



CITY OF SANTA MONICA

SHARED MOBILITY PILOT PROGRAM

gotcha



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LETTER TO YOU

Dear Members of the Selection Panel:

The City of Santa Monica is taking an exciting step in launching a mobility pilot program that will enable residents and visitors to directly connect with various forms of local transportation infrastructure.

As a mobility company focused on sustainability, we are excited to see that your beautiful city is taking a leadership position in developing shared mobility solutions which will significantly reduce car dependency in urbanized areas. That is important for any jurisdiction looking to improve mobility, air quality and public health. We are thrilled to submit this application to help you advance those efforts through our scooter share program.

I founded Gotcha as a shared mobility company in 2009 with the goal of improving everyday life with sustainable transportation options. We now operate more than 40 mobility systems nationwide in communities such as Sarasota, FL, Washington St. University, and our home town of Charleston, SC. Over one million trips have been made utilizing our 100% electric ride share scooters, vehicles and bikes.

Gotcha's scooter share application describes in detail how we will operate in Santa Monica. Our qualifications are summarized hereto based on your selection criteria:

- 1. Ten years of experience operating shared mobility systems.** Gotcha is the only company that offers three shared mobility system types (scooter, ride and bike) within a single app interface (with additional products launching later in 2018). We've had over 100,000 users make a total of over one million trips in our shared mobility programs. We are dramatically reducing vehicle miles traveled, and even more importantly, we've created true partnerships with the cities and colleges we serve. We encourage you to contact our references.
- 2. Proposed operational plan appropriate to the Santa Monica environment.** Gotcha operates organized mobility programs customized to suit the unique landscape of each city or campus in which we bring our products. Predictable mobility hubs in the furniture zone will help reduce air pollution and traffic congestion while respecting public spaces. Clear walkways and ADA access are always a top priority for Gotcha.
- 3. Ability to launch operations in a timely manner.** Gotcha is committed to launching a minimum of 250 scooters at program launch.

- 4. Public education and engagement strategies.** Gotcha promotes responsible behavior on and off our equipment. We teach members of the community how to practice mindful mobility. We are committed to employing a team of mobility ambassadors who will play a huge role in the education and engagement efforts of the program.
- 5. Compliance record with Federal, State and local laws, rules and regulations.** Gotcha is very proud of our compliance record. We never sell or disclose customer data, and all payments are processed with a PCI compliant partner. As you'll hear from our references, Gotcha plans every system in conjunction with our partners in order to launch a system that has the buy-in and support of key stakeholders, providing a system that works for everyone, not just Gotcha.
- 6. Financial viability, stability and adequacy of insurance.** Gotcha is able to meet or exceed all insurance requirements in the Request for Applications.
- 7. Proposed methods to address device parking, helmet use and roadway safety compliance.** Safety is paramount. Our mobility ambassadors will be members of the Santa Monica community who will take pride in teaching residents and visitors how to be good stewards of equipment and the surrounding environment. Through our exclusive safety partnership with Bern, residents will have easy access to helmets for many miles of safe and enjoyable riding.

Expanding the freedom of choice in how people move throughout their community in a sustainable and safe way is a rewarding part of our daily work. We look forward to discussing this exciting opportunity with you in more detail.

Sincerely,

Sean Flood

CEO, The Gotcha Group
7 Radcliffe Street
Charleston, SC 29403
sean@thegotchagroup.com

GET TO KNOW GOTCHA

Founded on the core belief there's nothing we can't do, Gotcha unlocks human potential by creating daily moments of empowered movement.

While we take our work seriously, we don't take ourselves too seriously and we're unified through values that make Gotcha, Gotcha.

Trust

Building a product people can rely on for their daily transportation is not to be taken lightly. People have enough to worry about, getting where they need to go shouldn't be one of them.

Partnership

A bit like the Avengers, Gotcha combines our super powers with those of our city and university partners to create safe, sustainable, no-hassle transportation solutions that everyone can afford.

Humility

It's hard to stay humble when you're awesome, but we can always be awesomer. Gotcha's success is built on always staying open to new ideas and admitting when there are ways we can improve.

Fun!

We're reshaping the daily grind into something enjoyable. For a change, people will start to look forward to their ride to work, school, or errands.

Empowerment

Mobility is freedom. Exercising a choice in how you access freedom, that's pretty empowering.

GOTCHA BELIEVES MOBILITY IS FREEDOM.

**WE EMPOWER PEOPLE TO LEAD HAPPIER, MORE
PRODUCTIVE LIVES THROUGH THE TRANSFORMATIVE
POWER OF SUSTAINABLE, ACCESSIBLE TRANSPORTATION.**



SCOOTER SHARE



RIDE SHARE



BIKE SHARE



**MOBILITY
AS A
SERVICE**

Gotcha's focus is micro-transit, providing service in dense urban areas to improve the daily lives of those traveling 0-4 miles.

GOTCHA SCOOTER, RIDE AND BIKE SHARE



AREAS



TAXIS, UBER & LYFT



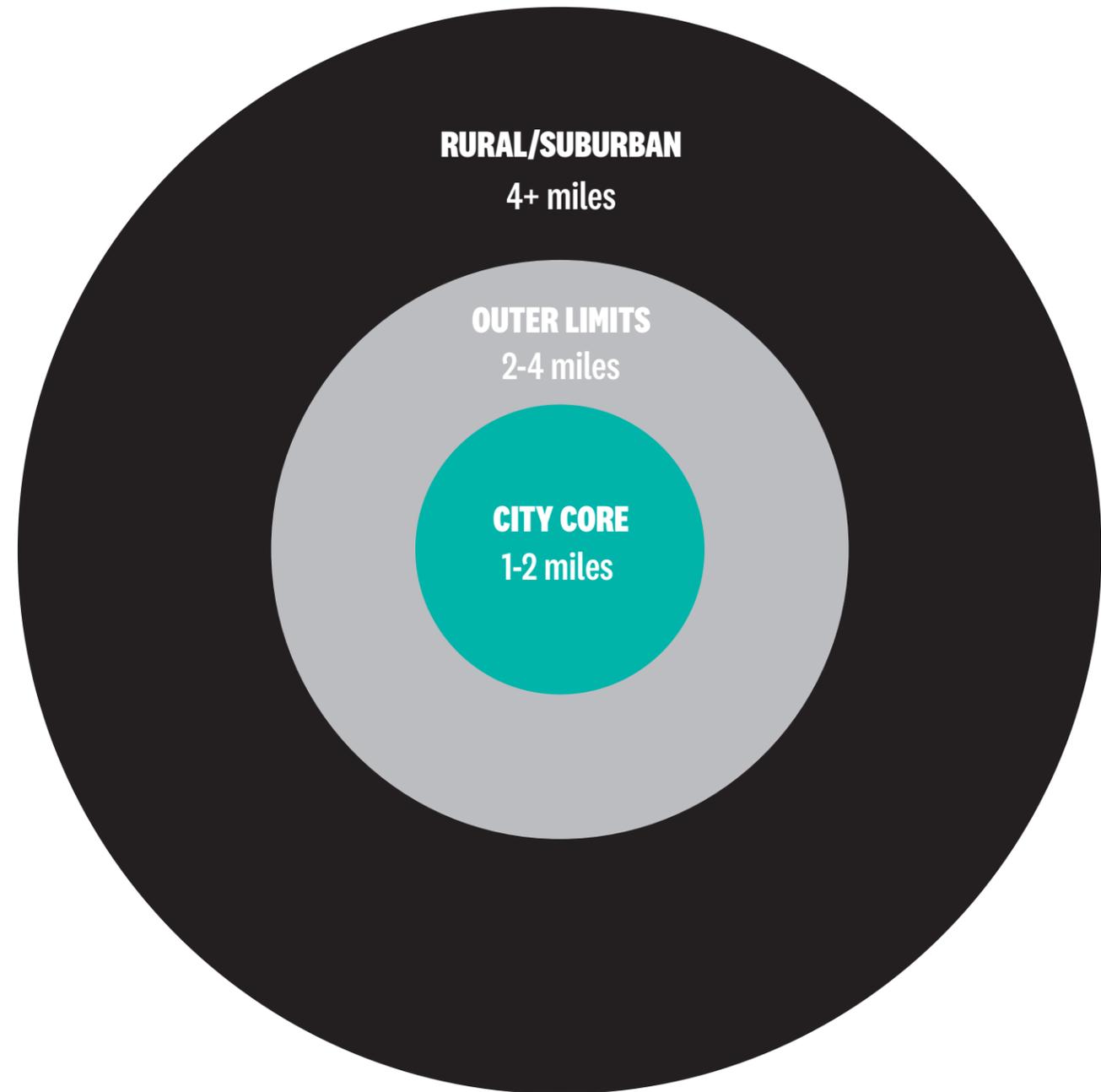
AREAS



BUS & MASS TRANSIT



AREAS



MOBILITY SERVICE AREAS

GOTCHA RIDE SHARE IN SANTA MONICA

Launching Fall 2018, Gotcha's electric ride share service will provide an additional shared mobility option for Santa Monica residents.

The electric ride share service will work symbiotically with Gotcha's scooter system to help rebalance and charge scooters, while drivers and mobility ambassadors will be used to educate the public about both services.

Intended Scope:

- 25 electric vehicles
- 7 days a week
- 12 hours a day
- Serving 8-square miles of Santa Monica
- App-based service



1. INTENT

Santa Monica is a beautiful, famed city with a thriving downtown core. Residents and visitors deserve a top-tier transportation system. We see a spectacular future in and around Santa Monica!

“There’s no denying the popularity and ease of shared mobility devices that can help Santa Monica reach its goal of being a multimodal city.”

-Mayor Ted Winterer

GOTCHA’S VISION FOR SANTA MONICA

We will design a mobility program for experience-driven people in California’s most celebrated beach city. Our mindful approach enriches lives, protects the environment, and strengthens commerce.

CORE AREAS OF SERVICE

Choice

Gotcha scooters will diversify public transportation. Residents and visitors will have more freedom to choose sustainable transportation as part of their daily routines.

Public Health and Safety

Organized mobility hubs will establish visible and convenient places to rent and return scooters. Everyone is a pedestrian at some point, meaning walkways and ADA access must be kept clear.

Emissions Reduction

Gotcha will play an immediate and direct role in reducing emissions. Single occupant vehicle trips will be reduced as people experience the joys of our safe and predictable scooter program.

Education

We will promote mindful mobility. We will continually educate the Santa Monica community about safe and legal habits.

Enforceable Management Framework

A well-managed service is a large part of why Gotcha partners rave about shared mobility. Enforceable frameworks set the expectation that our program is part of a larger public transportation system.

Orderly Public Right of Way

Integrating scooters in the furniture zone is a vital part of an orderly public right of way. Predictable mobility hubs will help increase ridership and encourage good stewardship.

Customer Service

Gotcha will provide 24/7, multilingual customer service. Rebalancing, charging, maintenance, and marketing – we will make scooters a pleasant experience for users.



2. OPERATOR INFORMATION - PROJECT TEAM



SEAN FLOOD
FOUNDER & CEO

- Founded Gotcha in 2009
- Designed Gotcha's Shared Mobility products and app



RYAN LEACH
CFO

- Manages finance, HR and accounting activities
- Oversees corporate strategy



ANNE MORGAN
VP OF CLIENT SERVICES

- Oversees post-launch success
- Evaluates evolving needs
- Marketing strategy with clients



CAROLINE ADAMI
DIRECTOR OF CLIENT SERVICES

- Monitors, evaluates and modifies mobility ambassador outreach and intercept tactics



ASHLEY AYERS
MANAGER OF CLIENT SERVICES

- Prepares weekly data reporting
- Assists with mobility ambassador program



JULIA SIMPSON
PROJECT MANAGER

- Provides on-site technology training
- Hires and trains local fleet staff



BRETT VIGRASS
GENERAL COUNSEL

- Provides legal advising for Gotcha
- Ensures compliance for contracts
- Coordinates proposal documents



GRIFFIN BLACKWELDER
VP OF CORPORATE DEVELOPMENT

- Oversees corporate strategy and development
- Primary client point of contact



NICK GARTNER
DIRECTOR OF MOBILITY

- Oversees ride share operations
- Arranges fleet production and delivery



MEGAN MCNAMARA
DIRECTOR OF MOBILITY

- City System Management
- Implementation Planning
- Operational Support



EVAN HARRIS
DIRECTOR OF CLIENT SERVICES

- Maintains day-to-day client contact
- Oversees post launch planning



MATT COURTENAY
MANAGER OF MOBILITY OPERATIONS

- Production management
- Coordinates with local mechanics
- On-the-ground support



ANNE CAMERON
PROJECT MANAGER

- Works with local team, including the mobility ambassadors
- Communicates with City Officials



KRISTA DEWOLFE
MANAGER OF CLIENT SERVICES

- Assists with client relationship building
- Creates marketing materials



KATIE SIMS
VP OF MOBILITY

- Oversees shared mobility operations
- Evaluates fleet expansion



ERIC SIMS
DIRECTOR OF MOBILITY OPERATIONS

- Oversees shared mobility launches
- Arranges production and delivery to ensure timely launch



ADRIENNE HARRINGTON
DIRECTOR OF MUNICIPAL AND GOVT AFFAIRS

- Scooter and pedestrian planning
- Transportation Demand Management Program



ANDY BOENAU
DIRECTOR OF MOBILITY STRATEGY

- Hub planning
- Community outreach
- Marketing strategy



ALEC REITZEL
CUSTOMER SERVICE MANAGER

- Resolves customer service issues
- Processes all refunds and membership changes



HANNAH BOND
PROJECT MANAGER

- Establishes on-the-ground hub placement
- Monitors usage data reports



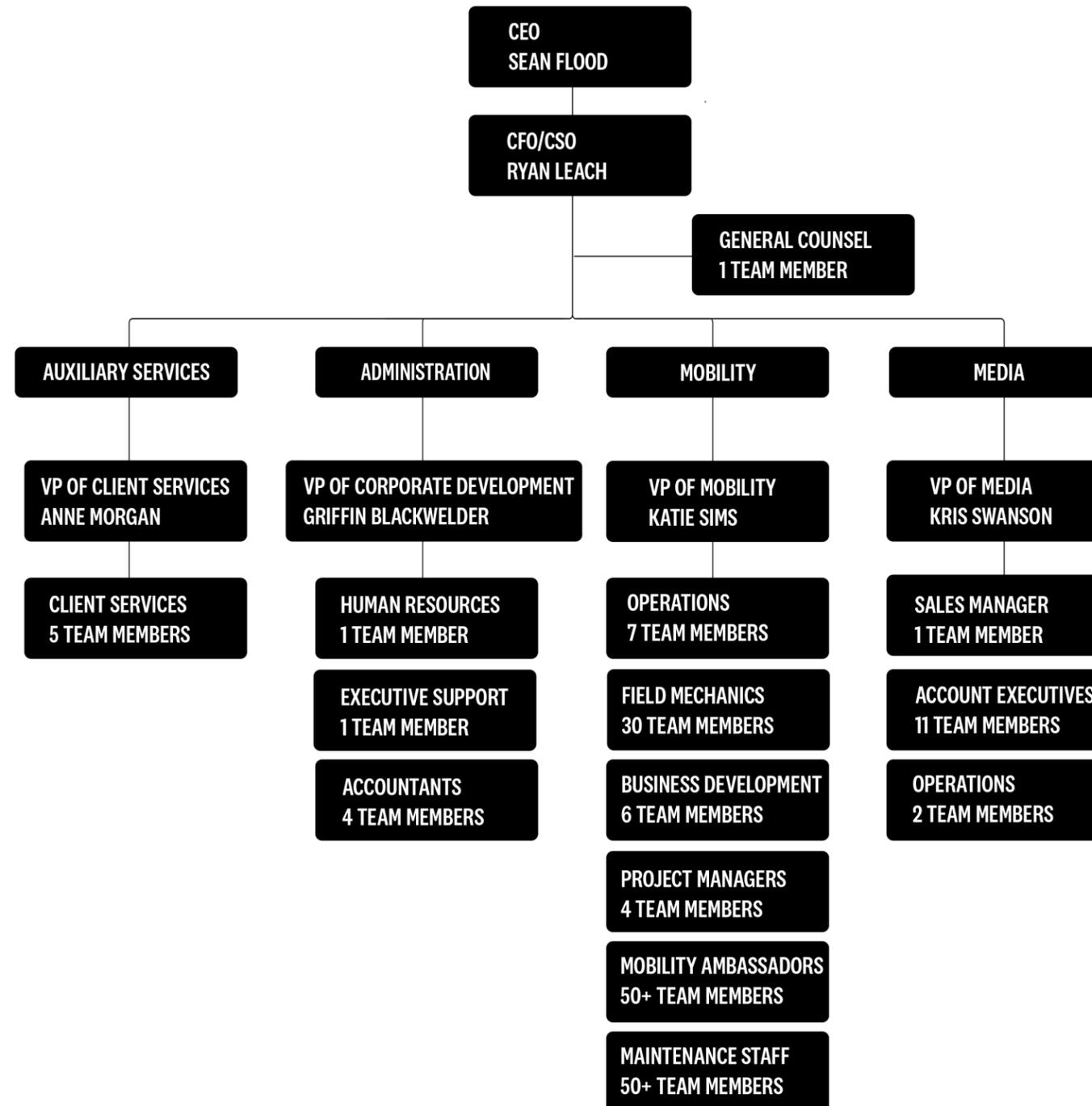
MELISSA DUDDY
HUMAN RESOURCES MANAGER

- Manages all on boarding for new hires
- Ensures company HR compliance

2. OPERATOR INFORMATION - LEAD TEAM MEMBERS

NAME	ROLE	BIOGRAPHY AND QUALIFICATIONS
Griffin Blackwelder	Vice President of Corporate Development	Griffin left law school early to join Gotcha in 2014 to begin a career in shared mobility. Since joining Gotcha, he has seen the company evolve from a group of 3 to over 50 full time employees. BA from College of Charleston.
Katie Sims	Vice President of Mobility	Since joining Gotcha in 2015, Katie has helped implement 36 bike share systems in 21 states. Katie joined Gotcha from Swiss Diamond, a global manufacturing company specializing in high-end cookware, where she led the international marketing and communications strategy. BS Advertising from Florida State University.
Andy Boenau	Director of Mobility Strategy	Andy Boenau, AICP, has been working in the transportation industry for 20 years. His latest book is “Emerging Trends in Transportation Planning.” Andy has produced three award-winning short films, an award-winning podcast, and a series of courses. He has taught thousands of professional planners and engineers how to break from the mainstream to improve the safety and vitality of transport systems. Andy is vice chair of the Institute of Transportation Engineers (ITE) Transportation Planning Council, and vice chair of the American Planning Association (APA) New Urbanism Division. BS Civil Engineering from Virginia Tech.
Nick Gartner	Director of Mobility	Originally from New Jersey and now a Charleston resident for 6 years, Nick brings over 7 years of operations and event management. Nick currently manages operations for our experiential division and ride share programs across the country. BS Marketing from Monmouth University.
Eric Sims	Director of Operations	Eric is the Director of Operations at Gotcha. He joined the company in April of 2016. He spent 3 years in finance in logistics before joining the Gotcha team. He loves hiking with his two dogs Brew and Barley! BS Marketing from Florida State University.
Matt Courtenay	Manager of Operations	Having worked in New York City and now Charleston, Matt brings over 7 years of experience in the mobility industry. Matt currently manages operations for our electric ride share program and has past experience in public private partnerships, bike share, and traffic planning. BS Marketing from Fordham University.
Anne Cameron	Project Manager	Well versed in corporate event production and brand strategy, Anne Cameron joins Gotcha transferring her 10 years of event and marketing experience to micro-transit system launches and activations as a Mobility Project Manager. BA from Elmhurst College.

2. OPERATOR INFORMATION - ORGANIZATION CHART



2. OPERATOR INFORMATION - SHARED MOBILITY EXPERIENCE

SYSTEM NAME	LOCATION	LAUNCH DATE	TYPE	SIZE	LEGAL COMPLIANCE
Florida State University	Tallahassee, FL	September 2009	Ride Share	4 Vehicles	Fully Compliant
University of Florida	Gainesville, FL	2010	Ride Share	4 Vehicles	Fully Compliant
Atlanta Special Events	Atlanta, GA	January 2015	Ride Share	15 Vehicles	Fully Compliant
War Eagle Bike Share - Auburn University	Auburn, AL	February 2016	Bike Share	200 Bikes	Fully Compliant
Half Mile North	Charleston, SC	February 2016	Bike Share	5 Bikes	Fully Compliant
Northern Kentucky University	Highland Heights, KY	April 2016	Bike Share	50 Bikes	Fully Compliant
Georgia Tech University	Atlanta, GA	2016	Ride Share	3 Vehicles	Fully Compliant
EdR	MI, AZ, MN, MO, OK, VA, TX	Varies	Bike Share	56 Bikes	Fully Compliant
Savannah College of Art and Design	Savannah, GA and Atlanta, GA	Varies	Bike Share	145 Bikes	Fully Compliant
NYC Special Events	New York, NY	October 2016	Ride Share	10 Vehicles	Fully Compliant
University of North Carolina Wilmington	Wilmington, NC	November 2016	Bike Share	70 Bikes	Fully Compliant
iRide - City of Sarasota	Sarasota, FL	March 2017	Ride Share	7 Vehicles	Fully Compliant
Anaheim Special Events	Anaheim, CA	March 2017	Ride Share	6 Vehicles	Fully Compliant

2. OPERATOR INFORMATION - SHARED MOBILITY EXPERIENCE (CONTINUED)

SYSTEM NAME	LOCATION	LAUNCH DATE	TYPE	SIZE	LEGAL COMPLIANCE
Crimson Cruisers - University of Oklahoma	Norman, OK	April 2017	Bike Share	100 Bikes	Fully Compliant
Holy Spokes	Charleston, SC	May 2017	Bike Share	250 Bikes	Fully Compliant
New Orleans Special Events	New Orleans, LA	July 2017	Ride Share	6 Vehicles	Fully Compliant
War Eagle Express - Auburn University	Auburn, AL	August 2017	Ride Share	3 Vehicles	Fully Compliant
University of North Carolina Charlotte	Charlotte, NC	August 2017	Bike Share	100 Bikes	Fully Compliant
Queens University Bike Share	Charlotte, NC	August 2017	Bike Share	10 Bikes	Fully Compliant
Baltimore Special Events	Baltimore, MD	September 2017	Ride Share	6 Vehicles	Fully Compliant
Ole Miss Bike Share	Oxford, MS	September 2017	Bike Share	50 Bikes	Fully Compliant
University of North Carolina	Chapel Hill, NC	October 2017	Bike Share	100 Bikes	Fully Compliant
Binghamton University	Binghamton, NY	October 2017	Bike Share	30 Bikes	Fully Compliant
Bikes on the Fly - Lewis University	Romeoville, IL	October 2017	Bike Share	10 Bikes	Fully Compliant
Mercy College Bike Share	Dobbs Ferry, NY	October 2017	Bike Share	10 Bikes	Fully Compliant
Tinker Air Force Base	Oklahoma City, OK	November 2017	Bike Share	20 Bikes	Fully Compliant

2. OPERATOR INFORMATION - SHARED MOBILITY EXPERIENCE (CONTINUED)

SYSTEM NAME	LOCATION	LAUNCH DATE	TYPE	SIZE	LEGAL COMPLIANCE
Mule Rides - Southern Arkansas University	Magnolia, AR	February 2018	Bike Share	30 Bikes	Fully Compliant
Comporium Bike Share	Rock Hill, SC	April 2018	Bike Share	30 Bikes	Fully Compliant
Greenride Bikeshare	Burlington, VT	April 2018	Bike Share	105 Bikes	Fully Compliant
Coug Bikes - Washington State University	Pullman, WA	June 2018	Bike Share	100 Bikes	Fully Compliant
Roam Bike Share	Blacksburg and Christiansburg, VA	Summer 2018	Bike Share	75 Bikes	Fully Compliant
Toledo Bike Share	Toledo, OH	Summer 2018	Bike Share	100 Bikes	Fully Compliant
Springfield Bike Share	Springfield, MO	Fall 2018	Bike Share	50 Bikes	Fully Compliant
Lakeland Bike Share	Lakeland, FL	Fall 2018	Bike Share	50 Bikes	Fully Compliant
St. Augustine Bike Share	St. Augustine, FL	Fall 2018	Bike Share	100 Bikes	Fully Compliant
Marshall University Bike Share	Huntington, WV	Fall 2018	Bike Share	30 Bikes	Fully Compliant
Syracuse University Bike Share	Syracuse, NY	Fall 2018	Bike Share	150 Bikes	Fully Compliant
Charleston Ride Share	Charleston, SC	Fall 2018	Ride Share	10 Vehicles	Fully Compliant

2. OPERATOR INFORMATION - CORPORATE OPERATIONS

Gotcha Ride, LLC, a wholly owned subsidiary of Gotcha Media Holdings, LLC, has been in operation since 2009. Gotcha Ride is the mobility division which is responsible for operating shared mobility systems. Gotcha Media Holdings also has a media division which is responsible for operating the largest on-campus out-of-home advertising network.

MSouth Equity Partners is the only entity that has more than 10 percent equity of Gotcha Media Holdings, LLC. 3050 Peachtree Rd NW, Suite 550, Atlanta, GA 30305

Sean Flood, CEO and Ryan Leach, CFO are the only officers of Gotcha Media Holdings, LLC.
15303 Ventura Blvd. Bld C, Suite 1490, Sherman Oaks, CA 91403 (West Coast HQ)
7 Radcliffe St, Suite 200, Charleston, SC 29403 (East Coast HQ)



2. OPERATOR INFORMATION - ANCILLARY BUSINESS OPERATIONS

Gotcha's media division has the largest on-campus network of advertising kiosks across the U.S. Our university partnerships connect advertisers with students through a medium that can't be delayed, skipped, or turned off. This network provides broad, efficient reach to a highly targeted audience.

Each kiosk is owned and operated by Gotcha, and located on campuses in high-traffic areas for maximum impact. One current Gotcha partner that we are especially proud of is Santa Monica Community College.

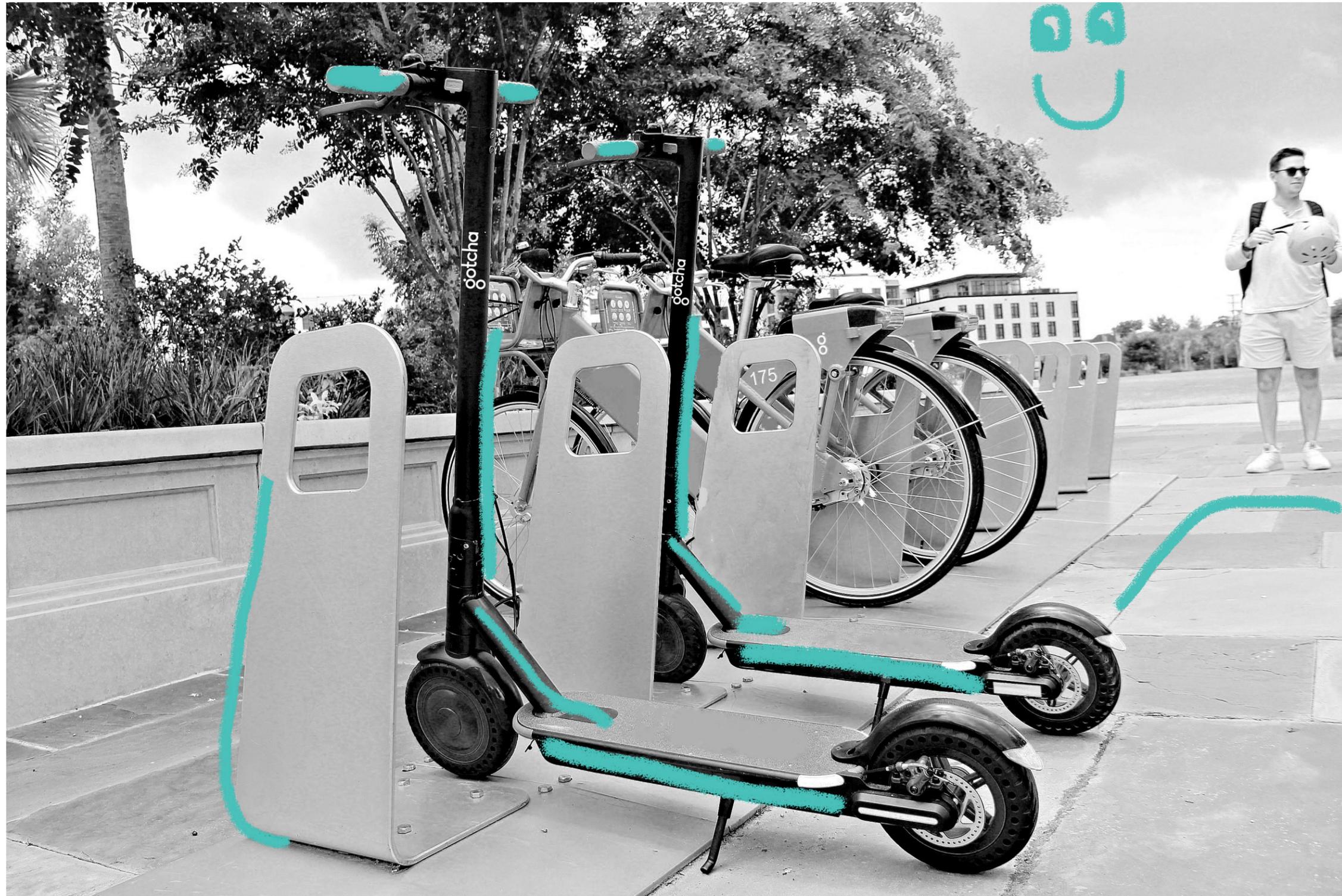
- 138 Universities
- 52 Million Monthly Impressions
- 2,000 Ad Panels



Additionally, our media division creates and activates educational programs, experiential events, and influencer campaigns that connect brands and causes to families nationwide through preschools, K-12 schools, colleges, and other community based organizations.

- Access to 50 million families
- Implemented 475 programs
- Worked with 40 Fortune 500 companies





3. EQUIPMENT

A. TYPE AND SPECIFICATION OF ALL DEVICES.

All scooters will be uniform in design and features. Gotcha scooters will match the design and look of the electric ride share vehicles we are launching in Santa Monica for our ride share platform. This will create connectivity of the two programs and provide greater awareness and convenience for the scooter program.

Scooter wires will be internal, which is necessary for security and theft deterrence.

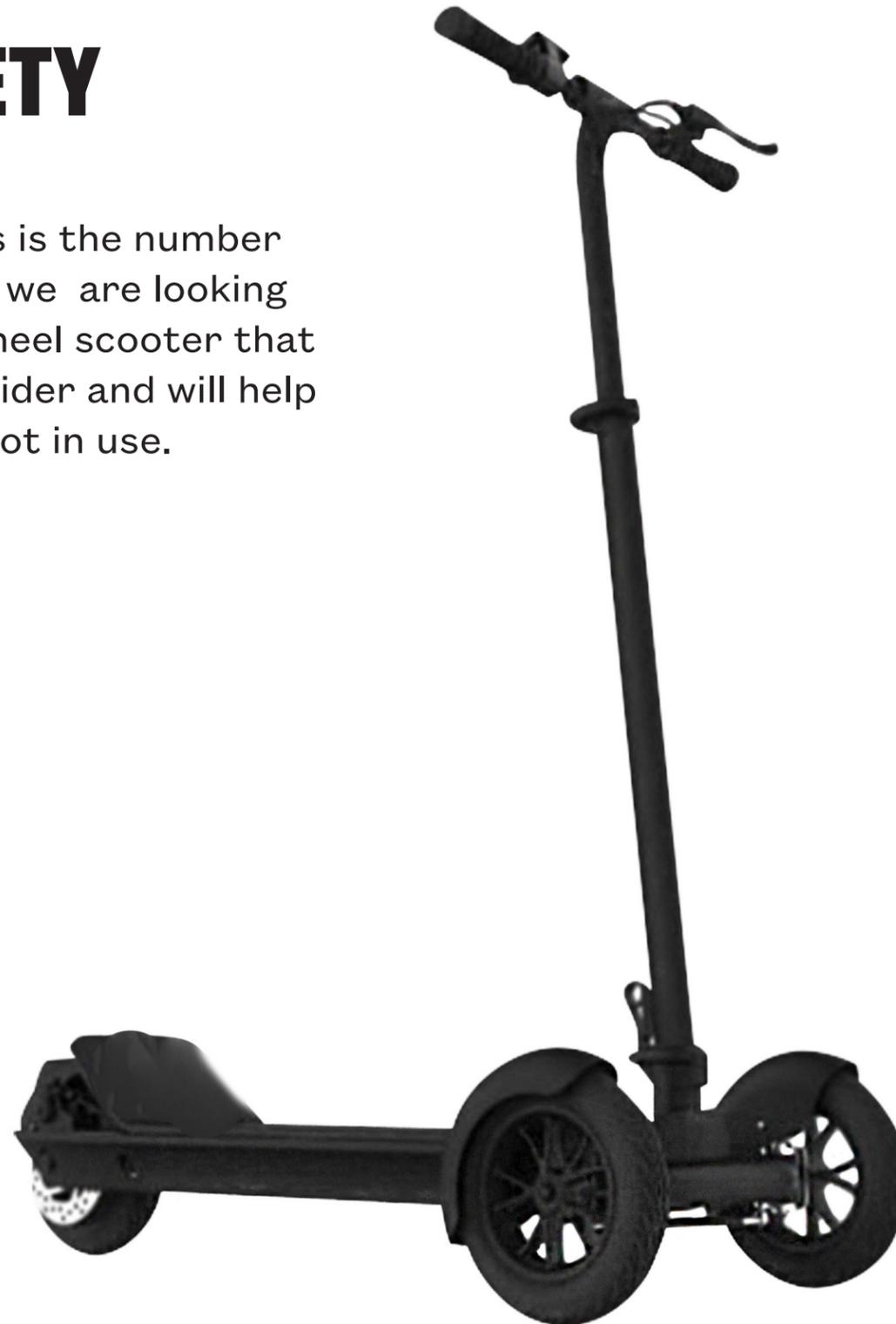
FEATURES

- | | |
|----------------------|----------------------|
| WARNING BELL | 250 WATT MOTOR |
| FRONT WHITE LIGHT | REAR RED LIGHT |
| WATERPROOF BATTERY | SOLID 8" WHEELS |
| SAFETY INFO POSTED | 15 MPH MAXIMUM SPEED |
| RUST-RESISTANT FRAME | 18 MILES PER CHARGE |



3. EQUIPMENT-SAFETY

Safety of the rider and pedestrians is the number one priority for Gotcha. Therefore we are looking into the possibility of adding a 3-wheel scooter that will provide more stability for the rider and will help the scooter remain upright when not in use.



HOW TO SCOOT SAFE



**ALWAYS WEAR
A HELMET**

**ONE RIDER
PER SCOOTER**

**DON'T RIDE
ON SIDEWALK**

**WATCH OUT
FOR TRAFFIC**

**MUST BE
18+ TO RIDE**

3. EQUIPMENT

B. NUMBER OF DEVICES PROPOSED AT LAUNCH.

Gotcha would propose to start with 500 devices at launch, with a goal of scaling to 1000 devices based on utilization levels and if approved by the City. Gotcha will continuously monitor utilization levels and work with the City to request an increase when deemed appropriate.

C. DEVICE COMMUNICATIONS, DEVICE LOCATION SYSTEMS, DEVICE CAPABILITIES, AND SYSTEM DATA COLLECTION DETAILS.

Gotcha scooters are rented via QR code scanned by the user's smartphone. Once the QR code is scanned, the app will register the device as "in use" by the rider. When the user finishes their trip, they will end their ride with their smartphone.

Devices feature an on-board GPS unit which will communicate in real-time with the app and back-end software. The GPS unit will allow users to see the exact location of each scooter, the hubs and allow our operators to manage and collect the scooters each evening.

Our back-end software will allow us to track key metrics to measure the success of the program. Gotcha has an in-house development team that will be able to work with the City to determine and make any necessary adjustments to the data collection and reporting, as needed.

In order to maintain operational efficiency, Gotcha will collect the following information:

- | | |
|--|---------------------------------------|
| Scooter ID | Geo Location |
| Date | Promo Code |
| Ride Amount | Ride Mileage |
| Tax Amount | Customer Feedback and Messaging |
| Stripe (or other) Account Reference/Status | Total Users (24 Hour/week/month/year) |
| Customer ID | If issue was reported |
| Customer Name | Maintenance reports |
| Customer Email | System Utilization |
| Customer Phone | Scooter Distribution |
| Amount Charged | Rebalancing per station |
| Start Time | Demographics |
| End Time | |
| Ride Duration | |
| Pickup Address | |

3. EQUIPMENT

D. FUNCTIONALITY AND FEATURES OF SOFTWARE AND OPERATIONS MANAGEMENT SYSTEMS.

Our software will communicate in real-time with the on-board GPS unit of each scooter. The data that the GPS will send to the software will allow our operations team to efficiently oversee the scooter operation in Santa Monica. Our operations manager will communicate with our operations team, mobility ambassadors, and ride share vehicle drivers based on data collected via the software. This data will provide the information the manager needs to ensure that scooters are distributed properly, maintenance issues are handled, and battery levels are monitored.

E. IDENTIFY ABILITY TO PROVIDE MINIMUM OF 250 DEVICES AT PROGRAM LAUNCH DATE.

Gotcha will be able to provide the minimum 250 devices at program launch.

F. IDENTIFY LOCAL WAREHOUSE OR OPERATIONS CENTERS.

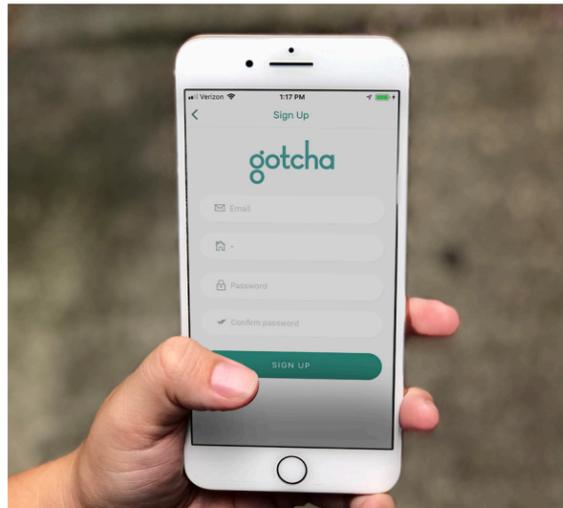
Gotcha will store all devices in the same warehouse where the vehicles for our ride share system will be stored. The warehouse is located within the City of Santa Monica and allows us convenient access from which to run operations. The combined space will allow for operational efficiency since we plan to use Gotcha ride share vehicles to collect/return scooters each evening/morning.

Maintenance, charging, and storage will all be done at the warehouse.

Gotcha will also have an office in Santa Monica where our dedicated operations team work from and also train mobility ambassadors, meet with local businesses, local gov't, and law enforcement.

Gotcha's West Coast headquarters is in Los Angeles and support from our corporate team is only minutes away.

3. EQUIPMENT - HOW IT WORKS



CREATE YOUR ACCOUNT

Sign up via the app and scan your driver's license to begin. You can set-up your user profile and see where the available scooters are from the map screen.



RENT

To rent a scooter, use the app to scan the QR Code on the top of the scooter. Once your scooter is rented, put on your helmet and you're ready to ride.



RIDE

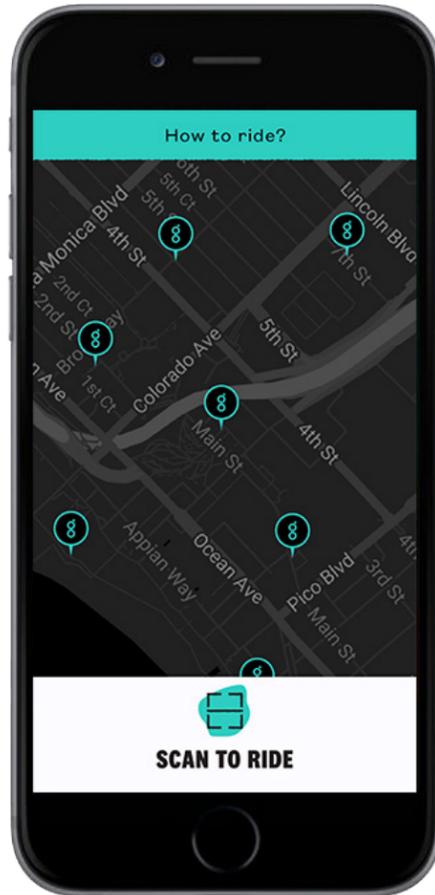
Ride safely and obey all rules of the road. Never ride on the sidewalk and always wear a helmet. Gotcha scooters are designed to ride smoothly and comfortably. Safety information is available in the app and located on each scooter.



RETURN

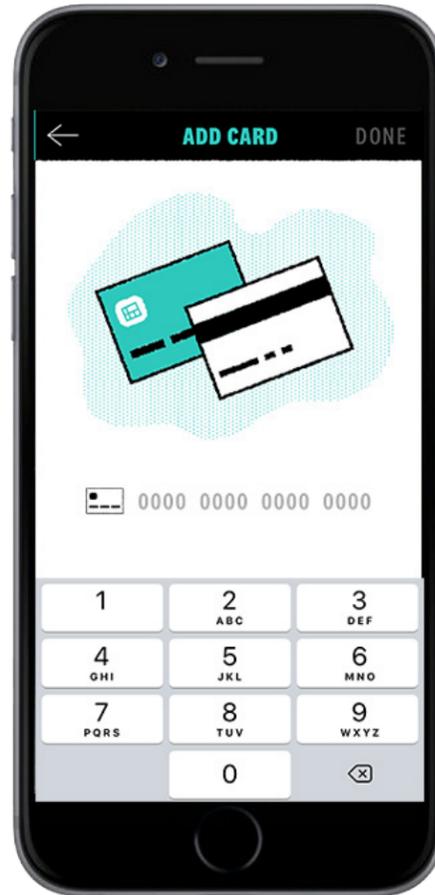
Return the scooter to any designated scooter share hub or painted area. Scooters must be parked at a hub and out of the pedestrian right-of-way. Use the app to end your ride and that's it!

3. EQUIPMENT - USING THE APP



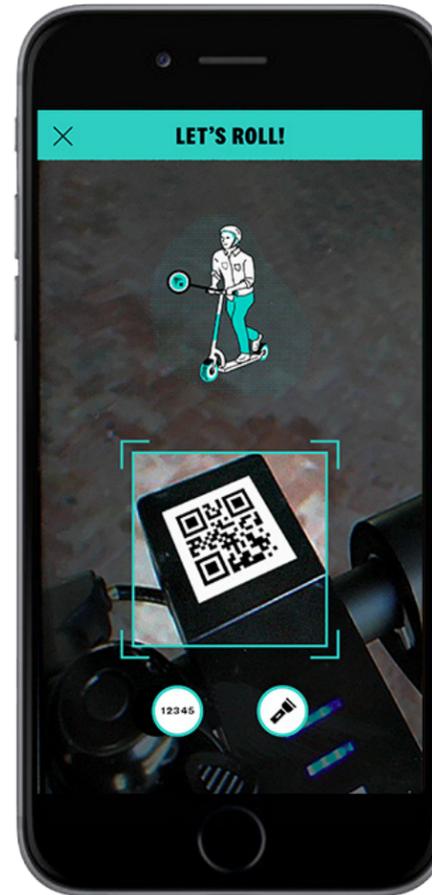
FIND

Find a scooter and check availability on the real-time network map.



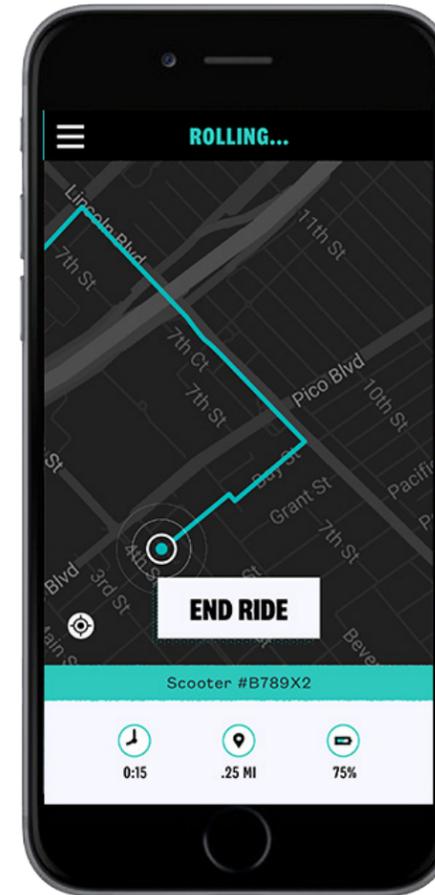
ACCOUNT

Create your account and your profile.



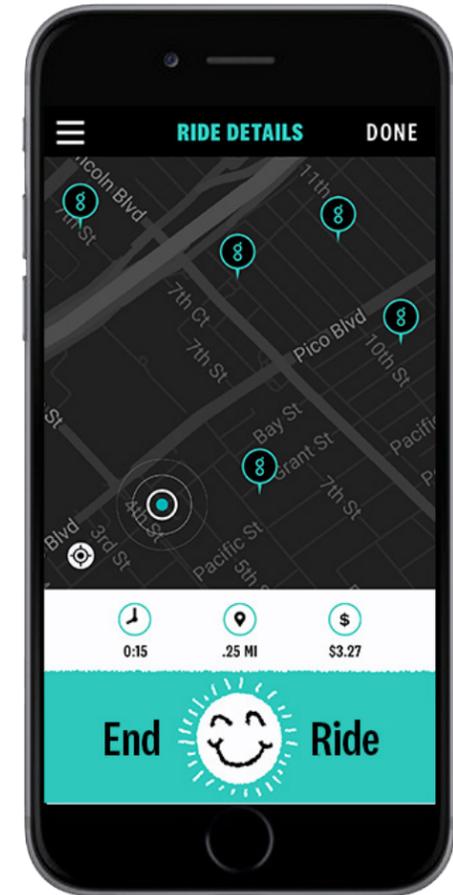
RENT

Scan the QR code on the scooter you'd like to rent.



RIDE

View your ride and current stats.



END

When you're finished, park the scooter at a hub and end via the app.



4. OPERATIONS - BRIEF

KEY INFORMATION IN THIS SECTION

Gotcha has been operating shared mobility systems for ten years and currently operates 40 systems nationwide. Our scooters integrate with bike share and ride share to give users a variety of transportation options.

We want to be Santa Monica's preferred scooter provider. One exciting opportunity is to integrate our electric ride share vehicle service. Users will be able to use a single app (or website) to find and select scooters and low-speed electric vehicles.

We've developed a robust operations infrastructure for mixed-mode systems, including special features like local mobility ambassadors to assist with communications, education, and enforcement.

Gotcha will operate multilingual, 24/7 support throughout the life of the program. Our team helps grow casual users into vocal advocates of sustainable transportation.



4. OPERATIONS

A. FARE STRUCTURE, INCLUDING ANY LOW-INCOME OR SPECIAL FARE OPTIONS.

Gotcha's proposed standard fare structure will be \$1 to start a scooter ride, plus \$0.15 per minute.

We are committed to providing an equitable mobility solution for Santa Monica's residents and visitors. As we have in other markets where Gotcha operates, we plan to offer low-income and unbanked fare options to achieve community-wide access.

Examples are provided below. (See Section I for more information.)

Low-income plan: \$1 unlock fee is waived for every rental and the first 30 minutes of rental time per account are free. After 30 minutes, low-income riders will pay \$0.15 per minute.

Cash payments: Gotcha will partner with local retailers and community establishments (library, rec center, etc.) to allow people to preload their account with cash.

Residents enrolled in programs such as CalFresh will be eligible for low-income payment options. Gotcha will work with local agencies such as the City of Santa Monica Housing and Economic Development Department and Housing Authority, as well as local organizations like Westside Food Bank, Legal Aid, and OPCC, to help spread the word about the scooter system and payment options available for low-income or unbanked residents.

Membership packages can be created to provide frequent users with a discounted scooter rental rate. Example rewards include a free day pass, a monthly or annual membership, or trip bundles with Gotcha's 100%-electric ride share service.

4. OPERATIONS

B. HOURS OF DEVICE AVAILABILITY, HOURS OF CUSTOMER SERVICE SUPPORT, AND HOURS OF FIELD SUPPORT.

GOTCHA SCOOTER AVAILABILITY

Our scooters will be available every day from 6AM until 9PM. These hours may shift based on utilization and demand.

Additionally, Gotcha will work with the City to determine if the hours of operation should fluctuate based on seasonality, time of sunrise/sunset, or other factors.

CUSTOMER SERVICE SUPPORT

Gotcha prides itself on providing a top-tier rider experience and strives to address community concerns in a timely manner. We will provide multilingual, 24/7 customer support via phone and email.

Rider feedback and messaging will be available in the mobile app.

Gotcha will integrate with the City's 311 service to provide operational support to those riders who are experiencing an issue.

FIELD SERVICE SUPPORT

Gotcha team members will be in Santa Monica to operate the scooter share system and Gotcha's customer service team will provide rider support seven days a week, even outside normal operating hours.

Nightly storage and charging:

- Gotcha scooters will be collected daily by our Gotcha-operated vehicles and transported to our dedicated warehouse facility.
- Scooters will be inspected, cleaned, and charged nightly.

4. OPERATIONS

Morning redistribution (also addressed in Section 5):

- Scooters will be loaded on Gotcha-operated vehicles for redistribution.
- Gotcha drivers will deploy the scooters at designated hubs.
- Hub locations will be determined through discussions with the City taking into consideration available sidewalk space, foot traffic, and previous usage patterns. We can also modify hub locations based on ridership data throughout the pilot.

Midday management and maintenance (also addressed in Section 5):

- We will handle customer issues and maintenance issues efficiently through dedicated Santa Monica mobility ambassadors.
- Rebalancing and redistribution issues will be addressed in real-time, rather than waiting until after scooter operating hours.

C. STAFFING PLAN AND RESPONSIBILITIES FOR SANTA MONICA OPERATIONS.

Gotcha will create a detailed staffing plan for Santa Monica's scooter program upon award. The exact scope varies based on fleet size, system layout, and seasonality. Gotcha will ensure the program is properly staffed for optimal performance.

Santa Monica scooter support will include, at a minimum:

- General manager and assistant managers
- Team of fleet mechanics
- Team of field technicians
- Gotcha ride share drivers (to assist with rebalancing)
- Gotcha mobility ambassadors (to assist with marketing/ promotions, rider education/ enforcement, rebalancing, and charging)

4. OPERATIONS

In addition to the local team members listed above, Gotcha will maintain an office in Santa Monica and currently has an office in Sherman Oaks, CA. Our in-house support includes engineers, mobility experts, legal, customer service, marketing, HR, and technology support.

D. PLAN FOR ACHIEVING CITYWIDE COVERAGE AND BALANCING.

Gotcha scooters will be available citywide.

Gotcha team members will monitor scooter availability to ensure proper parking and even distribution at the designated hub locations. We will identify and pick up scooters with low batteries, address maintenance issues, and provide customer support.

E. PLAN FOR RESOLUTION OF ON-GOING ISSUES, DAILY COMPLAINTS & EMERGENCIES.

Gotcha's in-field staff and customer support team will allow us to quickly respond to issues, complaints, or emergencies.

- All rider feedback will be collected and analyzed for future system improvements. This information will be shared with the City along with weekly/monthly performance reports highlighting ridership and utilization data.

If a scooter is reported as broken, it will be marked as unavailable to rent via the back-end software and no longer appear on the user map. This feature prevents customers from initiating a rental on a scooter that may be unsafe to ride.

4. OPERATIONS

- Gotcha's Santa Monica team will be notified immediately to collect the scooter and bring it to the warehouse for repair.

If a scooter is reported as improperly parked, Gotcha ride share drivers will be alerted to collect the scooter and relocate it to a low-density hub.

Contact information for Gotcha's customer support team will be prominently displayed within the app, on the dedicated webpage, on the scooters, and on related system infrastructure.

Gotcha will establish a formal public safety reporting and response system for rider emergencies in Santa Monica upon award.

F. PLAN FOR REGULAR DEVICE MAINTENANCE.

Gotcha will ensure that all scooters are in good working order, clean, and safe to operate. Maintenance will include timely replacement of worn or damaged parts and regular device inspection for wear and tear, and stress-based damage that could lead to failure. We will maintain electric batteries for daily use and for long-term replacement.

Gotcha will keep a number of backup scooters in our warehouse to replace damaged scooters, if needed.

Gotcha will keep a record of all maintenance performed for each device, making it available to the City upon request.

Devices that are not operable will be removed

4. OPERATIONS

from the system promptly, including low battery power, communications failure, or other systems and software failures.

Inoperable devices, or any device that is not safe to operate, will be removed within two hours of notification or made unavailable to the public.

- Every scooter, regardless of its maintenance status, will be inspected nightly by Gotcha team members.
- Scooters will go through a thorough maintenance check and be inspected for cleanliness, damage, and safe operation.
- Any necessary repairs will be completed by Gotcha's experienced mechanic or fleet technicians.

- After passing a comprehensive quality check, the scooter will be redeployed on the street.

G. DEFINE HOW CUSTOMERS CAN COMMUNICATE ISSUES.

Gotcha's longevity and success has been built on providing accessible, responsive, friendly, and efficient customer service. Customers will have a variety of channels through which to communicate any concerns, issues, or damage.

Damaged scooters will be made unavailable for use and hidden from the user map.

- All customer communications will be tracked and analyzed to determine opportunities to improve the rider experience.

Our mobility ambassadors function as interactive resources for customer concerns

4. OPERATIONS

and inquiries. They will gather real-time feedback and information from scooterists.

Gotcha will share monthly performance reports with the City highlighting ridership and utilization data. Customer feedback will be collected and shared with the City.

H. DETAILS OF CUSTOMER SERVICE SYSTEM TO BE PROVIDED.

Riders will have access to multilingual, 24/7 customer service through phone, messaging through Gotcha's app messaging, and email. Customer service representatives will be trained to provide efficient and friendly service to any riders who need assistance. Additionally, mobility ambassadors will be able to assist riders (or potential riders) in real time on the street.

I. ABILITY TO OFFER SERVICE TO CUSTOMERS WITHOUT A CREDIT CARD OR SMART PHONE.

Gotcha is committed to providing an equitable mobility solution for the City of Santa Monica. We plan to offer low-income and unbanked fare options to achieve community-wide access and have implemented similar programs in existing Gotcha markets.

Gotcha mobility ambassadors will be able to assist customers without a credit card or smart phone. Our development team plans to implement remote un-locking capability to be available after the initial launch date.

J. CAPACITY TO MEET INSURANCE AND INDEMNIFICATION REQUIREMENTS.

Gotcha is able to meet the insurance requirements indicated in the RFP. A COI will be issued to the City upon contract award.

PROOF OF INSURANCE.



CERTIFICATE OF LIABILITY INSURANCE

GOTCH-1 OP ID: SH

DATE (MM/DD/YYYY)
11/06/2017

THIS 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 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 certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER MDM Covenant Insurance 761 Old Hickory Boulevard, 207 Brentwood, TN 37027 Will Tucker		CONTACT NAME: Will Tucker PHONE (A/C, No, Ext): 615-630-7400 FAX (A/C, No): 615-630-7401 E-MAIL ADDRESS:															
INSURED Gotcha Ride LLC Gotcha Media Holdings, LLC Gotcha Bike, LLC 7 Radcliffe St, Ste 200 Charleston, SC 29403		<table border="1"> <thead> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> </thead> <tbody> <tr> <td>INSURER A: RLI Insurance Company</td> <td></td> </tr> <tr> <td>INSURER B: United State Liability Ins Co</td> <td>25895</td> </tr> <tr> <td>INSURER C: The Hartford</td> <td>00914</td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </tbody> </table>		INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: RLI Insurance Company		INSURER B: United State Liability Ins Co	25895	INSURER C: The Hartford	00914	INSURER D:		INSURER E:		INSURER F:	
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INSURER D:																	
INSURER E:																	
INSURER F:																	

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS												
B	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		CL1739786A	02/24/2017	02/24/2018	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPI/OP AGG \$ 2,000,000 \$												
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS		CAP9505531	05/23/2017	05/23/2018	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$												
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$		XL1571191A	02/24/2017	02/24/2018	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000 \$												
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y / <input checked="" type="checkbox"/> N / A If yes, describe under DESCRIPTION OF OPERATIONS below		20WECAA0ZLV	03/01/2017	03/01/2018	<table border="1"> <thead> <tr> <th></th> <th>PER STATUTE</th> <th>OTH-ER</th> </tr> </thead> <tbody> <tr> <td>E.L. EACH ACCIDENT</td> <td></td> <td>\$ 1,000,000</td> </tr> <tr> <td>E.L. DISEASE - EA EMPLOYEE</td> <td></td> <td>\$ 1,000,000</td> </tr> <tr> <td>E.L. DISEASE - POLICY LIMIT</td> <td></td> <td>\$ 1,000,000</td> </tr> </tbody> </table>		PER STATUTE	OTH-ER	E.L. EACH ACCIDENT		\$ 1,000,000	E.L. DISEASE - EA EMPLOYEE		\$ 1,000,000	E.L. DISEASE - POLICY LIMIT		\$ 1,000,000
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E.L. DISEASE - POLICY LIMIT		\$ 1,000,000																

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER Evidence of Insurance	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Will Tucker
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ACORD 25 (2014/01)

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5. PARKING, HELMETS & ROADWAY SAFETY COMPLIANCE - BRIEF

KEY INFORMATION IN THIS SECTION

Safety is Gotcha's top priority. We use education programs and events to teach people how to be safe while riding, and to be good stewards of equipment and public space.

Encouraging and promoting good habits is far more involved than simple electronic notifications. Our Santa Monica mobility ambassadors will also function as safety ambassadors.

We will host and attend community events and coordinate with local police to teach users how to be safe while riding and to be good stewards of the equipment and public spaces.

Gotcha's team will be approachable members of the community that take pride in helping residents and visitors choose sustainable transportation options. Gotcha also has a strategic partnership with Bern helmets to provide them for free to all Gotcha scooter share members.



5. PARKING, HELMETS & ROADWAY SAFETY COMPLIANCE

A. DESCRIBE YOUR PLAN AND APPROACH TO PARKING DEVICES IN A MANNER THAT IS SAFE, LEGAL, AND COMPLIES WITH LOCAL STATE LAW.

Scooter parking is one of the most important aspects of a shared mobility program. We will rebalance scooters throughout the day to maintain a safe and clutter-free public realm.

Gotcha's mobility hubs will be places where people can count on finding available and functioning scooters. Each hub will have scooters parked in an orderly and upright fashion.

We will use a combination of virtual hubs and racks. We have designed a rack that is simple and intuitive. As we analyze system data, we will work with the City to determine whether virtual hubs, racks, or a combination of both is most successful and adjust the parking plan accordingly.

We don't recommend geo-fencing during the Santa Monica pilot but will consider the option if virtual

hubs and racks are unsuccessful.

Gotcha's mobility experts will work with the City to map ideal hub locations.

As requested, scooters will not be deployed within Ocean Front Walk, the beach, beach parking lots, Third Street Promenade, The Pier or Pier Bridge, Palisades Park, public parks, and transit stops. Ideally, a hub will be available within a two-minute walk from transit stops to ensure customers can locate hubs easily.

Throughout the pilot, we may shift, add, remove or otherwise alter the parking plan to ensure scooters are available and not overcrowded in any location.

As a demonstration of our commitment to customer service and the City of Santa Monica, Gotcha will employ a team of dedicated Gotcha mobility ambassadors. Our team will be trained

5. PARKING, HELMETS & ROADWAY SAFETY COMPLIANCE

on all safety rules and regulations, including the American with Disabilities Act.

Gotcha will correct poor scooter parking as part of our system rebalancing to maintain attractive and inviting public space. This constant attention to the scooter program will avoid waiting until nighttime for sidewalks to be cleared and hubs rebalanced.

All scooters will be removed from street hubs after 9PM (and if needed, from other GPS-located areas) and brought to the warehouse for recharging. Scooters will be delivered to citywide hubs by 6AM using our electric ride share vehicles. As requested, Gotcha scooters will:

- Be upright when deployed;
- Not violate ADA accessibility requirements or impede ADA access;
- Be balanced among hubs.

Gotcha can respond to emergencies and adjust deployment for events in real time.

Mis-parked scooters will be re-parked within 2 hours of receiving notice.

Chronic parking issues and recommendations will be addressed in the weekly reporting to the City.

B. DESCRIBE STRATEGIES TO INFLUENCE CUSTOMER RIDING AND PARKING BEHAVIOR.

When the app is first downloaded, a safety tutorial will be featured. Users must agree to the parking and safety rules. A brief parking tutorial will be shown at the start of each rental. The tutorial will be available on the app for riders to reference at any time.

Push notifications will be sent to members reminding them of helmet use and proper parking procedure. We will consider offering promo codes to those that respond to push notifications relating

5. PARKING, HELMETS & ROADWAY SAFETY COMPLIANCE

to safety to further interact with the community around safety precautions.

Gotcha will log mis-parked scooters and contact the last customer to remind them of proper parking. Third offenses will result in a suspension of membership. Membership may be revoked entirely after five offenses.

Gotcha will use grassroots tactics to educate customers about proper use of the scooters throughout the pilot.

We will implement good behavior awards for customers that are seen fixing mis-parked scooters, wearing a helmet, demonstrating ridership caution, or otherwise serving the City to function as a scooter-friendly model that other cities can work to emulate. Awards can come in the form of free scooter use, coupons at area restaurants, or other discounts.

Integrating the scooter system into community events like park clean up days will demonstrate that the system is committed to maintaining aesthetically pleasing city and will encourage the community to take pride in the same.

Gotcha will make scooter information available inside our electric ride share vehicles. This will help promote an integrated system of sustainable transportation options.

C. STRATEGY FOR AVOIDING UNDERAGE USE OF E-SCOOTERS, OR USE WITHOUT A DRIVER'S LICENSE.

Users will need to scan a valid driver's license to unlock a scooter for the first time. Should a license be questionable, Gotcha will contact the user for further proof or rescanning.

5. PARKING, HELMETS & ROADWAY SAFETY COMPLIANCE

D. PLAN FOR MAKING HELMETS AVAILABLE TO CUSTOMERS OF E-SCOOTERS AND E-BIKES.

Gotcha has established a strategic partnership with Bern to provide users a free helmet the same day they rent a scooter, rather than having to wait for a helmet to be shipped days later.

Gotcha's partnership with Bern Unlimited would provide helmets to customers free of charge. Gotcha and Bern will partner with local retailers in Santa Monica. Within the app, Gotcha will provide an option for customers to request a helmet. Helmets can be picked up the same day riders want to first use a scooter, or shipped from Bern (although an additional shipping fee will apply). To collect their free helmet users will need to show proof of their scooter membership. If a rider no longer needs their helmet, they will be able to return it to inspect, clean, and re-purpose.

E. PLAN FOR MAKING CUSTOMERS AWARE OF E-SCOOTER AND E-BIKE HELMET LAWS AND PROVIDING RESOURCES FOR COMPLIANCE.

As part of the in-app safety tutorial, helmet laws will be detailed and communicated as a requirement, not an option.

Gotcha will also create and post physical signage at appropriate and City-approved places around Santa Monica so safety regulations stay top-of-mind. We will consider using signage on buses and guerrilla style postering, if permitted by the city.

We will make signage available to our Santa Monica helmet distribution partners for posting at their locations.

F. PLAN FOR EDUCATING USERS ABOUT RULES OF THE ROAD, INCLUDING ILLEGAL SIDEWALK RIDING.

During the launch period, Gotcha proposes organizing weekly meetings with law enforcement to discuss safety compliance. During those

5. PARKING, HELMETS & ROADWAY SAFETY COMPLIANCE

meetings will share the feedback we receive and learn what law enforcement is experiencing to ultimately collaborate toward improvements and resolutions. Gotcha will direct our mobility ambassadors to share learnings with the public, actively incorporate resolutions into all of our education outreach tactics, and implement alterations to operations to achieve a model scooter system.

Gotcha will create and post physical signage at appropriate and approved places around Santa Monica so safety regulations stay top-of-mind. We encourage the City to consider using signage on buses as well.

Gotcha will host and attend on-going regular education events in a variety of locations within the City for members and non-members. Gotcha's mobility ambassadors will raise awareness and promote these events.

We will conduct a customer survey every 6 months, developed with the City and other operators. We can include questions about parking ideas and how to disseminate safety information to the community.

G. STRATEGIES FOR INCORPORATING FEATURES INTO SYSTEM FUNCTIONALITY TO ADDRESS PARKING, HELMET USE AND ROADWAY SAFETY.

While the app and website will feature all safety rules and regulations, including parking and helmet use, Gotcha's staff will serve as live, real-time educators, intersecting users to discuss safety and share available resources.

Our team will be easily identifiable in Gotcha shirts, and available for questions as needed. We will also educate users at community forums and events. Our team will actively look for opportunities like local radio or newspapers to further engage the public in scooter safety education.



6. ENGAGEMENT - BRIEF

KEY INFORMATION IN THIS SECTION

Gotcha begins each system launch empowering and educating key stakeholders. We work closely with government agencies, community leaders, law enforcement, and special business districts.

We offer a multifaceted engagement approach, including:

- Kickoff event
- Regular community events and education campaigns
- Multicultural outreach
- Community partnerships and sponsorships
- Retail and merchant partnerships
- Low-income outreach
- Ongoing marketing and public relations support
- Mobility ambassador network in Santa Monica



6. ENGAGEMENT

A. PLAN FOR COMMUNITY ENGAGEMENT

Electric scooters are transforming cities all over the country. People are experiencing the advantages and challenges of this emerging transportation solution. We expect a great deal of interest and excitement about the arrival of new scooter operators in the Santa Monica area.

Gotcha's connection with local residents early and often will be of the utmost importance. Below are some of the ways we'll work to earn the trust of the community.

LAST MILE KICKOFF EVENT

Gotcha recommends creating a community kickoff event to highlight the progressive steps Santa Monica is taking in the realm of mobility and micro-transit. This will help build momentum into future community engagement efforts.

- The event will showcase all forms of micro-transit (not just scooters and e-bikes).
- Programming will be free and family-friendly, featuring live music, food trucks, games, giveaways, and more.
- Vendors and community groups focusing on the areas of scooters, e-bikes, paratransit, mass transit, light rail, etc., will set up booths, show products, and perform demonstrations.

This could become an annual event for Santa Monica to highlight advances in urban mobility.

REGULAR EDUCATIONAL EVENTS

Gotcha will lead events that improve awareness and education around the scooter pilot program. Education is an ongoing process and needs to occur on a regular basis to continually engage new riders.

6. ENGAGEMENT

LISTEN & LEARN SESSIONS

One of our first steps would be to host listening sessions with stakeholders to gather insights to maximize the positive impacts of the pilot program. We'd also give a tutorial on the basic details and safety features of the scooter pilot. Finally, we'll give each stakeholder some collateral they can share with friends, family, and coworkers.

FYI BOOTH

Gotcha recommends hosting a scooter FYI booth in a busy area such as a retail location or The Pier. We'd be available to answer questions from residents and tourists on the in's and out's of Santa Monica's new scooter offering.

FARMER'S MARKET

Gotcha recommends having a regular presence at the various Santa Monica farmer's market, providing education around helmet use, safe riding, proper device parking, and more.

GOTCHA AMBASSADORS

Gotcha will be operating a fleet of electric ride share vehicles concurrent with the scooter launch. Drivers can share information with riders on the scooter program, and branding space within the vehicles can be used to community key safety points and other operational details. Gotcha's mobility ambassadors will information, tips, and guidance to residents and visitors in high-traffic areas including around vehicle pick-up/drop-off locations and scooter hubs.

We will also target existing special events in Santa Monica to set up a presence:

- Twilight Concert Series
- Cinema at the Edge Film Festival
- Vice Expo
- Off the Hook Seafood Festival
- COAST by GoSaMo

6. ENGAGEMENT

MULTICULTURAL OUTREACH

Gotcha's engagement plan will focus on meeting directly with community leaders and residents from diverse backgrounds. The goal of this outreach will be to understand barriers to access and discuss potential solutions to overcome those obstacles. Gotcha's solutions will be uniquely designed to suit the needs of the various communities this scooter system will serve, regardless of demographic or cultural differences.

We will provide Spanish language versions of all marketing and education materials, including the mobile application.

Gotcha's mobility ambassadors represent a variety of demographic backgrounds representative of the Santa Monica community.

COMMUNITY PARTNERSHIPS/SPONSORSHIPS

We will be proactive in finding ways to partner with community groups to promote safer sidewalks and

streets, raise awareness of mobility options, and sponsor public events.

In Gotcha's hometown of Charleston, SC, we launched a citywide bike share program called Holy Spokes. In the first year of operation we've worked with numerous local groups to raise awareness and promote sustainable transportation:

- Lowcountry Local First (a nonprofit organization that supports local businesses)
- Charleston Moves (a bike and mobility advocacy group)
- Enough Pie (a nonprofit group supporting the Charleston Upper Peninsula neighborhood)
- Local restaurants
- Mayor's office
- News organizations

We welcome any opportunity to partner and engage with the community. Gotcha will reinvest a portion of ridership revenue into programs

6. ENGAGEMENT

to extend low-income access, community-wide education, and community outreach. We can already see that organizations like GoSaMo and Santa Monica Spoke are doing great things in the community. We'd work together with organizations like these to strengthen community bonds and improve public education.

Other organizations or opportunities for partnership could include:

- SM Chamber of Commerce (current member)
- SM Alliance
- SM Pier Corporation
- SM Travel & Tourism
- Buy Local SM Committee
- Downtown SM Inc.
- Main Street Business Improvement Assn.
- Pico Improvement Organization
- SM College Workforce + Economic Development
- Sustainable Works
- Neighborhood Organizations
- Friends of Sunset Park

- North of Montana Association
- Ocean Park Association
- Pico Neighborhood Association
- Santa Monica Mid City Neighbors
- Santa Monica Northeast Neighbors
- Wilshire Montana Neighborhood Coalition
- Pico Improvement Organization
- Holistic Chamber of Commerce
- Community Corp of Santa Monica

RETAIL/MERCHANT/BUSINESS PARTNERSHIPS

Gotcha will work with local retailers and businesses to build positive relationships that helps strengthen the impact of scooter sharing in Santa Monica. We want to help connect scooter riders to local businesses. This dialogue will be ongoing and could include the following:

Free collateral: Providing flyers and information about access, infrastructure, safety, and other scooter details that they can share with their customers.

6. ENGAGEMENT

Ride discounts/credits: Implement a program to support local businesses by helping drive traffic to their stores. For example, we could provide a QR code to receive a discount or credit on their ride.

Preferred Parking: For businesses with space and interest in hosting scooter parking areas we could discuss installing scooter parking hubs outside or nearby specific retail partners.

Corporate membership plans. Work with employers and organizations wishing to promote alternative and sustainable mobility modes for their employees and visitors. Business partners could potentially have a number of Gotcha scooters at their location. We could also work to negotiate employer-subsidized rides or introductory employee discounts.

LOW-INCOME OUTREACH

Gotcha believes shared mobility only works when all residents have access and opportunity to enjoy

the benefits of our products. We will implement a sensitive community outreach approach, making sure to include low-income audiences in the discussion and ultimately the infrastructure of our operation.

Charleston, SC has an economically diverse population. In an effort to ensure equitable mobility opportunities for the community we enacted a program called Just Ride designed to extend accessibility of our bike share system to low-income communities. Aspects of the Just Ride program include discounted annual memberships, bike hubs in low-income neighborhoods, utilizing community ambassadors and organizations to spread the word to residents, and facilitating cash payments for unbanked riders.

Gotcha would build partnerships with local community organizations that serve low-income residents to help drive awareness and accessibility to these communities. Gotcha can create

6. ENGAGEMENT

marketing and educational materials about the scooter share system for organizations such as the Salvation Army, St. Joseph Center, food banks, or municipal organizations.

B. PLAN TO IMPLEMENT SAFETY PROGRAMS

Gotcha will use a variety of tools and communications channels to educate users about riding rules, helmet use, and appropriate parking. Gotcha's exclusive partnership with Bern Unlimited will provide easy and affordable access to high-quality helmets to all riders.

After creating an account through the Gotcha app, customers will be taken through a quick visual tutorial of how to properly park the scooter and emphasize safe riding laws including helmet usage.

We will also display parking instruction on the website, social media, and other outreach channels.

Users will be reminded of traffic laws and associated penalties that through an app message, video, or other means. In addition, each scooter will have a decal that reiterates the key safety rules and tips.

At all of the community engagement events referenced in Section 6a, Gotcha will offer giveaways, safety demonstrations, parking details, low-income options, and scooters for community members to test. These events will serve as an instructional way for us to hear from community members about their specific concerns, questions, and suggestions.

We can also provide an incentive to participate in safety events and seminars by providing credits for free rides to users who attend.

6. ENGAGEMENT

C. PLAN FOR PUBLIC INFORMATION AND EDUCATION TO USERS AND NON-USERS

Gotcha will employ a broad range of communications tools and strategies to educate members of the community (both users and non-users) as referenced in Sections 6a, 6c, and 6d. In addition to the extensive community engagement and partnerships, our marketing plan will be designed to ensure we're reaching the public – including low-income and unbanked residents – through the media, influencers, existing events, community groups and organizations, online and offline advertising channels, and other stakeholders.

COMMUNITY EDUCATION EVENTS

Gotcha will plan frequent community education events. As discussed in Section 6a, these events could take a variety of forms:

- Kickoff Events
- Listen & Learn Sessions
- Scooter FYI Booth
- Farmer's Market Demos
- Gotcha Ride Ambassadors
- Other regularly scheduled community information sessions

D. MARKETING PROGRAM

Gotcha's in-house marketing team will support the launch of the system and conduct ongoing marketing to maintain excitement, education, and strong utilization of the scooters.

Gotcha has extensive experience implementing marketing programs using our vehicles and trained ambassadors. To name just a few, we have planned and executed B2C marketing campaigns for:

6. ENGAGEMENT

Brands: Target, Dr. Pepper, Geico, Coca-Cola, Verizon, Bear Naked

Events: Comic Con, Americasmart, Expo East and West, Essence Festival

Municipalities: Sarasota, FL, Charleston, SC, Burlington, VT

Our expertise with staffing, training, and managing ambassadors for large-scale events will ensure a turnkey experience for the Santa Monica scooter system.

Our marketing approach will be hyper-local relying heavily on in-market events, partnerships, and mobility ambassadors to get the word out. Through our app, Gotcha will be able to provide new users with promotional credits using unique codes that we can track back to specific marketing efforts. We'll continuously monitor success of different channels to ensure our marketing efforts are successful.

Short-Term Strategies:

- PR and media outreach
- Last Mile Kickoff Event
- Frequent education events
- Community, retail, and business partnerships
- Gotcha mobility ambassadors
- Swag distribution
- Paid digital and OOH media

Long-Term Strategies:

- Ongoing user marketing deployed via in-app push messages and email marketing
- Frequent education events
- Community, retail, and business partnerships
- Gotcha mobility ambassadors
- Paid digital and OOH media

SOCIAL MEDIA

Gotcha will utilize our social media channels, mainly Facebook and Instagram, to promote the service, as well as our local business, retail, government,

6. ENGAGEMENT

and nonprofit partners. Gotcha can provide content, pictures, and videos for partners to use on their social media and marketing channels. For instance, on Earth Day this year, Gotcha created a promotion for our school and city partners to use on social media to help drive ridership that day and recruit new riders.

Gotcha will also explore local media partnerships, for example to help elevate the community kickoff event and/or spread the word of options available to low-income riders. Gotcha will also tap local influencers to help generate online and offline WOM. Gotcha's research shows new users are most likely to try a new mobility service if they receive a recommendation from a friend or influencer, or a promotional credit.

E. ABILITY TO ACHIEVE INTEROPERABILITY OR INTEGRATION WITH OTHER MODES OF TRANSPORTATION

Gotcha's ride share team will play an important role in the scooter pilot. We will help Santa Monica bring two simple and affordable transportation options to residents and visitors.

Gotcha will work to build partnerships with public transit, ride share, bike share, and other mobility providers to encourage people to live a multimodal lifestyle and reduce their need for single occupant vehicles.

Gotcha's app integration will be expanded to provide multimodal options – for instance, the Big Blue Bus – so users can identify the optimal transportation options that best fit their schedule and/or lifestyle.



7. DATA - BRIEF

KEY INFORMATION IN THIS SECTION

The primary method of accessing scooters from Gotcha is our mobile app. Using our app is simple while still educating users on scooter laws and etiquette. For fleet operations, we will be utilizing a combination of GPS devices embedded in the scooters and asset tracking software to track scooter locations in real-time.

Data collection and analysis from our riders and our fleet is a key component in our operational success. It gives us a comprehensive view of operations, and helps continually improve the shared mobility experience.



7. DATA

A. SCOPE AND SPECIFICATIONS OF DATA AVAILABLE.

Due to evolving technology integrated into the scooter and the application Gotcha has the ability to collect many pieces of data to consistently monitor and improve the program. Gotcha's intends to collect the data mentions in Section F below. That data will be used to monitor utilization, detect and resolve scooter functional issues, inform scooter reallocation to high-bandwidth areas, as well as retrieve scooters that end up outside of our service area.

We will be providing an open API in accordance with the requirements of the Mobility Data Specification provided by the city of Los Angeles located at <http://github.com/CityOfLosAngeles/mobility-data-specification> . This open API will allow the City to have access to the data in a form that is usable for their purposes.

We will offer an open API, Gotcha understands

the importance of securing personal information in today's technological environment. We are consistently monitoring and updating our security processes and procedure to insure the protection of our User data.

Gotcha will have access to anonymized user data that it will share with the city to help optimize the program and predict trends for future expansion and infrastructure projects.

B. METHOD OF TRACKING DEVICE UTILIZATION AND AVAILABILITY.

Gotcha will utilize a combination of GPS devices embedded in the scooters and asset tracking software to track scooter locations in near-realtime to accurately monitor usage. We will use this data to assist us in adjusting allocations of scooters to high-bandwidth areas and retrieving scooters outside of our service area.

7. DATA

As previously mentioned Gotcha believes for a variety of reasons having designated hubs is important for the success of the program. The GPS tracking that is imbedded in the scooters and geolocation information received from a rider will allow for an accurate representation of availability at each hub location.

C. METHOD OF MAKING DATA AVAILABLE TO THE CITY

As requested by the City we will be providing an open API adhering to the Mobility Data Specification provided by the City of Los Angeles: <https://github.com/CityOfLosAngeles/mobility-data-specification>.

We will also be providing a data dashboard to allow city officials to easily pull reports and have near real-time and historic metrics of usage. Please see pg. 59 for dashboard.

Gotcha will work with the city to provide the

most relevant data to help the optimization of the program and future development of mobility solutions within the City. Gotcha intends to collect the data found in Section F.

D. PLAN FOR MONITORING SYSTEM EFFECTIVENESS, CUSTOMER SATISFACTION, AND MUNICIPAL RELATIONSHIPS OVER TIME

Gotcha plans to monitor usage data via our propriety technology in real time to confirm the system is being utilized. Gotcha will consistently be rebalancing the scooters via our ride share vehicles and team of mobility ambassadors to insure the system remains effective.

Gotcha will base the movement of scooters from any one location to another based on a number of data points collected through our technology including, but not limited to, number of rides per scooter, ride duration, geo location, ride mileage, and customer feedback and messaging.

7. DATA

Gotcha has a proven track record of working with Cities and Universities to over shared mobility solutions. Our programs are only successful if we provide a solution that meets the needs of the community and its leaders.

We are a mobility partner that has clear and open communication with the City to make sure we are meeting the needs of the local community. As we prepare to launch the system we will set up a meeting with certain city resources to check the health of the system and what if anything needs to evolve to meet the community needs.

E. PLAN TO COMPLY WITH FINANCIAL PRIVACY LAWS AND BEST PRACTICES

Customer data will be limited to name, email, phone, zip code, and billing information. This information will drive user authentication, payment processing, and enable promotional pricing for our customers. We will not sell customer data. Payments will be processed by a PCI compliant payment processing partner.

F. DESCRIBE WHAT, IF ANY, USER DATA YOU INTEND TO COLLECT AND SELL

Gotcha will collect some pieces of user data to provide a better service and user experience as well as to adhere to any local, state, or federal laws governing the use of our services.

This data may include personally identifiable information such as names, email addresses, phone numbers and proof of identity (such as a driver's license). It may also include anonymized location data of users to provide better metrics for reporting and a more flexible service offering via reallocation of resources to support high bandwidth areas.

We have no intention of selling user data and have detailed in our privacy policy our intended usage of user data. See page 61 for a copy of the privacy policy.

7. DATA

Gotcha intends to collect all data necessary to effectively report to the requirements of the LADOT and create the most efficient system. This data will include:

- Scooter ID
- Date
- Ride Amount
- Tax Amount
- Stripe (or other) Account Reference/ Status
- Customer ID
- Customer Name
- Customer Email
- Customer Phone
- Amount Charged
- Start Time
- End Time
- Ride Duration
- Pickup Address
- Geo Location
- Promo Code
- Ride Mileage
- Customer Feedback and Messaging
- Total Users (24 Hour/ week/month/year)
- If issue was reported
- Maintenance reports
- System Utilization
- Scooter Distribution
- Rebalancing per station
- Demographics

7. DATA

DASHBOARD EXAMPLE

SCOOTER DASHBOARD

ACTIVE SCOOTERISTS

9836

NEW SIGNUPS

258

TOTAL TRIPS

1106

UTILIZATION

.78

TOTAL MILES

2687

CARBON REDUCED

2370 lbs

FLEET AVAILABILITY

81%

OUT OF SYSTEM LOCKUPS

8

DASHBOARD FILTERS

Today

Yesterday

Last Week

Last Month

Last Quarter

All time

Custom

REQUIREMENTS

Gotcha agrees to abide by the following Requirements found in the Shared Mobility Pilot Request For Application.

Permitting. Gotcha will obtain and maintain all required permits and licenses prior to commencing operations.

Insurance. Gotcha agrees that it will maintain the insurance coverage set forth in Exhibit “D” of the Request for Application at all times while in operation at no cost to the city.

Indemnification. Gotcha will indemnify the City as set forth in Exhibit “D” of the Request for Application.

User Release. Gotcha will require all users to execute a release of all claims against the City consistent with the following:
For and in consideration of rental and use of the Scooter, rider, for himself or herself and on behalf

of rider’s heirs, executors, administrators and assigns, forever releases and relinquishes and discharges the City and its elected and appointed officials, officers, employees, agents, contractors, and volunteers (Collectively, the “City”) from any and all claims, demands, disputes, losses, liabilities, debts, liens, charges, penalties, proceedings, causes of action and damages including for personal injury, wrongful death, property damage, and injury to rider or to third parties (Collectively, “Claims”), including unknown or unanticipated claims, which arise from or are related directly or indirectly to this agreement or the rental, maintenance, design, placement, use and/or operation of the Operator’s equipment, including the bikes, scooter, or the Operator’s website, including any and all claims related to the sole or partial negligence of the City or any other party. Rider hereby expressly waives any claims against the City which rider does not know or suspect to exist in his or her favor at the time of renting

REQUIREMENTS

a bike or scooter, and expressly waives rider's rights under any statutes that purport to preserve rider's unknown claims.

Compliance Liaison. Gotcha will have at least one full time employee that can be accessed during both regular businesses hours and after hours to act as a the compliance liaison.

PRIVACY POLICY

Effective and last revised July 1, 2018

This Privacy Policy ("Privacy Policy") specify the terms and conditions that governs your access to and use of this website ("Site"), mobile application ("App"), and the rental of the Vehicles (defined below) (collectively "Service(s)"). This Agreement is made between Gotcha Mobility LLC, a Delaware limited liability company ("Gotcha", "we", "us", and "our"), and you the user ("User", "you", and "your"). Notwithstanding the prior definition the term "Gotcha" shall also include its affiliates and subsidiaries and its and their investors, officers, directors, employees, agents, representatives and assigns.

Gotcha recognizes that privacy is an important issue, so we design and operate our Services with the protection of your privacy in mind. This Privacy Policy explains how your information is collected, used, and disclosed by Gotcha when you use

our Services. By registering for, accessing, visiting, browsing, using or attempting to interact with or use any part of this Site, by downloading the App, renting our Vehicles, or using our Services you agree that you have read, understand and agree to be legally bound and to abide by this Privacy Policy and that you have read, understand, and agree to the Terms of Use found at www.ridegotcha.com/terms.

1. Information We Collect

Personal Information. When accessing the Services generally, you are not required to provide any Personal Information. Personal Information is information that can be used to contact or identify you, such as your full name, phone number and email address. When becoming a user and/or creating an account to the Services, you may be required to provide through registration, or confirm through third-party authentication, certain Personal Information. The collection and types of Personal Information may vary depending on how it is provided to us, and it may include, but is not limited to, the following categories: name, physical address, zip code, email address, phone number, and demographic data (such as age or gender) together with all other information you provide to, integrate, upload, allow access to, or permit interaction with the Service. We may collect other Personal Information that we receive from you through your communication with us (such as subscribing to electronic newsletters). GOTCHA may also collect Personal Information about your use of the App and the device you use to access the App, such as geo-location, name, e-mail address and may connect to your device's contact or address book with prior approval. By using the Services and/or by providing GOTCHA Personal Information, you consent to GOTCHA's collection, use, storage, disclosure, sharing, and processing of Personal Information in accordance with this Privacy Policy.

Non Personal Information. In addition to any information that you choose to provide us, we and our third party service providers reserve the right to collect Non-Personal Information when you use our Services. "Non Personal Information" is information that cannot be used to contact or identify you and is not linked to information that can be used to contact or identify you; this includes passively collected information about your activities using our Services, such as usage data, URL tracking information, your IP address, and information about your web browser to the extent that information is not considered Personal Information. Non Personal Information further includes aggregate non-identifiable information that may relate to you but cannot specifically identify you.

PRIVACY POLICY

Information collected by Cookies. We use various technologies to collect information about you, and this may include sending cookies to your computer or mobile device, among others. Cookies are small data files stored on your hard drive or in device memory that help us to improve the Service and your experience, see which areas and features of the Service are popular, count visits and track user activity among other things.

Information collected by Web Beacons. We may use other industry standard technologies like web beacons or tracking pixels to count the number of users that visit a page on the Site that includes these web beacons. Web beacons are used to report on site traffic and are used to analyze the effectiveness of advertising campaigns and how Users interact with the Site. We may also rely upon third parties to assist with the use and implementation of web beacons.

Information we collect from other services. We may also obtain information from other sources and combine that with information we collect through the Service; this information may include, but is not limited to, analytics, identity verification services, credit bureaus, mailing list providers, and publicly available sources. If you log into your account through sign-in services such as Google, you provide GOTCHA with permission to access certain information about your profile with that sign-in service.

Information we collect while using a Vehicle. We use various technologies to collect information about your use of the Services including Vehicle rentals. This information collected can include, but is not limited to, dates, times, locations, trip routes, and mileage. We use this information to provide and improve the Services, bill you, respond to your inquiries, and maintain your account with us. Gotcha Vehicles are equipped with Global Positioning System (“GPS”) tracking technology. We may track or monitor Vehicle location for a variety of reasons including improving our Services, help you locate a Vehicle for use, and to locate lost and/or stolen Vehicles.

Payment Information. When setting up an account with Gotcha you may be required to submit a credit card number. Your credit card information is collected and processed by a third-party vendor, and is not stored or accessible by us. The third-party vendor is PCI compliant and adheres to all applicable financial privacy laws.

2. Use of Information

We may use your Personal Information and Non Personal Information to do any of the following: (i) provide, troubleshoot, maintain and improve the Service; (ii) provide and deliver the Services you request, process payments and other transactions, and send you related information, including without limitation confirmations and invoices; (iii) send you technical notices, updates, security alerts and support and administrative messages; (iv) respond to your comments, questions and requests, and provide customer service; (v) communicate with you about products, services, offers, promotions, rewards, and events offered by GOTCHA and others, and provide news and information we think will be of interest to you; (vi) authenticate your identity and pre-populate forms; (vii) monitor and analyze data, trends, usage and activities in connection with the Service; (viii) measure the effectiveness of advertising, content, features and activities, and perform other data analytics; (ix) personalize and improve the Service and deliver and display targeted advertisements, content or features in the Service and on other sites or apps; and (x) carry out any other purpose for which the information was collected or as otherwise described in this Privacy Policy.

3. Sharing of Information

Except as described in this Privacy Policy, we do not rent, sell or share your information. We may share your information with various third parties, as described below, but only to the extent to satisfy the purpose of providing the Services.

Personal Information. Your Personal Information may be shared with contractors, advisors, consultants, prospective and current business and marketing partners, and service providers acting on our behalf or under our instructions that perform services for us, such as analyzing customer data, providing marketing assistance, and processing credit card payments. They have access to Personal Information as needed to perform their functions, but may not disclose your Personal Information for other purposes. In addition, we may share your anonymized information for statistical, research, or planning purposes.

Non Personal Information. This Privacy Policy does not limit our use or disclosure of

PRIVACY POLICY

your Non Personal Information, such as information passively collected from your computer via cookies, web beacons, or standard logging of website activity. If you do not wish to share this information with GOTCHA, then you should take steps to limit the passive collection of data about your activities on our site, for example, by changing your browser settings to disable cookies. We reserve the right to use and disclose such Non Personal Information, as well as any other Non Personal Information we collect, with other third parties at our discretion.

Business Transactions. In the event we go through a business transition such as a merger, acquisition by another company or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that an acquirer or that acquirer's affiliates may continue to process your Personal Information as set forth in the Privacy Policy.

Disclosure By Law. We may disclose any information, both Personal Information and/or Non Personal Information, you provide if required to do so by law, at the request of a third party, or if we, in our sole discretion, believe that disclosure is reasonable to comply with the law, requests or orders from law enforcement, or any legal process or to protect or defend GOTCHA's or a third party's rights or property, or protect someone's health or safety.

4. Your Choices

GOTCHA provides you with the ability to opt-out of receiving promotional emails or text messages from us. If you wish to discontinue receiving promotion emails, you can opt-out by following the instructions in those emails or text messages or through your account settings. If you opt out, we may still send you non-promotional communications, such as those about your account or ongoing business relations.

You may review, correct and update certain Personal Information displayed on your profile or within your account by logging in to your account on the Site or through the App and accessing your account settings or personal information and updating the applicable fields, or by contacting GOTCHA through the Contact section below.

We will retain your information as long as your account is active or as needed to

provide you Services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

5. Security of Information

GOTCHA takes reasonable measures in an attempt to help protect your Personal Information from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction. To accomplish this, we encrypt certain sensitive information using Secure Socket Layer (SSL) technology, and implement other commercially reasonable procedures to protect your Personal Information. However, no data transmitted over or accessible through the Internet can be guaranteed to be 100% secure, and GOTCHA does not represent or warrant that your information will be completely secure, including without limitation from misappropriation by hackers or from other nefarious or criminal activities, or in the event of a failure of computer hardware, software, or telecommunications network.

7. Links to Third-Party Sites

The Services may contain links to other websites. Any information you provide on those sites is provided directly to the owner of that website and is subject to that website's terms of use, privacy policy, and other conditions. Our Privacy Policy does not apply to any linked websites. We are not responsible for the content, privacy, or security practices of the linked websites.

8. Changes to Our Privacy Policy

We reserve the right to change, modify, or update this Privacy Policy from time to time. The most current version of the Privacy Policy will govern our use of your information and will always be available at www.ridegotcha.com/privacy. If we change this Privacy Policy in ways that materially affect how we use your Personal Information, we will provide you with notice thereof and advise you of choices you may have as a result of those changes. Your continued use of the Services after any changes become effective, indicates your agreement to the changes.

9. Release

By using the Services, you consent and agree to the terms set forth in this Privacy Policy and acknowledge the following: (i) We have clearly, conspicuously and completely informed you of any and all potential uses of your information by us, our

PRIVACY POLICY

authorized third parties; (ii) We will not access, use or distribute your information if you take any action to indicate that you no longer want your information to be used or accessed for any reason, including revoking your consent in writing to support@thegotchagroup.com; (iii) We will not modify, manipulate or change your information; and (iv) We will not use your information in furtherance of criminal, fraudulent, or other unlawful activity.

10. Contact

If you have any questions on our Privacy Policy, you can contact us at:

Phone Number: 843-647-7342

Email address: support@thegotchagroup.com

By mail: 7 Radcliffe St. Suite 200

Charleston, SC 29403

EXHIBIT A



**City of Santa Monica
Non-Discrimination Policy Acknowledgment**

A. Discrimination.

Discrimination in the provision of services may include, but not be limited to the following:

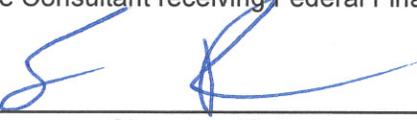
- (a) Denying any person any service, or benefit or the availability of a facility.
 - (b) Providing any service, or benefit to any person which is not equivalent, or in a non-equivalent manner or at a non-equivalent time, from that provided to others.
 - (c) Subjecting any persons to segregation or separate treatment in any manner related to the receipt of any service.
 - (d) Restricting any person in any way in the enjoyment of any advantage or privilege enjoyed by others receiving any service or benefit.
 - (e) Treating any person differently from others in determining admission, enrollment, quota, eligibility, membership, or any other requirement or condition which persons must meet in order to be provided any service or benefit.
- (1) Consultant shall take affirmative action to ensure that intended beneficiaries of this Agreement are provided services without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability.
- (2) Consultant shall further establish and maintain written procedures under which any person applying for or receiving services hereunder, may seek resolution from Consultant of a complaint with respect to any alleged discrimination in the provision of services by Consultant's personnel.

At any time any person applies for services under this Agreement, he or she shall be advised by Consultant of these procedures. A copy of these procedures shall be posted by Consultant in a conspicuous place, available and open to the public, in each of Consultant's facilities where services are provided hereunder.

B. Non-discrimination in Employment

- (1) Consultant certifies and agrees that it will not discriminate against any employee or applicant for employment because of race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability in accordance with the requirements of City, State or Federal law. Consultant shall take affirmative action to ensure that qualified applicants are employed, and that employees are treated during employment, without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability, in accordance with the requirements of City, State and Federal law. Such shall include, but not be limited to, the following:
- (a) Employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation.
 - (b) Selection for training, including apprenticeship.

- (2) Consultant agrees to post in conspicuous places in each of Consultant's facilities providing services hereunder, available and open to employees and applicants for employment, notices setting forth the provisions of this non-discrimination policy.
- (3) Consultant shall, in all solicitations or advertisements for employees placed by or on behalf of Consultant, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability, in accordance with the requirements of City, State or Federal law.
- (4) Consultant shall send to each labor union or representative coworkers with which it has a collective bargaining agreement or other contract or understanding a notice advising the labor union or workers' representative of Consultant's commitments under this non-discrimination policy.
- (5) Consultant certifies and agrees that it will deal with its sub-consultants, bidders, or vendors without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, marital status, AIDS or disability, in accordance with the requirements of City, State and Federal law.
- (6) In accordance with applicable State and Federal law, Consultant shall allow duly authorized representatives of the County, State, and Federal government access to its employment records during regular business hours in order to verify compliance with this non-discrimination policy. Consultant shall provide other information and records as the representatives may require in order to verify compliance with this non-discrimination policy.
- (7) If City finds that any of the provisions of this non-discrimination policy have been violated, the same shall constitute a material breach of agreement upon which City may determine to cancel, terminate, or suspend this Agreement. While City reserves the right to determine independently that this nondiscrimination policy has been violated, in addition, a determination by the California Fair Employment and Housing Commission or the Federal Equal Employment Opportunity Commission that Consultant has violated State or Federal non-discrimination laws shall constitute a finding by City that Consultant has violated the provisions of this non-discrimination policy.
- (8) The parties agree that in the event Consultant violates any of the non-discrimination policies set forth herein, City shall be entitled, at its option, to the sum of five hundred dollars (\$500) pursuant to Civil Code Section 1671 as liquidated damages in lieu of canceling, terminating or suspending this Agreement.
- (9) Consultant hereby agrees that it will comply with Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), all requirements imposed by applicable Federal Regulations, and all guidelines and interpretations issued pursuant thereto, to the end that no qualified disabled person shall, on the basis of disability, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity of the Consultant receiving Federal Financial Assistance.



 Signature/Date

Sean Flood, CEO

 Name of Proposer



EXHIBIT B

NON-COLLUSION DECLARATION TO ACCOMPANY PROPOSALS OR BIDS

STATE OF CALIFORNIA }
COUNTY OF LOS ANGELES }

Sean Flood, being first duly sworn, deposes, and says: that He/She is:

Chief Executive Officer
(Insert "Sole Owner," "A Partner", "President," "Secretary," or other proper title)

of Gotcha Ride, LLC
(Insert name of proposer)

Who submits herewith to the City of Santa Monica the attached proposal; that He, She, It, or They is (are) the person(s) whose name(s) is (are) (strike out words not appropriate) signed to the hereto attached proposal; that said proposal is genuine; that the same is not sham or collusive; that all statements of fact therein are true; that such proposal was not made in the interest or on behalf of any person, partnership, company, association, organization or corporation not therein named or disclosed.

Declarant further deposes and says: that the proposer has not directly or indirectly by agreement, communication or conference with anyone attempted to induce action prejudicial to the interests of the public body which is to award the contract or of any other proposer, or anyone else interested in the proposed contract; that the proposer has not in any manner sought by collusion to secure for himself, herself, itself, or themselves, an advantage over any other proposer. (strike out words not appropriate)

Declarant further deposes and says that prior to the public opening and recording of proposals the said proposer:

- (a) Did not, directly or indirectly, induce or solicit anyone else to submit a false or sham Proposal;
- (b) Did not, directly or indirectly, collude, conspire, connive or agree with anyone else that said proposer or anyone else would submit a false or sham proposal, or that anyone should refrain from proposing or withdraw his/her proposal;
- (c) Did not, in any manner, directly or indirectly, seek by agreement, communication or conference with anyone to raise or fix any overhead, profit or cost element of his, her, its, their price, or of that of anyone else; and
- (d) Did not, directly or indirectly, submit his, her, its, or their proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, depository, or to any member or agent thereof, or to any individual or group of individuals, except to the awarding authority or to any person or persons who have a partnership or other financial interest with said proposal in his, her, its, or their business. (strike out words not appropriate)

I declare under penalty of perjury that the foregoing is true and correct.



Signature/Date

Sean Flood

Name of Proposer



EXHIBIT C

CITY OF SANTA MONICA OAKS INITIATIVE NOTICE

NOTICE TO APPLICANTS, BIDDERS, PROPOSERS AND OTHERS SEEKING DISCRETIONARY PERMITS, CONTRACTS, OR OTHER BENEFITS FROM THE CITY OF SANTA MONICA

Santa Monica's voters adopted a City Charter amendment commonly known as the Oaks Initiative. The Oaks Initiative requires the City to provide this notice and information about the Initiative's requirements. You may obtain a full copy of the Initiative's text from the City Clerk.

This information is required by City Charter Article XXII—Taxpayer Protection. It prohibits a public official from receiving, and a person or entity from conferring, specified personal benefits or campaign advantages from a person or entity after the official votes, or otherwise takes official action, to award a "public benefit" to that person or entity. The prohibition applies within and outside of the geographical boundaries of Santa Monica.

All persons or entities applying or receiving public benefits from the City of Santa Monica shall provide the names of trustees, directors, partners, and officers, and names of persons with more than a 10% equity, participation or revenue interest. An exception exists for persons serving in those capacities as volunteers, without compensation, for organizations exempt from income taxes under Section 501(c)(3), (4), or (6), of the Internal Revenue Code. However, this exception does not apply if the organization is a political committee or controls political committees. Examples of a "public benefit" include public contracts to provide goods or services worth more than \$25,000 or a land use approval worth more than \$25,000 over a 12-month period.

In order to facilitate compliance with the requirements of the Oaks Initiative, the City compiles and maintains certain information. That information includes the name of any person or persons who is seeking a "public benefit." If the "public benefit" is sought by an entity, rather than an individual person, the information includes the name of every person who is: (a) trustee, (b) director, (c) partner, (d) officer, or has (e) more than a ten percent interest in the entity. Therefore, if you are seeking a "public benefit" covered by the Oaks Initiative, you must supply that information on the Oaks Initiative Disclosure Form. This information must be updated and supplied every 12 months.



CITY OF SANTA MONICA OAKS INITIATIVE DISCLOSURE FORM

In order to facilitate compliance with the requirements of the Oaks Initiative, the City compiles and maintains certain information. That information includes the name of any person or persons who is seeking a "public benefit." If the "public benefit" is sought by an entity, rather than an individual person, the information includes the name of every person who is: (a) trustee, (b) director, (c) partner, (d) officer, or has (e) more than a ten percent interest in the entity.

Public benefits include:

1. Personal services contracts in excess of \$25,000 over any 12-month period;
2. Sale of material, equipment or supplies to the City in excess of \$25,000 over a 12-month period;
3. Purchase, sale or lease of real property to or from the City in excess of \$25,000 over a 12-month period;
4. Non-competitive franchise awards with gross revenue of \$50,000 or more in any 12-month period;
5. Land use variance, special use permit, or other exception to an established land use plan, where the decision has a value in excess of \$25,000;
6. Tax "abatement, exception, or benefit" of a value in excess of \$5,000 in any 12-month period; or
7. Payment of "cash or specie" of a net value to the recipient of \$10,000 in any 12-month period.

Name(s) of persons or entities receiving public benefit:

N/A

Name(s) of trustees, directors, partners, and officers:

Sean Flood, Ryan Leach

Name(s) of persons with more than a 10% equity, participation, or revenue interest:

M South Equity Partners

Prepared by: Sean Flood Title: CEO

Signature:  Date: July 26, 2018

Email: 843-806-4362 / sean@thegotchagroup.com Phone: 843-806-4362

FOR CITY USE ONLY:	
Bid/PO/Contract # _____	Permit # _____

ADDENDUM: VIRTUAL HUB EXAMPLE





RIDE ON!

Sean Flood

CEO

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Griffin Blackwelder

VP

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