

JUMP

Santa Monica, California

**SHARED MOBILITY
PILOT PROGRAM
REQUEST FOR APPLICATIONS
E-BIKES**

July 27, 2018

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

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Dear Mr. Dzewaltowski,

Social Bicycles LLC, d/b/a JUMP Bikes (“JUMP”), is pleased to respond to Santa Monica’s Request for Applications for its Shared Mobility Pilot Program. We are look forward to expanding our partnership with the City as we look to increase transportation options that help to limit congestion and personal car use for residents and visitors of Santa Monica. The enclosed documents outline our vision to operate 500 electric pedal assist bicycles (e-bikes) within the City, with the hope to expand from there as needed (based upon the agreed utilization metrics).



Alongside Uber, JUMP proposes to introduce a multi-modal option to Santa Monica, unlocking expanded mode choice for your residents and visitors. Whether users travel by shared bikes, scooters, cars, or public transportation, we believe this suite of options is best positioned to replace personal car use, easing congestion and emissions in the process.

Above all, JUMP is deeply committed to a fully integrated partnership with the City of Santa Monica. The transportation sector is rapidly evolving — from dockless bikes, to scooters, to rideshare — and we understand that this means what we offer users must evolve as well. This means working with the City to jointly innovate, brainstorm, share data, and grow mobility choices for your residents. We are excited and ready to work with you.

Summary of Proposal

Our primary goal is to partner with the City of Santa Monica to help ease congestion by providing a simple solution that allows residents and visitors to access affordable, and fun transportation options.

JUMP plans to operate 500 e-bikes in the pilot service area as soon as possible. We will launch in September with an initial fleet of 250 e-bikes and increase our fleet to 500 in coordination with the City shortly thereafter. In addition, we hope to launch scooter service in September. Per the City’s requirements, a separate scooter application will also be supplied. For both e-bikes and scooters, we look forward to working with the city to continually evaluate performance and hopefully demonstrate opportunities to increase our fleet caps.

As stated above, to achieve this goal our focus will be on seamless multi-modal integration for residents and visitors alike. Santa Monica residents and visitors who open the Uber app will be able to see a mix of cheap, green, and convenient options all available at the push of a button. Whether they choose a bike, scooter, uberPOOL trip etc., the single Uber platform app will empower users to leave their personal car at home, helping alleviate congestion in the process. A visitor flying in from Sao Paulo, Brazil can open the Uber app in Santa Monica, in their native language, and without updating their profile or financial information, hop on a JUMP bike (or scooter) and see the city in a whole new way.

JUMP will also be available through the JUMP’s standalone mobile app. And, as with Breeze Bike Share, the LA Metro’s TAP card and other similar RFID cards can be used as a token to access JUMP bikes as well. This presents an exciting opportunity for interoperability is between the JUMP product and existing Social Bicycles systems in Santa Monica, Beverly Hills, UCLA, and West Hollywood.

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

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E-Assist Bike Share

In San Francisco and Washington, D.C., JUMP has proven that e-bikes are a viable replacement for personal car use. Popular among riders, the pedal assist technology deployed in JUMP bikes makes longer trips easier and is emerging as a true point to point solution for commuters. For example, in San Francisco, each JUMP bike is used up to ten times per day, and the average trip is three times farther than trips taken on standard pedal bikes. For residents of Santa Monica who want to reduce their car trips, JUMP bikes will be a welcome alternative.

A recent CNN article highlighted how JUMP bikes are being used to replace short and medium distance Uber car trips — and we could not be happier about that. Identifying and tracking this mode shift is possible because both transportation options are available in the single Uber app. Riders are more likely to shift modes of travel when they can quickly and easily compare options, including estimated travel times and price. By placing e-bikes alongside scooters and UberPOOL, we can ensure Santa Monica’s residents are best positioned to choose alternative modes of transportation and make a real impact on congestion. We look forward to sharing mode-shift data with the City as a key indicator of programmatic success.

Santa Monica, JUMP, and Uber

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



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

By expanding e-bike and scooter access, the City of Santa Monica has taken an important step toward reducing personal car use. In the US, half of all trips are less than three miles in distance, but 72% of those trips are taken by car. Working together, Santa Monica, Uber, and JUMP can show the world that convenient, green, shared electric bikes and scooters can turn the tide for local transportation.

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

Sincerely,

A handwritten signature in black ink, appearing to be 'RR'.

Ryan Rzepecki
CEO, JUMP Bikes

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1. INTENT

JUMP and Uber are committed to reducing personal car use and congestion while encouraging residents and visitors to choose from a variety of shared options to get from place to place. This goal has clear benefits for cities and their residents. For Santa Monica, we look forward to bringing both bikes and scooters onto the JUMP and Uber platforms, providing even more mobility options at users' fingertips and increasing access to a variety of sustainable, shared, and healthy alternative transit modes.

It is hard for a single alternate mode of transportation to compete with the comfort and reliability of the personal car. Ultimately, multiple different modes — public transit, biking, bike share, carshare, rideshare, and walking — need to work together to get people out of their cars. A true 'multi-modality suite' is needed to provide the user with the ideal transportation option for every situation. For example, during congested times, mass transit or bike share are often faster than taking an Uber. Conversely, when it is raining, most people will prefer Uber or public transit over bike share or walking.



Pilot Program Overview

Partnership

The city of Santa Monica has stated that a top priority for this pilot is to work with the selected vendor(s) to optimize dockless electric mobility operations in order to identify and then establish more permanent permit regulations. JUMP is thrilled by the possibility of working closely and sharing learnings with the City to improve city planning and access to shared transportation options. Our operations, data reporting, and policy teams all look forward to collaborating with Santa Monica officials and partners to develop the next generation vision for shared mobility regulations.

Not only will Santa Monica benefit from analysis of the local JUMP operation, but we will be able to share information that spans not just bikes or scooters, but shared mobility platforms more widely, including information from our rides business. In cities where we co-operate JUMP bikes and Uber Rides, we are seeing encouraging data that reflects an increased reliance on shared rather than personal options. In San Francisco for example, a recent analysis showed that riders who had access to both e-bike and car options within the Uber app took 15% more trips across both modes, but fewer trips by car. In fact, Uber trips in cars declined amongst these riders by 10 percent! The Uber platform can combine all of its shared modes into actionable data points, helping Santa Monica officials to better understand trip patterns and mode shift in their city and take informed steps to reducing congestion.

Product

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Hardware

JUMP’s Class 1 electric pedal assist bike (e-bike) is the result of over five years of development and operational evolution. Our history and experience running hybrid bike share systems (using both proprietary docks and dockless locking) has given our product team unique insight into the design elements that are necessary for state-of-the-art bike share systems. We have custom designed our lock and many other components in response to our experiences operating bike share systems worldwide. In fact, our integrated lock has been tested on over 15,000 bikes and is compatible with public bike racks. More information about our e-bike is available in the pages that follow.

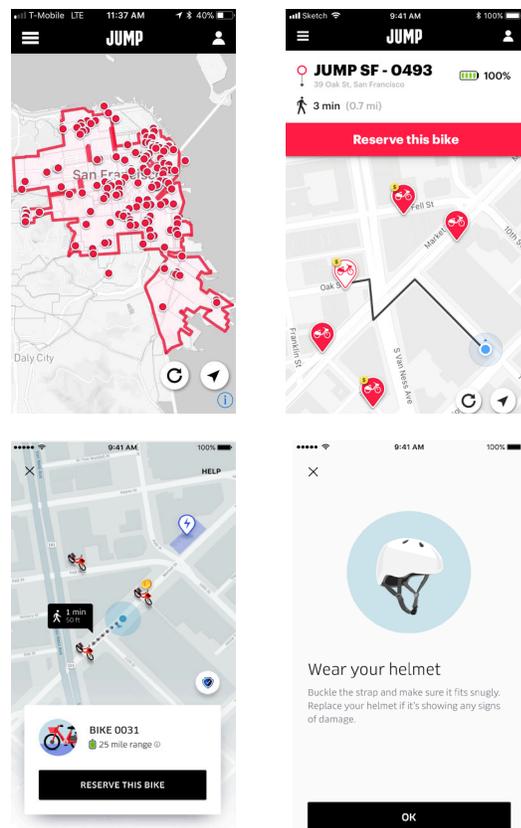
Our design team has designed an e-bike that is safe, robust, certified to international standards, adheres to the California Vehicle Code, and meets the Code of Federal Regulations requirements for bicycles.

Software

The JUMP mobile application is designed for ease of use and navigation and is currently available across several languages. It allows users to:

- check pricing
- sign up and manage one’s account
- view the system area (including virtual stations and no parking locations)
- look for bikes
- reserve a bike
- provides walking directions to bicycles
- report an issue with a bicycle
- select language preference
- check personal trip history and routes
- review Terms of Service and Privacy Policy
- visit the How it Works section (including information on proper locking, safe riding, etc)
- And more

JUMP Bikes are also available in the Uber app which, along with standard Uber functionality (account management and history, payment profiles, language options, etc) allows users to view bikes alongside other shared modes: from uberX, to uberPOOL, scooters, and other options. While designs for this functionality are not publicly available, the feature will live prior to Santa Monica’s launch date. We are happy to share the design in with the City by request. Beyond the ability to toggle between modes, the the Uber app also offers road safety information and helmet suggestions for both bike and scooter users.



In addition to the user-facing mobile apps, JUMP has expansive and data-driven operations software tools that facilitate daily operations and monthly reports to the City. The real-time information that our opera-

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tions teams track allows for ongoing refinement and engagement with vehicles on the ground, ultimately resulting in a high-quality user experience.

Finally, JUMP will provide the City with access to a dashboard that will allow them to reference aggregated and anonymized data, such as average hub utilization, heatmaps, and other system visualizations and more.

System Planning

Parking

Companies that operate dockless vehicles must design their fleets to fit seamlessly into the cities we serve. This is most important when a vehicle is not in use and is parked in the public way. At JUMP, we want to work with the City to create a series of metrics to ensure bikes (and scooters) are parked correctly and, most importantly, in a manner that accounts for non-riders who should not be asked to step around or over a dockless vehicle. For residents who rely on orderly sidewalks and public space, such as the visually impaired or those in wheelchairs, this is critical.

Unfortunately, we know that not all riders will respect public space. Therefore, we believe the best way to ensure bikes are parked correctly is to develop a performance based approach in which companies are only allowed to expand their fleet if they develop and utilize strategies to quickly address any incorrectly parked vehicle. That allows companies to innovate and determine the best model for their fleet while still assuring the City and residents that dockless vehicles will not become a nuisance.



To meet those outcomes, JUMP built a simple parking strategy directly into the bike: every bike in our fleet has a lock that easily locks to a standard bike rack. To end a trip, a rider must lock the bike to a bike rack or other infrastructure. For bikes in particular, we believe this will provide the best parking outcomes for Santa Monica.

We developed these locks because we believe dockless bike share works best when the system accounts for both riders and non-riders. When bikes are in use, riders must follow the rules of the road. When bikes are not in use, the bikes must be parked appropriately and kept from creating clutter in the public way. Data from D.C. and Seattle proves that lock-to can accomplish this goal. Earlier this year, a Toole Design Group survey found that 27% of free-floating dockless bikes surveyed in D.C. and Seattle were improperly parked as defined by their permits. In contrast, JUMP received a parking complaint rate of less than one percent of all trips.

JUMP will educate riders and non-riders about our system, including how to use the lock, and looks forward to ensuring that this requirement is followed for every ride. To encourage all companies to keep Santa Monica's streets free from clutter, we also recommend using permit fees and improper parking penalties for

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the installation of bike parking. In the Santa Monica market, we find ourselves at an advantage because the JUMP bike and the bikes in the Breeze Bike Share system use the same locking mechanism. Local users will be familiar with our lock-to requirements, facilitating our lock-to expectations of keeping the public right of way free of unnecessary bike clutter. This will help ensure that there is always adequate bike parking for both residents and JUMP riders.

Device Distribution

With JUMP’s real-time data feed of bike locations and battery levels the operations team can closely monitor bike distribution across the service area. We have further refined our operations tool to show proportional distribution across different sectors of the larger service area and set alerts for when priority sectors have either an over- or under-supply of bicycles. The average user cannot see these sectors as they are intended for operational oversight only. These tools will support the City’s goal of limiting the number of devices in the Downtown District while also facilitating more equitable bike distribution across the service area.

Segmenting the service area offers JUMP and the City unique opportunities to leverage multi-modal data to identify areas that are most suitable for e-bike rebalancing. We are able to examine JUMP e-bike and Uber ridership data to identify major departure and destination points and can determine ideal locations for e-bike placement. This data analysis can provide intelligently timed deployment suggestions capable of fulfilling trip demand where needed. We are excited about the possibilities that leveraging multi-modal data can bring and would welcome the opportunity for further discussion with Santa Monica stakeholders.

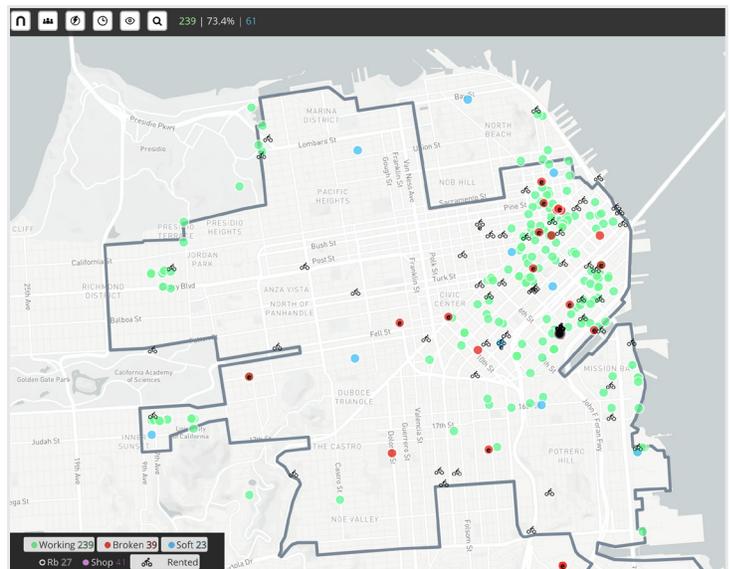
Operations and Engagement

Daily bike share operations encompass system management, bike maintenance, rebalancing, repairs, customer service, marketing, and community engagement. JUMP believes in safe and dependable mobility systems, and takes pride in both our high quality product, smart operations, and community focused engagement. Our team responds quickly to reported issues, and riders can report technical issues directly from the bike interface. We will hire up to 37 employees to support a 500-bike fleet in Santa Monica. These local employees will be supported by JUMP and Uber’s local and national level dedicated bike share staff which numbers in the hundreds.

Rebalancing, Bike Maintenance, and Repair

Fleet technicians and mechanics work seven days a weeks to keep JUMP systems running smoothly.

From rebalancing bikes prior to commuting hours, to brake adjustments, to e-bike battery charging, JUMP employees work around the clocks to keep hundreds of bikes safe and operational for the public’s use



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

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Marketing

Our local and national marketing teams coordinate to ensure that promotional and educational messages are consistently and effectively communicated to each market. Per the administrative guidance, JUMP's team will work cross-functionally to bring messages about bike safety, rules of the road, helmet use, bike parking, riding etiquette, and customer service contact information.

Prior to launch, JUMP would appreciate the opportunity to share our outreach and marketing plans with the City and obtain feedback. We are happy to target our marketing strategies using both English and Spanish language materials as needed, to include communities of concern or engage with other specific organizations at the City's suggestion.

Equitable Access

Bike share can bring mobility options to underserved populations in unique ways and can serve as a critical connector to public transit. JUMP knows that equitable distribution of bikes across the service area helps provide a useful transportation option to those who either lack access to a personal vehicle or simply choose not to drive. By providing an efficient and convenient transit option, JUMP's e-bikes offer a transportation solution for point to point trips as well as the first / last mile problem. In San Francisco we are proud to consistently over-deliver on our permit requirement of maintaining over 20% of our fleet in the City's predetermined "Communities of Concern". For qualifying low-income users, we are happy to offer JUMP's Boost Plan, a \$5 monthly fee that gives members 60 minutes of ride time every day.

We believe the best way to expand this program is to work directly with organizations that provide services to low income residents. We look forward to working with the City to identify and collaborate with those organizations.

Customer Service

JUMP has a customer service center that can be reached by phone between 6am and 9pm PST and receives emails and social media outreach 24 hours a day. All emails and calls receive responses within 24 hours. Additionally, we leverage Uber's customer support resources to supplement our own, ensuring 24-hour customer service coverage.

Data and Privacy

JUMP believes that sharing data with municipalities is in the best interest of bikers, bike sharing and cities. Our core mission is to expand shared mobility in the cities and regions we serve as a means to reduce congestion and promote sustainable, healthy travel. And that is best done in collaboration with cities, often via data sharing agreements.

JUMP system data will be provided to the City in two main forms: real-time and historical. Real-time data will be available via an API that uses the GBFS to provide bike availability and a report dashboard that the city can access to see aggregated and anonymized system use. Historical data will be delivered via static reports weekly for the first several weeks of the program and then monthly thereafter.

As we plan to share with the City of Los Angeles, we believe portions of the MDS are well intentioned and

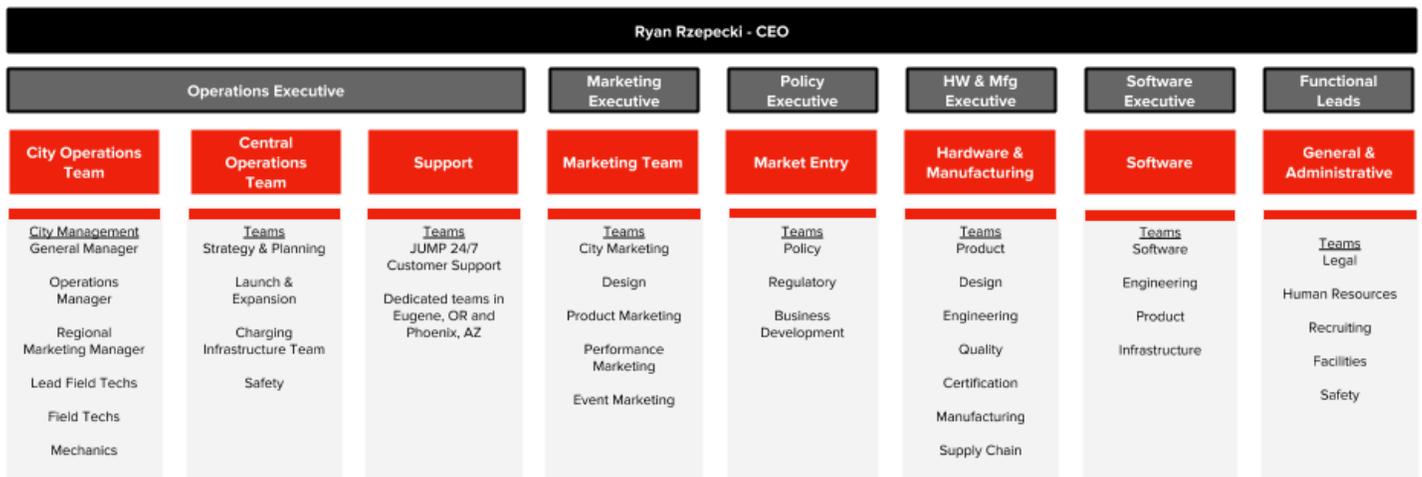
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are easily fulfilled by JUMP and Uber’s data team. In addition, JUMP/Uber plan to share multi-modal data that will show the City how and to what extent residents who previously travelled by car are now shifting to bikes — a data set we believe will be critical to Santa Monica’s understanding of shared transportation use.

2. OPERATOR INFORMATION

a. Project team, including biographies and qualifications of lead team members. Include an organization chart that includes the entire company as well as the local team.

JUMP looks forward to bringing a pedal assist bike share system to the City of Santa Monica that draws on our nearly six years of providing high quality bike share. Our team has been in the bike share business for years and looks forward to bringing our version of dockless pedal assist bike share to the streets of Santa Monica. JUMP’s organization chart is below and our biographies of individuals in leadership roles are in Appendix C.



b. Number, type, location and duration of other shared mobility systems operated. Include all current operations, and the operating permitting requirements and history of compliance with permitting, state and local law.

Please see Appendix C for a link to a Dropbox link of city permits that we have applied to and have been awarded. To our knowledge, for each system we have complied with all permit requirements and state and local laws.

c. Length of corporate operation, and related or ancillary business operations beyond shared mobility systems.

Social Bicycles LLC (d/b/a JUMP Bikes) incorporated in 2010. Our first dockless smartbike share system launched in Buffalo, New York in 2013. Since then we have grown our global bike share fleet to nearly 20,000 bicycles across three continents. In 2018, JUMP was acquired by Uber Technologies. We are now a wholly owned subsidiary.

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d. Names and addresses of any person or entity that has (i) more than 10 percent equity, participation, or revenue interest in the application or (ii) is a trustee, director, partner, or officer of that entity or of another entity that owns or controls the applicant. Identify the names and addresses of any parent or subsidiary of the application, and describe the nature of any such parent or subsidiary business entity. Identify any subcontractors or other partner organizations.

As mentioned above, JUMP Bikes is a wholly owned subsidiary of Uber Technologies Inc.

Address: Uber Technologies Inc.
1455 Market Street, Suite 400
San Francisco, CA 94103

JUMP may work with other individuals and organizations to fulfill the commitments of Santa Monica’s permit and will notify the City of any changes during the term of this pilot.

3. EQUIPMENT

a. Type and specifications of all devices. The selection committee may request a device demonstration if desired to clarify or confirm device details or functionality.

JUMP would welcome the opportunity to demonstrate our pedal assist bike for the selection committee in Santa Monica. If such a demonstration is helpful, please contact the team for scheduling. Please see the JUMP bike product specification sheet(s) in Appendix A.



b. Number of devices proposed at launch, and anticipated at the maximum during the pilot program.

We will launch this program with 250 e-bikes and will double the fleet to 500 e-bikes shortly thereafter. Any additional scale will be at the approval of the City, based on agreed utilization metrics. .

c. Device communications, device location systems, device capabilities, and system data collection details.

JUMP’s bike uses a wireless connection, active GPS, and a secure server to collect data. Please see the JUMP bike product specification sheet(s) for more information in Appendix C.



d. Functionality and features of software and operations management systems.

Please see Appendix A for more information about our software and operations platform.

e. Identify ability to provide minimum of 250 devices at program launch date.

JUMP plans to begin operations in Santa Monica with 250 e-bikes on the launch date.

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f. Identify local warehouse or operational centers.

JUMP collaborates closely with Uber’s facilities team to ensure that as soon as we secure a permit in a new market we start to identify and then build out a warehouse/office facility strategically located within or near the new service area. For Santa Monica, our process will be the same. Uber already maintains a large office in Santa Monica where employees with administrative roles will work, and we may expand this office as the operations expand.

4. OPERATIONS

JUMP strongly believes in safe and dependable mobility systems, and takes pride in both our high quality product and smart operations. Our operations team responds quickly to any reported issues, and riders can report problems directly from the bike interface or through the mobile app.

Since launching our first dockless smartbike share system in 2013 (using the same technology and bikes that Breeze Bike Share uses today), JUMP has been refining and optimizing our operations software platform as well as on-the-ground support. Now that Uber owns JUMP, we are able to combine JUMP’s bike share operational expertise with Uber’s unparalleled software platform. Together we are now developing hardware and software tools that will set a new standard for operational excellence in micro-mobility. We look forward to bringing our operational experience and software tools to Santa Monica’s streets as we work to limit congestion and provide alternative modes of transportation for local residents.

a. Fare structure, including any low-income or special fare options.

Standard Plan	\$2 per 30 minutes; over 30 minutes, additional time is charged at a rate of \$4 per hour, prorated to the minute (about 7¢ per minute).
Boost Plan (for eligible low income individuals)	\$5 per month for 60 minutes of free riding time per day; over 60 minutes, additional time is charged at a rate of \$4 per hour, prorated to the minute (about 7¢ per minute).
Out of Service Area Fee	\$25 to lock a bike outside of the entire JUMP geo-fenced system area
Inappropriate Locking Fee	\$25 for improperly locked bikes

JUMP looks forward to working with the City to identify appropriate local organizations to serve as indicators of low income status. For example, in most markets, proof of being a SNAP recipient qualifies users for the Boost Plan. We are also in the process of designing a reduced price Student Plan that we look forward to sharing with the City soon.

b. Hours of device availability, hours of customer service support, and hours of field support (i.e. outreach, rebalancing and maintenance),

In Santa Monica, JUMP Bikes will be available 24/7, year round. JUMP also offers customer service support 24/7. Hours of field support will be determined based on the utilization of the bikes, informed by our other markets. For Santa Monica, we will staff our field support team a minimum of 8 hours per day, 7 days per week from the day of launch, and expand our team and hours as needed to ensure smooth system operations.

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c. Staffing plan and responsibilities for Santa Monica operations.

JUMP looks forward to hiring up to 37 full- and part-time staff for an initial fleet of 250 bikes, which will grow to 500 bikes shortly thereafter. Our goal is to work with local organizations and Santa Monica Community College to help fill these roles. Our standard launch and operations team includes: a general manager, an operations manager, a community and marketing manager, bike mechanics, and field technicians. Responsibilities are as follows:

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

d. Plan for achieving citywide coverage and balancing, including the nature and frequency of rebalancing throughout the day to provide availability and avoid overconcentration of devices in the Downtown/Civic Center/Beach & Beach-adjacent areas.

Rebalancing bikes in a dockless environment is the primary operational activity. We rebalance low-charge bikes to charging locations, pick up any bikes in need of repairs, shift bikes from areas of over-supply, and drop charged bikes throughout the service area. Our software operations tool employs data driven techniques to alert the local team when areas become oversaturated and recommends different areas that need more bikes. In San Francisco, we use the City’s bike rack location data that is displayed in our operations tool and we could leverage similar techniques thanks to Santa Monica’s open data repository.

We also offer incentives to users to ride bikes back to charging locations, offering those who return low-battery bikes to our designated charging locations free riding credit. In addition to our users, we are building a constituency of power users who use our bikes for deliveries. In fact, we are piloting a program in San Francisco where these riders get free riding credit if they return low battery bikes to charging stations. Delivery riders can use e-bikes to increase their income while simultaneously helping JUMP rebalance and maintain the fleet.

To ensure bikes are properly distributed throughout the pilot area, we can use our operations tool to segment the service area and monitor the distribution across the segments of our fleet in real time. We employ a similar method in San Francisco, where the SFMTA requires that 20% of our bikes be located within designated “Communities of Concern” as defined by the City, this can easily be replicated for the Santa Monica market.

e. Plan for resolution of on-going issues, daily complaints and emergencies. Provide details of how you will move devices that are parked incorrectly, are reported as complaints, or are out of service.

JUMP believes in safe and dependable mobility systems, and takes pride in both our high quality product and smart operations. Our operations team responds quickly to any reported issues, and riders can report problems directly from the bike interface.

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Customer Service

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

Monitored Parking

All of our bikes have customer service contact information for users and the general public to report improperly parked bicycles. However, we have a number of automated tools that support properly JUMP's operations. Our operations tool flags bikes that have stayed in place for over 24 hours and alerts the operations team. Teams self-dispatch upon notification. The bikes' active GPS helps the operations team see if bikes are outside of the public right of way on the backend's map.

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

f. Plan for regular device maintenance.

JUMP's custom fleet management software helps staff manage bike repairs and inspection schedules. Each bike is monitored in real-time 24/7. Bike maintenance and inspection data captured in the backend can be used for historical analysis. During peak hours, the operations team's focus is primarily on rebalancing activities, with minor maintenance adjustments as needed between locations. However, non-peak hours are used for focusing on cleaning, inspections, maintenance and repair. We also use a post-peak shift to pick up bikes in need of repair or low battery bikes and bring them back to the warehouse for service.

- Field Maintenance

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

- Reported Repair

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

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through a thorough standard check prior to returning to the field.

- Preventive Maintenance

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

g. Define how customers can communicate issues, how you will respond and the timeframe for response. Define how customer communications will be tracked and reported.

Customers can communicate issues to JUMP’s customer service team through three main channels: phone, email, and social media. JUMP has built out a robust customer service department that handles all on-going issues, daily complaints, and emergencies. Users can find phone and email contact information for our customer service team in the JUMP and Uber mobile apps, on the JUMP website, on the bike itself, and through the bike’s onboard computer. Our customer service team responds to all phone and email inquiries, as well as social media messages from Twitter and Facebook followers. Additionally, we leverage Uber’s customer support resources to supplement our own, ensuring 24-hour customer support coverage. Users inquiring by email will receive confirmation of their request within three minutes and can expect resolution within 24 hours. We operate a 24-hour toll free support line that can help users either self-resolve their issue or speak with a live JUMP representative. Currently live agent support is available from 6am to 9pm PST. For issues that require immediate attention, our customer service team rapidly escalates concerns to the local operations team. We use Zendesk and custom tools to manage, categorize, and track all customer and third party interactions. From this database we can pull reports for various issue types.

We look forward to working with the City to develop useful reporting standards to ensure appropriate tracking of local customer service issues.

h. Details of customer service system to be provided, including staffing, wait time or availability, languages, and medium (text, phone, twitter, etc.).

Currently our customer service team offers phone support in English, email support in multiple languages (including Spanish) through translation software. Our live phone support is currently available from 6am to 9pm PST. Users can expect a call wait time on average of under one minute during hours of operation. Our customer service team supports inquiries and issues from a variety of channels; specifically: phone, email, text, Facebook Messenger, and Twitter. JUMP also leverages Uber’s customer support resources to supplement our own.

i. Ability to offer service to customers without a credit card or smart phone.

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

- Mobile first, not mobile only: with a JUMP account users can access bikes easily with their account number or with an RFID card that has been synced to their account. Our system is compatible with

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most transit cards that use the MiFare RFID standard including the Metro TAP card.

- **Cash Payments:** we have integrated PayNearMe into our platform so that the unbanked or those who prefer to pay with cash can use our service by paying at most CVS, 711, or Family Dollar stores. We will work with local organizations and the City to ensure awareness of this option.

j. Capacity to meet insurance and indemnification requirements.

Our CGL policy includes a \$5M per occurrence limit and a \$10M aggregate limit, which we believe is more than sufficient for the purposes of this agreement. However, if that is not the case, we are willing to discuss additional insurance coverages that may meet the City's needs as there are additional insurance options that can be added to our policy if necessary.

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 and state law. Include both charger deployment and customer use. Describe the technology and equipment you will utilize to manage parking. Describe geo-fencing and virtual station capabilities, and willingness to comply with required parking hubs for chargers and customers.

As discussed in the Intent section, dockless bike share works best when the system accounts for both riders and non-riders. When bikes are in use, riders must follow the rules of the road. In JUMP systems, when bikes are not in use, the bikes should be parked appropriately and kept from creating clutter in the public way. Empirical data supports our approach. A Toole Design Group survey found that 27% of free-floating dockless bikes surveyed in D.C. and Seattle were improperly parked as defined by their permits. In contrast, JUMP has received a parking complaint rate of less than 1% of all trips in some cities.



We hope to work with the City to develop a similar outcomes based approach in Santa Monica. For bikes, we plan to implement our lock-to technology to ensure bikes are parked appropriately and controlled after a ride ends.

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

This messaging will be consistent for our scooter riders too. If JUMP is awarded a scooter permit in addition to this bike permit, the repetitive nature of messaging will help ensure riders are familiar with the rules and thus be better equipped to correctly park any vehicle they rent. We hope to work with the City to ensure this messaging is best suited for parking throughout Santa Monica and, therefore, best positioned to minimize

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any instances in which riders park vehicles incorrectly.

Parking Equipment, Geofencing, and Technology

We communicate early and frequently with riders to ensure lock-to parking compliance. Our bikes' active GPS ensures that our system's geofences enforce parking in three key ways, enforcing bike availability and regulating where riders can and cannot park bikes.

- Service Area: A large geofence that encompasses the entire JUMP service area, visible to riders in the app. Users receive a push notification when they exit the service area's geofence, and those that end trips outside of the service area geofence may be charged a fee.
- Parking Hubs: Specific, geofenced areas, or "virtual stations", that are visible in the mobile app in which users can drop off bikes and possibly receive trip credit. These will be especially important in high traffic areas with limited bike parking and sidewalk space to encourage orderly streets. We believe the City is often best positioned to identify these areas and we hope to work with you to integrate parking hubs into our app prior to launch.
- No Parking Zones: Designated geofences that discourage/prohibit leaving a bike in certain places. These zones appear on both the JUMP and Uber apps. We utilize this technology in places like San Francisco's Union Square and Washington DC's National Mall. Users may be charged a fee if they choose to lock a bike in a "No Parking" zone.

In addition to the above technology-based parking solutions, JUMP will work to provide publicly accessible charging location. We offer this service at one of our maintenance facilities in San Francisco near the CalTrain station. Users can come to our warehouse's publicly accessible, streetside parking lot and pick up a fully charged bicycles. This solution not only ensures fully charged bicycles for users, it also helps our operations team by distributing charged bicycles into the field.



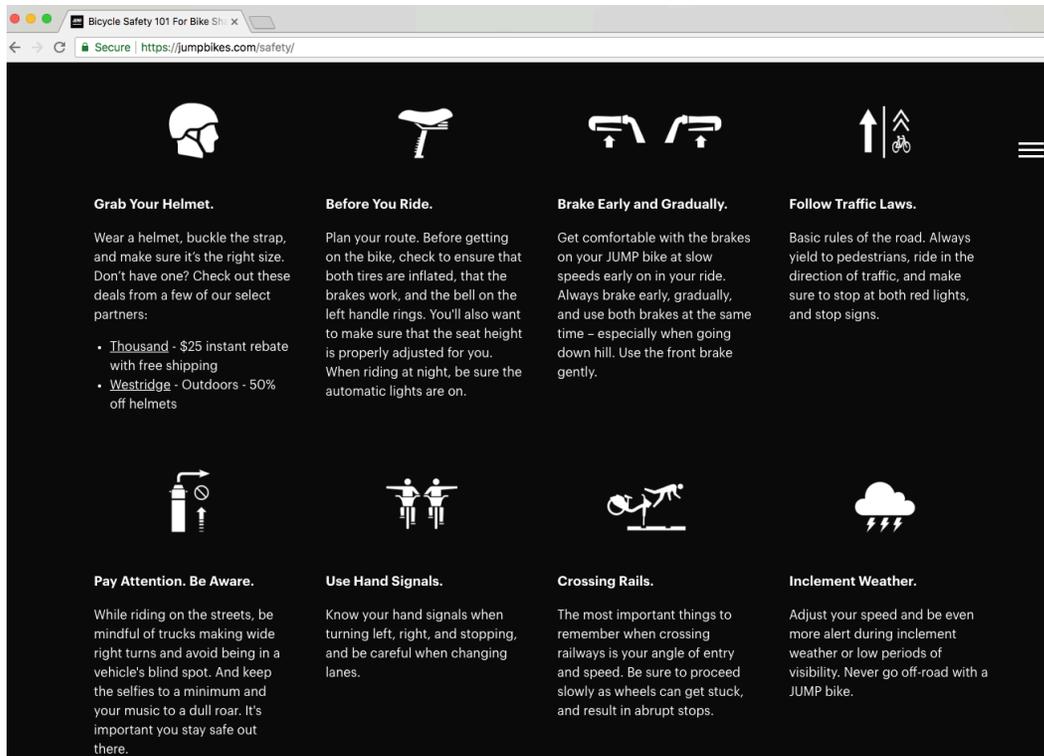
b. Describe strategies to influence customer riding and parking behavior; be specific about what will be offered and at what time. Describe how you will engage with users who repeatedly violate rules or otherwise misuse the system.

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JUMP approaches riding and parking behavior proactively (before their first ride) and reactively (after a ride ends). This ensures customers are reminded of appropriate riding and parking behavior multiple times during the ride experience.

Members will be informed of all requirements and safety recommendations prior to vehicle access. This includes helmet requirements, no sidewalk riding, driver’s license requirements, proper parking, and more. There are multiple touch-points prior to and after vehicle access where users will be informed of the various requirements and recommendations:

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



However, should riders exhibit incorrect behavior, JUMP’s customer service team has an established tiered penalty system for users who are out of compliance with the terms of our rental agreement:

- Educational Warning: JUMP’s Customer Service team is notified by field technicians when equip-

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ment is improperly parked. Customer Service then contacts the user via email or phone to explain proper operation of the JUMP lock.

- Financial Penalty: Repeat offenders are subject to a fee of \$25
- Account Suspension: Repeated offenses are logged on the rider’s account and trigger subsequent penalties or suspension.

As with all other sections of this permit, we would appreciate the opportunity to work with the City to refine these options in a manner designed to ensure incorrect parking is kept to a minimum.

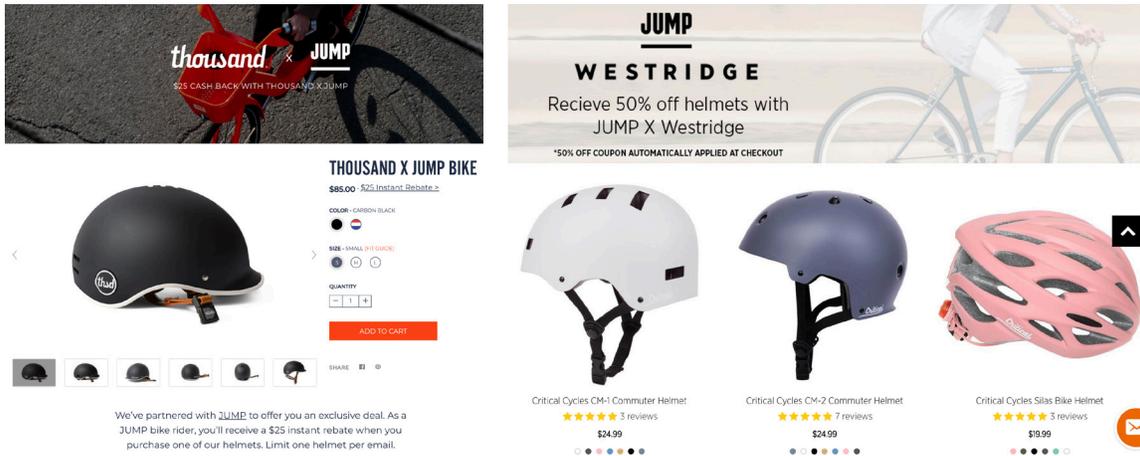
c. Strategy for avoiding underage use of e-scooters, or use without a driver’s license.

This application is intended for an e-bike permit.

d. Plan for making helmets available to customers of e-scooters and e-bikes.

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

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



e. Plan for making customers aware of e-scooter and e-bike helmet laws and providing resources for compliance.

Each new user must read and review a safety screen before their first ride. This screen includes information about helmet laws. Helmet and other safety information is also available on the JUMP website (jumpbikes.com/safety). In cities where helmets are mandatory for riding, we will include language on the city specific page that informs users about their responsibility to wear a helmet while riding JUMP’s bikes. JUMP has partnered with national helmet providers to offer our riders dis-

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counted helmets and for Boost Plan members free helmets will be available.

JUMP will also stock helmets at our warehouse to supply to Boost Plan members who cannot purchase helmets on their own. We will highlight this option to those who qualify for our Boost Plan.

f. Plan for educating users about rules of the road, including illegal sidewalk riding.

Each new user must read and review a safety screen before their first ride. This screen includes information about rules of the road.

After sign-up, a user receives a series of onboarding emails that cover simple “how-to”s, safety information, and rules of the road.

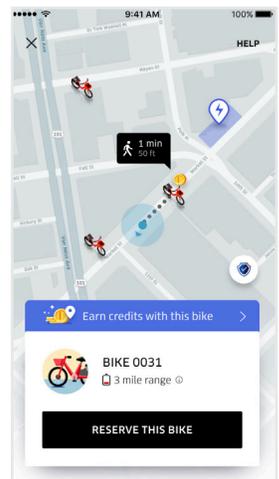
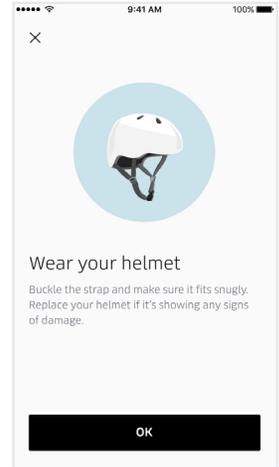
Prospective and current users can visit jumpbikes.com/safety which features more in-depth information about the bikes themselves, safety information, and universal rules of the road. City specific issues will be included on each cities dedicated section on JUMP’s website. Existing city pages can be found at jumpbikes.com/cities.

During the fourth quarter of 2018, JUMP plans to launch a nationwide safety campaign that will encompass both bikes and scooters. JUMP is evaluating a variety of celebrities, influencers, and partners to be featured in the campaign to ensure mass appeal and wide reach and will support the campaign via PR, paid media, social media, via in-app messaging, and via email. JUMP brand ambassadors will table in key locations in each market to emphasize safety, provide limited free helmets to riders, and raise awareness of safety initiatives.

g. Strategies for incorporating features into system functionality to address parking, helmet use and roadway safety.

We have several features incorporated into our bike share solution to address parking, helmets, and road safety.

- **Responsive Operations:** As described in the earlier sections of Section 5, all of JUMP’s bikes are engineered with an integrated lock and software that is programmed to end the ride when that lock is engaged. For those instances when a rider does not lock the bike correctly (as described above), JUMP technicians are able to quickly respond and move the bike to an appropriate parking location.
- **In-app Features:** The app provides instruction for proper parking compliance. These include clear service area boundaries within the app, the highlighting of no parking zones, and an FAQ that offers additional parking, safety, and helmet information.
- **Incentive Programs:** Uber and JUMP’s platforms will use incentive programs to support appropriate parking and facilitate field operations. Our main tool is to incentivize users to park vehicles in virtual hubs in areas of undersupply or reposition low-battery bikes to areas that will facilitate bike charging.



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- Helmet Availability: As described in part (d), JUMP has partnered with national helmet providers to offer our riders discounted helmets and a limited number of free helmets will be made available to Boost Plan members. We will continue to remind riders that helmets are a critical safety requirement through all of our communications channels and are open to developing additional imagery and instructive language on both bikes and scooters to support safe riding and helmet use.

6. ENGAGEMENT

a. Plan for community engagement.

JUMP's e-bikes have the potential to transform transportation for Santa Monica's residents and visitors. We strongly believe that bike share systems work best when more people have access to the program. To that end, our goal is to establish and maintain relationships with community groups, local businesses, and other stakeholders through the following strategies:

- Strategy 1: Work with and Prioritize the City of Santa Monica: We plan to work with and engage the City on every issue within this permit and to share any and all information with the City that is appropriate. Our goal is to make bike and scooter share work for Santa Monica and we will work closely with the City to ensure we accomplish that goal.



- Strategy 2: Meet with Community Groups: JUMP hopes to provide an e-bike share system with broad reach across Santa Monica's diverse communities. This requires involvement and input from organizations already operating within the communities. These organizations can lend their expertise and/or local connections as we build a sustainable, community-based coalition that makes JUMP's version of bike share more inclusive for more people. For example, in San Francisco, we work with affordable housing organizations, youth groups, local businesses, neighborhood arts groups, legal advocacy groups, food access groups, schools, neighborhood economic development organizations, and others.
- Strategy 3: Attend Community Events: JUMP employees love attending local events and see them as an opportunity to directly engage with the public to demonstrate and explain our version of bike share. Events can include presentations, bicycle tests rides, participation in community group activities, and tabling at local events. During these events, we introduce our system to attendees, allow people to test ride our bikes (helmets provided), and seek to understand how our services can most effectively help the community's mobility needs.

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- Strategy 4: Host Community Events and Provide Safety Training and Education: In partnership with community partners, we hope to host or partner at local events to demonstrate how the JUMP system and technology works, how to properly lock the bicycle to public infrastructure, and how to ride safely and follow the rules of the road. We are especially interested in hosting activities for key days like Bike to Work Day and other relevant national holidays to help promote biking or reduce congestion. In addition, these community events will highlight the low-income Boost Plan, and be used to solicit feedback. Further, we will either develop a scope of work and MOU, ideally with Santa Monica Spokes or another capable local bicycle organization, to provide periodic bike skills training courses specifically designed around the nuances of JUMP's e-bike.
- Strategy 5: Promote Bike Share During Bike To Work Week and More: Bike to Work Week is a city-wide celebration of alternative transportation in Santa Monica. In partnership with the City, JUMP would like to offer special pricing incentives for Bike To Work Week that we would jointly promote, to encourage new users to try out shared bicycles. We would be willing to explore a similar promotion for other major events in the city throughout the year.



b. Plan to implement safety programs.

JUMP offers a variety of safety-related programming included, reduced price helmets and helmet messaging, in-app onboarding which includes safety messaging, and onboarding email that includes safety messaging. Our website also has a Safety page dedicated to safe riding tips.

In addition, we will also partner with local cycling organizations to develop a custom rider safety training course for JUMP e-bikes. We have successfully built out this program in San Francisco with the local Bike Coalition. In Santa Monica we hope to work with similar groups, like Santa Monica Spokes or LA Bike Coalition, to offer safe riding curricula.

Finally, as mentioned in section 5f, JUMP plans to launch a nationwide safety campaign that will encompass both bikes and scooters.

c. Plan for public information and education to users and non-users.

JUMP offers a holistic approach to information dissemination. Our efforts are intended to reach riders before, during and after a trip, as well as provide information for non-riders. In the community outreach plan outlined in response to section 6a above, we seek to build relationships and partnerships between JUMP, the City, community groups, and the general public. This process is crucial to building rapport across a variety of sectors in the community. In addition to the engagement strategies outlined above, our customer service team is ready to assist inbound questions, comments, and concerns from users and non-users alike. Customer service information can be found on our website, through the mobile app, or on the vehicle itself.

Members will be informed of all requirements and safety recommendations prior to e-bike access. This

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includes helmet suggestions, no sidewalk riding, proper parking, and more. There are multiple touch-points prior to and after e-bike access where users will be informed of the various requirements and recommendations:

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

d. Marketing program.

JUMP has a central marketing team that works with a local marketing and outreach manager in each market. Our central marketing team features industry experts in media buying, branding, outreach, product marketing, and public relations. We build hype and loyalty with regular press, active social media engagement, promotions, and event marketing within the communities we serve. JUMP’s team educates users around best practices and safety by supporting and attending community meetings before and after we launch.

In addition to our central marketing team, we will have Regional Marketing Managers who will focus on local issues. This role supports the local general manager and is responsible for building relationships with local stakeholders such as businesses and community groups. In San Francisco, we met with over 50 different organizations and community groups prior to our launch. In Washington D.C., we have piloted a JUMP Drop program that partners with local organizations to host rides and build awareness. For example, we recently partnered with a group of baby-boomer cyclists called Boomers Ride to do a JUMP Drop ride in collaboration with North American Bike Share Association (NABSA). We can also add sponsored locations to our mobile and web app’s map which can highlight local small businesses.



In addition to the safety campaign mentioned in section 5f, JUMP will execute a marketing and awareness campaign to ensure Santa Monica residents are familiar with and take advantage of the Boost plan. We will work alongside community organizations to ensure residents who meet the criteria know how to take full advantage of our service.

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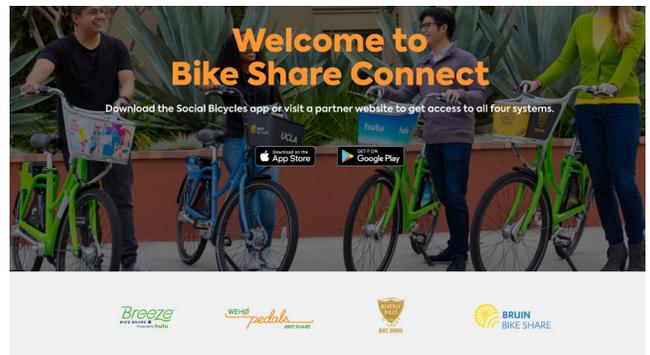
e. Ability to achieve interoperability or integration with other modes of transportation.

JUMP and Uber have begun to change the way cities move. Similar to many of our partner cities around the world, our goal is to reduce individual car ownership and congestion, expand transportation access, while simultaneously helping governments plan for future transportation investments.

Offering a wider variety of transportation options available makes it easier to live without a car. For Uber and JUMP that means we are constantly looking for opportunities to integrate new mobility options into our platforms.

Interoperability

- JUMP’s platform also powers Santa Monica’s existing bike share system, Breeze Bike Share, as well as the bike share systems in West Hollywood, Beverly Hills, UCLA, and Long Beach. We recently integrated the west side bike share programs into a single network (Bike Share Connect) and can explore ways to make JUMP access extremely convenient for these users.
- LA Metro (TAP card serves as a token to access the JUMP bikes. Payment integration TBD)
- Masabi mobile ticketing (soon available through the Uber app)
- Getaround car sharing (soon available through the Uber app)



Integration

As we have previously described, the primary integration that JUMP offers is through the Uber platform. While JUMP maintains a stand-alone app, our shared goal is to make choosing a transportation option as seamless and simple as possible. The JUMP integration started as a pilot partnership with Uber, prior to our acquisition, to see how the JUMP product could complement Uber’s Rides business. It rapidly became evident that integration into the Uber platform was beneficial both for JUMP and Uber users. In acquiring JUMP, Uber has validated the value of that integration.

But JUMP’s integration onto Uber’s platform will not stop with bike share. Uber recently announced a partnership with Lime, which will allow their scooters to appear on the Uber platform as well. At the local and regional levels, the Uber project pipeline includes integrations with public transportation through our partnership with Masabi’s mobile ticketing platform, car share through our partnership with GetAround, and possibly even shuttle services.



We look forward to working with the City and other local stakeholders to further identify opportunities for interoperability and integration that will further limit users reliance on their personal vehicles.

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7. DATA

a. Scope and specifications of data available. Including ability to meet the LADOT Mobility Data Specifications: <http://github.com/CityOfLosAngeles/mobilityv-data-specification>.

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

As outlined in more detail in section 7c and per the City's request, data will be provided to the City in two main forms: real-time and historical. Real-time data will be available via an API that uses the GBFS to provide bike availability and a report dashboard that the city can access to see aggregated and anonymized system use. Historical data will be delivered via static reports weekly for the first several weeks of the program and then monthly thereafter.

In addition, JUMP/Uber plan to add another level of data that we plan to share with the City of Santa Monica, if selected as a vendor: multi-modal data that will show the City how and to what extent residents who previously travelled by car via the Uber platform are now shifting to bikes. We believe this data set will be critical to Santa Monica's understanding of shared transportation use.

We have shared with the City of Los Angeles that, while we are aligned with the majority of LADOT's requirements outlined in their Mobility Data Specifications, there remain a handful of areas where we have concerns and are seeking further clarity or discussion. For example, providing real-time trip information that shows the riders' route during their trip poses privacy concerns that we want to discuss directly with LA and Santa Monica. We will continue to engage both LADOT and policy experts across the City of Los Angeles on the MDS topic and would like to request a meeting with Santa Monica officials to discuss this further. Ultimately, we want to ensure that any data shared respects the safety of our users and also provide the City comprehensive information necessary to manage and expand the bike and scooter problem and engage in meaningful transportation planning. We believe there is a way to do both, and we look forward to further discussion.

b. Method of tracking device utilization and availability.

JUMP's e-bikes have an active GPS module and wireless connection that is used across all of our systems. The active GPS has automated, variable ping rates based on the bike's state (e.g. during a ride the bike automatically and consistently pings our servers with location information, resulting in fairly accurate trip route information).

Vehicle states are stored on the server. Barring any maintenance or administrative flags, the vehicle can be rented. Users can reserve the vehicle via the mobile application or through the bike's onboard computer. The bike then communicates a reservation request to the server, and changes bike state to reserved. The vehicle continues to update the server throughout the reservation with changes (unlock event, lock event, on hold, etc) until the ride is completed. A trip ends when the bike is successfully locked, and is then available for the next reservation.

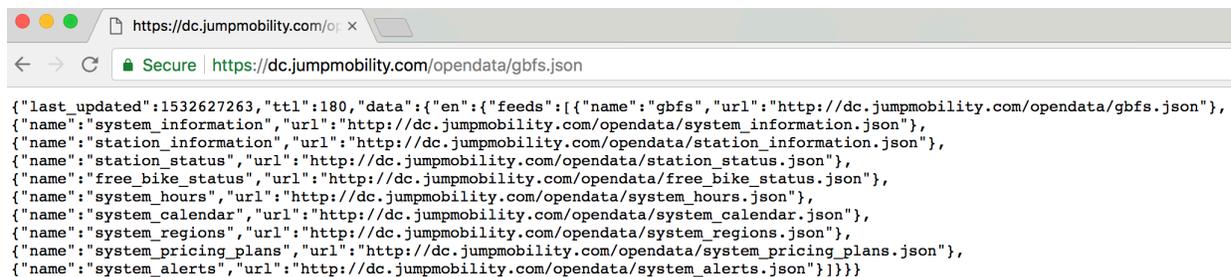
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c. Method of making data available to the City, including components/details of a data dashboard. Include screenshots, and provide examples of any similar monthly reports.

JUMP provides real-time data to cities three ways: a GBFS-based API, an on-demand reporting systems and a online dashboard. We also provide the City with historical static system reports containing operational data.

Real-time Data

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



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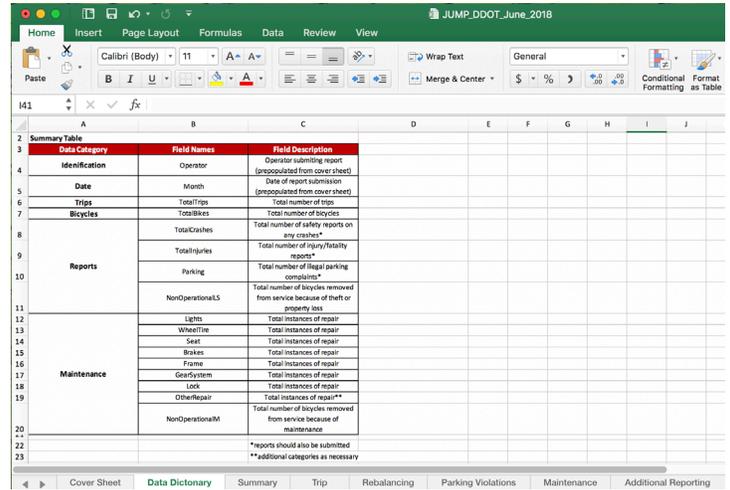
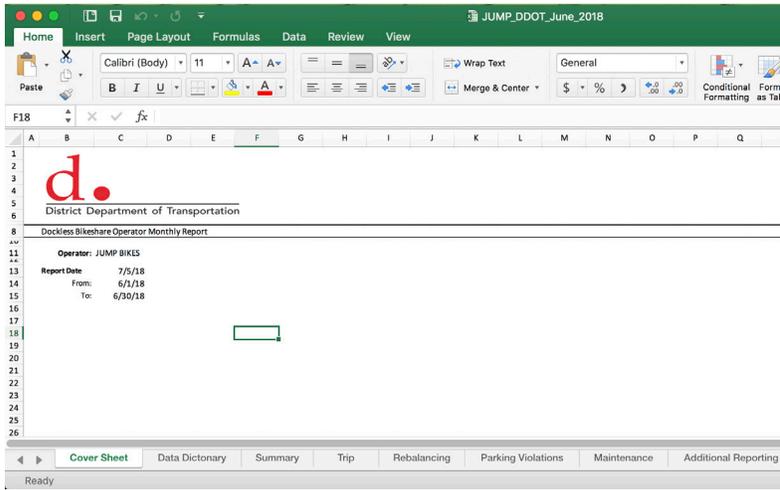
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- On-Demand Reports: in addition to bike reservation data, the City will have access to a set of on-demand reports (.csv or similar format) of data related to Ridership, Trips, and Maintenance activity.
- JUMP will provide a data dashboard for the local JUMP Bikes system that is similar to the dashboard Social Bicycles provides for Breeze Bike Share. This dashboard offers snapshots of system use such as hub utilization, heatmaps, and other system visualizations. Prior to sharing with the City, we are happy to meet and discuss the information provided in the dashboard to ensure it meets the City's expectations. (See [page XX](#) for examples of dashboard images.)

Historical Data

JUMP will provide the city with static monthly reports to the City describing system operation, system use, reported complaints, customer service responses, and system maintenance. These reports will be submitted via digitally or however the city prefers. We believe that these static reports will offer a truly useful tool as the city evaluates and monitors the success of the shared mobility pilot. During the first several weeks of the pilot program, JUMP will provide the City with weekly reports of fleet utilization (including aggregated trip origin/destination) and device quantities across the city of Santa Monica, and specifically in the downtown area (given the expressed desire to limit the number of devices in that area).

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Examples of static monthly reports submitted to Washington D.C.'s DDOT.

Customer Trip Data

Due to risk of re-identification, we are obligated to protect the safety of our users by providing trip data that is anonymized and de-linked. This means that we provide cities with trip origins and destinations that have been aggregated to the census block level and provide trip timestamps that have been aggregated into approximately 2-hour time blocks. To aid in planning, we will offer aggregated trip route data so Santa Monica can understand how our bikes are by used by the community. We strongly believe that this approach to anonymization protects our users' privacy while also offering useful and actionable data for future city planning uses. As with other portions of this application, we look forward to discussing other options with the City in the event the City would prefer data be shared in a different format.

Neither JUMP nor Uber sell customer trip data. The only way it is utilized by either company is to improve our products, so that we can constantly improve our service and operations.

d. Plan for monitoring system effectiveness, customer satisfaction, and municipal relationships over time.

JUMP looks forward to building our relationship with the City of Santa Monica. We see this permit as a unique opportunity for building a best-in-class shared mobility platform for Santa Monica's residents and visitors, both riders and non-riders alike. But JUMP and Uber cannot do this without a strong partnership with the City, the local residents, and other partners.

Monitoring System Effectiveness

JUMP's operations teams track 6-week, quarterly, and annual goals for all of our markets. As a data driven company, we track our progress diligently and hold ourselves accountable for both our successes and our shortcomings. Our shared mobility program in Santa Monica will be no different. We will set internal goals for ridership, community engagement, and operations. Prior to launch, we hope to align these internal goals with the City's goals for the pilot as well. Over the course of the pilot, supported by our weekly and monthly program reports, we look forward to working with the City to make sure that program expectations have been met.

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Customer Satisfaction

JUMP measures customer satisfaction in a number of ways, including but not limited to:

- Customer Support Categorization

Our customer support staff tags each ticket by a category to better understand the types and volume of concerns by our user. For example, parking is an important category that comprises less than 1% of tickets in some markets.

- Bi-annual Rider Sentiment Surveys

JUMP will track customer satisfaction through an email-based survey that goes out to all users every six months. The survey will assess general satisfaction with the program and will also seek responses that indicate how we can improve.

- Real-world “Intercept” Interviews

JUMP’s research team conducts occasional intercept surveys. An intercept survey is an in-person survey conducted by identifying riders who are about to start a trip from a parked bike or while the rider has actually come to a complete stop along their journey.

- Monthly Social Media Sentiment Analysis

We employ tools that provide a sentiment analysis of all mentions of JUMP across social media outlets and leverage these learnings to influence our operations, design, and marketing.

- Mobile App Store Review Tracking

We hope to work with the City to develop the survey questions so that responses will help both JUMP and the City better understand the quality of our service. We are happy to share our findings with the City and work to expand elements that appear to be working and improve upon areas of relative weakness.

Municipal Relationships

If awarded, our plan is to engage early and often with City officials. We heard your team clearly: the City seeks a robust partnership with dockless providers. JUMP and Uber share that goal and want to work with Santa Monica to improve and refine our approach to the evolving shared mobility environment. Our team is firmly committed to, and excited by, this level of collaboration.

If awarded, our launch team will host weekly update calls to keep the City abreast of our launch plans. We would gladly host a tour of our facility after launch, and will field any and all operations questions. Internally, JUMP and Uber have legal regulatory and compliance teams that continuously monitor our permit obligations to be certain that we always offer the level of service that we have promised to the city. These legal teams are activated upon award of a permit. After launch, the local General Manager will continue meeting with the city with at least monthly meetings to discuss the monthly report. We are open to expanding or contracting this meeting schedule as the City sees fit.

e. Plan to comply with financial privacy laws and best practices. Provide your most recent third-party PCI audit. Plan to protect personal customer data.

Please see Appendix E for PCI-DSS certifications for both JUMP Bikes and Uber Technologies Inc.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

f. Describe what, if any, user data you intend to collect and sell; and if so how this will be communicated to users and how they will be able to opt-out.

JUMP Bikes and Uber Technologies do not sell any user data.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

8. Non-Discrimination Policy Acknowledgment (Exhibit A)



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.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

- (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.

 7/27/18

Signature/Date

Stephen Ryan Rzepacki

Name of Proposer

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

9. Non-Collusion Affidavit (Exhibit B)

EXHIBIT B



NON-COLLUSION DECLARATION TO ACCOMPANY PROPOSALS OR BIDS

STATE OF CALIFORNIA }
COUNTY OF LOS ANGELES }

Stephen Ryan Przepcki, being first duly sworn, deposes, and says: that He/She is:
CEO JUMP Bikes
(Insert "Sole Owner," "A Partner", "President," "Secretary," or other proper title)
of Social Bicycles LLC d/b/a Jump Bikes
(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:

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

- (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.

SR 7/27/18
Signature/Date

Stephen Ryan Rzepcki
Name of Proposer

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

10. Oaks Initiative Disclosure Form (Exhibit C)



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.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



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:

Social Bicycles LLC, d/b/a JUMP Bikes

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

officers: Ryan Rzepecki, CEO, President & Treasurer
Avra van der Zee, Secretary

LLC Managers:

- Francois Chadwick
- Todd Hamblet

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

LLC Member: SMB Holding Corporation - 100% ownership

Prepared by: Stephen Ryan Rzepecki Title: CEO, Social Bicycles LLC

Signature: [Signature] Date: July 27, 2018

Email: Ryan@jumpbikes.com Phone: 646-283-6548

FOR CITY USE ONLY:

Bid/PO/Contract # _____

Permit # _____

APPENDIX A

Hardware & Software Specifications

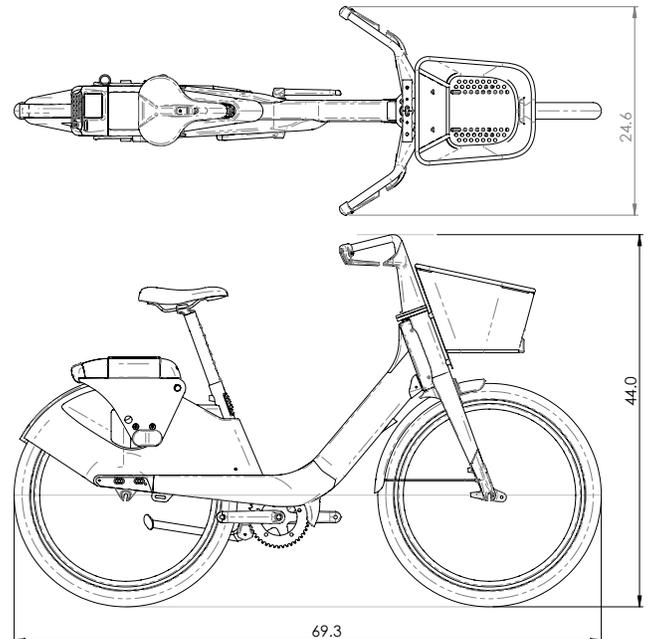
JUMP

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

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

Specifications:

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



Features:

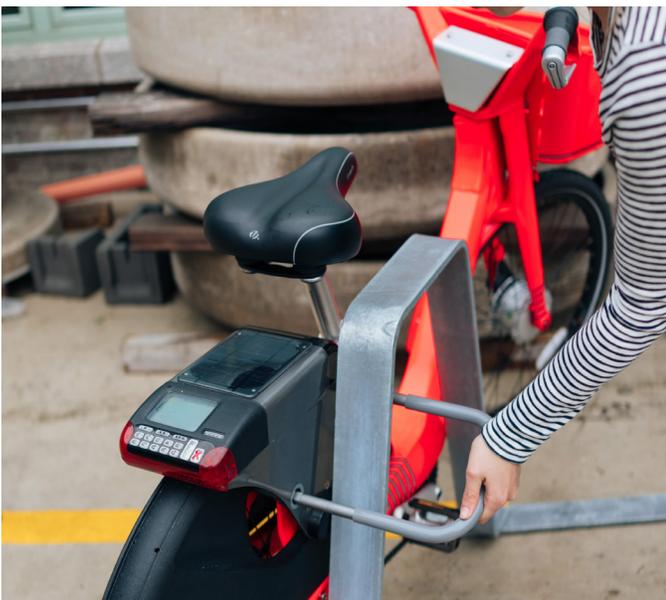
- Integrated lock and GPS tracking
- Integrated out-of-hub smart lock
- Real-time wireless connectivity and GPS
- Electric Pedal Assist
- RFID/NFC Reader
- Step through frame
- Sponsorship and branding space
- Integrated automatic front and rear lights
- Integrated basket

Dimensions:

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

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

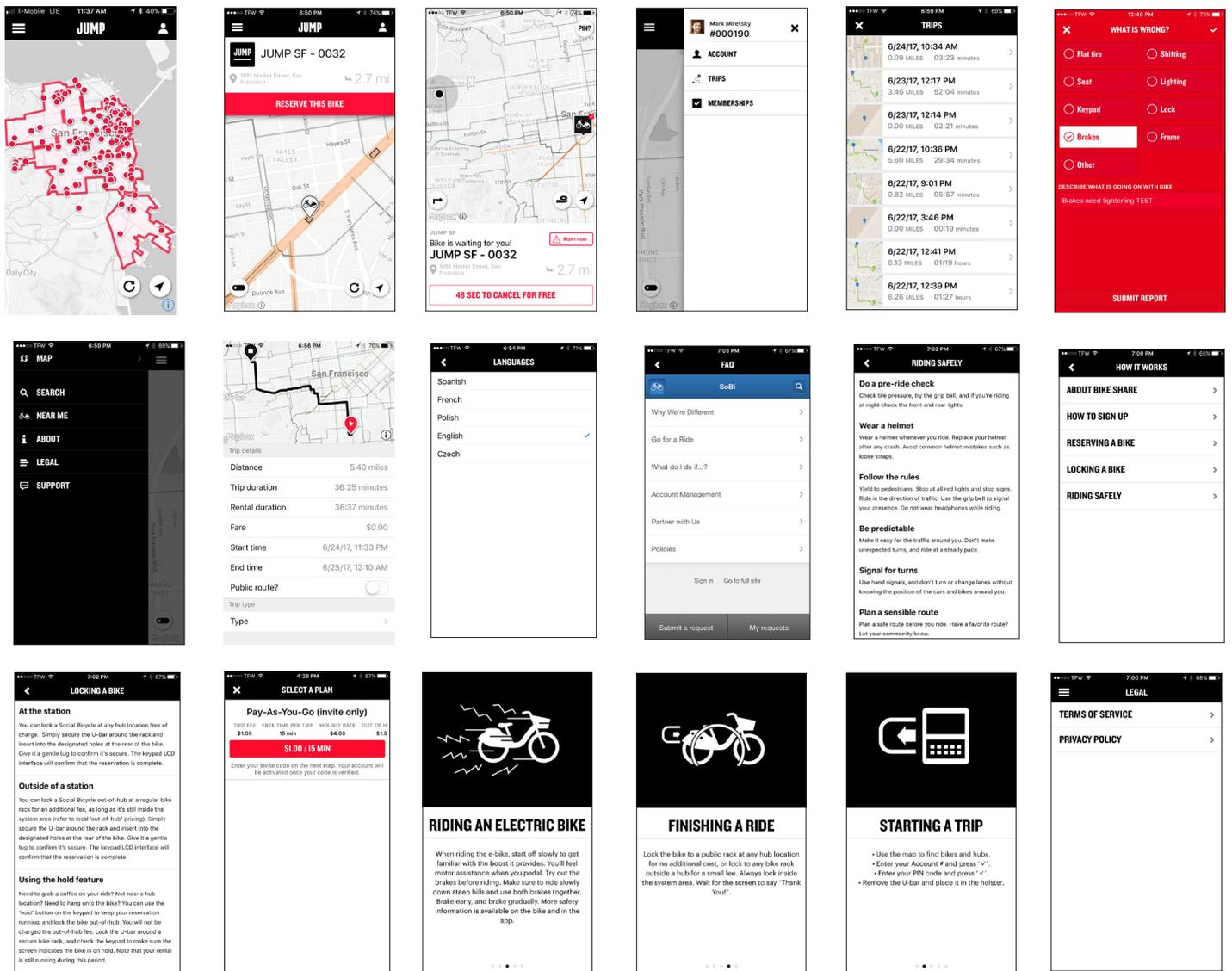
SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

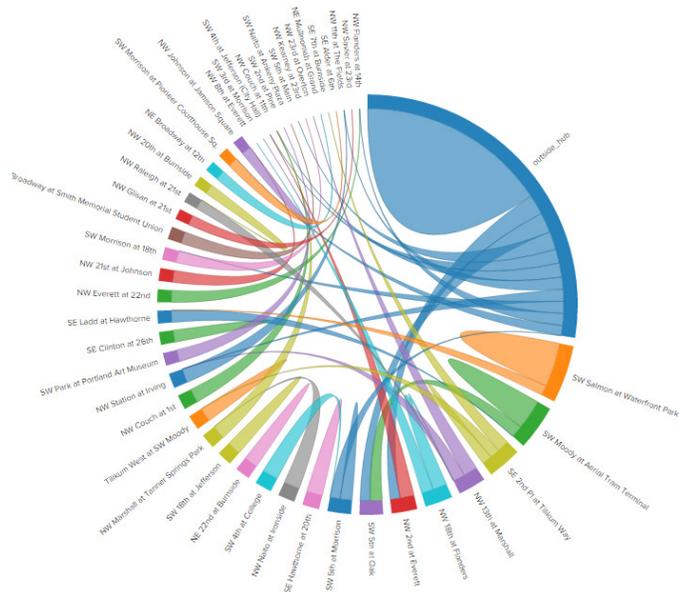
Mobile Application

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



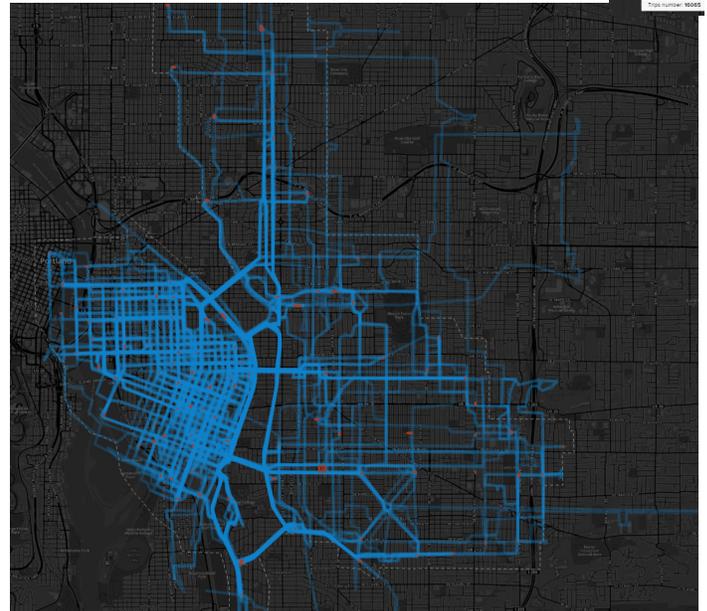
SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

The operations team can quickly generate reports showing a variety of metrics with several filters. Some sample reports are available below.



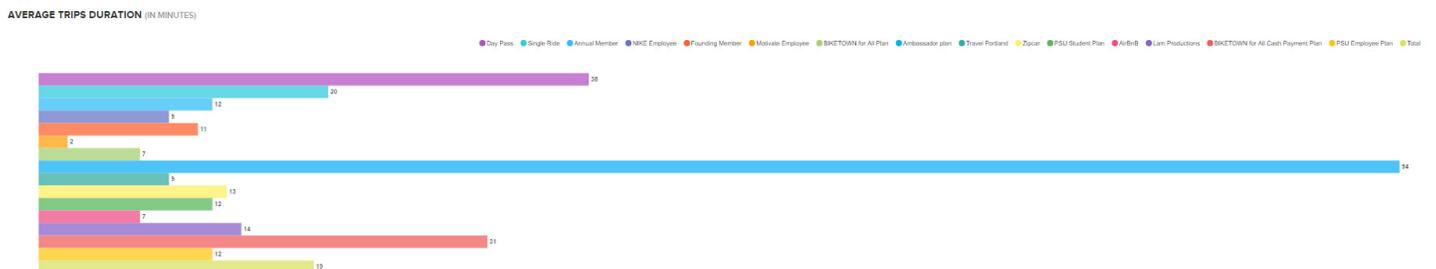
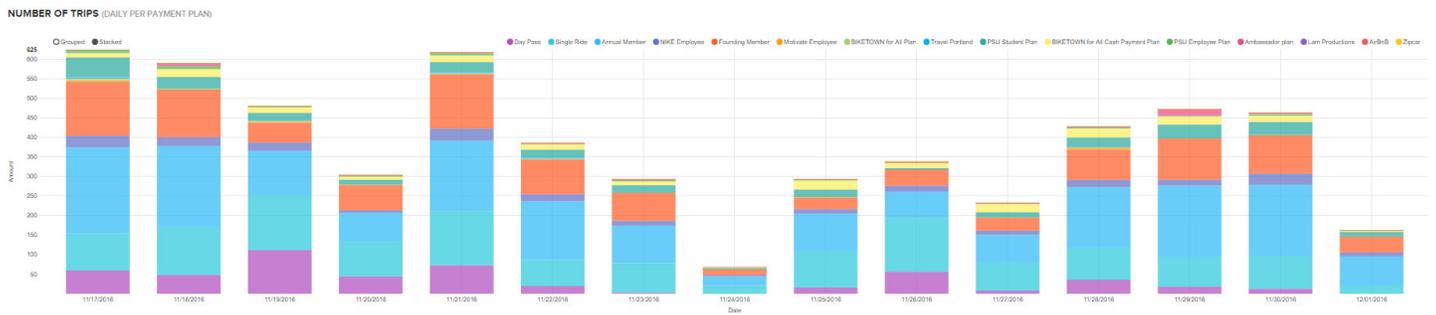
Hub Origin-Destination Report

Operators can choose custom date ranges and filter by hub, user type, and time of day.



Heat Maps

Operators can choose custom date ranges and view users' preferred routes. This data can help with future system and city planning.



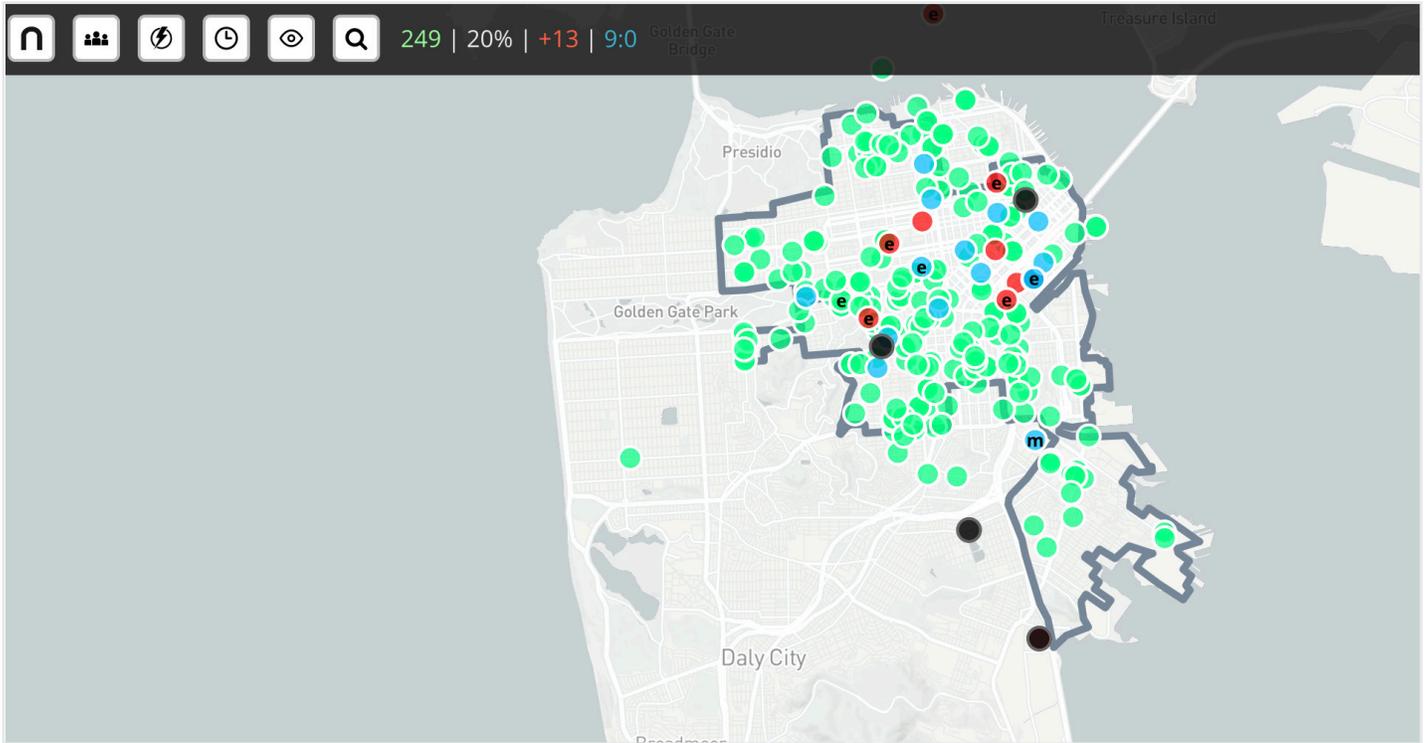
Trip Data

Operators can choose custom date ranges and see numbers of trips by user group (top) and average trip duration (bottom) by user group.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

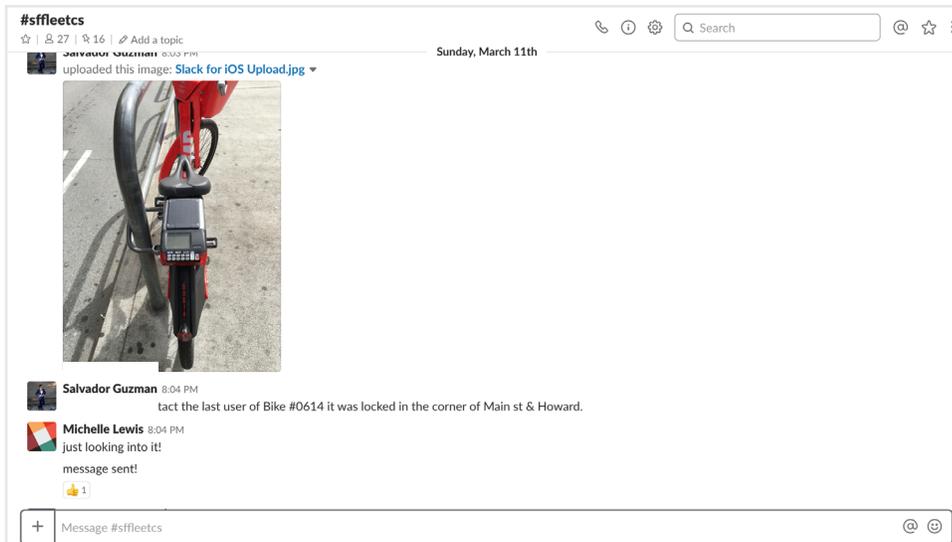
Field Operations Tool

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



Customer Service Chat

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



APPENDIX B

Indemnity & Insurance Documents

JUMP

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



EXHIBIT D

INDEMNIFICATION AND INSURANCE AGREEMENT

This Indemnification and Insurance Agreement ("Agreement") is entered into on July 27, 2018, 2018, by and between the CITY OF SANTA MONICA, a municipal corporation ("City") and Social Bicycles LLC ("Operator").
d/b/a JUMP Bikes

RECITALS

- A. City is a municipal corporation duly organized and validly existing under the laws of the State of California with the power to carry on its business as it is now being conducted under the statutes of the State of California and the Charter of the City.
- B. Operator is qualified to do business, and is doing business, in the State of California. Pursuant to Santa Monica Municipal Code Section 3.21 ("Shared Mobility Device Pilot Program" or "Pilot Program"), City's Director of Planning and Community Development selected Operator to receive a Shared Mobility Permit Operator Permit ("Permit") authorizing the deployment of a Shared Mobility Device within the City.
- C. Under Santa Monica Municipal Code Sections 3.21.070(a) and (b), Operator's participation in the Pilot Program and the issuance of the Permit is contingent on Operator executing an indemnification agreement and maintaining insurance coverage limits as determined by the City's Risk Manager.
- D. City and Operator desire to enter into this Agreement upon the terms and conditions set forth below.

NOW, THEREFORE, it is mutually agreed by and between the undersigned parties as follows:

1. AGREEMENT TO INDEMNIFY, DEFEND AND HOLD HARMLESS. Operator agrees to defend, indemnify, and hold harmless the City, its officers, elected or appointed officials, employees, agents, and volunteers from and against any and all claims, damages, losses, expenses, fines, penalties, judgments, demands, and defense costs (including, without limitation, actual, direct, out-of-pocket costs and expenses, and amounts paid in compromise, settlement, or judgment, and reasonable legal fees arising from litigation of every nature or liability of any kind or nature including civil, criminal, administrative or investigative) arising out of, in connection with, or which are in any way related to, the City's issuance of or decision to approve an Operator Permit, the process used by the City in making decisions, Operator's participation in the Shared Mobility Device Pilot Program, the Operator's (including its officers, managers, employees, contractors, agents, and volunteers) business conduct and operations, any violation of any laws by the Operator (including its officers, managers, employees, contractors, agents, and volunteers) or its users, or any bodily injury including death or damage to property arising out of or in connection with any use, misuse, placement or mis-placement of any of the Operator's device or equipment by any person, except such loss or damage which was caused by the sole willful misconduct of the City. Operator will conduct all defenses at its sole cost and expense, and City shall reasonably approve selection of the counsel to represent City as

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

proposed by Operator. This indemnity shall apply to all claims and liability regardless of whether any insurance policies of the Operator, its affiliates or any other parties are applicable thereto. The policy limits of any insurance of Operator, its affiliates or other parties are not a limitation upon the obligation of Operator, including without limitation, the amount of indemnification to be provided by Operator. The provisions of this section shall survive the termination of this Agreement.

2. INSURANCE. Operator agrees that, at no cost or expense to the City, at all times during the Operator's participation in the Pilot Program, Operator will maintain the insurance coverage set forth in Attachment "A" to this Agreement.

3. AMENDMENT/INTERPRETATION OF THIS AGREEMENT. This Agreement, including all Exhibits attached hereto, represents the entire understanding of the parties as to those matters contained herein. No prior oral or written understanding shall be of any force or effect with respect to those matters covered hereunder. No supplement, modification, or amendment of this Agreement shall be binding unless executed in writing by both parties hereto. This Agreement shall not be interpreted for or against any party by reason of the fact that such party may have drafted this Agreement or any of its provisions.

4. SECTION HEADINGS. Section headings in this Agreement are included for convenience of reference only and shall not constitute a part of this Agreement for any other purpose.

5. WAIVER. No waiver of any of the provisions of this Agreement shall be binding unless in the form of a writing signed by the party against whom enforcement is sought, and no such waiver shall operate as a waiver of any other provisions hereof (whether or not similar), nor shall such waiver constitute a continuing waiver. Except as specifically provided herein, no failure to exercise or any delay in exercising any right or remedy hereunder shall constitute a waiver thereof.

6. SEVERABILITY AND GOVERNING LAW. If any provision or portion thereof of this Agreement shall be held by a court of competent jurisdiction to be invalid, void, or otherwise unenforceable, the remaining provisions shall remain enforceable to the fullest extent permitted by law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of California applicable to contracts made and to be performed in California.

7. NOTICES. All notices, demands and other communications required or permitted hereunder shall be made in writing and shall be deemed to have been duly given if delivered by hand, against receipt, or mailed certified or registered mail and addressed as follows:

If to Operator:

If to City:

Mobility Division, Planning and Community Development
City of Santa Monica
1685 Main Street, Room 115
Santa Monica, CA 90401

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

**insert signed
Exhibit D page here**

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
7/20/2018

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 have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Woodruff-Sawyer & Co. 50 California Street, Floor 12 San Francisco CA 94111		CONTACT NAME: PHONE (A/C, No, Ext): 415-391-2141 FAX (A/C, No): 415-989-9923 E-MAIL: ADDRESS:	
		INSURER(S) AFFORDING COVERAGE	NAIC #
INSURED UBERTEC-01 Social Bicycles LLC (d/b/a JUMP Bikes) 1455 Market, Floor 4 San Francisco CA 94103		INSURER A: Old Republic Insurance Company	24147
		INSURER B:	
		INSURER C:	
		INSURER D:	
		INSURER E:	
		INSURER F:	

COVERAGES **CERTIFICATE NUMBER:** 2036668280 **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 INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<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 <input type="checkbox"/> OTHER:	Y	Y	MWZY313794	7/1/2018	7/1/2019	EACH OCCURRENCE \$ 5,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 5,000,000 MED EXP (Any one person) \$ Excluded PERSONAL & ADV INJURY \$ 5,000,000 GENERAL AGGREGATE \$ 10,000,000 PRODUCTS - COMP/OP AGG \$ 10,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY <input type="checkbox"/> AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y/N N/A If yes, describe under DESCRIPTION OF OPERATIONS below						<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 The City of Santa Monica, its officers, officials, employees and volunteers are included as an Additional Insured with respects to General Liability per attached form. A waiver of subrogation applies in favor of General Liability per attached form. Coverage is Primary and Noncontributory per attached form.

CERTIFICATE HOLDER City of Santa Monica ATTN: Mobility Division, Planning & Community Dep. 1885 Main Street, Room 115 Santa Monica, CA 90401	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
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SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

COMMERCIAL GENERAL LIABILITY
CG 20 01 04 13

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

PRIMARY AND NONCONTRIBUTORY – OTHER INSURANCE CONDITION

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART
PRODUCTS/COMPLETED OPERATIONS LIABILITY COVERAGE PART

The following is added to the **Other Insurance** Condition and supersedes any provision to the contrary:

Primary And Noncontributory Insurance

This insurance is primary to and will not seek contribution from any other insurance available to an additional insured under your policy provided that:

(1) The additional insured is a Named Insured under such other insurance; and

(2) You have agreed in writing in a contract or agreement that this insurance would be primary and would not seek contribution from any other insurance available to the additional insured.

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Workers' Compensation and Employers' Liability Policy	
Named Insured TriNet HR III-A, Inc. L/C/F Social Bicycles Inc.	Endorsement Number Policy Number: WLR_C65478502 Symbol: Number:
Policy Period 7/1/2018 TO 7/1/2019	Effective Date of Endorsement 07-01-2018
Issued By (Name of Insurance Company) ACE American Insurance Company	
<small>Insert the policy number. The remainder of the information is to be completed only when this endorsement is issued subsequent to the preparation of the policy.</small>	
CALIFORNIA WAIVER OF OUR RIGHT TO RECOVER FROM OTHERS ENDORSEMENT	
<p>This endorsement applies only to the insurance provided by the policy because California is shown in Item 3.A. of the Information Page.</p> <p>We have the right to recover our payments from anyone liable for an injury covered by this policy. We will not enforce our right against the person or organization named in the Schedule, but this waiver applies only with respect to bodily injury arising out of the operations described in the Schedule, where you are required by a written contract to obtain this waiver from us.</p> <p>You must maintain payroll records accurately segregating the remuneration of your employees while engaged in the work described in the Schedule.</p>	
Schedule	
1. <input checked="" type="checkbox"/> Specific Waiver	<p>Name of person or organization: City of Santa Monica Mobility Division, Planning and Community Development 1685 Main Street, Room 115 Santa Monica, CA 90401</p>
<input type="checkbox"/> Blanket Waiver	Any person or organization for whom the Named Insured has agreed by written contract to furnish this waiver.
2. Operations:	
3. Premium:	The premium charge for this endorsement shall be _____ percent of the California premium developed on payroll in connection with work performed for the above person(s) or organization(s) arising out of the operations described.
4. Minimum Premium:	 <hr style="width: 20%; margin-left: auto; margin-right: 0;"/>
	Authorized Agent

WC 99 03 22

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APPENDIX C

Project Overview & Leadership Biographies

JUMP

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JUMP Bikes Projects

System Name	Location	Permitted Bikes/ Stations	Launch Date	Agreement Type
JUMP Bikes	Washington DC	400/-	Sept 2017	Permit
JUMP Bikes	San Francisco, CA	250/-	January 2018	Permit
JUMP Bikes	Santa Cruz, CA	250/25	May 2018	Procurement Contract
JUMP Bikes	Sacramento Region, CA	900/150	Spring/Summer 2018	Procurement Contract
JUMP Bikes	Austin, TX	250/-	July 2018	Permit
JUMP Bikes	Chicago, IL	250/-	July 2018	Permit
JUMP Bikes	New York, NY	300/-	July 2018	Permit
JUMP Bikes	Denver, CO	250/-	August 2018	Permit
JUMP Bikes	Providence, RI	400/40	Summer/Fall 2018	Procurement Contract

Permits

We have supplied a Dropbox with all permits and RFPs referenced above available here: <https://www.dropbox.com/sh/t8ksvovchpvf2Iz/AABWIVQ1cGtMetEeViVPS6KGa?dl=0>.

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Ryan Rzepecki



EDUCATION

HUNTER COLLEGE

Masters in Urban Planning

PENN STATE UNIVERSITY

Bachelor of Science, Marketing

WORK

JUMP BIKES, NEW YORK, NY

Founder/CEO | March 2009 - Present

- Founder of Social Bicycles, product vision and development.
- Negotiates contracts, new business ventures, and transactional matters.
- Administration, contracting, business development, and sales.

NYC DEPARTMENT OF TRANSPORTATION, NEW YORK, NY

Bicycle Program Project Manager | October 2008 - March 2010

- Maintained the NYC Cycling Map and coordinated the quality review process.
- Managed 20 staff during the 'Eyes on the Street' post implementation evaluation of Times Square after its closure to vehicles.
- Sited over 500 bike racks in Lower Manhattan and worked with OpenPlans and CB2 in Williamsburg to test an online collaborative siting tool for bulk rack requests.
- Created cycling promotional campaigns including the first ever 'Bike to School Day' held by MS51 in Park Slope, Brooklyn.
- Evaluated bike routes on the Bicycle Master Plan and proposed a center bike lane for Water Street to overcome difficulties with curbside access.

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Avra van der Zee

EDUCATION

Georgetown University Law Center

Juris Doctor, magna cum laude, May 2007

Harvard College, B.A.

Bachelor of Arts, magna cum laude, in History and Literature, May 2002

WORK

JUMP BIKES, NEW YORK, NY

CSO/General Counsel | 2014 – Present

- Responsible for day-to-day leadership and implementation of growth strategies and process.
- Oversees legal and risk management strategy.
- Manages client relationships from business development through implementation.
- Maximizes cross-functional communication and efficiencies.

Greene Street Holdings LLC

General Counsel | 2009 – 2014

- Established and ran the Legal Department for the Americas subsidiaries of a global manufacturing group.
- Designed and implemented legal processes and guidelines.

Paul, Weiss, Rifkind, Wharton & Garrison LLP

Litigation Associate | 2007 – 2009

- Co-authored a copyright article on retroactive licensing and an article on remedies under the ADA.
- Lead Associate on an internal investigation related to a potential product liability claim.
- Drafted pleadings, motions, briefs and discovery-related documents in real estate litigation.

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Marcin Pyla

EDUCATION

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

WORK

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

- Responsible for overseeing all technical aspects of the company including all web, mobile, and firmware development.
- Management of the platform including testing, software updates, debugging, maintenance of server, hosting, deployment and monitoring.
- Establishes technological vision for the organization and identifies competitive advantages and technological trends for the benefit of a company.
- Develops and directs all safeguards to reduce the risk of outside breaches and protect sensitive internal and external client information.

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

- Manages a team of software developers that design and implement of web-side and mobile app software for a variety of technology companies.
- Management of technical platforms, testing, software updates, debugging, maintenance of servers, hosting, deployment and monitoring.

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Erik Weber

EDUCATION

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

Transylvania University, B.S.
Math and Political Science

WORK

UBER, JUMP BIKES, NEW YORK, NY
Head of Expansion | 2018 – Present

- Manage all elements of JUMP system launches, domestic and international
- Oversee system implementation, customer support, strategy & planning, and operations support.

UBER, WASHINGTON, DC, SAN FRANCISCO & NEW YORK
VARIOUS ROLES | 2012-2018

- Senior Program Manager, Strategy & Planning, Map Operations, 2016 - 2018
- Lead, Global Partner Support Program, Community Operations, 2015 - 2016
- Global Operations Specialist, PRO Team, 2014 - 2015
- Senior Operations Manager, Uber DC, 2012 - 2014

US DEPARTMENT OF TRANSPORTATION, WASHINGTON, DC
PRESIDENTIAL MANAGEMENT FELLOW & PROGRAM ANALYST | 2009 - 2011

- Program Administrator for the Veterans Transportation and Community Living Initiative, a \$63 million discretionary grant program
- Managed the solicitation, review and award of more than 80 projects. I coordinated and managed the \$1.7M technical assistance consortium to ensure the successful implementation of local projects
- Application reviewer for \$600M TIGER 2 multi-modal discretionary grant program

EMBARQ: WORLD RESOURCES INSTITUTE CENTER ON SUSTAINABLE TRANSPORT, WASHINGTON, DC
VISITING FELLOW | 2010 - 2011

- Researched best practices in marketing, branding, communications and outreach in new and existing transit projects around the world. Co-authored report "From Here to There"

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Rikin Diwan



EDUCATION

Rutgers University

Bachelor of Science, Marketing and Sociology

WORK

JUMP BIKES, NEW YORK, NY

VP of Marketing | Dec 2017 - Present

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

FOURSQUARE, NEW YORK, NY

Senior Director, Global Creative & Brand Strategy | March 2014 - Dec 2017

- Lead US & LatAm team of Account Strategists focused on pre-sales efforts across Programmatic, Native, and Attribution products
- Develop the go-to-market strategy, pricing, and positioning for all Foursquare's advertising and enterprise products to achieve market penetration and maximize revenue
- Interface with prospective and top-tier (\$1MM+) clients to increase adoption of Foursquare's ad & enterprise products
- Cultivates communications with bike share organizations throughout the United States, identifies and shares best practices

CARROT - A VICE COMPANY, NEW YORK, NY

Account Director | Sept 2012 - March 2014

- Oversee product teams working on various initiatives for Vice including both internal products and co-branded advertising products
- Consult numerous startups as they look to establish their product positioning and brand presence online
- Manage teams of producers, strategists, creatives, designers, developers, and more to deliver the best possible products and campaigns for all existing clients

APPENDIX D

Understanding multimodality:
An analysis of early JUMP users

JUMP

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

Santosh Rao

Policy Research @ Uber

Jul 19

Understanding multimodality: An analysis of early JUMP users

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

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

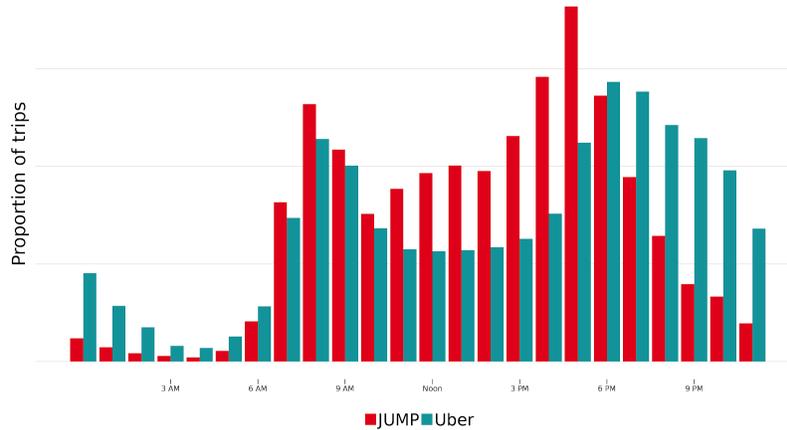
Until recently, Uber primarily meant a ride in a car. That changed in February 2018, when Uber riders in San Francisco could book a JUMP bike—an electric-assist smart bike—using the Uber app. For the first time, riders could choose seamlessly between two very different transportation modes in our app.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

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

The breakdown of usage by time of day provides an interesting picture (see figure below). More than two-thirds (69%) of all JUMP trips happened during the day (8a-6p) whereas the majority of Uber trips (54%) happened

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outside of this period. The two modes, therefore, exhibit natural temporal complementarity with Uber usage higher during the nights when riders may be less likely to get on an ebike.



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

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

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

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

APPENDIX E

PCI Certification, JUMP & Uber

JUMP

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JUMP PCI Certification

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Payment Card Industry (PCI) **Data Security Standard**

Attestation of Compliance for Self-Assessment Questionnaire D – Service Providers

For use with PCI DSS Version 3.2

Revision 1.1

January 2017

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Section 1: Assessment Information

Instructions for Submission

This document must be completed as a declaration of the results of the service provider's self-assessment with the *Payment Card Industry Data Security Standard Requirements and Security Assessment Procedures (PCI DSS)*. Complete all sections: The service provider is responsible for ensuring that each section is completed by the relevant parties, as applicable. Contact the requesting payment brand for reporting and submission procedures.

Part 1. Service provider and Qualified Security Assessor Information					
Part 1a. Service Provider Organization Information					
Company Name:	Social Bicycles		DBA (doing business as):	Social Bicycles	
Contact Name:	Marcin Pyla		Title:	CTO	
Telephone:	+48 660 77 88 92		E-mail:	marcin@socialbicycles.com	
Business Address:	55 Prospect St, Suite 304		City:	Brooklyn	
State/Province:	NY	Country:	USA	Zip:	11201
URL:	www.socialbicycles.com				
Part 1b. Qualified Security Assessor Company Information (if applicable)					
Company Name:	SISA Information Security Private Limited				
Lead QSA Contact Name:	Kaushik Pandey		Title:	Senior Consultant	
Telephone:	+919971686732		E-mail:	kaushik.pandey@sisainfosec.com	
Business Address:	SISA House No. 3029, 13th Main Road, HAL II Stage, Indiranagar		City:	Bangalore	
State/Province:	Karnataka	Country:	India	Zip:	560008
URL:	https://sisainfosec.com/				

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Part 2. Executive Summary

Part 2a. Scope Verification

Services that were INCLUDED in the scope of the PCI DSS Assessment (check all that apply):

Name of service(s) assessed: Social Bicycles Applications(Customer Payment Processing)

Type of service(s) assessed:

Hosting Provider: <input checked="" type="checkbox"/> Applications / software <input type="checkbox"/> Hardware <input type="checkbox"/> Infrastructure / Network <input type="checkbox"/> Physical space (co-location) <input type="checkbox"/> Storage <input type="checkbox"/> Web <input type="checkbox"/> Security services <input type="checkbox"/> 3-D Secure Hosting Provider <input type="checkbox"/> Shared Hosting Provider <input type="checkbox"/> Other Hosting (specify):	Managed Services (specify): <input type="checkbox"/> Systems security services <input type="checkbox"/> IT support <input type="checkbox"/> Physical security <input type="checkbox"/> Terminal Management System <input type="checkbox"/> Other services (specify):	Payment Processing: <input checked="" type="checkbox"/> POS / card present <input checked="" type="checkbox"/> Internet / e-commerce <input type="checkbox"/> MOTO / Call Center <input type="checkbox"/> ATM <input type="checkbox"/> Other processing (specify):
<input type="checkbox"/> Account Management <input type="checkbox"/> Back-Office Services <input type="checkbox"/> Billing Management <input type="checkbox"/> Clearing and Settlement <input type="checkbox"/> Network Provider <input type="checkbox"/> Others (specify): NA	<input type="checkbox"/> Fraud and Chargeback <input type="checkbox"/> Issuer Processing <input type="checkbox"/> Loyalty Programs <input type="checkbox"/> Merchant Services	<input type="checkbox"/> Payment Gateway/Switch <input type="checkbox"/> Prepaid Services <input type="checkbox"/> Records Management <input type="checkbox"/> Tax/Government Payments

Note: These categories are provided for assistance only, and are not intended to limit or predetermine an entity's service description. If you feel these categories don't apply to your service, complete "Others."
 If you're unsure whether a category could apply to your service, consult with the applicable payment brand.

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Part 2a. Scope Verification (continued)

Services that are provided by the service provider but were NOT INCLUDED in the scope of the PCI DSS Assessment (check all that apply):

Name of service(s) not assessed:	NA	
Type of service(s) not assessed: NA		
Hosting Provider: <input type="checkbox"/> Applications / software <input type="checkbox"/> Hardware <input type="checkbox"/> Infrastructure / Network <input type="checkbox"/> Physical space (co-location) <input type="checkbox"/> Storage <input type="checkbox"/> Web <input type="checkbox"/> Security services <input type="checkbox"/> 3-D Secure Hosting Provider <input type="checkbox"/> Shared Hosting Provider <input type="checkbox"/> Other Hosting (specify):	Managed Services (specify): <input type="checkbox"/> Systems security services <input type="checkbox"/> IT support <input type="checkbox"/> Physical security <input type="checkbox"/> Terminal Management System <input type="checkbox"/> Other services (specify):	Payment Processing: <input type="checkbox"/> POS / card present <input type="checkbox"/> Internet / e-commerce <input type="checkbox"/> MOTO / Call Center <input type="checkbox"/> ATM <input type="checkbox"/> Other processing (specify):
<input type="checkbox"/> Account Management	<input type="checkbox"/> Fraud and Chargeback	<input type="checkbox"/> Payment Gateway/Switch
<input type="checkbox"/> Back-Office Services	<input type="checkbox"/> Issuer Processing	<input type="checkbox"/> Prepaid Services
<input type="checkbox"/> Billing Management	<input type="checkbox"/> Loyalty Programs	<input type="checkbox"/> Records Management
<input type="checkbox"/> Clearing and Settlement	<input type="checkbox"/> Merchant Services	<input type="checkbox"/> Tax/Government Payments
<input type="checkbox"/> Network Provider		
<input type="checkbox"/> Others (specify):		
Provide a brief explanation why any checked services were not included in the assessment:	NA	

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Part 2b. Description of Payment Card Business

Describe how and in what capacity your business stores, processes, and/or transmits cardholder data.	Social Bicycles uses mobile technology to enable affordable, scalable, and intelligent bike sharing networks. Traditional station-based bike share requires a network of kiosks and docking stations. This infrastructure takes up a lot of public space and costs. Customers visit social bicycles website for registration. Registration mode can be done via standalone Kiosk devices, Mobile and Web Applications, where they can select membership package and enter credit card details in the payment page and it is redirected to BrainTree Payments via an API call for processing payments. Social Bicycles take customer PAN and Expiry date during payment process. Social Bicycles does not store any sensitive authentication data in their environment. BrainTree Payment API is used to perform payment transaction and they are PCI DSS certified.
Describe how and in what capacity your business is otherwise involved in or has the ability to impact the security of cardholder data.	NA

Part 2c. Locations

List types of facilities (for example, retail outlets, corporate offices, data centers, call centers, etc.) and a summary of locations included in the PCI DSS review.

Type of facility	Number of facilities of this type	Location(s) of facility (city, country)
<i>Example: Retail outlets</i>	3	<i>Boston, MA, USA</i>
Social Bicycles Corporate Office	1	Brooklyn, NY, USA
AWS Cloud	1	Virginia, USA
Social Bicycles Datacenter	1	Lynnwood, Seattle, USA and Frankfurt, Germany

Part 2d. Payment Application

Does the organization use one or more Payment Applications? Yes No

Provide the following information regarding the Payment Applications your organization uses:

Payment Application Name	Version Number	Application Vendor	Is application PA-DSS Listed?	PA-DSS Listing Expiry date (if applicable)

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Kiosk application	1.2	NA	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	NA
Jump mobility	1.0.3	NA	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	NA
Wavelo	1.3.1	NA	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	NA
SoBi mobile	2.9	NA	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	NA
SoBi web	2.9	NA	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	NA
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	

Part 2e. Description of Environment

<p>Provide a high-level description of the environment covered by this assessment.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Connections into and out of the cardholder data environment (CDE).</i> • <i>Critical system components within the CDE, such as POS devices, databases, web servers, etc., and any other necessary payment components, as applicable.</i> 	<p>Social Bicycles uses mobile technology to enable affordable, scalable, and intelligent bike sharing networks. Traditional station-based bike share requires a network of kiosks and docking stations. This infrastructure takes up a lot of public space and costs. Customers visit social bicycles website for registration. Registration mode can be done via standalone Kiosk devices, Mobile and Web Applications, where they can select membership package and enter credit card details in the payment page and it is redirected to Braintree Payments via an API call for processing payments. Social Bicycles take customer PAN, Expiry date and CVV during payment process. Social Bicycles does not store any sensitive authentication data in their environment. Braintree Payment API is used to perform payment transaction and they are PCI DSS certified. Social Bicycles use the Kiosk application that performs automatic billing for customers based on the services rendered by them. The application stores customer credit card data such as (PAN, Expiry Date). SocialBicycles does not store unencrypted card data information in their database, all Cardholder data is uploaded directly to braintree during payment process. Social Bicycles store only hash of the credits cards, generated on our kiosk or on our app servers</p>
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	for new users. Following algorithm is use for this purpose - we generate sha512 digest of credit card string, which consist of credit card number, expiration month and year, and generate a hex digest out of it. This hex digest is saved in their database only to match the same cards within our system.
--	---

Does your business use network segmentation to affect the scope of your PCI DSS environment? <i>(Refer to "Network Segmentation" section of PCI DSS for guidance on network segmentation)</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
--	---

Part 2f. Third-Party Service Providers

Does your company have a relationship with a Qualified Integrator & Reseller (QIR) for the purpose of the service being validated? If Yes: Name of QIR Company: QIR Individual Name: Description of services provided by QIR:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
---	---

Does your company have a relationship with one or more third-party service providers (for example, Qualified Integrator & Resellers (QIR), gateways, payment processors, payment service providers (PSP), web-hosting companies, airline booking agents, loyalty program agents, etc.) for the purpose of the services being validated?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
---	---

If Yes:	
Name of service provider:	Description of services provided:
BrainTree	Payment Process
AT&T/Jasper	Network Management
AWS	Cloud Hosting Service provider

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Part 2g. Summary of Requirements Tested

For each PCI DSS Requirement, select one of the following:

- Full – The requirement and all sub-requirements were assessed for that Requirement, and no sub-requirements were marked as “Not Tested” or “Not Applicable” in the SAQ.
- Partial – One or more sub-requirements of that Requirement were marked as “Not Tested” or “Not Applicable” in the SAQ.
- None – All sub-requirements of that Requirement were marked as “Not Tested” and/or “Not Applicable” in the SAQ.

For all requirements identified as either “Partial” or “None,” provide details in the “Justification for Approach” column, including:

- Details of specific sub-requirements that were marked as either “Not Tested” and/or “Not Applicable” in the SAQ
- Reason why sub-requirement(s) were not tested or not applicable

Note: One table to be completed for each service covered by this AOC. Additional copies of this section are available on the PCI SSC website.

Name of Service Assessed:		Social Bicycle Application(Customer payment process)		
PCI DSS Requirement	Details of Requirements Assessed			
	Full	Partial	None	Justification for Approach (Required for all “Partial” and “None” responses. Identify which sub-requirements were not tested and the reason.)
Requirement 1:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Requirement 1.1.4(a) is not applicable as there is no DMZ in the scoped environment. Requirement 1.1.6(b) is not applicable as there is no insecure services, protocols and ports identified in the scoped environment. Requirement 1.2.3 is not applicable as there are no wireless networks in cardholder data environment. Requirements 1.3.1 and 1.3.2 is not applicable as there is no DMZ in the scoped environment.
Requirement 2:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Requirements 2.1.1 is not applicable as there are no wireless connectivity in cardholder data environment. Requirement 2.2.2(b) and 2.2.3 is not applicable as there are insecure services, daemons, or protocols identified in the scoped environment. Requirement 2.6 is not applicable as they are not shared hosting provider.
Requirement 3:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Requirement 3.2 is not applicable as they are not storing SAD.

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				<p>Requirement 3.4.1(c) is not applicable as there is no cardholder data stored in removable media because scoped environment is in AWS.</p> <p>Requirement 3.5.1 is not applicable because this is best practice, recommended to be considered during recertification.</p>
Requirement 4:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Requirement 4.1.1 is not applicable as there is no wireless network in the scoped environment.
Requirement 5:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Requirement 5.1.2 is not applicable as all the system components have antivirus installed in the scoped environment.
Requirement 6:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Requirement 7:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Requirement 8:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>Requirement 8.1.5 is not applicable as there is no access for third party for any system components in the scoped environment.</p> <p>Requirements 8.3.1, 8.3.2 is not applicable as there is no multifactor authentication in the scoped environment.</p> <p>Requirement 8.5.1 is not applicable as there is no remote access to customer premises from the scoped environment.</p>
Requirement 9:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Requirement 10:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Requirements 10.8, 10.8.1 are not applicable because this is best practice, recommended to be considered during recertification.
Requirement 11:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>Requirements 11.1 (b), 11.1 (h), 11.1.1, 11.1.2(a), 11.1.2(b) are not applicable as there is no wireless access point in the cardholder data environment.</p> <p>11.3.3 is not applicable because there are no exploitable vulnerability found in the scoped environment.</p> <p>11.3.4.1 is not applicable because this is best practice, recommended to be considered during recertification.</p>
Requirement 12:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>Requirement 12.3.9 is not applicable as there is no remote access technology allowed for vendors in the scoped environment.</p> <p>Requirement 12.4.1 is not applicable because it is best practice recommended to be in place before going for recertification.</p>

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Appendix A1:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Requirements A1.1, A1.2, A1.3 and A1.4 are not applicable as the process is not a shared hosting service provider.
Appendix A2:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Requirement A.2.1, A2.2, A2.3 is not applicable as there is no use of SSL/early TLS in the scoped environment.

Section 2: Self-Assessment Questionnaire D – Service Providers

This Attestation of Compliance reflects the results of a self-assessment, which is documented in an accompanying SAQ.

The assessment documented in this attestation and in the SAQ was completed on:	31/08/2017	
Have compensating controls been used to meet any requirement in the SAQ?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Were any requirements in the SAQ identified as being not applicable (N/A)?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Were any requirements in the SAQ identified as being not tested?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Were any requirements in the SAQ unable to be met due to a legal constraint?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Section 3: Validation and Attestation Details

Part 3. PCI DSS Validation

This AOC is based on results noted in SAQ D (Section 2), dated 31/08/2017.

Based on the results documented in the SAQ D noted above, the signatories identified in Parts 3b-3d, as applicable, assert(s) the following compliance status for the entity identified in Part 2 of this document: (**check one**):

<input checked="" type="checkbox"/>	<p>Compliant: All sections of the PCI DSS SAQ are complete, all questions answered affirmatively, resulting in an overall COMPLIANT rating; thereby Social Bicycles has demonstrated full compliance with the PCI DSS.</p>						
<input type="checkbox"/>	<p>Non-Compliant: Not all sections of the PCI DSS SAQ are complete, or not all questions are answered affirmatively, resulting in an overall NON-COMPLIANT rating, thereby Social Bicycles has not demonstrated full compliance with the PCI DSS.</p> <p>Target Date for Compliance:</p> <p>An entity submitting this form with a status of Non-Compliant may be required to complete the Action Plan in Part 4 of this document. <i>Check with your acquirer or the payment brand(s) before completing Part 4.</i></p>						
<input type="checkbox"/>	<p>Compliant but with Legal exception: One or more requirements are marked “No” due to a legal restriction that prevents the requirement from being met. This option requires additional review from acquirer or payment brand.</p> <p><i>If checked, complete the following:</i></p> <table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 30%;">Affected Requirement</th> <th>Details of how legal constraint prevents requirement being met</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	Affected Requirement	Details of how legal constraint prevents requirement being met				
Affected Requirement	Details of how legal constraint prevents requirement being met						

Part 3a. Acknowledgement of Status

Signatory(s) confirms:

(Check all that apply)

<input checked="" type="checkbox"/>	PCI DSS Self-Assessment Questionnaire D, Version 3.2, was completed according to the instructions therein.
<input checked="" type="checkbox"/>	All information within the above-referenced SAQ and in this attestation fairly represents the results of my assessment in all material respects.
<input type="checkbox"/>	I have confirmed with my payment application vendor that my payment system does not store sensitive authentication data after authorization.
<input checked="" type="checkbox"/>	I have read the PCI DSS and I recognize that I must maintain PCI DSS compliance, as applicable to my environment, at all times.
<input checked="" type="checkbox"/>	If my environment changes, I recognize I must reassess my environment and implement any additional PCI DSS requirements that apply.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Part 3a. Acknowledgement of Status (continued)

<input checked="" type="checkbox"/>	No evidence of full track data ¹ , CAV2, CVC2, CID, or CVV2 data ² , or PIN data ³ storage after transaction authorization was found on ANY system reviewed during this assessment.
<input checked="" type="checkbox"/>	ASV scans are being completed by the PCI SSC Approved Scanning Vendor <i>SISA Information Security Private Limited</i>

Part 3b. Service Provider Attestation

Marcin Pyla

Signature of Merchant Executive Officer ↑	Date: 31/08/2017
Service Provider Executive Officer Name: Marcin Pyla	Title: CTO

Part 3c. Qualified Security Assessor (QSA) Acknowledgement (if applicable)

If a QSA was involved or assisted with this assessment, describe the role performed:	The QSA was involved in the SAQ v3.2 consulting
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<i>Kaushik Pandey</i>	
Signature of Duly Authorized Officer of QSA Company ↑	Date: 09/05/2017
Duly Authorized Officer Name: Kaushik Pandey	QSA Company: SISA Information Security Private Limited

Part 3d. Internal Security Assessor (ISA) Involvement (if applicable)

If an ISA(s) was involved or assisted with this assessment, identify the ISA personnel and describe the role performed:	NA
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¹ Data encoded in the magnetic stripe or equivalent data on a chip used for authorization during a card-present transaction. Entities may not retain full track data after transaction authorization. The only elements of track data that may be retained are primary account number (PAN), expiration date, and cardholder name.

² The three- or four-digit value printed by the signature panel or on the face of a payment card used to verify card-not-present transactions.

³ Personal identification number entered by cardholder during a card-present transaction, and/or encrypted PIN block present within the transaction message.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Part 4. Action Plan for Non-Compliant Requirements

Select the appropriate response for “Compliant to PCI DSS Requirements” for each requirement. If you answer “No” to any of the requirements, you may be required to provide the date your Company expects to be compliant with the requirement and a brief description of the actions being taken to meet the requirement.

Check with your acquirer or the payment brand(s) before completing Part 4.

PCI DSS Requirement	Description of Requirement	Compliant to PCI DSS Requirements (Select One)		Remediation Date and Actions (If “NO” selected for any Requirement)
		YES	NO	
1	Install and maintain a firewall configuration to protect cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
2	Do not use vendor-supplied defaults for system passwords and other security parameters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
3	Protect stored cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
4	Encrypt transmission of cardholder data across open, public networks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
5	Protect all systems against malware and regularly update anti-virus software or programs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
6	Develop and maintain secure systems and applications	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
7	Restrict access to cardholder data by business need to know	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8	Identify and authenticate access to system components	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
9	Restrict physical access to cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
10	Track and monitor all access to network resources and cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
11	Regularly test security systems and processes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
12	Maintain a policy that addresses information security for all personnel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Appendix A1	Additional PCI DSS Requirements for shared hosting providers	<input type="checkbox"/>	<input type="checkbox"/>	NA
Appendix A2	Additional PCI DSS Requirements for Entities using SSL/early TLS	<input type="checkbox"/>	<input type="checkbox"/>	NA



SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

Uber PCI Certification

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Payment Card Industry (PCI) Data Security Standard

Attestation of Compliance for Onsite Assessments – Merchants

Version 3.2

April 2016

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Section 1: Assessment Information

Instructions for Submission

This Attestation of Compliance must be completed as a declaration of the results of the merchant's assessment with the *Payment Card Industry Data Security Standard Requirements and Security Assessment Procedures (PCI DSS)*. Complete all sections: The merchant is responsible for ensuring that each section is completed by the relevant parties, as applicable. Contact your acquirer (merchant bank) or the payment brands for reporting and submission procedures.

Part 1. Merchant and Qualified Security Assessor Information					
Part 1a. Merchant Organization Information					
Company Name:	Uber Technologies, Inc.	DBA (doing business as):			
Contact Name:	Shreyas Kumar	Title:	Sr Security Strategist II		
Telephone:	+1.650.766.2581	E-mail:	shreyas@uber.com		
Business Address:	1455 Market Street, Suite 400	City:	San Francisco		
State/Province:	CA	Country:	USA	Zip:	94103
URL:	https://www.uber.com				
Part 1b. Qualified Security Assessor Company Information (If applicable)					
Company Name:	Urbane Security				
Lead QSA Contact Name:	James K. Adamson	Title:	Principal Consultant		
Telephone:	+1.312.313.3720	E-mail:	jadamson@urbaneseecurity.com		
Business Address:	311 South Wacker Drive Suite 6030	City:	Chicago		
State/Province:	Illinois	Country:	USA	Zip:	60606
URL:	https://urbaneseecurity.com				
Part 2. Executive Summary					
Part 2a. Type of Merchant Business (check all that apply)					
<input type="checkbox"/> Retailer		<input type="checkbox"/> Telecommunication		<input type="checkbox"/> Grocery and Supermarkets	
<input type="checkbox"/> Petroleum		<input checked="" type="checkbox"/> E-Commerce		<input type="checkbox"/> Mail order/telephone order (MOTO)	
<input type="checkbox"/> Others (please specify):					
What types of payment channels does your business serve?			Which payment channels are covered by this assessment?		
<input type="checkbox"/> Mail order/telephone order (MOTO)			<input type="checkbox"/> Mail order/telephone order (MOTO)		
<input checked="" type="checkbox"/> E-Commerce			<input checked="" type="checkbox"/> E-Commerce		
<input type="checkbox"/> Card-present (face-to-face)			<input type="checkbox"/> Card-present (face-to-face)		
Note: If your organization has a payment channel or process that is not covered by this assessment, consult your acquirer or payment brand about validation for the other channels.					

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Part 2b. Description of Payment Card Business

<p>How and in what capacity does your business store, process and/or transmit cardholder data?</p>	<p>Uber's primary cardholder data acceptance method for payment is through their mobile and web applications (ex. Uber, UberEats, UberRush). The client applications perform client-side encryption using AES keys generated randomly and securely on the client device which is subsequently encrypted using asymmetric keys, and generates two encrypted payloads. The first client-side encrypted payload, which is not able to be decrypted by Uber by using keys accessible only to their 3rd party payment providers, is transmitted to Uber for relay to the payment gateways for authorization and tokenization for use in subsequent transactions. The second client-side encrypted payload, encrypted using keys accessible to Uber, is transmitted to Uber's web infrastructure and subsequently transmitted to Uber's AWS "Secure Vault" environment, in which decryption of the client side payload takes place for storage or forwarding to processors. The resultant PAN is stored in AWS' DynamoDB by Uber's "Secure Vault" environment using field-level encryption keys accessible only to the services within the "Secure Vault" environment.</p> <p>Uber transmits cardholder data submitted by customers from the mobile and web applications to Barclaycard for the purpose of associating a loyalty program for the Uber Visa Barclaycard. The cardholder data is encrypted and sent using the Braintree Forwarding API.</p> <p>For card present transactions, a small number of transactions are performed on stand-alone terminals provided by Adyen to allow drivers to pay for driver testing in London, UK.</p>
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Part 2c. Locations

List types of facilities (for example, retail outlets, corporate offices, data centers, call centers, etc.) and a summary of locations included in the PCI DSS review.

Type of facility	Number of facilities of this type	Location(s) of facility (city, country)
<i>Example: Retail outlets</i>	3	Boston, MA, USA
Corporate Offices	3	San Francisco, CA, USA Amsterdam, Netherlands London, UK
Data Centers	2	Santa Clara, CA, USA Ashburn, VA, USA

Part 2d. Payment Application

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Does the organization use one or more Payment Applications? Yes No

Provide the following information regarding the Payment Applications your organization uses:

Payment Application Name	Version Number	Application Vendor	Is application PA-DSS Listed?	PA-DSS Listing Expiry date (if applicable)
Not Applicable			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	

Part 2e. Description of Environment

Provide a **high-level** description of the environment covered by this assessment.

For example:

- *Connections into and out of the cardholder data environment (CDE).*
- *Critical system components within the CDE, such as POS devices, databases, web servers, etc., and any other necessary payment components, as applicable.*

Urbane reviewed the web and mobile application front end, stand-alone POS devices, encryption processes, network devices and servers within the production environment, AWS-hosted Secure Vault, security-related systems and services, and transmission of cardholder over the public Internet to processors.

Does your business use network segmentation to affect the scope of your PCI DSS environment?

(Refer to "Network Segmentation" section of PCI DSS for guidance on network segmentation)

Yes No

Part 2f. Third-Party Service Providers

Does your company use a Qualified Integrator & Reseller (QIR)?

If Yes:

Name of QIR Company:

QIR Individual Name:

Description of services provided by QIR:

Yes No

Does your company share cardholder data with any third-party service providers (for example, Qualified Integrator & Resellers (QIR), gateways, payment processors, payment service providers (PSP), web-hosting companies, airline booking agents, loyalty program agents, etc.)?

Yes No

If Yes:

Name of service provider:	Description of services provided:
Adyen	Authorization and Processing
Amazon Web Services	Platform as a Service
Braintree	Authorization and Processing
Zaakpay	Authorization and Processing

Note: Requirement 12.8 applies to all entities in this list.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Section 2: Report on Compliance

This Attestation of Compliance reflects the results of an onsite assessment, which is documented in an accompanying Report on Compliance (ROC).

The assessment documented in this attestation and in the ROC was completed on:	January 6, 2018	
Have compensating controls been used to meet any requirement in the ROC?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Were any requirements in the ROC identified as being not applicable (N/A)?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Were any requirements not tested?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Were any requirements in the ROC unable to be met due to a legal constraint?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Section 3: Validation and Attestation Details

Part 3. PCI DSS Validation

This AOC is based on results noted in the ROC dated **January 6, 2018**.

Based on the results documented in the ROC noted above, the signatories identified in Parts 3b-3d, as applicable, assert(s) the following compliance status for the entity identified in Part 2 of this document (**check one**):

<input checked="" type="checkbox"/>	<p>Compliant: All sections of the PCI DSS ROC are complete, all questions answered affirmatively, resulting in an overall COMPLIANT rating; thereby <i>Uber Technologies, Inc.</i> has demonstrated full compliance with the PCI DSS.</p>						
<input type="checkbox"/>	<p>Non-Compliant: Not all sections of the PCI DSS ROC are complete, or not all questions are answered affirmatively, resulting in an overall NON-COMPLIANT rating, thereby <i>Uber Technologies, Inc.</i> has not demonstrated full compliance with the PCI DSS.</p> <p>Target Date for Compliance:</p> <p>An entity submitting this form with a status of Non-Compliant may be required to complete the Action Plan in Part 4 of this document. <i>Check with your acquirer or the payment brand(s) before completing Part 4.</i></p>						
<input type="checkbox"/>	<p>Compliant but with Legal exception: One or more requirements are marked "Not in Place" due to a legal restriction that prevents the requirement from being met. This option requires additional review from acquirer or payment brand.</p> <p><i>If checked, complete the following:</i></p> <table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 35%;">Affected Requirement</th> <th>Details of how legal constraint prevents requirement being met</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	Affected Requirement	Details of how legal constraint prevents requirement being met				
Affected Requirement	Details of how legal constraint prevents requirement being met						

Part 3a. Acknowledgement of Status

Signatory(s) confirms:
(Check all that apply)

<input checked="" type="checkbox"/>	The ROC was completed according to the <i>PCI DSS Requirements and Security Assessment Procedures, Version 3.2</i> , and was completed according to the instructions therein.
<input checked="" type="checkbox"/>	All information within the above-referenced ROC and in this attestation fairly represents the results of my assessment in all material respects.
<input type="checkbox"/>	I have confirmed with my payment application vendor that my payment system does not store sensitive authentication data after authorization.
<input checked="" type="checkbox"/>	I have read the PCI DSS and I recognize that I must maintain PCI DSS compliance, as applicable to my environment, at all times.
<input checked="" type="checkbox"/>	If my environment changes, I recognize I must reassess my environment and implement any additional PCI DSS requirements that apply.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Part 3a. Acknowledgement of Status (continued)

<input checked="" type="checkbox"/>	No evidence of full track data ¹ , CAV2, CVC2, CID, or CVV2 data ² , or PIN data ³ storage after transaction authorization was found on ANY system reviewed during this assessment.
<input checked="" type="checkbox"/>	ASV scans are being completed by the PCI SSC Approved Scanning Vendor <i>Tenable</i>

Part 3b. Merchant Attestation

John Flynn
John Flynn (Jan 23, 2018)

Signature of Merchant Executive Officer ↑	Date: January 6, 2018
Merchant Executive Officer Name: John Flynn	Title: Chief Information Security Officer

Part 3c. Qualified Security Assessor (QSA) Acknowledgement (if applicable)

If a QSA was involved or assisted with this assessment, describe the role performed:	<i>Urbane independently and fully assessed the entirety of the above listed scope of this assessment for compliance to the PCI DSS Version 3.2.</i>
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Zach Fasel
Zach Fasel (Jan 23, 2018)

Signature of Duly Authorized Officer of QSA Company ↑	Date: January 6, 2018
Duly Authorized Officer Name: Zachary Fasel	QSA Company: Urbane Security

Part 3d. Internal Security Assessor (ISA) Involvement (if applicable)

If an ISA(s) was involved or assisted with this assessment, identify the ISA personnel and describe the role performed:	<i>Shreyas Kumar – Urbane used evidence collected by the ISA during the review of security policy and processes.</i>
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¹ Data encoded in the magnetic stripe or equivalent data on a chip used for authorization during a card-present transaction. Entities may not retain full track data after transaction authorization. The only elements of track data that may be retained are primary account number (PAN), expiration date, and cardholder name.

² The three- or four-digit value printed by the signature panel or on the face of a payment card used to verify card-not-present transactions.

³ Personal identification number entered by cardholder during a card-present transaction, and/or encrypted PIN block present within the transaction message.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Part 4. Action Plan for Non-Compliant Requirements

Select the appropriate response for "Compliant to PCI DSS Requirements" for each requirement. If you answer "No" to any of the requirements, you may be required to provide the date your Company expects to be compliant with the requirement and a brief description of the actions being taken to meet the requirement. *Check with your acquirer or the payment brand(s) before completing Part 4.*

PCI DSS Requirement	Description of Requirement	Compliant to PCI DSS Requirements (Select One)		Remediation Date and Actions (If "NO" selected for any Requirement)
		YES	NO	
1	Install and maintain a firewall configuration to protect cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
2	Do not use vendor-supplied defaults for system passwords and other security parameters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
3	Protect stored cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
4	Encrypt transmission of cardholder data across open, public networks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
5	Protect all systems against malware and regularly update anti-virus software or programs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
6	Develop and maintain secure systems and applications	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
7	Restrict access to cardholder data by business need to know	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8	Identify and authenticate access to system components	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
9	Restrict physical access to cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
10	Track and monitor all access to network resources and cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
11	Regularly test security systems and processes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
12	Maintain a policy that addresses information security for all personnel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Appendix A2	Additional PCI DSS Requirements for Entities using SSL/early TLS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	



SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Payment Card Industry (PCI) Data Security Standard

Attestation of Compliance for Onsite Assessments – Service Providers

Version 3.2

April 2016

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Section 1: Assessment Information

Instructions for Submission

This Attestation of Compliance must be completed as a declaration of the results of the service provider's assessment with the *Payment Card Industry Data Security Standard Requirements and Security Assessment Procedures (PCI DSS)*. Complete all sections: The service provider is responsible for ensuring that each section is completed by the relevant parties, as applicable. Contact the requesting payment brand for reporting and submission procedures.

Part 1. Service Provider and Qualified Security Assessor Information

Part 1a. Service Provider Organization Information

Company Name:	Uber Technologies, Inc.	DBA (doing business as):	
Contact Name:	Shreyas Kumar	Title:	Sr Security Strategist II
Telephone:	+1.650.766.2581	E-mail:	shreyas@uber.com
Business Address:	1455 Market Street, Suite 400	City:	San Francisco
State/Province:	CA	Country:	USA
		Zip:	94103
URL:	https://www.uber.com		

Part 1b. Qualified Security Assessor Company Information (If applicable)

Company Name:	Urbane Security		
Lead QSA Contact Name:	James K. Adamson	Title:	Principal Consultant
Telephone:	+1.312.313.3720	E-mail:	jadamson@urbaneseecurity.com
Business Address:	311 South Wacker Drive Suite 6030	City:	Chicago
State/Province:	Illinois	Country:	USA
		Zip:	60606
URL:	https://urbaneseecurity.com		

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Part 2. Executive Summary		
Part 2a. Scope Verification		
Services that were INCLUDED in the scope of the PCI DSS Assessment (check all that apply):		
Name of service(s) assessed:	Partner Integrations	
Type of service(s) assessed:		
Hosting Provider: <input type="checkbox"/> Applications / software <input type="checkbox"/> Hardware <input type="checkbox"/> Infrastructure / Network <input type="checkbox"/> Physical space (co-location) <input type="checkbox"/> Storage <input type="checkbox"/> Web <input type="checkbox"/> Security services <input type="checkbox"/> 3-D Secure Hosting Provider <input type="checkbox"/> Shared Hosting Provider <input type="checkbox"/> Other Hosting (specify):	Managed Services (specify): <input type="checkbox"/> Systems security services <input type="checkbox"/> IT support <input type="checkbox"/> Physical security <input type="checkbox"/> Terminal Management System <input type="checkbox"/> Other services (specify):	Payment Processing: <input type="checkbox"/> POS / card present <input checked="" type="checkbox"/> Internet / e-commerce <input type="checkbox"/> MOTO / Call Center <input type="checkbox"/> ATM <input type="checkbox"/> Other processing (specify):
<input type="checkbox"/> Account Management	<input type="checkbox"/> Fraud and Chargeback	<input type="checkbox"/> Payment Gateway/Switch
<input type="checkbox"/> Back-Office Services	<input type="checkbox"/> Issuer Processing	<input type="checkbox"/> Prepaid Services
<input type="checkbox"/> Billing Management	<input type="checkbox"/> Loyalty Programs	<input type="checkbox"/> Records Management
<input type="checkbox"/> Clearing and Settlement	<input type="checkbox"/> Merchant Services	<input type="checkbox"/> Tax/Government Payments
<input type="checkbox"/> Network Provider		
<input type="checkbox"/> Others (specify):		
<p>Note: These categories are provided for assistance only, and are not intended to limit or predetermine an entity's service description. If you feel these categories don't apply to your service, complete "Others." If you're unsure whether a category could apply to your service, consult with the applicable payment brand.</p>		

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Part 2a. Scope Verification (continued)		
Services that are provided by the service provider but were NOT INCLUDED in the scope of the PCI DSS Assessment (check all that apply):		
Name of service(s) not assessed:	None	
Type of service(s) not assessed:		
Hosting Provider: <input type="checkbox"/> Applications / software <input type="checkbox"/> Hardware <input type="checkbox"/> Infrastructure / Network <input type="checkbox"/> Physical space (co-location) <input type="checkbox"/> Storage <input type="checkbox"/> Web <input type="checkbox"/> Security services <input type="checkbox"/> 3-D Secure Hosting Provider <input type="checkbox"/> Shared Hosting Provider <input type="checkbox"/> Other Hosting (specify):	Managed Services (specify): <input type="checkbox"/> Systems security services <input type="checkbox"/> IT support <input type="checkbox"/> Physical security <input type="checkbox"/> Terminal Management System <input type="checkbox"/> Other services (specify):	Payment Processing: <input type="checkbox"/> POS / card present <input type="checkbox"/> Internet / e-commerce <input type="checkbox"/> MOTO / Call Center <input type="checkbox"/> ATM <input type="checkbox"/> Other processing (specify):
<input type="checkbox"/> Account Management	<input type="checkbox"/> Fraud and Chargeback	<input type="checkbox"/> Payment Gateway/Switch
<input type="checkbox"/> Back-Office Services	<input type="checkbox"/> Issuer Processing	<input type="checkbox"/> Prepaid Services
<input type="checkbox"/> Billing Management	<input type="checkbox"/> Loyalty Programs	<input type="checkbox"/> Records Management
<input type="checkbox"/> Clearing and Settlement	<input type="checkbox"/> Merchant Services	<input type="checkbox"/> Tax/Government Payments
<input type="checkbox"/> Network Provider		
<input type="checkbox"/> Others (specify):		
Provide a brief explanation why any checked services were not included in the assessment:	Not Applicable – All services were assessed.	

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



Part 2b. Description of Payment Card Business

Describe how and in what capacity your business stores, processes, and/or transmits cardholder data.

Uber's primary cardholder data acceptance method for payment is through their mobile and web applications (ex. Uber, UberEats, UberRush). The client applications perform client-side encryption using AES keys generated randomly and securely on the client device which is subsequently encrypted using asymmetric keys. The first client-side encrypted payload, which is not able to be decrypted by Uber by using keys accessible only to their 3rd party payment providers, is transmitted to Uber for relay to their payment gateways for authorization and tokenization for use in subsequent transactions. The second client-side encrypted payload, encrypted using keys accessible to Uber, is transmitted to Uber's web infrastructure and subsequently transmitted to Uber's AWS "Secure Vault" environment, in which decryption of the client side payload takes place for storage or forwarding to processors. The resultant PAN is stored in AWS' DynamoDB by Uber's "Secure Vault" environment using field-level encryption keys accessible only to the services within the "Secure Vault" environment. For a number of service provider relations, Uber receives tokens from Braintree of new cards added by the service provider and is never exposed to the CHD. Uber transmits cardholder data submitted by customers from the mobile and web applications to Barclaycard for the purpose of associating a loyalty program for the Uber Visa Barclaycard. The cardholder data is encrypted and sent using the Braintree Forwarding API.

Describe how and in what capacity your business is otherwise involved in or has the ability to impact the security of cardholder data.

Uber has the ability to impact cardholder data on the capture of new card adds, the transmission of these cards to other service providers, and the storage of encrypted cardholder data. The partner integrations leverage Uber's relationship with Braintree and cardholder data is captured using Braintree's SDK and public key, stored by Braintree, and Braintree is assessed independently against the PCI DSS.

Part 2c. Locations

List types of facilities (for example, retail outlets, corporate offices, data centers, call centers, etc.) and a summary of locations included in the PCI DSS review.

Type of facility:	Number of facilities of this type	Location(s) of facility (city, country):
Example: Retail outlets	3	Boston, MA, USA

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Corporate Offices	3	San Francisco, CA, USA Amsterdam, Netherlands London, UK
Data Centers	2	Santa Clara, CA, USA Ashburn, VA, USA

Part 2d. Payment Applications

Does the organization use one or more Payment Applications? Yes No

Provide the following information regarding the Payment Applications your organization uses:

Payment Application Name	Version Number	Application Vendor	Is application PA-DSS Listed?	PA-DSS Listing Expiry date (if applicable)
Not Applicable			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	
			<input type="checkbox"/> Yes <input type="checkbox"/> No	

Part 2e. Description of Environment

Provide a **high-level** description of the environment covered by this assessment.

For example:

- Connections into and out of the cardholder data environment (CDE).
- Critical system components within the CDE, such as POS devices, databases, web servers, etc., and any other necessary payment components, as applicable.

Urbane reviewed the web and mobile application front ends, encryption processes, network devices and servers within the production environments, AWS-hosted Secure Vaults, security-related systems and services, and transmission of cardholder over the public Internet to processors.

Does your business use network segmentation to affect the scope of your PCI DSS environment?
(Refer to "Network Segmentation" section of PCI DSS for guidance on network segmentation)

Yes No

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Part 2f. Third-Party Service Providers	
<p>Does your company have a relationship with a Qualified Integrator & Reseller (QIR) for the purpose of the services being validated?</p> <p>If Yes:</p> <p style="padding-left: 20px;">Name of QIR Company:</p> <p style="padding-left: 20px;">QIR Individual Name:</p> <p style="padding-left: 20px;">Description of services provided by QIR:</p>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<p>Does your company have a relationship with one or more third-party service providers (for example, Qualified Integrator Resellers (QIR), gateways, payment processors, payment service providers (PSP), web-hosting companies, airline booking agents, loyalty program agents, etc.) for the purpose of the services being validated?</p>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If Yes:	
Name of service provider:	Description of services provided:
Adyen	Authorization and Processing
Amazon Web Services	Platform as a Service
Braintree	Authorization and Processing
Zaakpay	Authorization and Processing
Note: Requirement 12.8 applies to all entities in this list.	

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Part 2g. Summary of Requirements Tested

For each PCI DSS Requirement, select one of the following:

- **Full** – The requirement and all sub-requirements of that requirement were assessed, and no sub-requirements were marked as "Not Tested" or "Not Applicable" in the ROC.
- **Partial** – One or more sub-requirements of that requirement were marked as "Not Tested" or "Not Applicable" in the ROC.
- **None** – All sub-requirements of that requirement were marked as "Not Tested" and/or "Not Applicable" in the ROC.

For all requirements identified as either "Partial" or "None," provide details in the "Justification for Approach" column, including:

- Details of specific sub-requirements that were marked as either "Not Tested" and/or "Not Applicable" in the ROC
- Reason why sub-requirement(s) were not tested or not applicable

Note: One table to be completed for each service covered by this AOC. Additional copies of this section are available on the PCI SSC website.

Name of Service Assessed:		Partner Integrations		
PCI DSS Requirement	Details of Requirements Assessed			Justification for Approach <small>(Required for all "Partial" and "None" responses. Identify which sub-requirements were not tested and the reason.)</small>
	Full	Partial	None	
Requirement 1:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Requirement 2:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	2.1.1 - No wireless environments are connected to the cardholder data environment nor transmit cardholder data. 2.2.3 - Uber does not use any insecure services, daemons, or protocols. 2.6 - Uber is not a Shared Hosting Provider.
Requirement 3:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	3.4.1 - Uber does not use disk-level encryption to protect cardholder data. 3.6.a - Uber does not share encryption keys with their customers for transmission or storage of cardholder data. 3.6.6 - Manual clear-text cryptographic key-management operations are not used.
Requirement 4:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4.1.1 - No wireless networks transmit or connect to the cardholder data environment.
Requirement 5:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Requirement 6:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	6.4.6 - This requirement is a best practice until January 31, 2018.
Requirement 7:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Requirement 8:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	8.5.1. - Uber does not have remote access to customer premises.

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Requirement 9:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	9.5.1, 9.6 - Uber does not store cardholder data on backup media storage. 9.6.2, 9.6.3 - Uber does not distribute media containing cardholder data. 9.8.1 - Uber does not store cardholder data on hard-copy materials.
Requirement 10:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10.8, 10.8.1 - This requirement is a best practice until January 31, 2018.
Requirement 11:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	11.3.4.1 - This requirement is a best practice until January 31, 2018.
Requirement 12:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	12.4.1, 12.11, 12.11.1 - This requirement is a best practice until January 31, 2018.
Appendix A1:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Uber is not a Shared Hosting Provider.
Appendix A2:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Uber does not use SSL/early TLS as a security control to protect the CDE or CHD.

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Section 2: Report on Compliance

This Attestation of Compliance reflects the results of an onsite assessment, which is documented in an accompanying Report on Compliance (ROC).

The assessment documented in this attestation and in the ROC was completed on:	<i>January 6, 2018</i>	
Have compensating controls been used to meet any requirement in the ROC?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Were any requirements in the ROC identified as being not applicable (N/A)?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Were any requirements not tested?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Were any requirements in the ROC unable to be met due to a legal constraint?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

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Section 3: Validation and Attestation Details

Part 3. PCI DSS Validation

This AOC is based on results noted in the ROC dated *January 6, 2018*.

Based on the results documented in the ROC noted above, the signatories identified in Parts 3b-3d, as applicable, assert(s) the following compliance status for the entity identified in Part 2 of this document (**check one**):

- Compliant:** All sections of the PCI DSS ROC are complete, all questions answered affirmatively, resulting in an overall **COMPLIANT** rating; thereby *Uber Technologies, Inc.* has demonstrated full compliance with the PCI DSS.
- Non-Compliant:** Not all sections of the PCI DSS ROC are complete, or not all questions are answered affirmatively, resulting in an overall **NON-COMPLIANT** rating, thereby *Uber Technologies, Inc.* has not demonstrated full compliance with the PCI DSS.
Target Date for Compliance:
An entity submitting this form with a status of Non-Compliant may be required to complete the Action Plan in Part 4 of this document. *Check with the payment brand(s) before completing Part 4.*

- Compliant but with Legal exception:** One or more requirements are marked "Not in Place" due to a legal restriction that prevents the requirement from being met. This option requires additional review from acquirer or payment brand.

If checked, complete the following:

Affected Requirement	Details of how legal constraint prevents requirement being met

Part 3a. Acknowledgement of Status

Signatory(s) confirms:

(Check all that apply)

- The ROC was completed according to the *PCI DSS Requirements and Security Assessment Procedures, Version 3.2*, and was completed according to the instructions therein.
- All information within the above-referenced ROC and in this attestation fairly represents the results of my assessment in all material respects.
- I have confirmed with my payment application vendor that my payment system does not store sensitive authentication data after authorization.
- I have read the PCI DSS and I recognize that I must maintain PCI DSS compliance, as applicable to my environment, at all times.
- If my environment changes, I recognize I must reassess my environment and implement any additional PCI DSS requirements that apply.

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Part 3a. Acknowledgement of Status (continued)

<input checked="" type="checkbox"/>	No evidence of full track data ¹ , CAV2, CVC2, CID, or CVV2 data ² , or PIN data ³ storage after transaction authorization was found on ANY system reviewed during this assessment.
<input checked="" type="checkbox"/>	ASV scans are being completed by the PCI SSC Approved Scanning Vendor <i>Tenable</i> .

Part 3b. Service Provider Attestation

John Flynn
John Flynn (Jan 23, 2018)

Signature of Service Provider Executive Officer ↑	Date: January 6, 2018
Service Provider Executive Officer Name: John Flynn	Title: Chief Information Security Officer

Part 3c. Qualified Security Assessor (QSA) Acknowledgement (if applicable)

If a QSA was involved or assisted with this assessment, describe the role performed:	<i>Urbane independently and fully assessed the entirety of the above listed scope of this assessment for compliance to the PCI DSS Version 3.2.</i>
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Zach Fasel
Zach Fasel (Jan 23, 2018)

Signature of Duly Authorized Officer of QSA Company ↑	Date: January 6, 2018
Duly Authorized Officer Name: Zachary Fasel	QSA Company: Urbane Security

Part 3d. Internal Security Assessor (ISA) Involvement (if applicable)

If an ISA(s) was involved or assisted with this assessment, identify the ISA personnel and describe the role performed:	<i>Shreyas Kumar – Urbane used evidence collected by the ISA during the review of security policy and processes.</i>
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¹ Data encoded in the magnetic stripe or equivalent data on a chip used for authorization during a card-present transaction. Entities may not retain full track data after transaction authorization. The only elements of track data that may be retained are primary account number (PAN), expiration date, and cardholder name.

² The three- or four-digit value printed by the signature panel or on the face of a payment card used to verify card-not-present transactions.

³ Personal identification number entered by cardholder during a card-present transaction, and/or encrypted PIN block present within the transaction message.

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Part 4. Action Plan for Non-Compliant Requirements

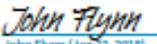
Select the appropriate response for "Compliant to PCI DSS Requirements" for each requirement. If you answer "No" to any of the requirements, you may be required to provide the date your Company expects to be compliant with the requirement and a brief description of the actions being taken to meet the requirement.

Check with the applicable payment brand(s) before completing Part 4.

PCI DSS Requirement	Description of Requirement	Compliant to PCI DSS Requirements (Select One)		Remediation Date and Actions (If "NO" selected for any Requirement)
		YES	NO	
1	Install and maintain a firewall configuration to protect cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
2	Do not use vendor-supplied defaults for system passwords and other security parameters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
3	Protect stored cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
4	Encrypt transmission of cardholder data across open, public networks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
5	Protect all systems against malware and regularly update anti-virus software or programs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
6	Develop and maintain secure systems and applications	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
7	Restrict access to cardholder data by business need to know	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8	Identify and authenticate access to system components	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
9	Restrict physical access to cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
10	Track and monitor all access to network resources and cardholder data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
11	Regularly test security systems and processes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
12	Maintain a policy that addresses information security for all personnel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Appendix A1	Additional PCI DSS Requirements for Shared Hosting Providers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Appendix A2	Additional PCI DSS Requirements for Entities using SSL/early TLS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	



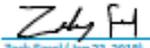
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Signature: 
John Flynn (Jan 23, 2018)

Email: four@uber.com

Title: CISO

Company: Uber Inc.

Signature: 
Zack Fasel (Jan 23, 2018)

Email: zfasel@urbanesecurity.com

Title: Managing Partner

Company: Urbane Security

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Uber 2017 PCI DSS Attestations of Compliance

Adobe Sign Document History

01/23/2018

Created:	01/22/2018
By:	Zack Fasel (zfasel@urbanesecurity.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAEsOlupep6fAR6r5PH0vpjw2BwTfkePm

"Uber 2017 PCI DSS Attestations of Compliance" History

- Document created by Zack Fasel (zfasel@urbanesecurity.com)
01/22/2018 - 11:56:06 AM CST - IP address: 174.206.22.244
- Document emailed to John Flynn (four@uber.com) for signature
01/22/2018 - 11:57:17 AM CST
- Document viewed by John Flynn (four@uber.com)
01/22/2018 - 11:58:14 AM CST - IP address: 66.249.84.221
- John Flynn (four@uber.com) has agreed to the terms of use and to do business electronically with Urbane Security
01/23/2018 - 12:10:41 PM CST - IP address: 207.231.170.7
- Document e-signed by John Flynn (four@uber.com)
Signature Date: 23/01/2018 - 12:10:41 CST - Time Source: server - IP address: 207.231.170.7
- Document emailed to Zack Fasel (zfasel@urbanesecurity.com) for signature
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- Document viewed by Zack Fasel (zfasel@urbanesecurity.com)
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23/01/2018 - 12:11:24 CST - IP address: 38.104.98.18
- Document e-signed by Zack Fasel (zfasel@urbanesecurity.com)
Signature Date: 23/01/2018 - 12:11:24 CST - Time Source: server - IP address: 38.104.98.18
- Signed document emailed to Zack Fasel (zfasel@urbanesecurity.com), jadamson@urbanesecurity.com, Shreyas Kumar (shreyas@uber.com) and John Flynn (four@uber.com)
23/01/2018 - 12:11:24 CST



**THANK YOU
SANTA MONICA!**

JUMP