the mobile app, or by email/phone. The system also triggers automatic maintenance tickets based on either time in the field or distance traveled between inspections. Maintenance data will be collected and reported as outlined by the Maintenance Summary described in DS3.2.

Throughout the day the operations team monitors all e-bike battery levels using an their online tool. Bikes are recharged and undergo inspections as needed. E-bike components are evaluated if the system is not functioning properly upon inspection. This may include battery, controller, motor, and connections inspections.

- Field Maintenance

  Staff perform daily rounds while rebalancing bicycles and checking battery levels. Staff monitor bikes in the field and perform a basic check to ensure that bicycles are fit for riding. This includes checking that critical adjustments are in order such as brake safety, tire pressure, working seat clamp, a functional bell, working head and tail lights, proper controller and lock function, and belt or chain tension. The maintenance team also cleans bikes for user comfort. If bikes are improperly locked, the maintenance team unlocks and repositions the bikes correctly.

- Reported Repair

  When a bicycle is reported for repair the bicycle is flagged and then is either repaired in the field or brought back to the shop for further inspection. While in the shop, parts will be replaced and go through a thorough standard check prior to returning to the field.

- Preventive Maintenance

  A set of tasks performed routinely on bicycles that are otherwise in a rideable condition. An example is the regular pumping of tires to reduce the chances of rim damage or pinched flats resulting in a more costly replacement. This type of maintenance can include brake adjustments, shifting adjustments, checking wheel trueness, lighting operation check, headset tightness, drivetrain operation, all fasteners are checked for proper torque, and any other issues that may arise during a full function test ride. Bikes are also cleaned before redeployment.

JUMP's software system creates preventative maintenance alerts based on each bike's last inspection date, and also triggers an alert upon a certain number of miles traveled based on each bike's GPS data.

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At minimum, each bike is thoroughly inspected once a month, or every 400 miles, whichever comes first. When an alert is triggered, the operations staff follows up with an inspection, and resolves the ticket when completed.

5. Encourage riders to park safely and conscientiously

We encourage proper parking in all of our onboarding in app, as well as on our website, bike decals, digital marketing and other resources. Our rider education plan details parking education in more detail. See section (8c) below.

6. Encourage people to report safety, parking, and maintenance concerns.

We include contact information on every bike, on the bike's controller, in the app, and our website. Users can also press the repair button, located on the locking mechanism over the bike's rear wheel, to report an issue with a bicycle they have ridden. Repairs can also be submitted using the mobile app or by calling the customer support number, or emailing the support team. When complaints or notifications come in through our customer service department, the customer service team and operations team use their direct lines of communication via Slack, email, and phone to rapidly respond.

As described earlier, we have a tiered penalty system for users whose use of the system is non-compliance. JUMP offers a number of other prevention tools, detailed below:

- JUMP will display approved and prohibited parking locations in-app for user reference
- We will incentivize riders to park in designated areas
- For designated charging locations, we also will reward users who bring low-charge bikes to designated areas.
- Monitoring where and how bikes are parked and enforcing parking policies in the form of fines and eventual account suspension for repeat offenders.

Section 8b. Equity Plan

In response to O7.4 sub-points (a) and (d) we propose the following:

JUMP's e-bikes have the potential to transform transportation for Seattle's residents and visitors. We strongly believe that bike share systems work best when more people — regardless of age, income, gender identity, sexual orientation, etc. — have access to the program. To that end, our goal is to establish and maintain relationships with community groups, local businesses, and other stakeholders through the following strategies:

Strategy 1: Work with and Prioritize the City of Seattle

We plan to work with and engage the City on the issues within this permit and to share information with the

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City as appropriate. While we plan to hire local and build a strong relationship with the Seattle community, we hope to also work with the City of Seattle to expand existing relationships across a variety of communities. Our goal is to make bike share works for Seattle and we will work closely with the City to ensure we accomplish that goal.

Strategy 2: Meet with Community Groups

JUMP hopes to provide an e-bike share system with broad reach across Seattle's diverse communities. This requires involvement and input from organizations already operating within those communities. Our goal is to build a sustainable, community-based operation that makes JUMP's version of bike share more inclusive for more people. Local organizations are critical links to the larger Seattle community and can lend their expertise and, local connections. They can, and even serve as employment centers for our operations team. For example, in San Francisco, we work with affordable housing organizations, youth groups, local businesses, neighborhood arts groups, legal advocacy groups, food access groups, schools, neighborhood economic development organizations, and others. We believe these community groups are a critical link in helping us hire a workforce that reflects the diversity of the communities we serve, and we will actively seek their help in attracting applicants from underserved communities.

Strategy 3: Attend Community Events

JUMP employees love attending local events and see events as an opportunity to directly engage with the public to demonstrate and explain our version of bike share. Events can include presentations, bicycle tests rides, participation in community group activities, and tabling at local events. During these events, we introduce our system to attendees, allow people to test ride our bikes (helmets available), and seek to understand how our services can most effectively impact the community's mobility needs.

Strategy 4: Host Community Events and Provide Safety Training and Education

In partnership with community partners, we hope to host or partner at local events to demonstrate how the JUMP system and technology works, how to properly lock the bicycle to public infrastructure, and how to ride safely and follow the rules of the road. We are especially interested in hosting activities for key days like Bike to Work Day and other relevant national holidays to help promote biking or reduce congestion. In addition, these community events will highlight the low-income

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Boost Plan, and be used to solicit feedback. Further, we will either develop a scope of work and MOU, hopefully with Cascade Bicycle Club, Bike Works, or another capable local bicycle organization, to provide periodic bike skills training courses specifically designed the nuances of JUMP's e-bike.

- Neighborhood Ride-Alongs: we will host locally-based ride-along events. Activities include teaching attendees how to sign up, review safety and rules of the road, and conduct a group ride together around the neighborhoods. We in other markets we have received great feedback from neighborhood residents and merchants after hosting such events, and plan to continue hosting them going forward.
- Lunch & Learns: We will host lunchtime visits to employers to explain our product and invite them to learn more about our bike share system. With these events, we hope more people will try commuting by small shared electric vehicles instead of driving or hailing cars.
- JUMP Drops: we bring our e-bikes to various group settings, and conduct a presentation and test-rides.

Strategy 5: Inclusive Marketing and Language Support

JUMP understands that representation is important. That's why we work to make sure our marketing materials are representative of the broader communities we serve. In Seattle, we will work to create and implement a marketing plan in accordance with these values. We will engage with groups that provide services to low-income populations to provide marketing and outreach to their members, and will work on outreach plans with King County Metro (ORCA Lift program and Regional Reduced Fare Permit), Sound Transit, and organizations serving specific underserved communities with whom we develop partnerships. Our marketing materials will be available in languages other than English and we will work with SDOT to develop a one-page marketing and education document that will be available in all City of Seattle Tier 1 languages.

In addition to the one-page document developed in collaboration with the City, our website and JUMP available through the Uber app will also be available in multiple languages.

Strategy 6: Create An Equitable and Useful System Area

JUMP's system area will focus on geographic equity. In each planned expansion area our transportation planners have worked to offer a mix of Equity Focus Areas and Tier 1 priority zip codes that also strategically connect to commercial corridors and Downtown. In our system in San Francisco, the SFMTA requires that 20% of our bikes are located within predetermined Communities of Concern (CoCs). Ridership data in San Francisco backs up our commitment to equity and the SFMTA's policy framework with over 45% bike availability in communities of concern. We are committed to offering our service in these the EFAs areas and will be discussing further useful expansions to additional Communities of Concern wherever possible.

- We are able to easily adapt system area boundaries and geo-fenced hub locations in response to community needs. Feedback from users and coordination with SDOT will determine boundary changes.
- We hope to host a series of siting workshops across neighborhoods to further discuss boundary change adjustments and engage with requests from the public.

(b) The vendor's equity plan shall describe how the vendor's services, including operations and marketing,

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will reach all people in the City of Seattle,

Outreach Strategies to SDOT's Target Populations:

Focus Populations	Strategy
focus on communities of color,	We work with community groups, host community events, focus on inclusive marketing, and hire diverse local teams. Please see the outreach strategies outlined above for more details about community groups JUMP teams have met with in other cities.
low income communities,	JUMP's Boost plan is $5 per month for qualifying residents and offers 60 minutes of daily riding time. We have developed inclusive service areas that incorporate economically disadvantaged communities.
immigrant and refugee communities,	JUMP can incorporate some additional languages on our bike decals in addition to English. We currently and support 5 languages in the JUMP mobile app and dozens of languages through the Uber app.
people with disabilities,	Lock-to prioritizes non-riders, including the disabled community, by preventing bike obstructions in the right of way. Please see our accessibility plan for more information on how we propose supporting accessible riders.
people experiencing homelessness or housing insecurity,	JUMP can work with staffing agencies who focus on disadvantaged communities to provide a new beginning for the housing insecure.
people with limited English-language proficiency,	JUMP incorporates Spanish and Chinese in our on-bike decals in addition to English and support 5 languages in the mobile app.
LGBTQ people, women and girls, youth, and seniors.	We work with community groups, host community events, focus on inclusive marketing, and hire diverse local teams. Please see our equity response for more details on community groups JUMP teams have met with in other cities.

(c) describe how the vendor will inform prospective riders and non-riders in the focus communities about:

JUMP's local marketing and education plan will include activities that work to ensure residents in all communities are able to access and understand our service.

the concept and basics of device sharing;	JUMP uses both targeted outreach and broader marketing efforts to educate the public about our program. For example, we offer a program called "JUMP Drops", a program that works with community groups to support these groups with educational rides. In D.C, we partnered with Boomers Who Ride who try to get baby boomers onto our bikes. The group of ladies had never ridden e-bikes before and ending up riding the six mile course twice!
the applicant's own service model;	Information about the JUMP program will be available on the JUMP website and mobile application in a variety of languages. Information will be available on the bikes in English for those who do not have immediate access to a mobile device or a computer. Our customer service team also fields calls about our service for those who have difficulty reading.
the types of devices the applicant offers for rental;	JUMP will only offer our standard electric pedal assist bicycle during for this permit year. We look forward to working with the City to support the development and implementation of an adaptive bicycle library that will ensure that those who require additional bicycle options can be professionally evaluated and fitted for the appropriate bicycle.
the pricing policies the applicant offers under Requirements O4.1 and O4.2; and	JUMP offers an a pricing program that is designed with equitable access in mind. Our Boost Plan is $5 per month and gives riders 60 minutes of ride time per day that can be split into as many trips as the rider chooses. After 60 minutes, the rider is charged at a rate of $4 per hour prorated to the minute (about 7¢ per minute). Boost Plan members may reach out to our local operations team for a free helmet. Our team will also stock a limited supply of helmets at our warehouse for Boost Plan members who cannot purchase helmets on their own. We will highlight this option to those who qualify for our Boost Plan.

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all rental methods, including the low-barrier rental method the vendor offers under Requirement O4.3	JUMP's service is accessible to those who wish to pay cash and who do not use smartphones. The JUMP platform has integrated PayNearMe for the unbanked or those who prefer to pay for JUMP with cash. Users will be able to pay for bike share at a variety of retail locations in Seattle. Once users have an account with JUMP they can access our bikes easily with their account number or with a transit card that is synced with their account. Our system is compatible with the same MiFare standard used by ORCA. Information about these two programs will be available on the JUMP Seattle website.

(e) describe any other appropriate equity-related goals, strategies, or actions the vendor proposes

In the sections above, we describe how we plan to engage with the community to build partnerships with local organizations and communities. In addition to those efforts, we would like to highlight the following considerations that support equitable access to and use of JUMP's system.

Local Staffing

JUMP is an equal opportunity employer and encourages people from a wide variety of backgrounds and experiences to join the JUMP team. We do not discriminate on the basis of race, color, religion, sex (including pregnancy), gender, national origin, citizenship, age, mental or physical disability, veteran status, marital status, sexual orientation or any other basis prohibited by law. JUMP endeavors to be in compliance with all laws - local and otherwise - including in the realms of recruiting, gender identity and employee compensation. When possible, we partner with organizations whose focus is employing disadvantaged communities.

JUMP looks forward to hiring a local staff of full- and part-time employees for an initial fleet of 500 bikes, which will grow to 5,000 bikes by March 2019. Our goal is to work with local workforce development and local non-profit organizations to help fill these roles. Our standard launch and operations team includes: a general manager, an operations manager, a community and marketing manager, bike mechanics, and field technicians. Available roles are as follows (subject to change):

General Manager	Main point of contact for all City-related communications
Operations Manager	Ensures fleet runs smoothly, responsible for managing all mechanics and rebalances, ensuring that bikes are where they need to be at all times.
Community and Marketing Manager	Initiates and cultivates relationships and partnerships with stakeholders. Responsible for organizing and attending events and meetings.
Bike Mechanics	Responsible for bike maintenance and repair.
Lead Field Techs	Track performance and plan routes for their field team. There is one Lead for every 4-5 Field Techs.
Field Techs	Responsible for moving and positioning bikes to ensure equitable service across the City.

Economic Equity

Our equity-focused Boost Plan in San Francisco has seen encouraging early results with 5% of all trips coming from our low-income plan. Prior to launch, we will work with the City and community groups to determine qualification criteria (such as the suggested ORCA Lift and RRFP users). We have seen that Boost Plan riders travel an average of 5.6 miles per trip, which is nearly five times the average standard bike trip and nearly two times the average JUMP trip. Clearly, our low-income riders take even greater advantage of our e-bikes, riding farther and to more destinations.

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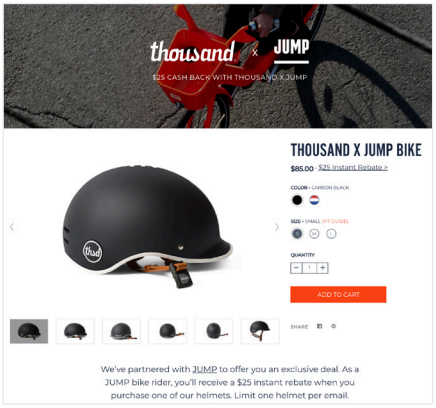
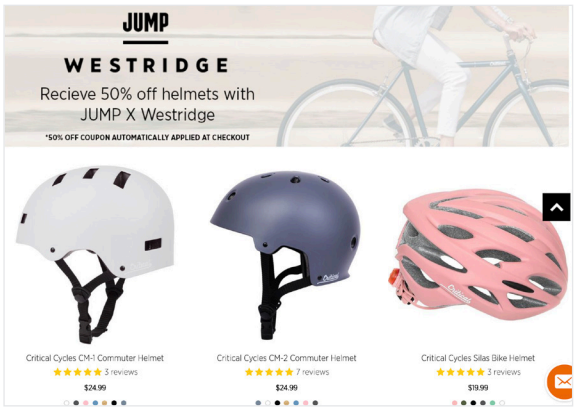
In San Francisco we are working to offer additional expanded income opportunities that are coupled with state of the art e-bike transportation. We are piloting a program in collaboration with local delivery riders. Those who return five or more low charge bikes to our downtown charging facility receive enough JUMP riding credit to use our e-bikes for their daily shift. This new program is already showing remarkable success, demonstrating a win-win for the drivers who serve more deliveries and for our operations team with less bike pickups.

Helmet Access

JUMP will make helmets easily accessible to users by offering discounted helmet options, shipped directly to users. The helmet program will be advertised in numerous locations to maximize user awareness, not limited to onboarding emails, safety campaign emails, in-app safety section, and via jumpbikes.com/safety. JUMP currently has two partnerships to provide discounted helmets: one $25 discount with Thousand and a 50% discount with Westridge.

JUMP will also stock a limited number of helmets at our warehouse to supply to Boost Plan users who cannot purchase helmets on their own. We will highlight this option for our Boost Plan members.





Neighborhood Equity

We have built an operations tool in our dashboard that monitors fleet concentration across neighborhoods in the cities where we operate. This will be a critical tool in helping us ensure at least 10% of the fleet is consistently distributed within the Equity Focus Areas specified by SDOT, to the extent they are within the current service area. Our operations team will monitor that and take action as necessary to rebalance bikes in these areas. In San Francisco, the SFMTA requires that 20% of our bikes be located within Communities of Concern (CoC). The data in San Francisco backs up our commitment to equity and the SFMTA's policy framework with up to 45% bike availability in CoCs. Equitable bike distribution is important, and we have a history of delivering on that.

User Incentives

JUMP has been using user incentives to encourage desired behavior from our riders since we launched our first system in 2013. These approaches are managed using our sophisticated active GPS and geofencing technology.

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

- Rewards: Users who return bikes to certain geofenced areas, like corrals or designated charging station, receive credit to their account for helping the system function more reliably. This is managed through geofencing technology, an essential capability for a bike share vendor in the dockless context.
- Push Notifications: When bikes enter an unauthorized area (e.g. outside the service area) the user receives a push notification.

Access to Technology

Our platform offers several features that expand access, making it more equitable and accessible to even more people. See below:

- No Smartphone Required: Once users have an account with JUMP they can access bikes easily with their account number or with an RFID or transit card that is synced with their account. Seattle's ORCA card uses the MiFARE standard and is compatible.
- Expand ridership to more demographics: e-bikes are a great equalizer for urban riding. There are barriers to riding pedal-bikes which are lowered with an e-assist product. For example those who do not want to arrive sweaty at their destination find that e-bikes are a completely different and liberating experience over regular pedal bikes.
- Cash Payments: we have integrated PayNearMe in our platform for the unbanked, those who choose to pay in cash, or those who lack access to credit. Users can pay at a variety of retail establishments.

Section 8c. Rider Education Plan

JUMP offers a holistic approach to information dissemination. Our efforts are intended to reach riders before, during and after a trip, as well as provide information for non-riders. We seeks to build relationships and partnerships between JUMP, the City, community groups, and the general public. This process is crucial to building rapport across a variety of sectors in the community and essential to disseminating information about how our product works. In addition to the engagement strategies outlined above, our customer service team is ready to assist inbound questions, comments, and concerns from users and non-users alike. Customer service information can be found on our website, through the mobile app, or on the vehicle itself.

Members will be informed of all requirements and safety recommendations prior to e-bike access. This includes local helmet laws, no sidewalk riding, proper parking, traffic rules, and tips for operating JUMP bikes safely. There are multiple touch-points prior to and after e-bike access where users will be informed of the various requirements and recommendations, including King County's helmet rule:

Action	Timing
In-app onboarding information	During signup
Welcome email with rules of engagement safe safety tips	Immediately after signup
On bike vinyls	Available at all times for users and non-users
In-app FAQ	Available at all times for users and non-users
Mobile app push notifications	During trips and after trips (includes during a ride when users leave the service area)
On website	Available at all times for users and non-users

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

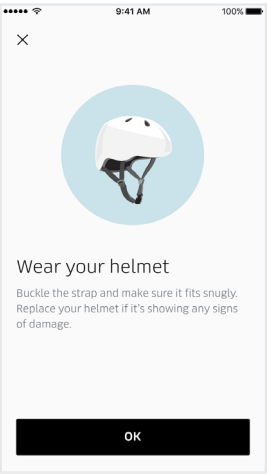
Ongoing marketing and email blasts to share best-practices	Monthly to users who have opted-in

Parking Compliance

The most important element of any bike share system is parking. JUMP believes bike share works best when the system properly addresses the needs of both riders and non-riders. When bikes are not in use, bikes should be parked appropriately and kept from creating clutter in the public way. That is why JUMP bikes are fitted with u-locks. To end the ride, a user must park the bike and lock it to a bike rack or other street infrastructure, or be subject to a fine.

Empirical data supports our lock-to parking approach. A Toole Design Group survey found that 27% of free-floating dockless bikes surveyed in D.C. and Seattle were improperly parked as defined by their permits. In contrast, JUMP has received a parking complaint rate of less than 1% of all trips in some cities.

JUMP will educate riders and non-riders about our system, including how and where to use the lock, and plans to work closely with the City to ensure this requirement is followed on every ride. To support this lock-to policy, we also support using permit fees and improper parking penalties for the installation of additional public bike parking. This will help ensure there is always adequate parking for dockless and privately owned bikes while also signalling where dockless bikes should be left.



Helmet Program

JUMP will make helmets accessible to users by offering discounted helmet options, shipped directly to users. We also will offer a select number of free helmets to Boost members. The helmet program will be advertised in numerous locations to maximize user awareness, not limited to onboarding emails, safety campaign content, in-app safety section, and the JUMP website.

Notifications and Incentives

JUMP sends messages to riders at the end of e-bike trips and users receive messaging to support lock-to parking. JUMP also educates users as they leave the service area about fees associated with finishing a trip outside of the service area. JUMP highlights our incentive programs (trip credit) through the in-app experience and we have a robust pipeline of further incentive opportunities.

After our initial launch, JUMP plans to implement different incentive programs based on consumer behavior and demand. These programs may include one or more of the following:

- Incentivize users to ride e-bikes and park them in designated hubs.
- Incentive awards for e-bike users who park low-battery e-bikes at charging locations.
- A gamification element whereby riders can earn credits for reporting and reparking poorly e-bikes.

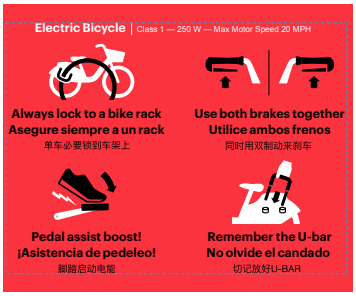
FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

1. a description of how the applicant will educate its riders about

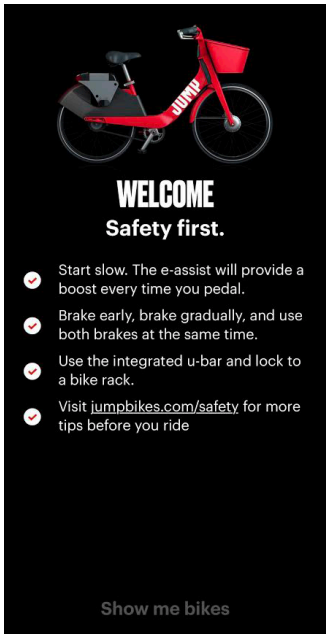
Goal	Strategy	Deliverable	
Traffic and riding rules education	User outreach, community events, digital marketing, onboarding, customer service, hardware decaling.	Outreach events, app and web available in multiple languages, ongoing digital marketing, future software improvements, reduced price and free helmet programs, decaling on all deployed vehicles.	Pre-launch (October 2018) and ongoing throughout permit year.
King County helmet law education	User outreach, community events, digital marketing, onboarding, customer service, hardware decaling, helmet discount, helmet giveaway for Boost members.		
Safe and conscientious bike parking	User outreach and education, social media, customer service, fee schedule	Marketing materials, social media posts, parking summary as defined in DS2.3	Pre-launch (October 2018) and ongoing throughout permit year.

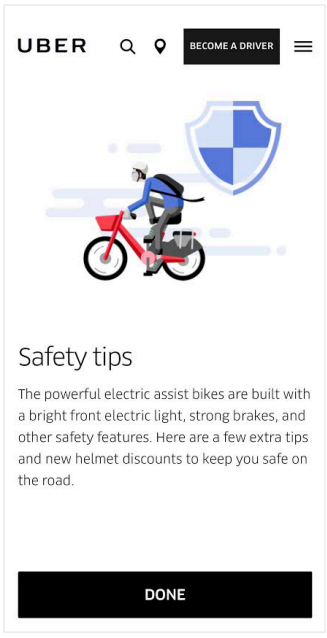
We message traffic and riding rules, helmet regulations, parking tips, as well as general safety information to our users through a variety of channels:

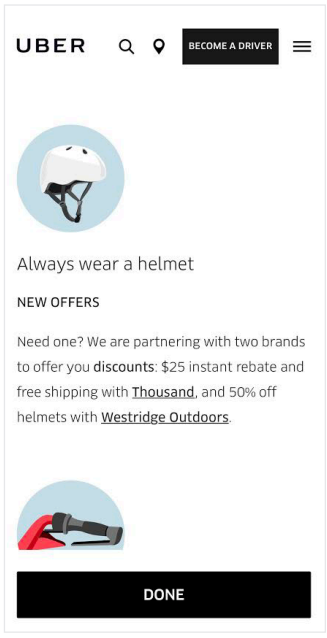
On bike



In app

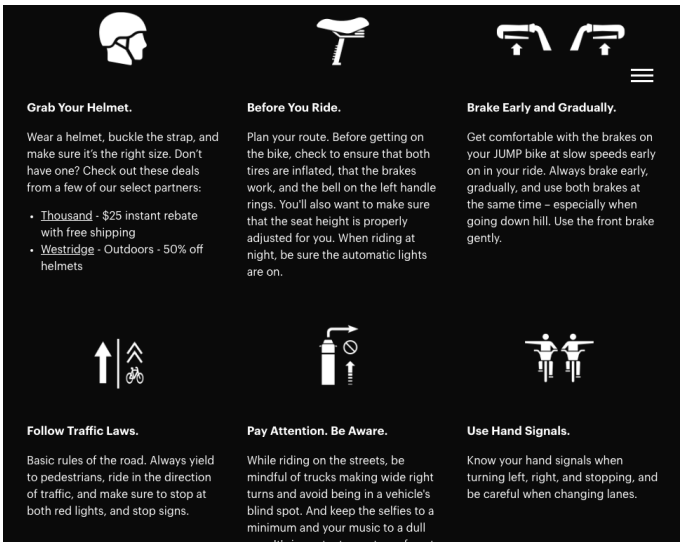




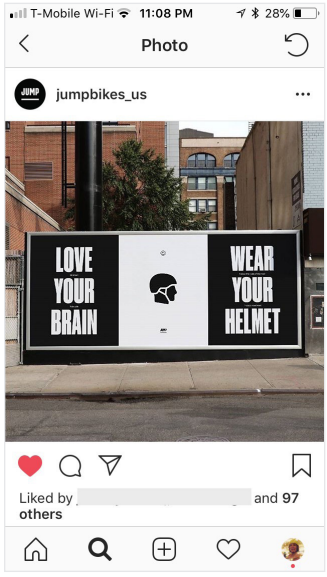


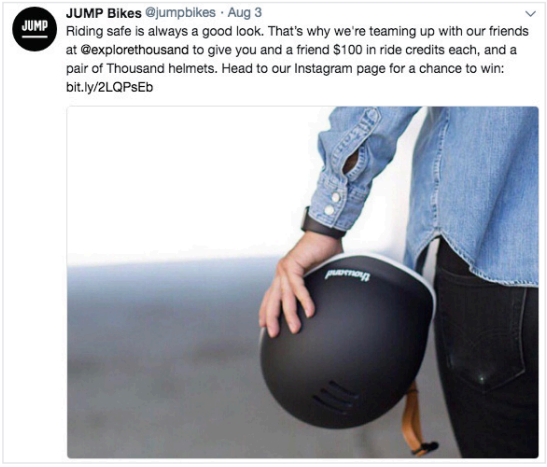
FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

On the web



In our social media marketing





2. Explain how the vendor will comply with the rider education signage requirement in Requirement ES3.2

We will meet or exceed all requirements described in Requirement ES3.2. Please see our rider education plan described in Requirement O6.2 that outlines on-bike signage for more information. With the exception of the King County Helmet Law, our decaling satisfies the requirements of ES3.2 and prior to launch we will make changes as suggested by the Program Manager.

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

3. Explain how the vendor will tailor its rider education message to address equity barriers in a manner consistent with the vendor's equity plan described in Requirement O7.4 .

As described in section (c), Strategy 5, JUMP believes in the importance and value of inclusive and representative marketing and materials. JUMP will designate a staff person to oversee community outreach and marketing who will ensure that local JUMP materials are tailored to the Seattle market. Additionally, some of the bike's decals, as well as a growing number of digital assets, will be available in different languages. See above for examples of our user messaging in multiple languages.

Section 9: Optional Scored Plans

a. any plans to deploy adaptive cycles

JUMP does not plan to deploy adaptive cycles on our own. From our work in cities across the country, we believe individuals in need of adaptive cycles are best served by a single point of access that is common across the entire City. Therefore, we support the development and implementation of a comprehensive adaptive bicycle library that is staffed by trained and specialized technicians, and we specifically support SDOT's intention to help build the program currently offered by Outdoors for All. Their trained staff will work with riders to fit a bike according to their disability and preference, and the operations site(s) will offer key amenities like disabled parking or assistance switching from a wheelchair to a bike.

We note that the City will designate $50,000 of permit fees to building a central rental program and would like to explore offering additional funds to support this program in lieu of offering adaptive bikes in the public right of way. A larger, specifically trained, and comprehensive program is, in our opinion, better for those Seattle residents in need of an adaptive cycle and we hope to partner with the City on such a program.

b. any plans to participate in an emergency unlocking program element described in Requirement ES2.8, including a description of how the applicant will make the devices available free of charge

JUMP's product is not designed to physically unlock itself; however, JUMP could make accessing our e-bikes free and we could offer multiple rentals to existing JUMP members during major emergencies. In other words, during a major emergency, JUMP members would be able to unlock up to six bikes for free using a single account. This would allow JUMP members to offer e-bikes to those in need of transportation in the case of a natural disaster.

Section 10: Industry Experience

JUMP's e-bike is the result of five years of development and operational evolution. Our history and experience in the bike share industry has informed our product's unique design, helping it integrate in to local transportation environments. Since 2013, we have deployed approximately 20,000 bikes, across more than 40 markets worldwide. We have spent years refining our software and hardware to address the challenges of urban bike share, and our technology is as advanced and sophisticated as anyone in the industry. See the table below for our experience in cities of at least 500,000 people and others.Please see Appendix C for more information about our company's experience.

APPENDIX A

Hardware & Software Specifications

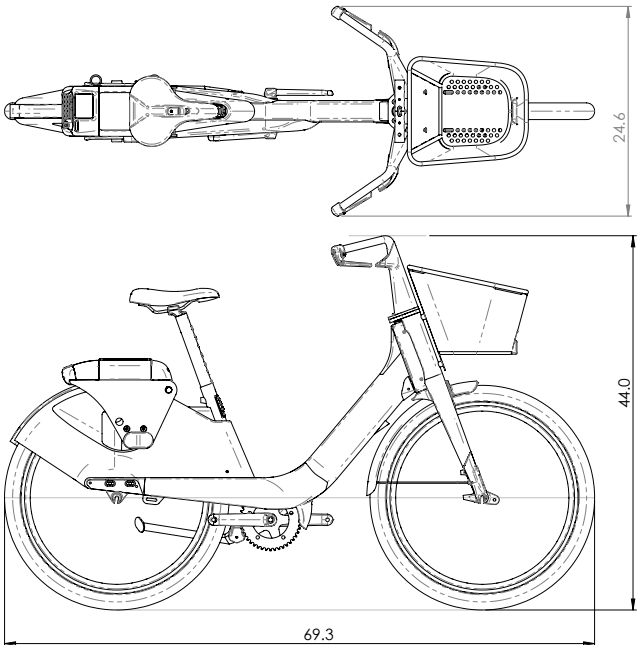
JUMP

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

The JUMP electric assist smartbike comes standard equipped with a wireless connection, active GPS, and an integrated locking mechanism.

Specifications:

Frame	-	Aluminum
Rear Hub	-	Internally geared hub
Drivetrain	-	Chain drive and electric pedal assist
Motor	-	250w motor
Pedals	-	Aluminum w/ rubber grip
Brakes	-	Front and rear roller brake
Wheels/Tires	-	26" x 2.00" puncture resistant with reflective sidewalls; wheel motor
Front Light	-	LED white
Rear Light	-	LED red w/ reflector
Seat / Post	-	Adjustable quick release w/ comfort seat, indexed sizing guides, security fasteners
Bell	-	Grip bell
Power	-	Solar panel, dynamo generator, integrated battery pack; charging via dock
Basket	-	Aluminum basket w/ decal mounting
Fenders	-	Full coverage, skirt guard



Features:

- Integrated lock and GPS tracking
- Integrated out-of-hub smart lock
- Real-time wireless connectivity and GPS
- Electric Pedal Assist
- RFID/NFC Reader
- Step through frame
- Sponsorship and branding space
- Integrated automatic front and rear lights
- Integrated basket

Dimensions:

Length	Width	Height	Weight
69.3 inches	24.6 inches	44 inches	70 lbs

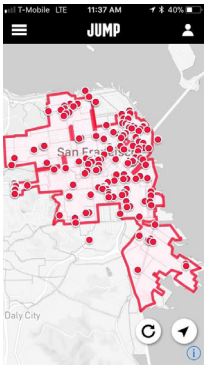
Bike is designed by **JUMP Bikes**, manufactured in China

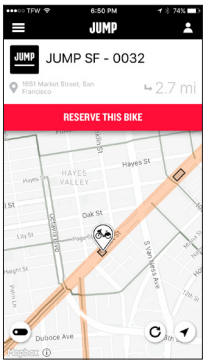
FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

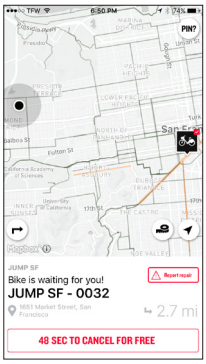
FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

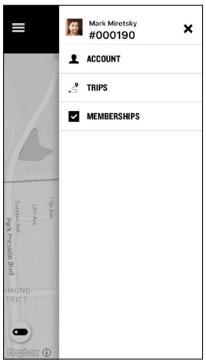
Mobile Application

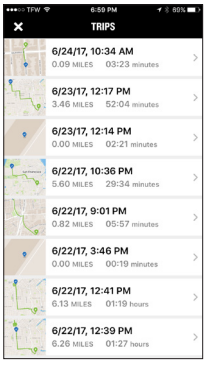
The JUMP mobile application is designed for ease of use and navigation and is currently available across five languages (English, Spanish, French, Polish, and Czech). It allows users to check pricing and sign up for an account, check the system area and hub locations, look for bikes and reserve them, link to walking directions for reaching the bicycle, report an issue with a bicycle, manage account and make edits, select language preferences, turn Health App integration on/off, check trip history and GPS routes, log trips according to type, search for nearby bikes, review Terms of Service and Privacy Policy, visit the How it Works section (how to properly lock, riding safely, etc), visit the in-app and online FAQ, revisit the Getting Started Tour, and more (screenshots below, more available upon request).

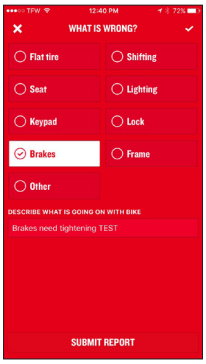


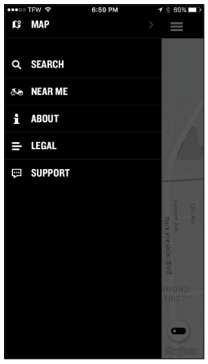


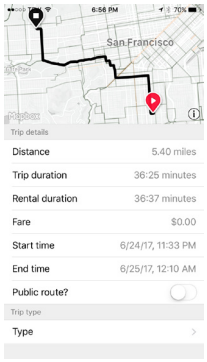


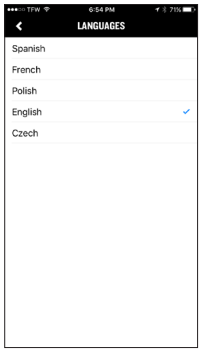


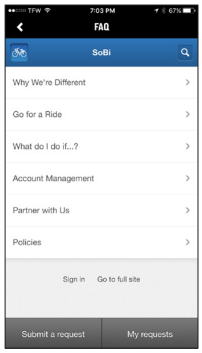


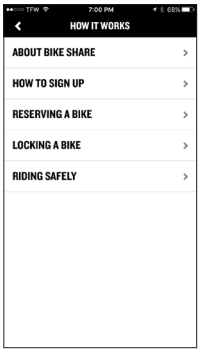


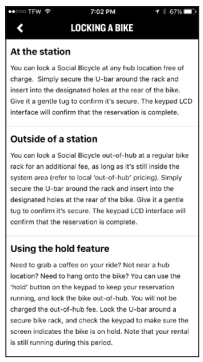


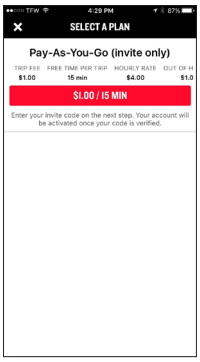


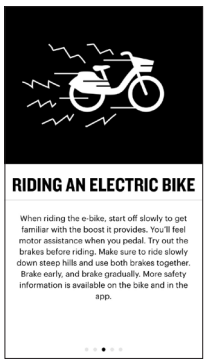








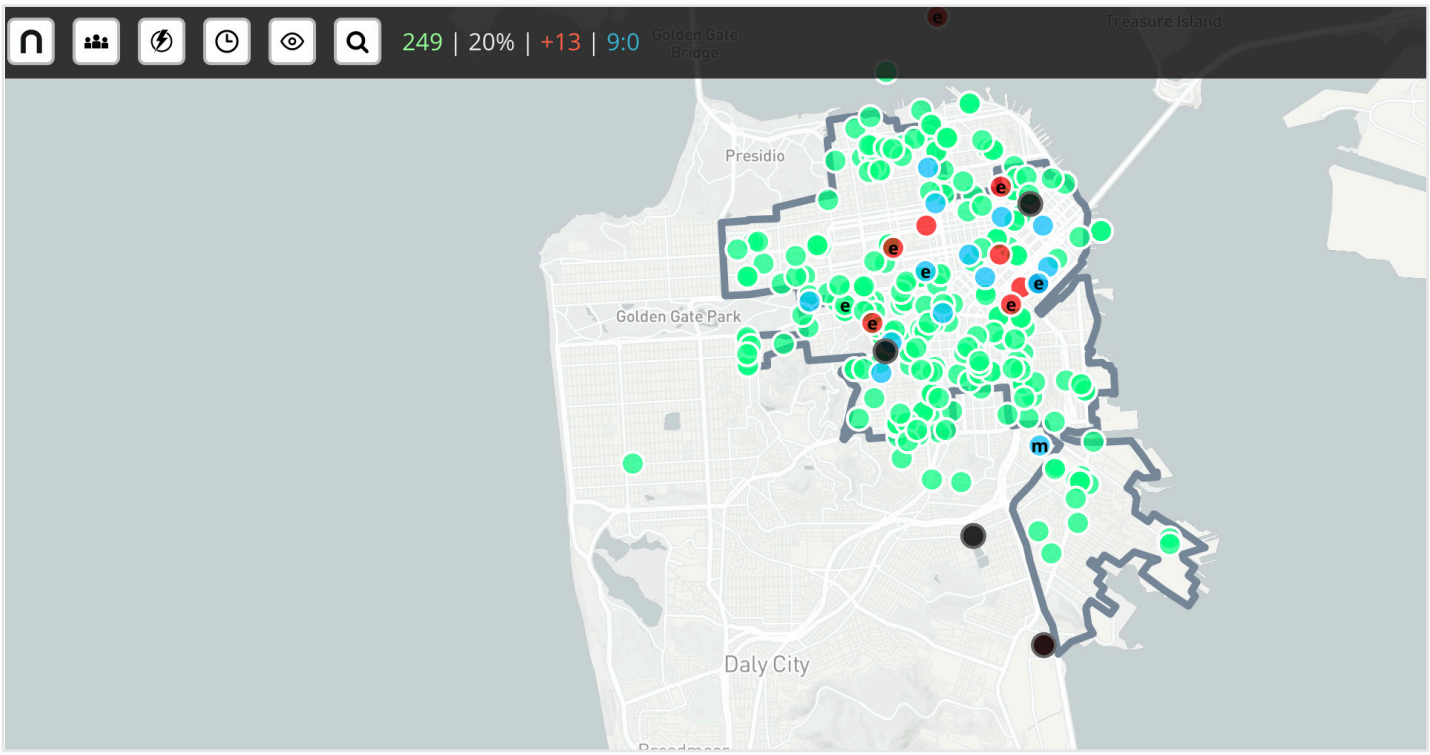




FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

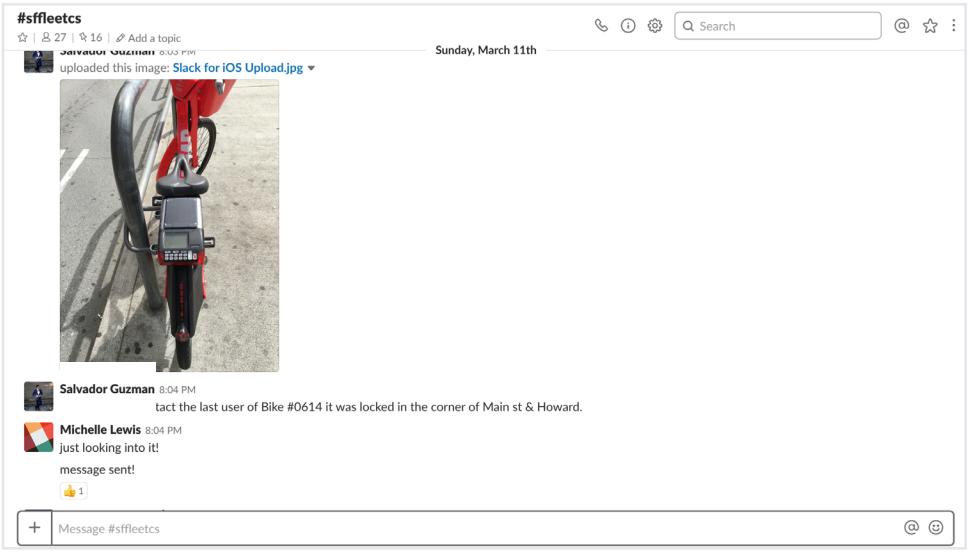
Field Operations Tool

JUMP's operations teams can monitor bikes across the service area. Bikes display differently based on their state, for example low-charge e-bikes, and broken bikes. The tool features toggles for bike parking helping us to identify specific public bike rack locations for rebalancing efforts. We can also filter for bikes that have not moved from their last known location. Finally, we can geofence certain areas within the service area and monitor that those areas for over- or under-supply.



Customer Service Chat

Our customer service team has a direct line to each operations team to triage issues that get reported. This helps to ensure an ASAP response time and no communication breakdowns.



APPENDIX B

Certifications: 16 CFR 1512 & ISO 42.10

JUMP

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

Certificate of conformance to 16 CFR 1512

General Certificate of Conformance

Social Bicycles Inc.

1. Identification of the product covered by this certificate:

   Pedal assist electric bicycle, model 4.5 – 8-Speed, Chain Drive

   Serial Number: X17A07263-X17A08312

2. Citation to each consumer product safety regulation to which this product is being certified:

   16 CFR 1512, REQUIREMENTS FOR BICYCLES, as applicable.

3. Identification of the U.S. importer or domestic manufacturer certifying compliance of the product:

   Social Bicycles Inc.
   55 Prospect Street, Suite 304
   Brooklyn, NY 11201
   (646) 283-6548

4. Contact information for the individual maintaining records of test results:

   Nicolas Foley
   Head of Product
   55 Prospect Street, Suite 304
   Brooklyn, NY 11201
   nick@socialbicycles.com
   (360) 259-9543

5. Date and place where this product was manufactured:

   Shenzhen, China.
   August - December 2017

6. Provide the date(s) and place when the product was tested for compliance with the consumer product safety rule(s) cited above:

   April 2017, Brooklyn, NY
   April 2017, Shenzhen, China
   September 19, 2017 - October 23, 2017, Guangzhou, China.
   September 19, 2017 - November 9, 2017, Guangzhou, China.
   October 13, 2017, Long Beach, CA

7. Identification of any third party laboratory on whose testing the certificate depends:

   ACT Lab LLC, 3280 East 59th Street, Long Beach, CA 90805

   SGS-CSTC Standards Technical Services Co, LTD. – 198 Kezhu Rd. Scientech Park Guangzhou Economic and Technology Development District, Guangzhou, China

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

ISO 4210: Safety Requirements for City and Trekking Bicycles

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SGS

Test Report **No.: GZHL1709042166BC** **Date: Nov 09, 2017** **Page 1 of 7**

SOCIAL BICYCLES INC
55 PROSPECT ST. SUITE 304, BROOKLYN, NY 11201, USA

The following sample(s) was/were submitted and identified on behalf of the client as:

Sample Description	:	INNER 8 SPEED E – BIKE CHAIN MODEL
Test Performed	:	Selected test(s) as requested by applicant
Sample Receiving Date	:	Sep 19, 2017
Test Performing Date	:	Sep 19, 2017 to Nov 09, 2017
Test Result(s)	:	For further details, please refer to the following page(s)

Signed for and on behalf of
Guangzhou Branch,
SGS-CSTC Ltd.

Arthur Mak
Approved Signatory

SGS-CSTC Standard Technical Services Co., Ltd. Guangzhou Branch Testing Center Hardlines

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Attention:To check the authenticity of testing / inspection report & certificate, please contact us at telephone:(86-755) 8307 1443, or email: CN.Doccheck@sgs.com
198 Kezhu Road,Scientech Park Guangzhou Economic & Technology Development District,Guangzhou,China 510663 t (86-20) 82155555 f (86-20) 82075191 www.sgsgroup.com.cn
中国·广州·经济技术开发区科学城科珠路198号 邮编: 510663 t (86-20) 82155555 f (86-20) 82075191 e sgs.china@sgs.com
Member of the SGS Group (SGS SA)

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

ISO 4210: Safety Requirements for City and Trekking Bicycles

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Sample description:

Maximum saddle height: 1018mm

Wheels: 50-559 26×2.00

Speed: 1×8 speed

Brakes: Roller brake on front and rear wheel

Reflectors: White reflector on front, red reflector on rear, white wheel reflectors, amber pedal reflectors

Others: Quick release device on seat tube, kickstand, basket, bell, mudguards around front and rear wheels.

Test Conducted: Refer to

ISO 4210-2:2015 Cycles - Safety requirements for bicycles – Part 2: Requirements for city and trekking, young adult, mountain and racing bicycles

1. **Scope:**

   This part of ISO 4210 specifies safety and performance requirements for the design, assembly, and testing of bicycles and sub-assemblies having saddle height as given in Table 1, and lays down guidelines for manufacturer's instructions on the use and care of such bicycles.

   This part of ISO 4210 applies to young adult bicycles with maximum saddle height of 635 mm or more and less than 750 mm, city and trekking bicycles, mountain bicycles, and racing bicycles that have a maximum saddle height of 635 mm or more including folding bicycles.

   This part of ISO 4210 does not apply to specialized types of bicycle, such as delivery bicycles, recumbent bicycles, tandems, BMX bicycles, and bicycles designed and equipped for use in severe applications such as sanctioned competition events, stunting, or aerobatic manoeuvres.

2. **Bicycle type:** City and trekking bicycle
3. **Number of Tested Sample:** 2 sets of fully-assembled bicycle, 3 pieces of front fork, 3 sets of front fork and frame assembly, 3 pieces of handlebar, 2 sets of saddle and seat pillar assembly, 1 set of crank assembly, 2 pairs of pedal and 4 pieces of bell
4. **Test Results:** Details shown as following table

Clause	Test Item	Test Result
4.1	Toxicity	NA
4.2	Sharp edges	Pass
4.3	Security and strength of safety-related fasteners	
4.3.1	Security of screws	Pass
4.3.2	Minimum failure torque	Pass
4.3.3	Folding bicycle mechanism	NA
4.5	Protrusions	Pass

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Clause	Test Item	Test Result
4.6	Brakes	
4.6.1	Braking-systems	Pass
4.6.2	Hand-operated brakes	
4.6.2.1	Brake-lever position	NT
4.6.2.2	Brake-lever grip dimensions	Pass
4.6.3	Attachment of brake assembly and cable requirements	Pass
4.6.4	Brake-block and brake-pad assemblies — Security test	Pass
4.6.5	Brake adjustment	Pass
4.6.6	Hand-operated braking-system — Strength test	Pass
4.6.7	Back-pedal braking system — Strength test	
4.6.7.1	General	NA
4.6.7.2	Requirement	NA
4.6.8	Braking performance	Pass
4.6.9	Brakes — Heat-resistance test	NT
4.7	Steering	
4.7.1	Handlebar — Dimensions	Pass
4.7.2	Handlebar grips and plugs	Pass
4.7.3	Handlebar stem — Insertion-depth mark or positive stop	NA
4.7.4	Handlebar stem to fork steerer — Clamping requirements	NA
4.7.5	Steering stability	Pass
4.7.6	Steering assembly — Static strength and security tests	
4.7.6.1	Handlebar stem — Lateral bending test	NA
4.7.6.2	Handlebar and stem assembly — Lateral bending test	Pass
4.7.6.3	Handlebar-stem — Forward bending test	NA
4.7.6.4	Handlebar to handlebar stem — Torsional security test	Pass
4.7.6.5	Handlebar stem to fork steerer — Torsional security test	NA

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Clause	Test Item	Test Result
4.7.6.6	Bar end to handlebar — Torsional security test	NA
4.7.6.7	Aerodynamic extensions to handlebar — Torsional security test	NA
4.7.7	Handlebar and stem assembly — Fatigue test	Pass (Test frequency:2Hz)
4.8	Frames	
4.8.1	Suspension-frames — Special requirements	NA
4.8.2	Frame — Impact test (falling mass)	Pass
4.8.3	Frame and front fork assembly — Impact test (falling frame)	Pass
4.8.4	Frame — Fatigue test with pedalling forces	Pass* (See remark 1, Test frequency:1Hz)
4.8.5	Frame — Fatigue test with horizontal forces	Pass (Test frequency:2Hz)
4.8.6	Frame — Fatigue test with a vertical force	Pass (Test frequency:1Hz)
4.9	Front fork	
4.9.2	Means of location of the axle and wheel retention	Pass
4.9.3	Suspension forks — Special requirements	
4.9.3.1	Tyre clearance test	NA
4.9.3.2	Tensile test	NA
4.9.4	Front fork — Static bending test	Pass
4.9.5	Front fork — Rearward impact test	Pass
4.9.6	Front fork — Bending fatigue test plus rearward impact test	Pass (Test frequency:2Hz)
4.9.7	Forks intended for use with hub- or disc-brakes	
4.9.7.1	Static brake-torque test	Pass
4.9.7.2	Fork for hub/disc-brake — Brake mount fatigue test	Pass
4.9.8	Tensile test for a non-welded fork	NA
4.10	Wheels and wheel/tyre assembly	
4.10.1	Wheels/tyre assembly — Concentricity tolerance and lateral tolerance	Pass
4.10.2	Wheel/tyre assembly — Clearance	Pass

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Clause	Test Item	Test Result
4.10.3	Wheel/tyre assembly — Static strength test	Pass
4.10.4	Wheels — Wheel retention	
4.10.4.1	General	Pass
4.10.4.2	Wheel retention — Retention devices secured	Pass
4.10.4.3	Front wheel retention — Retention devices unsecured	Pass
4.10.5	Wheels — Quick-release devices — Operating features	NA
4.11	Rims, tyres, and tubes	
4.11.2	Tyre inflation pressure	Pass
4.11.3	Tyre and rim compatibility	Pass (See remark 2)
4.11.4	Tubular tyres and rims	NA
4.11.5	Rim-wear	NA
4.11.6	Greenhouse effect test for composite wheels	NA
4.12	Front mudguard	Pass
4.13	Pedals and pedal/crank drive system	
4.13.1	Pedal tread	Pass
4.13.2	Pedal clearance	
4.13.2.1	Ground clearance	Pass
4.13.2.2	Toe clearance	Pass
4.13.3	Pedal — Static strength test	Pass
4.13.4	Pedal — Impact test	Pass
4.13.5	Pedal — Dynamic durability test	Pass
4.13.6	Drive system — Static strength test	Pass
4.13.7	Crank assembly — Fatigue test	Pass
4.14	Drive-chain and drive belt	
4.14.1	Drive-chain	Pass
4.14.2	Drive belt	NA

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Clause	Test Item	Test Result
4.15	Chain-wheel and belt-drive protective device	
4.15.1	Requirements	Pass
4.15.2	Chain-wheel disc and drive pulley disc diameter	NA
4.15.3	Chain and drive belt protective device	Pass
4.15.4	Combined front gear-change guide	NA
4.16	Saddles and seat-posts	
4.16.1	Limiting dimensions	Pass
4.16.2	Seat-post — Insertion-depth mark or positive stop	Pass
4.16.3	Saddle/seat-post — Security test	Pass
4.16.4	Saddle — Static strength test	Pass
4.16.5	Saddle and seat-post clamp — Fatigue test	Pass (Test frequency:1Hz)
4.16.6	Seat-post — Fatigue test	Pass (Test frequency:1Hz)
4.17	Spoke protector	NA
4.18	Luggage carriers	NA
4.19	Road test of a fully assembled bicycle	Pass
4.20	Lighting systems and reflectors	
4.20.1	General	NT
4.20.2	Wiring harness	Pass
4.20.3	Lighting systems	NT
4.20.4	Reflectors	Pass* (See remark 3)
4.21	Warning device	Pass
5	Manufacturer's instructions	NT
6	Marking	NT

Remark:

1. For the special structure of the frame, the axis of the tie rod can't be fixed on a position 50mm from the vertical plane through the centerline of the frame according to the standard requirements. And 95mm was used in the test.
2. In the absence of suitable information from ISO 5775-1&2, ETRTO Standard Manual 2009 was referred.

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3. ISO 6742-2 was not tested as per the client's requirement.
4. NA = Not applicable, NT = Not tested as per client's request.

Sample Photo:

Sample as received

End of Report

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APPENDIX C

Project Overview & Leadership BIographies

JUMP

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JUMP Bikes Projects

System Name	Location	Permitted Bikes/ Stations	Launch Date	City Population (approximate)
JUMP Bikes	Washington DC	400/-	Sept 2017	694,000
JUMP Bikes	San Francisco, CA	250/-	January 2018	871,000
JUMP Bikes	Santa Cruz, CA	250/25	May 2018	65,000
JUMP Bikes	Sacramento Region, CA	900/150	June 2018	2.4M
JUMP Bikes	Austin, TX	250/-	July 2018	948,000
JUMP Bikes	Chicago, IL	250/-	July 2018	2.7M
JUMP Bikes	New York, NY	300/-	July 2018	8.5M
JUMP Bikes	Denver, CO	250/-	August 2018	693,000
JUMP Bikes	Providence, RI	400/40	September 2018	179,000
JUMP Bikes	Santa Monica	500/-	September 2018	93,000

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

Ryan Rzepecki

EDUCATION

HUNTER COLLEGE
Masters in Urban Planning

PENN STATE UNIVERSITY
Bachelor of Science, Marketing

WORK

JUMP BIKES, NEW YORK, NY
Founder/CEO | March 2009 - Present

· Founder of Social Bicycles, product vision and development.

· Negotiates contracts, new business ventures, and transactional matters.

· Administration, contracting, business development, and sales.

NYC DEPARTMENT OF TRANSPORTATION, NEW YORK, NY
Bicycle Program Project Manager | October 2008 - March 2010

· Maintained the NYC Cycling Map and coordinated the quality review process.

· Managed 20 staff during the 'Eyes on the Street' post implementation evaluation of Times Square after its closure to vehicles.

· Sited over 500 bike racks in Lower Manhattan and worked with OpenPlans and CB2 in Williamsburg to test an online collaborative siting tool for bulk rack requests.

· Created cycling promotional campaigns including the first ever 'Bike to School Day' held by MS51 in Park Slope, Brooklyn.

· Evaluated bike routes on the Bicycle Master Plan and proposed a center bike lane for Water Street to overcome difficulties with curbside access.

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

Avra van der Zee

EDUCATION

Georgetown University Law Center
Juris Doctor, magna cum laude, May 2007

Harvard College, B.A.
Bachelor of Arts, magna cum laude, in History and Literature, May 2002

WORK

JUMP BIKES, NEW YORK, NY
CSO/General Counsel | 2014 – Present

· Responsible for day-to-day leadership and implementation of growth strategies and process.

· Oversees legal and risk management strategy.

· Manages client relationships from business development through implementation.

· Maximizes cross-functional communication and efficiencies.

Greene Street Holdings LLC
General Counsel | 2009 – 2014

· Established and ran the Legal Department for the Americas subsidiaries of a global manufacturing group.

· Designed and implemented legal processes and guidelines.

Paul, Weiss, Rifkind, Wharton & Garrison LLP
Litigation Associate | 2007 – 2009

· Co-authored a copyright article on retroactive licensing and an article on remedies under the ADA.

· Lead Associate on an internal investigation related to a potential product liability claim.

· Drafted pleadings, motions, briefs and discovery-related documents in real estate litigation.

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Marcin Pyla

EDUCATION

AKADEMIA GÓRNICZO-HUTNICZA, KRAKOW, POLAND
Computer Science | 2002 - 2008

WORK

JUMP BIKES, NEW YORK, NY
CTO | 2012 – Present

· Responsible for overseeing all technical aspects of the company including all web, mobile, and firmware development.

· Management of the platform including testing, software updates, debugging, maintenance of server, hosting, deployment and monitoring.

· Establishes technological vision for the organization and identifies competitive advantages and technological trends for the benefit of a company.

· Develops and directs all safeguards to reduce the risk of outside breaches and protect sensitive internal and external client information.

LEFTBRAIN, KRAKOW - POLAND
Founder and CEO | 2005 - 2012

· Manages a team of software developers that design and implement of web-side and mobile app software for a variety of technology companies.

· Management of technical platforms, testing, software updates, debugging, maintenance of servers, hosting, deployment and monitoring.

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

Erik Weber

EDUCATION

Morehead State University, Institute for Regional Analysis & Public Policy
Masters of Public Administration

Transylvania University, B.S.
Math and Political Science

WORK

UBER, JUMP BIKES, NEW YORK, NY
Head of Expansion | 2018 – Present
· Manage all elements of JUMP system launches, domestic and international

· Oversee system implementation, customer support, strategy & planning,and operations support.

UBER, WASHINGTON, DC, SAN FRANCISCO & NEW YORK
VARIOUS ROLES | 2012-2018
· Senior Program Manager, Strategy & Planning, Map Operations, 2016 - 2018

· Lead, Global Partner Support Program, Community Operations, 2015 - 2016

· Global Operations Specialist, PRO Team, 2014 - 2015

· Senior Operations Manager, Uber DC, 2012 - 2014

US DEPARTMENT OF TRANSPORTATION, WASHINGTON, DC
PRESIDENTIAL MANAGEMENT FELLOW & PROGRAM ANALYST | 2009 - 2011
· Program Administrator for the Veterans Transportation and Community Living Initiative, a $63 million discretionary grant program

· Managed the solicitation, review and award of more than 80 projects. I coordinated and managed the $1.7M technical assistance consortium to ensure the successful implementation of local projects

· Application reviewer for $600M TIGER 2 multi-modal discretionary grant program

EMBARQ: WORLD RESOURCES INSTITUTE CENTER ON SUSTAINABLE TRANSPORT, WASHINGTON, DC
VISITING FELLOW | 2010 - 2011
· Researched best practices in marketing, branding, communications and outreach in new and existing transit projects around the world. Co-authored report “From Here to There”

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION

Rikin Diwan

EDUCATION

Rutgers University
Bachelor of Science, Marketing and Sociology

WORK

JUMP BIKES, NEW YORK, NY
VP of Marketing | Dec 2017 - Present

· Manage all aspects of marketing (digital, print, social media, press relations) across all JUMP Bikes systems

FOURSQUARE, NEW YORK, NY
Senior Director, Global Creative & Brand Strategy | March 2014 - Dec 2017

· Lead US & LatAm team of Account Strategists focused on pre-sales efforts across Programmatic, Native, and Attribution products

· Develop the go-to-market strategy, pricing, and positioning for all Foursquare's advertising and enterprise products to achieve market penetration and maximize revenue

· Interface with prospective and top-tier ($1MM+) clients to increase adoption of Foursquare's ad & enterprise products

· Cultivates communications with bike share organizations throughout the United States, identifies and shares best practices

CARROT - A VICE COMPANY, NEW YORK, NY
Account Director | Sept 2012 - March 2014

· Oversee product teams working on various initiatives for Vice including both internal products and co-branded advertising products

· Consult numerous startups as they look to establish their product positioning and brand presence online

· Manage teams of producers, strategists, creatives, designers, developers, and more to deliver the best possible products and campaigns for all existing clients

APPENDIX D

Understanding multimodality: An analysis of early JUMP users

JUMP

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https://medium.com/uber-under-the-hood/understanding-multimodality-an-analysis-of-early-jump-users-4a35d647b7e6

Santosh Rao

Policy Research @ Uber

Jul 19

Understanding multimodality: An analysis of early JUMP users

At Uber, our primary mission has always been to reduce personal car use by providing a reliable way to get from A to B. This is a goal we share with cities around the world, and for good reason: reducing personal car use holds the potential to reduce the negative impacts of transportation including congestion, pollution, traffic accidents, and the vast amounts of space used for parking.

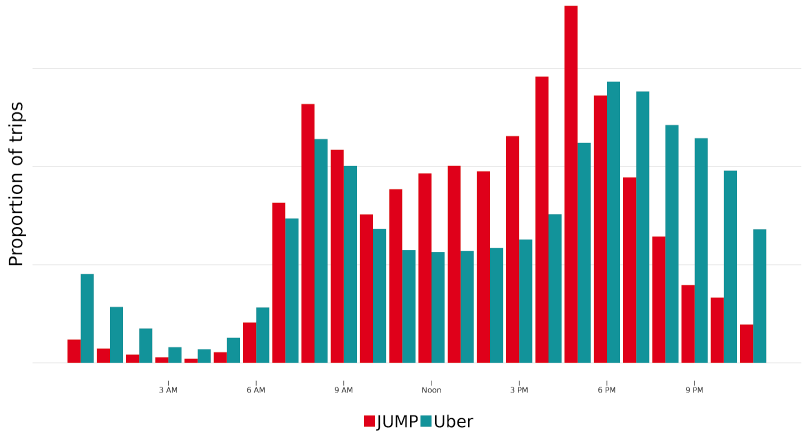
However, it's hard for a single alternate mode of transportation to compete with the comfort and reliability of the personal car. Ultimately, multiple different modes—public transit, biking, bikeshare, carshare, rideshare, and walking—need to work together to get people out of their cars. Why? Because while no individual mode is ideal for every situation, when combined into a 'multi-modality suite' they are better placed to provide the rider with an ideal transportation option for every situation. For example, during congested times, mass transit or bikeshare are often faster than taking an Uber. Conversely, when it's raining, most people will prefer Uber or public transit over bikeshare or walking.

Until recently, Uber primarily meant a ride in a car. That changed in February 2018, when Uber riders in San Francisco could book a JUMP bike—an electric-assist smart bike—using the Uber app. For the first time, riders could choose seamlessly between two very different transportation modes in our app. This in turn gave us a unique window into how and when users choose between taking an Uber versus an eBike. We looked at early JUMP adopters* to test some of our multimodality hypotheses and better understand how the two modes work together.

First and foremost, for this cohort of riders, overall trip frequency (Uber + JUMP trips) increased by 15% after their first JUMP ride. The entire increase can be attributed to the use of eBikes; Uber trips actually declined by 10%. During the workday (Mon- Fri, 8a-6p) when congestion is at its worst, this decline in early adopters' Uber trips was even higher, 15%. To sum up, eBikes were popular with these early adopters and some Uber trips, especially during congested periods, were replaced by JUMP trips. This is a promising early sign of the ability of eBikes to alleviate congestion and reduce car trips. The fact that demand for eBikes is currently constrained by limited supply (there are only 250 JUMP bikes in San Francisco) makes this all the more promising.

The breakdown of usage by time of day provides an interesting picture (see figure below). More than two-thirds (69%) of all JUMP trips happened during the day (8a-6p) whereas the majority of Uber trips (54%) happened outside of this period. The two modes, therefore, exhibit natural temporal complementarity with Uber usage higher during the nights when riders may be less likely to get on an ebike.

FREE-FLOATING BIKE SHARE PROGRAM PERMIT APPLICATION



How did this cohort of early adopters change their behavior during unfavourable biking conditions? We were able to get a glimpse of this by studying behavior on Friday, Apr 6th—a day with abnormally heavy rainfall in San Francisco.

That Friday, JUMP trips were 78% lower than the Friday average. On the other hand, Uber trips saw a 40% increase which means, instead of being stranded, some of these riders replaced their usual Friday JUMP trip with an Uber ride. Riders were able to switch seamlessly between modes and reliably get to their desired destination.

The above results are preliminary signs of different modes complementing each other in different ways to create a comfortable and reliable experience that can compete with the personal car. As we broaden our multimodal suite with more JUMP bikes and other transportation options, giving up one's personally owned car (and replacing those vehicle trips with a combination of several modes, particularly shared and active ones) becomes an increasingly convenient and cost-effective move.

**for this analysis, early JUMP adopters are defined as riders who averaged at least 1 trip a week (Uber or JUMP) before and after their first JUMP ride and have taken more than 1 JUMP ride in their lifetime.*

THANK YOU SEATTLE!

JUMP