

JUMP

Santa Monica, California

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

July 27, 2018

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

July 27, 2018

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 mitigate congestion and personal car use for residents and visitors of Santa Monica. The enclosed documents outline our vision to operate up to 1,000 electric scooters within the City.

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 scooters, dockless bikes, 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 scooters, to dockless bikes, to rideshare – and we understand that this means what we offer users must evolve as well. To be successful, this will require 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 launch with at least 250 scooters and will ramp up to the initial 1,000 scooter cap shortly after. Our goal is to see utilization rates that help us to secure an increased fleet cap of 2,000 scooters. In parallel, we are applying to launch service with 250 e-bikes in September, with a rapid expansion to 500 e-bikes shortly after. Per the City’s requirements, a separate, though similar, e-bike application will also be submitted. For both scooters and dockless bikes, we look forward to working with the city to continually evaluate performance and hopefully demonstrate opportunities to increase our fleet caps. We look forward to working with the City on a final launch schedule.

As stated above, to achieve this goal our focus will be on seamless multi-modal integration for residents and visitors alike. For the pilot period, scooters will be available through the Uber mobile app and JUMP will operate the system. Santa Monica residents and visitors who open the Uber app will be able to see a mix of affordable, sustainable, and convenient options all available at the push of a button. Whether they choose a scooter, e-bike, 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 scooter (or JUMP bike) and see the city in a whole new way. We look forward to working with the City on a mechanism for sharing data that shows how users transition from one transportation option to another.

To further achieve this goal of increasing access to alternative, connected transportation options, we will prioritize equitable access to JUMP scooters. We allow users to unlock a scooter using their smartphone, RFID card, or



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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 scooter 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 scooters and bikes are equitably distributed across the service area and available in every neighborhood.

Understanding Mode Shift

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. We expect to see a similar mode shift from cars to scooters as well. Identifying and tracking this mode shift is possible because these 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 scooters and e-bikes alongside UberPOOL and UberX, 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,



Ryan Rzepecki
CEO, JUMP Bikes

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Permit Application Contact Information

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1. INTENT

JUMP and Uber are committed to reducing reliance on personal cars and encouraging residents and visitors to use shared options. This goal has clear benefits for cities and their residents. For Santa Monica, we look forward to bringing both scooters and bikes 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.

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 scooters, but also bikes, and information from Uber's 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 bike and car options within the Uber app took 15% more trips, but fewer trips by car. In fact, Uber trips declined amongst these riders by 10 percent! By combining bike, scooter, and car trips, Santa Monica officials can better understand trip patterns in their city and take informed steps to reducing congestion. We expect that the addition of scooters will intensify the mode shift we see already, especially as a variety of options from multiple companies are made easily available to riders within a single app.

Product

Hardware

JUMP has selected a proven, road-ready scooter from a third party firm that we believe offers a high quality trip that is safe, fun, and designed for public use. It comes standard equipped with:

- Anti-lock brake system
- LED display that shows driving speed, battery level, power mode
- Bluetooth connection for ease of operation as part of a scooter fleet
- LED front and rear lights for low light conditions
- UL Certified



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Software

The Uber mobile application is designed for ease of use and navigation and is currently available in over 25 languages. JUMP is 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 POOL, scooters, and other options.

In addition to Uber's user-facing mobile app, JUMP and Uber have expansive and data-driven operations software tools that facilitate daily operations and reporting. The real-time information that our operations teams track allows for ongoing refinement and engagement with scooters and bikes on the ground, ultimately resulting in a high-quality user experience.



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

Finally, JUMP will build and provide access to a dashboard tool that will allow the City 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 scooters (and bikes) 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 scooters are parked correctly is to develop an outcomes 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 accomplish this goal, JUMP will deploy a number of strategies simultaneously. Together, we believe these strategies will keep scooters out of the public way and in appropriate parking zones.

- Photo Enforcement: Riders will be required to take and submit a photo of the scooter after their trip to confirm proper parking. Customer Service can contact users and educate users who fail to park well. Repeat offenders may be fined and eventually suspended.
- Rider Education: We will educate riders and non-riders about our system through our website, app,

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and on-scooter decals. We will prompt users with information about safe riding and helmet requirements both during onboarding and prior to initiating a trip.

To encourage all companies to keep Santa Monica's streets free from clutter, we also recommend using permit fees and improper parking penalties for the installation of scooter and bike parking. This will help ensure that there is always adequate bike parking.

We are happy to partner with the city on any rider education campaigns moving forward.

- Parking Hubs: We hope to work with the City to design specific, geofenced areas (visible in the mobile app) where users can drop off scooters and possibly receive trip credit. These will be especially important in high traffic areas with limited sidewalk space to encourage orderly streets. We would also like to explore re-allocation of parking spots in particularly challenging areas which can serve as local multi-modal mobility hubs for various neighborhood transportation needs.
- No Parking Zones: In areas that the City wants to keep free of scooter parking, we will implement designated geofences that discourage/prohibit leaving a scooter in certain places. We will integrate these areas into our app in consultation with the City.
- Notifications Systems: JUMP currently sends push notifications to riders at the end of e-bike trips and users will be sent similar messaging to ensure scooters are properly parked.
- Incentive Programs: After our initial launch, JUMP plans to implement different incentive programs based on consumer behaviour and demand. These programs are likely to include one or more of the following:
 - Incentivize users to ride scooters and park them in designated zones
 - Incentive awards for scooter users who demonstrate, via the photo solution mentioned above, that they are consistently compliant with parking requirements
 - A gamification element whereby riders can earn credits for reporting and reparking poorly stationed scooters
- Monitoring & Oversight: JUMP will use a combination of software and staff support to ensure scooters are parked correctly. The goal is to provide an in-house enforcement mechanism to ensure this burden is not placed on the City.



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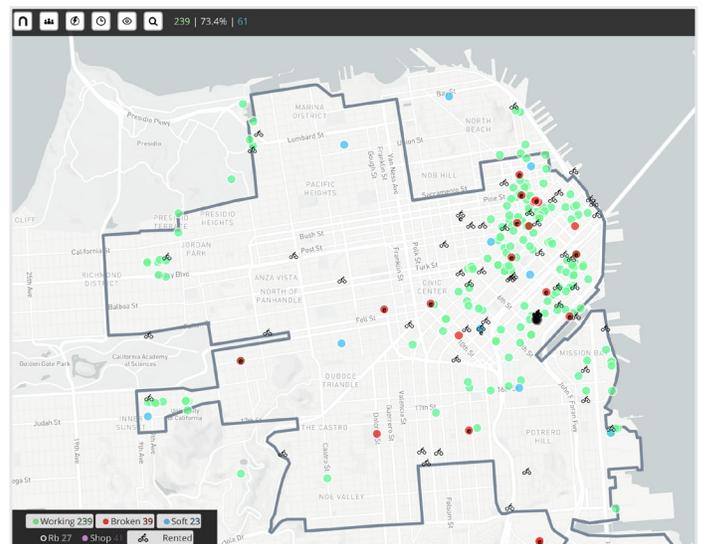
- In-app reporting will allow users to indicate if scooters are out of parking compliance, or broken/vandalized.
- Technicians monitor the system area, and report improperly parked scooters to the Customer Service team, which may follow up with the last user.
- **Non-Compliance:** We are exploring implementing a tiered penalty system for users who are out of compliance (warning plus required education, financial penalty, then account suspension). As with our e-bikes, JUMP’s Customer Service is notified by field technicians when equipment is improperly parked. Riders are contacted via email or phone, and customer service experts explain proper conduct. Repeated offenses are logged on the rider’s account and trigger subsequent penalties or suspension.
- **Reparking and Follow-Up:** Any scooter that is reported non-compliant will be flagged for pickup or reparking. Technicians go to the location to resolve the issue by reparking. We are also exploring ways to leverage the Uber network to identify and fix improperly parked scooters. JUMP Customer Service is in constant communication with Operations dispatch on the ground, and reaches out to non-compliant users on a regular basis when bikes are found mis-parked or when we receive complaints. The same protocol will be implemented with scooters.

We will continue to innovate and develop new parking enforcement tools that we will deploy in consultation with the City throughout this Pilot. While we believe the options described above are sufficient, we will continue to improve our service to ensure that all vehicles are parked per City rules.

Device Distribution

To ensure scooters are integrated with other transportation options, including bikes, JUMP and Uber have built a real-time data feed of scooter locations so the operations team can closely distribution across the service area. The tool is designed 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 scooters. The average user will not 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 scooter 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 scooter rebalancing. We are able to examine scooter and Uber ridership data to identify major departure and destination points and can determine ideal locations



Operations team’s view of San Francisco’s morning commute. The same tool will be used to track scooter movement across the service area.

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for scooter 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 scooter share operations encompass scooter maintenance, rebalancing, repairs, customer service, marketing, and community engagement. JUMP strongly 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 mobile app. We plan to hire about 20 local employees to support a fleet of 1,000-2,000 scooters in Santa Monica. These local employees will be supported by JUMP and Uber's national level dedicated shared mobility staff, which numbers in the hundreds.

Rebalancing, Bike Maintenance, and Repair

Fleet technicians and mechanics work seven days a week to keep JUMP systems running smoothly. From rebalancing scooters prior to commuting hours, to brake adjustments, to scooter battery charging, JUMP employees work around the clock to keep hundreds of scooters safe and operational for the public's use.

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 scooter safety, rules of the road, helmet use, scooter 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 to include communities of concern or engage specific organizations at the City's suggestion.

Equitable Access

Scooters 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 scooters 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 scooters are an affordable and convenient transportation solution for point to point trips and especially as a solution for the first / last mile problem. For qualifying low-income users, we are proud 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.

Prior to launch, JUMP will engage and seek input from organizations operating across Santa Monica's

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diverse neighborhoods. These organizations have spent years developing relationships with the community and are best positioned to advise JUMP on how to market to and build strong, sustainable community support for the scooter program.

Equitable access also means anyone can understand and unlock a scooter. Uber's app is available in multiple languages with scooter messaging that people from around the globe will be able to understand.

Customer Service

Each scooter will have contact information that allows both users and non-users to contact our customer service team in the event of a maintenance or parking issue. Our customer service team is in direct contact with our local operations team and will facilitate the pick-up of reported scooters. Customer service is available 24 hour a day via phone, email, and social media. Emails and calls receive responses within 24 hours. Customer service is offered in multiple languages.

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 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 an electric scooter share system to the City of Santa Monica that draws on Uber's years of shared vehicle expertise and JUMP's expertise in the bike share world. Please see Appendix C for more information about JUMP's leadership team.

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Ryan Rzepecki - CEO							
Operations Executive			Marketing Executive	Policy Executive	HW & Mfg Executive	Software Executive	Functional Leads
City Operations Team	Central Operations Team	Support	Marketing Team	Market Entry	Hardware & Manufacturing	Software	General & Administrative
<u>City Management</u> General Manager Operations Manager Regional Marketing Manager Field Techs Mechanics	<u>Teams</u> Strategy & Planning Launch & Expansion Charging Infrastructure Team Safety	<u>Teams</u> JUMP 24/7 Customer Support Dedicated teams in Eugene, OR and Phoenix, AZ	<u>Teams</u> City Marketing Design Product Marketing Performance Marketing Event Marketing	<u>Teams</u> Policy Regulatory Business Development	<u>Teams</u> Product Design Engineering Quality Certification Manufacturing Supply Chain	<u>Teams</u> Software Engineering Product Infrastructure	<u>Teams</u> Legal Human Resources Recruiting Facilities Safety

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.

To date, JUMP and Uber have been awarded a number of dockless vehicle permits, including permits that allow us to operate both e-bikes and scooters in Washington D.C. and Austin, Texas. We have not been denied a permit nor has one been revoked. For a full list of Jump’s e-bike permits as well as more information regarding the Washington D.C. and Austin permits, please see our e-bike application.

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.

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.

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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 chosen scooter for the selection committee in Santa Monica. If such a demonstration is helpful, please contact the team for scheduling. Our chosen scooter is a proven, road-worthy vehicle that is easily integrated into a larger while fleet while promising a smooth and safe ride.

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

We will launch with at least 250 bikes in September and will ramp up to the initial 1,000 bike cap shortly thereafter. Our goal is to see utilization rates that help us to secure an increased fleet cap of 2,000 scooters.

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

Please see the scooter product specification sheet(s) in Appendix A.

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.

We will launch with at least 250 scooters in September and will ramp up to the initial 1,000 bike cap shortly thereafter. Our goal is to see utilization rates that help us to secure an increased fleet cap of 2,000 scooters. JUMP plans to begin operations in Santa Monica with at least 250 scooters, our goal is to operate 1,000 scooter by the end of 2018.

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 through the mobile app.

Now that Uber owns JUMP, we are able to combine JUMP's bike share operational expertise with Uber's unparalleled software platform and together we have been developing tools that will offer a new gold stan-

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standard for bike and scooter share operations. 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 Santa Monica’s residents.

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

Standard Plan	\$1 per 15 minutes; over 15 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 scooters

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. Should JUMP choose to reassess the pricing structure we will consult the City prior to any public changes.

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

In Santa Monica, scooters will be available 24/7, year round. JUMP typically only shuts down in cases of extreme natural disasters that render the system inoperable. JUMP also offers customer service support 24/7. Hours of field support will be determined based on the utilization of the scooters, 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.

If the City would prefer, we are open to picking up scooters at night and redistributing them each morning. We feel this may not be the best service for all areas and all riders, but we are happy to implement such a procedure if preferred by the City.

c. Staffing plan and responsibilities for Santa Monica operations.

JUMP will hire a local staff for an initial fleet of scooters. Our standard launch and operations team includes: a general manager, an operations manager, a community and marketing manager, mechanics, and field technicians. Some of these roles may overlap with the JUMP Bikes program. Responsibilities are as follows:

These individuals will be based in Santa Monica. Further, JUMP will work with local organizations to find and recruit local talent.

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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 scooters 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.
Mechanics	Responsible for scooter maintenance and repair.
Field Techs	Responsible for moving and positioning scooters 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.

We will use the same operations tool as JUMP bikes in order to simplify the distribution of vehicles across Santa Monica in accordance with priorities set by the City. The service area will be segmented and the operations teams will monitor fleet distribution across segments in real time via our proprietary software. The teams are responsible for monitoring the service area and responding accordingly to ensure scooters are distributed to meet demand. In addition, rebalancing teams are responsible for moving low-charge scooters to charging locations, picking up any broken scooters, shifting scooters from areas of over-supply, and parking charged scooters in the service area.

As with bikes, we may also offer incentives to users to ride scooters with low batteries back to charging locations. Riders who choose to do so will receive riding credit. In addition, we are building a constituency of power users who use our scooters for deliveries. These delivery riders will earn credit if, after a delivery, they return a scooter in need of charging to our warehouse. This helps those riders earn money while ensuring the scooter fleet is used efficiently.

If JUMP or the City determines that an area is consistently over- or under-supplied, we will alter our operations to focus on more equitable scooter distribution in those areas. Determining ideal and timely vehicle saturation levels is a challenge that we look forward to tackling in collaboration with City officials.

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 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 through the mobile app.

Customer Service

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



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our customer service team in the mobile app, on our website, and on the scooter itself. 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 currently use Zendesk to manage, categorize, and track all customer and third party interactions. From this database we can pull reports for various issue types.

Monitored Parking

All of our scooters have customer service contact information for users and the general public to report improperly parked scooters. However, we also have a number of automated tools. For example, we can flag scooters that have stayed in place for over 24 hours and alert the operations team. Teams self-dispatch upon notification. Additionally, the scooters have active GPS, which helps the operations team see if scooters are outside of the service area on the backend's map.

When a trip ends outside of the geofenced service area, the user receives 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.

f. Plan for regular device maintenance.

JUMP's custom fleet management software helps staff manage scooter repairs and inspection schedules. Each scooter can be monitored in real-time 24/7. Scooter 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 broken or low battery scooters and bring them back to the warehouse for repair or charging.

- Field Maintenance

Staff perform daily rounds while rebalancing scooters and checking battery levels. The operations team monitors scooters in the field and performs a basic check to ensure that scooters are fit for riding. This includes checking that critical adjustments are in order such as brake safety, tire pressure, a functional bell, working head and tail lights, throttle safety, and proper controller and lock function. The maintenance team also cleans scooters for user comfort.

- Reported Repair

When a scooter is reported for repair, it is flagged and immediately removed from the app so it cannot be rented by the public. A technician is then dispatched and is either repaired in the field or brought back to the warehouse for further inspection. While in the warehouse, parts will be replaced and go through a thorough standard check prior to returning to the field.

- Preventive Maintenance

Preventative maintenance is a set of tasks performed routinely on scooters that are otherwise in a rideable condition. An example is checking tire tread depth to ensure traction and safe riding.

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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. Scooters 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 mobile app, on our website, and on the scooter itself. 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 currently use Zendesk 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.

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

JUMP strongly believes in equitable access to scooters. Our platform offers cash payments for members who are unbanked or prefer to pay for the system with cash:

- **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

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additional insurance coverages that may meet the City’s needs as there are additional insurance options that can be added to our policy prior to launch if necessary. Insurance and indemnity information is available in Appendix B.

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.

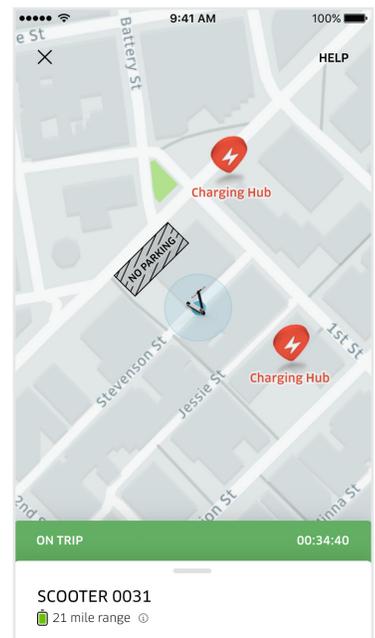
As detailed in Section 1, scooter share works best when the system accounts for both riders and non-riders. When scooters are in use, riders must follow the rules of the road. In JUMP systems, when scooters are not in use, the scooters should be parked appropriately and kept from creating clutter in the public way. We hope to work with the City to develop a similar outcomes based approach in Santa Monica.

In addition, JUMP will educate riders and non-riders about our system, including how and where to park the scooters. We plan to work closely with the City to ensure this requirement is followed on every ride. To support these goals, we also recommend the use of permit fees and improper parking penalties for the installation of additional public scooter parking (either stenciled boxes or scooter parking racks). This will help ensure there is always adequate parking for dockless and privately owned scooters while also signaling where dockless bikes should be left.

This messaging will be consistent for our e-bike riders too. If JUMP is awarded a bicycle permit in addition to this scooter 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 applicable across vendors and in line with Santa Monica’s parking. Our goal is to be best positioned to minimize any instances in which riders park vehicles incorrectly.

As described in greater detail in Section 1, JUMP will deploy as many of the following parking enforcement tools as necessary to ensure proper parking:

- Photo Enforcement: Riders will be required to take and submit a photo of the scooter after their trip to confirm proper parking.
- Parking Hubs: Specific, geofenced areas that are visible in the mobile app and guide riders to appropriate parking areas.
- No Parking Zones: Designated geofences that discourage/prohibit leaving a scooter in certain places.
- Notifications Systems: Messaging sent at the end of each ride to ensure scooters are properly parked.
- Incentive Programs: Programs that award ride credit for parking in designated areas.
- Monitoring & Oversight: JUMP staff will monitor vehicle use via the app and our on-the-road teams.



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- Non-Compliance: We are exploring implementing a tiered penalty system for users who are out of compliance with parking rules.
- Reparking and Follow-Up: Any scooter that is reported non-compliant will be flagged for pickup or reparking by technicians.

We will continue to innovate and develop new parking enforcement tools and deploy them in consultation with the City throughout this Pilot. While we believe the options described above are sufficient, we will expect our service to evolve and continue to improve as we work to ensure that vehicles are always parked per City rules.

Parking Equipment, Geofencing, and Technology

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

- 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 scooters and possibly receive trip credit. These will be especially important in high traffic areas with limited scooter 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 scooter in certain places. We use this feature in areas like San Francisco's Union Square and Washington DC's National Mall.

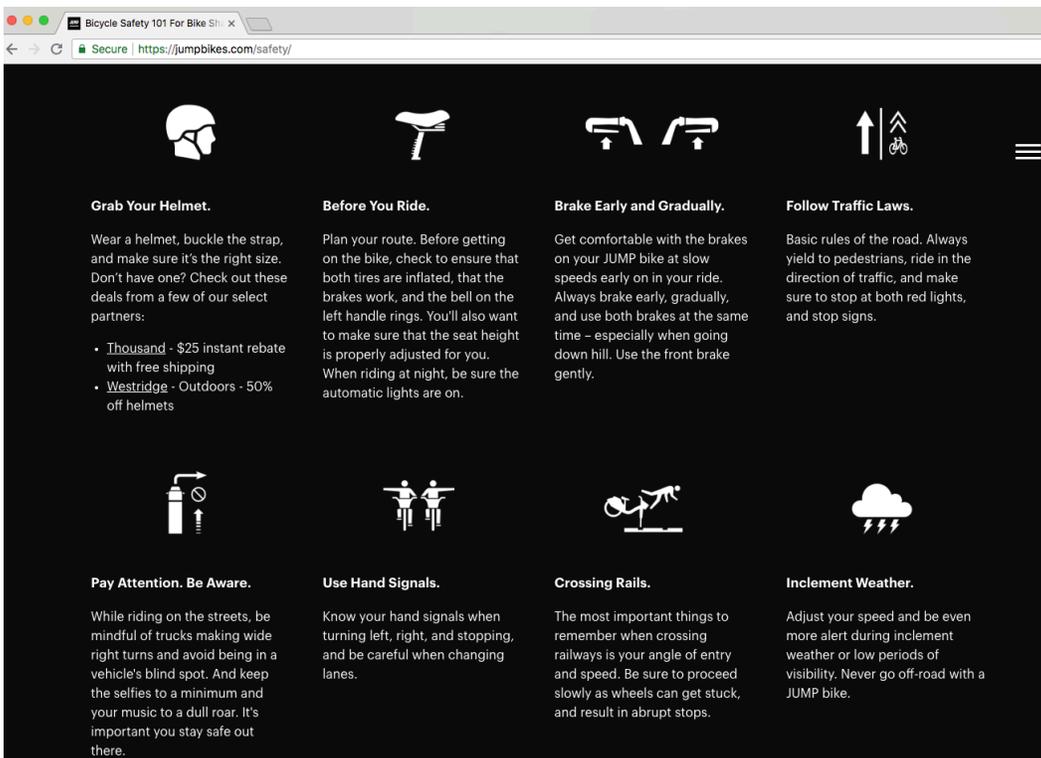
b. Describe strategies to influence customer riding and parking behavior; be specific about what will be offered and at what time. Describe how you will engage with users who repeatedly violate rules or otherwise misuse the system.

JUMP approaches customer riding and parking behavior both proactively, before their first ride, and reactively, after a ride ends. We also include messaging on the scooter so riders are reminded of appropriate parking behavior during the ride itself. This ensures customers are reminded of appropriate riding and parking behavior multiple times during the ride experience.

Members will be informed of all legal 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:

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Action	Timing
In-app onboarding information	During signup
Welcome email with rules of engagement safe safety tips	Immediately after signup
On scooter decals	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 parking or riding 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:

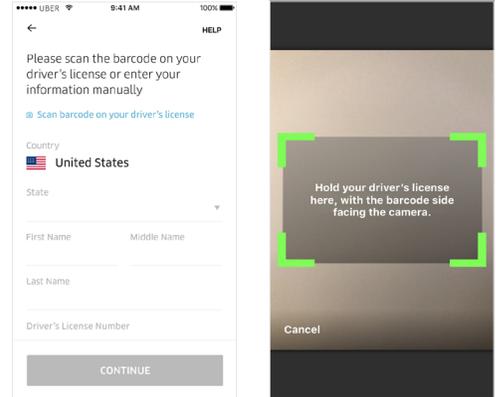
- **Educational Warning:** JUMP’s Customer Service team is notified by field technicians when equipment is improperly parked. Customer Service then contacts the user via email or phone to explain proper operation of the JUMP lock.
- **Financial Penalty:** Repeat offenders are subject to a fee of \$25
- **Account Suspension:** Repeated offenses are logged on the rider’s account and trigger subsequent penalties or suspension.

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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.

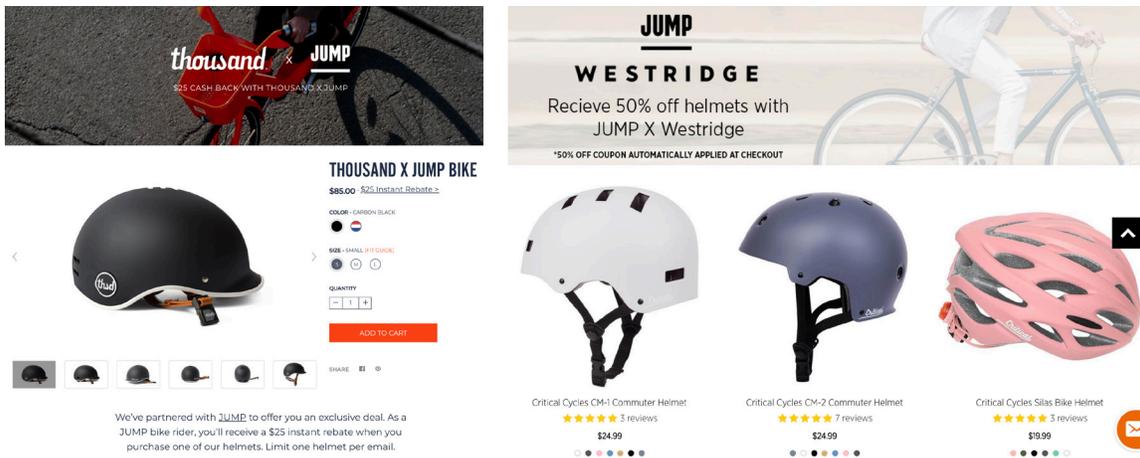
Prior to first use, riders will be required to submit their driver license information. Failure to provide this information will prevent a rider from renting a scooter. We plan to leverage the existing Uber infrastructure and personnel to perform the necessary validation.



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 can't purchase helmets on their own. We will highlight this option for our Boost Plan members.



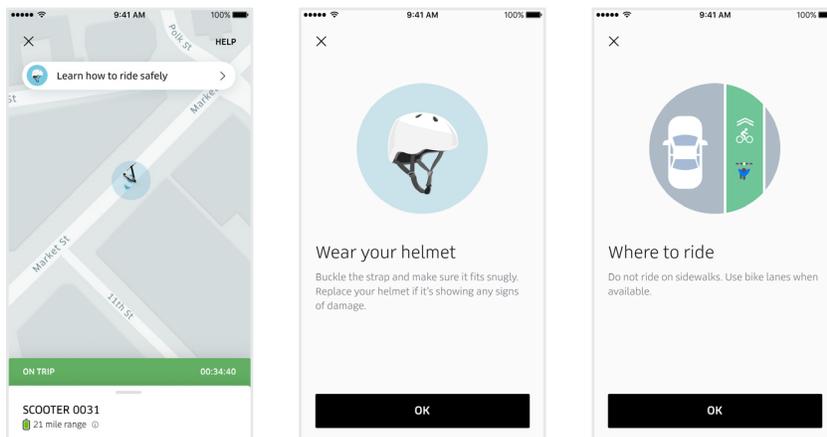
e. Plan for making customers aware of e-scooter and e-bike helmet laws and providing resources for compliance.

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 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

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with national helmet providers to offer our riders discounted 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 over the course of their first few weeks 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.

As described in the earlier portions of Section 5, we feature a helmet program to offer discounted helmets to our users. In addition to our helmet program, we offer the following strategies to address parking and road safety:

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- Onboarding Instructions: Each new user must read and review a safety screen with information about helmet laws and safe riding before their first ride.
- Helmet Information: 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 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.
- Notifications Systems: JUMP will notify users of the parking requirements using a combination of the following:
 - As with e-bikes, JUMP will send messages to riders at the end of their trip to remind them to properly park their scooter.
 - Riders must take a photo of the scooter after their trip to confirm proper parking. Customer Service will contact users and educate users who fail to park well. Repeat offenders may be fined and eventually suspended.
- Incentive Programs: JUMP will implement incentive programs to support appropriate parking and facilitate field operations. These programs can include:
 - Incentivize users to ride scooters and park them in designated zones
 - Incentive awards for scooter users who demonstrate, via the photo solution mentioned above, that they are consistently compliant with parking requirements
 - A gamification element whereby riders can earn credits for reporting and reparking poorly stationed scooters
- Scooter Modifications: JUMP's product team is iterating on design and exploring hardware changes that will improve safety and compliance. The following is a list of potential improvements:
 - Utilizing gyroscope sensors to inform, in real-time, scooters that have been tipped over
 - Develop a lock-to scooter similar to JUMP Bike's integrated lock.
 - We are exploring wheelbase and wheel size modifications to improve rider safety and comfort. We are also exploring changes to handlebar position and ergonomics, steering column angle to improve scooter handling and safety, and integrated cabling to reduce vandalism and increase safety.
- Training: We plan to offer safe scooter programming into our anticipated bike safety programming. As described in Section 6, we plan to develop a relationship with a local bike organization like Santa Monica Spokes that will also include scooter content.

6. ENGAGEMENT

a. Plan for community engagement.

Scooters have the potential to transform transportation for Santa Monica's residents and visitors. We strongly believe that scooter 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: The most important stakeholder in

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any new bike or scooter share system is the City. 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 in particular and will work with the City to ensure we accomplish that goal.

- Strategy 2: Meet with Community Groups: JUMP hopes to provide an shared mobility 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 shared mobility 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 approach to shared mobility. 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 scooters and scooters (helmets provided), and seek to understand how our services can most effectively help the community’s mobility needs.
- 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 park the scooter away from the public right of way, to market the low-income plan, and to solicit feedback. Further, we will either develop a scope of work and MOU with a local organization, ideally with Santa Monica Spokes or another capable local bicycle organization to provide periodic bike and scooter skills training courses specifically designed around the nuances of JUMP’s e-bike and scooter.



b. Plan to implement safety programs.

JUMP offers a variety of safety-related programming including reduced price and free helmets and helmet messaging, in-app onboarding which includes safety messaging, and onboarding email that includes safety messaging to help riders abide by local laws. Our website also has a Safety page dedicated to safe riding tips.

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In addition, we will also partner with local cycling organizations to develop a custom rider safety training course for JUMP e-bikes and scooters. 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.

Members will be informed of all legal requirements and safety recommendations prior to scooter access. This includes helmet suggestions, no sidewalk riding, proper parking, and more. There are multiple touch-points prior to and after scooter 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 scooter decals	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.

Scooter marketing will be bundled into JUMP larger a central marketing efforts that works with a regional marketing and outreach managers in each market. Our central marketing team features industry experts in media buying, branding, outreach, product marketing, and public relations. We build hype and awareness 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. We are excited to show Santa Monica what our team can do.

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 could partner with an employment agency who gives their users access to our scooters for transportation to interviews.

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

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work alongside community organizations to ensure residents who meet the criteria know how to take full advantage of our service.

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 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.

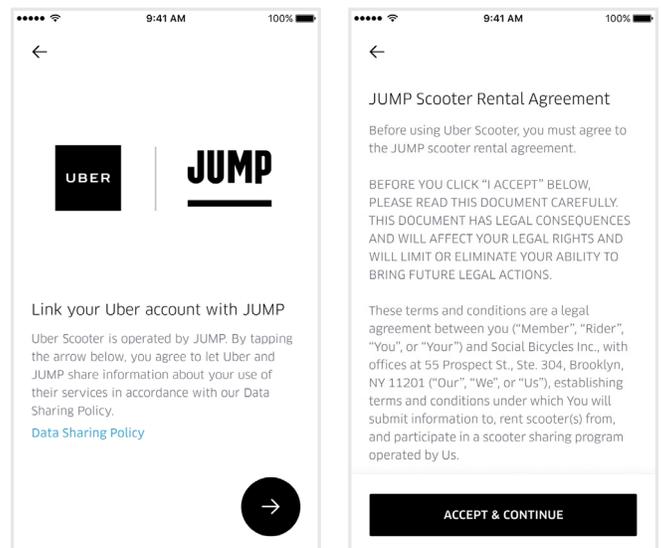
Interoperability

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.

Integration

As we have previously described, the primary integration that JUMP offers is through the Uber platform. While JUMP maintains a standalone 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.

We look forward to working with the City and other local stakeholders to further identify opportunities for interoperability and integration.



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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/mobility-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.

The scooters 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 scooter's state (e.g. during a ride the scooter automatically and consistently pings our servers with location information, resulting in fairly accurate trip route information).

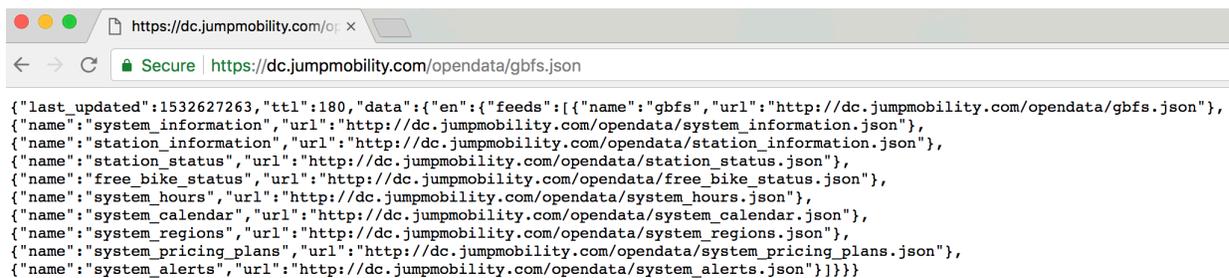
c. Method of making data available to the City, including components/details of a data dashboard. Include screenshots, and provide examples of any similar monthly reports.

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.

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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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- 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 Appendix A 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).

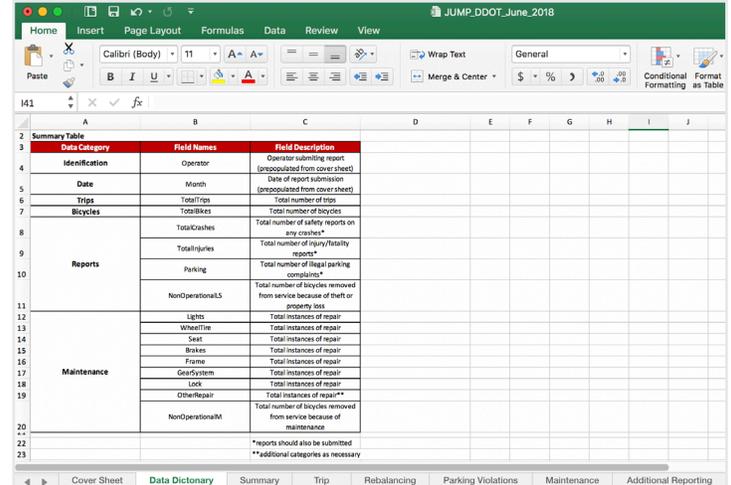
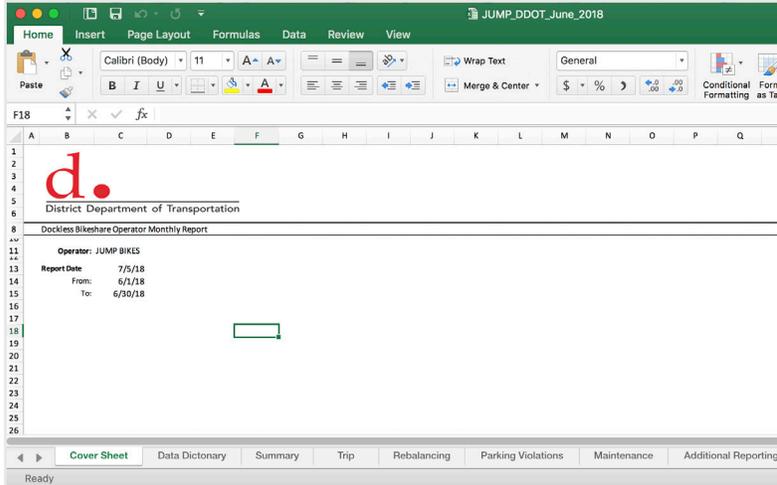
Customer Trip Data

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

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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.



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

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

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

Monitoring System Effectiveness

JUMP tracks internal 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.

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.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

- 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.

Our launch team will host weekly update calls to keep the City abreast of our launch plans. After launch, if requested, we will gladly host a facility tour during which we will field any and all operations questions and suggestions.

Internally, Uber has 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 cities. 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.

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 V1 powered scooter unit comes standard equipped with:

Specifications:

- Frame** - Aluminum alloy
- Motor** - 700W front hub
- Brakes** - Electronic (front), foot brake by fender (rear)
- Wheels/Tires** - 7.5" (front), 8.5" (rear) solid core tires
- Front Light** - 1.5W LED white
- Rear Light** - LED red, always on, flash during brake
- Power** - Lithium-Ion Battery pack - 368Wh

Battery Management System

Over-heating, short circuit, overcurrent and over-charge protection

Communications Module:

- 4G cellular modem
- Accelerometer/Gyroscope
- Active GPS

Features:

- Max Speed** - 25km/h
- Max Loading** - 100KG
- Climb angle** - 15°
- Handlebar indicator** - Multi-color LED
- Display** - LED Screen
- Shock absorbtion** - Coil spring
- Glide to Start** - motor engage over 3km/h
- Bluetooth** - Bluetooth 4.0

Charger:

42V/1.7A

Certifications UL/FCC/SAA/CE

Charging time 7 Hours



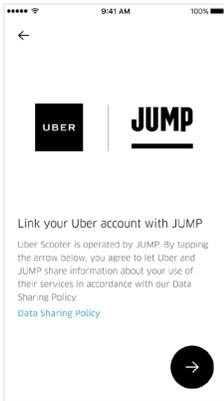
Dimensions:

Length	Width	Height	Weight
102cm	43cm	113cm	13.5kg

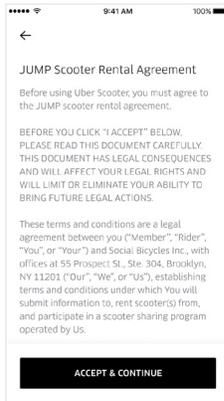
SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

Mobile Application

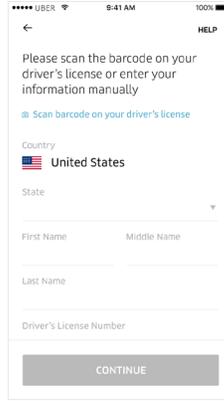
The following are illustrative images examples of the powered scooter mobile application flow. They include consenting to data sharing between JUMP and Uber, accepting terms and conditions, browsing for and reserving a scooter, safety information, scooter parking rules, and user support.



Data Sharing



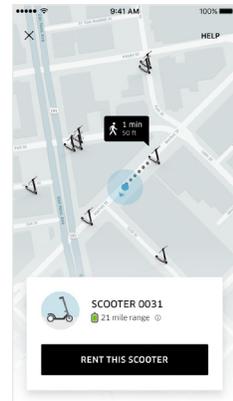
Terms and Conditions



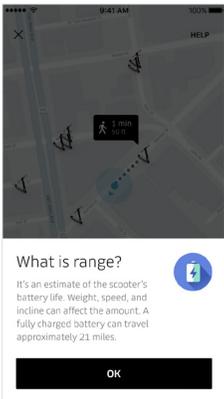
Driver's License Verification



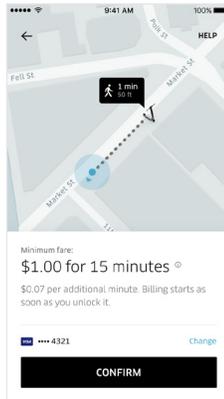
Driver's License Verification



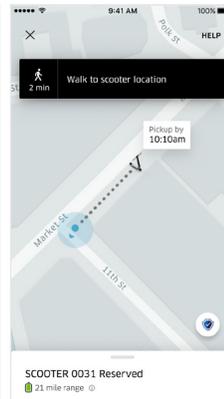
Find and reserve a scooter



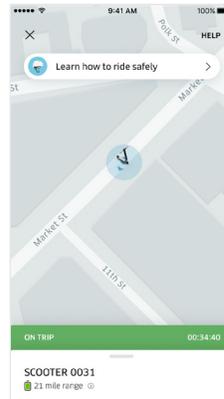
Find and reserve a scooter



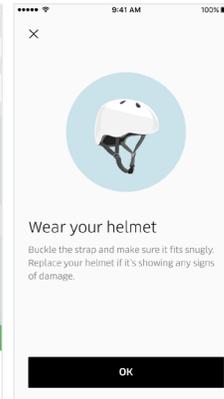
Find and reserve a scooter



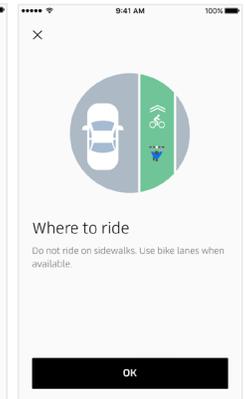
Find and reserve a scooter



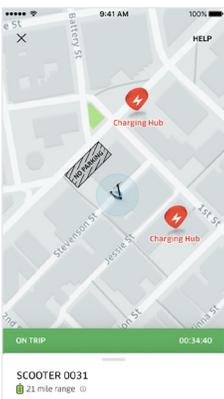
Safety Information



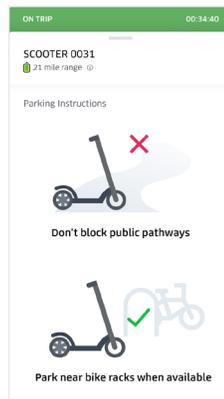
Safety Information



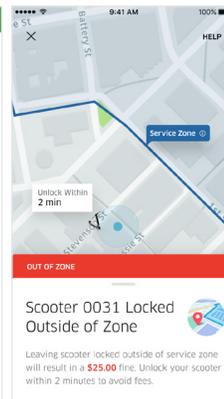
Safety Information



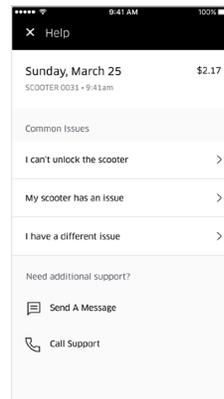
Parking Information



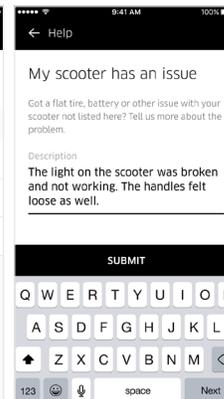
Parking Information



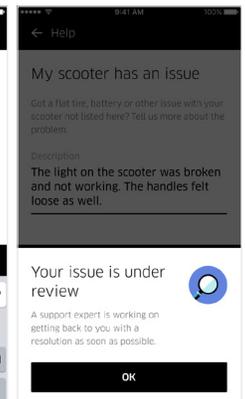
Parking Information



In-app Customer Support



In-app Customer Support

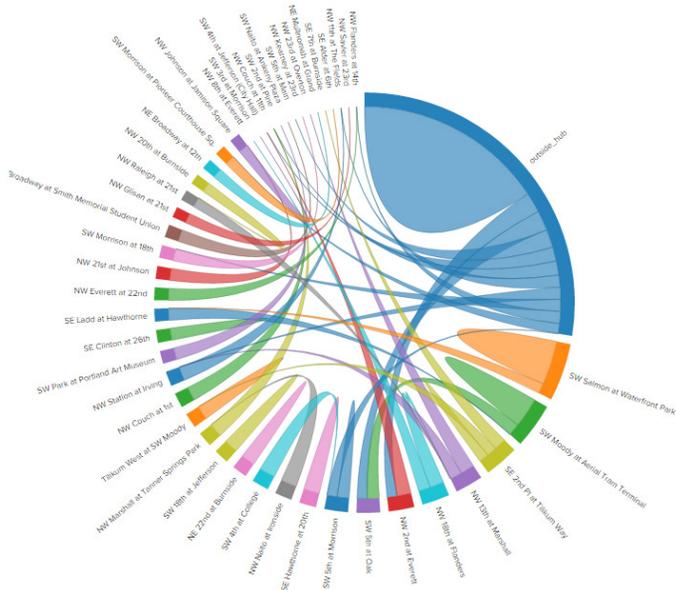


In-app Customer Support

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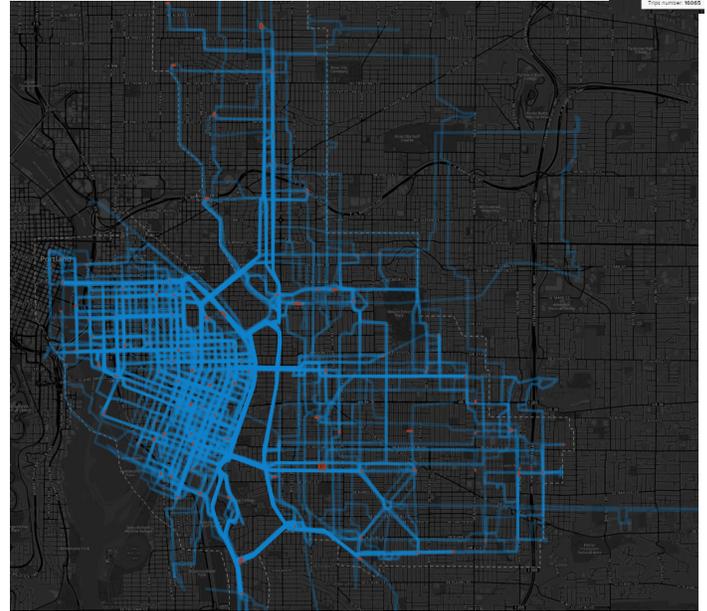
Dashboard Analysis Tools

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



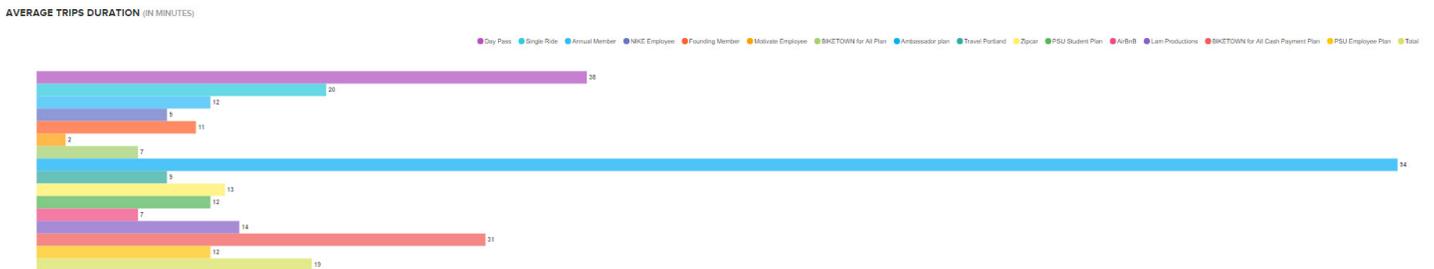
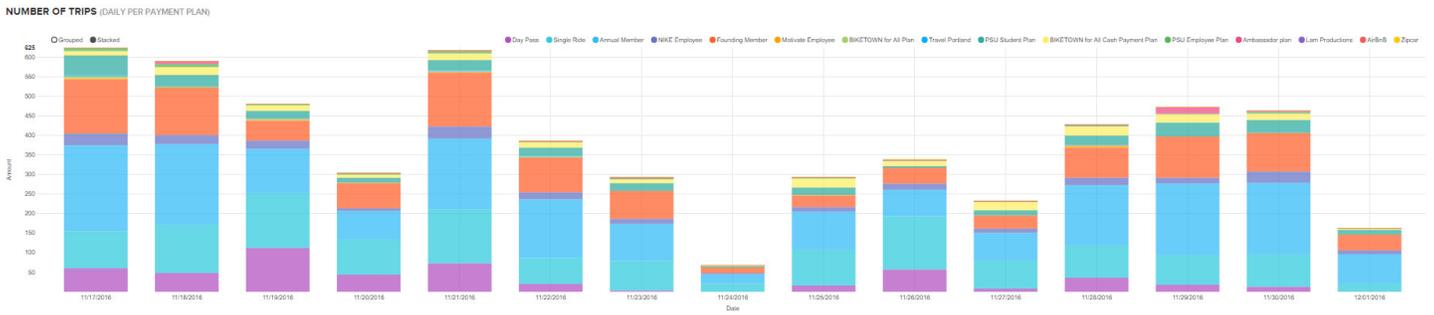
Hub Origin-Destination Report

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.



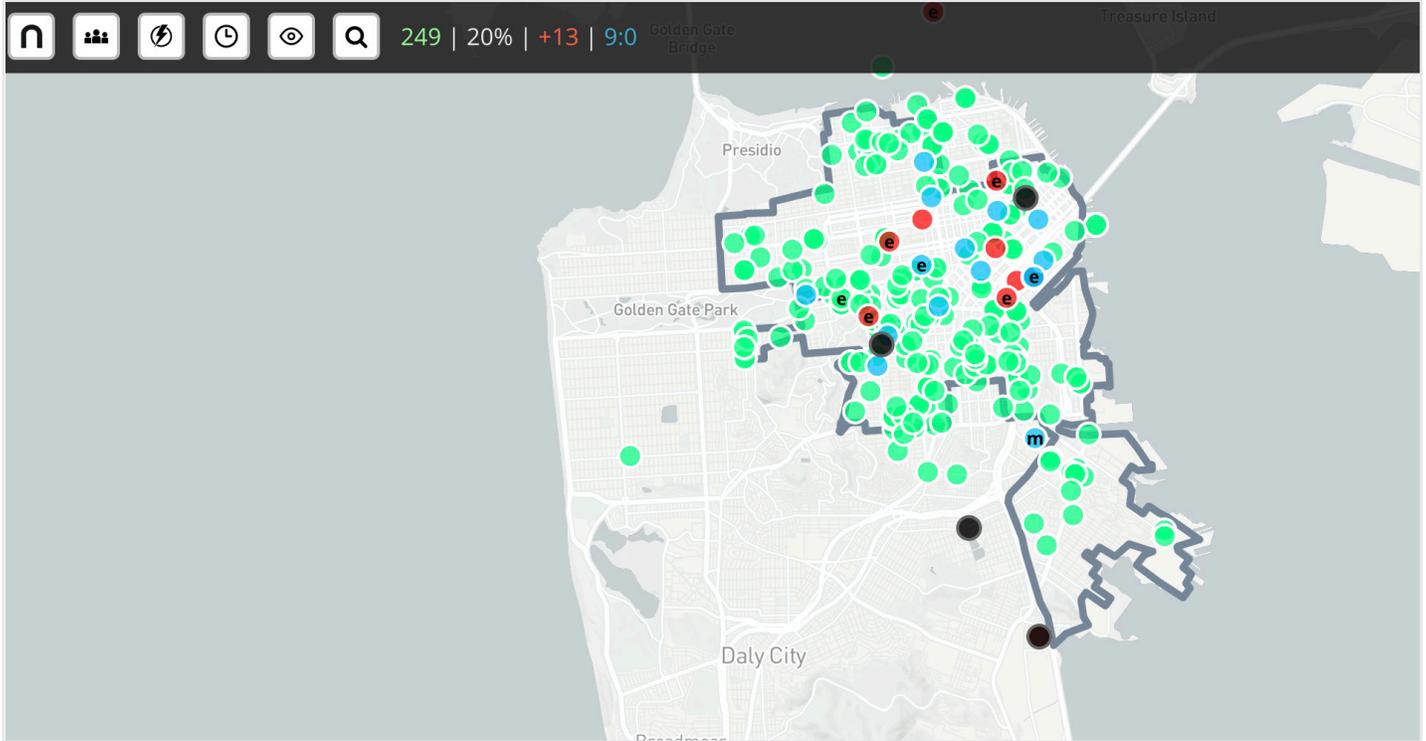
Trip Data

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

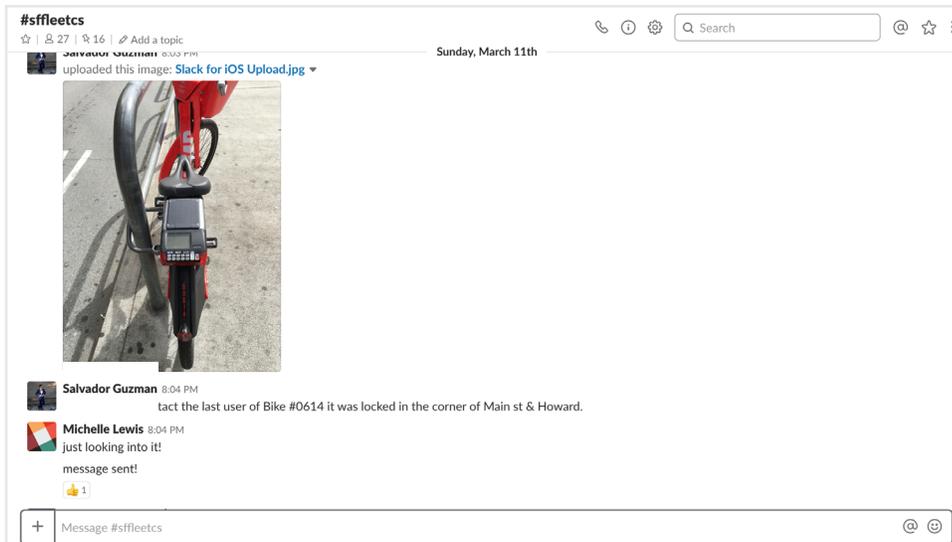
Field Operations Tool

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 INSURER A: Old Republic Insurance Company	NAIC # 24147
INSURED UBERTEC-01 Social Bicycles LLC (d/b/a JUMP Bikes) 1455 Market, Floor 4 San Francisco CA 94103	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.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

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	
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.	
<h3>CALIFORNIA WAIVER OF OUR RIGHT TO RECOVER FROM OTHERS ENDORSEMENT</h3>	
<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>	
<p>Schedule</p>	
<p>1. <input checked="" type="checkbox"/> Specific Waiver</p> <p style="margin-left: 40px;">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> <p> <input type="checkbox"/> Blanket Waiver Any person or organization for whom the Named Insured has agreed by written contract to furnish this waiver.</p>	
<p>2. Operations:</p>	
<p>3. Premium:</p> <p>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.</p>	
<p>4. Minimum Premium:</p>	
 _____ Authorized Agent	

WC 99 03 22

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APPENDIX C

Project Overview & Leadership Biographies

JUMP

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

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>.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

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"

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS

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.

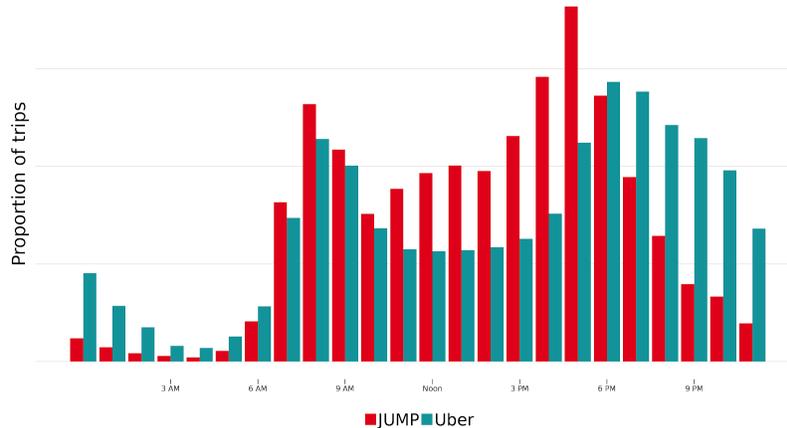
Until recently, Uber primarily meant a ride in a car. That changed in February 2018, when Uber riders in San Francisco could book a JUMP bike—an electric-assist smart bike—using the Uber app. For the first time, riders could choose seamlessly between two very different transportation modes in our app. 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

<p>Hosting Provider:</p> <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):	<p>Managed Services (specify):</p> <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):	<p>Payment Processing:</p> <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

<p>Describe how and in what capacity your business stores, processes, and/or transmits cardholder data.</p>	<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 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.</p>
<p>Describe how and in what capacity your business is otherwise involved in or has the ability to impact the security of cardholder data.</p>	<p>NA</p>

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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SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



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

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



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 <small>(Required for all “Partial” and “None” responses. Identify which sub-requirements were not tested and the reason.)</small>
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.

SHARED MOBILITY PILOT PROGRAM REQUEST FOR APPLICATIONS



				<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: 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"/>	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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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</i> , Version 3.2, 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@urbanesecurity.com	
Business Address:	311 South Wacker Drive Suite 6030	City:	Chicago	
State/Province:	Illinois	Country:	USA	Zip: 60606
URL:	https://urbanesecurity.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>		

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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:	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.	

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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.

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

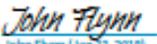
Select the appropriate response for "Compliant to PCI DSS Requirements" for each requirement. If you answer "No" to any of the requirements, you may be required to provide the date your Company expects to be compliant with the requirement and a brief description of the actions being taken to meet the 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)
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- John Flynn (four@uber.com) has agreed to the terms of use and to do business electronically with Urbane Security
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- 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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- Zack Fasel (zfasel@urbanesecurity.com) has agreed to the terms of use and to do business electronically with Urbane Security
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- 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