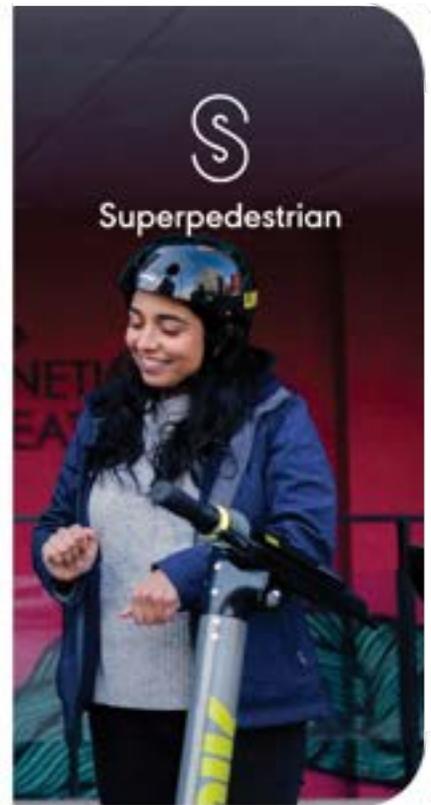




HEADQUARTERS
Superpedestrian Inc.
84 Hamilton St.
Cambridge, MA 02139



THE CITY OF
SEATTLE
APRIL 2022

SCOOTER SHARE PERMIT APPLICATION

CONTACT PERSON
David Holzer
proposals@link.city
(778) 986 - 2367

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Cover Letter

April 22, 2022

To: City of Seattle Department of Transportation:

Superpedestrian, Inc. is excited to submit our application to continue providing shared e-scooters in Seattle.

We are urban mobility specialists and operate **the world's smartest and safest shared micromobility programs**. From Superpedestrian's start in the MIT Senseable Cities Lab in 2013, we have studied how micromobility can meet cities' needs for safety, equity, sustainability, innovation, and compliance and have worked to make micromobility a match for cities and users.

Since beginning our service in Seattle in October 2020, we have expanded to more than 60 cities around the world. As we've grown, we have developed new innovations to continue meeting rider safety and program compliance goals. Vehicle Intelligence (VI), our patented core technology, supports the safety of riders and those around them - while making operations more efficient and our vehicles more durable. Vehicle Intelligence also enables us to invest in our workers with stable jobs, focus on community partnerships, and operate across entire cities. We live our values through proven equity strategies, robust engagement with new riders and community groups, and investing in our local staff with equitable hiring practices and by paying a living wage.

To date, Superpedestrian has provided more than 850,000 micromobility trips in Seattle, and in December 2021 and January 2022 our scooters provided the most trips of any provider operating in Seattle. We are proud of our rapid response to City concerns and our collaborative approach with staff, resulting in the strongest compliance record among scooter providers in the City.

In this application, we propose enhancing Superpedestrian's Seattle operation to include 1,900 **Type 1 stand up e-scooters and 100 Type 2 accessible, seated e-scooters**. Seattle will also be among the first Superpedestrian fleets to receive our newest scooter [REDACTED]

OUR CONTINUED COMMITMENT TO SEATTLE

We pledge to provide Seattle residents and visitors with the most innovative and user-friendly scooter experience. And in close collaboration with the City, we will strive to meet the 2022 Permit Requirements and Seattle Department of Transportation's (SDOT) five objectives for the program. We will work to:

- 1. Reduce Seattle's carbon emissions by providing active, low-carbon, and congestion-reducing mobility options.** Superpedestrian's vehicles are the most durable scooters in the industry. Sustainability is factored into every part of our business from scooter design and production to operations. We're lowering our impact across operations, from vehicle production and battery sourcing, to minimizing vehicle miles traveled to rebalance our fleet, to battery recycling, charging, and disposal. We prioritize extending our scooters' service lifetime and minimizing the number of vehicles we produce. And as a Climate Pledge signatory, we are committed to achieving net zero carbon and transparently reporting our progress toward that goal.
- 2. Ensure accessibility for and expand use by Black and Indigenous people, non-black people of color, low-income people, immigrants and refugees, and people with limited English proficiency.** Our equity plan, detailed below, includes continuing to exceed our equity deployment targets in Seattle, building on and fostering new local partnerships, providing discounted rates and accessible vehicles, simplifying enrollment for low-tech and unbanked riders, and using data-driven demand tools to better reach traditionally underserved populations. Superpedestrian only hires a W-2 workforce that represents the local Seattle community.
- 3. Be Safe and advance our Vision Zero objectives.** Our safety-first vehicle design and engineering, paired with our operating system, foster a safe environment for Superpedestrian riders, pedestrians and others. Our vehicle is embedded with our vehicle intelligence system, protecting the vehicle and preventing safety issues like battery fires and short circuits. In addition to technology solutions to keep our partner communities safe, we provide people-first education teaching riders and the public the rules of the road and courteous riding behavior. We offer incentives and education to ride safely, including a New Rider Quiz, SMS text message campaign, and additional messaging to educate riders on local rules and regulations.

4. **Ensure sidewalks are safe and accessible for people of all ages and abilities.** Our robust and flexible parking management plan has consistently improved over the course of the 2021 pilot. In Q3 audits, Superpedestrian led all operators in compliance with only 6% of our scooters found in obstruction. We have dedicated staff to monitor and fix parking issues quickly and automated systems that alert us to parking issues in real time. In 2022, we pledge to introduce new technology to further enhance parking compliance and ensure sidewalks are safe and accessible for all.
5. **Provide accessible and adaptive mobility options and expand use by people with disabilities.** Riders will be able to choose between our latest standing or seated scooter, increasing accessibility and consumer choice. We have implemented and will continue to develop education and enforcement features that ensure our vehicles are properly parked in the right of way and do not impede ADA or sidewalk accessibility. Additionally, we are exploring a partnership with Outdoors for All to continue finding innovative approaches and solutions for people with disabilities.

On the following pages, we've outlined our plan to continue to exceed Seattle requirements. Our local Seattle team is proud to serve our community every day with the safest and most accessible vehicles.

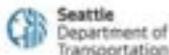
Thank you for providing Superpedestrian the opportunity to submit our permit application, and please contact us at proposals@superpedestrian.com with any questions.

Sincerely,



Assaf Biderman
CEO & Founder, Superpedestrian

APPENDIX G - SIGNATURE PAGE



Appendix G: Vendor Signature Page

Samantha Gross declare the following:

1. I am a duly authorized agent of Superpedestrian, Inc. a Vendor applying for a permit under the City of Seattle's Free-Floating Scooter Share Program.
2. I have reviewed and understand the Free-Floating Scooter Share Program Permit Requirements for 2022, 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.

Samantha Gross

4/20/22 Brooklyn, NY

Signature

Date and Place

State of New York

155

County of Kings

This is to certify that on this 20 day of April 2022, before me, the undersigned, a notary public in and for the State of New York, duly commissioned and sworn, personally appeared Samantha Gross to me known to be the Director (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.

Gary S. Popkin
Notary Public in and for the State of New York

GARY S. POPKIN
NOTARY PUBLIC STATE OF NEW YORK
QUALIFIED IN KINGS COUNTY
LIC. #01PO6058715
COMMISSION EXPIRES MAY 14, 2023



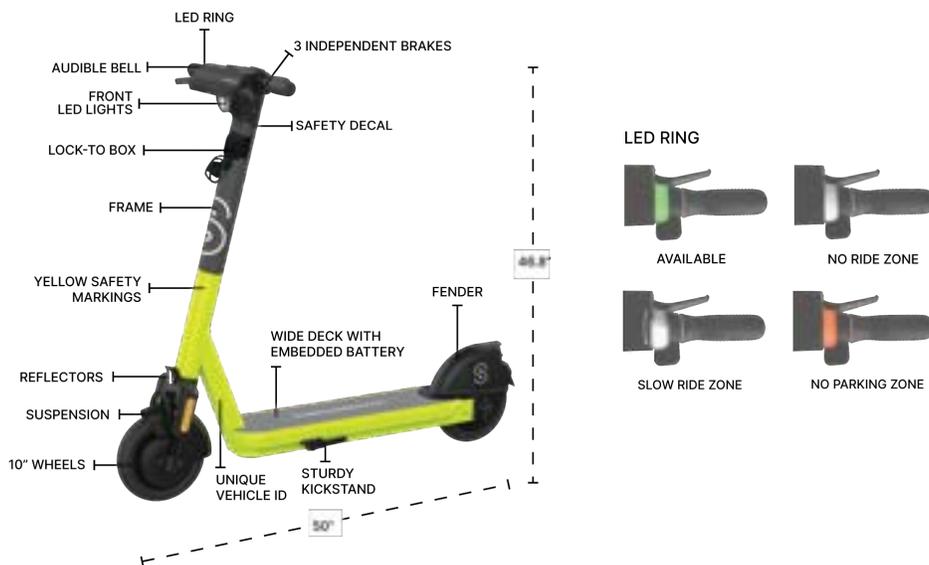
EQUIPMENT & SAFETY



Seattle's launch celebration and ribbon cutting at Alki on Halloween October 31, 2020

A-ES1.1 Attach all illustrative images and specifications described in Requirement ES1.2(c).

TYPE 1 - SUPERPEDESTRIAN E-SCOOTER SPEC



TYPE 2 - SUPERPEDESTRIAN SEATED SCOOTER SPEC



1. DESCRIPTION OF DEVICE AND COMPONENTS

To accommodate a wider range of users, we have added an ergonomic seat to our existing scooter model, which offers additional convenience and flexibility for a smooth ride. We chose this design based on survey data from other markets indicating that some people are more comfortable sitting when traveling over longer distances. These devices are available on-demand for in-app rentals: visual indicators in-app demonstrate which devices are available and where they are located for ease of selection and use.

VEHICLE

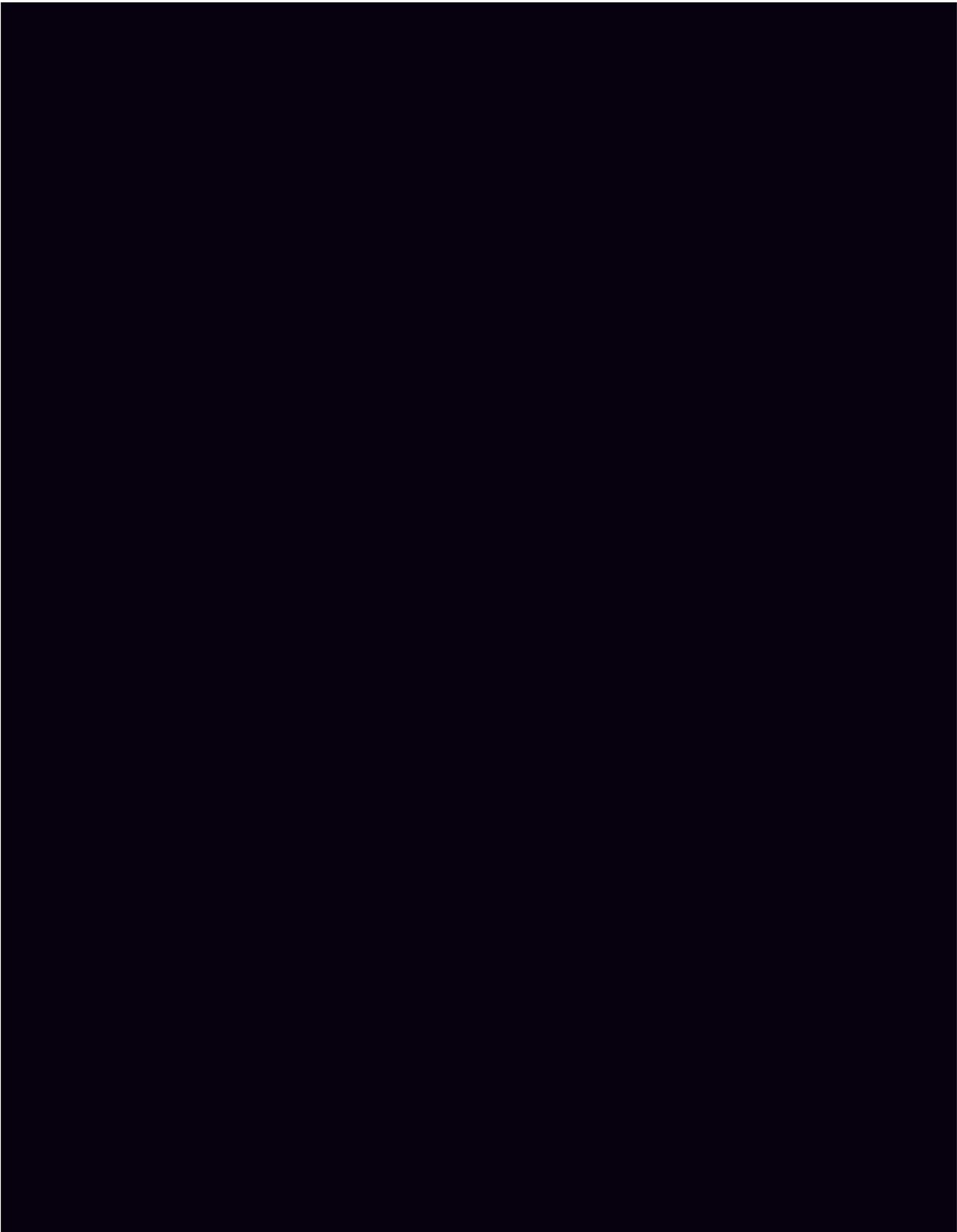
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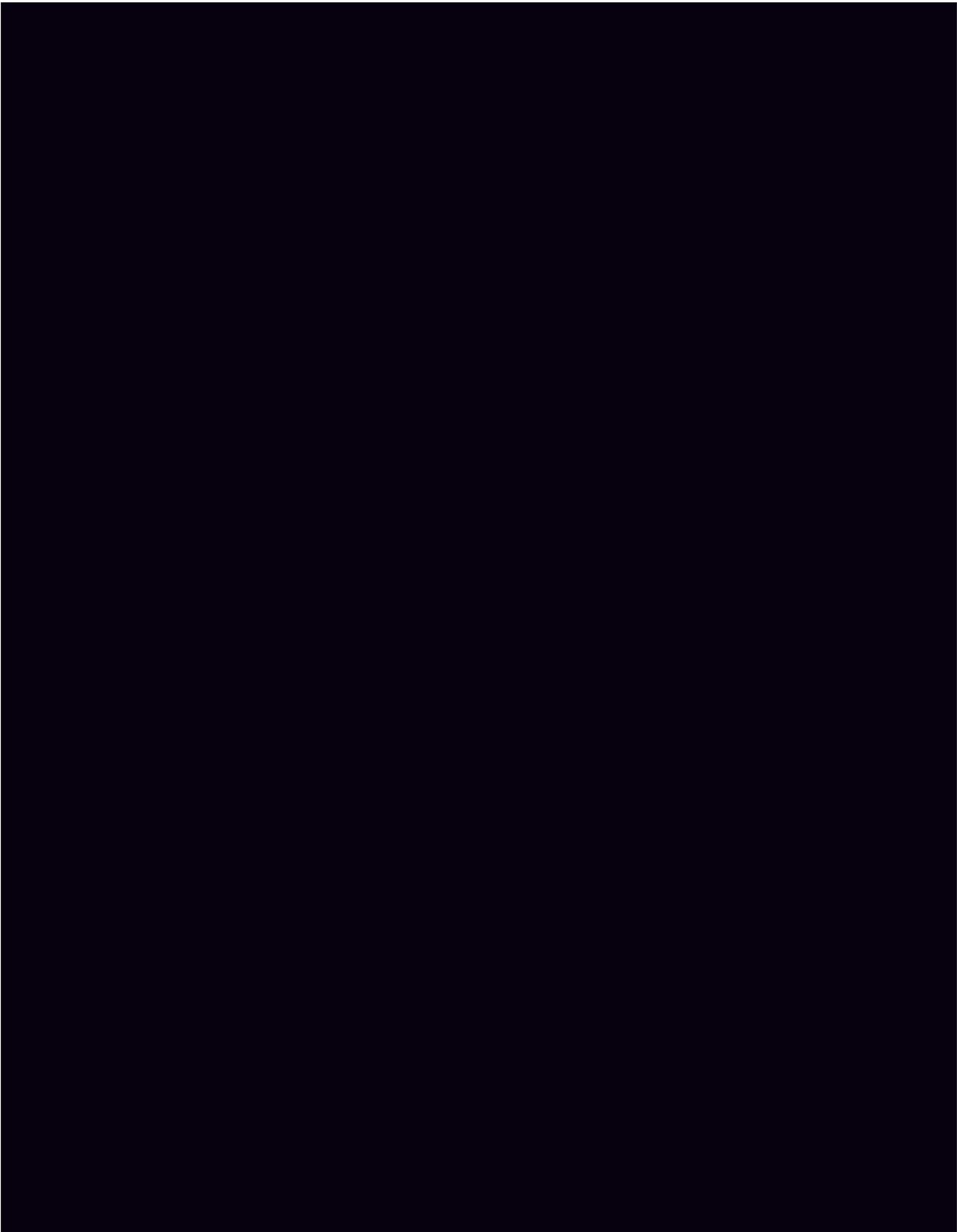
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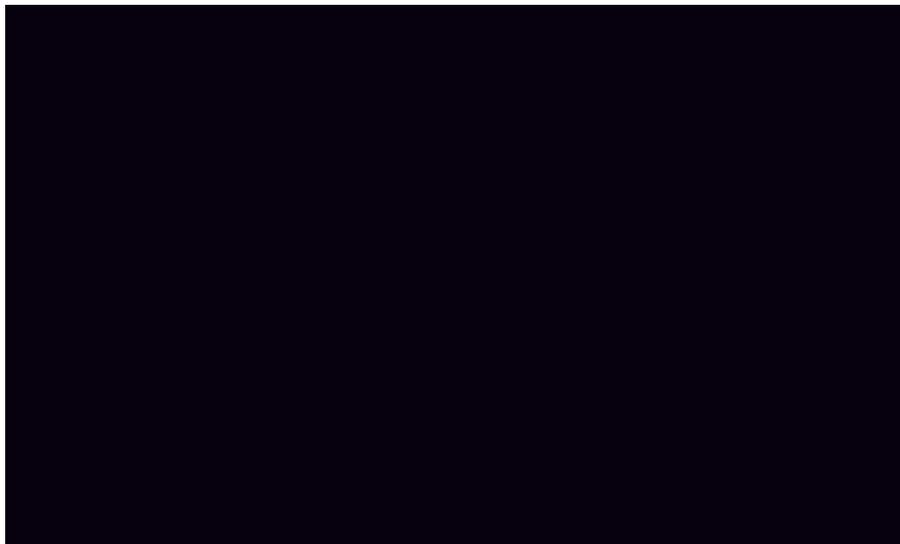
Per ES1.2 Approval Required - 7. the type of brakes used on both the front and rear wheels



Per ES1.2 Approval Required - 8. photos of brake levers and any areas with exposed brake lines/cable housing



Per ES1.2 Approval Required - 17. the locking security system as detailed in Requirement ES2.6



Per ES1.2 Approval Required - 16. the power source and recharge procedure (i.e. swappable) for all electrical components, including lamps, batteries, and location tracking unit;



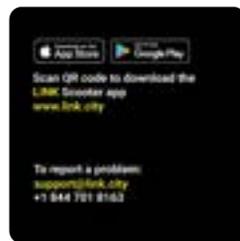
A-ES1.2 Attach illustrated images of the placement of the information described in Requirement ES3.1-4.

VEHICLE	COMPANY BRANDING	CUSTOMER SERVICE CONTACT	VEHICLE ID	EDUCATIONAL SIGNAGE
Standing E-Scooters	Handlebars	Handlebars	Neck	Handlebars
Seated E-Scooters	Handlebars	Handlebars	Neck	Handlebars



VEHICLE DECALS

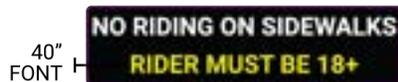
We include always-visible safety messages and helpline details on the handlebars and steering column of our vehicles. These decals are customized to Seattle and comply with all device component requirements.



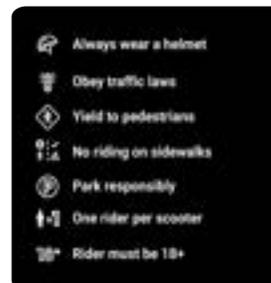
24/7 CONTACT DECAL



VEHICLE UNIQUE ID



UNDERAGE RIDING DECAL



SAFETY DECAL

In compliance with ES3.2 and ES3.4, we are prepared to print any additional regulatory information once the program manager provides the decal design. Our vehicles also all feature SDOT Find it Fix It Stickers (see A-06). Please note that we have used pictorial icons in addition to English phrases on the handlebars to help explain the Rider On-Device Education. We are happy to work with the City to expand the language options on the handlebars to the extent possible.

A-ES1.3 Attach illustrated images of the Braille Identifier described in Requirement ES3.4.

A braille identifier is on each scooter in Seattle (seen below). This includes customer support information on each scooter so the visually impaired community can contact our team directly with any accessibility concerns. The braille identifier adheres to ADA standards for font size.



Braille identifier on the neck of each scooter with contact information for our support team (left) in ADA approved sizing (right).

A-ES1.4 Will devices participate in Emergency Unlocking, as described in Requirement ES2.8? (Attach a description [≤ 250 words] of the method for unlocking and providing devices free of charge.)

[Redacted]

[Redacted]

[Redacted]

[Redacted]



PARKING



Scooters deployed in the SoDo neighborhood.

A-P1 Attach a description, illustrative images, and any data relating to how the company ensured staff parked devices correctly during the pilot period in Seattle and/or in other jurisdictions, and how we plan to ensure devices are parked correctly in the future.

EMBEDDING PROPER PARKING IN OPERATIONS

Our teams set the standard for vehicle parking by always positioning our scooters in a neat and orderly manner and without overwhelming public spaces. We continue to take a multifaceted approach to ensuring our scooters are parked correctly both during initial deployment and when rebalancing throughout the day. Our approach includes rigorous staff training, detailed parking guidelines, data-driven scooter staging procedures, and daily audits of our parked fleet.

Over the course of the City of Seattle’s comprehensive parking audit, we are proud to be one of the most compliant operators in the pilot program:

SEATTLE BY THE NUMBERS

1,325 units audited (2x more than any other provider)

Only 6% of audited Superpedestrian vehicles were out of parking compliance in SDOT’s Q3 audit

73% improvement from Q2 2021 to Q3 2021



Superpedestrian Parking Hero patrolling Alki Beach

OUR SEATTLE PARKING APPROACH

In Seattle, our operations assistants routinely patrol high density areas including Pike Place, Alki Beach and Union Square to identify incorrectly parked scooters and make parking corrections as needed. We also maintain a dedicated overnight **parking specialist** to ensure 24/7 compliance

To underscore our commitment to proper parking, we introduced our Parking Hero to the Seattle Market. The Parking Hero patrols Alki Beach with a helmet, a yellow mask and a cape to address parking violations, distribute swag and educate the public about scooter safety.

LABOR MODEL

Our best parking tool is highly trained and dependable operations staff. Superpedestrian only hires and trains W-2 employees to ensure exceptional, consistent service and our operations staff are always thoroughly trained in how

to correctly park devices. Our employment model facilitates effective management and communication practices, and we promote a committed workforce in the following ways:

[Redacted text block]

Our software platforms automatically flag unusual or non-compliant vehicle behavior. For example, our vehicles have tip-over detection technology. When a scooter detects it has tipped over, a task is created for our operations team. All tasks are automatically added to our Operations Associates' daily in-field queue of responsibilities and items that have City-mandated response time requirements are prioritized within this queue.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

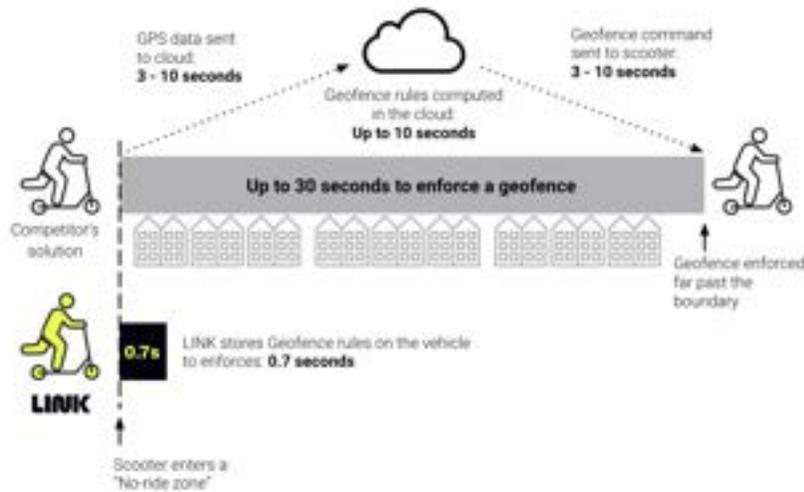


Scooters deployed at the Seattle Kraken first home game in partnership with Dick's Drive-In.

A-P2 Attach a description and illustrative images of how the company employed appropriate geofencing capabilities during the pilot period in Seattle and/or in other jurisdictions. Include data showing performance related to the effectiveness of these geofences, such as how often devices are parked in no-parking zones, and the plans for employing effective geofences in Seattle.

SEATTLE BY THE NUMBERS	0.4% of trips ended in No-Parking Zones in 2021
	255 activated No-Parking Zones as of April 2022 <div style="background-color: black; height: 20px; width: 100%; margin-top: 5px;"></div>

INSTANT AND INTENTIONAL GEOFENCES



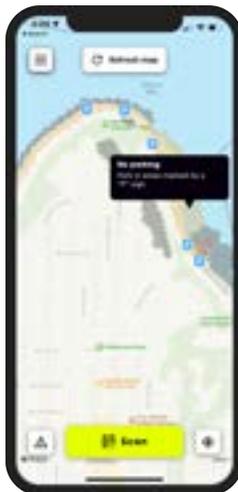
Proper parking starts with intentional system design – Superpedestrian proactively works with community partners to design geofences that protect pedestrians, open space, business and institutional needs, and that act as a tool to respond to outlier rider behavior. Other operators rely on cellular cloud-based servers, leading to delays of up to 30 seconds due to inconsistent connectivity. Because our onboard geofences enforce No Ride, Slow Ride, and No Parking zones we have a **geofence enforcement success rate of over 99%**. Our system design is therefore one of the strongest tools we offer to ensure proper parking. For this permit, our team reviewed all trip end locations from January 1, 2021 through December 31, 2021 and compared these endpoints with No Parking Zones, taking into account activation dates. The team found that as a result of our on-board geofence enforcement only **0.4% of all trips ended in a no-park zone**.

ZONE RESTRICTION ESTABLISHMENT AND COMMUNICATION

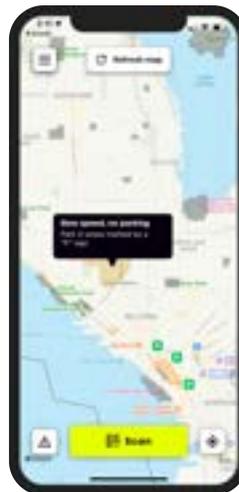
In Seattle, we use geofenced zones to uphold local regulations, promote safe riding, prevent improper parking, and satisfy community requests. Our time to establish a new geofence is one business day for standard requests. In the case of urgent requests, we can establish a new geofence in one hour or less. In Seattle, we proactively institute these zones where riding and/or parking can lead to noncompliance, dissatisfaction, an environmental concern, or a safety hazard. Examples of current zone restrictions are below.



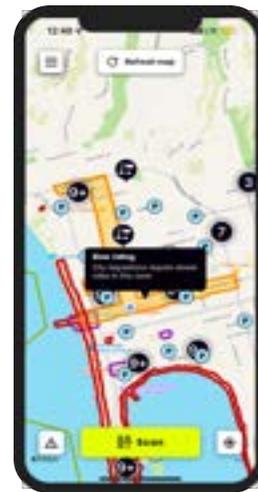
No Ride Zones



No Parking Zones



Slow Ride Zones



Temporary Geofences

Devices gradually slow to a stop. Riders are prohibited from ending their ride and are prompted to return the device to the service area.

1. Pike Place Market
2. UW Campus
3. LINK Transit stations

Riders may travel freely in the zone, but parking is prohibited.

1. UW Campus
2. Seattle Waterfront

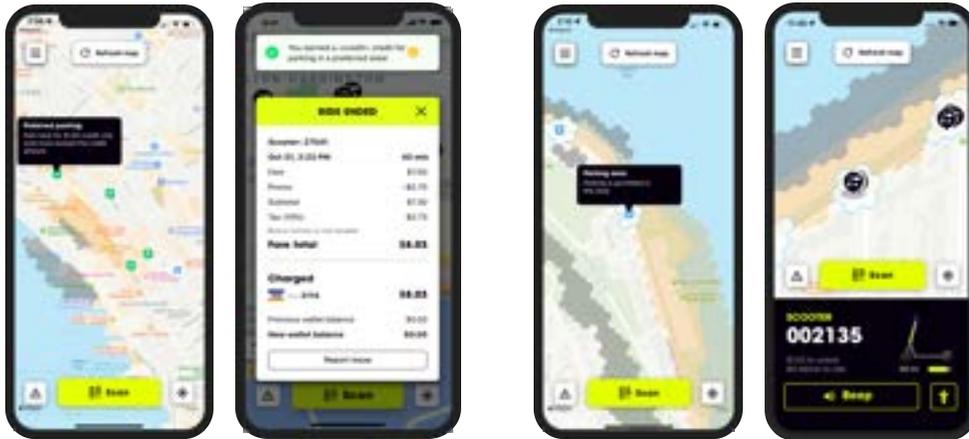
The top speed is restricted to a defined limit. In highly congested areas, we limit the vehicle speed based on the average pedestrian walking speed.

1. 1st Ave near Pike Place
2. Seattle Center

We create temporary No Ride, Slow Ride, and No Parking Zones. This includes restricted areas and temporary event parking.

1. City specified events

IN-APP PARKING FEATURES



Incentivized/Preferred Parking

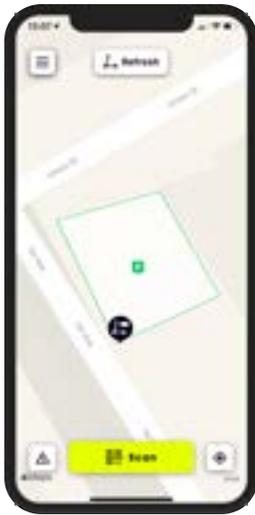
When a rider is using the mobile app, incentivized areas inform the rider of next steps to receive financial incentive. This incentive is also listed in the rider's ride receipt.

Parking Areas

Virtual and physically marked preferred parking locations are indicated in-app for riders to find the closest parking corral to pick up or return their device.

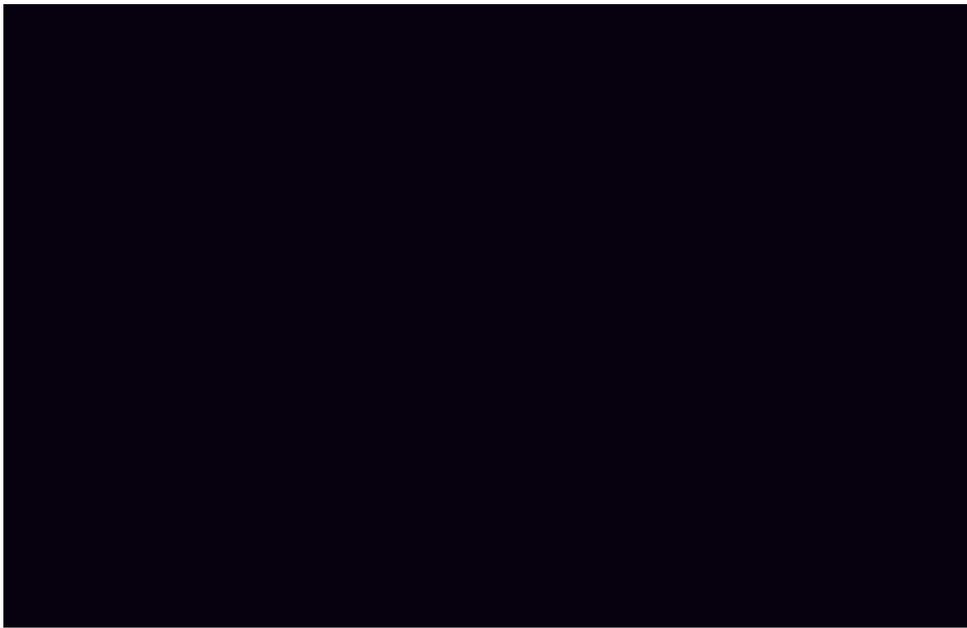
INCENTIVIZED PARKING GEOFENCES IN SEATTLE

In 2021, Superpedestrian was the only operator to proactively implement an incentivized parking program surrounding Pike Place to alleviate overcrowding of parked vehicles. Using our geofencing technology, the team implemented parking zones set away from the market area. Superpedestrian riders were informed of these incentivized parking locations within the app, and received a \$1 incentive to park in those locations. [REDACTED]



In-app view and on-street diagram of incentivized parking at 1st Ave. and Union St. in Seattle.

UTURE INNOVATIONS: PEDESTRIAN DEFENSE AND PRECISION PARKING



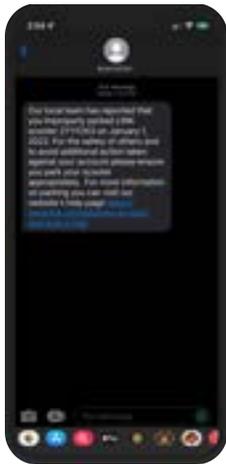
A-P3 Attach a description and illustrative images of how the company detected and reparked improperly parked devices (including the use of any Automated Driving Technology, as defined in Requirement O2.9) during the pilot period in Seattle and/or in other jurisdictions, and plans on ensuring devices are parked correctly in the future.

Ensuring parking compliance and public right-of-way management is central to Superpedestrian's safety culture, and we use several strategies to detect and re-park improperly parked scooters. |

PROACTIVE AUDITS & CUSTOMER SUPPORT OUTREACH

Auditing

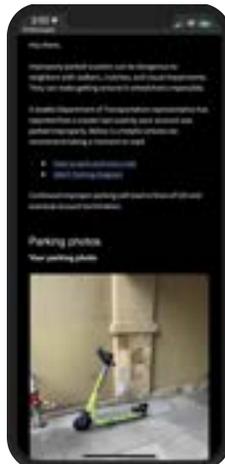
There are three types of proactive audits and outreach our team has implemented in Seattle:



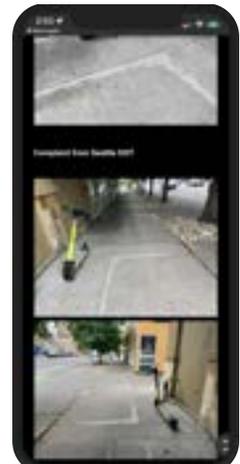
SMS outreach triggered by Superpedestrian audit warning users about improperly parked vehicle



SMS outreach triggered by SDOT audit warning users about improperly parked vehicle



SMS outreach triggered by SDOT audit with fine warning and image of improperly parked vehicle



Continued SMS outreach triggered by SDOT audit and images of improperly parked vehicle

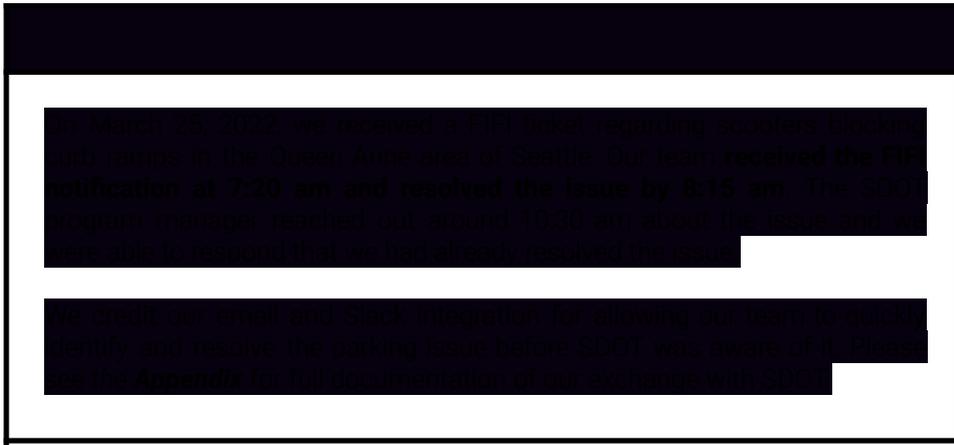
ADDITIONAL IMPROPER PARKING DETECTION & CORRECTION STRATEGIES

Visual Review & Correction Process

During each shift, the Operations Lead reviews the GPS locations of all scooters on a regular cadence. The Lead directs in-field staff to rebalance scooters and remove any that have found their way into No Parking Zones. The Lead also works to create efficient routes for these improperly parked scooters to ensure we minimize overall VMT for our vehicles. For every shift, we staff an Operations Driver and Associate in the densest parts of the city to ensure rapid response.

Find It, Fix It (FIFI) Stats

We have implemented solutions to ensure we rapidly respond to FIFI updates about our scooters. When a Superpedestrian-related FIFI notification comes through we leverage an integration tool that pushes the notification to our local Slack channel, instantly notifying our in-field team. This allows for near real-time in-field correction.



According to a [recent Seattle Times article](#) (March 19, 2022), there were approximately 3,000 Find It, Fix It scooter and e-bike complaints made to the Find It, Fix It platform. [REDACTED]

Locations with Persistent Parking Issues

Some Seattle locations experience persistent issues with improper parking. In these areas, we work to understand the root cause and work with appropriate stakeholders to ameliorate the issue. For example:

Incentivized parking at Pike Place Market

We implemented five incentivized parking spots. This ensures Superpedestrian riders who wish to end their trip near the market can only leave the scooter in one of these predetermined zones – and they also receive credit toward their next trip for proper parking.

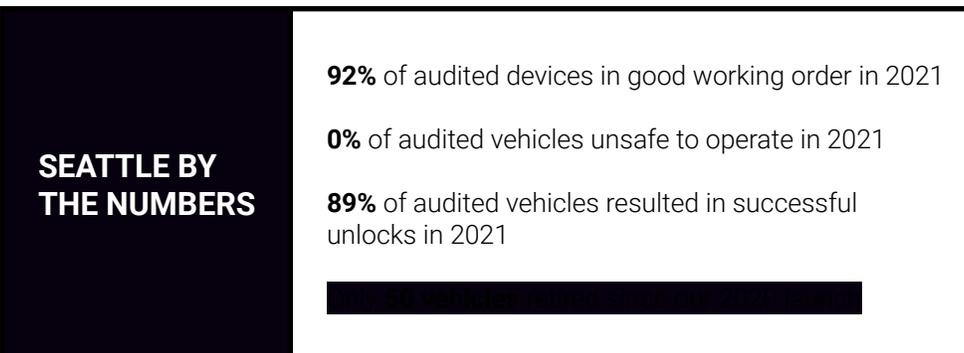
Alki Beach Parking Corrals

We worked with SDOT to implement mandatory parking corrals in the Alki Beach area to support tidier parking in this busy area.

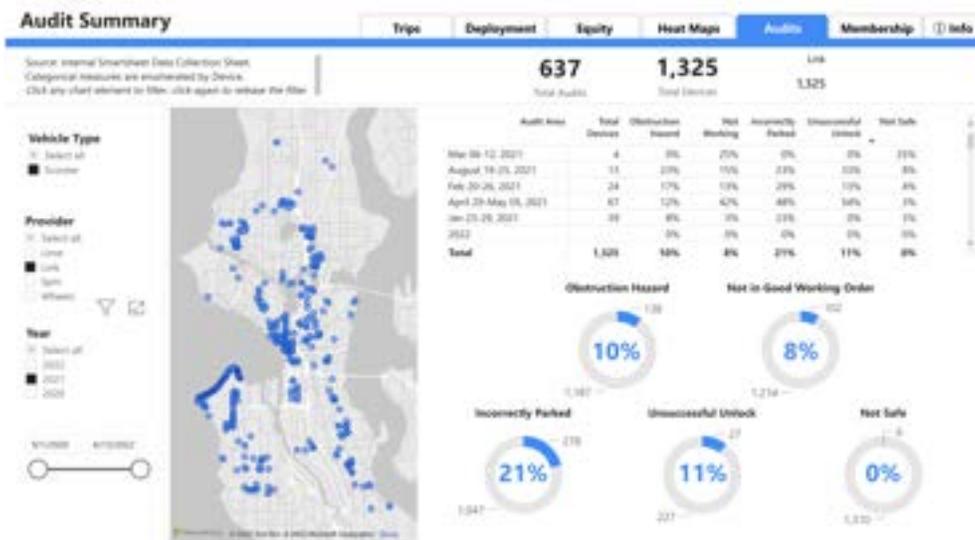
Customer Support Inbound Messages

Our Customer Support team routes inbound recommendations and concerns about parking locations to our local team. Depending on the type of issue raised, our local team can make real-time adjustments, designate an area as a no-parking zone, modify a deployment hub location, eliminate a hub entirely, or make the area a no-parking zone.

A-P4 Attach a description and illustrative images of how the company inspected devices to ensure they are in good working order during the pilot period in Seattle and/or in other jurisdictions, and plans on ensuring devices are parked correctly in the future. Include data about how the company performed relative to maintenance targets outlined in CE4.3 of the Scooter Share Pilot Permit Requirements (no more than 10% unsafe to operate and a minimum of 70% in good working order and available for rental) either in Seattle or how the company met equivalent metrics in other jurisdictions.

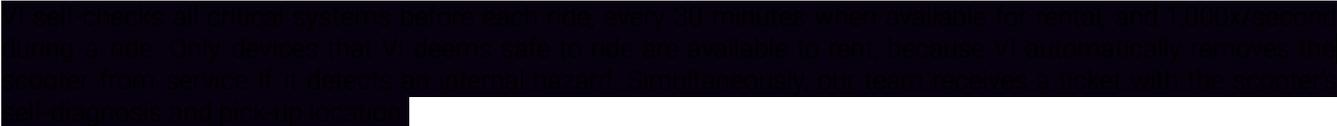
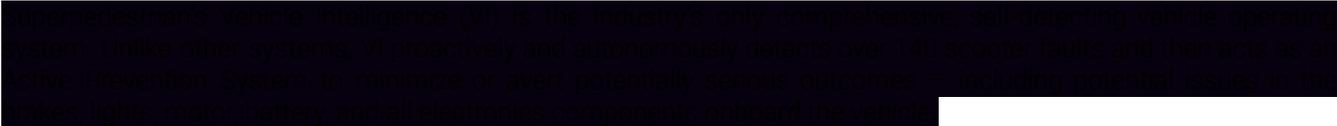


Superpedestrian leverages a combination of our patented Vehicle Intelligence (VI) technology with comprehensive maintenance and repair protocols to ensure our vehicles remain in good working order. In Seattle, we exceeded the City's requirements of a minimum of 70% vehicles in good working order and no more than 10% of vehicles unsafe to operate.



Seattle Compliance Dashboard showing Audit Results for Superpedestrian

AUTONOMOUS SAFETY INSPECTION



PERSON INSPECTION & CLEANING

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

MAINTENANCE SCHEDULE

[REDACTED]

[REDACTED]

[REDACTED]

COVID-19 SAFETY PROTOCOLS



Scooter sanitizing procedure.

As COVID-19 continues to impact health and safety worldwide, we commit to ensuring that our workers, riders, and communities are as COVID-safe as possible. We use a disinfectant that meets the EPA's requirements for use against COVID-19 and other pathogens. If awarded, we plan to review our procedures with the City of Seattle to continue meeting the City's guidelines and providing Seattle residents and visitors with a safe way to travel. As guidelines evolve, we will adjust our cleaning and operational practices throughout the permit term.

A-P5 Attach a description and illustrative images of how the company required riders to park safely with an increased awareness for those with disabilities, including photos and description of how the rider is instructed to take a correct Trip-End Photo capability, required in O4.4, during the pilot period in Seattle and/or in other jurisdictions. Include data about how the company performed relative to parking targets outlined in CE4.2 of the Scooter Share Pilot Permit Conditions (target: less than 3% of devices found to be obstructions), either during the pilot period in Seattle and/or provide data relative to equivalent metrics for other jurisdictions. Include plans for improving upon parking results from the Seattle pilot period and/or results from other jurisdictions.

SEATTLE BY THE NUMBERS



1% of vehicles found to be an obstruction hazard in July and September SDOT audit

4 local safety events with specific focus on the importance of keeping sidewalks clear



Only **6%** of Superpedestrian's vehicles were found to be an obstruction in SDOT's Q3 audit

73% improvement in parking compliance from Q2 2021 to Q3 2021 SDOT audit

At Superpedestrian, we make it a priority to ensure that urban micromobility services do not impinge on the vital use of public space, most importantly the safety and sanctity of pedestrians and people with disabilities. To achieve this goal, we use advanced technology to prevent and correct obstructions and community engagement to raise awareness about the importance of keeping sidewalks clear for all who use them.

Over the course of 2021, Superpedestrian constantly improved our compliance record, including by revamping our standard operating procedures with staff. Our technology, specifically geofence enforcement, was very effective at enforcing no parking zones, and our operations team prioritized parking compliance through a number of initiatives outlined in A-P1. We worked with SDOT on solutions to problem areas in Alki Beach and Pike Place Market to come up with innovative ways to encourage riders to park responsibly through the use of incentivized parking, corrals and community engagement, like our parking hero initiative.

End of Trip Photo User Experience



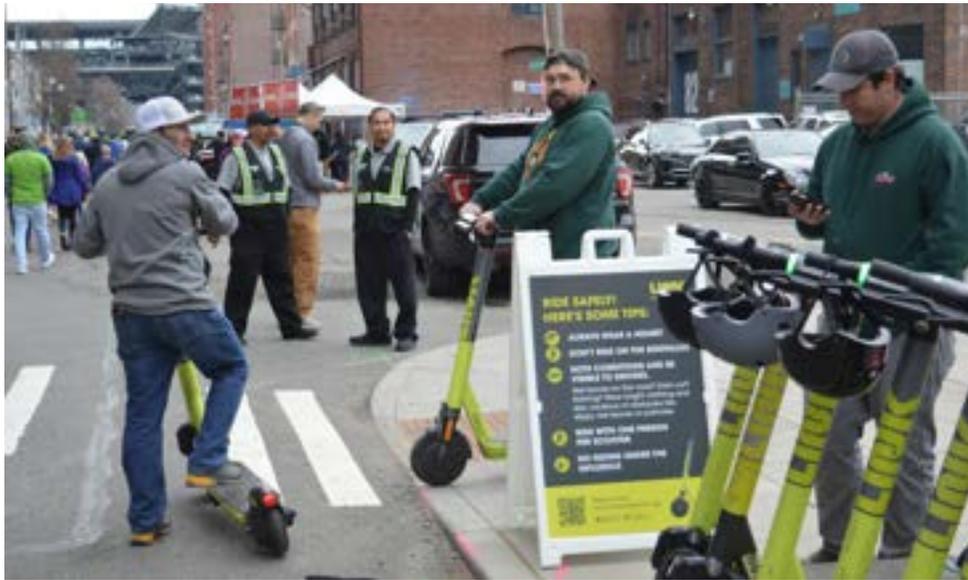
Rider capturing compliant parking at the end of their trip.

In Seattle, all riders are required to submit a photo of the scooter properly parked at the end of their ride. Upon trip completion, clear in-app instructions advise riders how to responsibly park their vehicles and if required by the city we can also prompt riders to use the integrated lock-to mechanism (see **Appendix** for end trip screens when lock-to is required).

In 2021 we piloted Incentivized parking around Pike Place Market to reduce issues with scooters parking around the market (see A-02). This can be an effective tool to encourage riders to park properly in areas with consistent parking issues.

Increasing Rider Awareness of Accessibility Compliance

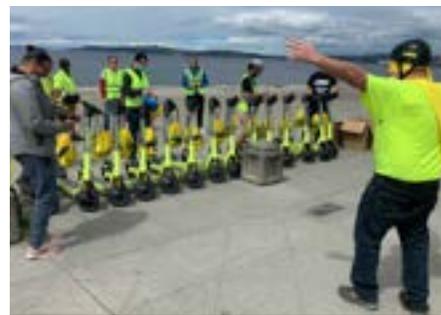
In addition to our existing technology solutions, our community engagement team has held four safety-focused events that heavily emphasize the importance of keeping the sidewalk free of obstructions. Our local team also engages with the community and local community organizations directly at events by handing out fliers and engaging individually to inform riders about how to ride and park safely. For more information about our safety-focused community outreach, please see A-016, A-017 and A-018.



Pop-up rider safety event providing safety tips, proper parking instructions, and helmets to Sounders game attendees. Lumen Field, March 12, 2022.



Safety tip flyers at the Columbia City Night Market, February 19, 2022



Parking hero at Alki Beach showing riders proper parking skills



Wearing safety yellow and engaging with Columbia City residents on proper riding and safety tips at the Columbia City Night Market February 2022.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

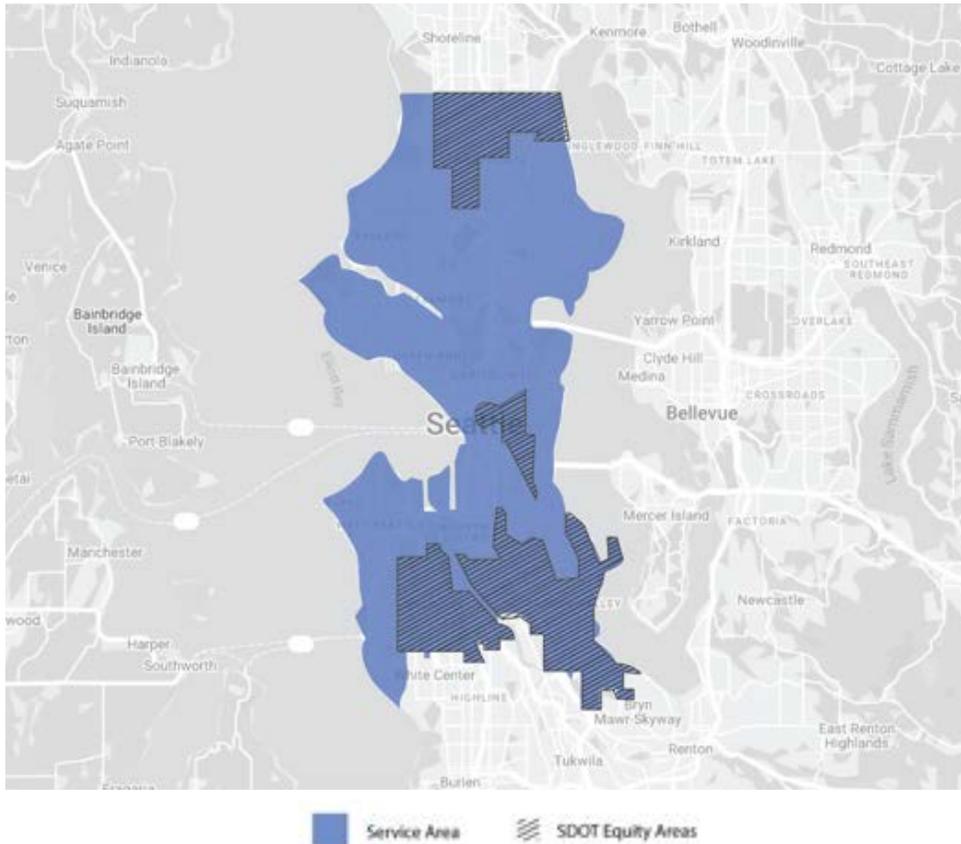
[Redacted]

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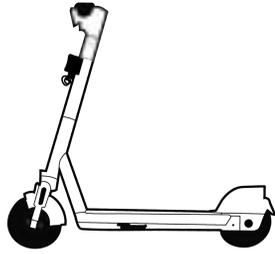
OPERATIONS

A-01 What is the initial number of Type 1 Scooters to be deployed? (In an attachment, map the initial service area for each Type 1 Scooter.) What is the initial number of Type 2 Scooters to be deployed? (In an attachment, map the initial service area for each Type 2 Scooter.) If applicable, attach a disclosure for not meeting the minimum fleet size requirement and a fleet deployment schedule as described in Requirement 01.4.



We will utilize the same service area for both Type 1 and Type 2 vehicles.

<h2>SEATTLE FLEET</h2>	<p>Based on historic ridership in Seattle, we believe our existing fleet of 2,000 e-scooters meets current and near-term mobility needs for the Seattle community. During the 2022 contract term, we plan to provide 1,900 Type 1 Scooters and introduce 100 Type 2 Seated E-Scooters.</p>
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Type 1 Standing E-Scooters

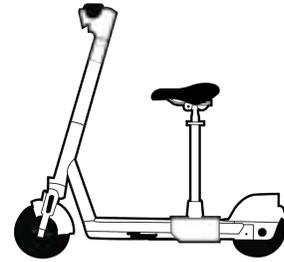
In **2020** under our current operating contract, we introduced 2,000 scooters into our Seattle vehicle fleet. Seattle was one of the first cities in the world to receive our newest scooter.

[Redacted]

Quick Info:

- We will provide a minimum of 1,900 standing scooters with an integrated locking mechanism, bell and kickstand.
- Seattle will be among the first Superpedestrian fleets in the world to receive our newest scooter

[Redacted]



Type 2 Seated E-Scooter

In **2022** we will introduce approximately 100 seated Type 2 e-scooters. Since we are deploying fewer than 1,000 seated scooters, we are not pursuing Permit B.

We will use City input and demand data to refine fleet size, vehicle type, and deployment.

[Redacted]

Quick Info:

[Redacted]

- Individuals with balance or mobility challenges prefer our seated e-scooter.
- Our seated e-scooter is also preferred for longer trips:
- Optional basket - If desired by the City, our Type 2 vehicles can include a basket.

A-02 If currently operating in Seattle, attach a map and describe the approach to deployment including how you deployed to equity focus neighborhoods and West Seattle. If not currently operating in Seattle, attach a map of the approach of getting from the initial deployment to a fully deployed fleet including the equity focus neighborhoods (described in Requirement 01.5 and Appendix D) and West Seattle (described in Requirement 01.6); describe how you have approached deployment to focus neighborhoods as required by the jurisdiction(s) where the company has operated.

SEATTLE BY THE NUMBERS

17% average deployment to equity focus areas in 2021
27% average deployment to West Seattle in 2021

SERVICE AREA & DEPLOYMENT ZONES

Our deployment strategy prioritizes equity-focused neighborhoods. Throughout 2021, Superpedestrian led all other Seattle operators by averaging 17% of our deployments to equity focus neighborhoods. This exceeded the City

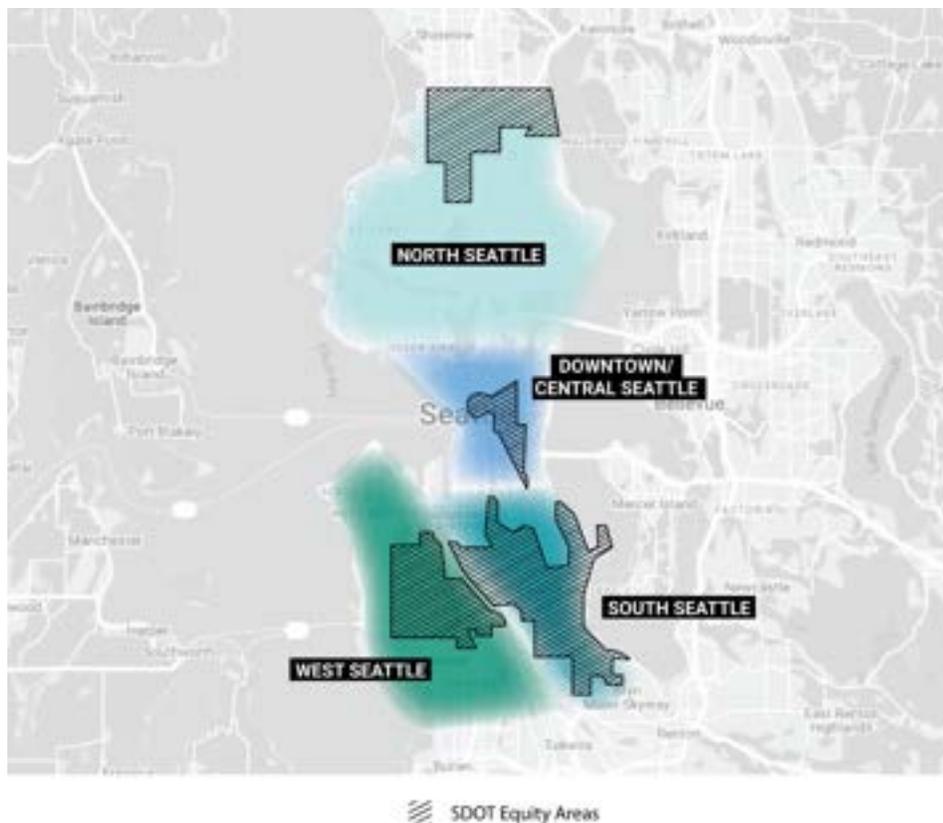
equity area deployment of 10%. We place a high priority on monitoring equity areas to ensure an adequate supply of vehicles is available.



Equity Focus Neighborhoods

Equity focus neighborhoods are our first priority deployments. This is how we've been able to exceed the City's 10% equity deployment requirement, instead delivering an average of 17% deployment to equity focus neighborhoods in 2021.

In 2022, our Operations team will continue to prioritize deployments to equity areas, and will continue to exceed the City's mandate of 10% deployment in equity focus neighborhoods.



West Seattle

In 2021, we averaged 27% of our deployments in West Seattle, and helped provide transportation alternatives to those most affected by the West Seattle Bridge closure.



A-03 Describe the plan for reducing/minimizing emissions from fleet operations, including any plans to electrify fleet vehicles, minimize trips, or other actions. Include information about past specific actions you have taken in Seattle and/or other jurisdictions, including results of these actions, as applicable.

Superpedestrian's plan to reduce emissions from fleet operations is three pronged:

1. **Reduce fleet vehicle miles traveled** (VMT) through better operations practices
2. Create **fewer fleet operations trips** through better vehicle design, requiring fewer scooter pick-ups

[REDACTED]

Reduce Fleet Vehicle VMT

The best way to curb emissions is to avoid them in the first place. We do this through fleet management software that ensures efficient routing. We actively monitor and minimize VMT to mitigate emissions and local congestion. This data is recorded daily, and we track and note trips unrelated to local operations. In Seattle, we have provided annual VMT reports in compliance with program requirements. Our last report was submitted on November 21, 2021 and we commit to continue to comply with Requirement DS1.2 by providing VMT Reports at the close of the permit year or within thirty (30) days of a request from the Program Manager. Additionally, we are now operating out of a second warehouse location in North Seattle to reduce operational VMT.

Avoid Fleet Trips Through Better Vehicle Design

Our scooters are equipped with Vehicle Intelligence (VI) technology, which minimizes or averts potentially serious outcomes, including potential issues in the brakes, lights, motor, batter, and all electronic components onboard the vehicle. By constantly monitoring the health of the vehicle and preventing potential issues before they become problems, VI helps us avoid fleet trips to pick up vehicles in need of repair. Additionally, our long-range battery helps our operations teams avoid more frequent trips for recharging.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

How We Further Address Emissions

The biggest contributor to greenhouse gas emissions in the scooter industry is not fleet operation emissions, but rather manufacturing. By building a scooter meant to last, we dramatically reduce our carbon footprint. Our e-scooters are also built with swappable components, allowing us to maintain a higher ratio of deployable e-scooters compared to other operators and permitting us to retrofit and extend vehicle lifespan. In addition, we operate under our "no scooter left behind" policy. In Seattle we have:

SEATTLE BY THE NUMBERS	[REDACTED]
	[REDACTED] S



A-04 Describe the plan for encouraging riders to ride properly and safely, e.g. not on sidewalks. Include data results from how technology and/or education solutions have been effective in Seattle and/or in other jurisdictions.

SEATTLE BY THE NUMBERS	<p>Seattle riders must complete our New Rider Quiz</p> <div style="background-color: black; height: 20px; width: 100%;"></div> <p>17 safety-focused events held with over 1100+ attendees</p>
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SAFE RIDING ENCOURAGEMENT STRATEGY

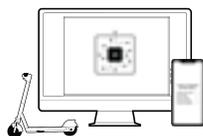
To encourage riders to ride properly and safely, we have developed a 5-step system based on a comprehensive, multidisciplinary and multi-functional approach. Every day different Superpedestrian departments work hand-in-hand to address safety using this toolkit:

01 Educate



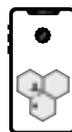
Educational Programs

02 Enforce



Technology

03 Encourage



Software Features

04 Correct



Operational

05 Penalize



Discipline Protocols

Initiatives

- In-person safety training
- In-app safety reminders
- In-app rider quiz
- Text-based educational program
- Best in class geofencing
- Parking photo
- Financially incentivized parking
- Parking audit patrol
- Strong deployment SOPs
- Special Event Parking Valet
- Individualized rider outreach

EDUCATIONAL PROGRAMS

In-app Education

All riders receive an initial education touchpoint through the New Rider Quiz, which focuses on where riders should ride (not on sidewalks) and how to park properly (see A-014). The New Rider Quiz is formatted with true/false questions and also questions in which riders identify images showing proper parking. This is just the first in-app education riders receive. In Seattle, we've sent over 25 unique push notifications/toast-style messages in-app to riders to promote safe parking and riding (see *images to the right*). These notifications remind riders of rules. Special, time-specific notifications are sent when inclement weather poses a higher risk to riders (see A0-015).



Localized Proactive Outreach

We make it our priority to reach riders before their first ride starts through community initiatives. Last year, we hired a Community Engagement Lead dedicated to Seattle, whose focus is amplifying our core value of safe riding at all levels of our program within a local context. Among other events, our Engagement Lead and Team attended the Seattle Kraken home opener game and Seattle Sounders home games to raise awareness of Superpedestrian and educate riders on safe riding and parking.

At events, in addition to distributing materials outlining safe riding tips, we engage with members of both the riding and non-riding communities on safety topics, including how non-riders can get in touch with our local Seattle team. Our messages are well received – members of the Seattle community have expressed appreciation for the education and interest in learning more about safe riding and parking. For 2022, we plan to attend more events and continue to share our safety-focused messaging.

Safety Outreach to Diverse & Underrepresented Communities

We recognize that micromobility access comes down to more than just cost, and that it is incumbent upon our business to do the work to reach communities that would benefit most from easy, affordable access to our services. As a part of that work, we continuously seek opportunities to introduce more people to micromobility in addition to offering a safe space to ask questions on how to ride safely.



Future Rider Education Effectiveness Survey

In the Spring of 2022 we conducted our first Seattle rider survey, and we plan to conduct more of these surveys during 2022. One of the goals of our upcoming surveys is to gauge the effectiveness of our rider education with

regard to safety questions such as where scooters should be ridden and the risks of intoxicated riding. We will use the results of these surveys to hone our in-app and in-person education.

TECHNOLOGY TO ENFORCE SAFE RIDING

Our geofencing provides real-time feedback which promotes safe and compliant riding throughout Seattle's neighborhoods and districts.

Best in Class and Community-Responsive Geofencing

Effective geofencing is one of the best ways to shape rider behavior and ensure that riders are riding safely. Our onboard geofences ensure that riders are riding at a safe speed in slow zones, and are not able to ride in places that would cause unsafe situations, such as during crowded events.

We continuously solicit feedback from the local community to update our geofencing strategy, including parking zones, to facilitate safe & proper parking. This is especially important in areas where the best way to safely ride is not obvious, especially to tourists & visitors, or additional considerations

- After feedback from the Seattle Fire Department, we proactively added a No Scooter Zone (NSZ) in front of Seattle Fire Station #5.
- We also set up a No Park Zone (NPZ) in front of a residential home in West Seattle with narrow sidewalks.



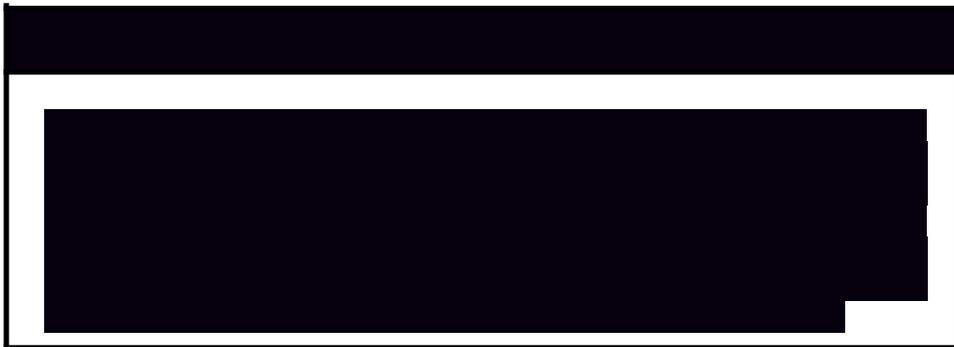
TECHNOLOGY TO ENCOURAGE SAFETY



DISCIPLINING UNSAFE RIDERS

Individualized Rider Outreach

When we see evidence of unsafe riding we reach out to individual riders and will suspend chronically or especially unsafe riders. We do not hesitate to suspend riders when necessary. For example, when some of our riders in another city decided to take our scooters for a joyride on the highway, we tracked each of the scooters involved and suspended all the riders' accounts for life.



A-05 Attach a description of the procedure for receiving and responding to reports received under Requirements O2.1, O2.4, and O2.7. Provide data and supporting narrative to show the company's performance relative to these requirements during the pilot period in Seattle, and/or performance on timely report response in other jurisdictions.

Our Operations and Customer Support Teams efficiently respond to reports generated by our scooters, our riders, and the public.

FIND IT, FIX IT INTEGRATION

Our **on-time response rate** to Find It, Fix it complaints **is 95%**, well above the 75% requirement.

Superpedestrian is a partner and user of Seattle’s Find It, Fix It app. Tickets created in the app automatically generate emails to our Operations Team. We successfully **respond to 95% of Find It, Fix It complaints on time.** Historically, reports of devices in water have taken longer to resolve as we work to safely retrieve our equipment. In 2022, we plan to improve on our water retrieval performance through a partnership with a local magnetic fishing group.

Receiving Reports

Vehicle Reports via Vehicle Intelligence (VI)

As described above, Superpedestrian’s scooters are uniquely able to report improper parking and tip-over issues. When these issues do occur, the scooter recognizes the situation and autonomously generates a maintenance ticket to repark.

Community or City Feedback and Reports

If a rider or community member encounters an improperly parked scooter, they may submit a report 24/7 by phone, email, or through the “Report Issue” feature in the Superpedestrian app.

Responding to Reports



Service Level Commitments

REPORT TYPE	COMMITMENT
Obstruction Hazard	A crewmember will be dispatched to the obstructing vehicle that needs to be re-parked or rebalanced within two (2) hours of receiving the notice between 6:00 am and 11:59 pm, or within four (4) hours if reported between midnight and 5:59 am. We aim to resolve all non-obstruction parking issues within three (3) hours.
Idle Device	Superpedestrian’s rebalancing software flags a vehicle as idle after three (3) days without rental, and will generate a work order to rebalance the scooter. Therefore, a vehicle should never be idle for more than three (3) days.

A-06 Attach illustrative images of the required public contact information described in Requirement O3.1.

Contact information for our support team is prominently displayed on the scooter as shown below:

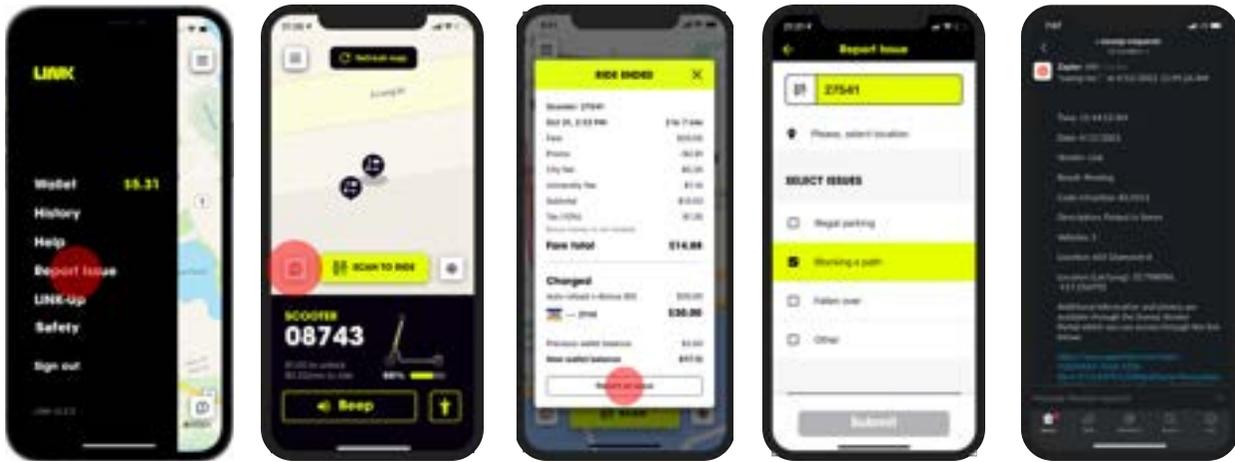


The left handlebar decal displays contact information including phone and email. Seattle’s Find It, Fix It stickers are affixed to all vehicles per program requirements.



SDOT Find It Fix It Stickers are affixed to all Superpedestrian scooters

Our 24/7 Customer Support team (contact information listed below in A-07) routes any complaint received to our local operations team to resolve the issue within the two hour response time.



Reporting an issue using the main menu button.

Reporting an issue using the shortcut button.

Reporting an issue after ending a trip.

Submit an issue to our customer service team.

Reported issues are then shared with our field teams.

Email

Representatives are reachable 24/7 and multi-lingual support is available at support@link.city.

Phone

Live representatives can be reached 24/7 using our toll free number: **1-844-701-8163**. Support is available in languages including English, Spanish, Italian, German, Mandarin, Turkish, Swedish, Portuguese, Vietnamese, French, Cantonese, Vietnamese, Somali, Amharic, Korean, Tagalog, and more.

Find It, Fix It Integration

We are integrated with SDOT’s Find It, Fix It service request system. These requests are routed directly to our local team at [REDACTED]. These requests are added to the team’s task queue for the day.

Superpedestrian App

The “**Report Issue**” option in the app’s main menu contacts our support and/or operations teams, as appropriate. People do not need to be on-trip to report an issue.

Direct Line To Local Team

For the City and key local businesses we provide **direct contact information for our local team** so that we can be reached in the event of a concern or emergency. This includes proactively sharing **business cards** with major real estate developers and businesses so that property managers know who to reach out to in the event of a scooter-related issue on their property.

A-07 If known, attach the contact information for City use as described in Requirement O3.2.

24/7 toll-free customer service number: 1-844-701-8163

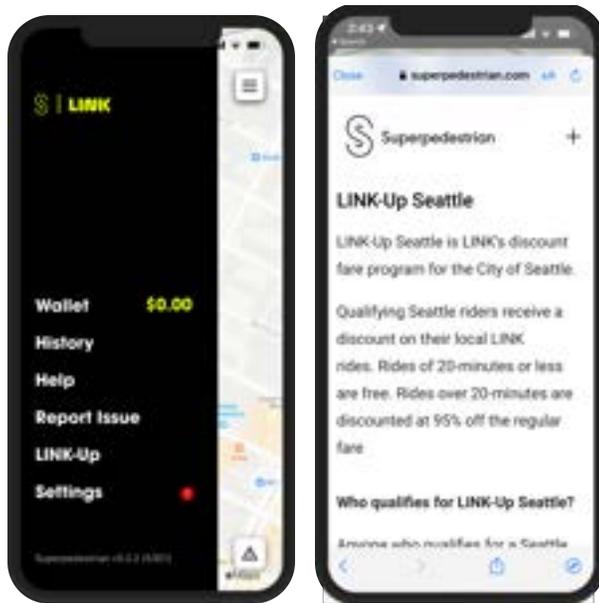
Superpedestrian contact information for City use:

24/7 customer service: 1-844-701-8163

[Redacted contact information]

All of our employees listed above are available 24/7 for SDOT inquiries.

A-08 What is the maximum amount a low income rider will pay to unlock and ride the device for 15 minutes? (Attach the pricing structure and exhibits showing disclosure of the pricing structure to riders, as described in Requirement O4.2)



The phone screen on the left shows our Link-Up link prominently displayed in our home screen for all riders. When users click this link they are taken to a Link-Up screen where they can find Seattle-specific Link-Up pricing structure.

LINK-UP SEATTLE

SEATTLE BY THE NUMBERS	<p>There is no charge* for qualified low income riders to unlock and ride Superpedestrian e-scooters for 20 minutes or less.</p> <div style="background-color: black; width: 100%; height: 20px; margin-top: 10px;"></div>
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**Please note that in Appendix F we were not able to put \$0.00 as a dollar value. \$0.00 is the accurate response for this question.*

LINK-Up Seattle is our discount fare program for the City of Seattle. Qualifying Seattle riders receive free 20 minute rides, and a 95% discount on the portion of rides more than 20 minutes, equivalent to \$1.50/hour.

A-09 Provide data and supporting narrative to show how the company has increased registration in reduced-fare programs for low-income riders, in Seattle and/or in other jurisdictions. Describe any plans for increasing registration for, and use of, these programs.

SEATTLE BY THE NUMBERS

Superpedestrian has consistently had **the most riders and trips per month** using the Link Up program compared to other Seattle operator

Link-Up members have taken **87,320 trips**

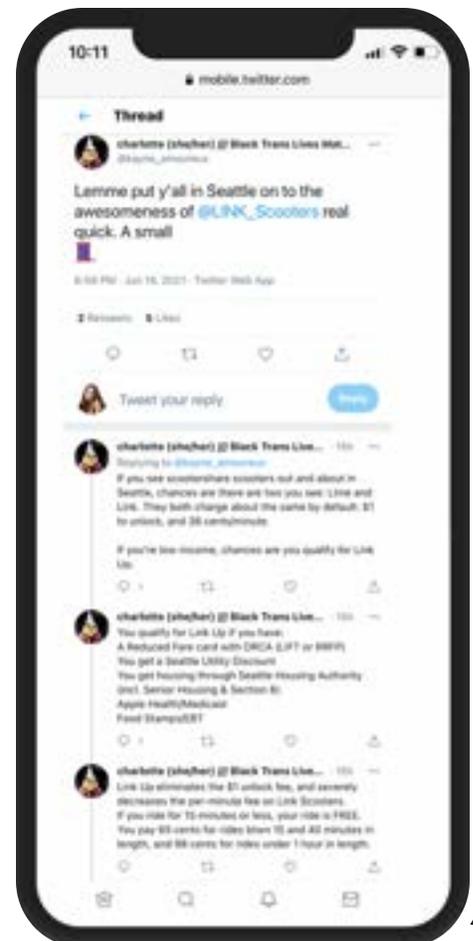
Superpedestrian actively advertises our 95% LINK-Up discount and conducts sign-ups at outreach events. To ensure we meet our customers’ needs, we regularly survey LINK-Up members to gain insight into how they’re using the program and how we might improve our service.. We will continue to promote the Link-Up program to eligible current and new Seattle riders.

Price is not the only barrier to using shared scooters, but it is an important lever that expands access. Our Community Engagement team has developed best practices and strategies to engage underserved communities and exceed equitable deployment metrics. Our affordable and accessible scooter sharing service has higher utilization, and greater buy-in from locals than other providers operating in Seattle. In our most recent rider survey, [REDACTED]

Who qualifies for LINK-Up Seattle?

Riders who qualify for a local, Washington State, or federal assistance program are eligible for LINK-Up Seattle. We recognize anyone participating in the programs listed in O4.2 of SDOT Scooter Share Requirement 2.0. We are always looking for additional, locally relevant enrollment criteria and welcome discussions with the City and stakeholders to ensure our eligibility requirements are inclusive. In select cases, with City approval, we work closely with community partners to find alternative qualifiers, especially for those outside of traditional systems.

To join LINK-Up, new enrollees access the sign-up form through the Superpedestrian mobile app or the website. The form asks riders to choose Seattle as their enrollment location and upload verification documents, which may be an image of a government-issued ID and up to date proof of enrollment in a social benefit program. We do not discriminate against non-drivers; any government-issued ID or other



legal proof of identity that displays age, name, and address is welcome. Our customer support team reviews the application and, once accepted, provides a unique discount code and notifies the new LINK-Up member via email

Promotion of Link-UP Program



Safety and Link Up focused event with Peace Peloton, Columbia City Night Market. February 2022.

Our marketing team works with local organizations and leverages social media, traditional media, print collateral, and special events to spread the word about LINK-Up. In our experience, promotion works best in conjunction with proactive enrollment at tabling events, where we meet people where they are and actively help community members sign up and assist with the documents required for verification. We will continue to partner with SDOT to enroll reduced fare recipients in LINK-Up.

Examples of Superpedestrian’s success in other markets include:

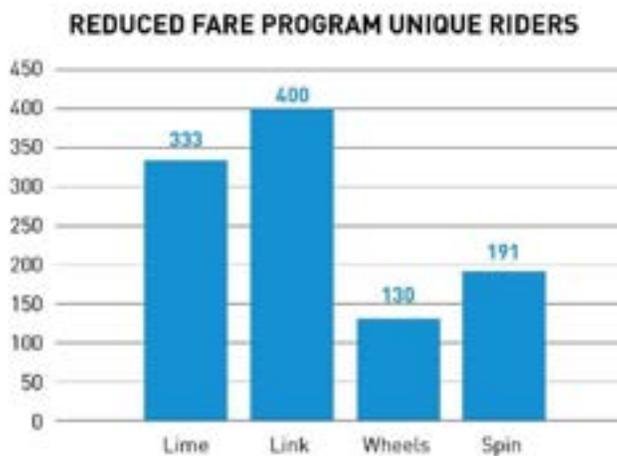


Chart excerpted from the City of Seattle’s 2021 New and Emerging Mobility Updates to the Transportation and Utilities Committee.

Seattle, WA

Superpedestrian (LINK) consistently enrolls the **highest number of reduced fare program participants year over year** compared to other operators. The City of Seattle recently attested to this in their annual program report, with a single month high of 400 reduced fare riders in September 2021 [REDACTED]

We attribute this to our consistent outreach and participation in events in underserved communities and the ease of sign up and use. One Seattle Rider reviewed our process as follows:

“The process of signing up, including the LINK-UP program, was the most straightforward. The scooters move along nicely and they are durable.”

In addition, we work with the City of Seattle to offer marketing materials that include contact information, safe riding tips, and how to sign up for our LINK-Up discounted fare program in seven City of Seattle Tier 1 Languages.

Throughout the next permit term, we commit to attending at least one event per month to increase our Link-Up enrollment and usage.

A-010 Attach a description and illustrative images of the way a low-barrier rental takes place, as described in Requirement 04.3. Provide data and supporting narrative to show how the company provided and promoted this option in Seattle and/or in other jurisdictions.



Call-to-Start

Riders interested in the LINK-Up program can create accounts and start and end trips by calling our 24/7 customer service number which is prominently displayed on our scooters. This is a direct line to our team who can help riders create an account or start and end rides. On average, callers speak to a live human, based in the United States, within a minute. This process of using a landline to ride is easier for some riders, including some seniors. Riders may also create accounts by emailing support@link.city. Community members may access the Internet from a Seattle Public Library branch, if Internet access is not otherwise available to them [REDACTED]

For Riders Without A Smartphone

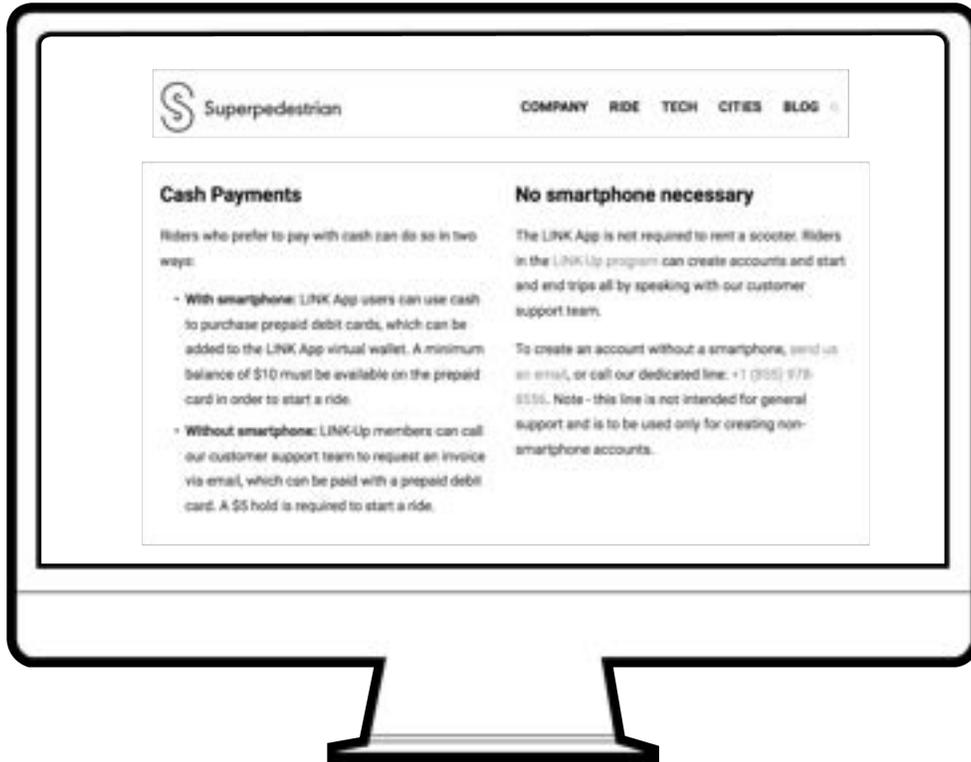
We go through an initial verification process to ensure proper identification and qualification. New riders contact customer support (available 24/7) and provide good quality digital photographs or license scans over email to complete enrollment.

Cash Payment

Riders can use cash to purchase prepaid debit cards or gift cards, which can be added to the Superpedestrian App wallet. Regardless of payment method, we allow riders to pay per ride. A minimum balance of \$10 must be available on any prepaid cards in order to start a ride. We are



open to additional ways to facilitate cash payments, such as partnerships with local Seattle institutions like libraries to allow for LINK-Up enrollment and cash transactions.



We promote our cash payment and non-smart phone rental options prominently on our website (superpedestrian.com/programs)

A-011 Attach a description and illustrative images of the helmet distribution plan, as described in Requirement O4.6. Provide data and supporting narrative including how many helmets were distributed and in what communities, in Seattle and/or in other jurisdictions.

SEATTLE BY THE NUMBERS	300 helmets handed out since launching in 2020
	17 events with free helmets on offer to anyone in the Seattle community
	
	We plan to offer helmets at all our Seattle community events in 2022



Helmet Giveaway with Flip Your Trip in West Seattle October 2021

Events Helmets Distribution

Launch Day - October 31, 2020

Holiday Cheer Program - December 2020

Friends of Youth March - 2021

South Lake High School - March 2021

Parking Hero at Alki - May 2021

Alki Beach Pride Parade - June 2021

East African Community Services - August 2021

Park(ing) Day - September 2021

Peace Peloton Group Ride - September 2021

Flip Your Trip - October 2021

Release the Kraken! - October 2021

Filipino Community Center - October 30 2021

Peace Peloton Columbia City Night Market - December 2021

Peace Peloton Columbia City Night Market - February 2021

Safety Popup Lumen Field - March 2021

Peace Peloton Columbia City Night Market - March 2021

Rider Appreciation Event - March 2021



Test Rides and Helmet giveaway at the Filipino Community Center, October 2021

We make every effort to support all riders' access to helmets. In Seattle, we encourage helmet-wearing on the device, in our app, and at all events we attend. We incentivize helmet use, distribute free helmets to anyone who wants them, and offer discounted helmet promotions. Our goal is to support a culture of safety and helmet-wearing for everyone in the city. For that reason, we don't require people to have a Superpedestrian account with us to get a free or discounted helmet. Please see detailed helmet promotion strategies below.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

SUPERPEDESTRIAN WEBSITE & HELMET DISCOUNTS

On the [Superpedestrian Safety webpage \(www.superpedestrian.com/safety\)](http://www.superpedestrian.com/safety), we describe helmet use as a key “Safety Imperative” and list helmet wearing incentives, including a [25% discount on all Bern helmets](#). These helmets maximize safety and include MIPS (multi-directional impact protection system) technology, which better insulates riders from damaging rotational forces upon impact.

Helmet Giveaways



Helmet distribution at Seattle's first home Kraken Game Release the Kraken!, October 23 2021.

A key way we encourage riders to use helmets is through giveaways. Seattle Superpedestrian riders are also encouraged to use a helmet through our safety information on the vehicle, in the app, on our website, and in-person safety outreach. We understand that buying a helmet can be a financial burden and that shared on-vehicle helmets may create perceived hygiene concerns. We therefore **provided more than 300 no-cost personal helmets for giveaways at local events** since Superpedestrian launched in Seattle, [REDACTED]

In **Seattle**, we have also built and continue to develop partnerships with community-based groups to provide safety programming that highlights helmet-fit recommendations, helmet giveaways, and information about helmet discounts. We are currently in discussion with the Downtown Seattle Association Ambassador program to help distribute helmets at their information kiosk.

[REDACTED]

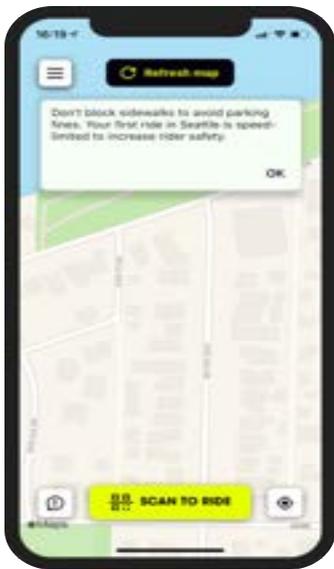
[REDACTED]



A-012 Will the maximum device speed be limited to a speed of 8 MPH on a rider's first use of the device, as described in Requirement O4.7?

**SEATTLE BY
THE NUMBERS**

In Seattle **first time riders' speed is capped at 8 mph** via New Rider Mode.



New Rider Mode limits speed and slows acceleration for first-time riders, helping individuals acclimate before operating at higher speeds. This doesn't just protect riders – it reduces risk to other road users as riders adjust to a new skill. We launched this feature in Seattle. The success of the program led to a broader roll-out in cities worldwide.

A-013 Attach illustrative images of the Rider On-Device Education signage, as described in Requirement ES3.3 and O6.3(c)1.

Customized Seattle safety messaging and helpline details are visible on all vehicle **handlebar decals**, as shown below:



Handlebar decals



LED Ring light modes

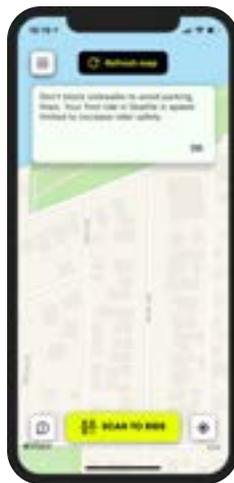
EQUIPPING RIDERS WITH THE TOOLS THEY NEED TO PARK WELL

To ensure all riders and prospective riders are aware of proper parking and repercussions, we deliver educational material at a regular cadence at highly visible touchpoints, including the First Ride Quiz, in the app before every ride, on-board decals, and through in-person engagement.

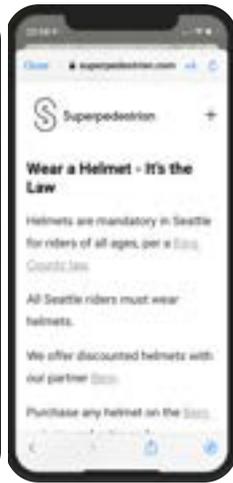
Before every ride, users will be presented with our **Ride Safely** screen, which has reminders about proper riding and parking behavior. Riders must accept this message before continuing, which is followed by a device check before the trip. In addition, **in-app parking instructions** are shown before the end of every trip, including how to operate our lock-to mechanism, should that be deployed in Seattle. We also provide detailed information on local rules and best riding practices through our **Seattle-specific website** easily accessed through the app's main menu.



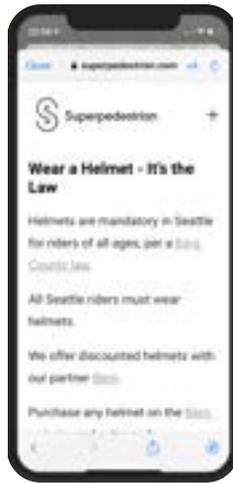
Ride Safely Screen
Before each ride



In-App Banner Notifications

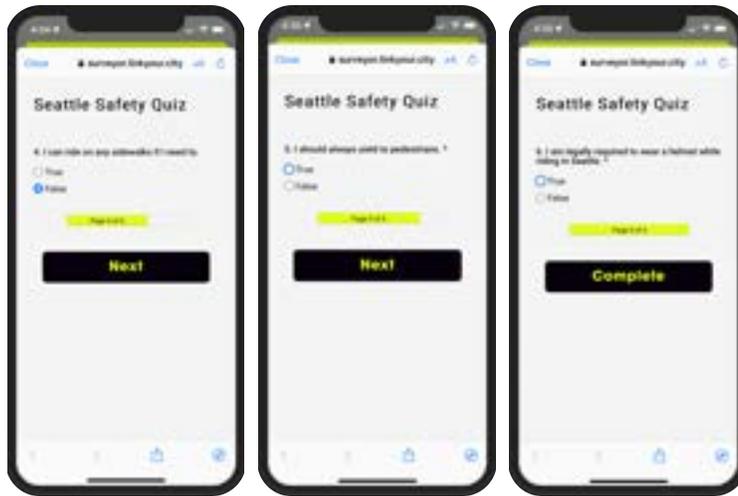


City-Specific Page in the HELP Section
Displays local rules in full detail



We offer a **New Rider Quiz** to all new and existing riders in Seattle in full compliance with Requirement 06.2. This is seamlessly integrated into a rider's onboarding experience. Educational materials focus on rules of the road, proper parking, sidewalk riding, giving way, pedestrian safety, and more.





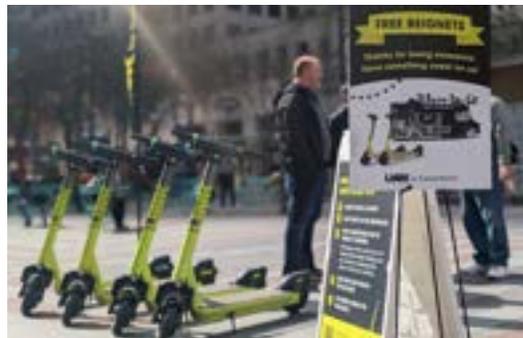
First time rider quiz.

We conduct **internal parking audits** and **reach out to riders** who repeatedly misuse the system with emails and in-app messages.

A-015 Attach a description and illustrative images of plans for any other educational programs related to safe parking and riding. Describe programs the company has implemented in other jurisdictions and/or in the Seattle pilot.



Safety Popup with Safety messaging at Lumen Field March 2022



Rider Appreciation Event with Safety messaging at Westlake April 2022

Rider education is always at the forefront of our outreach. At all of our events we provide targeted print collateral and talk about how to ride safely. Early in 2022, we refocused our outreach events, with SDOT review and approval, on safety messaging for existing and new riders and partnered with local community organizations and business on a series of events:

- Peace Peloton Night Market - Columbia City, February 19, 2022 and March 16, 2022
- Sounders Game - Lumen Field, March 12, 2022
- Superpedestrian Rider Appreciation Event - West Lake Park, April 8, 2022

SMS based Rider Education

In 2021, we piloted an SMS-based education program to quiz and educate riders on market-specific rules and regulations on topics including required parking, sidewalk riding, helmet use and respecting pedestrians. Learning happens anytime, anywhere, in an informal setting. In addition to provide coaching on how to ride and park responsibly, our in-app education incentivizes riders with a LINK credit upon completion. Whether riders have a smartphone or flip phone, our messages are delivered as text. We have successfully piloted this program in Knoxville and San Diego and we plan to bring this program to Seattle under the 2022 permit.



Pictured are an in-app push notification announcing our custom education program for San Diego riders (left), a lesson on safe turning at 30th Street & University Avenue (middle), and lesson on local parking procedures (right).



A-016 Attach a description of the plan to inform riders and prospective riders in equity focus neighborhoods (described in G2(d).7), people with disabilities, people experiencing homelessness or housing insecurity, LGBTQ people, women and girls, youth, and seniors about the equity elements described in Requirement 07.4(b). Describe how the company has reached equity focus neighborhoods, including any relationships or partnerships established with community groups, in Seattle during the pilot period and/or in other jurisdictions.



Pace bikes being put together at South Lake High School with the help of Bike Works. A happy teen with her new holiday gift as part of a Holiday Cheer Secret Santa program in South Seattle. A thank you note from Friends of Youth after receiving 40 Pace bikes and helmets.

During the pilot period in Seattle, Superpedestrian established partnerships with multiple community groups and held events in equity areas, including:

Peace Peloton events, including group rides and participating in the South Seattle Columbia

City Night Market which focus on promoting and working with local black businesses

Donation of 100 bikes and helmets in support of East African Community Services (EACS)

Commute Seattle - participating in Park(ing) Day promoting first/last mile and micromobility for commuting

Fast Forward Cascadia - support for development of high speed rail between Vancouver-Seattle-Portland

Friends of Youth - gifted 40 bikes to immigrating foster youths

Alan T. Sugiyama High School at South Lake aka South Lake High School - donated 20 bikes and helmets

Holiday Cheer Secret Santa bike and helmet giveaway to 16 girls who experience housing insecurity



Distributing 100 Pace bikes to BIPOC youth alongside the East African Community Services August 9, 2021(left) and our LINK-Up promotion cards that we distribute at events (right).





INCREASING ACCESS AND AWARENESS FOR UNDERSERVED COMMUNITIES

We recognize that more than cost blocks some communities from accessing shared micromobility. We must do the work to reach communities that would benefit most from easy, affordable access to our services. To further increase access and awareness of our LINK-Up programs, we will:

Facilitate “Inter-Neighborhood” And “Intra-Neighborhood” Transportation

In support of underserved or less accessible local businesses. For example, we partnered with the Peace Peloton Community Crawl event where people ride bikes and scooters to black-owned businesses in Seattle. For participants who could not afford the cost of a scooter trip, access was provided for free of charge.

Provide Multilingual Education, Outreach And Support

We have partnered with local agencies such as the East Africa Community Service Society to engage minority populations, meeting people where they are. We have developed printed promotional and safe riding materials in all Tier 1 languages outlined in the City of Seattle Language Access Program. Our toll-free number is answered by a live representative 24/7 and multilingual phone support is available for over 250 languages. We also offer multilingual support through our support email (support@link.city). The Superpedestrian mobile app is available in English, Spanish, Italian, German, Mandarin, Turkish, Swedish, Portuguese, Vietnamese, French, Cantonese, Vietnamese, Somali, Amharic, Korean, and Tagalog. We are able to add additional languages with a month's notice.

ENGAGING WITH LOW INCOME NON-ENGLISH SPEAKING COMMUNITIES IN SEATTLE, WA

In Seattle, we actively promote our LINK-Up program at diverse community events in partnership with SDOT and community organizations. We distribute multilingual materials at these events, including in Cantonese, Korean, Mandarin, Somali, Spanish, Tagalog, and Vietnamese.

A-017 Attach a description and illustrative images of the plan to provide the Tier 1 language support described in Requirement 07.2 and the marketing documentation described in Requirement 07.4(a). Attach examples of language support and describe how you reached people who speak Tier 1 languages if in Seattle and/or how you reached people who speak languages other than English as requested by other jurisdictions.

TIER 1 LANGUAGES

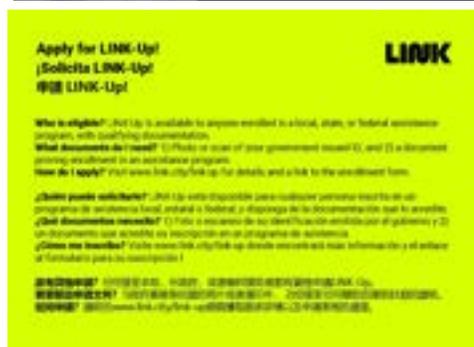
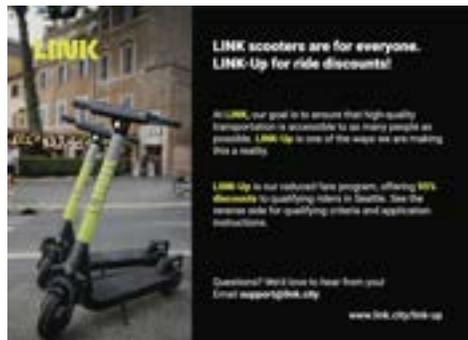
We have shared with and provided for SDOT’s use our one-page marketing and education document with all City of Seattle Tier 1 Languages. This document clearly communicates the basics of device sharing, LINK’s service model, information about our vehicle, and our pricing policies.

Superpedestrian provides contact methods and all required disclosures to our riders in all Tier 1 languages which can be found at superpedestrian.com/privacy-policy. A professional translation service ensures language is accurate and LINK’s 24/7 customer support team provides service in Tier 1 languages and many other languages as well.



This screenshot shows our policies and disclosures that are linked on our website and available in all of Seattle's Tier 1 languages.

We currently have simple printed one-page translations of Link-Up information in all Tier 1 languages available by request. Starting in 2022, we will print designed fliers in all Tier 1 languages and provide these at in-person events.



Postcards promote our LINK-Up discount program and local rules for safe riding.

A-018 Attach a description and illustrative images of any other appropriate equity-related goals, strategies, or actions proposed with respect to Requirements 07.4(d). Cite examples the company has implemented in Seattle and/or in other jurisdictions.

As described above, Superpedestrian has worked with SDOT to deploy scooters throughout the city, with particular attention to serving equity areas and populations. We also work with local organizations to increase engagement and access for all residents of Seattle, with special emphasis on and investment in reaching historically underrepresented groups. Examples of events held and organizations partnered with include:

[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	<ul style="list-style-type: none">• Dick's Drive-In, 500 Queen Anne Ave N, Seattle• October 23, 2021
[REDACTED]	[REDACTED]	<ul style="list-style-type: none">• Westlake Park• April 8, 2022
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

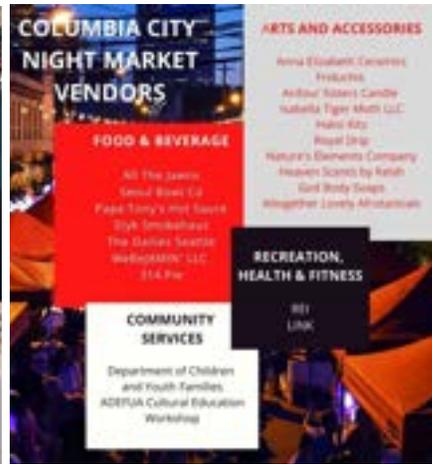
Photos of Equity-Focused Outreach Events and Promotion



Wheels in Seattle flier from October, 2021, and Scott Holt, Operations Manager, deploying scooters at Alki Beach Pride in August 2021



Park(ing) Day September 2021



Columbia City Night Market December 2021



Columbia City Night Market February and March 2022



Rider Appreciation Event April 8 2022



The Copy Spot, a local black-owned graphic design and print company that prints our local marketing efforts like flyers and posters, had their door replaced in an incident where a LINK scooter was used to break down their door. Enclosing their thank you social media post.

In-App Equity Messaging

Lastly, we utilize our in-app notifications to celebrate our diverse rider base with discounts and to engage and support underserved communities.





DATA

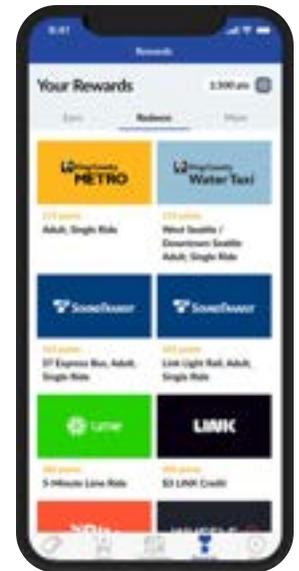
A-D1 Provide the plan for providing SDOT with accurate VMT reports, as described in Requirement DS1(c). Describe how the company has completed this in Seattle or in other jurisdictions.

We actively monitor and minimize vehicle miles traveled (VMT) to mitigate emissions and local congestion. This data is recorded daily, and we track and note trips unrelated to local operations. In Seattle, we have provided annual VMT reports in compliance with program requirements. Our last report was submitted on November 21, 2021 and we commit to continue to comply with Requirement DS1.2 by providing VMT Reports at the close of the permit year or within thirty (30) days of a request from the Program Manager.

A-D2 Describe the ability to participate in mobility as a service (MaaS) integration, particularly as it pertains to participating in the Transit Go Rewards App with King County Metro, and/or other potential integrations.

We currently partner with third party Mobility-as-a-Service (MaaS) applications across the globe to promote trip planning, choice, and connectivity between our scooters and local transit. Local transit options and LINK scooters are available in **Citymapper, Moovit, and Transit App**, which allows riders to find LINK scooters within their respective apps and seamlessly plan their multimodal trips in Seattle.

In addition, we currently partner with King County Metro's **Transit Go App** piloted in West Seattle as a reward partner and Superpedestrian is proud to be **the most redeemed scooter company for wallet credits**. To date there have been **603 redemptions** for Superpedestrian wallet credits. Our team is currently exploring deeper transit integrations to reward scooter riders with free trips if they end at a transit hub. We have also started conversations with developers to explore further integration with the Transit Go app, so that we could streamline reward redemptions and do cross promotions. For example, a rider who ends a trip near a transit hub could be provided a free transit ticket at the end of their trip to further promote first and last mile transportation options and multimodal trips. Superpedestrian has also been approved to operate on the main University of Washington campus, and we have committed to providing discounts to UW students once the university proceeds with install of one or more docking stations on campus.



A-D3 What version of Mobility Data Specification is the company using?

Superpedestrian's Mobility Data Specification (MDS) is built to the latest MDS 1.0 standard. We maintain a current "MAJOR" version of the MDS. Our team is dedicated to updating and managing these APIs and supporting their implementation with external parties.

A-D4 Are the vendor's General Bike Share Feed Specification (GBFS) feeds public?

Superpedestrian's General Bike Share Feed Specification (GBFS) feeds are public and built to the latest GBFS 2.2 standards so that any transit platforms can easily access our real-time device information.

A-D5 Attach the disclosure language to which riders must agree, as described in Requirement DS5.

Superpedestrian's Information Disclosure language can be found in our Privacy Policy (available at superpedestrian.com/privacy-policy). At sign-up riders accept our terms and conditions and privacy policy. The exact disclosure language complies with Requirement DS5 and can be found in the **Appendix**.



APPENDIX - Superpedestrian Privacy Policy

EFFECTIVE NOVEMBER 19, 2021

Available in Chinese Simplified, Chinese Traditional, French, German, Italian, Korean, Portuguese, Somali, Spanish, Swedish, Tagalog, Turkish, and Vietnamese

+ Intro

This Privacy Policy (“Privacy Policy”) describes how Superpedestrian, Inc. (including its subsidiaries and affiliates) collects, uses and discloses your personal data and information (the “Information”) if you use our scooter rental service, our websites and/or our mobile application (“App”) (collectively, the “Services”). The name and address of the controller of your Information depends on where you are using our Services, and the controllers for each country are listed below under “Contact Information.” Each controller is referred to herein as “Superpedestrian,” “we,” “us” or “our.” This Privacy Policy sets forth the Information we collect, use, and share and the purpose and legal basis for doing so.

If you use our Services in the European Economic Area, the United Kingdom, or in California, please see the section titled “Additional Rights” below for more detail concerning your rights under applicable laws.

If you use our Services outside the European Union, you agree that by using our Services you consent to your Information being handled as described in this Privacy Policy.

Please do not use our Services unless you have read and understood this Privacy Policy and have no objection to it. If you use our Services outside the European Economic Area and the United Kingdom, you consent to your Information being handled as described in this Privacy Policy when you use our Services.

We reserve the right to change this Privacy Policy from time to time. If we make changes, the updated Privacy Policy will be made available through our Services, and we will provide notification of material changes through our App.

Please also read our Terms and Conditions, which govern provision of our Services in various countries, including any disputes about your account or your Information.

+ Information We Collect

Information You Provide

We collect or obtain your Information when you use and interact with our Services. The types of Information we collect or obtain vary depending on how you use our Services. If you rent our scooters, we require you to establish an account with us so we can provide the scooter service. If you choose not to provide the required information, or request that we delete it, you may not be able to use or access our scooter rental service. Visits to our web sites and App do not require signing up for an account.

The types of Information we collect or obtain include:

Account Information. When you open an account to use our scooter rental services, we require that you provide a mobile number for the phone on which you are using our App. You may also provide your name and e-mail address on the account.

Payment Information. When you provide us with payment card information in order to rent our scooters, the information you provide is collected and processed directly by our payment processor in the location where you rent the scooter. We do not receive or store your full credit card information, only a unique identifier, the name you provided with the card, and access to the payments charged for our Services.

Identity Verification. In certain cities, we are required to confirm your eligibility to ride our scooters by checking your driver's license or similar government ID. If you do not provide your ID, you will not be able to use our scooter services in this city. When you choose to ride our scooters in these cities, we will prompt you to provide your identification information which is transmitted to a third-party provider for processing. From time to time, we may offer discounts or free rides to essential workers or students and require proof of employment as an essential worker or student status to receive the discount or ride. In some locations, we offer special pricing for low-income riders, and we may require you to provide identification and address information showing eligibility for low-income programs to qualify for this benefit. For some adaptive vehicle rentals, we may require you to provide additional identity or location information in order to deliver the vehicle to you.

Location Data. When you use our scooter rental services, it is necessary to collect and process location data from the scooter and your mobile device running the App used to complete the rental. In order to use our scooter rental services, you must turn on location services permissions on your phone so we can use the location of your phone to show you available scooters nearby and set the pricing based on the

city where you are renting our scooters. If you do not allow access to location services on your phone, you will not be able to use our scooter rental services. Once you activate and begin to ride a scooter, we collect location data directly from our scooter, including location start and stop points, route traveled, vehicle status and condition, and other data points necessary to provide the Services. When you park the scooter, we use the location data from your phone as well as data from the scooter to confirm the scooter is properly parked in a valid location. We also use location data to improve our Services and to prevent theft, fraud and other misuse of the Services.

Customer Support and Claims. When you contact us by phone, email or via our App for customer service, support or other assistance, we may record or store that information about your engagement with our support services. When you report an issue with the scooter service, we ask for your name and email address to communicate with you and address your reported issues or customer support needs. If you choose to make a claim for injury or damages after using our scooter services, we may request that you provide additional information to us or a third-party administrator for the insurance carrier regarding any property damage or injuries so we may evaluate your claim and/or inform the insurance carrier.

Photos and Social Media. We may collect and store any Information you choose to share publicly or send to us voluntarily, such as photos, comments, messages or other user-generated content, on our social media, messaging or email accounts. We may also collect and store any Information you share in connection with research, surveys, or giveaways/contests.

Information from Service Providers and Automated Services

Device Information and Identifiers. When you use our Services, we collect and analyze information such as your IP address, device type and identifiers, device service provider, operating system, and the state or country from which you accessed the Services.

Browser Data and Cookies. We use third-party cookies through Google Analytics and/or Squarespace Analytics to collect information from your browser, computer, or mobile device when you access or use our websites. You can learn more about how Google Analytics uses this data [here](#) and Squarespace Analytics [here](#). These analytics programs use cookies and similar tracking technologies to help us understand how people use our site, remember when you return to a site, and how you navigate and engage with content on our site. On our scooter rental App, we use app logging provided by a third-party service (currently Segment) to log when you launch the app, navigate through various links, pages or features on the app, and

encounter any error messages in using the app. You can learn more about how we use cookies and similar technologies in our Cookie Policy.

+ How We Use Your Information

We specify below the purposes for which we collect, use, share, or otherwise process your Information and the legal basis for why we do so, including the following:

To Provide Scooter Rental Services: The main purpose we use to collect and process your Information is to provide our Services to you at your request, particularly our scooter rental service. This purpose requires us to process your Information to:

- create and manage your account
- communicate with you about your account, interactions, or transactions including service-related announcements such as changes to our policies and/or information about features and enhancements to our Services
- provide quality scooter rental services through our App
- process your payments for our scooter rental services
- ensure compliance with rules and regulations while you ride and park our scooters, including location based geofencing and parking restrictions
- monitor the precise location of our scooters, including while you are riding them, to comply with local rules and to avoid theft or vandalism
- procure insurance
- address customer service requests or claims
- verify your identification to comply with rules or verify eligibility for discounted programs where requested
- manage your ride history and receipts/invoices

The legal basis for this purpose is to fulfill our contract with you to provide the Services. We cannot provide our scooter rental service to you without collecting and processing your Information, including precise location data. We need your account information to allow you to use our App to rent scooters and your device location data to locate scooters available to rent and charge you the appropriate pricing for that location. We also need information about the location of any vehicle while you are riding it, the start and end points, the routes taken on the vehicle, rider behavior during the trip as it relates to rules and regulations, and where the vehicle is parked in order to provide the Services to you. We also fulfill our contract with you by communicating about your account, including service-related announcements such as changes to our Services, and engaging in customer service interactions when you request.

To Comply with Legal Obligations: We also process your Information for the purpose of complying with laws, regulations, local ordinances, and valid local law enforcement requests. The legal basis for processing your Information is that we are required to do so to meet our legal obligations. We may process and share your Information:

- when it is reasonably necessary to do so for legal reasons, including to meet federal, state, regulatory, or local law requirements in the location where you ride our scooters
- in response to valid requests from law enforcement in connection with an investigation of an incident, or as part of a judicial process, or to take action regarding illegal activities or traffic offenses, to prevent fraud or to address technical issues or abuse
- to share certain Information including account, trip route and location data with cities, local authorities and transportation authorities, including through their required software vendors, where necessary to fulfil conditions of the permits, contracts, or licenses granted to us
- to share certain Information with local law enforcement and other government agencies for the legitimate interests in investigating and preventing crime, fraud, or other illegal use or abuse of our Services

The categories of Information shared will depend on the specific factual circumstances but could include your account information, your mobile phone number, date of birth, name and email address if known, payments made, device information, trip data and location data.

To Better Manage and Improve Our Services: We process your Information to provide high quality scooter rental services and to improve and optimize our Services, including our scooter rental App and Sites. The legal basis for this purpose is to further our legitimate interests in improving and optimizing our Services in order to maintain and grow our business by better serving our users. We process your Information to protect our legitimate interests to:

- better manage our fleet of scooters, including to ensure availability, monitor usage levels, track battery charge levels, and other required maintenance checks
- provide vehicles which are in good working order and to protect our property from damage or theft
- provide high quality user experiences on our App and Sites and to improve and optimize the Services

- protect the security and safety of our Services and to investigate and prevent violations of our Terms and Conditions, or other fraud and abuse of our Services or accounts
- share information with law enforcement and other government agencies for the legitimate interests in investigating and preventing crime, fraud, or other illegal use or abuse of our Services
- to conduct internal business operations in support of our Services, such as improving security, processing claims, resolving road incidents, preventing fraud, invoicing and accounting, analytics, and research and development
- share your information among our affiliate companies and Superpedestrian to provide, maintain and improve the Services
- share aggregated rider data with universities or other researchers to pursue research projects or collaborate with studies regarding transportation
- to establish, exercise, or defend civil or criminal claims in connection with actual or potential litigation including to protect our Services, our property or other legal rights, including those of our users
- to prevent harm or injury to you, the public, or our staff, or to defend our legal rights or property, or enforce our Terms and Conditions
- to comply with federal, state, regulatory, or local law requirements and to share certain Information including account, trip route, and location data with cities, local authorities and public transport operators where necessary to fulfil conditions of the permits, contracts or licenses granted to us
- to respond to valid requests from law enforcement investigating incidents, crashes, crimes, fraud, or other illegal activities

To Contact You Regarding Marketing or Promotions. We may process your Information for the purpose of sending promotional or marketing communications, such as emails, encouraging you to use our Services, which may include promotional codes, or other offers such as free rides or unlocks to promote or market the use our Services. Where required to do so, we will only contact you regarding marketing and promotions with your consent. Where we ask for your consent, the legal basis for this contact will be your consent to receive marketing and promotional communications. You have the right to withdraw your consent at any time. Where we are not required to ask for consent to send marketing communications, the legal basis for processing your Information is our legitimate interest in promoting our Services.

+ How We Share Your Information

We share certain of your Information with our affiliated companies, our service providers, and other third parties where it is necessary to perform the Services

pursuant to our Terms and Conditions, as described in this Privacy Policy. In particular, we may share your Information with:

Our service providers and partners. We share certain Information with our service providers, partners, and their employees as necessary to provide the services, including account, trip route, and location data. Examples of such services where it is necessary to share Information include providers of:

- cloud and data hosting
- ID verification
- payment processing
- customer support management/software
- software applications and service providers who assist us with financial, accounting, payroll, benefits, insurance, fleet management/optimization, marketing tools, data analysis, and legal matters
- insurance, including insurers, third party claims administrators, brokers and their vendors, as needed for the purpose of obtaining insurance for our Services and processing insurance claims
- partners or service providers in preparation for or in conjunction with a sale, merger, change in control, or financing event for our Company

Government, regulatory and law enforcement agencies. We may share your Information when it is reasonably necessary to do so, including:

- to meet federal, state, regulatory or local law requirements
- in response to valid requests from law enforcement in connection with an investigation of an incident, or as part of a judicial process, or to take action regarding illegal activities or traffic offenses
- in connection with our efforts to detect and prevent fraud and other illegal activity, to improve security, or to address technical issues or abuse
- to prevent harm or injury to you, the public, or our staff, or to defend our legal rights or property or enforce our [Terms and Conditions](#)

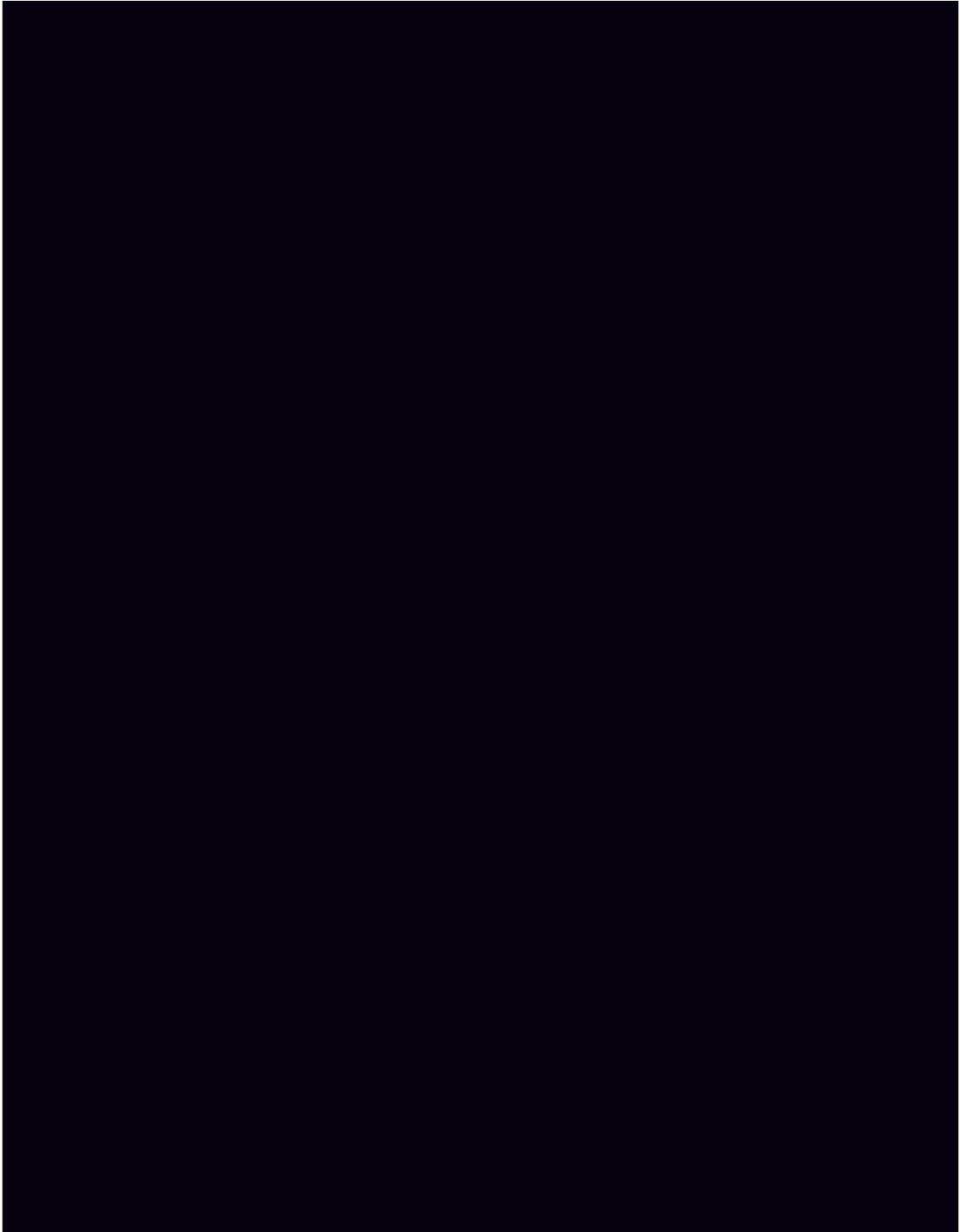
Cities and localities. When required by municipal governments or transportation authorities, we share with cities, transportation authorities and their required vendors certain Information, including account, trip route and location data, in order to fulfill conditions of our license or permit to operate in that location. We may also disclose your Information, including account, payment history and trip location data, where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, potential threats to safety, violation of our Terms and Conditions, or as evidence in any litigation or judicial proceeding.

Research and business partners. We may share individual trip records and trip location history with other parties for research, business or other purposes, including partnerships with universities for research projects such as understanding micromobility usage and travel patterns in a city. We may also share certain data sets containing aggregated and de-identified information that cannot reasonably be used to identify you.

Superpedestrian companies. We disclose your Information to our affiliate and parent companies. When we operate in countries outside the United States, we form local subsidiaries to provide our scooter rental services and share data back to the Superpedestrian parent companies to provide, maintain, and improve the Services. Your personal information may thus be transferred to (or stored in) a jurisdiction other than your jurisdiction of residence, and will be accessible to law enforcement and/or regulatory authorities according to the applicable laws of such jurisdictions.

Business transfers. If we merge with or are acquired by another company, or if substantially all of our assets are transferred to another company, or as part of another change of control event, financing, or bankruptcy proceeding, we may transfer the Information to another company.

APPENDIX - SDOT EMail Exchange Re: Parking Resolution

















APPENDIX - Letters of Support



03/23/2022

City of Seattle
Seattle Department of Transportation
PO Box 34996
Seattle, WA 98124

RE: SDOT Shared electric scooter pilot program

To whom it may concern,

On behalf of Peace Peloton, I am writing to express my support for Superpedestrian's application for the SDOT Shared electric scooter pilot program. As the operators of LINK Scooters, Superpedestrian's commitment to the community and sustainability have made them excellent partners.

Superpedestrian has demonstrated a commitment to sustainability across their entire company. Superpedestrian's LINK Scooters offer a safe, equitable, affordable, and sustainable alternative that allows people to reduce carbon emissions by mode shift. Superpedestrian designed their LINK vehicles and operations to be sustainable from the get-go, with robust engineering to keep scooters operating for 5+ years. In the field, Superpedestrian works to mitigate carbon emissions by having a no-idling policy when deploying or rebalancing scooters and group tasks in zones to minimize operational VMT. Superpedestrian was certified climate neutral by the organization Climate Neutral.

Seattle deserves equitable and sustainable mobility options that benefit our community. Superpedestrian offers opportunities for Seattleites to reduce their carbon footprint by getting out of their cars and onto resilient forms of transportation, which will help the City of Seattle achieve the goals laid out in the Climate Action Plan. The LINK-Up program allows for a 95% or more discount on rides if enrolled in other assistance programs.

I hope you will consider awarding Superpedestrian the Seattle RFP.

Thank you,

Reginald Wilson
Reginald "Doc" Wilson
Executive Director
Peace Peloton

Letter of Support



Contact
Olivia Holden
Program Director
oliviah@commuteseattle.com
206-613-3257

April 6th, 2022

City of Seattle
Seattle Department of Transportation
PO Box 34996
Seattle, WA 98124

RE: SDOT Shared electric scooter pilot program

To whom it may concern,

On behalf of Commute Seattle, I am writing to express my support for Superpedestrian's application for the SDOT Shared electric scooter pilot program. As the operators of LINK Scooters, Superpedestrian's commitment to the community and sustainability have made them excellent partners in promoting a sustainable transportation option for commuters.

Superpedestrian is committed to sustainability across their entire company. Superpedestrian's LINK Scooters offer a safe, equitable, affordable, and sustainable alternative that allows people to reduce carbon emissions by mode shift. Superpedestrian designed their LINK vehicles and operations to be sustainable from the get-go, with robust engineering to keep scooters operating for 5+ years. In the field, Superpedestrian works to mitigate carbon emissions by having a no-idling policy when deploying or rebalancing scooters and group tasks in zones to minimize operational VMT. Superpedestrian was certified climate neutral by the organization Climate Neutral.

Seattle deserves equitable and sustainable mobility options that benefit our community. Superpedestrian offers opportunities for Seattleites to reduce their carbon footprint by getting out of their cars and onto resilient forms of transportation, which will help the City of Seattle

About

Commute Seattle is a nonprofit partnership of the Downtown Transportation Alliance including [SDOT](#), [King County Metro](#), [Downtown Seattle Association](#) and [Sound Transit](#).

Contact Us

1809 7th Avenue #900,
Seattle, WA, 98101
(206) 613-3131

Letter of Support

achieve the goals laid out in the Climate Action Plan. The LINK-Up program allows for a 95% or more discount on rides if enrolled in other assistance programs. I hope you will consider awarding Superpedestrian the Seattle RFP.

Thank you,



Olivia Holden
Commute Seattle, Program Director

About

Commute Seattle is a nonprofit partnership of the Downtown Transportation Alliance including [SDOT](#), [King County Metro](#), [Downtown Seattle Association](#) and [Sound Transit](#).

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1809 7th Avenue #900,
Seattle, WA, 98101
(206) 613-3131

04/13/2022

City of Seattle
Seattle Department of Transportation
PO Box 34996
Seattle, WA 98124

RE: SDOT Shared electric scooter pilot program

Greetings,

My name is Elaine Simons, a beneficiary of Superpedestrian.

Superpedestrian donated to over a 100 families in need who received bicycles including:

- Friend of Youth in Renton where I am a foster parent
- South Lake HS where I was a teaching artist
- Mutual Aid of Renton, a volunteer group I run and was able to help 16 teens whose parents broke the cycle of homelessness.

Ryan Hughes of Powered Electrics provided delivery services.

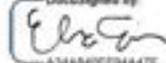
This was under the stellar leadership of Virginia Winslow.

For many of the teens this was their first bicycle.

I hope you will consider awarding Superpedestrian the Seattle RFP.

Thank you,

Elaine Simons

DocuSigned by:

A348480CF3A447F



April 13, 2022

City of Seattle
Seattle Department of Transportation
PO Box 34996
Seattle, WA 98124

RE: SDOT Shared electric scooter pilot program

To whom it may concern,

On behalf of Day In Day Out, I am writing to express my support for Superpedestrian's application for the SDOT Shared electric scooter pilot program. As the operators of LINK Scooters, Superpedestrian's commitment to the community and sustainability have made them excellent partners.

Superpedestrian is committed to sustainability across their entire company. Superpedestrian's LINK Scooters offer a safe, equitable, affordable, and sustainable alternative that allows people to reduce carbon emissions by mode shift. Superpedestrian designed their LINK vehicles and operations to be sustainable from the get-go, with robust engineering to keep scooters operating for 5+ years. In the field, Superpedestrian works to mitigate carbon emissions by having a no-idling policy when deploying or rebalancing scooters and group tasks in zones to minimize operational VMT. Superpedestrian was certified climate neutral by the organization Climate Neutral.

Seattle deserves equitable and sustainable mobility options that benefit our community. Superpedestrian offers opportunities for Seattleites to reduce their carbon footprint by getting out of their cars and onto resilient forms of transportation, which will help the City of Seattle achieve the goals laid out in the Climate Action Plan. The LINK-Up program allows for a 95% or more discount on rides if enrolled in other assistance programs.

I hope you will consider awarding Superpedestrian the Seattle RFP.

Thank you,

Kate Harris
Day In Day Out



April 13, 2022

City of Seattle
Seattle Department of Transportation
PO Box 34996
Seattle, WA 98124

RE: SDOT Shared electric scooter pilot program

To whom it may concern,

On behalf of Capitol Hill Block Party, I am writing to express my support for Superpedestrian's application for the SDOT Shared electric scooter pilot program. As the operators of LINK Scooters, Superpedestrian's commitment to the community and sustainability have made them excellent partners.

Superpedestrian is committed to sustainability across their entire company. Superpedestrian's LINK Scooters offer a safe, equitable, affordable, and sustainable alternative that allows people to reduce carbon emissions by mode shift. Superpedestrian designed their LINK vehicles and operations to be sustainable from the get-go, with robust engineering to keep scooters operating for 5+ years. In the field, Superpedestrian works to mitigate carbon emissions by having a no-idling policy when deploying or rebalancing scooters and group tasks in zones to minimize operational VMT. Superpedestrian was certified climate neutral by the organization Climate Neutral.

Seattle deserves equitable and sustainable mobility options that benefit our community. Superpedestrian offers opportunities for Seattleites to reduce their carbon footprint by getting out of their cars and onto resilient forms of transportation, which will help the City of Seattle achieve the goals laid out in the Climate Action Plan. The LINK-Up program allows for a 95% or more discount on rides if enrolled in other assistance programs.

I hope you will consider awarding Superpedestrian the Seattle RFP.

Thank you,

Kate Harris
Capitol Hill Block Party

APPENDIX - Example of End Trip Photo with Locking Mechanism

