Wheels Labs, Inc.

# 2020 E-scooter Pilot Application



June 26, 2020

Sean S. Wiedel, AICP Assistant Commissioner Citywide Services Chicago Department of Transportation 30 N. LaSalle Street, 5th Floor Chicago, IL 60602-3339 312-744-8182 (P)

# Dear Sean,

Wheels is excited to express our strong interest in partnering with the City of Chicago to offer a dockless mobility service that emphasizes safety, cleanliness, accessibility, and equity. We have launched a number of new features, and grown considerably, since our 2019 Chicago pilot participation and we look forward to sharing our updates with you. With these updates, we're more confident than ever that Wheels is the safest, cleanest, most accessible, and most equitable service in the micromobility industry, and that we're particularly well positioned to help the City and Chicagoans as a transportation option in the 2020 pilot.

# Safety

The City is already familiar with our form factor. The attached safety report demonstrates that, unlike the traditional scooter, Wheels' seated form factor has significant safety benefits because of the low center of gravity, the 14-inch wheels that better navigate uneven pavement surfaces, and the presence of five points of contact: two hands, two feet, and a seat. Attached is an updated spec sheet for our bike.



Moreover, as a new safety feature that is unique to Wheels, we have started rolling out of a smart helmet system that is directly integrated into the device – the first such system being introduced on the market. At Wheels, we believe that riding with a helmet is absolutely critical since approximately half of all injuries on micromobility devices are head injuries, and yet about 99% of riders have been found to not wear helmets. Our blog post, including photos and video of the Wheels Helmet, can be found here.

The data has proven out the safety benefits of our device. As reflected in the attached report, Exponent, a leading third-party safety consultant, recently compared our injury rates to the rest of the micromobility industry, and it found that Wheels' injury rates are exponentially lower than those reported for scooters and bicycles:

Wheels' Injury Rate

1 injury for every 74,577 miles ridden

24.99 injuries for every 1 million trips taken

0.12 injuries for every 1,000 hours of riding

Comparison to Other Micromobility Devices

4 times better than bicycles;

3 to 66 times better than other scooters

5 times better than bicycles:

8 to 26 times better than other scooters

2 to 5 times better than bicycles:

9 to 19 times better than other scooters

#### Cleanliness

In line with our commitment to safety, Wheels is uniquely situated to address the challenges of the COVID-19 pandemic.



We recently announced a partnership with NanoSeptic, the leader in self-sanitizing surfaces, on a first-of-its-kind offering in the shared transportation space. Through this partnership, we are rolling out custom-made NanoSeptic surfaces on our handlebars and brake levers so that our riders only touch self-cleaning surfaces. NanoSeptic surfaces contain mineral nanocrystals that are powered by visible light to continuously break down any organic contaminants at the microscopic level without the use of poisons, traditional heavy metals or dangerous chemicals.

### This adds to the many other steps we've taken to elevate our sanitation measures:

- Our 24-hour field operations team is regularly sanitizing Wheels bikes at hub locations. As part of this process, our team runs a UV wand over our bikes to break down the virus's genetic material.
- All work areas at Wheels' warehouses are separated by at least 6 feet, and there are hand washing and sanitizing stations located at each entrance and throughout our facilities.
- Work areas and tools are sanitized before and after each shift in accordance with the strict sanitization procedures we have implemented.

- All inbound and outbound devices at our warehouse are sanitized, with all Wheels bikes being sprayed with a disinfectant and wiped down with a microfiber towel.
- All of our warehouses are equipped with UV wands, which are being used on all bikes and work surfaces in the warehouse.
- All of our team members wear PPE, including masks and gloves.

# Accessibility

In order for micromobility to help cities responsibly re-open, devices not only have to be safe and clean, they have to be capable of being comfortably ridden by everyone. With the need to reduce the burden on public transportation in favor of transportation modes that promote social distancing, this has never been more important.

Wheels is uniquely situated to appeal to everyone. Our seated design provides increased comfort for those who do not have the physical capability of standing up on a scooter or pedaling a bicycle. And our device is lightweight (only 40 lbs.), has a low step-through for easier access and operation, and does not require users to pedal or stand and balance. Because of these differences, Wheels attracts a particularly broad demographic, with half of our riders being women and one-third being over the age of 35.

To demonstrate the clear accessibility benefits of the Wheels form factor, we recently asked Exponent to conduct a comparative analysis of a Wheels bike, a common stand-up scooter, and a pedal bike. As indicated in the attached report, riders of a wide variety of weights and ages prefer the Wheels bike. It is easier to mount and dismount than a pedal bike. It is more stable to ride than the other devices. It is easier to start up from an orthopedic perspective than the other devices. And our riders have less fatigue because of the ability to sit down and remain stable.

# Commitment to Chicago

Chicago is my hometown and I'm proud of our performance during last year's pilot helping Chicagoans get around our beautiful city, our commitment to our local workforce, and developing Chicago as our Midwest Hub of Operations. I strongly believe no one will be as committed to ensuring that devices are safe, parked properly, not ridden on sidewalks, and deployed equitably in priority zones. The local Wheels team has a deep understanding of the City and its diverse residents and needs.

In addition to these updates, our application to the City details our many other benefits and innovations. We love Chicago and hope to create a long-standing partnership with the City.

Sincerely,

Mauricio Zuniga Midwest General Manager Wheels



# 2020 E-scooter Pilot Application

II. Eligibility Criteria to participate in Second Phase Scooter Sharing Pilot Program

# 7. Complete Application

i. The applicant's information:

A. Business Name Wheels Labs, Inc.

**B. Business Phone** 888-240-7120

C. Contact Person Mauricio Zuniga

D. Contact Phone

E. Contact Email mauricio@wheels.co

F. Business Mailing Address
Wheels Labs, Inc.
8149 Santa Monica Blvd, #297, West Hollywood, CA 90046

ii. The applicant's controlling persons' information):

A. Full name, residence address, business address, business, home and cellular telephone numbers, and e-mail address

B. The name and telephone number of an emergency contact person

C. Date of birth and social security number

Already provided, no change

Mauricio Zuniga,

Already provided, no change

iii. The applicant's private property use permission:

Attached in the appendix is a letter of intent from the landlord for our proposed warehouse.

# 2. Scooter Safety

i. provide images, specifications and descriptions of each type of scooter that it plans to deploy.



# The Seated Wheels Device: Increased Safety in the Size of a Traditional Scooter

Wheels was born out of a desire to make micromobility safer. Every action that drives our company forward is built on the safety concerns of our community. Our 'safety first' strategy led us to forego using the traditional stand-up scooter in favor of a completely different form factor – one with much bigger wheels, a lower center of gravity, and a seat for more points of contact with the rider.

The International Transport Forum has explicitly advocated for seated devices precisely because of the increased level of safety that they provide. Specifically, it made the following conclusions:

- "Riders of standing e-scooters largely injure themselves in falls. For this reason, vehicle stability is a design priority. The stability of a micro-vehicle is influenced by a number of design factors including wheel size, tyre design, frame geometry, weight distribution and the presence of a seat and handlebar."
- "The height from which a human body falls can make the injury outcome worse. The height of the foot platform on a standing micro-vehicle may also determine which body parts come into contact with which motor vehicle parts in the event of a collision. Certain safety benefits may derive from having a seat on an electric scooter because: 1) seating can lower the rider's centre of gravity, in comparison to a standing scooter and 2) seating may help the rider make hand signals without losing control."

Importantly, Wheels is the only operator that exclusively uses a seated device, and we have done so ever since our founding in 2018, including being the only operator to have used a seated device in Chicago's 2019 pilot. While other operators may introduce seated devices for the first time in 2020, Wheels is the only operator with a seated device that has been used by millions of riders across Chicago and other markets. This experience has allowed us to continuously make safety and performance enhancements.

Additionally, the Wheels device delivers these safety benefits while still being the size of a traditional scooter. This is important because larger devices are much more likely to create congestion, interfere with pedestrians, and introduce a range of other problems. The Wheels device delivers the best of both worlds: significantly increased safety and a size that is proven to work.

# The Wheels Integrated Helmet System

As an additional safety feature that is unique to Wheels, we are rolling out a smart helmet system that is directly integrated into our device – the first such system introduced on the market. Using the app, riders can unlock the helmet from the device and peel off a new biodegradable headliner for every use. (There is a tab on the outside of the helmet that a rider pulls in order to get a fresh headliner; the rider never has to touch the part of the headliner that was used by another rider.) Because the helmet is connected to the device's sensors and other electronics, we have numerous options to encourage helmet use by our riders and we provide discounts to encourage and reward use.

At Wheels, we believe that riding with a helmet is absolutely critical since approximately half of all injuries on micromobility devices are head injuries, and yet about 99% of riders have been found to not wear helmets. While simply handing out helmets to riders is a good step, it is not enough because the vast majority of riders do not have helmets with them at the moment they decide to rent a mobility device.



For all of these reasons, we strongly believe that having an integrated helmet is the right solution, and any micromobility device without one is incomplete, as it is lacking the most important safety system a micromobility device can have. Our blog post, including photos and video of the Wheels Helmet can be found here.

### Wheels' Injury Rates are Exponentially Lower than Any Others Reported

As reflected in the attached report, Exponent, a leading third-party safety consultant, recently compared our injury rates to the rest of the micromobility industry, and it found that Wheels' injury rates are exponentially lower than those reported for other types of micromobility devices:

Wheels' Injury Rate	Comparison to Other Micromobility Devices	
1 injury for every	4 times better than bicycles;	
74,577 miles ridden	3 to 66 times better than other scooters	
24.99 injuries for every	5 times better than bicycles;	
1 million trips taken	8 to 26 times better than other scooters	
0.12 injuries for every	2 to 5 times better than bicycles;	
1,000 hours of riding	9 to 19 times better than other scooters	

#### Self-Cleaning Technology and Best-In-Class Cleaning Protocols

In line with our commitment to safety, Wheels is uniquely situated to address the challenges of the COVID-19 pandemic. Before the pandemic accelerated, Wheels was taking all the appropriate actions to keep our devices clean. Among other things, we were frequently and thoroughly cleaning our devices with disinfectant and wiping them down with a microfiber towel. But with shared scooters and bikes being ridden by many different people every day, we believed a more comprehensive solution was needed.

To that end, Wheels partnered with NanoSeptic, the leader in self-cleaning surfaces, on a first-of-its-kind offering in the shared transportation space. Through this partnership, Wheels devices come with custom-made NanoSeptic surfaces on our handlebars and brake levers so that our riders' hands only touch self-cleaning surfaces when using Wheels.

NanoSeptic surfaces contain mineral nanocrystals that are powered by any visible light to create a powerful and toxin-free oxidation reaction that continuously breaks down any organic contaminants at the microscopic level without the use of poisons, traditional heavy metals or dangerous chemicals. Having self-cleaning handlebars and brake levers is obviously critical now, and we believe it will remain that way going forward.



This adds to the many other steps we've taken to elevate our sanitation measures for our riders, our teammates, and our communities:

- Our 24-hour field operations team regularly sanitizes Wheels devices at our hub locations where the bikes are set up for deployment. As part of this process, our team runs a UV wand over our devices since they have been shown to break down the virus's genetic material.
- All work areas at Wheels' warehouses are separated by at least 6 feet, and there are hand washing and sanitizing stations located at each entrance and throughout our facilities.
- Work areas and tools are sanitized before and after each shift in accordance with the strict sanitization procedures we have implemented.

- All inbound and outbound devices at our warehouse are also sanitized, with all Wheels bikes being sprayed with a disinfectant and wiped down with a microfiber towel.
- All of our warehouses are equipped with the UV wands, which are being used on all bikes and work surfaces in the warehouse.
- All of our team members wear PPE, including masks and gloves, that are disposed of after each work shift.

#### **Dimensions**

Wheels devices are 39 inches tall, 21.1 inches wide, 49 inches long, and weigh 40 lbs.

#### 14-Inch Wheels

In contrast to most other devices, Wheels devices have large, 14-inch wheels for navigating roadway cracks and uneven pavement surfaces. This significantly improves safety.

# **Locking Rear Wheel**

Since the 2019 pilot, Wheels has updated its device to now feature a rear locking wheel, which is unlocked at the beginning of a trip and relocked at the end of a trip by riders using our mobile app. This prevents unintended use of the vehicle.

#### **Brakes**

Wheels devices have front and rear independent dual actuated brakes.

# Bluetooth Speakers for Hands-Free Navigation

As another safety feature that is unique to Wheels, Wheels devices come with Bluetooth speakers. These speakers mitigate the risks of distracted riding by enabling riders to use hands-free navigation through pairing their phone to the speakers.

#### Baskets

Because of Wheels' unique form factor, we are in the process of rolling out baskets on the front of our devices – something that traditional scooters do not offer – and we will be progressively rolling out baskets on our Chicago fleet during the 2020 pilot. Micromobility becomes much more practical if it can be used for shopping, picking up essential items, or doing errands, rather than simply transporting a person. It is also safer if riders do not have to carry their items while riding. By incorporating baskets, Wheels makes that possible.



# **Battery**

Wheels devices come with swappable batteries – a more sustainable solution that avoids the typical "juicer" model where scooters are thrown in people's trucks, charged overnight at their homes, and then brought back out in trucks to be re-deployed. As discussed below, the use of swappable batteries enables us to have a much more efficient operations model and lower carbon footprint. Our batteries have a range of about 25 miles.

#### Lighting

Wheels devices include an always-on at night white headlight visible from a distance of at least 500 feet and an always-on at night red tail light visible from a distance of 600 feet to the rear, which stay illuminated for at least 90 seconds after the device has stopped.

#### Kickstand

Wheels devices include a newly-designed spring-loaded kickstand capable of keeping the device upright when not in use. Whether parked on a steep incline or flat surface, our spring-loaded kickstand is designed to support a very high tolerance of weight and excellent balance no matter the surface. At approximately 9" in length with a 1' width base in diameter, our alloy-based kickstand has a 5" compression spring that can withstand more than 35 pounds of compression per inch.

# Signage

Wheels devices are equipped with our company name, logo, and easily accessible and identifiable language that clearly directs users to customer support mechanisms, including a 24 hour customer service phone number, website, and email address, as well as a unique identifier. Devices also include clearly visible signage stating that users must be at least 18 years old to ride, traffic laws must be obeyed, helmets and driver's licenses are required, and sidewalk and double riding is prohibited.







# Anti-theft and vandal resistant hardware and components

Wheels devices have recently been retrofitted with custom-developed tamper proof screws, and an anti-tamper, custom-built locking system to prevent battery theft. Our software-enabled protocol provides real-time alerts that notify our operations team if any tampering of our devices is occurring in the field.

#### Lock to mechanism

For Chicago, Wheels devices will come equipped with a locking mechanism that is permanently connected to the device. The lock comes with a flexible and secure cable that allows for easy locking to bike racks and other permitted fixtures. The lock also comes with a combination code that is unique to each lock and is provided to riders via the Wheels app.



# Sidewalk riding controls

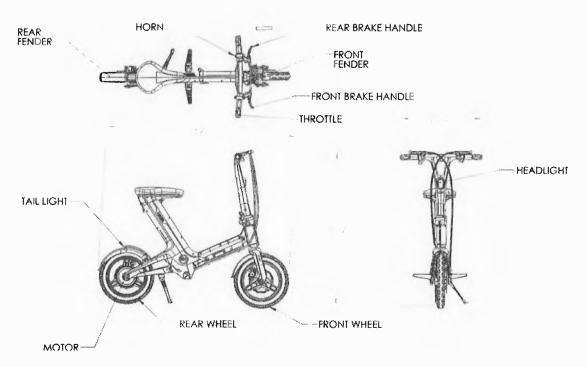
# Braille

Wheels commits to including Braille and raised lettering on each of our devices that will show the scooter's unique identifier, as well as our name and phone number.

ii. provide documentation that applicant's scooters that it plans to deploy meet the City's low-speed electric mobility device requirements, as defined in Section 9-4-010 of the Code.

Wheels devices conform to Section 9-4-010 of the Chicago City Code. Wheels devices (i) have no operable pedals, (ii) are less than 26 inches wide (they are 21.1 inches wide), (iii) weigh less than 100

pounds (they weigh 40 pounds); and (iv) the motor is configurable and can be set to propel the device at a maximum speed of 15 mph.

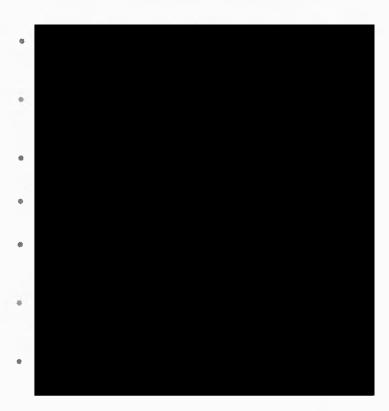


iii. outline measures that it takes to ensure that deployed scooters are safe for operation and to address scooter safety issues that it discovers during the pilot or those discovered by the City or any other person.

As demonstrated above and as documented in our attached injury data report, the Wheels device has been shown to be the safest device in the micromobility industry.

Additionally, we have a robust maintenance, cleaning, and repair system that ensures our devices remain safe for operation and that any issues are promptly and thoroughly addressed. This system is operated by our Field Operation Specialists and Maintenance Specialists teams.







This operations model is a significant reason, in addition to the design of our device itself and the unique safety features that we use, why we have far and away the lowest injury rate in the micromobility industry.

iv. provide a plan for maintaining rider safety during COVID-19 outbreak, including device cleaning protocols and outreach and education plan adapted for outbreak.

As discussed above, Wheels is uniquely situated to address the challenges of the COVID-19 pandemic. We have partnered with NanoSeptic, the leader in self-cleaning surfaces, on a first-of-its-kind offering in the shared transportation space. Through this partnership, Wheels devices come with custom-made NanoSeptic surfaces on our handlebars and brake levers so that our riders' hands only touch self-cleaning surfaces when using Wheels. NanoSeptic surfaces contain mineral nanocrystals that are powered by any visible light to create a powerful and toxin-free oxidation reaction that continuously breaks down any organic contaminants at the microscopic level without the use of poisons, traditional heavy metals or dangerous chemicals. Having self-cleaning handlebars and brake levers is obviously critical now, and we believe it will remain that way going forward.

In addition, in order to properly communicate with the community and our riders, we released this <u>blog</u> <u>post</u> regarding our elevated standards for safety and sanitation, and we also sent in app messages directly to our riders with this information.

Wheels has also taken extensive actions to elevate our sanitation and safety measures for our riders, our teammates, and our communities. Our employees are educated on social distancing practices and how to keep themselves and others safe. Wheels' warehouses are set up so that work areas/stations are separated by at least 6 feet, and there are hand washing/sanitizing stations located at each entrance and throughout the facilities. Work areas and tools are sanitized before and after each shift, in accordance with the strict sanitization procedure we have implemented. All inbound and outbound devices at our warehouse are also sanitized as part of this cleaning process. The seat, the handlebars (including the brake levers) and the body of the device are all sprayed with a disinfectant and wiped down with a microfiber towel. We have recently equipped all of our warehouses with UV wands, shown to break down the COVID-19 virus's genetic material. Our team runs the UV wand over all incoming/outbound bikes, as well as all work surfaces before and after work shifts. Throughout this process, all of our team members wear PPE (masks and gloves) that are disposed of after each work shift.

Additionally, our 24-hour field operations team sanitizes devices placed at our hub locations throughout each city in which we operate and they are using UV wands as part of this process. All of our team members are provided EPA-recommended disinfectants and wear gloves to perform in-field cleaning, rebalancing, battery swapping, and deploying of Wheels devices. Each member of our field operations team is assigned a list of hubs to check and perform sanitizing procedures where the seat, handlebars/brake levers, and the body of the device are sprayed with a disinfectant and wiped down with a microfiber towel. The door handles and interiors of our vans are also cleaned in the same manner before and after each shift.

#### 3. Proof of Insurance

The applicant shall produce proof with its application package that it has obtained commercial general fiability insurance, with limits of not less than \$5,000,000 per occurrence, for bodily injury, personal injury and property damage. The insurance policy shall: (1) be issued by an insurer authorized to insure in Illinois; (2) name the City of Chicago as additional insured on a primary, noncontributory basis for any liability arising directly or indirectly from the vendor's operations; and (3) include a provision requiring 30 days' advanced notice to the Commissioner prior to cancellation or lapse of the policy. The applicant shall maintain the insurance required under this paragraph in full force and effect for the duration of the pilot period.

#### Wheels agrees to this requirement. Attached is the requested Certificate of Insurance.

In addition, the applicant shall: (i) indemnify, defend and hold harmless the City against any additional or uncovered third party claims arising out of or caused directly or indirectly by the vendor's scooter operations, including any claims against the City by the any customer of the vendor, the vendor's employees or agents claiming injury or losses while operating the vendor's scooter which is alleged to have resulted in whole or in part from the condition of the public way; and (ii) cover the cost for any damage to the public way or other city property arising out of or caused by the applicant's scooter operations.

Wheels agrees to these requirements.

# 4. Operational Minimum Standards

i. ascertain that it has its own Internet-enabled application or digital platform that is not supported by another applicant's Internet-enabled application or digital platform for running the applicant's scooter sharing business.

Wheels' app is fully owned and supported by Wheels. We are not supported by any other applicant's app or digital platform. This enables us to provide the most reliable products and service for our riders that meets the high standards we set for ourselves and that creates the best and most stable work environment for our team.

ii. describe its plan to procure, prepare and have ready 1,667 operational scooters on the first day of the pilot.

Wheels currently has a sufficient amount of newly purchased inventory already on hand in a logistics facility. Upon notification of permit approval, Wheels will immediately ship 2,000 devices to our local logistics provider in Chicago for final assembly, quality control and prep for deployment. Final assembly includes application of location specific decals, self-cleaning handlebars and brake levers, and lock-to devices. Our devices will then be moved to our Chicago warehouse where our maintenance specialists will conduct quality testing to ensure that each device is to our standards, including structural integrity, brake tension, tire pressure, and electronic diagnostics. All devices are test ridden as a final measure. On the first day of launch, we will be fully ready and excited to directly deploy devices to the field. Once deployed, our crew will review all hubs for parking compliance for a successful day one launch.

iii. describe its plan to procure, prepare and have ready 3,334 operational scooters on the 29th day of the pilot.

As described above, Wheels has ample supply and will use this same process to ensure that 4,000 operational devices are available by the 29th day of the pilot. Additionally, Chicago will be Wheels' Midwest hub of operations, so additional devices will be available in Chicago on an ongoing basis.

iv. describe its staffing plan to ensure that it has sufficient staff to fully manage the number of scooters it is required to deploy on the first day of the pilot and to manage all scooters that it is required to deploy throughout the pilot program so that it would be fully responsive to concerns from the public and the City and sister agencies 24 hours a day, 7 days a week during the second business operations window.

# Operations Leadership Team

Our Operations leadership team consists of the following individuals. As demonstrated by our leadership team, we are committed to diversity, our team has a deep knowledge of Chicago, and it has had extensive success helping hourly personnel build rewarding careers.

Marco McCottry Chief Operations Officer



As Chief Operating Officer, Marco is responsible for Wheels' operations globally.

Marco previously led North American Operations at Bird, where he was responsible for local operations across 100+ cities and universities. Prior to Bird, Marco was based in Chicago where he led Midwest Operations at Uber, overseeing its day-to-day business in 57 cities across the Midwest. While there, he also pioneered and expanded Uber's accessibility program in Chicago, creating a new solution to support everyone's ability to easily move around their communities. During his time in Chicago, Marco was recognized by Crain's 40 under 40 and Chicago Defender's Men of Excellence for his work in shaping mobility in the City.

Marco graduated from Columbia University, where he played basketball, and holds an MBA from the University of Pennsylvania's Wharton School of Business. He is a native of Cleveland, Ohio and currently lives in Los Angeles with his wife and his two daughters.

**Vicki Roan** VP of North American Operations



Mauricio Zuniga Regional General Manager



As VP of North American Operations, Vicki oversees all of Wheels' North American operations. Her focus is on expanding the company's footprint, developing strong partnerships with cities, and delivering best-in-class operations in each market.

Prior to Wheels, Vicki was the VP of Operations at Influenster, a product discovery platform and social media marketing company with 42+ million reviews and 7+ million users, where she scaled the business through a Series A round and spearheaded the company's international expansion. She subsequently helped build and scale Stylitics, a visual merchandising and Al-powered content platform for the world's top retailers and brands, as VP of Operations.

Vicki received her BA in Economics from Columbia University and her MBA from the University of Pennsylvania's Wharton Business School.

As Regional General Manager, Mauricio is responsible for Wheels' operations in Illinois and the surrounding Midwest region, having led operations for Wheels during the 2019 Chicago pilot and also in Cleveland. Core goals for Mauricio include ensuring that riders have a safe, seamless experience, maintaining a high level of operational standards, and building collaborative and long-term relationships with cities.

Mauricio previously led strategy and operations initiatives at IBM Research. At IBM, his responsibilities ranged from working with C-level executives on long term strategy to helping researchers and departments launch new software and hardware assets and programs. Prior to IBM, Mauricio launched his own apparel tech startup in Chicago and was able to lead a team of 20 as he took the startup from idea to successful exit.

Mauricio grew up in the Edgewater neighborhood of Chicago. He received his BA from the University of Illinois, MBA from the University of Pennsylvania's Wharton School of Business, and MPA from Harvard's Kennedy School of Government. He currently lives in the Lincoln Square neighborhood with his wife and two year old son.

# Local Staffing Plan

Based on our operations in Chicago in 2019, as well as our operations in other large markets like Los

Not including Transporters (the independent contractors who help rebalance our devices), all employees in Chicago will be W-2 employees who work directly for Wheels and who will have all the benefits of Wheels employment, including participating in our company stock program.

#### Commitment to Local Hiring

During the last six weeks of Chicago's 2019 pilot program, we did 100% of our outbound hiring efforts through the following local workforce associations:

Association	Website	Address	Contact
A Safe Haven	asafehaven.org	2750 Roosevelt Rd Chicago, IL 60608	Alfonso Stewart
Instituto Del Progreso Latino	institutochicago.org	2520 S Western Ave Chicago, IL 60608	Karina Villafuerte
North Lawndale Employment Network	nlen.org	3726 W Flournoy St # 28 Chicago, IL 60624	Reri Barrett
National Latino Education Institute	nlei.org	2011 W. Pershing Rd Chicago, IL 60609	Elvia Estrada
Onward House	onwardhouse.org	5413 W Diversey Ave Chicago, IL 60639	Julio Juarez

We worked with these amazing partners to host on site interview job fairs, job readiness education sessions, and other career info sessions. Through these partnerships, we identified high quality local candidates who were mostly from lower income communities. These candidates were more prepared and of a higher caliber than more general recruiting we had done in the past through national job boards. A letter of support from Instituto Del Progreso Latino is attached.

Due to the success of our workforce partnerships last year, we plan to do 100% of our outbound hiring efforts via these local workforce partners in 2020. We have already notified these partners of our interest in partnering with them again in 2020, and they have stated that they are ready to host job fair events on July 21, July 23, July 28, and July 30 if we are selected. The hiring we do through our local workforce partners will be used to supplement local employees who worked for us in 2019. Indeed, due to our high employee satisfaction rate last year in Chicago, many former Wheels employees (most with over 400 hours of Wheels experience) are ready to rejoin us on day 1.

Additionally, as noted above, Mauricio Zuniga, our Midwest General Manager, has remained with Wheels since last year's pilot, is a local Chicagoan who grew up in a working class section of Edgewater, and has extensive experience ramping up hiring in Chicago and other cities. The advantage of having the same General Manager as the 2019 pilot is that Mauricio has built up institutional knowledge on how to best set up and optimize operations that meet all of Chicago's terms and conditions. As one example, after Mauricio joined midway through the 2019 pilot, he implemented

# Mauricio also implemented a

Leading micromobility operations in Chicago is a great responsibility that takes time to learn, and we're glad that the same General Manager will again be leading our Chicago operations, especially now that the program will include more devices and expand to service a larger geographic area.

# Investing In Our Workforce

Wheels' local employees are responsible for allowing us to bring our safe, clean, and accessible devices to the riders who need them. We value their hard work in our warehouse, where they make sure our devices meet our high safety standards, and out in the field, where they interact with the community and promptly address any issues. Our commitment to our local workforce can be seen through the following:

- All local staff hired will be a Wheels employee and eligible to participate in our company stock program.
- Wheels has a clear career progression that allows workers to be promoted and attain roles and responsibilities that can help their future career and earning potential. In our 2019 Chicago pilot, ~70% of leadership roles were internal promotions. These were first time leadership positions for multiple employees. As an example, a high performing maintenance specialist was promoted first to a Trainer, then to a Lead, and then to a Supervisor, all within four months.
- Due to our continuous innovation and investment in technology, we're continuously training our employees on our latest software (e.g. how Al analytics work, how telemetry is set up, what are Google Suite best practices) and hardware (e.g. innovative helmet system, modular hardware). Local employees provide critical feedback and ideas on enhancements that should be made. All of these skills and training make local employees tech savvy and a part of Chicago's burgeoning tech workforce.

# Organizational Chart



# Maintenance Specialists

Field Operations Specialists	(0.0
Transporters	
Customer Service and Community Relations	

# 5. Previous license revocation or suspensions

The applicant must demonstrate that no governmental entity in the U.S. has successfully revoked its scooter sharing license within the past 2 years,

Wheels has operated in the 14 markets identified below, has always remained in good standing with its licenses, and has never had a permit revoked or suspended at any time.

City	Permitted Devices	<b>Duration of Operation</b>
Chicago	250	June 2019 - October 2019
Los Angeles	3,000	February 2019 - Present
San Diego	1,050	July 2019 - Present
Dallas	2,500	September 2019 - Present
Austin	500	November 2019 - Present
Atlanta	1,000	May 2019 - May 2020
Cleveland	400	October 2019 - Present
Miami	156*	November 2019 - Present
Orlando	200	February 2020 - Present
Tallahassee	200	November 2019 - Present
Tempe	500	February 2020 - Present
Scottsdale	Uncapped	October 2019 - Present
Stockholm	Uncapped	November 2019 - Present
Madrid	200	January 2020 - Present
	* in City of Miami's District 2, unlimited in Unincorporated Miami-Dade County	

# III. Applicant Ranking Criteria

# 4. Community Safety and Consideration (15%)

The applicant's plan to reduce danger and inconvenience to non-riders caused by scooters and rider behavior. The applicant must describe the following:

Wheels is proud to have had the fewest number of community complaints (12) out of all ten operators in Chicago's 2019 pilot. In contrast, the average number of complaints per operator was 29, with the highest number of complaints for an operator being 65.

Our leadership in this category in Chicago matches our experience in other markets. For example, according to a recent Los Angeles Department of Transportation quarterly report, Wheels received a total of 316 service requests in the City of Los Angeles through the My LA 311 platform. This service request total resulted in a ratio of 1 request for every 6.4 deployed devices, lower than operators Bird (1:4), Lime (1:5.4), and Jump (1:6.2).

This is a result of the multi-pronged strategy described below, which includes educational tools, technology, and operations.

i. specific operational plans, educational tools, incentives, disincentives and technologies to improve proper device parking that ensures non-rider safety and comfort. The applicant is encouraged to note any plans to test new solutions it did not use during the First Phase Scooter Sharing Pilot.

We use a number of tools to ensure good parking behavior.

#### **Education**

Good parking behavior starts with rider education. Wheels educates riders about good parking behavior in three ways.

First, Wheels uses in-app screens to educate users regarding proper parking (in addition to local riding rules, helmet use, and safety tips. We specifically inform our riders to not block public pathways, and in Chicago, we will be informing riders how to properly park using our lock-to mechanism and based on

Chicago's specific requirements. Additionally, at the end of all rides, Wheels will inform riders through an in-app message that parked devices must be locked to a fixed physical object that is allowed for locking, including a rack, parking meter or sign pole, and that parked devices may not be locked to bus stop poles or transit station infrastructure. Riders are informed that improper parking can result in a fee.

Second, Wheels regularly conducts education and outreach events both in person and virtually. We did this with great success in Chicago in 2019 and look forward to doing it again in 2020. We have extensive relationships with local alderman offices, police districts, and other civic organizations, such as Equiticity and Active Transportation Alliance, so that our outreach efforts are done in coordination and collaboration with our important community leaders.



A great example of these efforts was our Chicago 21st Ward Outreach Event. In October 2019, Wheels participated in an outreach event on Chicago's South Side where we brought 20 of our devices to the local community. We provided education on how to use our app, how to ride and park properly, and how to use the various features on our device. The response we received was overwhelmingly positive. Riders were highly involved, asked many questions of our staff on site, and were pleased with the comfort, safety, and experience of our rides. Additional community members who were walking or driving by were drawn in to the event and participated as well.



This is consistent with other large scale events we have held in our other markets. For example, in the Venice neighborhood of Los Angeles, we held an event where 20 Wheels Brand and Safety ambassadors distributed materials and spoke to riders about safe riding and parking practices in the Venice Beach area over a busy three-day weekend. With short notice, Wheels was able to hire and train staff that served as Wheels Brand and Safety Ambassadors on beach front areas, and we estimate that they interacted with more than 5,000 beach goers during the weekend. In Orlando, we participated in the "Touch a

Truck" event in March 2020. This family-oriented event provided a unique opportunity for families to explore vehicles of all types and we were fortunate to be invited and able to educate participants on Wheels devices, proper riding and parking. During our launch week at Texas A&M, Wheels Brand and Safety Ambassadors spoke to students on campus about how to properly use Wheels devices and unlock the included helmets with removable sanitary head-liners.



In addition to these large events, we also require our senior managers to go out at least one day every week to a local community and bring devices with them to engage with local citizens and educate them on how to use Wheels, how to properly ride and park them, and to answer any questions they may have from seeing our devices out in the field. These events allow our local leadership team to stay connected to the areas we serve and hear feedback and concerns directly from local citizens.

We also have had great success using field staff as ambassadors for community outreach and education. Our Field Operations Specialists are out every day in the field rebalancing our devices and are often the most frequent point of contact for local citizens. We pride ourselves in our onboarding and continuous training of our Field Operations Specialists on how to answer any questions and provide education to users on best riding and parking practices.

Finally, as a result of COVID-19, Wheels has started holding virtual educational sessions. We are committed to working with our civic partners in priority areas to be added to their digital content (newsletters, virtual events) to still be able to engage with local citizens even when in person engagement is more challenging.

#### Operations





# **Transporters**





# **Technology**

Wheels was able to achieve the lowest number of complaints of all operators in the 2019 pilot, and we're excited to introduce a number of new technologies that will even further improve parking compliance and non-rider safety.

First, Wheels is introducing rear wheel locking technology to prevent the use of devices while they're not being ridden. Preventing the unwanted movement of our devices while not in use will reduce obstruction or blocking of the right of way in the event a device is not properly secured with a lock-to device and will help prevent devices from rolling or falling over.



Second, 100% of Wheels devices are now equipped with anti-tip technology to help ensure that they are properly staged, including being upright. Our bikes contain an accelerometer that gives us the orientation of the bike. When a bike is tipped over, the accelerometer detects this and we are sent data in real-time telling us that a bike is knocked over.



Finally, Wheels also is able to identify preferred parking zones, display those zones in geofenced maps in our smartphone application, and message our riders the locations of those zones to make it easy for them to navigate there.

ii, plans to ensure that devices are locked to appropriate objects, in accordance with Paragraph VII(12) of these terms and conditions document. The applicant is required to specifically address its parking plan not to interfere with public transportation operations at bus stops and transit stations.

To ensure devices are locked to appropriate objects and not interfering with public transportation operations, Wheels will do the following:



ii), specific operational plans, educational tools, incentives, disincentives and technologies to reduce illegal sidewalk riding. The applicant is encouraged to include plans to test new solutions that it did not use you did not use during the First Phase Scooter Sharing Pilot.

Because Wheels devices are safer than scooters and because riders tend to treat them like bikes, we find that our riders are much less likely to ride them on the sidewalk than those who ride traditional stand-up scooters. Traditional stand-up scooters carry more risk, so we find that riders do not feel safe riding them on the street, which is what typically leads them to ride on the sidewalk in the first place. In contrast, the Wheels device carries less risk, so we find that riders feel safe riding them on the street and away from the sidewalk. This is the first and best defense to sidewalk riding.



We also provide signage on all Wheels devices stating that sidewalk riding is prohibited, and we educate our riders through in-app prompts before their first ride and periodically thereafter. Wheels will also work with the City to identify areas of concern and other high foot traffic areas so that we can show this message before every ride in those areas through our geofencing technology.

# 5. Accessibility and Consideration for People with Disabilities (15%)

The applicant's plan to specifically reduce danger to people with disabilities caused by its scooters and rider behavior as well as plans to make its service accessible to people with disabilities. The applicant must describe the following.

i. plan to prevent devices from impeding use of the public way by people with disabilities, including its plan to rectify any impediment to using the public way by people with disabilities as quickly as possible.

#### In-App Education

As mentioned above, in Chicago, Wheels will inform riders through an in-app message at the end of every ride that parked devices must be locked to a fixed physical object allowed for such locking,

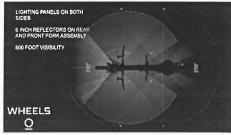
including a rack, parking meter or sign pole, and that be locked to bus stop poles or transit station infrastr		
Field Specialist Photo Reviews of Bike Pla	acements	
Transporter Photo Review of Bike Placem	nents	
Transporter Friedo Review of Bike Frideen		
Geofencing of Approved Hubs		
Anti-Tip Technology		
Customer Service Response Process		

if specific plans to employ auditory and visual signals to help alert non-riders who are deaf/hard of hearing or blind/visually-impaired.

Because Wheels is unique in having Bluetooth speakers, riders often use those speakers to play music or get navigation instructions through their phone -- both functions that play through the device's speakers. In addition, Wheels devices come equipped with an alarm that will be triggered if a parked device falls over, allowing an individual that is blind or visually-impaired to be warned of a potential obstacle. Wheels devices also come with a bell.

The design of our device also provides significant advantages to non-riders who are visually impaired. Even though our devices take up close to the same width and length as traditional stand-up scooters, they have a much greater visual profile due to our seat and frame, and this enables higher recognition of our devices, both when they are parked and when they are being ridden. Wheels devices also include an always-on at night white headlight visible from a distance of at least 500 feet, an always-on at night red tail light visible from a distance of 500 feet to the rear (both of which stay illuminated for at least 90 seconds after the device has stopped), left and right side high visibility reflectors as well as left and right side LED array side lighting, and 6 inch reflectors on both the rear and front fork assembly of the device. The lights on our devices are also more visible to non-riders because they are positioned higher on our device than they would be for traditional stand-up scooters.





iii. any plan to offer adaptive devices that expand access to its service for people with various physical disabilities.

The unique seated design of the Wheels device is ideal for expanding access to people with various physical disabilities, and to generally accessibility overall. The reality is that many of those with physical disabilities do not have the physical ability to stand up on a scooter or ride a bike with pedals. The Wheels device provides maximum comfort, is lightweight, has a low step-through for easier access and operation, and does not require users to pedal or stand and balance. Because of these differences, Wheels devices are comfortable for a much wider range of users, and as a result, we have a particularly broad demographic. Half of our riders are women and one-third are over the age of 35. This is so important to us because it's our mission to enable everyone to have access to a safe micromobility option. That is especially true in the wake of COVID-19 when cities like Chicago are seeking to give as many residents as possible access to sustainable transportation options that promote social distancing.

We recently had Exponent, a third-party expert, conduct an accessibility analysis of the Wheels device as compared to a Bird scooter (a typical stand-up scooter) and a Grid pedal bike (a typical pedal bike) in order to help determine which device is easier to ride for users of a wide variety of ages and weight categories. It demonstrates that the Wheels device is the most accessible option because (a) compared to the pedal bike, it is easier to mount and dismount, (b) compared to both the scooter and the pedal bike, it imposes less of an orthopedic requirement to start a ride. Additionally, the low step-through height of the Wheels device was the preferred option, less fatigue was reported while riding the Wheels device during extended

rides, and there was an increased ability to sit down and remain stable on the Wheels device. This report is attached.

he plan to provide an accessible app, website and phone support service. The applicant must include plans to ensure people with disabilities can easily report issues pertaining to the pilot program.

Hearing impaired riders and non-riders can also utilize our in-app chat support function. The response time via chat is less than 20 seconds.

# 6. Equity (15%)

The applicant's plan to ensure that its service will help meet the City's goal of effectively improving mobility and accessibility for residents who face elevated economic, health, social, mobility and/or accessibility barriers. The applicant must describe the following:

i. plan to meet the priority area distribution requirements, as provided in Paragraph VII(11). The applicant must include its plan to ensure devices are accessible in priority areas throughout the day.

During the 2019 pilot, once our General Manager, who has remained with Wheels and will be leading Chicago in 2020, joined the company, he was able to meet the daily priority zone placement goals at a very high rate by prioritizing priority zone placements over other placements. While other providers would place devices at popular non-priority zone hubs first, Wheels' Chicago team was directed at the start of daily operations at 5am that they were to drive to priority zone areas first and place 25% of devices in each of the priority zones before placing any other devices.





ii. specific education, engagement and outreach plan for residents in Priority Areas.

Wheels has conducted multiple types of Priority Area education and outreach events in Chicago, in other markets, and virtually. We look forward to again doing these types of events in Chicago. Wheels and our Community Manager are planning a Chicago 100 program this year. Through this program, we commit to 100 live and virtual events over the course of the pilot (one a day). Half of these events will be for Priority Area residents.

For Priority Areas, we will focus on the following topics during our outreach:

- Ways to enroll in the Wheels-For-All program that discounts rides by 50%
- Community Cards that have our phone number and community@wheels.co email so that they can reach us with any questions, concerns, or feedback
- Options for unbanked and non-smartphone users

As in 2019, we will work with local aldermen offices, police districts, and other civic organizations such as Equiticity and Active Transportation Alliance to coordinate and collaborate on outreach efforts like the following:

# Chicago 21st Ward Outreach Event

In October 2019, Wheels participated in an outreach event on Chicago's South Side where we brought 20 of our devices to the local community. We provided education on how to use our app. proper riding and parking, and overall features of our devices. The response we received was overwhelmingly positive. Riders were highly involved, asked many questions of our staff on site, and were pleased with the comfort, safety, and experience of our rides. Additional community members walking and driving by were drawn in to the event and participated.



# Senior Manager Outreach Events

Our General Manager and Operations Managers are required to go out at least one day a week to a local community and bring our devices to engage with local citizens to educate them on how to use Wheels, proper riding and parking, and to answer any questions they may have from seeing our devices out in the field. These events allow us to stay connected to the areas we serve and hear feedback and concerns from local citizens. Leadership's commitment is to do two-thirds of these events in priority zones

# Field Staff Ambassadors

Our Field Operations Specialists are out every day in the field rebalancing our devices and are often the most frequent point of contact for local citizens. We pride ourselves in our onboarding and continuous training of our Field Operations Specialists on how to take the time to answer any questions and provide education to users on best riding and parking practices. Pictured below is a rider giving the thumbs up after being instructed by a Field Operations Specialist on best riding practices and how to unlock and use our helmet that comes with the bike.





#### Virtual Events

As a result of COVID-19, Wheels has started holding virtual educational sessions. We are committed to working with our civic partners in priority areas to be added to their digital content (newsletters, virtual events) to still be able to engage with local citizens even when in person engagement is more challenging.

iii. plan to improve access to its service over the First Phase Scooter Sharing Pilot for people without a bank account. The applicant must include outreach and educational plans and must be specific about how it will reduce onerous and complicated requirements and processes.

Wheels allows unbanked users to deposit money into their account and use our devices by sending a check or money order, along with their full name and telephone number, to our corporate address: Wheels Labs, Inc. ATT: PREPAYMENT Wheels Labs, Inc. 8149 Santa Monica Blvd #297 West

Hollywood, CA 90046. This address is visible on our site and readily provided to any customer that calls into our customer service number.

Additionally, unbanked users can use prepaid debit cards or gift cards, which they can purchase at any local retail store that carry these.

Furthermore, to improve access over the 2019 pilot, we are exploring new partnerships with providers like PayNearMe to allow unbanked individuals to deposit money into their Wheels account by going to any of the hundreds of Chicago area participating stores such as Family Dollar, 7-11, and CVS.

As part of our Chicago 100 events program mentioned above, half of these events will be in Priority Areas and the information to be shared will cover how to use Wheels without a bank account and at which locations nearby they can use cash to make deposits to their Wheels accounts. We will also include a sticker on our devices that has easy-to-follow instructions on how community members can take advantage of this option.

iv. plan to improve access to its service over the First Phase Scooter Sharing Pilot for people who do not have access to a smartphone. The applicant must include outreach and educational plans and must be specific about how it will reduce onerous and complicated requirements and processes.

For customers who are without a smartphone, Wheels provides the ability to have a device unlocked for use by sending an SMS text message, along with the QR code of the device, to a dedicated Wheels' SMS number.

Education outreach will be similar to the response in subsection iii above.

v. plan to improve access to your service over the First Phase Scooter Sharing Pilot for low-income residents, including any pricing or discount plans. The applicant must include outreach and educational plans and must be specific about how it will reduce onerous and complicated requirements and processes.

Equitable service is very important to the Wheels team and we believe access to safe, affordable transportation should be available to everyone. In addition to our standard pricing structure and payment procedures, Wheels also offers a low-income plan, Wheels-for-All, which includes cash payment options and a 50% discount on rides to any customer with an income level at or below 200% of the federal poverty guidelines. Wheels is proud to offer our reduced rate plan in every city we operate.

To qualify for our low-income plan, individuals must be currently enrolled, or eligible to enroll, in a Chicago, Illinois, or federal assistance program such as Low-Income Home Energy Assistance Program, Illinois Home Weatherization Assistance Program, or Cook County CEDA Utility Assistance to name a few. To enroll, individuals can (1) sign up via a simple form on https://www.takewheels.com/wheels-for-all, OR (2) email proof of eligibility/enrollment in an acceptable assistance program along with their full name and phone number to equityplan@wheels.co, OR (3) by mail to Wheels Labs, Inc., 8149 Santa Monica Blvd #297 West Hollywood, CA 90046.

In Atlanta, we held targeted outreach events through community partners that informed local community members on how to easily sign up for Wheels-for-All. This outreach tripled Wheels-for-All participation in Atlanta. We will also be doing this in Chicago as part of our Chicago 100 educational events, especially in priority areas. We will also include a sticker on our device that has easy-to-follow instructions on how community members can take advantage of this option.

vi. plan to improve access to its service over the First Phase Scooter Sharing Pilot for residents whose primary language is not English. The applicant must include outreach and educational plans and must be specific about how it will reduce onerous and complicated requirements and processes.

Wheels customer service support is already provided in both English and Spanish, 24/7 at 888-240-7120, and Wheels commits to adding Polish, Korean, Arabic, Hindi, and Mandarin. Our Live

Chat & Email features also offer 24/7 Support - in virtually any language - through our in-app chat or by emailing support support@wheels.co. Information on how to contact our Customer Experience team is visibly displayed on every device and our customer center responds to every inbound report.

# 7. Education, Outreach and Rider Safety (12%)

The applicant's citywide education, engagement and outreach plans as well as rider safety plans. The applicant must describe the following:

i. citywide community engagement and outreach plan that ensures adequate education about device use and rules for both riders and non-riders. The applicant must include any specific plans for communities that were not in the First Phase Scooter Sharing Pilot area.

For Chicago's 2020 pilot, Wheels will have a dedicated full time Community Relations Manager. This individual will lead Wheels' commitment to the most ambitious community plan we've executed in any market. Wheels will implement Chicago 100, a commitment to conduct 100+ (1 per day of pilot) live and virtual education events that will be done in collaboration with organizations such as past partners like Equiticity, Active Transportation Alliance and new ones like Southeast Environmental Task Force, Go Bronzeville, and Little Village Environment Justice Organization. We will also work with a mix of neighborhood councils, police districts, aldermen offices, business improvement districts, residents, local chambers of commerce, property owners, and ADA providers/organizations. These events will target current riders (through in app invitations and notifications) and non-riders (through marketing collaboration with partner organizations and paid marketing). The 100 events will be equally distributed among priority areas and non-priority areas, as well as new and old pilot areas.

Our intent is to educate local citizens regarding sidewalk usage, parking, user education, and other local stakeholder concerns related to safety. Wheels has conducted multiple types of education and outreach events in Chicago, in other markets, and virtually. We look forward to again doing these types of events in Chicago. Example events are listed below:

#### Chicago 21st Ward Outreach Event

In October 2019, Wheels participated in an outreach event on Chicago's South Side where we brought 20 of our devices to the local community. We provided education on how to use our app, proper riding and parking, and overall features of our devices. The response we received was overwhelmingly positive. Riders were highly involved, asked many questions of our staff on site, and were pleased with the comfort, safety, and experience of our rides. Additional community members walking and driving by were drawn in to the event and participated.



# Senior Manager Outreach Events

Our General Manager and Operations Managers are required to go out at least one day a week to a local community and bring with them our devices to engage with local citizens to educate them on how to use Wheels, proper riding and parking, and to answer any questions they may have from seeing our devices out in the field. These events allow us to stay connected to the areas we serve and hear feedback and concerns from local citizens.

#### Field Staff Ambassadors

Our Field Operations Specialists are out every day in the field rebalancing our devices and are often the most frequent point of contact for local citizens. We pride ourselves in our onboarding and continuous training of our Field Operations Specialists on how to answer any questions and provide education to users on best riding and parking practices.

# Large Scale Education Events

This is consistent with other large scale events we have held in our other markets. For example, in the Venice neighborhood of Los Angeles, we held an event where 20 Wheels Brand and Safety ambassadors distributed materials and spoke to riders about safe riding and parking practices in the Venice Beach area over a busy three-day weekend. With short notice, Wheels was able to hire and train staff that served as Wheels Brand and Safety Ambassadors on beach front areas, and we estimate that they interacted with more than 5,000 beach goers during the weekend. In Orlando, we participated in the "Touch a Truck" Event in March 2020. This family-oriented event provided a unique opportunity for families to explore vehicles of all types and we were fortunate to be invited and able to educate participants on Wheels devices, proper riding and parking. During our launch week at Texas A&M, Wheels Brand and Safety Ambassadors spoke to students on campus about how to properly use Wheels devices and unlock the included helmets with removable sanitary head-liners.

# **Virtual Events**

As a result of Covid-19, Wheels has started holding virtual educational sessions. We are committed to working with our civic partners in priority areas to be added to their digital content (newsletters, virtual events) to still be able to engage with local citizens even when in person engagement is more challenging.

# **Outreach Content**

We also commit to the following additional outreach content:

- Chicago specific social media channels
- Monthly newsletters
- Fact sheets with frequently asked questions
- 20 minute full presentations for more in depth educational events
- 30 second information videos (how to lock to, use helmet, ride responsibly)

All of our content will be in Spanish and other languages as requested.

#### Timeline of Events

- Pre-launch: Social media channels created
- Pre-launch: 40 organizations contacted to establish partnerships

- Pre-launch: 30 out of 100 events planned and scheduled
- Day 1: Inaugural newsletter & subsequent monthly newsletters sent every 1st month
- Day 1: Kickoff launch events in multiple neighborhoods
- Day 30: 25+ events held
- Day 60: 50+ events held
- Day 90: Mid program outreach report published
- Day 90: 75+ events held
- Day 120: 100+ events held
- Day 120: End of program outreach report published

ii. in-App (Internet-enabled application or digital platform) education, engagement and outreach plan for riders using its service. Such plan must include plans for first-time riders and returning riders, and must address, among other things, parking, riding and geofencing education.

When signing in, riders are prompted through a series of screens to learn how to use our device and be a good road partner. This tutorial (see images below) provides a.) local rules and b.) a map of where it is permissible to ride. These local rules are always available in the app and can be updated remotely. Wheels creates this local rules page for each city in which we operate to make sure new and out of town riders are up to date.



#### Welcome to Wheels

Please make sure to follow all of the Chicago rules and regulations on how to ride.

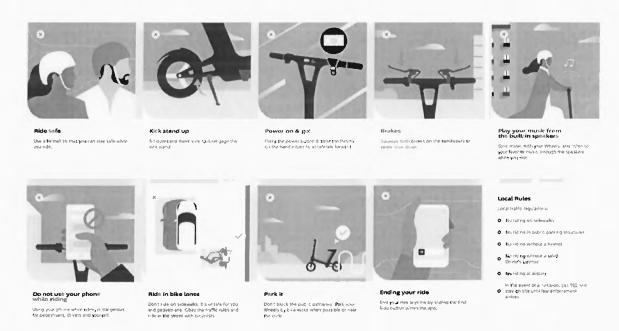


- Riding or moving your Wheels outside the operating area is prohibited
- Your Wheels will not function outside the operating area
- Users determined to be in violation may be fined

A second set of screens (see below) educates on rider safety and covers topics such as wearing a helmet for safety, not using a phone while riding, not riding on sidewalk, and how to properly use our dual brake.

The in app education is shown to all riders before their first ride and again before every fifth ride they take. Riders are required to go through the entire app carousel and may not dismiss it.

- 1st time riders: Two local Chicago specific screens (local rules, geofence operating zone); Five safety screens (parking, lock to, ride safe use helmet, ride in bike lanes, no sidewalk riding)
- Returning riders: Two local Chicago specific screens; One summary safety screen
- Every 5th ride: Two local Chicago specific screens (local rules, geofence operating zone); Five safety screens (parking, lock to, ride safe use helmet, ride in bike lanes, no sidewalk riding)



iii, plan to involve community stakeholders in its outreach and education.

Wheels has set the following goals by which our Chicago Community Relations Manager will be evaluated, among others:

- Creation of a community advisory board that consists of 30+ community stakeholders with at least 10 each from South, West, and North Chicago communities. This advisory board can share feedback and concerns, local developments, and other important information.
- Establishment of a community newsletter that anyone can join. The goal is continuous week over week subscriber growth.
- 4 monthly newsletters and 8+ mini-newsletters sent out, 1x a week discussing updates, events, news to share, and other interesting and relevant content.
- In person or digital contact with all 50 aldermen offices.

Based on our participation in the 2019 pilot and continued community involvement since then, we have relationships with leading organizations like Active Transportation Alliance and Equiticity. As the geographical area of the 2020 pilot expands, we look forward to working with regional and diverse

organizations that we've identified, such as Southeast Environmental Task Force, Go Bronzeville, and Little Village Environment Justice Organization.

iv. plan to meet the outreach and educational requirements as outlined in Paragraph VII (13) of this terms and conditions document.

Wheels is committed to meeting each of these requirements and is also committed to advertising with the CTA on safe riding and parking. Wheels' Community Relations Manager will be responsible for working with CPD districts, SAFE Ambassadors and the Vision Zero team. Additionally, we will share our educational content via Chicago specific social media platforms via organic and paid reach. Lastly, Wheels has the technology and commits to creating an app-based quiz for first time riders and we will submit it to the Department of Transportation for approval.

v. plan to make helmets accessible to riders.

As an additional safety feature that is unique to Wheels, we are rolling out a smart helmet system that is directly integrated into our device – the first such system introduced on the market. Using the app, riders can unlock the helmet from the device and peel off a new biodegradable headliner for every use. (There is a tab on the outside of the helmet that a rider pulls in order to get a fresh headliner; the rider never has to touch the part of the headliner that was used by another rider.) Because the helmet is connected to the device's sensors and other electronics, we have numerous options to encourage helmet use by our riders and we provide discounts to encourage and reward use.

At Wheels, we believe that riding with a helmet is absolutely critical since approximately half of all injuries on micromobility devices are head injuries, and yet about 99% of riders have been found to not wear helmets. While simply handing out helmets to riders is a good step, it is not enough because the vast majority of riders do not have helmets with them at the moment they decide to rent a mobility device.





For all of these reasons, we strongly believe that having an integrated helmet is the right solution, and any micromobility device without one is incomplete, as it is lacking the most important safety system a micromobility device can have. Our blog post, including photos and video of the Wheels Helmet can be found <u>here</u>.

vi. plan to incentivize helmet use among riders.

We provide 20% discounts to encourage and reward use. Because our helmet is connected to the device's sensors and other electronics, we have numerous options to encourage helmet use by our riders.



vii. plan to adapt outreach and education in light of potential ongoing public health emergencies, including limited crowd sizes.

As a result of COVID-19, Wheels has already started holding virtual educational sessions in other markets. We are committed to working with our Chicago civic partners to be added to their digital content (newsletters, virtual events) to still be able to engage with local citizens.

Additionally, we've promoted our virtual events via in app notices, SMS, and various online platforms. We are able to offer incentives and discounts to participants as a way to increase attendance and impact.

We have also increased use of social media to distribute our education content and are creating Chicago specific social media pages.

# 8. Operations (15%)

The applicant's operations plan. The applicant must describe the following:

i. plan for deploying and redistributing devices, including any incentive programs to maximize optimal fleet balancing.

Optimal fleet balancing is a primary operational goal for our <u>Chicago General Manager</u>, who was able to <u>lead Chicago in 2019 to be a top performing city for</u> Wheels



# Field Teams

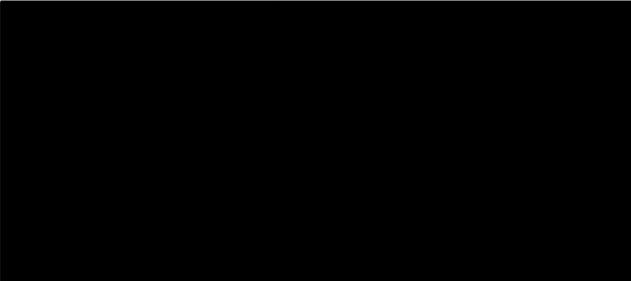


In Chicago, Wheels will equitably distribute per the Cities requirements. Wheels will also include a focused plan to rebalance them to desired areas and locations near transit. Our 24/7 operations and swappable battery model will allow us to keep our devices available for longer to give the residents and visitors of Chicago a reliable form of transportation for work, school or shopping.

#### **Preferred Parking Incentives**

Chicago's General Manager also oversaw our Cleveland operations and led the development of our preferred parking program that we plan on using in Chicago too. In our app, users are notified when they are near a preferred parking area (e.g. an existing hub) and that they will receive a discount if they end their ride within this area. This incentive increases the placement of bikes in optimal locations and reduces the need for rebalancing by our teams. In Cleveland this feature proved quite popular.

it plan to prevent potential negative impacts of vehicles used to retrieve, rebalance or recharge devices, including plan to prevent double parking, blocking a bike lane, and blocking a crosswalk. The applicant must describe how it will educate its staff and/or contractors to avoid these impacts and how it will enforce safe practices.



iii. plan to reduce operational environmental impacts, especially when rebalancing, recharging, collecting or replacing devices.

Wheels is the leader on sustainability due to a variety of factors that are unique to us:

#### Product Lifespan

Our devices have a product lifespan that we believe is many times longer than other dockless vehicles on the market. This is for a number of important reasons.

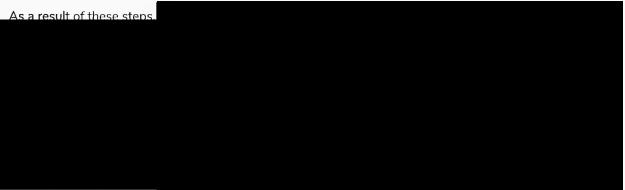
First, we purposefully chose not to buy a traditional off-the-shelf scooter like other companies because, among other things, those scooters are not built for the micromobility use case where many users ride

them every day. Our devices use particularly high-quality materials and are built to withstand the rigors of outdoor storage and constant use.

Second, our device is unique in that it has a modular design that allows parts to be easily swapped in and out. This is true for our batteries, and it is also true for all of the other parts on the device. The modular design of our devices coupled with our robust spare parts inventory results in very low vehicle churn.

Third, even though our devices are designed from the beginning to be much more durable than other dockless vehicles, we have a relentless commitment to continuing to improve and innovate on that design. Indeed, our lifeblood at Wheels is product and innovation, and we never stop making improvements through an intensely data-driven approach. We are constantly looking at data to identify any areas on our device that are breaking or not working up to our standards. When we identify such an area, we either directly build or find a solution that can be retrofitted onto the device using its modular design. We typically arrive at several solutions and then trial them in the field to see which solution works best, and based on the data, we select the winner and retrofit all of the devices in the field.

These steps have led to a highly effective retrofit strategy that has allowed us to constantly improve the durability and lifespan of our devices, and in a remarkably short timeframe at that. Indeed, it is extremely unusual for hardware companies to be able to update and fix issues without a prolonged product cycle. The reason we have been able to do that is that we have a uniquely modular design, which allows us to quickly and easily take devices apart and put them back together again using retrofits. Also, we have been able to take these solutions and design them directly into the device such that the new versions of our devices, which we are regularly launching, are even stronger and more durable than those that came before.



#### Swappable Batteries

Rather than using a "juicer" model with a large number of independent contractors who use trucks to remove scooters from the field and take them home to charge them, we use swappable batteries and have our own Wheels workforce ensure a steady supply of charged batteries. This results in a much more efficient operations model and a much lower carbon footprint.

To reduce vehicle miles traveled, Wheels utilizes our proprietary Service Hub technology, which incentivizes Transporters to drop off low battery devices in dedicated locations reserved for devices needing service. Our Field Operations Specialists can then go and pick up multiple devices at one stop..

#### **Transporters**

Transporters are able to ride devices to hubs for pay, eliminating the need for a traditional vehicle to provide this service. In Chicago, Wheels will be trialing a new incentive that provides an additional 25% bonus to Transporters that ride a device to a hub versus using a vehicle.

Transporter rebalancing of low battery devices helps the Field Operations team reduce time and distance spent in vans to locate and swap device batteries. When combined, our swappable batteries, Transporter Network, and Service Hub Technology makes Wheels best-in-class in terms of efficiency and significantly reduces vehicle miles traveled.

#### **Environmental Testing**

The Wheels device also meets environmental standards for batteries and electronic equipment. Wheels has been certified to meet the standards of EN 60950-1, EN 62479:2010, ISO 11014:2009, and RoHS 2 directive 2011/65/EU, among others.

#### Recycling

To the extent a vehicle has a service issue that is beyond repair, we've partnered with a third-party to strip devices for parts and responsibly dispose of any materials that can't be utilized. We also partner with local recycling centers for any end-of-life batteries or scrap parts realized through our maintenance operation.

#### Local Solar Energy Innovation

Wheels has initiated discussions with our 2020 warehouse landlord to explore a co-investment on solar panels so that a portion of our fleet will be charged with renewable energy. For our landlord, this capital investment will generate long term value. For Wheels, renewable energy allows us to further our sustainability mission. Solar energy is of high interest to our local General Manager, and Wheels is excited to pursue this first-of-a-kind initiative in Chicago.

iv. plan for preventing an over-crowding of unused devices in high-demand areas,



v. plan and capabilities to manage the operations of covering a large pilot area geography of more than 210 square miles.

Wheels' successful operations in large markets like Los Angeles, which includes multiple surrounding cities and is more than twice the operational area of Chicago, gives us the expertise to manage a large area. Our Chicago General Manager has spent time in LA with the local General Manager and team to learn best practices when covering a large geographic area.

Our planned warehouse at 1958 W. Lake Street with quick access to major expressways also gives us a centralized operating base that allows us to efficiently reach a large area. Our dispatch software and job assignment algorithms are continuously enhanced to optimize routes, batch jobs, and consider traffic.

Lastly, our network of Transporters is geographically diverse and this provides additional capacity to move a device or respond to an issue if a Transporter is closer and can more quickly complete the task.

vi. plan for collecting, responding to and documenting all complaints and sharing complaints with the City.

During the 2019 pilot, Wheels collected all Chicago customer service requests received and shared those with the City according to the City's requested formatting. Wheels believes this worked well and is committed to continuing this in 2020.

vii. approach to maintenance, cleaning and repair of devices as well as safety check protocols. The applicant must include its plan to maintain clean and sanitary devices, including additional sanitary measures during the Covid-19 pandemic. The applicant must include its process for customers to notify the company of safety and maintenance issues and procedures for removing the device from service.

#### Self-Cleaning Technology and Best-In-Class Cleaning Protocols

In line with our commitment to safety, Wheels is uniquely situated to address the challenges of the COVID-19 pandemic. Before the pandemic accelerated, Wheels was taking all the appropriate actions to keep our devices clean. Among other things, we were frequently and thoroughly cleaning our devices with disinfectant and wiping them down with a microfiber towel. But with shared scooters and bikes being ridden by many different people every day, we believed a more comprehensive solution was needed.

To that end, Wheels partnered with NanoSeptic, the leader in self-cleaning surfaces, on a first-of-its-kind offering in the shared transportation space. Through this partnership, Wheels devices come with custom-made NanoSeptic surfaces on our handlebars and brake levers so that riders' hands only touch self-cleaning surfaces when using Wheels. NanoSeptic surfaces contain mineral nanocrystals that are powered by any visible light to create a powerful and toxin-free oxidation reaction that continuously breaks down any organic contaminants at the microscopic level without the use of poisons, traditional heavy metals or dangerous chemicals. Having self-cleaning handlebars and brake levers is obviously critical now, and we believe it will remain that way going forward.

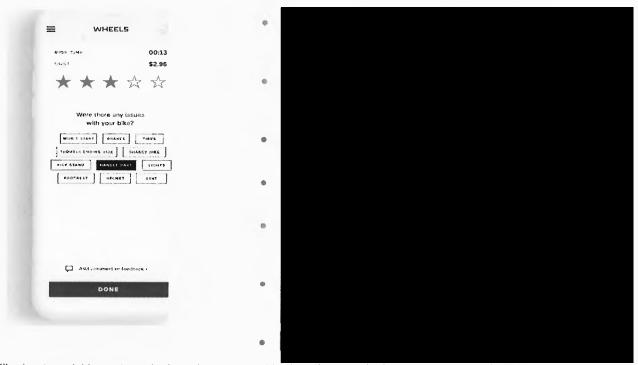


This adds to the many other steps we've taken to elevate our sanitation measures for our riders, our teammates, and our communities:

- Our 24-hour field operations team regularly sanitizes Wheels devices at our hub locations where the bikes are set up for deployment. As part of this process, our team runs a UV wand over our devices since they have been shown to break down the virus's genetic material.
- All work areas at Wheels' warehouses are separated by at least 6 feet, and there are hand washing
  and sanitizing stations located at each entrance and throughout our facilities.
- Work areas and tools are sanitized before and after each shift in accordance with the strict sanitization procedures we have implemented.
- All inbound and outbound devices at our warehouse are also sanitized, with all Wheels bikes being sprayed with a disinfectant and wiped down with a microfiber towel.
- All of our warehouses are equipped with the UV wands, which are being used on all bikes and work surfaces in the warehouse.
- All our team members wear PPE, including masks and gloves, that are disposed of after each work shift.

#### Maintenance

We cast a broad net to identify potential maintenance, cleaning, or repair needs in our fleet using a <u>combination of user</u> feedback, active management, and proactive analysis of data and diagnostics.



viii. plan to quickly retrieve devices that are outside the pilot area, including beyond city limits, within geofenced no-zones and in bodies of water.

Areas outside of the pilot area or other no ride zones will be geofenced so that riders will not be able to ride devices into those areas or zones. However, to the extent a rider transports a device into such an area or zone, or into a body of water, we have developed a solution that directly alerts our field team that this has occurred. When this happens, the nearest field team member is automatically sent to retrieve the device. Also, because of our strong operations and low complaints we've had less issues with our devices being thrown into bodies of water than other providers. If via our own alerts, field team canvassing, or notification by a local citizen, we find that a device of ours is in the water, we will work with local towing companies to retrieve our device. We're committed to promptly retrieving all of our devices and have had great success in doing so.

ix. staffing plan, including hired staff and contractors, for operations and maintenance. The applicant is encouraged to include plans for hiring locally, hiring residents that have been historically disadvantaged in participating in the local economy and contracting with minority-owned and women-owned businesses.

#### Local Staffing Plan

Based on our operations in Chicago in 2019, as well as our <u>operations in other large markets like Los</u> Angeles, where we have approximately 3,000 devices, we employees in Chicago. Not including Transporters (the independent contractors who help rebalance our devices), all

Wheels employees in Chicago will be W-2 employees who work directly for Wheels and who will have all the benefits of Wheels employment, including participating in our company stock program.

#### Commitment to Local Hiring

During the last six weeks of Chicago's 2019 pilot program, we did 100% of our outbound hiring efforts through the following local workforce associations:

Association	Website	Address	Contact
A Safe Haven	asafehaven.org	2750 Roosevelt Rd Chicago, IL 60608	Alfonso Stewart
Instituto Del Progreso Latino	institutochicago.org	2520 S Western Ave Chicago, IL 60608	Karina Villafuerte
North Lawndale Employment Network	nlen.org	3726 W Flournoy St # 28 Chicago, IL 60624	Reri Barrett
National Latino Education Institute	nlei.org	2011 W. Pershing Rd Chicago, IL 60609	Elvia Estrada
Onward House	onwardhouse.org	5413 W Diversey Ave Chicago, IL 60639	Julio Juarez

We worked with these amazing partners to host on site interview job fairs, job readiness education sessions, and other career info sessions. Through these partnerships, we identified high quality local candidates who were mostly from lower income communities. These candidates were more prepared and of a higher caliber than more general recruiting we had done in the past through national job boards. A letter of support from Instituto Del Progreso Latino is attached.

Due to the success of our workforce partnerships last year, we plan to do 100% of our outbound hiring efforts via these local workforce partners in 2020. We have already notified these partners of our interest in partnering with them again in 2020, and they have stated that they are ready to host job fair events on July 21, July 23, July 28, and July 30 if we are selected. The hiring we do through our local workforce partners will be used to supplement local employees who worked for us in 2019. Indeed, due to our high employee satisfaction rate last year in Chicago, many former Wheels employees (most with over 400 hours of Wheels experience) are ready to rejoin us on day 1.

Additionally, as noted above, Mauricio Zuniga, our Midwest General Manager, has remained with Wheels since last year's pilot, is a local Chicagoan who grew up in a working class section of Edgewater, and has extensive experience ramping up hiring in Chicago and other cities. The advantage of having the same General Manager as the 2019 pilot is that Mauricio has built up institutional knowledge on how to best set up and optimize operations that meet all of Chicago's terms and conditions. As one example, after Mauricio joined midway through the 2019 pilot,

Mauricio also implemented

Leading micromobility operations in Chicago is a great responsibility that takes time to learn, and we're glad that the same General Manager will again be leading our Chicago operations, especially now that the program will include more devices and expand to service a larger geographic area.

#### **Investing In Our Workforce**

Wheels' local employees are responsible for allowing us to bring our safe, clean, and accessible devices to the riders who need them. We value their hard work in our warehouse, where they make sure our devices meet our high safety standards, and out in the field, where they interact with the community and promptly address any issues. Our commitment to our local workforce can be seen through the following:

- All local staff hired will be a Wheels employee and eligible to participate in our company stock program.
- Wheels has a clear career progression that allows workers to be promoted and attain roles and responsibilities that can help their future career and earning potential. In our 2019 Chicago pilot, ~70% of leadership roles were internal promotions. These were first time leadership positions for multiple employees. As an example, a high performing maintenance specialist was promoted first to a trainer, then to a lead, and then to a supervisor, all within four months.
- Due to our continuous innovation and investment in technology, we're continuously training our
  employees on our latest software (e.g. how Al analytics work, how telemetry is set up, what are
  Google Suite best practices) and hardware (e.g. innovative helmet system, modular hardware).
  Local employees provide critical feedback and ideas on enhancements that should be made. All
  of these skills and training make local employees tech savvy and a part of Chicago's burgeoning
  tech workforce.

#### **Organizational Chart**



Maintenance Specialists  Field Operations Specialists  Transporters  Customer Service and Community Relations			
Transporters	Maintenance Specialists		
Transporters			
	Field Operations Specialists		
Customer Service and Community Relations	Transporte <b>rs</b>		
Customer Service and Community Relations			
Customer Service and Community Relations			
Customer Service and Community Relations			
Customer Service and Community Relations			
Customer Service and Community Relations			
Customer Service and Community Relations			
	Customer Service and Community Relations		

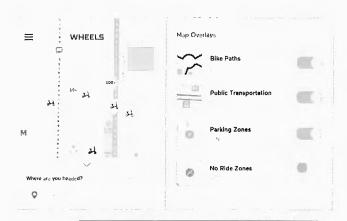
x. plan for how its service will complement and augment existing transit service.

Wheels' approach is to do anything that we can to get people out of polluting cars. That is the founding principle of the micromobility industry and we are completely committed to it. A big part of delivering on this vision is creating a micromobility service that is a true first-mile/last-mile solution by integrating as seamlessly as possible with public transportation.

There are a number of ways that Wheels proposes to integrate with public transportation in Chicago. This includes in-app features through which CTA and Metra routes (see right) will be displayed in-app to our riders so they can easily plan trips and navigate to modes of public transportation while riding a Wheels device. Wheels will also allow riders to use our app to enter their destination and get directions there, including connections to appropriate public transportation options.

Additionally, Wheels would like to partner with Ventra to develop an integrated payment solution for riders who use both Wheels and public transportation.

Wheels also always prioritizes staging devices at popular public transportation stops to easily enable riders to seamlessly transition between Wheels and public transportation. In 2019, our General Manager conducted an analysis of rides that started or ended within 200 feet of all L and Metra stations in priority zones. Based on this analysis and visualization (see right), we decided to increase the number of devices near stations. We also found that in areas with less public transportation options, riders rode for longer distances to/from stations, demonstrating their need for our devices.





### 9. Technology and Innovation (3%)

The applicant's technology and innovation plans. The applicant must describe the following:

i. how it would use visual and auditory alerts on the device itself to communicate with riders (instead of requiring riders to rely on smartphone notifications).



Visually, our devices come with a panel on the handlebars that shows speedometer and battery level. We are exploring opportunities to add additional messaging that can inform riders such as entering a no ride zone.

ii. plan for data sharing to help the City meet the Pilot Objectives and Goals, including helping the City better understand the purposes of scooter trips.

Wheels is committed to the Pilot's Objectives and Goals and to collaborating with the City to facilitate analysis and understanding of usage. In October 2019, we shared with the City a priority zone data and survey analysis that we conducted. We shared information regarding safety, rides per device, unique riders per bike, rides route heat map, rider income, pilot satisfaction, and reasons for use. Wheels plans to continue conducting surveys and data analysis to understand usage and we will share this information with the City.

iii. plan to ensure that data feeds are compliant with MDS and City standards, as provided in Paragraph VII(16), before Pilot launch.

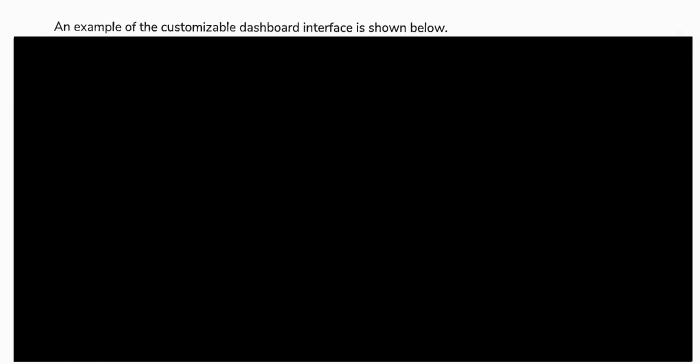
Wheels has put additional measures in place to make sure that its data feeds are compliant with MDS and City standards. Additionally, Wheels is in collaboration with Populus and Remix, which will provide an additional layer to ensure seamless data reporting.

To ensure data compliance, Wheels commits to the following:

- By July 20th: Reach out to Remix and City point person to check, make any updates as needed, and confirm that our data feed and access is good
- Day 2 of program: Conduct evaluation of first day MDS data (direct and via Remix) to ensure compliance and let City know status
- Day 8 of program: Conduct evaluation of first week MDS data (direct and via Remix) to ensure compliance and let City know status
- Day 30, 60, 90, and 120: Conduct monthly evaluation of MDS data (direct and via Remix) to ensure compliance and let City know status

Wheels will share data with Chicago through the use of our MDS and GBFS APIs as well as monthly reports with raw data as required. For example, the MDS Provider API/trips endpoint provides ride GPS information regarding start location, end location, the GPS points of the ride (spaced out approximately every one minute), and cost of the ride or ride revenue. Also, past statuses and locations of a device are accessible through the MDS Provider API endpoint /status\_changes. Further, to understand the current location and count of vehicles, Wheels provides data regarding the current utilization, availability, and location of every bike in the city through the GBFS /free\_bike\_status.json endpoint.

In addition to providing data in accordance with the MDS and GBFS specifications via API, Wheels can also share anonymized data via web-based dashboards customized for Chicago. Wheels can provide records for the entirety of the operation period and grant login information at the City's request to identified individuals. Wheels currently provides dashboards to cities and universities showing daily trips, unique riders, vehicles launched, total ride time, and total ride distance. Wheels is also able to share data with third party aggregators.



We also use data to ensure the effectiveness of our shared mobility system and customer satisfaction by reviewing in-app reports from riders and Transporters, collecting information via published surveys, processing device error codes and other telemetry data flowing into our database to identify potential maintenance and safety issues, and monitoring system alerts for consecutive low app ratings, extended device idle time, and repeat low speed and short trip triggers. This data can be shared with the city via regular reports to ensure community satisfaction with the Wheels system.

#### 10. Experience and Qualifications (10%)

The applicant's experience and qualifications in other cities and financial security.

i. The applicant must describe their operating experience in cities comparable to Chicago and/or where the applicant deployed a large fleet of vehicles. The applicant should include the following information about each relevant city: A. The maximum fleet size deployed in the first month of operation B. Total trips provided during the first month of operation C. Duration of operation.

#### City of Los Angeles Dockless On-Demand Personal Mobility Program.

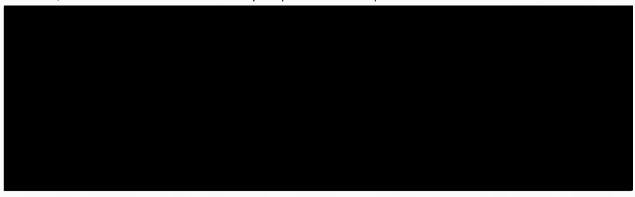
In 2019, LADOT launched the One Year Dockless On-Demand Personal Mobility Permit with a minimum fleet requirement of 500 and a maximum of 3,000 (with an additional 7,500 allowable devices in disadvantaged communities). The program includes insurance requirements, indemnification, operational restrictions, parking rules, and safety requirements similar in size and scope to the Chicago program. In April 2019, Wheels was granted a permit under this program to operate 3,000 devices and successfully deployed 2,500 devices within the first 30 days, completing over 134,000 rides. Note there was no condition to reach full deployment within the first 30 days and Wheels determined launch size based on local factors such as demand. Wheels is still operating in Los Angeles.

#### City of San Diego Shared Mobility Device Program.

On July 1, 2019, San Diego began its Shared Mobility Device program for which Wheels was granted a permit to operate a fleet of 1,650 shared mobility devices. Within its first 30 days of launch under this program, Wheels successfully deployed 1,360 devices, completing over 38,000 rides. Note there was no condition to reach full deployment within the first 30 days and Wheels determined launch size based on local factors such as demand.

ii. Does the applicant have sufficient financial capacity (including but not limited to cash flow and/or cash reserves) to remain in service for the full duration of the Second Phase Scooter Sharing Pilot program while meeting all pilot requirements, including fleet size and staffing capacity? The applicant must choose "A" or "B" in the below: A. Yes, the applicant has sufficient financial capacity to meet the reequipments stated in the preceding paragraph. B. No, the applicant has no sufficient financial capacity to meet the reequipments stated in the preceding paragraph.

A. Yes, Wheels has sufficient financial capacity to meet the requirements stated above.



#### 11. Past Performance (15%)

This Paragraph III(11) does not require any response from the applicant. Instead, this part will be scored by City staff based on objective assessment of data for the First Phase Scooter Sharing Pilot.

Given the City's prior comments about inconsistencies that it was seeing in the data from Wheels during the 2019 pilot, we want to ensure that the scoring of Section 11 is accurate. The purpose of Section 11 is to use data to evaluate actual 2019 performance, so it is important that the correct data source be used.

There was a well known data ingestion issue for Wheels during the 2019 pilot. This initially came up because the City noticed during the 2019 pilot that Wheels' MDS feed was showing devices as being deployed for use by riders at Wheels' warehouse, which obviously made no sense. Once this was brought to Wheels' attention, Wheels immediately looked into the issue and discovered that there was an inadvertent coding mistake that caused it to send to MDS the GPS coordinates of the device at the moment of the MDS query as opposed to the coordinates of where the event (such as a deployment) actually took place. Thus, if the device was sitting in the warehouse at the time of the MDS query, MDS would register that the device was deployed at the warehouse even though it actually was deployed at a different location at an earlier time. Because we had extensive source data, including photographs, showing exactly where these devices were deployed, we were able to show this to the City, which understood that this was a coding mistake and that the MDS data was leading to false conclusions.

Following the 2019 pilot, we corrected this issue by having the location align to the one where the data indicated the event actually took place rather than the one where the device was at the moment of the MDS query. As a result, a current pull of our MDS data will yield correct conclusions, whereas a pull of

our data from the time of the 2019 pilot will yield incorrect conclusions. Notably, all of the data aligns with the time stamps on the raw data, so there should be no question that this was a coding issue and that the data itself is accurate.

Section 11 measures actual performance during the 2019 pilot on issues such as compliance with the City's equity zone deployment requirements – because Chicago understandably wants to give more points to operators who actually met equity zone deployment requirements rather than those who didn't. However, because of the inadvertent coding mistake, relying on the old data will wrongly show that Wheels fared more poorly on its equity zone deployments than it actually did, which would unfairly hurt Wheels' candidacy and also distort the outcome from the perspective of the City, whose interest is in measuring actual performance.

Wheels requests that in scoring Section 11, the City pull data from the current MDS feed rather than the old MDS feed that everyone – both the City and Wheels – have long recognized would yield inaccurate conclusions.

# Attachments Landlord Letter of Intent Certificate of Insurance Workforce Associations Logos Workforce Letter of Support from Instituto Del Progreso Latino **Exponent Injury Data Report Summary** Exponent Injury Data Report (14 slides sent as separate attachment and available here) Exponent Accessibility Report (20 slides sent as separate attachment and available here) Wheels Device Wheels Los Angeles Profit and Loss Statement



June 19, 2020 Via Email

Mauricio Zuniga Midwest Regional Manager Wheels Lab Inc.

RE: Letter of Intent: Wheels Lab Inc. 1958 W Lake St Chicago, IL

Dear Mauricio,

I am pleased to present the following non-binding Letter of Intent ("LOI") on behalf of Lake Industrial Park, LLC.

**PROPERTY:** 1932-1958 W Lake Street, Chicago, IL

PREMISES: 1958 W Lake Street (West Corner Retail Space 10,465 rentable SF- Exhibit A)

LANDLORD: Lake Industrial Park LP

**TENANT:** Wheels Lab Inc.

**TERM:** Five (5) months and 2 (two) weeks beginning on or about July 15, 2020 and terminating December 31, 2020

**OPTION PERIOD:** Tenant may extend the term of the Lease on a one year term beginning January 1, 2020 with written notice to Landlord not less than sixty (60) days prior to the expiration date of the initial term.

**BASE NET RENT**: per month net. Any partial month will be pro rated using a thirty (30) day month.

#### TAX AND OPERATING EXPENSES (T/Os):

In addition to base net rent, Tenant shall be responsible for its pro rata share of property tax and operating expenses monthly. Estimated T/Os for 2020 total \$6.85 per rentable sf. Breakdown as follows: CAM \$2.68/sf, Real Estate Tax \$3.53/sf and Insurance \$0.64/sf. Based on this amount, the total monthly T/Os in 2020 are \$5,973.77.

### TOTAL MONTHLY RENT, TAX AND OPERATING EXPENSES BASED ON 2020 ESTIMATES:

**DATE OF POSSESSION:** Following Lease execution and not earlier than Immediately following Tenant's receipt of notice of successful bid by City of Chicago in July.





**RENT COMMENCEMENT:** 

On the date Tenant takes possession of the Premises.

#### **UTILITIES:**

**Electricity**: Separately metered to Tenant and paid directly by Tenant to utility provider; **HVAC**: Separately metered to Tenant and paid directly by Tenant to utility provider;

Water: Shall be provided by the Landlord (Included in CAM Expense);

**Trash**: Shall be provided by the Tenant.

MAINTENANCE AND REPAIRS: Landlord shall maintain and repair all of the structural elements and exterior surfaces of the Premises, including walls, foundation, concrete slab, and all unexposed base building electrical and plumbing lines outside of the Premises. Landlord warrants that the Premises, including the heating and air conditioning system, plumbing, hot water heater and electrical systems servicing the Premises will be in good working order, and that the roof will be free of leaks

Except as set forth above, Tenant, at Tenant's expense, shall be responsible for the maintenance and repair of the interior of the Premises as well as drain lines and electrical lines, HVAC system and any other systems specific to Tenant's intended use whether inside the Premises or exterior to the Premises, exclusively serving the Premises.

**LANDLORD WORK:** Landlord shall deliver the Premises to Tenant free and clear of all belongings of the previous occupant and in brom clean condition.

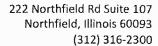
**TENANT WORK:** Tenant shall perform all additional necessary work to Premises at Tenant's sole cost and expense following Landlord's delivery of Premises to Tenant. Landlord shall approved all Tenant build out plans prior to Tenant's submitting for permit (if required) or commencing construction

**SECURITY DEPOSIT:** One month rent equivalent to be provided on date of Lease execution Tenant to furnish Landlord with Tenant financials.

**SIGNAGE:** Tenant shall have the right to erect on the exterior and interior of the Premises, at its sole cost and expense. Tenant shall be responsible for obtaining all necessary permits and approvals.

**ZONING OF PREMISES:** Landlord hereby warrants that the Premises are zoned PMD 4.

**BROKERAGE:** Landlord and Tenant represent and warrant that Seneca Real Estate Group LLC, representing the Landlord, is the only broker involved in this potential Lease transaction.





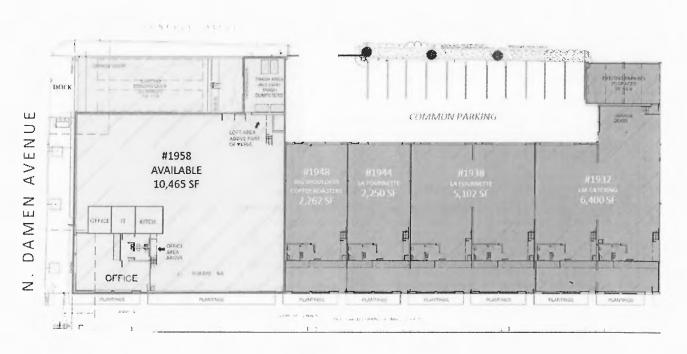
This LOI is not intended as a legally binding agreement upon either party and is solely intended for discussions purposes only. The terms and conditions of this LOI shall be subject to the review and approval of counsel for both Landlord and Tenant as contained in a lease document. Therefore, the preparation, revision or delivery of this LOI or any lease for examination and discussion shall in no event be deemed to be an offer or an obligation to lease the Premises but shall be merely a part of the negotiations between Landlord and Tenant. Neither party hereto shall have any obligation or liability to the other whatsoever unless and until such time as both parties shall have executed and delivered a lease.

Should the above information meet with your approval, kindly indicate your acceptance by signing below in the signature line provided and returning a copy of this LOI.

TENANT WHEELS LAB INC.		<u>LANDLORD</u> LAKE INDUSTRIAL PA	ARK LP
Ву:		Ву:	
Its:	The second secon	Its:	
Date:	, 2020	Date:	, 2020



# EXHIBIT A Premises Green Dock area is common to the property



W. LAKE STREET (CTA ELEVATED)



#### CERTIFICATE OF LIABILITY INSURANCE

DATE(MM/DD/YYYY) 06/19/2020

CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.
THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this

PRODUCER Aon Risk Insurance Services West, Inc. San Francisco CA Office	CONTACT NAME:	
	PHONE (A/C. No. Ext): (866) 283-7122 FAX (A/C. No.): (800) 363-	0105
425 Market Street Suite 2800	E-MAIL ADDRESS:	
San Francisco CA 94105 USA	INSURER(S) AFFORDING COVERAGE	NAIC #
INSURED	INSURER A: Lloyd's Syndicate No. 1969	AA1120106
Wheels Labs, Inc.	INSURER B:	
8149 Santa Monica Blvd, #297 West Hollywood CA 90046 USA	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

(	COVERAGES				CER	IFICAT	E NUMBE	R:	570082437	267				R	EVISION NU	JMBER:				
	THIS IS TO	CERTIFY	THAT	THE	POLICIES	OF IN	ISURANCE	LISTE	D BELOW	HAVE	BEEN	ISSUED	TO T	HE INSUF	RED NAMED	ABOVE	FOR	THE P	OLICY	PERIO
	INDICATED.	HTIWTON	STAND	NG A	NY REC	UIREME	NT, TERM	OR	CONDITION	I OF	ANY	CONTRAC	T OR	OTHER	DOCUMENT	WITH	RESPE	CT TO	WHIC	H THIS
	OFFITTIO ATE	64 AV 71	- 1001		D 8484	mmmail		TO LID A	NOC ACCO	2000	DV T	UE DOUG	WED 5	COCOLDE	D HESTIN	10 0110	PECT T	118 03	714 45	TORRES

L		SIONS AND CONDITIONS OF SUCH POL						Limits sh	iown are as requested
INSR		TYPE OF INSURANCE	ADDL	SUBR	POLICY NUMBER	POLICY EFF	POLICY EXP	LIMITS	
A	х	COMMERCIAL GENERAL LIABILITY			CSUSA1904495		11/06/2020	CHOIL DODGE CHAILOR	\$5,000,000
		CLAIMS-MADE X OCCUR			SIR applies per policy te	rms & condi	tions	DAMAGE TO RENTED PREMISES (Ea occurrence)	\$100,000
								MED EXP (Any one person)	Exclude
								PERSONAL & ADV INJURY	\$1,000,000
	GEN	VL AGCREGATE LIMIT APPLIES PER						GENERAL AGGREGATE	\$5,000,000
		POLICY PRO- JECT LOC				***************************************		PRODUCTS - COMP/OP AGG	Include
	TUA	OTHER:						COMBINED SINGLE LIMIT (Ea accident)	
		ANYAUTO						BODILY INJURY ( Per pacson)	
		OWNED SCHEDULED						BODILY INJURY (Per accident)	
		AUTOS ONLY HIRED AUTOS ONLY AUTOS ONLY AUTOS NON-OWNED AUTOS ONLY					-	PROPERTY DAMAGE (Per accident)	
		UMBRELLA LIAB OCCUR						EACH OCCURRENCE	1111
		EXCESS LIAB CLAIMS-MADE						AGGREGATE	***************************************
		DED RETENTION RKERS COMPENSATION AND						PER STATUTE OTH	
	EM	PLOYERS' LIABILITY Y/N							
		PROPRIETOR / PARTNER / EXECUTIVE ICER/MEMBER EXCLUDED?	NIA					E.L. EACH ACCIDENT	
		ndatory in NH) s, describe under						ET DISFASE-FA EMPLOYEE	W. A. C.
	DES	SCRIPTION OF OPERATIONS below						E.L. DISEASE-POLICY LIMIT	
		A COMPACTIONS / LOCATIONS / VEHICLES (ACO							

City of Chicago is included as Additional Insured in accordance with the policy provisions within the General Liability policy which shall be provided on a primary and non-contributory basis. 30 Days Notice of Cancellation and 10 Days for Nonpayment of Premium apply per the policy language.

CER	TIFIC	ATE	HOLD	ĿК

#### CANCELLATION

F THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE SHOULD ANY OF POLICY PROVISIONS.

City of Chicago Department of Transportation 30 N LaSalle St #1100 Chicago IL 60602 USA

Son Risk Insurance Services West Inc.

# Workforce Associations Logos

Logo	Association	Address	Contact
(C) ASAFEHAVEN	A Safe Haven asafehaven.org	2750 Roosevelt Rd Chicago, IL 60608	Alfonso Stewart
INSTITUTO	Instituto Del Progreso Latino institutochicago.org	2520 S Western Ave Chicago, IL 60608	Karina Villafuerte
North Luwndale Employment Network	North Lawndale Employment Network nlen.org	3726 W Flournoy St # 28 Chicago, IL 60624	Reri Barrett
NATIONAL LATING EDUCATION INSTITUTE	National Latino Education Institute nlei.org	2011 W. Pershing Rd Chicago, IL 60609	Elvia Estrada
ONNARD HOLES	Onward House onwardhouse.org	5413 W Diversey Ave Chicago, IL 60639	Julio Juarez



June 22, 2020

Instituto del Progreso Latino 2520 S. Western Ave, Chicago, IL 60608

#### To Whom It May Concern:

Instituto del Progreso Latino (Instituto) is a Non-Profit Educational Institution established to meet the needs of the community and employers. Our mission is to contribute to the fullest development of our community members and their families through education, training and employment that fosters full participation in the changing Unites States society while preserving cultural identity and dignity. We are always looking to develop new relationships with employers that will allow us to provide new opportunities to the community members we serve.

In 2019, enthusiastically Instituto had the pleasure of developing a new relationship with Wheels. Throughout the year we worked together to help meet the workforce development needs of the Chicagoland area. Our partnership has being beneficial to the growth of employment opportunities available for our job seekers. Wheels is currently our only partner that provides such unique employment opportunities in the transportation field. We know that these types of opportunities can result in the strengthening of individuals and their families' financial stability and other career pathways. This is why we believe that Wheels innovated products can continue to benefit our city of Chicago.

Instituto will continue supporting Wheels meet their elevated hiring needs in 2020. As we know that together we can deliver our mission of contributing to the fullest development of our job seekers and their families, through the power of employment stability.

Sincerely,

Karina Villafuerte

Karina Villafuerte

**Employment Specialist** 

# **Ride Safe with Wheels**

First and foremost, Wheels encourages safety by having what we believe is the safest device in the industry, including first-of-its-kind safety features like our integrated helmet system, 14 inch wheels, a low center of gravity, and Bluetooth speakers to enable hands-free navigation.

The data demonstrates Wheels' safety benefits. Wheels recently hired Exponent, a leading engineering and consulting firm that studies safety to go through the many independent studies that have been done across the micromobility industry to measure injury rates. We asked Exponent to then compare those findings to our own injury data. Exponent found that Wheels' injury rates were exponentially lower than those reported for other types of micromobility devices, including both bicycles and traditional stand-up scooters. Specifically, here's what Exponent found:

Wheels' Injury Rate	Comparison to Other Micromobility Devices
I injury for every 74,577 miles ridden	4 times better than bicycles; 3 to 66 times better than scooters
24.99 injuries for every 1 million trips taken	5 times better than bicycles; 8 to 26 times better than scooters
0.12 injuries for every 1,000 hours of riding	2 to 5 times better than bicycles; 9 to 19 times better than scooters

Notably, with one exception, all of the studies that Wheels was compared against rely entirely on hospital emergency room visits for their injury reporting, which means they leave out a large number of other injuries. In contrast, Wheels' injury data is based on every single injury reported to the company through all of our various channels, including through our app, calls or texts to our 24/7 support number, or to our support email, even though only a small fraction involved an emergency room visit. The only other injury rate report that we know of that is not limited to emergency room visits is Bird's, which stated that its riders had 1 injury for every 26,882 miles ridden – an injury rate that is nearly 3 times higher than Wheels'.

A complete version of Exponent's report is attached.

## The Unique Wheels Device



#### **Device Features**

Integrated Smart Helmet
Foam Seat
14-inch Wheels
LED lights
Bluetooth Speaker
Adjustable kick-stand
Speedometer
Footpegs
Front and rear independent dual
actuated braking system

#### Identification

Every device features:
Company name
Logo
24/7 customer service
phone number Website
Email address
Unique vehicle identifier

## **Vehicle Specifications**

Wheels devices are: 39.9 inches tall 21.1 inches wide 49.2 inches long Weigh 40 lbs.

Devices feature LED lights for increased visibility and a headlight which shines up to 500'

Wheels devices are one of the first to market with swappable battery technology. Our swappable battery model allows us to source new types of batteries, if needed, while still using our current device models



#### CONFIDENTIAL

#### Los Angeles - 2020

Revenue

**Operating Expenses** 

Rent

Utilities

Hourly Staffing

Payroll

Insurance

Permit Fees

Other OpEx

Net



#### Notes:

The above draft financial information is unaudited and is not prepared in conformity with GAAP.

CONFIDENTIAL