E-Scooter Update

University Council Briefing
Oct 15, 2019
Brice Nelson, MSU Innovation Center
# Timeline

<table>
<thead>
<tr>
<th>Period</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall 2018</strong></td>
<td>• Rogue Launch on campus by Bird / Lime caused many issues</td>
</tr>
</tbody>
</table>
| **Winter 2018** | • MSU requires e-scooter providers to comply with ordinances – Lime and Bird halt MSU operations  
|               | • Explore concept of having exclusive e-scooter partner               |
| **Early Spring 2019** | • Seek input  
|               | • Within MSU - ASMSU, COGS, IPF, Colleges of Engineering, College of Business, Police Department, Government Relationships, others  
|               | • Outside of MSU - Cities of East Lansing and Lansing                 |
| **Spring 2019** | • Request for Proposal (RFP) Process to select vendor  
|               | • 15 companies (4 finalists)  
|               | • Revision of MSU ordinances to allow e-scooters on campus             |
| **Summer 2019** | • Contract Negotiation with selected vendor (Gotcha)                  |
| **Fall 2019** | • E-Scooter Launch                                                    |
Gotcha
Selected as MSU vendor for e-scooter services and collaborative partner
Expressed an Overall Vision In-line with MSU

SCOOTER SHARE OVERVIEW

- Gotcha’s goal for the micro-mobility system is simple - to partner with Michigan State University to create a service that contributes to the University’s long-term investment in seamless, innovative transportation solutions.
- Our proprietary e-scooters will be parked in geo-fenced mobility hubs located throughout campus to ensure organization and predictability.
- Our in-market and corporate teams will be in communication daily to ensure the program is exceeding expectations.

**E-Scooter Features**

- 350-watt motor
- Rust resistant frame
- Front and rear safety lights
- 15 mph maximum speed
- 18-20 miles per charge
- Weatherproof battery
Potential for Expansion of Services

ALL ELECTRIC FLEET

THE FREEDOM OF CHOICE.

- Gotcha provides the choice of four electric shared mobility options.
- Users can conveniently ride all services available in market through a single app.
Commitment to Safety

SAFETY AND USER EDUCATION

- Safety messaging will be included in the app, on the scooters and additional signage to promote safe usage.
- We will partner with the University to identify specific safety measures and rules of the road for MSU’s campus.
- Gotcha communicates with users and others interacting with users via in-app messaging, physical signage and respective University web pages.
- All accident data will be collected and shared with University staff and police upon request; specifications of accident data will be determined between Gotcha and the University.

We have worked with over 30 universities, including large higher education institutions such as Auburn University, Florida State University and the University of Oklahoma, to provide safety education to users and other members of the campus community.

We have streamlined an accident protocol based on each University’s standard communication/procedures, which has minimized incidents.
Understood the research component

- Gotcha is committed to a strong financial partnership with Michigan State University and its community of students, faculty, staff, and visitors, to invest into micro mobility research and innovative solutions.

- The scenario below is how we envision the initial launch of a mobility system with 300 e-scooters could produce meaningful revenue back to the University.

<table>
<thead>
<tr>
<th>Scooter Units</th>
<th>300</th>
<th>300</th>
<th>300</th>
<th>300</th>
<th>300</th>
<th>300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trip / Scooter / Day</td>
<td>3.0</td>
<td>3.5</td>
<td>4.0</td>
<td>4.5</td>
<td>5.0</td>
<td></td>
</tr>
<tr>
<td>Revenue Share %</td>
<td>10.0%</td>
<td>10.0%</td>
<td>10.0%</td>
<td>10.0%</td>
<td>10.0%</td>
<td></td>
</tr>
<tr>
<td>Annual Revenue Share Payment</td>
<td>$98,550</td>
<td>$114,975</td>
<td>$131,400</td>
<td>$147,825</td>
<td>$164,250</td>
<td></td>
</tr>
</tbody>
</table>
Faculty asked to submit research ideas for funding

Four MSU proposals received:

- Launching an Efficient, Safe, and Sustainable Electric-Scooters System
- Spartan Armor - Rider Helmet Initiative
- Digital media campaigns to increase ridership for gotcha e-scooters
- Media Technologies in E-Scooter Use

Reviewing with Gotcha Input
Plan to fund 1 proposal this month
Will launch second request in Spring
Platform supports Data Sharing to all interested faculty
MSU’S TEAM
NO OUTSOURCING. GUARANTEED EFFICIENCY.

• VICE PRESIDENT OF UNIVERSITY PARTNERSHIPS
  • PARTNER EXPERIENCE MANAGER
• CORPORATE OPERATIONS TEAM:
  • PLANNING & IMPLEMENTATION
  • RIDER EXPERIENCE
• MARKETING TEAM:
  • CREATIVE
  • PUBLIC RELATIONS & SOCIAL MEDIA
• SOFTWARE & TECHNOLOGY TEAM
  • IEM

Operations model includes Local Representation
Hub based system consistent with MSU Parking requirements

MOBILITY HUBS

- At Gotcha, we believe e-scooters should end up in organized, predictable locations.
- Mobility hubs will be locations where people can rely on finding available and functioning devices parked in an orderly and upright fashion.
- Multiple hub options in a university network is common – both virtual hubs and fixed racks can be provided based on infrastructure needs.
- Throughout the program we may shift, add, remove or otherwise alter the parking plan to ensure e-scooters are available and not overcrowded in any location.

PARKING PLAN

- E-scooter parking will be convenient for the user and customized for the University.
- Our in-house fleet team will utilize Gotcha branded vehicles to rebalance the system, recharge batteries, perform hub maintenance and repair e-scooters.
- We will incentivize users who return e-scooters to hub locations or “naturally rebalance” out-of-hub scooters back to designated parking areas through promo codes and free rides.
- Gotcha will create “no park zones,” and we will strategically place hubs in approved locations near these zones to influence user behavior while still providing flexibility and ease of use.
**Demo Tents**

- OCT 8 - AUDITORIUM LOOP
- OCT 9 - AUDITORIUM LOOP
- OCT 10 - AUDITORIUM LOOP
- OCT 16 - PEOPLE'S PARK
- OCT 17 - PEOPLE'S PARK
- OCT 18 - N.E. CORNER OF FARM & SHAW
- OCT 21 - AUDITORIUM LOOP
- OCT 22 - N.E. CORNER OF FARM & SHAW
- OCT 23 - HUBBARD AKERS COURTYARD

**Data Sharing**

- OCT 18 – 2x weekly reports (high level stats, customer complaints)
- OCT 23 - Working session for API access (PII compliant; PW protected)
- NOV 1 – Real time Dashboard Portal and Research API access active

**Roll Out – In Progress**
MSU Scooters: Negatives

- Limited vandalism
- Need more hubs
- Launch Delay
- Connectivity issues
- Confusion on correct app

"Allow for ride cancellation in areas outside your designated parking areas. I won't be using your company's services any longer until you do."

"Gotcha Scooters Travel"

"G"
MSU Scooters: Positives

• Initial launch 50 scooters, Current at 300, Future <600
• 40 mobility hubs at MSU; 10 at East Lansing
• 7 Gotcha staff, raising to 12 by Oct 18 (50% students)
• Prelaunch briefing to AAMSU student leaders
• 30 Mobility Advocates (Students with Unlimited Riding - Peer to peer engagement, rebalancing, eyes on campus)
• Obtaining UL Safety Certification
App Downloads

Best Gotcha Launch (by rate of adoption)

>1000 as of 10/14

Social Media Campaign in Place
FB: @ridegotcha
Inst: #ridegotcha
Ridership Increasing

Ridership growing faster than Fleet (intentional)

Weather Dependent (Oct 11 – rain)

Warnings for parking out of hubs – will transition to incentive/disincentive
Summary

• Positives outweigh the Negatives
• Best in class collaboration model
• Best in class safety certification in process
• Research projects
• Best in class Data Access
• Innovative Mobility Advocates
• Good growth in device adoption and usage
QUESTIONS?
Visit ridegotcha.com/help
What is a Mobility Hub?