



Board of Public Works

Staff Report

Project/Event: Public Works Facilities Suspension Policy

Petitioner/Representative: Public Works

Staff Representative: Adam Wason

Date: 08/15/2023

Report: The Board of Public Works (“Board”) has the power and responsibility to ask a person to leave or to remove a person from property owned, managed or operated by the Board of Public Works or the Public Works Department. Similarly, the Board has the power and responsibility to suspend a person from use or entrance upon property owned, managed or operated by the Board of Public Works and the Public Works Department. The Board will afford suspended individuals notice, appeal and hearing. A suspension shall range from seven days to a year.

Staff recommends that the Board adopt Resolution 2023-55, which would approve the Policy on Suspension from Public Works Facilities.



Bloomington Board of Public Works

Policy on Suspension from Facilities Under the Jurisdiction of the City of Bloomington Board of Public Works

Removal

(A) In accordance with authority established in Indiana Code § 36-9-6-2, Indiana Code § 36-9-6-3, Indiana Code § 36-9-11-3, and Bloomington Municipal Code § 2.09.030, a person may be asked to leave or be removed from property owned, managed or operated by the City of Bloomington Board of Public Works and Public Works Department for reasons that include, but are not limited to:

1. Actions or behavior that violate the United States Code;
2. Actions or behavior that violate the Indiana Code;
3. Actions or behavior that violate the Indiana Administrative Code;
4. Actions or behavior that violate the City of Bloomington Municipal Code;
5. Aggressive or violent actions or behavior;
6. Actions or behavior that unreasonably disrupt the activities of other users of the facility;
7. Actions or behavior that unreasonably interfere with other persons' ability to use the facility;
8. Actions or behavior that unreasonably cause or create a risk of causing injury to persons within or on property owned, managed or operated by the City of Bloomington;
9. Actions or behavior that unreasonably cause or create a risk of causing damage to property owned, managed or operated by the City of Bloomington; or
10. Actions or behavior that constitute a public nuisance.

(B) The following individuals have authority to ask a person to leave or ask for a person to be removed from property owned, managed, or operated by the City of Bloomington:

1. Employees of the City of Bloomington Department of Public Works or other City of Bloomington employees designated by the Director of Public Works; or
2. Law enforcement officers as defined by Indiana Code.

(C) Any person who is asked to leave or is removed from property owned, managed or operated by the City of Bloomington shall be advised of the reason they are being asked to leave or are being removed. Any person who is asked to leave by a law enforcement officer as defined by

Indiana Code and refuses to do so may be subject to arrest.

Suspension

(A) In accordance with authority established in Indiana Code § 36-9-6-2, Indiana Code § 36-9-6-3, Indiana Code § 36-9-11-3, and Bloomington Municipal Code § 2.09.030, a person may be suspended from use or entrance upon property owned, managed or operated by the City of Bloomington Board of Public Works and Public Works Department for reasons that include, but are not limited to:

1. Actions or behavior that violate the United States Code;
2. Actions or behavior that violate the Indiana Code;
3. Actions or behavior that violate the Indiana Administrative Code;
4. Actions or behavior that violate the City of Bloomington Municipal Code;
5. Aggressive or violent actions or behavior;
6. Actions or behavior that unreasonably disrupt the activities of other users of the facility facility;
7. Actions or behavior that unreasonably interfere with other persons' ability to use the facility;
8. Actions or behavior that unreasonably cause or create a risk of causing injury to persons within or on property owned, managed or operated by the City of Bloomington;
9. Actions or behavior that unreasonably cause or create a risk of causing damage to property owned, managed or operated by the City of Bloomington; or
10. Actions or behavior that constitutes a public nuisance.

(B) The determination that a person is to be suspended from use or entrance on property owned, managed or operated by the City of Bloomington Department of Public Works is limited to the Director of Public Works or their appointed designee.

(C) Notice of Suspension. A person may not be suspended from a use or entrance on property owned, managed or operated by the City of Bloomington Department of Public Works unless or until they have been notified of the suspension.

1. Notification of the suspension shall be served in writing via certified mail or personal service.
2. The written notification shall state the reason for the suspension, the date upon which the suspension begins, the length of the suspension, the consequences of ignoring the suspension, and the process by which a person may appeal the suspension.
3. The Notification shall be signed and dated by the Director of Public Works or their appointed designee.

(D) Appeal of Suspension. Any person who receives a Notification of Suspension shall have the right to appeal said suspension. Any appeal shall adhere to the following requirements:

1. All appeals shall be in writing and on a form supplied by the Department of Public Works.
2. All appeals shall be submitted to the City of Bloomington Department of Public Works within ten (10) days of the suspension being received. The date upon which the suspension is considered received is the date upon which the suspended person is personally served or the date upon which the certified mail is signed.
3. Upon receipt of a written appeal, the City of Bloomington Board of Public Works shall hear the appeal at its next regularly scheduled meeting, provided said appeal can be properly noticed in accordance with Indiana Open Door Law.
4. The person filing the appeal shall be notified, in writing, of the date, time and location of the hearing. This notification shall be served via personal service or mail.
5. During the pendency of any appeal the suspension is in effect, and the suspended person is prohibited from entering upon or into any property to which the suspension applies.

(E) Suspension Hearing. All hearings on a suspension shall be open to the public and comply with the Indiana Open Door Law.

1. Any person challenging their suspension shall be entitled to present their defense to the City of Bloomington Board of Public Works on their own behalf or through their representative.
2. Any person challenging their suspension shall be entitled to a minimum of ten minutes to present their case to the Board of Public Works.
3. Any person challenging their suspension shall be entitled to present evidence, documents and witnesses supporting their position at the suspension hearing.
4. Upon conclusion of the hearing, the City of Bloomington Board of Public Works shall make written findings of fact either upholding or overturning the suspension. Said findings of fact shall be made available to the person challenging the suspension.

(F) Maximum Length of Suspension. No suspension shall be issued that is shorter than seven (7) calendar days and lasts longer than one (1) calendar year.

(G) Entry upon or into property to which the suspension applies by a person who is suspended in accordance with this Policy shall subject the person to arrest for criminal trespass in accordance with Ind. Code § 35-43-2-2.

**RESOLUTION 2023-55
OF THE
CITY OF BLOOMINGTON
BOARD OF PUBLIC WORKS**

APPROVAL OF PUBLIC WORKS FACILITIES SUSPENSION POLICY

WHEREAS, the Board of Public Works (“Board”) and the Public Works Department (“Department”) own, manage and operate property within the City of Bloomington; and

WHEREAS, the Board has the power and responsibility to ask a person to leave or to remove a person from property owned, managed or operated by the Board and the Department; and

WHEREAS, the Board has the power and responsibility to suspend a person from use or entrance upon property owned, managed or operated by the Board and the Department; and

WHEREAS, staff have prepared a public works facility suspension policy to address obstructions and problematic behavior in public works facilities, which is attached to this Resolution as Exhibit A;

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE BOARD OF PUBLIC WORKS THAT:

The Board hereby adopts the public works facilities suspension policy, attached to this Resolution attached as Exhibit A.

**ADOPTED THIS 15th DAY OF AUGUST, 2023
BOARD OF PUBLIC WORKS**

Kyla Cox Deckard, President

Elizabeth Karon, Vice President

Jennifer Lloyd, Secretary



Board of Public Works

Staff Report

Project/Event: Proposed Right-Of-Way Obstruction Ordinance

Petitioner/Representative: Public Works

Staff Representative: Adam Wason

Date: 08/15/2023

Report: The City has a responsibility to ensure that the public's right-of-way is accessible and available to all members of the Bloomington community. To that end, the City recommends taking steps to prevent individuals and entities from impermissibly obstructing the public's right-of-way. Staff requests that the Board adopt Resolution 2023-56, which recommends that City Council adopt the proposed ordinance that changes the city code to address obstructions in the right-of-way.

ORDINANCE XX-XX

**TO AMEND TITLE 12 OF THE BLOOMINGTON MUNICIPAL CODE (BMC)
ENTITLED “STREETS, SIDEWALKS, AND STORM SEWERS”**

**Re: Establishing a new Section 12.04.130 of the Bloomington Municipal Code,
entitled “Obstructing the right-of-way”**

WHEREAS, pursuant to Indiana Code §§ 36-9-2-5, 36-9-6-15, 36-9-2-7, 36-9-2-6 and other legal authorities, the City of Bloomington (“City”) has the power and responsibility to act as a conscientious and diligent steward of the public’s right-of-way;

WHEREAS, the public’s right-of-way, which includes but is not limited to streets and sidewalks, is a common good intended for the free and open travel of the public at large and should not be appropriated for the use of singular individuals or entities to the exclusion of other members of the Bloomington community;

WHEREAS, individuals and entities frustrate, impede, and/or exclude the general public from using the right-of-way when they camp upon, store personal property upon, or place obstructions within the public’s right-of-way;

WHEREAS, among its other duties, the City has a responsibility to ensure that the public’s right-of-way is accessible and available to all members of the Bloomington community, including persons with disabilities and persons with limited mobility who are particularly vulnerable to right-of-way obstructions; and

WHEREAS, the City should take steps to prevent individuals and entities from impermissibly obstructing the public’s right-of-way;

NOW, THEREFORE, BE IT HEREBY ORDAINED BY THE COMMON COUNCIL OF THE CITY OF BLOOMINGTON, MONROE COUNTY, INDIANA, THAT:

SECTION 1. A new Section 12.04.130 of the Bloomington Municipal Code is hereby added as follows:

12.04.130 - Obstructing the right-of-way.

- (a) It is unlawful to camp in the right-of-way, store personal property in the right-of-way, or otherwise block the right-of-way in a manner that obstructs pedestrian traffic, vehicular traffic,

or public travel on any sidewalk, street, or other public right-of-way. A sidewalk, street, or other public right-of-way is considered obstructed if:

- (1) more than half of its width is blocked at any point;
- (2) the normal flow of pedestrians or vehicles is disrupted;
- (3) pedestrians are compelled to step onto the street or otherwise expose themselves to danger in order to pass around the blockage; or
- (4) it is rendered inaccessible to those protected by the Americans with Disabilities Act (ADA) or other local, state, and federal laws.

- (b) Individuals or entities obstructing pedestrian traffic, vehicular traffic, or public travel on any sidewalk, street, or other public right-of-way shall be afforded at least one opportunity to remove the obstruction. Should an individual fail or refuse to comply, the City may immediately clear the right-of-way. Individuals who fail or refuse to remove an obstruction in the right-of-way after being required to do so are subject to a fine of thirty dollars (\$30) and are considered to be trespassing.
- (c) It is not a violation of this Section for an individual or entity lawfully permitted or authorized to utilize the right-of-way to obstruct the right-of-way in a manner consistent with said permit or authorization.

SECTION 2. If any section, sentence or provision of this ordinance, or application thereof to any person or circumstances shall be declared invalid, such invalidity shall not affect any of the other sections, sentences, provisions or application of this ordinance which can be given effect without the invalid provision or application, and to this end the provisions of this ordinance are declared to be severable.

SECTION 3. This ordinance shall be in effect after its passage by the Common Council and approval of the Mayor, any required publication, and, as necessary, other promulgation in accordance with the law.

PASSED by the Common Council of the City of Bloomington, Monroe County, Indiana, upon this _____ day of _____, 2023.

SUE SGAMBELLURI, President
Bloomington Common Council

ATTEST:

NICOLE BOLDEN, Clerk

PRESENTED by me to the Mayor of the City of Bloomington, Monroe County, Indiana, upon
this _____ day of _____, 2023.

NICOLE BOLDEN, Clerk

SIGNED AND APPROVED by me this _____ day of _____, 2023.

JOHN HAMILTON, Mayor
City of Bloomington

SYNOPSIS

Ordinance XX-XX clarifies that placing obstructions within the public's right-of-way or otherwise obstructing the public's right-of-way is impermissible, and the Ordinance defines the circumstances under which the right-of-way is considered to be obstructed.

**RESOLUTION 2023-56
OF THE
CITY OF BLOOMINGTON
BOARD OF PUBLIC WORKS**

RECOMMENDATION TO ADOPT RIGHT-OF-WAY OBSTRUCTION ORDINANCE

WHEREAS, the City of Bloomington has responsibility to ensure that the public’s right-of-way is accessible and available to all members of the Bloomington community; and

WHEREAS, the City of Bloomington recommends taking steps to prevent individuals and entities from impermissibly obstructing the public’s right-of-way; and

WHEREAS, the Board of Public Works is the body responsible for the public’s right-of-way within the City of Bloomington; and

WHEREAS, staff have prepared a proposed city ordinance to change the Bloomington Municipal Code to address obstructions in the right-of-way, which is attached to this Resolution as Exhibit A;

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE BOARD OF PUBLIC WORKS THAT:

The Board hereby recommends that City Council adopt the proposed ordinance, attached to this Resolution attached as Exhibit A.

**ADOPTED THIS 15th DAY OF AUGUST, 2023
BOARD OF PUBLIC WORKS**

Kyla Cox Deckard, President

Elizabeth Karon, Vice President

Jennifer Lloyd, Secretary

Staff Report

TO: Board of Public Works

FROM: Hank Duncan, Bicycle and Pedestrian Coordinator

Date: August 10, 2023

RE: Shared micro-mobility operator 2023-2024 license renewal

Goals

- Improved Pedestrian and Rider Safety
- Increased Pedestrian Accessibility

Process

- Collaboration among multiple City departments, Indiana University, and micro-mobility operators.
 - These stakeholders were involved in numerous meetings from Fall, 2022 through Summer, 2023
- City staff completed research on shared-use vehicle best practices.
- City staff used stakeholder input and research to establish comprehensive city-wide regulations for shared micro-mobility.
- Common Council reviewed these regulations on March 28, 2023.
- Board of Public Works passed Resolution 2023-20 – Shared Micro-Mobility Directives on April 11, 2023.
- Cohesive efforts within the Department of Public Works, Economic and Sustainable Development, and Planning and Transportation to implement regulations following resolution approval.
- Operators submitted license renewal applications before the mid-July deadline and have worked with the City to adhere to the newly established regulations.

Regulations

- Require semi-annual quizzes for riders on safe riding habits and rules of the road.
- Adjust hours of operation for shared-use motorized vehicles.
 - Stand-up scooters: 5:00am – 11:00pm (April-October) and 5:00am-8:00pm (November-March)
 - E-bikes and sit-down scooters: 24/7
- Mandate for at least 25% of an operator's fleet to consist of e-bikes or sit-down scooters.
- Reduction in fees for operators with fleets consisting of more than 50% sit-down vehicles.
- Requirement for helmets provided by operators to comply with U.S. Consumer Product Safety Commission standards.
- Implementation of on-street corrals alongside existing bicycle racks for shared-use scooter parking.
- Geo-fencing requirements for designated parking areas.
- Fleet cap of 400 vehicles per operator with potential for expansion based on usage.
- Potential fines for operators with vehicles parked outside designated areas.
- Mandate for operators to submit protocols for transportation during highly attended events.

Staff Recommendation

Staff recommends the approval of licenses for the following operators for the period August 15, 2023 to July 31, 2024: Bird, Lime, and Veo.

**CITY OF BLOOMINGTON
BOARD OF PUBLIC WORKS
RESOLUTION 2023-20**

SHARED MICRO-MOBILITY DIRECTIVES

WHEREAS, the Board of Public Works (“Board”) supervises the City of Bloomington’s (“City”)’s streets, alleys, sidewalks, and rights-of-way; and

WHEREAS, residents have benefitted from e-scooters as a mode of transportation because of lower transportation costs, quicker commutes and environmental benefits; and

WHEREAS, some challenges have emerged associated with scooter use; and

WHEREAS, the challenges pertain to rider and pedestrian safety, and parking and pedestrian accessibility.

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE BOARD OF PUBLIC WORKS THAT:

1. Shared-use motorized scooter operators (“Operators”) are required to have riders take no less frequent than semi-annual quizzes on safe riding habits and the rules of the road.
2. The hours of operation for shared-use motorized scooters are adjusted to approximate a “dawn to dusk” availability as follows: stand-up scooters: 5:00 a.m.-11:00 p.m. (April – October) and 5:00 a.m. – 8:00 p.m. (November – March); e-bikes and sit-down scooters: 24/7
3. At least 25% of an Operator’s fleet must consist of e-bikes or sit-down scooters. If an Operator’s fleet consists of 50% or more of sit-down vehicles, the City will reduce the Operator’s fees from 15 cents per ride to 10 cents per ride for the entire fleet. Operators will submit monthly reports specifying the distribution of each vehicle type.
4. All helmets provided by the Operators must be to code with the U.S. Consumer Product Safety Commission.
5. Existing bicycle racks will be supplemented by on-street corrals to accommodate parking of scooters.
6. Operators are to geo-fence corrals and bicycle racks as the only appropriate areas to end a ride or provide financial incentives to users who end rides in these areas.

7. Fleets are capped at a maximum of 400 vehicles per Operator. If the weekly average of trips per day per vehicle surpasses 2.0, an Operator may petition the Board of Public Works to increase its fleet size. Operators will submit monthly reports specifying the number of deployed devices.

8. Once the City and Operators take measures to promote appropriate parking, Operators with vehicles outside the designated parking area may be fined.

9. Operators are to submit protocols for highly attended events to seamlessly provide accessible and safe transportation.

ADOPTED THIS 11th DAY OF APRIL, 2023
BOARD OF PUBLIC WORKS

Kyla Cox Deckard, President

Jennifer Lloyd, Vice President

Elizabeth Karon, Secretary



Bloomington, IN

Shared-Use Motorized Scooter
& Bike Operator License Application



To The Bloomington Board of Public Works:

Thank you for reviewing Bird's application to be a Shared-Use Motorized Scooter Operator in Bloomington. We are grateful to be included in the selection process, and eager to continue providing sustainable first and last mile transportation options for your residents, students, and visitors.

Since we began serving the City in 2018, nearly 58,000 Bloomington residents and visitors have taken more than 432,000 rides on Birds. That's more than 429,000 miles traveled and 60 metric tonnes of CO2 saved.

Guided by the rules and regulations set forth by Ordinance 19-09, we would like to lay out the principles that will guide our service in Bloomington. During our future operations in Bloomington, we commit to:

- Work in close coordination with Bloomington's Administration, Council, and community on all aspects of this e-scooter sharing program.
- Abide by all rules and regulations set forth by the City during this program.
- Respect the City's local control, regulation, and management of the public right of way.
- Continue and further strengthen our close relationship with Indiana University.

We look forward to building on our relationship with Bloomington and demonstrating our growth as a company.

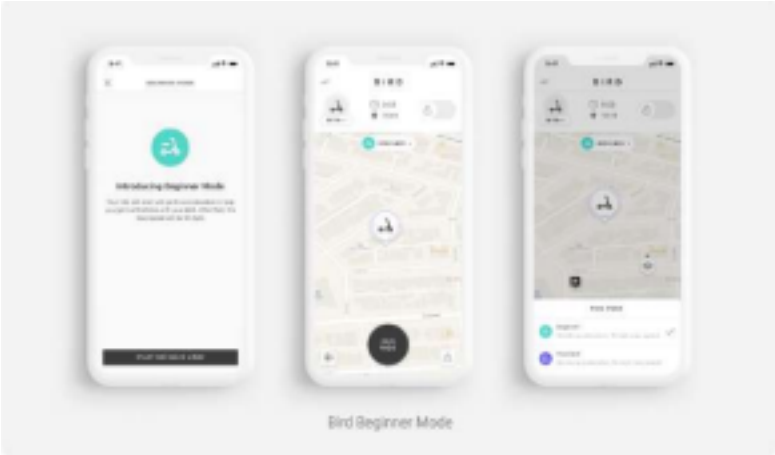


The Bird Difference

Founded in 2017, Bird provides accessible, affordable, and convenient electric micro-mobility vehicles to cities around the world. Our electric vehicles complement existing transportation infrastructure, and reduce traffic and congestion.

Bird's micro-mobility vehicles are ideal for the first and last mile between public transportation and a rider's final destination, whether it be home, work, class, or out for leisure. We were the first company in the world to obtain a permit to operate a shared e-scooter service. Since launching our operations, we have continuously refined how people move around the world. To date, more than 200 million Bird rides have taken place in over 350 cities and universities globally.

Bird offers each of the following suite of tools to the City at no cost:

<p>Safest vehicle track record in the industry</p>	<p>Bird has a track record of more than 200 million rides with a reported injury rate at a fraction of 1%. Bird's custom-built scooters, designed and developed in California by our expert vehicle engineering team, have not been subject to any recalls or reports of breakage while riding, or operating system hacks that have plagued other operators.</p>
<p>Responsible and safe operations</p>	<p>Bird has and will always put the safety of vulnerable road users first. Our Beginner Mode softens scooter acceleration, allowing riders to slowly progress to full speed while receiving additional education. Valuable community feedback from survey data inspired Beginner; nearly 75% of e-scooter riders sought a slower tutorial option. To prevent impaired riding, Safe Start requires passing cognitive quizzes to unlock e scooters. We will distribute free helmets in Bloomington at community events, in partnership with local businesses and institutions like IU, and through promotions in our app.</p>  <p style="text-align: center;">Bird Beginner Mode</p>
<p>Professional local fleet team</p>	<p>Our fleet team has a proven record of success in adjusting operations to deal with inclement weather as well as major events in cities. Further, our team has a multitude of ways for officials and customers to reach us both day and night.</p>
<p>Robust rebalancing</p>	<p>Our local street team re-balances vehicles multiple times throughout the day to best meet the transportation needs of residents and visitors. In addition, we use machine learning to predict where clustering (the build up of large numbers of vehicles) is likely to occur and deploy a team to the area in advance of vehicle clustering.</p>
<p>Sustainability</p>	<p>We are committed to using only low-to-zero emission vehicles for charging and maintenance. Our vehicles last longer than any others on the market. On average, the lifespan of many of our vehicles is 18-36 months with proper maintenance. We expect that our latest models will last even longer.</p>
<p>Complement and increase public transit use</p>	<p>In an effort to increase adoption and usage of public transportation, Bird provides last-mile access to transit, expands catchment areas, and effectively partners with transit providers to make multimodal travel more seamless, such as through trip planning integration and incentivized station parking.</p>

Accessible and equitable

To guarantee eligible Bloomington residents a reliable commute option and greater access to opportunity overall, we've designed our Bird Community Pricing plan to be the most inclusive micro-mobility discount program available. It provides the following eligible riders with 50% off our standard unlock and per minute fee: low-income residents; senior citizens; students with Pell Grants; and employees of pre-approved community-based organizations and nonprofits. To sign up, riders email proof of eligibility to access@bird.co. Approval takes approximately two to three business days.

Bloomington and Bird: Progressing Together

While the shift to micro-mobility solutions comes with growing pains, the outcome is incredible - on average, 30% of Bird rides are trips that would have otherwise been taken by car. We will continue to provide Birds that are safe, affordable, equitably distributed, and accessible for riders of all abilities. We will put specific emphasis on ensuring economically disadvantaged neighborhoods (and groups such as students on budgets) are aware of Bird's low-income plans. We will also hold events to teach Bloomington riders how to safely Bird, and how to keep the public right of way accessible for everyone.

In addition to the best dockless e-scooter partner, Bloomington deserves the best possible e-scooter product. **Bird vehicles are the safest on the market**; you can tell from our safety record, which stands apart from other operators. Other e-scooter companies have recalled vehicles for issues that we have never had. The reason for this comes down to the way our vehicles are built and tested. We design and test our vehicles in-house to make sure that safety stays at the forefront of every product we make. Bird's vehicles, electrical systems, and batteries comply with stringent U.S. and international safety standards, and have received globally recognized safety certifications.

Bird has always put the safety of vulnerable road users first. Bird has distributed more than 100,000 free helmets in cities around the world, and we will continue to distribute helmets in Bloomington both through local partnerships and through our in-app helmet request feature.

Thank you again for the opportunity to continue serving Bloomington. We hope to partner with you to prove that e-scooters can help make Bloomington more sustainable, mobile, and livable.

Respectfully submitted,

Austin Marshburn

Senior Director, Government Partnerships

1. Application and License Information

Bird agrees not to operate as a shared-used motorized scooter operator in the City of Bloomington without first obtaining a license from the Board of Public Works.

2. Applicant Information

Name of Company	Bird Rides, Inc.
Address of Company	8605 Santa Monica Blvd #20388
City, State, Zip	West Hollywood, CA 90069
Phone Number	866-205-8442
Website	www.bird.co
Email	hello@bird.co
Social Media Website	Twitter: @BirdRide Instagram: @Bird

3. Company Information (complete duplicate fields only if different from above)

Name of Company	
Address of Company	
City, State, Zip	
Phone Number	
Website	
Email	
Social Media Website	
Addresses/Handles:	
Company is a(n)	<input type="checkbox"/> LLC <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Other

4. Company Incorporation Information (For Corporations and LLCs Only)

Date of Incorporation or Organization:	4/27/2017
State of Incorporation or Organization:	Delaware

(If not Indiana) Date qualified to transact business in the State of Indiana:	06/19/2018
Employer Identification Number	82-1399939

5. Prior licenses

Have you had a similar license, either from the City of Bloomington or a different municipality, revoked?

X Yes ___ No

Bird has a tremendous track record with cities in which it has been granted a permit. Bird has never had a permit revoked with the exception of the following:

The only instance where it could be construed that Bird's permit was revoked is with the City of Charlottesville, VA. Bird was granted permission to operate in Charlottesville as part of their pilot program in January 2019. Bird removed its vehicles from Charlottesville in mid-June 2019 to replace its older units with updated models. In August 2019, the City revoked Bird's ability to participate in the pilot program through its conclusion in December 2019. The City of Charlottesville invited Bird to re-apply to its permanent dockless program once enacted.

6. Descriptions, Pricing, and Service

A. Please provide the following information with regard to every type of scooter (standing or sit-down) or e-bike you may deploy within the City of Bloomington.

Make	Model	Color
Bird	Three	Silver and Blue
Bird	Bird Bike	Blue

B. Indicate a schedule of rates and charges you will charge to users (if necessary, attach additional documents):

Pricing is clearly communicated to riders via the app. Riders can view pricing for their current location under the app's "Payments" tab. Any updates to the pricing structure are formally communicated to riders before their next ride through a push notification or banner. Riders get a receipt that displays the final ride price at the end of each trip. This information is also available in their ride history.

Bird offers the following pricing plans in Bloomington:

Bird believes in transparency and will clearly communicate all price changes to users through in-app push notifications and banners. Riders can also view pricing for their current location under the app's "Payments" tab. Bird delivers a receipt to riders after every ride. This information is also available in their ride history. We do not charge users a fee for the time needed to read safety messaging or to complete a first-time user tutorial or safety quiz.

Plan	Pricing
Standard	\$1 to unlock, plus an initial \$0.39-\$0.59 per minute based on demand, utilization, and additional city fees and charges.
Bird Community Pricing	<p>This program provides the following eligible riders with 50% off our standard unlock and per-minute fee:</p> <ul style="list-style-type: none"> ● Low-income residents ● Veterans ● Seniors ● Pell Grant recipients ● Employees of pre-approved community-based organizations and nonprofits <p>To sign up, riders must email proof of eligibility to access@bird.co. Approval takes approximately one business day.</p>
Ride Pass Memberships	<p>Ride Passes are designed to save riders money and accelerate modeshift away from cars for short-distance trips. The following example plans are tailored to suit individual needs:</p> <ul style="list-style-type: none"> ● 30-min: \$8.99 ● Daily Pass: \$19.99 for unlimited rides; ● Weekly Pass: \$1.99 for free unlocks; ● Monthly Pass: \$5.99 for free unlocks. <p>We can also offer an hourly or annual ride pass if desired by the City.</p>
Bird+	<p>This membership program is free to enroll, and Bird's reward members enjoy a host of benefits, including:</p> <ul style="list-style-type: none"> ● Free unlocks during commuting hours (e.g., 7 a.m. – 9 a.m./4 p.m. – 6 p.m.), ● Free reservations ● Up to 30% off all rides. <p>The more riders use Bird, the more rewards they can earn.</p>
Student, Faculty and Staff Rate	University students, faculty, and staff will automatically receive 10% off the standard rate when they use their .edu email to sign up for their Bird account.
Special Fare Programs	<p>Bird regularly promotes special fare programs in response to local needs, like Roll to the Polls initiative that provided free rides to voters during the last presidential election and the 2021 municipal elections.</p> <p>Bird will also offer promotions such as free unlocks on Bike to Work Day and Bike to School Day. By supporting community-wide events, we will continue to elevate the</p>

	biking culture and active transportation usage at Indiana University and Bloomington.
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Bird Community Pricing

Bird Community Pricing is designed to be the most inclusive micro-mobility discount program. It provides the following eligible riders with 50% off our standard unlock and per minute fee: low-income residents; senior citizens; students with Pell Grants; veterans/military and employees of pre-approved community-based organizations and nonprofits. To sign up, riders email proof of eligibility, to access@bird.co. Anyone currently enrolled in or eligible for a city, state, or federal assistance program (including, but not limited to, Medicaid, SNAP/LINK, discounted utility bills, discounted bus passes, etc.) would qualify. Approval takes approximately two to three business days. Bird will work with the City and community organizations to identify additional appropriate qualification indicators for Bird Community Pricing.

Red, White, and Bird

Bird will offer our Red, White, and Bird program in Bloomington. Designed to increase the accessibility of our service to U.S. military members and veterans, the program will allow eligible riders to unlock and ride Birds without the initial \$1 base fee every time they ride.

To enroll, eligible riders will be required to email their U.S. military identification or proof of military service, along with their full name and phone number to one@bird.co. Approval will take approximately two to three business days.

Semester Membership

We will offer a subscription plan (or pre-load) that will provide a 10% usage-based discount to Indiana University-Bloomington students. We offer a number of benefits associated with usage and membership. Some examples include:

- Discounts based on the number of trips purchased.
- Discounted or free rides based on the neighborhood where the ride begins, providing promotional opportunities specific to the Bloomington community.
- Promotions from integrated local businesses and community organizations that serve the Bloomington community.
- Multi-modal payment system discounts, such as discounts for using as a last-mile solution for transit.

C. Describe the safety inspection program you will use to ensure the safety of all deployed standing or sit-down scooters, and e-bikes (if necessary, attach additional documents):

Frequency with which each vehicle is checked for safety

Bird personnel inspect each vehicle for safety daily on the street as well as weekly in our service center. To guarantee that these daily and weekly checks happen, Bird uses a system that tracks the exact time of maintenance for every vehicle. To maintain vehicles and ensure safe operations, Bird performs the following:

Pre-launch safety testing	Each Bird undergoes a 106-point quality assurance inspection, including a hands-on validation test to examine braking and steering.
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<p>Safety maintenance</p>	<p>Our field team inspects every device daily on the street as well as weekly in our service center. To guarantee that these daily and weekly checks happen, Bird uses a system that tracks the exact time of maintenance for every vehicle. We also use algorithms and machine learning to identify devices that may require attention proactively, and perform preventative inspections when necessary.</p>
<p>Service location maintenance & repair</p>	<p>Each vehicle is inbound by our team, then inspected, triaged, and tagged. Vehicles move through the logistic warehouse repair flow, receiving service from Fleet Managers who specialize in specific repair points until they pass quality assurance protocols.</p>
<p>Cleaning regime and hygiene proposals in light of Covid-19 Predictive maintenance</p>	<p>In compliance with all government guidelines, we use safety glasses, masks and gloves, along with enhanced cleaning protocols, including but not limited to sanitizing vehicles every time they are serviced or charged, and conducting daily in-field sanitization on high-touch surfaces including bells, throttles and handlebars. Bird uses government approved disinfectant that forms an antimicrobial coating, bonding to surfaces and killing 99.99% of germs, keeping surfaces hygienic for up to 30 days.</p>

Predictive maintenance

Bird has a proprietary system that allows us to predict when vehicles will be in need of repair and isolate them for service. Using a variety of algorithms and machine learning techniques, we proactively identify vehicles that may require service or attention. Bird's predictive capability preemptively marks vehicles in the Bird system so they are removed from the rider map immediately, and dispatches our local team to inspect the vehicle and make repairs as necessary.

Periodic maintenance

Bird also uses a time-guided system to ensure that every vehicle is inspected and serviced each week, even if it is not identified for predictive maintenance or otherwise flagged by the Bird team or a rider. As mentioned above, our vehicles will be fully inspected and serviced at least once a week in our service center. Bird tracks exactly when a vehicle last received maintenance to ensure our vehicles are safe and high-functioning. If a vehicle needs service, Bird dispatches a local team member to retrieve the vehicle to bring it in for maintenance.

Cleaning maintenance

Bird upholds stringent minimum standards for cleaning. In addition to routine maintenance, our local team cleans vehicles once a week. We also clean the vehicles whenever they enter a service center. During a process we call Bird Baths, vehicles are wiped down and vehicle parts are cleaned.

D. Describe your local staffing and operational plan, including information regarding local staffing and any contractor you will utilize to perform services related to your scooters (if necessary, attach additional documents):

Identifying and Recruiting Fleet Managers

We employ Fleet Managers in Bloomington who run and own their own businesses contributing to small business growth for Bloomington. In 2023, we expect to share more than \$130,000 with our two Fleet Managers which equates to over \$30 per hour.

When it comes to sourcing staff, Bird is focused on creating meaningful opportunities in the City of Bloomington.

Through our Bloomington Fleet Management Program, Bird engages with locally-owned and operated businesses,



logistics partners and entrepreneurs—many of which have been forced to consider closing their doors or reducing their workforce due to COVID-19—to provide a meaningful revenue opportunity. We identify and recruit our Fleet Managers directly from the community, only executing contracts with applicants who are able to successfully demonstrate the ability to manage a portion of Bird's fleet. Our Bloomington Fleet Managers are known in their communities. They are forces for good with reputations for hiring locally and going the extra mile to serve their neighborhood. When we execute a contract with a Fleet Manager, Bird commits to providing long-term support, resources and real opportunities for revenue. Additionally, we offer support and guidance relating

to any initially required operational set up to ensure a smooth ramp-up.

While Bird continues to maintain certain in-house staff and operations, our goal is to make a lasting positive impact on the communities we serve, specifically by deepening our local roots and working toward our company-wide goal of prioritizing opportunities for traditionally underserved communities, minorities, women, differently-abled populations and other groups at risk of exclusion from social or financial opportunities.

Strong local knowledge and a deep understanding of each city's unique infrastructure and neighborhood complexities are key to the success of an efficient and city-friendly scooter operation. We recruit our Bloomington Fleet Managers directly from the community, focusing on providing opportunities to small, locally-owned businesses and entrepreneurs impacted by COVID-19. However, before partnering with a prospective Fleet Manager, they undergo rigorous vetting to ensure they meet and exceed our standards for operational excellence.

When searching for local partners, we assess candidates based on the following criteria:

- Whether they are a trusted member of the local community with strong references.
- How they staff their teams (more long-term arrangements with opportunities for advancement as opposed to short-term, temporary work) and whether they intend to pay a real living wage.
- Commitment to provide the safest and most reliable service Commitment to hiring locally.
- Commitment to developing or expanding any existing diversity and inclusivity policies in recruitment and retention.
- Existing local infrastructure (e.g., warehouse facility or other work space with ample charging and storage) certified for safe use by local workplace safety standards.
- Commitment to use renewable energy to charge vehicles.
- Commitment to use zero emission vehicles for deployment, rebalancing and collection.
- Experience managing logistics or operations, with a strong preference for shared micro-mobility.

We only partner with Fleet Managers to complement our operations if they are able to demonstrate real commitment to running a sustainable and city-friendly operation, and ensuring the highest safety and quality standards for Bird, the community and, most importantly, our riders. During the initial engagement process, we inform candidates of the Key Performance Indicators (KPI) and Service Level Agreements (SLA) they will be required to meet in order to remain in partnership with Bird.

Organizational Structure and Staffing

Bird's operations team oversees our work in Bloomington, supported by Fleet Managers sourced from our Bloomington Fleet Manager program and on-boarded directly from the community. These local efforts will be supported by Bird's central teams, and with tools and best practices honed over millions of rides.

Team Roles	Responsibilities	Employment Type	Expected Number of Roles
Government Partnerships	Work with city partners and operations team to ensure that Bird is in compliance with city rules and regulations outlined in agreement. Establish partnerships with local community organizations and find opportunities to collaborate.	Full-Time, in house	2
Operations Leadership (General Manager, Operations Associates)	Oversee field and service location teams. Liaise with local stakeholders and broader community. 24-hour contact for City staff for all questions and concerns related to deployment, charging, rebalancing and fleet operations in the City. Operations leadership liaises internally with our Engagement Managers to ensure all City concerns are addressed and resolved swiftly.	Full-Time, in house	3
Engagement Manager	Manages all Bloomington Program Fleet Managers. 24-hour point of contact for Fleet Managers. Ensures Fleet Manager compliance with local rules and regulations. Sets KPIs and SLAs and schedules regular check-ins with Fleet Managers to track progress.	Full-time, in house	1
Bloomington Program Fleet Managers	Deploy, rebalance and collect Birds for charging and/or maintenance.	Contractor	2
Service Location Team (Drivers and Mechanics)	Maintain, clean and charge Birds at central maintenance hubs. Provide support (maintenance, IT, backend support) to Fleet Managers during service center drop-in hours.	In-House	4

Customer Service (Central Bird Team)	Collect and help remediate requests from riders or the public.	Full-time, in house	100
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Daily Operations Cycle

Bird separates the operations cycle into three main missions: 1) Deploy; 2) Rebalance and respond; and 3) Charge and maintain.

Mission	Operational Objectives
Deploy	To ensure the optimum number of e-scooters is available in a manner that avoids overcrowding

Detail: We deploy fully charged Birds to Nests, which are strategically selected to enhance mobility while keeping the right of way clear. Bird's operations platform automatically determines which Nests to populate throughout the day based on scooter concentration and temporal mobility patterns to ensure good coverage across the service area.

Our Nests are virtual and dynamic and can be easily changed and repositioned based on operational data and local feedback. Bird will work with local stakeholders to adjust or add additional Nest locations to support local businesses.

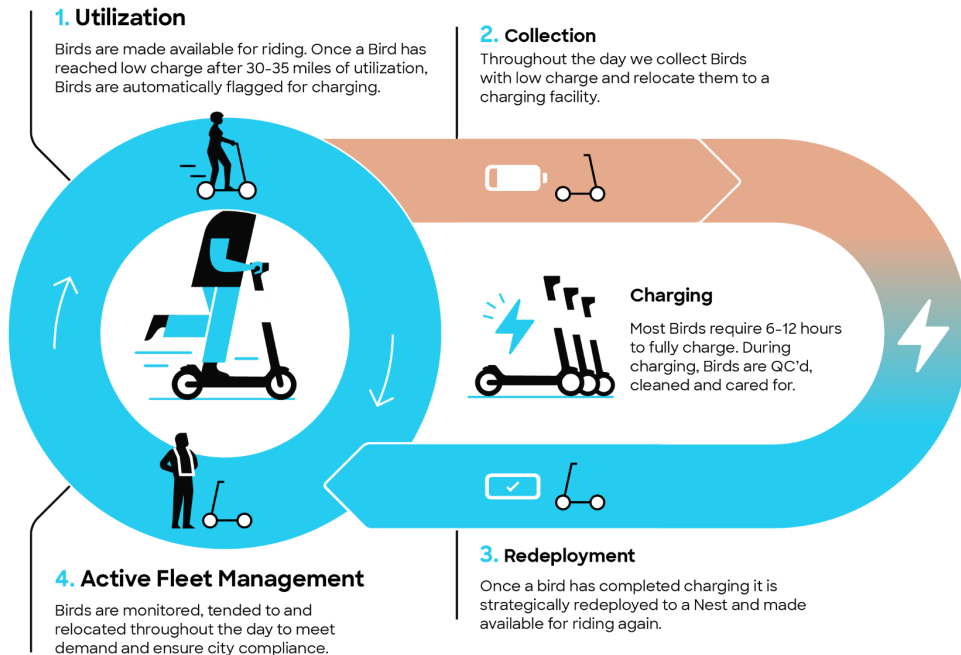
Mission	Operational Objectives
Rebalance and Respond	<ul style="list-style-type: none"> • Maintain good and safe parking • Respond proactively to concerns • Respond proactively to feedback from the public and city stakeholders

Detail: As a community partner, Bird will share a responsibility in keeping streets safe and accessible. Our on-the-ground partner continuously monitors the location, battery level and mechanical health of every Bird e-scooter where we operate. Throughout the day, we rebalance, re-park or collect Birds for charging or maintenance.

Mission	Operational Objectives
Charge and Maintain	<ul style="list-style-type: none"> • Keep in-field e-scooters charged and ready to ride • Quickly remove unusable devices from the public right-of-way

Detail: To maintain the optimal number of rideable scooters, Bird centrally monitors scooter charge levels in real time. When scooters are below a certain battery threshold, we automatically dispatch team members to collect and charge them. Bird's proprietary e-scooters have substantially longer battery life than earlier consumer models, reducing the frequency of charging and its attendant operational impacts. Our vehicles are also sanitized every time they are charged.

Daily Operations Cycle



E. Attach a GPS or GIS-based map depicting the proposed service area of your scooters. (**see Attachment B**)

F Attach color photographs depicting each type of scooter that will be deployed. Please include one or more photographs that clearly depict the notices required to be displayed on each scooter per BMC 15.58.090. (**see Attachment C**)

7. Required Public Outreach and Communications

A. Identify your company's 24-hour customer service number through which users and members of the public may contact you company:

Riders, community members and city staff can contact Bird 24/7 through multiple customer service channels:

- Website: <http://www.bird.co>
- Telephone: +1 (866) 205-2442
- Email: hello@bird.co
- Twitter: @BirdRide
- Instagram: @Bird
- Online Form: <http://www.bird.co/contact-us/>
- Community Mode: Available in App

B. Provide the URL to a link or other method of access to a Bloomington-specific page on your website as required by BMC 15.58.120(c):

The following is the Bloomington-specific webpage on Bird's website as required by BMC 15.58.120(c): URL: <https://www.bird.co/bloomington>. Bird will educate users on legal scooter parking and legal scooter use on the Bloomington specific website, within our mobile application, and as part of its mandatory, semi-annual outreach programs. Bird provides the following information on the Bloomington-specific website:

- (1) The City's local regulations governing legal shared-use motorized scooter use;
- (2) The City's local regulations governing legal shared-use motorized scooter parking;
- (3) The City's affordability and accessibility requirements; and
- (4) Best practices concerning safe and courteous shared-use motorized scooter use.

C. Provide details of the helmet distribution plan described in BMC 15.58.120(e); note that all helmets you provide must be up to code with the U.S. Consumer Product Safety Commission:

Bird will make available, at no charge and at a local location, helmets that may be procured by shared-use motorized scooter users. Helmets that are distributed as part of Bird's free helmet program are all CPSC-certified. At Bird, we put safety above growth. Bird has already worked with IU's Student Wellness Center to distribute hundreds of free helmets and will continue to do so.

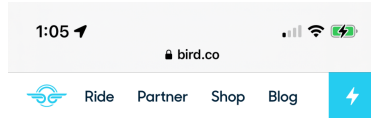
Bird is committed to safety. We are proud of the work we have done as the first shared mobility company to spearhead proactive helmet use and responsible riding campaigns. We know how important it is for riders to protect themselves while riding on busy urban streets. In the past year and a half, Bird has given away more than 100,000 free helmets across dozens of markets.

Bird has and will continue to work closely with community organizations and government agencies to create features that address responsible riding issues. Through partnerships with the City and other key community groups, Bird will lead safety initiatives to educate riders about the importance of wearing helmets while riding.

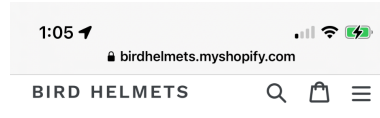


Free helmets are always available in the Bird mobile app or by going to:

<https://birdhelmets.myshopify.com>. Through the app, users simply need to click on the "Safety" section and they will be taken to a website with an "Order Helmet" button. Helmets are available in Small, Medium, and Large. Our in-app free helmet feature is key to ensuring that anyone in Bloomington who wishes to obtain a helmet can have one. Please see below of an in-app example:



*Subject to market requirements and vehicle availability or mode



Free Helmet

\$0.00

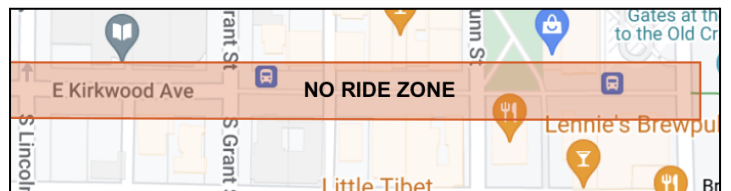
Size

ADD TO CART

Free helmets are available to active Bird riders.

D. Submit protocols for highly attended third-party events, that will seamlessly enable accessible and safe transportation via scooter and/or e-bike.

Bird will continue to work closely with event organizers on highly-attended third-party events such as the Little 500, Bloomington Pridefest, Indiana University gamedays, and other large scale events to ensure that operations run smoothly, whether it's geofencing a No Ride Zone, strategically deploying vehicles in high demand areas, or increased rebalancing in event areas. Bird will meet with event organizers ahead of these types of events to develop a strategy for event operations and make sure that everyone is aligned.

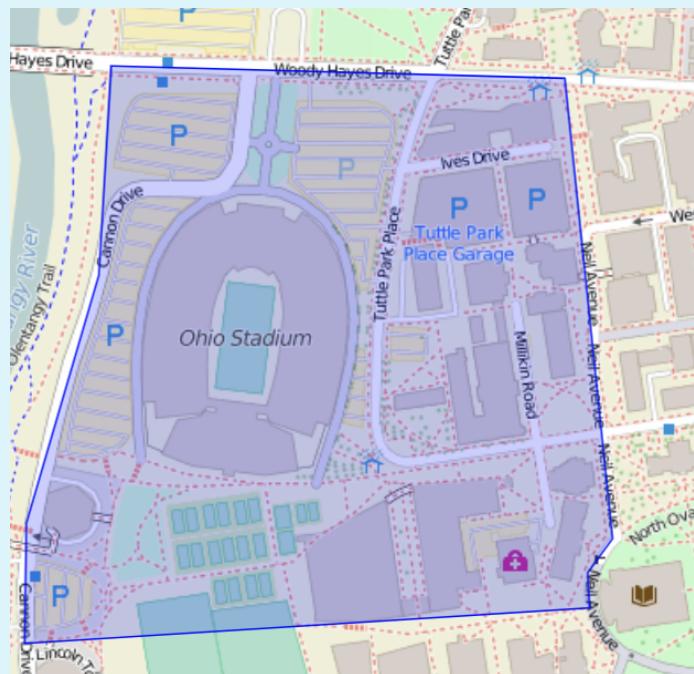


CASE STUDY: Special Event Management

We have successfully worked with The Ohio State University team to strategically implement Special Event Zones on days when a large campus event is happening. We have outlined an example of a football game day below. We have successfully operated during special events and on game days on dozens of campuses and would work with Bloomington and IU to create a playbook specific to campus prior to next school year's football season.

The image below is an example of one of The Ohio State Special Event Zones. On game days this No Parking or Riding Zone is visible on all riders map in-app. As soon as a rider enters the zone, they receive a push and email notification alerting them that they have entered a No Parking/No Riding zone. In addition to this messaging, the Bird will gradually come to a speed of 1 MPH forcing the rider to dismount from the scooter - encouraging them to walk their scooter out of the zone and either end their ride or take an alternate route. Prior to game day, all riders who have entered the Ohio State's operating zone in the prior 3 months receive an email alerting them to the special event day rules. And if a user is in the operating zone on an event day and opens their app, they see a splash screen alerting them to be aware of the gameday rules.

In addition to the "No Parking or Riding" Zone, Bird will work with Bloomington and IU to create designated parking locations around the perimeter of the zone, allowing riders to safely and successfully park their Bird out of the pedestrian right of way.



E. Attach an outline and proposed schedule for the week-long safety campaigns required by BMC 15.58.120(d). At a minimum, the outline shall include the following:

- Dates and hours of each safety campaign to be held during the term of this license;
- Proposed staffing levels for each campaign;
- A copy of, or the written/pictorial content of, all materials and informational signage to be used in the campaign;
- The planned method of dissemination for campaign information and materials.

(see appendix)

8. Insurance

Attached is our proof of insurance in the form of an insurance certificate naming the City of Bloomington as an additional insured and indicating that the company's insurance is primary. The insurance certificate shows the following minimum insurance limits:

Commercial General Liability: \$1,000,000 per occurrence, \$2,000,000 in the aggregate

Automobile Liability: \$1,000,000 combined single limit

Umbrella/Excess Liability: \$5,000,000

The Umbrella/Excess Liability policy shall apply to both the Commercial General Liability and Automobile Liability policies. All policies shall be endorsed to indicate that the City shall receive thirty days prior written notice of policy cancellation or non-renewal of coverage.

9. Indemnification

By signing and submitting this application, the undersigned, in consideration for the issuance of a license by the City of Bloomington Board of Public Works, agrees to the following:

- A. The undersigned is a duly authorized representative of the applicant shared-use motorized scooter Operator.
- B. The undersigned, in exchange for the issuance of a license by the City of Bloomington Board of Public Works, agrees to release, hold harmless and forever indemnify the City of Bloomington and any and all City employees, officers, and agents from any claim or claims which may arise out of any incident connected with or in any way related to his/her issuance of a license by the City of Bloomington or his/her operation of a business which is licensed by the City of Bloomington. This includes claims for personal injury, death, property damage, and/or any other type of harm or injury.
- C. The undersigned shall, and hereby does indemnify, defend, and hold harmless the City of Bloomington and any and all City employees, officers, and agents from and against any and all actions, costs, claims, suites, losses, expenses or damages, including but not limited to attorneys' fees and court costs, arising out of the undersigned's operation of a business which has been licensed by the City of Bloomington.
- D. The undersigned understands this release binds him/herself, the applicant shared-use motorized scooter Operator, and all heirs, executors, partners, co-owners, administrators, successors and assigns of each.
- E. The undersigned acknowledges that he/she has read this section and understands all of its terms. The undersigned consents to the terms of this release voluntarily and with full knowledge of its significance.

10. List of Legal Requirements (Chapter 15.58 of the Bloomington Municipal Code)

Bird commits to following all the legal requirements outlined in Chapter 15.58 of the Bloomington Municipal Code. And understands the failure to comply with the following requirements shall subject the company to fines and may result in revocation of the company's license to operate in the City.

- A. All scooters shall have their speed governed so that they are capable of traveling no faster than 15 miles per hour on a flat, dry surface.
- B. All scooters shall be assigned a unique identification number that is visible to users and to nearby pedestrians.
- C. All scooters must be equipped with a bell, horn, or other lawful signaling device.
- D. All scooters shall be equipped with lights and brakes in accordance with Bloomington Municipal Code § 15.58.090(f) and as required by state law.
- E. All scooters shall be capable of being remotely locked down by the Operator and shall be maintained in a reasonably clean and proper working condition.
- F. The following items must be displayed on each scooter:
 - a. The required 24-hour phone number stated in this application;
 - b. The Operator's website;
 - c. Mobile application information for the Operator;
 - d. That users are encouraged to wear helmets, are required to obey all traffic laws, are required to yield to pedestrians, and are required to follow proper parking procedures.
- G. The hours of operation will be as follows: standing scooters: 5:00 a.m. - 11:00 p.m. (April - October) and 5:00 a.m. - 8:00 p.m. (November - March; e-bikes and sit-down scooters: 24/7
- H. All Operators must educate users on safe and legal scooter parking as well as safe and legal scooter use (1) on their Bloomington-specific website, (2) within their mobile application, (3) as part of their mandatory, semi-annual outreach programs, (4) by requiring riders to take quizzes at least semi-annually on safe riding habits, parking restrictions and rules of the road, and (5) by providing information to users on how and where to obtain helmets.
- I. Operators must either geo-fence corrals and bicycle racks as the only appropriate areas to end a ride or provide financial incentives to users to end rides in these areas.
- J. All Operators shall mandate that users take a photograph of their scooter at the conclusion of each ride.
- K. All helmets provided by Operators must be up to code with the U.S. Consumer Product Safety Commission.
- L. Operators must provide a price discount of at least fifty percent (50%) to members of the public who can demonstrate participation in any local, state, or federally-administered assistance program.
- M. Once the City and Operators take measures to promote appropriate parking, Operators with vehicles outside the designated parking area may be fined in the amounts set forth in BMC 15.64.010(d).
- N. Any scooter that poses a hazard to public health and safety may be immediately removed and impounded by the City. The City may dispose of any scooter that has been impounded and stored

by the City for a period of 180 or more days. Removal, impoundment, storage and disposal of a shared-use motorized scooter shall be a Class E Traffic Violation, and shall subject the Operator to penalties set forth in BMC 15.64.010(e).

- O. Operators shall provide the City with Application Programming Interface (API) access to real-time information on their entire Bloomington fleet that comports with the General Bikeshare Feed Specification (GBFS) and Mobility Data Specification (MDS) standards, or any broadly adopted similar standards that are developed subsequently.

11. License Fees and Deployment Allowances

- A. The Operator shall submit a payment of \$10,000 in the form of a check along with this application. The check shall be deposited upon approval of this application by the Board of Public Works.
- B. In addition, the Operator shall be responsible for paying a fee per ride taken on any scooter the Operator has deployed in the City. The City shall invoice the Operator for the total per-ride fee owed on a quarterly basis. The Operator shall remit payment to the City within thirty (30) days of receipt of said invoice.

The amount of the fee shall be fifteen cents (\$0.15) per ride taken. If the Operator's fleet consists of 50% or more of sit-down vehicles, the City will reduce the Operator's fees from 15 cents per ride to 10 cents per ride for the entire fleet.

- C. Fleets are capped at a maximum of 400 vehicles per Operator. The Board of Public Works, through its designee, the Department of Economic and Sustainable Development, reserves the right, at its discretion, to lower the number of deployed scooters allowed under this license if the average usage per device falls below 2.0 in any given calendar month. If the City determines that the threshold has not been met in any month, it will give the Operator notice and opportunity to make internal adjustments to fleet deployment. If the average ride figures remain below the threshold for the first two weeks of the subsequent month, the City may order a reduction in the number of standing scooters allowed under this license. If the weekly average of trips per day per vehicle surpasses 2.0, the Operator may petition the Board of Public Works to increase its fleet size. The Operator must submit monthly reports specifying the number of deployed devices and the average usage per device.

At least 25% of the Operator's fleet must consist of e-bikes or sit-down scooters. The Operator will submit monthly reports specifying the distribution of each vehicle type.

In the event that repeated parking violations result in an excessive number of impoundments of the Operator's scooters by the City in any calendar month, the City may order a reduction in the number of standing scooters allowed under this license. The determination of what constitutes an excessive number of impoundments is made at the sole discretion of the City.

The Operator may petition the City for a review of the number of allowed scooters after 30 days have elapsed from the date of an order of reduction.

12. Summary of Required Attachments

- A. A GPS or GIS-based map depicting the proposed service area of your scooters.

B. Color photographs depicting each type of scooter that will be deployed. Please include one or more photographs that clearly depict the notices required to be displayed on each scooter per BMC 15.58.090.

C. An outline and proposed schedule for the week-long safety campaigns required by BMC 15.58.120(d). At a minimum, the outline shall include the following:

- Dates and hours of each safety campaign to be held during the term of this license;
- Proposed staffing levels for each campaign;
- A copy of, or the written/pictorial content of, all materials and informational signage to be used in the campaign;
- The planned method of dissemination for campaign information and materials.

D. An insurance certificate that is compliant with Section 8 of this Application.

E. A check made out to the City of Bloomington in the amount of ten thousand dollars (\$10,000).

By signing below, the undersigned certifies that he/she is authorized to execute this application on behalf of the shared-use motorized scooter Operator herein identified, that the information contained herein is true and accurate, and that he/she intends to be bound by the terms and conditions of this application.

Austin Marshburn

Sr. Director, Government Partnerships

Printed Name

Title

Austin Marshburn

07 / 26 / 2023

Signature

Date

Bird Rides, Inc.

Name of Company

ATTACHMENT A - SPECIAL EVENT AGREEMENT

The undersigned, in consideration for the issuance of a license by the City of Bloomington Board of Public Works, agrees to the following:

The City of Bloomington may, at its sole discretion, designate special event areas in which scooters are temporarily prohibited from being located or operated. The City shall provide the Operator three days' notice of such designation, including a description of the area and the dates/times of the prohibition.

The undersigned shall comply with all such designations. Failure to comply will constitute a violation of BMC 15.58 and shall be subject to penalties as outlined in BMC 15.58.040(g).

By his/her signature below, the undersigned agrees to the provisions of this Agreement.

Austin Marshburn

Sr. Director, Government Partnerships

Printed Name

Title

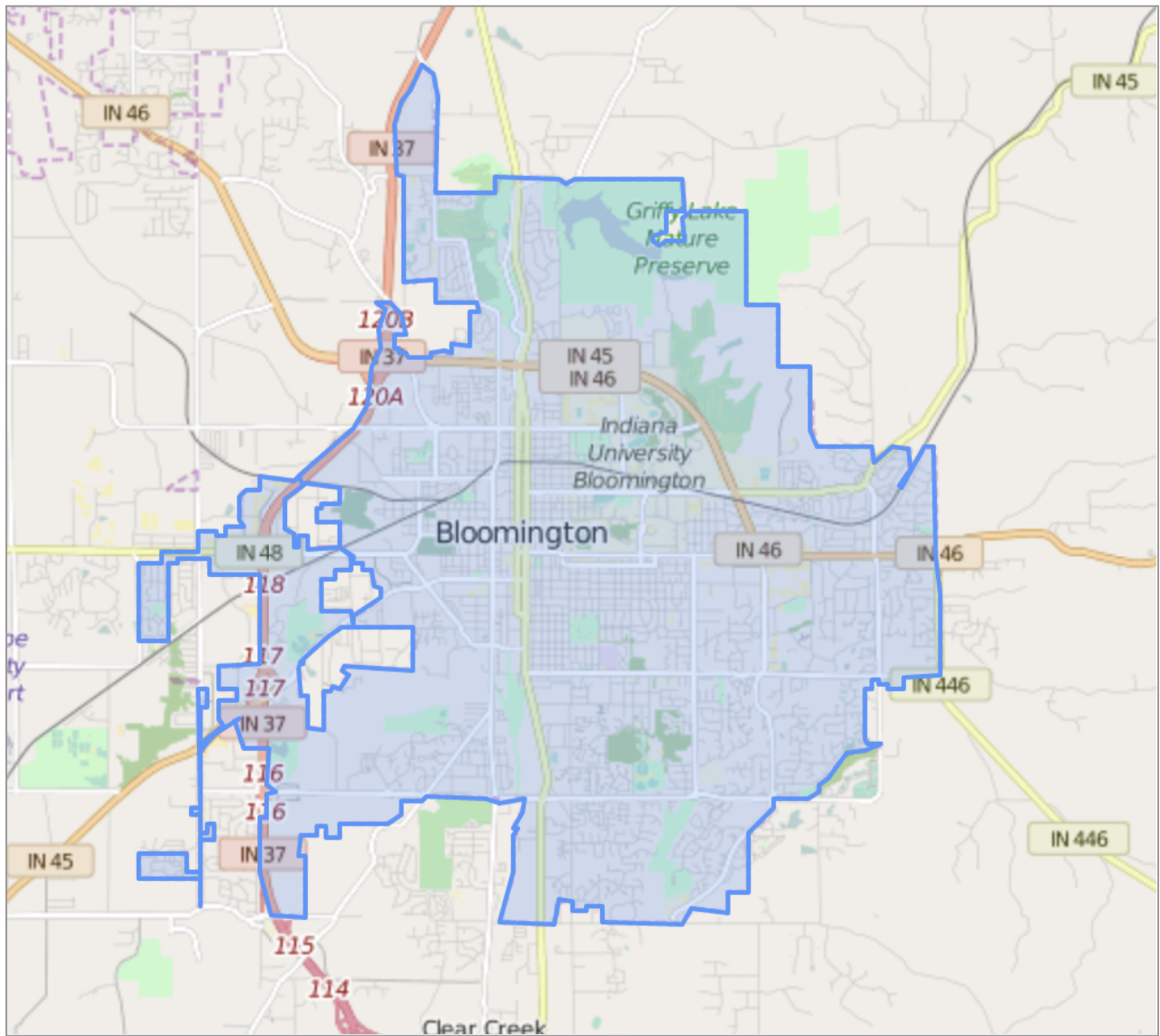
Austin Marshburn

07 / 26 / 2023

Signature

Date

ATTACHMENT B - Service Area Map



ATTACHMENT C - Vehicle Specifications

BirdThree

Speedometer
Speed Governor
Capable of throttling speeds to specific speed limits in various geographical areas.

On-Board GPS Technology

Enhanced Lighting
Built-in front white automatic lights, visible from a distance of 500 feet away.

B Unrivaled Durability

Dimensions
47.7" x 19.3" x 46.8"

Weight
52.9 lbs

10" x 2.5" Pneumatic, Puncture-Resistant, Self-Sealing Tires
Tires feature puncture-proof tech, higher traction, and decreased vibration.

A Most Sustainable Battery

Dual, Center Kickstand
Anti-tip kickstand keeps Bird Three upright on any surface thanks to its multiple points of contact with the ground.

Bell

Tactile Contact Decal

C Industry-Leading Braking

D Smart Acceleration Technology

E Proprietary Bird Operating System

F Real-Time Diagnostics

G Intuitive Handling

H Exceptional Visibility

Skid Detection
Only vehicle with skid detection technology to prevent improper riding behavior.

Large Brake Lights
Built-in rear red automatic lights, visible from a distance of 500 feet away.

Performance
A rear motor gives Bird Three faster acceleration and more control in critical situations.

Tactile Unique ID

Safety Decal

Tactile Contact Decal
16 Point Font
BIRD RIDES INC.
1-866-205-2440
HELLO@BIRD.CO
BIRD.CO

SAFETY DECAL
18+ years old - One rider per vehicle
Wear a helmet - Follow traffic laws
No riding on sidewalks
1-866-205-2440
HELLO@BIRD.CO

Tactile Unique ID
48 Point Font
KH8J4

BirdBike

City Safe & Street Smart:
Designed uniquely for ride share, the Bird Bike is a Class 1 Pedal Assist E-Bike that's IOT connected and built to comply with local rules and regulations.

Dual Hand Brakes
Durable and safe drum brakes

Integrated Cable Lock

Convenient Storage Basket

Extra Bright Headlight

IoT Connectivity
Remote motor deactivation, power and speed limitations

Robust Vehicle Diagnostic System
to ensure safe riding

Industry Leading Security (GSM and BLE 4.1)
Lock/unlock; haptic and alarm sounds

Large, Easy-to-Read Display

Bird Vehicle Location Services (VLS)
Multi-mode geolocation (GPS, GLONASS, BDS)

Swappable Battery
Approx 37 miles (60 km) per charge, IP67 rating

Extra Bright Tail Light

250W Motor
15.5 mph (25 km/h) top speed

High Performance Materials
Aerospace grade aluminum alloy

26-Inch Semi-Pneumatic Tires

Security & Tip Detection
Unlicensed movement and tip-over detection

ATTACHMENT D - Safety Campaign Proposal

Bird has conducted both virtual and in-person safety-focused events with the City of Bloomington and Indiana University. Targeting both residents of highly trafficked areas as well as new and returning students, these events provide education on all local regulations governing shared-use motorized scooter use and parking, best practices regarding safe and courteous riding, as well as information on Bloomington's affordability and accessibility requirements. Additionally, event attendees are able to obtain free helmets and ride credits. In fact, at our most recent event in April 2023 at the Earth Day event, we gave away over 100 helmets. All Bird safety events adhere to local COVID-19 guidelines. In past years, Bird also collaborated with IU's Student Wellness Center to host a "Scooter Safety Week." Focusing on the idea of peer-to-peer education regarding safe scooter use practices, students produced a safety video with Bird's help and highlighted a different safety tip each day of the safety week.

Proposed schedule

We recommend conducting two week-long safety campaigns in Fall 2023 and Spring 2024. Bird will educate users on legal scooter parking and legal scooter use as part of its mandatory, semi-annual outreach programs. Among other topics, the campaign will cover:

- The City's local regulations governing legal shared-use motorized scooter use;
- The City's local regulations governing legal shared-use motorized scooter parking;
- The City's affordability and accessibility requirements; and
- Best practices concerning safe and courteous shared-use motorized scooter use.

A. Dates and hours of each safety campaign held during the term of this license; B. Staffing levels for each campaign;

Dates: August 14-18, 2023 & April 15-19, 2024 **Time:** 10am - 4pm **Staffing levels:** 1-2 Bird representatives

C. A copy of, or the written/pictorial content of, all materials and informational signage used in the campaign;

While this content may change over the coming months, currently we plan to use "S.H.A.R.E." educational content for the campaign. Bird will make responsible riding simple and achievable by providing attendees with five essential S.H.A.R.E. tips:

- Safe riding. Navigate traffic and bike lanes with care.
- Heightened awareness. Anticipate what others might do.
- Always alert. Save the selfies and music for after the ride.
- Respect for pedestrians. Yield and keep walkways accessible.
- Every voice matters. Get involved to help your city reshape its streets.

This public campaign will provide attendees and passersby an immersive and interactive educational experience. In partnership with local organizations, businesses, and health and safety experts, Bird will showcase the fundamentals of safe road use for non-car users. This includes:

- Micro-mobility vehicle basics
- Helmet fittings
- Tutorials of local rules of the road

- Parking best practices

The education content presented will cover among others the following topics:

- Bloomington’s local regulations governing legal share-use motorized scooter use;
- Bloomington’s local regulations governing legal share-use motorized scooter parking;
- Bloomington’s affordability and accessibility requirements; and
- Best practices concerning safe and courteous shared-use motorized scooter use including:
 - Only one rider at a time
 - You must wear a helmet while riding
 - You must be 18 or older, with a valid driver’s license
 - Ride in bike lanes
 - Safety check
 - Park responsibly
 - Follow all local traffic laws including stop signs

Bird’s E-Scooter Safety Guide

RESPONSIBLE RIDING HOW-TOS:

- ✓ You must be 18 or older to ride.
- ✓ Only one rider per Bird.
- ✓ Ensure you stick to riding in bike lanes or in the road; do not ride on the sidewalk.
- ✓ Bird e-scooters are calibrated to go no faster than 15mph to maintain a safe speed. Always start slow and at a speed that you feel comfortable with.



Keep both hands on the bars. Ensure you place both feet on the footboard at all times whilst riding.



Wear a helmet.



- ✓ If something isn't right, tell us through the Bird app.
- ✓ Park responsibly and at bike racks where possible. Do not block doorways, ramps, sidewalks or rights of way.




D. The method of dissemination for campaign information and materials

For both of these campaigns, we will look to partner with both the City of Bloomington and Indiana University in order to reach as broad of an audience as possible. We look forward to discussing the best ways to disseminate this information, including potential social media posts, email blasts, and flyers. We will also push out this information through the Bird app and explore targeted social media posts through the Bird twitter account.

ATTACHMENT F - Bloomington Certificate of Insurance

See below.

Staff Report

TO: Board of Public Works

FROM: Hank Duncan, Bicycle and Pedestrian Coordinator

Date: August 10, 2023

RE: Shared micro-mobility operator 2023-2024 license renewal

Goals

- Improved Pedestrian and Rider Safety
- Increased Pedestrian Accessibility

Process

- Collaboration among multiple City departments, Indiana University, and micro-mobility operators.
 - These stakeholders were involved in numerous meetings from Fall, 2022 through Summer, 2023
- City staff completed research on shared-use vehicle best practices.
- City staff used stakeholder input and research to establish comprehensive city-wide regulations for shared micro-mobility.
- Common Council reviewed these regulations on March 28, 2023.
- Board of Public Works passed Resolution 2023-20 – Shared Micro-Mobility Directives on April 11, 2023.
- Cohesive efforts within the Department of Public Works, Economic and Sustainable Development, and Planning and Transportation to implement regulations following resolution approval.
- Operators submitted license renewal applications before the mid-July deadline and have worked with the City to adhere to the newly established regulations.

Regulations

- Require semi-annual quizzes for riders on safe riding habits and rules of the road.
- Adjust hours of operation for shared-use motorized vehicles.
 - Stand-up scooters: 5:00am – 11:00pm (April-October) and 5:00am-8:00pm (November-March)
 - E-bikes and sit-down scooters: 24/7
- Mandate for at least 25% of an operator's fleet to consist of e-bikes or sit-down scooters.
- Reduction in fees for operators with fleets consisting of more than 50% sit-down vehicles.
- Requirement for helmets provided by operators to comply with U.S. Consumer Product Safety Commission standards.
- Implementation of on-street corrals alongside existing bicycle racks for shared-use scooter parking.
- Geo-fencing requirements for designated parking areas.
- Fleet cap of 400 vehicles per operator with potential for expansion based on usage.
- Potential fines for operators with vehicles parked outside designated areas.
- Mandate for operators to submit protocols for transportation during highly attended events.

Staff Recommendation

Staff recommends the approval of licenses for the following operators for the period August 15, 2023 to July 31, 2024: Bird, Lime, and Veo.

**CITY OF BLOOMINGTON
BOARD OF PUBLIC WORKS
RESOLUTION 2023-20**

SHARED MICRO-MOBILITY DIRECTIVES

WHEREAS, the Board of Public Works (“Board”) supervises the City of Bloomington’s (“City”)’s streets, alleys, sidewalks, and rights-of-way; and

WHEREAS, residents have benefitted from e-scooters as a mode of transportation because of lower transportation costs, quicker commutes and environmental benefits; and

WHEREAS, some challenges have emerged associated with scooter use; and

WHEREAS, the challenges pertain to rider and pedestrian safety, and parking and pedestrian accessibility.

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE BOARD OF PUBLIC WORKS THAT:

1. Shared-use motorized scooter operators (“Operators”) are required to have riders take no less frequent than semi-annual quizzes on safe riding habits and the rules of the road.
2. The hours of operation for shared-use motorized scooters are adjusted to approximate a “dawn to dusk” availability as follows: stand-up scooters: 5:00 a.m.-11:00 p.m. (April – October) and 5:00 a.m. – 8:00 p.m. (November – March); e-bikes and sit-down scooters: 24/7
3. At least 25% of an Operator’s fleet must consist of e-bikes or sit-down scooters. If an Operator’s fleet consists of 50% or more of sit-down vehicles, the City will reduce the Operator’s fees from 15 cents per ride to 10 cents per ride for the entire fleet. Operators will submit monthly reports specifying the distribution of each vehicle type.
4. All helmets provided by the Operators must be to code with the U.S. Consumer Product Safety Commission.
5. Existing bicycle racks will be supplemented by on-street corrals to accommodate parking of scooters.
6. Operators are to geo-fence corrals and bicycle racks as the only appropriate areas to end a ride or provide financial incentives to users who end rides in these areas.

7. Fleets are capped at a maximum of 400 vehicles per Operator. If the weekly average of trips per day per vehicle surpasses 2.0, an Operator may petition the Board of Public Works to increase its fleet size. Operators will submit monthly reports specifying the number of deployed devices.

8. Once the City and Operators take measures to promote appropriate parking, Operators with vehicles outside the designated parking area may be fined.

9. Operators are to submit protocols for highly attended events to seamlessly provide accessible and safe transportation.

ADOPTED THIS 11th DAY OF APRIL, 2023
BOARD OF PUBLIC WORKS

Kyla Cox Deckard, President

Jennifer Lloyd, Vice President

Elizabeth Karon, Secretary

07.14.2023 BLOOMINGTON



**Shared-Use Motorized Scooter
Operator License Application**



Shared-Use Motorized Scooter Operator License Application

**City of Bloomington Board of Public Works
Economic & Sustainable Development Department
401 N. Morton St., Suite 150
Bloomington, IN 47404
(812) 349-3418**

1. Application and License Information

This is an application for a Shared-Use Motorized Scooter Operator business license per Chapter 15.58 (Motorized Scooters and Shared-Use Motorized Scooters) of the Bloomington Municipal Code. It is unlawful to operate as a shared-used motorized scooter operator without first obtaining a license from the Board of Public Works. Any person who intends to operate a shared-use motorized scooter company, renew an existing shared-use motorized scooter company license, or expand its existing service in the city must file this form with the City. This license is good for one year from the date it is issued, subject to the provisions of BMC 15.58.150.

Return this completed application to esd@bloomington.in.gov or to the City Hall, 401 N. Morton Street Suite 150, Bloomington, IN 47404. Direct any question regarding this application to Economic & Sustainable Development at (812) 349-3418.

2. Applicant Information

Name of Company	Neutron Holdings, Inc. dba Lime
Address of Company	85 2nd Street
City, State, Zip	San Francisco, CA 94105
Phone Number	1-888-LIME-345
Website	li.me
Email	support@li.me
Social Media Website	Facebook/Twitter: @limebike

3. Company Information (complete duplicate fields only if different from above)

N/A



Company is a(n): LLC Corporation Partnership Sole Proprietor Other

4. Company Incorporation Information (For Corporations and LLCs Only)

Date of Incorporation or Organization: **January 3, 2017**

State of Incorporation or Organization: **Delaware**

(If not Indiana) Date qualified to transact

business in the State of Indiana: **June 15, 2017**

Employer Identification Number **4870517**

5. Prior licenses

Have you had a similar license, either from the City of Bloomington or a different municipality, revoked?

Yes No

If Yes, provide details:

N/A



6. Descriptions, Pricing, and Service

A. Please provide the following information with regard to every type of scooter you may deploy within the City of Bloomington.

Lime Vehicle Specifications



CONFIDENTIAL, PROPRIETARY, AND TRADE SECRET INFORMATION

Specification	Gen 3	Gen 3.2
Photo		
Dimensions	<ul style="list-style-type: none"> • 1163mm length • 1207mm height 	<ul style="list-style-type: none"> • 1165mm length • 1207mm height
Weight	23.5kg	24.4kg
Brakes	<ul style="list-style-type: none"> • Dynamic brake on rear wheel • Drum brake on front wheel • “Step” foot brake on rear wheel/fender • Bicycle-style brake lever on handle bars 	<ul style="list-style-type: none"> • Dynamic brake on rear wheel • Drum brake on front wheel
Maximum Load	100kg	100kg
Lights	<ul style="list-style-type: none"> • Front white LED, visible up to 500 ft • Red rear LED, visible up to 600 ft 	<ul style="list-style-type: none"> • Front white LED, visible up to 500 ft • Red rear LED, visible up to 600 ft
Bell	Mounted on handle bar next to brake lever. Activated by thumb lever	Mounted on handle bar next to brake lever. Activated by thumb lever
Power Source	15.9 Ah - 36 V internal battery	15.9 Ah - 36 V internal battery
Maximum Assisted Speed	15 mph, electronically limited	15 mph, electronically limited
Certifications	UL 2272 - Standard for Electrical Systems for Personal E-Mobility Devices	UL 2272 - Standard for Electrical Systems for Personal E-Mobility Devices



GEN4 SEATED E-SCOOTER

The safest, smoothest, most sustainable Lime scooter yet, with a 5+ year lifespan, 40% recycled content, and 96% recyclable



- | | |
|---|--|
| 1 Large foam seat to make longer trips more comfortable | 7 Lime Vision+ to detect parking, sidewalks, and pedestrians |
| 2 Rear storage for belongings with 15 liter capacity | 8 Swappable battery with extra range to reduce operational VMTs and time offline charging |
| 3 Strong aluminum frame to improve vehicle longevity with IP68-equivalency | 9 Dual bicycle-style handbrake for intuitive and secure braking control |
| 4 Enhanced mountain-bike inspired suspension for a smooth ride | 10 Lower center of gravity for a more stable and comfortable ride |
| 5 Larger wheels and pneumatic tires to tackle the toughest road conditions | 11 Double kickstand for increased vehicle stability while parked |
| 6 Tap-and-ride wireless connectivity and LED screen with battery level and zones | 12 Swept handlebars for maximum stability and comfort |

Dimensions: 52" L x 23" W x 45" H (132 cm L x 59 cm W x 115 cm H) **Curb weight:** 60 lbs (27 kg)



LIME E-BIKE

Robust electric pedal assist bike for everyday travel.



- 1 Adjustable Seat to find the Height Needed for a Comfortable Ride
- 2 Front and Rear Fenders for Protection from Road Debris and Grime
- 3 Unique ID, Customer Service Info, and Braille Identifier
- 4 Dual Braking System with Reliable Front Disc Brake and Rear Drum Brake
- 5 Kickstand Engineered for Optimal Stability when Not Riding
- 6 Cargo Basket to Conveniently Store Bags and Belongings
- 7 Lights and Reflectors including LED headlight, rear LED light, and Reflector Visible from 200m
- 8 All Weather, 66 cm Tires to Tackle the Toughest Road Conditions
- 9 Swappable, Lithium-Ion Battery with 40-km Range

Dimensions: 71" L x 25" W x 44" H (180 cm L x 63 cm W x 112 cm H)
Curb weight: 73 lbs (33 kg)

B. Indicate a schedule of rates and charges you will charge to users (if necessary, attach additional documents):

Rate Schedule

Our current rental rates for Bloomington are as follows:

Standard Rate (Scooters): \$3.50 for the first 7 minutes then \$0.39/min

Standard Rate (E-Bikes): \$3.50 for the first 7 minutes then \$0.30/min

Lime Access: (our low-income program) \$.50 to unlock + \$0.15/min

Lime Day Pass: \$13.99 for unlimited rides for 24 hours

Lime Prime: \$5.99/month waives the unlock fee for all rides for the month



C. Describe the safety inspection program you will use to ensure the safety of all deployed scooters (if necessary, attach additional documents):

Safety

Lime completes both proactive and reactive maintenance on our vehicles. Regular and routine maintenance of our fleet allows our Operations Team to provide the most reliable and safe local service to community members. Our process starts with a full inspection at the warehouse by a Lime trained and certified mechanic.

The following are all inspection triggers:

- **Preventative Maintenance:** In order to ensure the maximum safety of our riders, vehicles are inspected on a regular rotation. If a vehicle has not had an inspection in seven days, it is flagged for immediate retrieval to the warehouse for service.
- **Rebalancing:** Our Operations Team inspects each vehicle that is being rebalanced from one location to another.
- **Deployment:** Vehicles collected by our team are inspected and any maintenance is performed before morning deployment.
- **Customer Service Reports:** Any issue reported to our Customer Service line by riders or Juicers is flagged for retrieval and inspection.
- **In-app Rider Reports:** Vehicles that are poorly rated for three rides in a row or vehicles marked in the app as damaged are immediately flagged for retrieval and repair.
- **Self-Diagnostics:** Once deployed, our e-scooters are self-diagnosing, running health checks over 1,000 times per second and automatically notifying us upon certain events that can signal faulty, damaged, or vandalized vehicles. Vehicles are immediately deactivated and serviced upon any diagnostic flags, or if it receives two consecutive low in-app ratings. Our e-scooters can identify more than 100 issues, each with a specific error code that Operations Team members are trained to recognize.
- We are also notified for issues like idling for more than 24 hours, losing GPS signal, low battery (less than 15%), and successive failed unlocks.
- **Maintenance Mode:** Any vehicle flagged for inspection or repair is automatically placed in “maintenance mode.” The local Operations Team is notified and the e-scooter cannot be rented until it has been inspected. We will retrieve the vehicle within two hours.

All e-scooters that are brought back to the warehouse go through a three-step maintenance protocol:

1. Entry diagnosis
2. Repair and reconditioning of used spare parts
3. Quality Control/Redeployment

Upon retrieval, the Operations Specialists transport the vehicle back to the warehouse. They unload the vehicles and place them in the “triage zone” for our mechanics to address.

Step 1: After they are retrieved, vehicles are unloaded from our vans and placed in the “triage zone”. Our Mechanic Shift Lead does a full inspection of the vehicle prior to placing the vehicle in the “repair queue” using the diagnostic functions in the operations app. Vehicle inspections include a full evaluation: screws, brakes, handlebars, grips, battery damage or wear, lights, cleanliness, test ride, and more. The inspection is done in accordance with our Standard Operating Procedures (SOP) in the operations app.

Step 2: Each mechanic takes one vehicle at a time starting from the repair queue with the vehicle that has



been in the queue the longest, also known as FIFO Method (first in, first out). By utilizing the FIFO method we are able to ensure that every vehicle is handled in a timely manner and no vehicle is overlooked. Once they move the vehicle back to their mechanic station they will complete another diagnostic on the vehicle.

Step 3: After diagnostics, our mechanics will proceed to repair the vehicle. Every mechanic station is equipped with the necessary tools and parts to complete every kind of repair on a vehicle. In addition, the Shift Lead audits the repairs and provides guidance to our mechanics if any is needed.

Step 4: After the vehicle has been repaired, the Shift Lead will do a mandatory additional quality control check to ensure that the repairs have been done correctly and that the vehicle meets our quality and safety standards before being moved to a charging station.

Field Attention: Throughout the day, our Operations Team monitors our fleet in real-time. Vehicles are proactively repositioned for tidiness and rebalancing to address any improperly parked vehicles and comply with the City's distribution and rebalancing requirements. In the evening, e-scooters are retrieved by our Operations Team and Juicers for charging and repair/maintenance if needed, preventing low-battery or broken vehicles from cluttering the streets.

Cleaning & Sanitation:

We have enhanced our cleaning methods in accordance with regional guidelines, frequently disinfecting our vehicles, including before redeployment, when rebalancing a scooter, and whenever they return to the warehouse. Our vehicles and infrastructure are cleaned and sanitized upon each inspection to ensure good condition.

D. Describe your local staffing and operational plan, including information regarding local staffing and any contractor you will utilize to perform services related to your scooters (if necessary, attach additional documents):

Lime Bloomington

Lime Bloomington will be managed by Jake Brashear, Operations Coordinator, and Gaziz Koshkimbayev, Senior Operations Manager. The continuity of leadership will enable Lime to provide the highest level of service to the City. Our Bloomington Operations Team has two operations specialists and two mechanics. All team members will be W-2 employees. Wages for our team members in Bloomington are typically \$18-21/hour with performance-based raises, overtime, and cost of living increases. In addition, all workers have access to health insurance.

Operations Coordinator: The Operations Coordinator, Jake Brashear, oversees the Operations Team and the Lime warehouse. He is responsible for hiring the local team, and ensuring that the team adheres to the City's regulations regarding device requirements, deployment, and parking conditions. He also supports our community outreach and engagement efforts, and serves as a primary local point of contact that the City can contact in case of any emergency or urgent issue.

Operations Specialists: Operations Specialists are responsible for being in the field managing our fleet. They are available to address fleet issues within two hours. Their primary responsibilities include: patrolling to make sure the vehicles are properly parked; rebalancing the vehicles; addressing any complaints; ensuring vehicles are charged; and retrieving vehicles that require maintenance.

Mechanics: Mechanics are responsible for conducting all maintenance, repairs and cleaning of scooters. Mechanics ensure that all vehicles deployed are in good working order and are safe for our riders. All



mechanics receive hands-on training and are provided with safety equipment and tools in order for them to effectively carry out their role. All mechanics must pass the Lime Mechanic Proficiency test after training before completing their onboarding process.

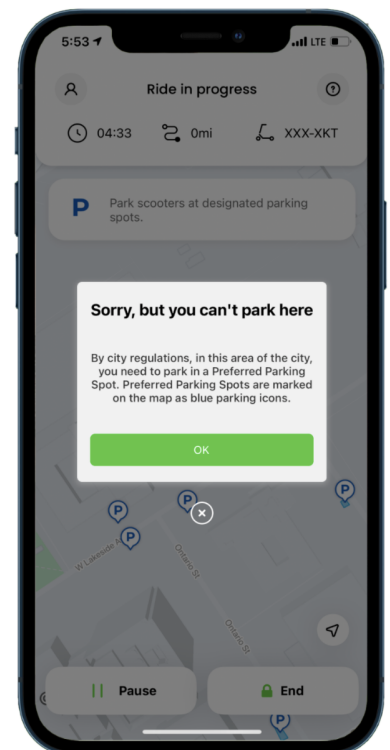
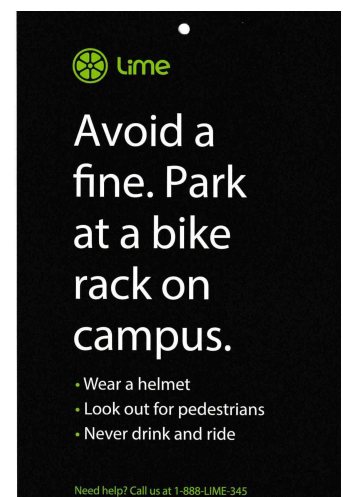
Juicers: In addition to our full-time locally-hired staff, our operational efforts will also be supported by Lime “Juicers.” As 1099 independent contractors, Juicers are members of the community who pick up scooters when the battery is low, recharge the scooters, and then deploy them. Being a Juicer allows local residents to make money in their spare time.

Operational Plan: Lime will provide an initial deployment of 400 vehicles (300 scooters and 100 seated devices). As winter approaches, Lime Bloomington is prepared to pause operations until weather meets safe riding conditions and resume operation in early 2024.

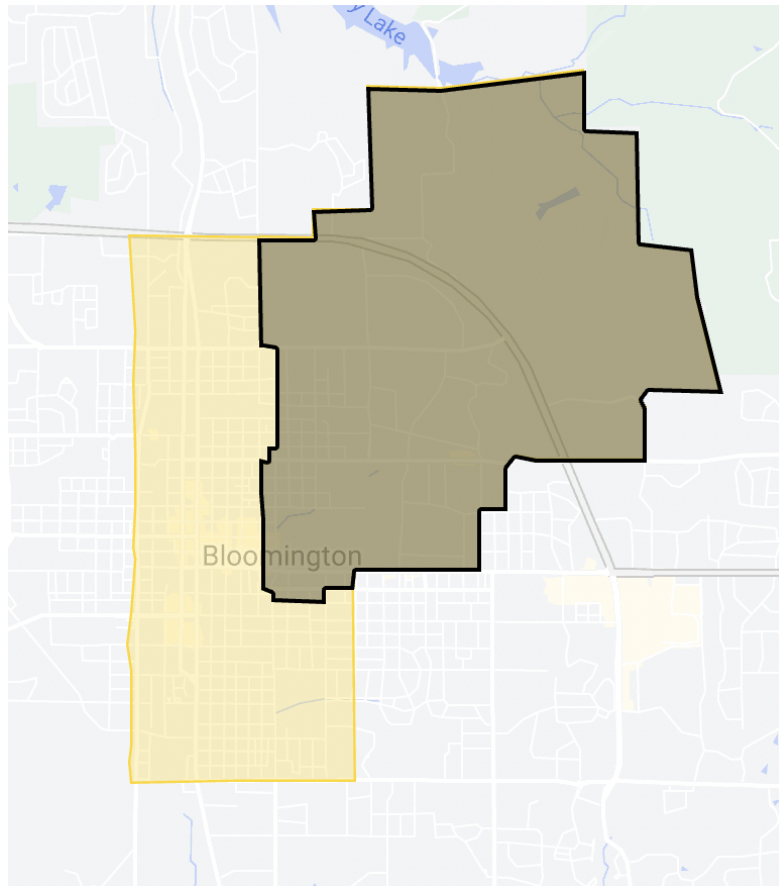
Based on our experience and data from this past year, we plan to deploy our vehicles to zones that match customer demand. Scooter deployments happen each morning between 5 a.m. and 8 a.m., as our Operations Specialists and Juicers deploy freshly charged vehicles to predetermined “hotspots”--areas of high demand--throughout the Deployment Zone. Hotspots have a small geographic digital radius similar to the size of a parking spot. Throughout the day, we deploy Operations Specialists and Juicers to reposition mis-parked vehicles, “rebalance” vehicles to maximize utilization and comply with regulatory requirements, and retrieve any vehicles in need of charging, repair, or vehicles that have migrated outside the Service Area.

Our proprietary Hotspot Optimizer is a predictive algorithm that accounts for historical demand for each hour of each day. We use this data to identify where to place vehicles to best meet local needs, and the number of vehicles to deploy at each location.

Lime will continue to work with Indiana University on parking solutions on campus. We will not deploy scooters on campus and parking is only allowed at bike racks on campus. To meet this objective we have implemented Mandatory Parking Zone Technology where riders are required to end their trips at designated parking locations (bike racks). If a rider attempts to complete their trip outside the designated parking locations, a pop-up message will appear, informing them that of the parking requirements and prompting them to move the vehicle to a designated parking location. Additionally, we have placed hang tags on every scooter deployed in Bloomington, notifying riders of appropriate parking regulations.



Lime is committed to orderly parking and a safe experience. In response to concerns about improper parking, Lime has expanded its Mandatory Parking Technology. Lime had an existing Mandatory Parking Zone on Indiana University's campus. In October, we expanded this zone to include downtown Bloomington. Within this area, riders are required to end their trips at geofenced parking spots (there is a small buffer to allow for GPS drift). The mandatory parking zone is shown on the map below. The existing Mandatory Parking Zone is shown in gray and the new, expanded zone is shown in yellow. Lime is taking a Phased approach and plans to expand the MPZ technology to cover the entire city in 2024.



Existing Mandatory Parking Zone (outlined in **black**) and proposed MPZ expansion area (**yellow**)

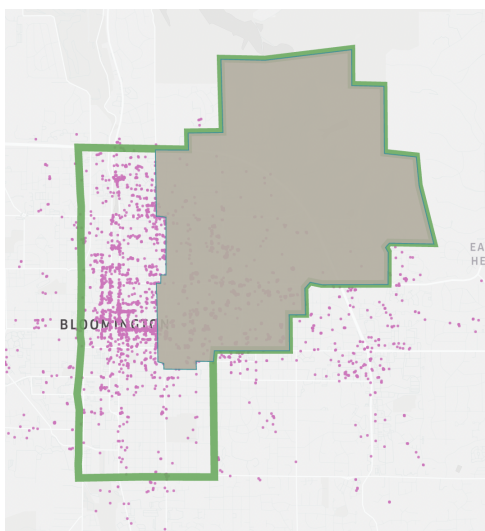
Demonstrated Improvements



Bloomington's new downtown mandatory parking zone and mandatory parking pins have already demonstrated effectiveness in driving parking compliance and improving rider behavior. **The map below (left) shows completed trips in Bloomington during the weeks prior to the implementation of new mandatory parking pins and the downtown mandatory parking zone. Completed trips (pink dots) are spread out across the area, and vehicles are parked in isolated locations and not clustered together.**

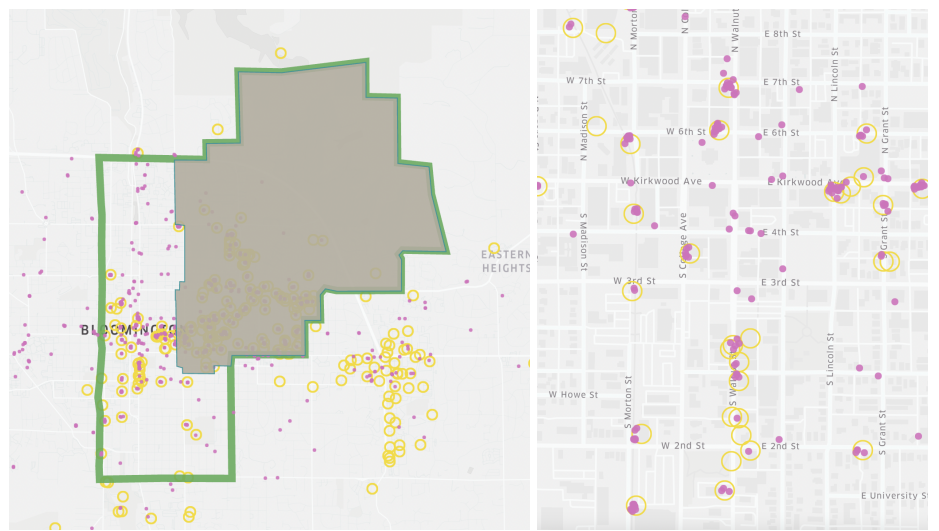
After the implementation of the mandatory parking zone and mandatory parking pins within this zone, **completed trips are now clustered within mandatory parking pins and vehicles are not placed in isolated or inconvenient locations. In the images below, pink dots are completed trips, and the yellow circles are mandatory parking pins.**

Pre-Implementation



Completed trips (pink dots) are spread out across the area, and vehicles are parked in isolated locations and not clustered together.

Post-Implementation

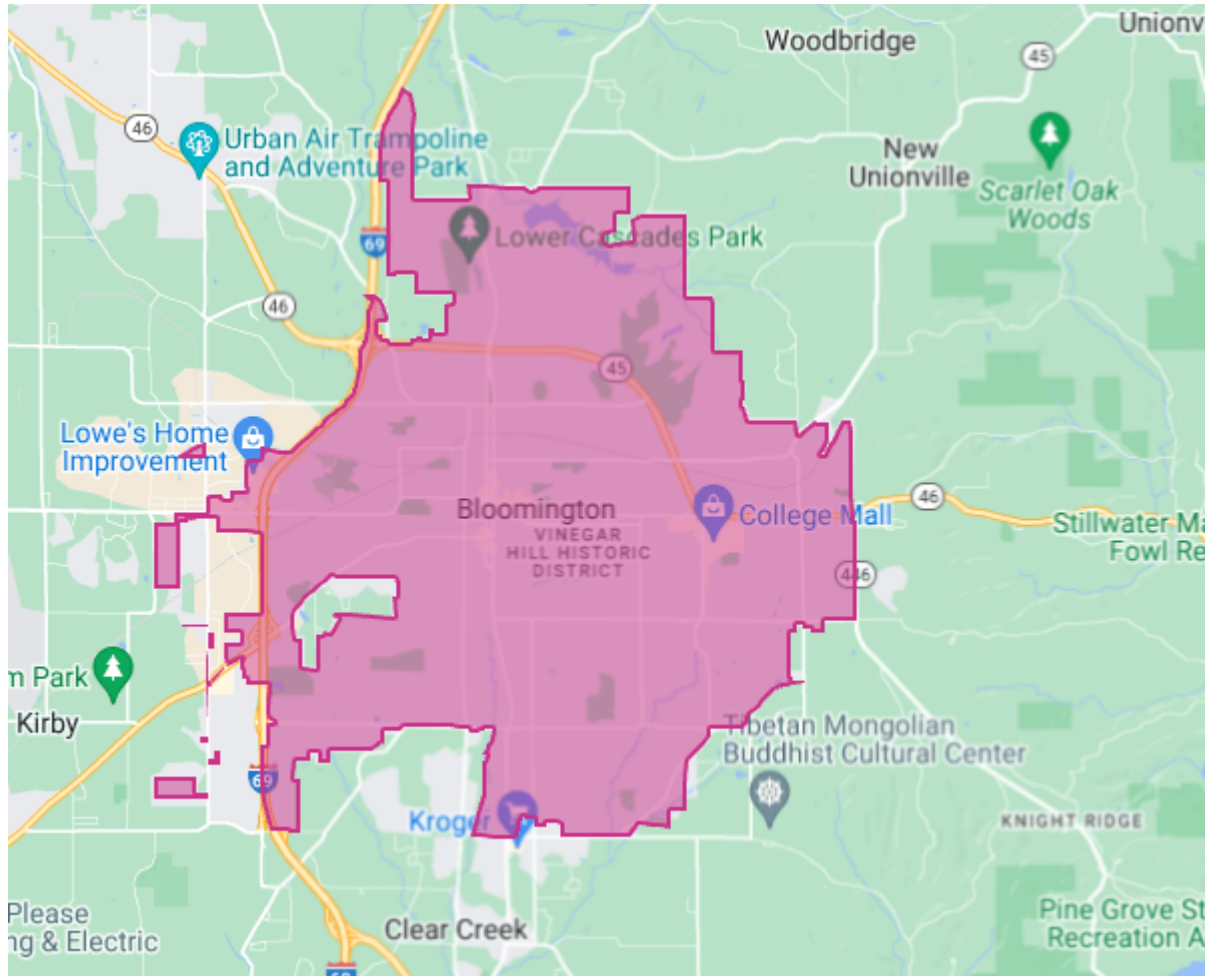


Completed trips (pink dots) are now clustered within mandatory parking pins (yellow circles), creating a more organized parking environment.




E. Attach a GPS or GIS-based map depicting the proposed service area of your scooters.

Operational Area Map




F. Attach color photographs depicting each type of scooter that will be deployed. Please include one or more photographs that clearly depict the notices required to be displayed on each scooter per BMC 15.58.090.



Lime

CUSTOMER SUPPORT
1-888-LIME-345
(1-888-546-3345)
support@li.me
www.li.me




Walking Only


Riding on Sidewalks
is Prohibited

18+


Must be 18+
to ride



Follow Traffic Rules



Park Responsibly



Helmets are
encouraged

!

Violations may result
in fines and account
suspension

**REPORT ISSUES TO
CUSTOMER
SUPPORT**

7. Required Public Outreach and Communications

A. Identify your company's 24-hour customer service number through which users and members of the public may contact you company:

1-888-LIME-345

B. Provide the URL to a link or other method of access to a Bloomington-specific page on your website as required by BMC 15.58.120(c):

Website: <https://www.li.me/locations/bloomington>

C. Provide details of the helmet distribution plan described in BMC 15.58.120(e):

Lime is dedicated to improving safety for our riders and non-riders across the City of Bloomington. The Lime Bloomington Team has given away hundreds of CPSC-certified helmets to residents and students across the city since launching in Bloomington in 2018. We will continue to do so by partnering with the City's GO BLOOMINGTON campaign and Indiana University to provide free CPSC-certified helmets. Additionally, we will provide access to discounted helmets via the Lime website, where CPSC-certified helmets can be purchased. All Lime's helmets are CPSC certified.

D. Attach an outline and proposed schedule for the week-long safety campaigns required by BMC 15.58.120(d). At a minimum, the outline shall include the following:

- **Dates and hours of each safety campaign to be held during the term of this license;**
- **Proposed staffing levels for each campaign;**
- **A copy of, or the written/pictorial content of, all materials and informational signage to be used in the campaign;**
- **The planned method of dissemination for campaign information and materials.**

Safety + Outreach Plan

Lime uses digital and in-person marketing and community engagement tools, hosts in-person events, and partners with community stakeholders to reach the broadest possible audience. We proactively connect with people traditionally underrepresented in micromobility and those that may not be familiar with scooter riding. Throughout Lime's operations in Bloomington, we plan to continue our rider and non-rider engagement to ensure that proper riding is a top priority in the city.

The following is Lime's proposed schedule of Safety Campaign events:

(1) Fall 2023

Lime + Bloomington Relaunch Safety Week
(Weather dependent for when Lime relaunches.)



Lime + IUPD Safety Week*(Leads into IU Homecoming Week.)*

Date	Tuesday, October 3, 2023
Duration (Time)	11:00am to 12:00pm (1hr)
Location	Dunn Meadow, IU Campus
Staffing	2 Lime team members
Marketing	Digital (IAM, email), IDS newspaper

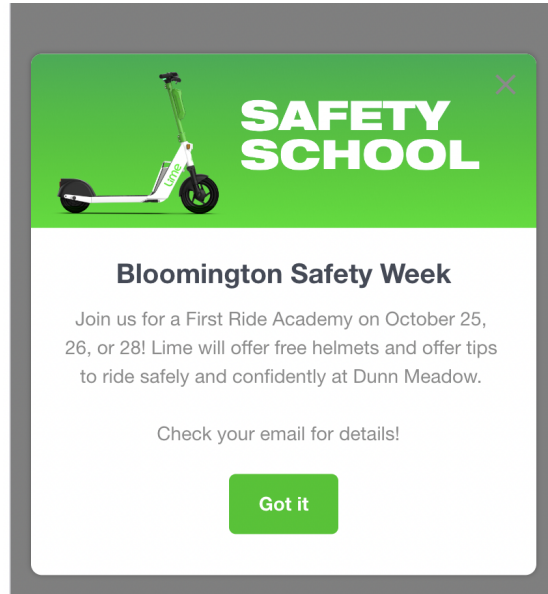
Date	Wednesday, October 4, 2023
Duration (Time)	11:00am to 12:00pm (1hr)
Location	Dunn Meadow, IU Campus
Staffing	2 Lime team members
Marketing	Digital (IAM, email), IDS newspaper

Date	Friday, October 6, 2023
Duration (Time)	10:00am to 12:00pm (2hrs)
Location	Dunn Meadow, IU Campus
Staffing	2 Lime team members
Marketing	Digital (IAM, email), IDS newspaper

Beyond in-person programming, Lime's community engagement goes beyond education and outreach to support strong communities and safe streets in the cities we serve. Braze, an in-app communications platform, permits us to send messages based on many different triggers like rider action (end of ride), geographic area (notice of entering or leaving a geofenced zone), day or time, special events (First Ride events), etc. We can also post information across the top of the home screen for a period of time or permanently. We will post a banner with Bloomington's scooter rules permanently on our home screen.

We have a number of ways to ensure riders receive continual education throughout the course of our operations in Bloomington and we are committed to exploring new opportunities to engage riders and non-riders to improve safety across the city.



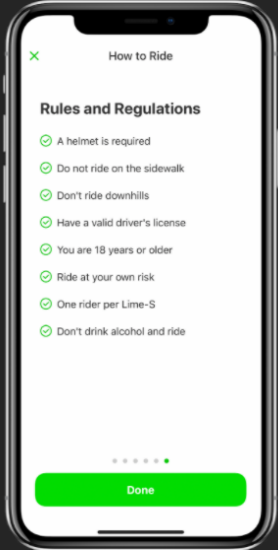


Before you Lime:


- Read the "pop-up" screen
- Map your ride

Know before you go:

- No texting
- Always wear a helmet



The smartphone screen shows a "How to Ride" tutorial with a close button in the top left. Under the heading "Rules and Regulations", there is a list of seven items, each with a green checkmark icon: "A helmet is required", "Do not ride on the sidewalk", "Don't ride downhill", "Have a valid driver's license", "You are 18 years or older", "Ride at your own risk", "One rider per Lime-S", and "Don't drink alcohol and ride". At the bottom of the screen is a green "Done" button and a progress indicator consisting of five dots, with the fourth dot filled.

 DIGITAL FIRST RIDE ACADEMY





How to Ride

- ✓ Wear a helmet
- ✓ One person per scooter
- ✓ Ride in the bike lane or the street
- ✓ Yield to pedestrians
- ✓ Park responsibly
- ✓ Follow all the rules of the road

What not to do

- ✗ Sidewalk riding is prohibited in Bloomington Dismount Zones
- ✗ Park scooters in bike racks where they exist
- ✗ Do not park scooter inside your home
- ✗ Do not park scooters in a way that limits access for individuals with disabilities

Ride Responsibly

8. Insurance

Attach proof of insurance in the form of an insurance certificate naming the City of Bloomington as an additional insured and indicating that the company's insurance is primary. The insurance certificate must show proof of the following minimum insurance limits:

Commercial General Liability: \$1,000,000 per occurrence, \$2,000,000 in the aggregate

Automobile Liability: \$1,000,000 combined single limit

Umbrella/Excess Liability: \$5,000,000

The Umbrella/Excess Liability policy shall apply to both the Commercial General Liability and Automobile Liability policies. All policies shall be endorsed to indicate that the City shall receive thirty days prior written notice of policy cancellation or non-renewal of coverage.

Certificate of Liability Insurance attached on next page.



Insurance



CERTIFICATE OF LIABILITY INSURANCE

DATE(MM/DD/YYYY)
05/09/2023

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 Aon Risk Insurance Services West, Inc. San Francisco CA Office 425 Market Street Suite 2800 San Francisco CA 94105 USA	CONTACT NAME: PHONE (A/C. No. Ext): (866) 283-7122 FAX (A/C. No.): (800) 363-0105	
	E-MAIL ADDRESS:	
INSURED Neutron Holdings, Inc. DBA Lime 85 Second Street, 1st Floor San Francisco CA 94105 USA	INSURER(S) AFFORDING COVERAGE	
	INSURER A: Liberty Mutual Fire Ins Co	NAIC # 23035
	INSURER B: Lloyd's Syndicate No. 1971	AA1120206
	INSURER C:	
	INSURER D:	
	INSURER E:	

Holder Identifier :

COVERAGES **CERTIFICATE NUMBER:** 570099367310 **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. **Limits shown are as requested**

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
B	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GENL AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:			CSDIG2300005 SIR applies per policy terms & conditions	05/01/2023	05/01/2024	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$500,000 MED EXP (Any one person) \$15,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COM/OP AGG \$2,000,000
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input checked="" 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 checked="" type="checkbox"/> \$5000 Coll. Ded. <input checked="" type="checkbox"/> \$5000 Comp. Ded.			AS2-661-067212-023	05/01/2023	05/01/2024	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION			CSDIG2300006 SIR applies per policy terms & conditions	05/01/2023	05/01/2024	EACH OCCURRENCE \$5,000,000 AGGREGATE \$5,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR / PARTNER / EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						PER STATUTE OTH-ER E.L. EACH ACCIDENT E.L. DISEASE-EA EMPLOYEE E.L. DISEASE-POLICY LIMIT

Certificate No : 570099367310

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 City of Bloomington is included as Additional Insured in accordance with the policy provisions of the General Liability and Auto Liability policy.
 Should the General Liability policy be cancelled before the expiration date thereof, the policy provisions will govern how notice of cancellation may be delivered to certificate holders in accordance with the policy provisions of each policy.

CERTIFICATE HOLDER City of Bloomington 401 North Morton Street Bloomington IN 47404 USA	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
---	--



9. Indemnification

By signing and submitting this application, the undersigned, in consideration for the issuance of a license by the City of Bloomington Board of Public Works, agrees to the following:

- A. The undersigned is a duly authorized representative of the applicant shared-use motorized scooter Operator.
- B. The undersigned, in exchange for the issuance of a license by the City of Bloomington Board of Public Works, agrees to release, hold harmless and forever indemnify the City of Bloomington and any and all City employees, officers, and agents from any claim or claims which may arise out of any incident connected with or in any way related to his/her issuance of a license by the City of Bloomington or his/her operation of a business which is licensed by the City of Bloomington. This includes claims for personal injury, death, property damage, and/or any other type of harm or injury.
- C. The undersigned shall, and hereby does indemnify, defend, and hold harmless the City of Bloomington and any and all City employees, officers, and agents from and against any and all actions, costs, claims, suites, losses, expenses or damages, including but not limited to attorneys' fees and court costs, arising out of the undersigned's operation of a business which has been licensed by the City of Bloomington.
- D. The undersigned understands this release binds him/herself, the applicant shared-use motorized scooter Operator, and all heirs, executors, partners, co-owners, administrators, successors and assigns of each.
- E. The undersigned acknowledges that he/she has read this section and understands all of its terms. The undersigned consents to the terms of this release voluntarily and with full knowledge of its significance.

10. List of Legal Requirements (Chapter 15.58 of the Bloomington Municipal Code)

The following requirements apply to all companies ("Operators") deploying scooters within the City of Bloomington. Failure to comply with the following requirements shall subject the company to fines and may result in revocation of the company's license to operate in the City.

- A. All scooters shall have their speed governed so that they are capable of traveling no faster than 15 miles per hour on a flat, dry surface.
- B. All scooters shall be assigned a unique identification number that is visible to users and to nearby pedestrians.
- C. All scooters must be equipped with a bell, horn, or other lawful signaling device.
- D. All scooters shall be equipped with lights and brakes in accordance with Bloomington Municipal Code § 15.58.090(f) and as required by state law.
- E. All scooters shall be capable of being remotely locked down by the Operator and shall be



maintained in a reasonably clean and proper working condition.

F. The following items must be displayed on each scooter:

- a. The required 24-hour phone number stated in this application;
- b. The Operator's website;
- c. Mobile application information for the Operator;

d. That users are encouraged to wear helmets, are required to obey all traffic laws, are required to yield to pedestrians, and are required to follow proper parking procedures.

G. All Operators must educate users on legal scooter parking and legal scooter use (1) on their Bloomington-specific website, (2) within their mobile application, and (3) as part of their mandatory, semi-annual outreach programs.

H. All Operators shall mandate that users take a photograph of their scooter at the conclusion of each ride.

I. Operators must provide a price discount of at least fifty percent (50%) to members of the public who can demonstrate participation in any local, state, or federally-administered assistance program.

J. Any scooter that poses a hazard to public health and safety may be immediately removed and impounded by the City. The City may dispose of any scooter that has been impounded and stored by the City for a period of 180 or more days. Removal, impoundment, storage and disposal of a shared-use motorized scooter shall be a Class E Traffic Violation, subject to penalties set forth in BMC 15.64.010(e).

K. Operators shall provide the City with Application Programming Interface (API) access to real-time information on their entire Bloomington fleet that comports with the General Bikeshare Feed Specification (GBFS) and Mobility Data Specification (MDS) standards, or any broadly adopted similar standards that are developed subsequently.

11. License Fees and Deployment Allowances

A. The Operator shall submit a payment of \$10,000 in the form of a check along with this application. The check shall be deposited upon approval of this application by the Board of Public Works.

B. In addition, the Operator shall be responsible for paying a fee per ride taken on any scooter the Operator has deployed in the City. The City shall invoice the Operator for the total per-ride fee owed on a quarterly basis. The Operator shall remit payment to the City within thirty (30) days of receipt of said invoice.

The amount of the fee shall be fifteen cents (\$0.15) per ride taken. If the Operator's fleet consists of 50% or more of sit-down vehicles, the City will reduce the Operator's fees from 15 cents per ride to 10 cents per ride for the entire fleet.

C. Fleets are capped at a maximum of 400 vehicles per Operator. The Board of Public Works, through its designee, the Department of Economic and Sustainable Development, reserves the



right, at its discretion, to lower the number of deployed scooters allowed under this license if the average usage per device falls below 2.0 in any given calendar month. If the City determines that the threshold has not been met in any month, it will give the Operator notice and opportunity to make internal adjustments to fleet deployment. If the average ride figures remain below the threshold for the first two weeks of the subsequent month, the City may order a reduction in the number of standing scooters allowed under this license. If the weekly average of trips per day per vehicle surpasses 2.0, the Operator may petition the Board of Public Works to increase its fleet size. The Operator must submit monthly reports specifying the number of deployed devices and the average usage per device.

At least 25% of the Operator's fleet must consist of e-bikes or sit-down scooters. The Operator will submit monthly reports specifying the distribution of each vehicle type.

In the event that repeated parking violations result in an excessive number of impoundments of the Operator's scooters by the City in any calendar month, the City may order a reduction in the number of standing scooters allowed under this license. The determination of what constitutes an excessive number of impoundments is made at the sole discretion of the City.

The Operator may petition the City for a review of the number of allowed scooters after 30 days have elapsed from the date of an order of reduction.

12. Summary of Required Attachments

- A. A GPS or GIS-based map depicting the proposed service area of your scooters.
- B. Color photographs depicting each type of scooter that will be deployed. Please include one or more photographs that clearly depict the notices required to be displayed on each scooter per BMC 15.58.090.
- C. An outline and proposed schedule for the week-long safety campaigns required by BMC 15.58.120(d). At a minimum, the outline shall include the following:
 - Dates and hours of each safety campaign to be held during the term of this license; • Proposed staffing levels for each campaign;
 - A copy of, or the written/pictorial content of, all materials and informational signage to be used in the campaign;
 - The planned method of dissemination for campaign information and materials.
- D. An insurance certificate that is compliant with Section 8 of this Application.
- E. A check made out to the City of Bloomington in the amount of ten thousand dollars (\$10,000).



By signing below, the undersigned certifies that he/she is authorized to execute this application on behalf of the shared-use motorized scooter Operator herein identified, that the information contained herein is true and accurate, and that he/she intends to be bound by the terms and conditions of this application.

Drew Lake
Printed Name

Regional General Manager
Title



Signature

July 18, 2023
Date

Neutron Holdings, Inc. dba Lime
Name of Company



ATTACHMENT A - SPECIAL EVENT AGREEMENT

The undersigned, in consideration for the issuance of a license by the City of Bloomington Board of Public Works, agrees to the following:

The City of Bloomington may, at its sole discretion, designate special event areas in which scooters are temporarily prohibited from being located or operated. The City shall provide the Operator three days' notice of such designation, including a description of the area and the dates/times of the prohibition.

The undersigned shall comply with all such designations. Failure to comply will constitute a violation of BMC 15.58 and shall be subject to penalties as outlined in BMC 15.58.040(g).

By his/her signature below, the undersigned agrees to the provisions of this Agreement.

Drew Lake
Printed Name

Regional General Manager
Title



Signature

July 18, 2023
Date



Staff Report

TO: Board of Public Works

FROM: Hank Duncan, Bicycle and Pedestrian Coordinator

Date: August 10, 2023

RE: Shared micro-mobility operator 2023-2024 license renewal

Goals

- Improved Pedestrian and Rider Safety
- Increased Pedestrian Accessibility

Process

- Collaboration among multiple City departments, Indiana University, and micro-mobility operators.
 - These stakeholders were involved in numerous meetings from Fall, 2022 through Summer, 2023
- City staff completed research on shared-use vehicle best practices.
- City staff used stakeholder input and research to establish comprehensive city-wide regulations for shared micro-mobility.
- Common Council reviewed these regulations on March 28, 2023.
- Board of Public Works passed Resolution 2023-20 – Shared Micro-Mobility Directives on April 11, 2023.
- Cohesive efforts within the Department of Public Works, Economic and Sustainable Development, and Planning and Transportation to implement regulations following resolution approval.
- Operators submitted license renewal applications before the mid-July deadline and have worked with the City to adhere to the newly established regulations.

Regulations

- Require semi-annual quizzes for riders on safe riding habits and rules of the road.
- Adjust hours of operation for shared-use motorized vehicles.
 - Stand-up scooters: 5:00am – 11:00pm (April-October) and 5:00am-8:00pm (November-March)
 - E-bikes and sit-down scooters: 24/7
- Mandate for at least 25% of an operator’s fleet to consist of e-bikes or sit-down scooters.
- Reduction in fees for operators with fleets consisting of more than 50% sit-down vehicles.
- Requirement for helmets provided by operators to comply with U.S. Consumer Product Safety Commission standards.
- Implementation of on-street corrals alongside existing bicycle racks for shared-use scooter parking.
- Geo-fencing requirements for designated parking areas.
- Fleet cap of 400 vehicles per operator with potential for expansion based on usage.
- Potential fines for operators with vehicles parked outside designated areas.
- Mandate for operators to submit protocols for transportation during highly attended events.

Staff Recommendation

Staff recommends the approval of licenses for the following operators for the period August 15, 2023 to July 31, 2024: Bird, Lime, and Veo.

**CITY OF BLOOMINGTON
BOARD OF PUBLIC WORKS
RESOLUTION 2023-20**

SHARED MICRO-MOBILITY DIRECTIVES

WHEREAS, the Board of Public Works (“Board”) supervises the City of Bloomington’s (“City”)’s streets, alleys, sidewalks, and rights-of-way; and

WHEREAS, residents have benefitted from e-scooters as a mode of transportation because of lower transportation costs, quicker commutes and environmental benefits; and

WHEREAS, some challenges have emerged associated with scooter use; and

WHEREAS, the challenges pertain to rider and pedestrian safety, and parking and pedestrian accessibility.

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE BOARD OF PUBLIC WORKS THAT:

1. Shared-use motorized scooter operators (“Operators”) are required to have riders take no less frequent than semi-annual quizzes on safe riding habits and the rules of the road.
2. The hours of operation for shared-use motorized scooters are adjusted to approximate a “dawn to dusk” availability as follows: stand-up scooters: 5:00 a.m.-11:00 p.m. (April – October) and 5:00 a.m. – 8:00 p.m. (November – March); e-bikes and sit-down scooters: 24/7
3. At least 25% of an Operator’s fleet must consist of e-bikes or sit-down scooters. If an Operator’s fleet consists of 50% or more of sit-down vehicles, the City will reduce the Operator’s fees from 15 cents per ride to 10 cents per ride for the entire fleet. Operators will submit monthly reports specifying the distribution of each vehicle type.
4. All helmets provided by the Operators must be to code with the U.S. Consumer Product Safety Commission.
5. Existing bicycle racks will be supplemented by on-street corrals to accommodate parking of scooters.
6. Operators are to geo-fence corrals and bicycle racks as the only appropriate areas to end a ride or provide financial incentives to users who end rides in these areas.

7. Fleets are capped at a maximum of 400 vehicles per Operator. If the weekly average of trips per day per vehicle surpasses 2.0, an Operator may petition the Board of Public Works to increase its fleet size. Operators will submit monthly reports specifying the number of deployed devices.

8. Once the City and Operators take measures to promote appropriate parking, Operators with vehicles outside the designated parking area may be fined.

9. Operators are to submit protocols for highly attended events to seamlessly provide accessible and safe transportation.

ADOPTED THIS 11th DAY OF APRIL, 2023
BOARD OF PUBLIC WORKS

Kyla Cox Deckard, President

Jennifer Lloyd, Vice President

Elizabeth Karon, Secretary



Shared-Use Motorized Scooter Operator License Application

**City of Bloomington Board of Public Works
% Economic & Sustainable Development Department
401 N. Morton St., Suite 150
Bloomington, IN 47404
(812) 349-3418**

1. Application and License Information

This is an application for a Shared-Use Motorized Scooter Operator business license per Chapter 15.58 (Motorized Scooters and Shared-Use Motorized Scooters) of the Bloomington Municipal Code (BMC). It is unlawful to operate as a shared-used motorized scooter operator without first obtaining a license from the Board of Public Works. Any person who intends to operate a shared-use motorized scooter company, renew an existing shared-use motorized scooter company license, or expand its existing service in the city must file this form with the City. This license is good for one year (Aug 1 – Jul 31) from the date it is issued, subject to the provisions of BMC 15.58.150.

Return this completed application to the City of Bloomington's Department of Economic & Sustainable Development at esd@bloomington.in.gov or to the City Hall, 401 N. Morton Street Suite 150, Bloomington, IN 47404. Direct any phone inquiries regarding this application to Economic & Sustainable Development at (812) 349-3418.

2. Applicant Information

Name of Company	Veoride, Inc. (dba Veo)
Address of Company	1334 3rd Street Promenade, Suite 300
City, State, Zip	Santa Monica, CA 90401
Phone Number	855-836-2256
Website	www.veoride.com
Email	veo_proposals@veoride.com
Social Media Website	www.linkedin.com/company/veomobility

3. Company Information (complete duplicate fields only if different from above)

Name of Company:	
Address of Company:	
City, State, Zip:	
Phone Number:	
Website:	
Email	hello@veoride.com
Social Media Website	
Addresses/Handles:	IG/FB/Twitter @veomobility
Company is a(n):	<input type="checkbox"/> LLC <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Other

4. Company Incorporation Information (For Corporations and LLCs Only)

Date of Incorporation or Organization:	05/11/2017 - original; converted to DE 05/04/2021
State of Incorporation or Organization:	Delaware
(If not Indiana) Date qualified to transact business in the State of Indiana:	05/11/2017
Employer Identification Number	82-1495778

5. Prior licenses

Have you had a similar license, either from the City of Bloomington or a different municipality, revoked?

Yes
 No

If Yes, provide details:

6. Descriptions, Pricing, and Service

A. Please provide the following information with regard to every type of scooter (standing or sit-down) or e-bike you may deploy within the City of Bloomington.

Standing Scooter Make	Standing Scooter Model	Color
VeoRide	Astro vs3	Black w/ Teal Detailing

E-Bike/Sit-Down Scooter Make	E-Bike/Sit-Down Scooter Model	Color
VeoRide	Cosmo 1	Black w/ Teal Detailing

B. Indicate a schedule of rates and charges you will charge to users (if necessary, attach additional documents):

Astro - \$1 to unlock, \$0.35/min

Cosmo - \$1 to unlock, \$0.38/min

Low-Income Veo Access - 50% off the unlock and per minute fee for both device types

- C. Describe the safety inspection program you will use to ensure the safety of all deployed standing or sit-down scooters, and e-bikes (if necessary, attach additional documents):

See Attachment B

- D. Describe your local staffing and operational plan, including information regarding local staffing and any contractor you will utilize to perform services related to your scooters (if necessary, attach additional documents):

See Attachment C

- E. Attach a GPS or GIS-based map depicting the proposed service area of your scooters.

[See Attachment D](#)

- F. Attach color photographs depicting each type of standing or sit-down scooter, or e-bike that will be deployed. Please include one or more photographs that clearly depict the notices required to be displayed on each scooter per BMC 15.58.090.

[See Attachment E](#)

7. Required Public Outreach and Communications

- A. Identify your company's 24-hour customer service number through which users and members of the public may contact you company:

855-836-2256

- B. Provide the URL to a link or other method of access to a Bloomington-specific page on your website as required by BMC 15.58.120(c):

<https://www.veoride.com/bloomington-2/>

- C. Provide details of the helmet distribution plan described in BMC 15.58.120(e); note that all helmets you provide must be up to code with the U.S Consumer Product Safety Commission:

See Attachment F

- D. Submit protocols for highly attended third-party events, that will seamlessly enable accessible and safe transportation via scooter and/or e-bike.

[See Attachment G](#)

- E. Attach an outline and proposed schedule for the week-long safety campaigns required by BMC 15.58.120(d). At a minimum, the outline shall include the following:
- Dates and hours of each safety campaign to be held during the term of this license;
 - Proposed staffing levels for each campaign;
 - A copy of, or the written/pictorial content of, all materials and informational signage to be used in the campaign;
 - The planned method of dissemination for campaign information and materials.

[See Attachment H](#)

8. Insurance

See Attachment I

Attach proof of insurance in the form of an insurance certificate naming the City of Bloomington as an additional insured and indicating that the company's insurance is primary. The insurance certificate must show proof of the following minimum insurance limits:

Commercial General Liability: \$1,000,000 per occurrence, \$2,000,000 in the aggregate
Automobile Liability: \$1,000,000 combined single limit
Umbrella/Excess Liability: \$5,000,000

The Umbrella/Excess Liability policy shall apply to both the Commercial General Liability and Automobile Liability policies. All policies shall be endorsed to indicate that the City shall receive thirty days prior written notice of policy cancellation or non-renewal of coverage.

9. Indemnification

By signing and submitting this application, the undersigned, in consideration for the issuance of a license by the City of Bloomington Board of Public Works, agrees to the following:

- A. The undersigned is a duly authorized representative of the applicant shared-use motorized scooter Operator.
- B. The undersigned, in exchange for the issuance of a license by the City of Bloomington Board of Public Works, agrees to release, hold harmless and forever indemnify the City of Bloomington and any and all City employees, officers, and agents from any claim or claims which may arise out of any incident connected with or in any way related to his/her issuance of a license by the City of Bloomington or his/her operation of a business which is licensed by the City of Bloomington. This includes claims for personal injury, death, property damage, and/or any other type of harm or injury.
- C. The undersigned shall, and hereby does indemnify, defend, and hold harmless the City of Bloomington and any and all City employees, officers, and agents from and against any and all actions, costs, claims, suites, losses, expenses or damages, including but not limited to attorneys' fees and court costs, arising out of the undersigned's operation of a business which has been licensed by the City of Bloomington.
- D. The undersigned understands this release binds him/herself, the applicant shared-use motorized scooter Operator, and all heirs, executors, partners, co-owners, administrators, successors and assigns of each.
- E. The undersigned acknowledges that he/she has read this section and understands all of its terms. The undersigned consents to the terms of this release voluntarily and with full knowledge of its significance.

10. List of Legal Requirements (Chapter 15.58 of the Bloomington Municipal Code and Resolution 2023-20 of the Board of Public Works)

The following requirements apply to all companies (“Operators”) deploying scooters within the City of Bloomington. Failure to comply with the following requirements shall subject the company to fines and may result in revocation of the company’s license to operate in the City.

- A. All scooters shall have their speed governed so that they are capable of traveling no faster than 15 miles per hour on a flat, dry surface.
- B. All scooters shall be assigned a unique identification number that is visible to users and to nearby pedestrians.
- C. All scooters must be equipped with a bell, horn, or other lawful signaling device.
- D. All scooters shall be equipped with lights and brakes in accordance with BMC § 15.58.090(f) and as required by state law.
- E. All scooters shall be capable of being remotely locked down by the Operator and shall be maintained in a reasonably clean and proper working condition.
- F. The following items must be displayed on each scooter:
 - a. The required 24-hour phone number stated in this application;
 - b. The Operator’s website;
 - c. Mobile application information for the Operator;
 - d. That users are encouraged to wear helmets, are required to obey all traffic laws, are required to yield to pedestrians, and are required to follow proper parking procedures.
- G. The hours of operation will be as follows: standing scooters: 5:00 a.m. – 11:00 p.m. (April – October) and 5:00 a.m. – 8:00 p.m. (November – March); e-bikes and sit-down scooters: 24/7
- H. All Operators must educate users on safe and legal scooter parking as well as safe and legal scooter use (1) on their Bloomington-specific website, (2) within their mobile application, (3) as part of their mandatory, semi-annual outreach programs, (4) by requiring riders to take quizzes at least semi-annually on safe riding habits, parking restrictions and rules of the road, and (5) by providing information to users on how and where to obtain helmets.
- I. Operators must either geo-fence corrals and bicycle racks as the only appropriate areas to end a ride or provide financial incentives to users to end rides in these areas.
- J. All Operators shall mandate that users take a photograph of their scooter at the conclusion of each ride.
- K. All helmets provided by Operators must be up to code with the U.S. Consumer Product Safety Commission.
- L. Operators must provide a price discount of at least fifty percent (50%) to members of the public who can demonstrate participation in any local, state, or federally-administered assistance program.

- M. Once the City and Operators take measures to promote appropriate parking, Operators with vehicles outside the designated parking area may be fined in the amounts set forth in BMC 15.64.010(d).
- N. Any scooter that poses a hazard to public health and safety may be immediately removed and impounded by the City. The City may dispose of any scooter that has been impounded and stored by the City for a period of 180 or more days. Removal, impoundment, storage and disposal of a shared-use motorized scooter shall be a Class E Traffic Violation, and shall subject the Operator to penalties set forth in BMC 15.64.010(e).
- O. Operators shall provide the City with Application Programming Interface (API) access to real-time information on their entire Bloomington fleet that comports with the General Bikeshare Feed Specification (GBFS) and Mobility Data Specification (MDS) standards, or any broadly adopted similar standards that are developed subsequently.

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- B. In addition, the Operator shall be responsible for paying a fee per ride taken on any scooter the Operator has deployed in the City. The City shall invoice the Operator for the total per-ride fee owed on a quarterly basis. The Operator shall remit payment to the City within thirty (30) days of receipt of said invoice.

The amount of the fee shall be fifteen cents (\$0.15) per ride taken. If the Operator's fleet consists of 50% or more of sit-down vehicles, the City will reduce the Operator's fees from 15 cents per ride to 10 cents per ride for the entire fleet.

- C. Fleets are capped at a maximum of 400 vehicles per Operator. The Board of Public Works, through its designee, the Department of Economic and Sustainable Development, reserves the right, at its discretion, to lower the number of deployed scooters allowed under this license if the average usage per device falls below 2.0 in any given calendar month. If the City determines that the threshold has not been met in any month, it will give the Operator notice and opportunity to make internal adjustments to fleet deployment. If the average ride figures remain below the threshold for the first two weeks of the subsequent month, the City may order a reduction in the number of standing scooters allowed under this license. If the weekly average of trips per day per vehicle surpasses 2.0, the Operator may petition the Board of Public Works to increase its fleet size. The Operator must submit monthly reports specifying the number of deployed devices and the average usage per device.

At least 25% of the Operator's fleet must consist of e-bikes or sit-down scooters. The Operator will submit monthly reports specifying the distribution of each vehicle type.

In the event that repeated parking violations result in an excessive number of impoundments of the Operator's scooters by the City in any calendar month, the City may order a reduction in the number of standing scooters allowed under this license. The determination of what constitutes an excessive number of impoundments is made at the sole discretion of the City.

The Operator may petition the City for a review of the number of allowed scooters after 30 days have elapsed from the date of an order of reduction.

12. Summary of Required Attachments

- A. A GPS or GIS-based map depicting the proposed service area of your scooters.
- B. Color photographs depicting each type of scooter that will be deployed. Please include one or more photographs that clearly depict the notices required to be displayed on each scooter per BMC 15.58.090.
- C. An outline and proposed schedule for the week-long safety campaigns required by BMC 15.58.120(d). At a minimum, the outline shall include the following:
 - Dates and hours of each safety campaign to be held during the term of this license;
 - Proposed staffing levels for each campaign;
 - A copy of, or the written/pictorial content of, all materials and informational signage to be used in the campaign;
 - The planned method of dissemination for campaign information and materials.
- D. An insurance certificate that is compliant with Section 8 of this Application.
- E. A check made out to the City of Bloomington in the amount of ten thousand dollars (\$10,000).

By signing below, the undersigned certifies that he/she is authorized to execute this application on behalf of the shared-use motorized scooter Operator herein identified, that the information contained herein is true and accurate, and that he/she intends to be bound by the terms and conditions of this application.

Alex Keating

Head of Policy and Partnerships

Printed Name

Title

DocuSigned by:

Alex Keating

7/18/2023

Signature

Date

Veoride, Inc.

Name of Company

ATTACHMENT A - SPECIAL EVENT AGREEMENT

The undersigned, in consideration for the issuance of a license by the City of Bloomington Board of Public Works, agrees to the following:

The City of Bloomington may, at its sole discretion, designate special event areas in which scooters are temporarily prohibited from being located or operated. The City shall provide the Operator three days' notice of such designation, including a description of the area and the dates/times of the prohibition.

The undersigned shall comply with all such designations. Failure to comply will constitute a violation of BMC 15.58 and shall be subject to penalties as outlined in BMC 15.58.040(g).

By his/her signature below, the undersigned agrees to the provisions of this Agreement.

Alex Keating

Head of Policy and Partnerships

Printed Name

Title

DocuSigned by:

Alex Keating

7/18/2023

Signature

Date

ATTACHMENT B – DEVICE SAFETY

6. Descriptions, Pricing, and Service

C. Describe the safety inspection program you will use to ensure the safety of all deployed scooters (if necessary, attach additional documents):


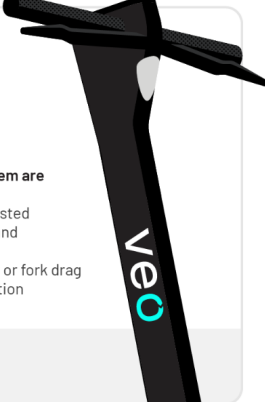

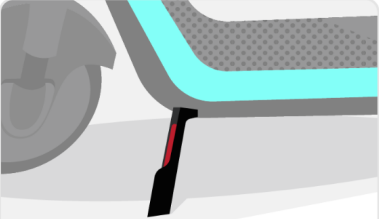

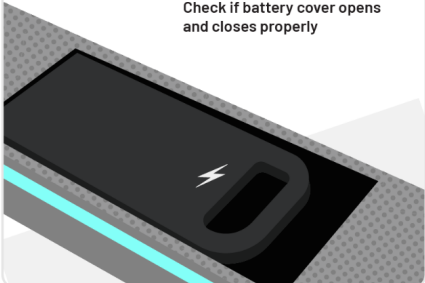

All Veo e-scooters have undergone and passed the most stringent US consumer products testing to provide our partners and riders with peace of mind. SGS, the world's leading testing and certification company, has certified that Veo vehicles meet the standards outlined in ISO 43.150, CPSIA, 16 CFR 1512, and ANSI Z315.1. We continue to innovate and upgrade our scooters so that our products continue to lead in the micromobility industry.

Veo's custom fleet management software helps staff manage e-scooter and e-bike repairs and inspection schedules. The web-based Equipment Management System manages all vehicle repair and inspection schedules, which are monitored in real-time by Field Technicians and Warehouse Mechanics. All vehicle maintenance and inspections records are documented, including detailed maintenance reports, status of the maintenance reports, maintenance history logs, and upcoming inspection schedules. Veo's Central Operations Team has established Standard Operating Procedures (SOPs) that categorize maintenance into both field operations and warehouse maintenance for our local Operations Teams.

Preventative/In-Field Maintenance: Preventative maintenance is a set of tasks performed routinely on vehicles that are otherwise in a rideable condition. Veo Field Technicians perform daily rounds to rebalance vehicles, check battery levels and perform basic checks to ensure that vehicles are fit for riding. This includes checking that critical adjustments are in order such as brake safety, undamaged wheels, a functional bell, working head and tail lights, throttle safety, and proper controller and lock function. The Operations team also cleans vehicles for user comfort. Veo's Field Technicians perform a five-point inspection checklist on each vehicle they touch during their rebalancing and swapping battery shift. If Field Technicians notice an issue with the vehicle that cannot be fixed in the field, they will bring it back to the warehouse for further inspection and repair.

SCOOTER FIELD INSPECTION CHECKLIST		
QC is as easy as 5S!		
Order	Category	What to Check
1	SIGHT	Inspect scooter for any vandalism, stains, wear and tear Clean the scooter or return scooter to warehouse if issue cannot be solved in the field
2	START	Check scooter acceleration, sticky throttle, working headlight and taillight Fix any minor issues or return scooter to warehouse for maintenance if it does not start or is offline
3	STOP	Test brakes for proper tension Adjust the brakes if necessary or return scooter to warehouse if any issues cannot be solved in the field
4	SHAKE	Check stem rotation and make sure it is not wobbly Return scooter to warehouse if any issues cannot be solved in the field
5	STAND	Make sure scooter stands properly Adjust the kickstand or return scooter to warehouse if any issues cannot be solved in the field

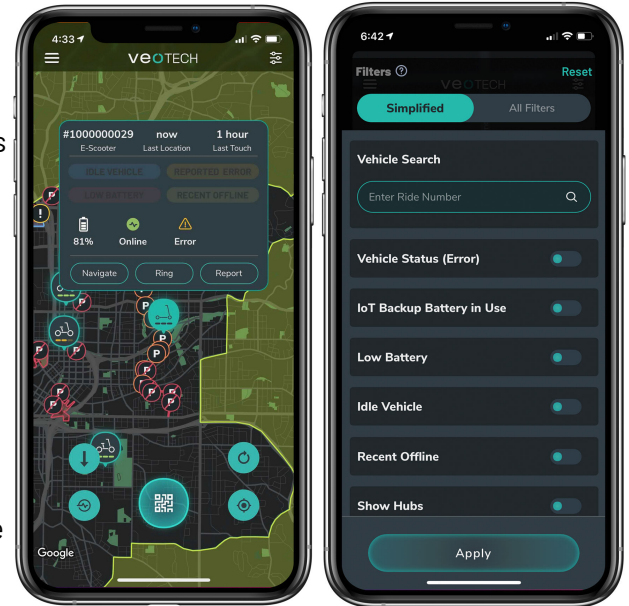
Reported Repair: When a vehicle is reported for repair, it is flagged and immediately removed from the app so it cannot be rented by the public. A Field Technician will be dispatched within a few hours of a report and will conduct the repair in the field if possible, or bring the vehicle back to the warehouse for further inspection and repair by a Maintenance Mechanic. When a vehicle returns to our warehouse, our specially trained mechanics inspect the vehicle, perform any necessary repairs, clean the vehicle, wipe it down, and then a quality control is performed to ensure that the repair was done correctly and that the vehicle itself is compliant with device standards including proper markings and lettering. All the preventative maintenance tasks completed are also logged in the Equipment Management System, which tracks the personnel involved, the materials consumed, and the actions performed, ensuring that the service level agreements are met and all those involved are held accountable for the results. Veo's warehouse mechanics are required to perform this 7-point inspection checklist after performing maintenance on the vehicle and before it can be deployed back into the field.

<h3>1. IoT System</h3> <p>Ensure the vehicle responds to commands and the IoT system is working correctly. Check that:</p> <ul style="list-style-type: none"> • IoT systems can lock and unlock vehicle • All lights on IoT are working properly • IoT component is secured on head of vehicle 	<h3>2. Handlebar and Stem</h3> <p>Confirm that handlebar, brake levers, and stem are secure and undamaged by checking:</p> <ul style="list-style-type: none"> • Handlebar clamp is tight and bars are adjusted properly, grips and brake levers are tight and adjusted properly • Head, stem, and fork are tight with no play or fork drag • No back and forth wobbling at the connection between main tube and fork 	
<h3>3. Throttle</h3> <p>Check to see if throttle and wheels are working properly:</p> <ul style="list-style-type: none"> • Throttle moves freely and tight to bars • Scooter accelerates properly • Wheels rotate freely, are true and tightened 	 <h3>4. Kickstand</h3> <p>Check if kickstand functions properly</p>	 <h3>5. Fenders</h3> <p>Confirm front and rear fenders are mounted properly with no interference with the ride.</p>
<h3>6. Battery cover</h3> <p>Check if battery cover opens and closes properly</p> 	<h3>7. Frame and Suspension</h3> <p>Ensure frame is undamaged and suspension working properly by checking:</p> <ul style="list-style-type: none"> • No frame damage • LED lights function properly • Suspensions are not too tight or not too loose and function properly 	

Within the Veo app, users can report damaged vehicles or improperly parked vehicles by selecting the "Report An Issue" button on the home screen of the app and scanning the QR code or providing us with photos and additional information (see images to the right). Users and non-users can also report damaged vehicles through our customer support channels, including a 24/7 toll free phone number (855-836-2256), 311 systems, email (hello@veoride.com), website, and social media.

Our proprietary fleet management system allows our Customer Support team and our Operations Team to flag vehicles with hardware issues or low battery and automatically remove them from the Veo app to ensure users cannot rent damaged vehicles. The process for identifying and retrieving broken devices is listed below.

1. When our Customer Support team receives a report of a broken vehicle an internal ticket is automatically created through Zendesk, our customer service software system, with the geolocation of the vehicle.
2. Once a vehicle is flagged as damaged or unusable, the Ops System updates the status of the vehicle, marking it as unavailable for rental in the Veo user app. The vehicle's status is changed to "error" mode in the VeoTech App.
3. After receiving Zendesk notification and a new ticket within the Veo Tech App, Local Ops Team will notify the closest technicians in the field to collect the vehicles. During the Field Technicians' shifts they use our VeoTech app to filter and view all vehicles that are in "error mode" (flagged as damaged or inoperable). During rebalancing and battery swapping shifts, if a Field Technician comes across a broken vehicle they can also put it in "error" mode to bring back to the warehouse.
4. Simple repairs are conducted by technicians in the field. More complex issues require the Field Technician to pick up the vehicle and repair is undertaken at the warehouse by Veo's mechanics.



Charging Procedures: Our experience operating with field-swappable batteries across our fleet means we have developed a robust battery management system and charging methodology to ensure vehicle safety and availability. A Field Technician can simply swap out the depleted battery with a fully charged one in the field, eliminating the need to collect the scooters every night for charging and redeploy the whole fleet each morning. The batteries are charged in our local warehouse where our staff monitor the safe charging activities. Our staff is trained in proper charging positions for the battery pack, the number of battery packs that can be placed on each charging station at the local warehouse, how to monitor the charging indicator signal, and when to "harvest" fully charged battery packs.

Batteries are swapped every 48 hours at a minimum, and more often based on usage. When the battery charge level drops below 30%, devices are automatically added to the Battery Swapping queue for Field Technicians to swap out in the current shift. When the battery charging level drops below 10%, devices are automatically set as Low-Battery Mode. The scooter is no longer visible in the App and Users can't unlock the devices. During operational shifts, Field Technicians use our VeoTech App to locate scooters with low battery levels and prioritizes swapping batteries on the vehicles with less than 10% battery levels and then move to the ones with less than 30% battery levels.

Battery Monitoring System: Veo's scooters have the most advanced control system technology in the industry to monitor battery status with a built-in sensor providing feedback to a centralized Battery Monitoring System. This automated system captures real-time information on battery temperature, voltage, power, humidity, shock, installation status, and more to ensure battery safety and overall device safety can be continuously monitored. This real-time monitoring and tracking triggers inspection and preventive maintenance schedules to perform preventative maintenance at predetermined intervals based on number of trips, charge cycles, days of usage, or total miles traveled. Veo's Battery Monitoring system will automatically upload the monitoring data to the cloud and alert the operations team if there are any abnormal signals received. The system will also record all the battery sensor data and provide our Hardware Safety team with detailed logs to identify and analyze surfacing issues. The team will process the data to project trends or predict concerns around our battery pack early and initiate corrective actions before it creates a safety issue. In addition, Veo's swappable battery pack has an IP67 waterproof level, which means toxic acid within the battery cell won't be released into and pollute water.

ATTACHMENT C - STAFFING AND OPERATIONAL PLAN

6. Descriptions, Pricing, and Service

D. Describe your local staffing and operational plan, including information regarding local staffing and any contractor you will utilize to perform services related to your scooters (if necessary, attach additional documents):

Veo's successful business model is built on having an in-house staff on the ground at all times. Veo's local team is composed of a specially trained Fleet Manager and Fleet Technicians, who maintain and rebalance the fleet, charge and replace the swappable batteries in the field, and perform daily preventative maintenance. This operational model removes the residential and dorm fire risks associated with gig-economy "crowd chargers," minimizes congestion, and decreases the carbon impact by 80%. Our model gives us 100% control over the operations while providing you with an added layer of confidence surrounding implementation.

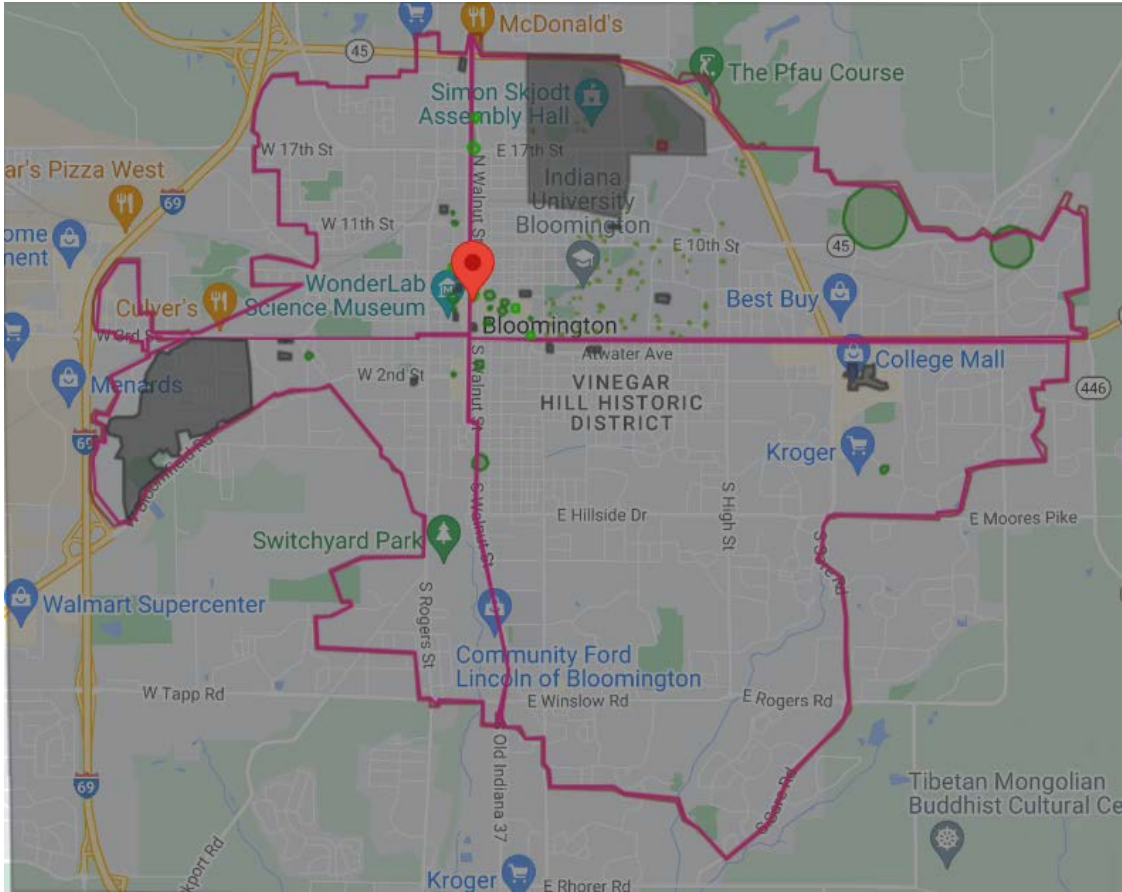
Veo builds a strong and responsive local operations team to ensure the program runs successfully.

- Oversight will be provided by the existing General Manager (Ben Thomas) and a Policy and Partnerships Manager (Olivia Ortega). They are the local point of contact for city officials, marketing and education, policy and compliance.
- Local Operations Manager (Dave Smith) and Assistant Operations Manager to oversee the day-to-day operations, including assigning tasks to Fleet Technicians, addressing customer issues, managing physical assets (vans, inventory parts, warehouse, etc.) and hiring local technicians.
- Fleet Technicians who do battery swapping, fleet maintenance, rebalancing, patrolling, removing scooters blocking the sidewalk, and other responsibilities as needed. Their shifts cover 24/7 days a week.
- Community Engagement will be provided by our Community Engagement Manager to help integrate the program into the local community, create partnerships across local community organizations and groups, and expand Veo's low-income Access program to qualified individuals.

ATTACHMENT D - SERVICE AREA MAP

6. Descriptions, Pricing, and Service

E. Attach a GPS or GIS-based map depicting the proposed service area of your scooters:



ATTACHMENT E - VEHICLE PHOTOGRAPHS

6. Descriptions, Pricing, and Service

F. Attach color photographs depicting each type of scooter that will be deployed. Please include one or more photographs that clearly depict the notices required to be displayed on each scooter per BMC 15.58.090:


ASTRO VS3 E-SCOOTER



COSMO SEATED E-SCOOTER




Parking Hang Tag:



**PARK
RESPONSIBLY**

Please park at a bike rack
or a designated area.


Incorrect parking will result in a fine.




veo veoride.com

Riding Rules Sticker:


veo




Wear A Helmet




Park Responsibly



Yield To Pedestrians





Do Not Ride Under The Influence



No Double Riding

Download Veo



(855) VEO-2256
hello@veoride.com

ATTACHMENT F - HELMET DISTRIBUTION PLAN

7. Required Public Outreach and Communications

C. Provide details of the helmet distribution plan described in BMC 15.58.120(e); note that all helmets you provide must be up to code with the U.S Consumer Product Safety Commission:

In every Veo market, we encourage riders to wear helmets every time they ride through in-app education and on-vehicle decals. Furthermore our User Agreement states that riders must wear a helmet when required by local law.

Education and reminders: Veo is committed to creating a helmet wearing culture through virtual and in-person interactions. We provide users with information encouraging helmet use clearly through our in-app user education screens and safety quiz, ongoing messaging before each ride, Safety page on our website, and in-person events. In addition, Veo vehicles have decals reminding riders to always wear a helmet, in addition to other safety rules.

Standard Helmet Giveaways at Events: Veo will implement our own helmet giveaways in Bloomington in conjunction with our safety classes, as well as at existing events that draw significant foot-traffic. All helmets that we provide are up to code with the U.S Consumer Product Safety Commission.

Contactless Helmet Giveaways: Helmets will be available for free pickup at our local office and warehouse. Anyone who wants a free helmet is able to request one by contacting the Customer Support Team via toll-free number or email. In addition, after scanning a QR code and before starting a ride, a screen will pop up informing users of local regulations, including a link to request a helmet via email. Customer Service will schedule the individual's pick up date and send them instructions on how to safely receive their helmet. Helmets will be individually bagged and placed outside of our office on a rack for pickup.



ATTACHMENT G - PROTOCOLS FOR THIRD-PARTY EVENTS

7. Required Public Outreach and Communications

D. Submit protocols for highly attended third-party events that will seamlessly enable accessible and safe transportation via scooter and/or e-bike.

Before major events, like Indiana University sporting events, Veo implements temporary geofencing no-ride zones around the venue (e.g. Memorial Stadium or Simon Skjodt Hall). Veo's Operations System is equipped to automate these regulations according to time of day and day of week and athletic schedules can be input once public. For our university markets with identified events or cities with popular tourist destinations with busy event schedules, we regularly activate temporary parking corrals and implement different geofenced zones depending on the event size, scope, and expected activity. At IU, along with our other major university markets, we have implemented different "Game Day" zones at major sporting events on college campuses like Rutgers and Texas A&M.

Before a major Bloomington event, Veo will strategically deploy in a radius around the event location to promote micromobility trips for attendees. Veo also provides special event and location information to riders to avoid and address cases of misparking. This includes implementing pop-up parking hubs and education booths at various locations, as was done with the Birmingham Department of Transportation and the World Games Planning Committee for the World Games 2022. The local team will then schedule shifts both during the event to rebalance scooters and avoid over concentrations, and following the event to ensure a neat and tidy atmosphere once the event concludes.

Veo also creates custom day-of staffing plans with an event-specific rebalancing cadence and battery staging, as well as reduces or increases fleet size or shut down service completely depending on the size and type of event. Veo also offers promo codes on trips taken to/from events to reduce vehicle congestion.

If the city's cell service becomes overloaded, Veo devices will not be available for customers to rent through the mobile app. Typically cell service interruptions primarily impact cell data, so riders are still able to call customer service to start or end their ride if necessary. The vehicle's GPS does not rely on cell service so we are able to track and shut down devices as needed. During large events, we have an increased in-field staff presence who will monitor the area to ensure devices are parked correctly and not impeding the public right-of-way.

ATTACHMENT H - COMMUNITY ENGAGEMENT SCHEDULE

7. Required Public Outreach and Communications

E. Attach an outline and proposed schedule for the week-long safety campaigns required by BMC 15.58.120(d). At a minimum, the outline shall include the following:

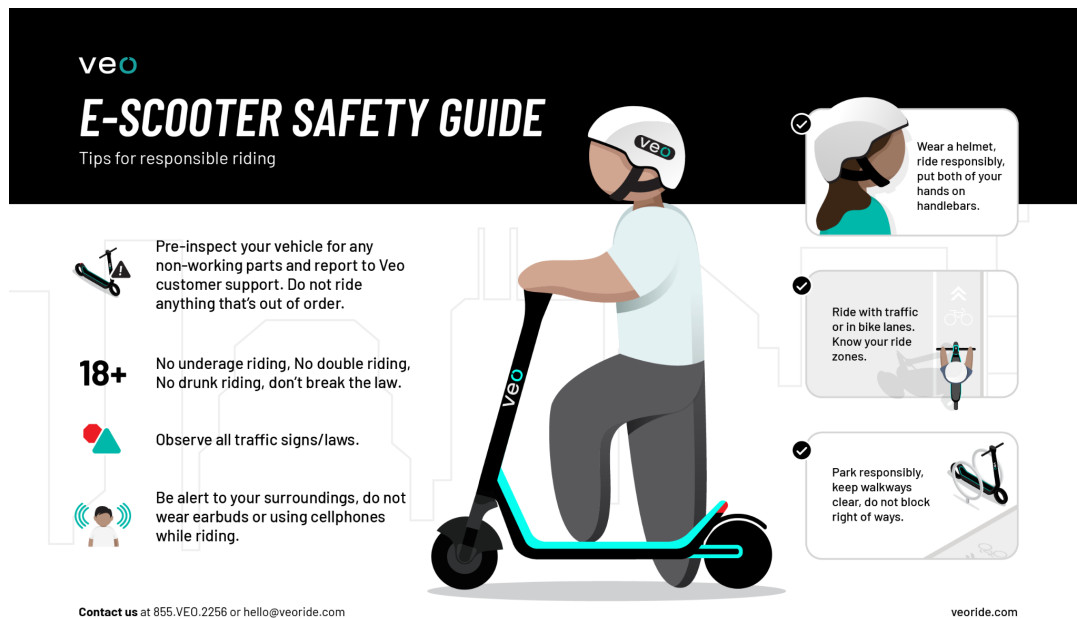
- Dates and hours of each safety campaign to be held during the term of this license;
- Proposed staffing levels for each campaign;
- A copy of, or the written/pictorial content of, all materials and informational signage to be used in the campaign;
- The planned method of dissemination for campaign information and materials

Proposed Safety Campaigns

Dates	Objectives	Staffing	Hours	Suggested Activities
Aug. 12-19, 2023; return of students to IU; increased ridership expected	How to ride and sign up for an account; low-income signups; Safety requirements, local laws, helmet distribution; Group rides to increase confidence and navigating crowds; merch/swag giveaways	4-6 staff	10a-4p weekdays and weekends on campus; specific events in next column once confirmed	<ul style="list-style-type: none"> • Aug. 15: Tuesday Farmers Market • Aug. 17: Peoples Park Concert Series • Aug. 18: IU's "Sex, Drugs, and Rock n Roll" (confirmed) • Aug. 19 Woolery Farmers Market
May 10-20, 2024 graduation and finals; increased ridership expected; summer job riders.	How to ride safely and sign up for an account; summer job information for students; low-income signups; Safety requirements, local laws, helmet distribution; Group rides to increase confidence and navigating crowds; merch/swag giveaways	4-6 staff	10a-4p weekdays and weekends on campus; specific events in next column once confirmed	<ul style="list-style-type: none"> • May 18: Bloomington Food Truck Friday • May 20: Bloomington Music Expo • May 21-27: Bloomington Early Music Festival • May TBD: Peoples Park Concert Series
Monthly one-day summer sessions to engage local population Special Sessions as needed	Riding refresher for previous users; signups and low-income signups; Low-Income community options; Introduction to riding basics for visitors; Helmet and swag/merch giveaways; Safety, plus Local rules, regulations; Custom objectives for organization	2-6 staff TBD based on topic and expected participation	10-4 weekdays and weekends TBD based on topic and customized outcomes for group	<ul style="list-style-type: none"> • Partner with The Elm Restaurant during their Elm Coffeehouse Neighborhood Popup • Bloomington Winter Farmers' Market

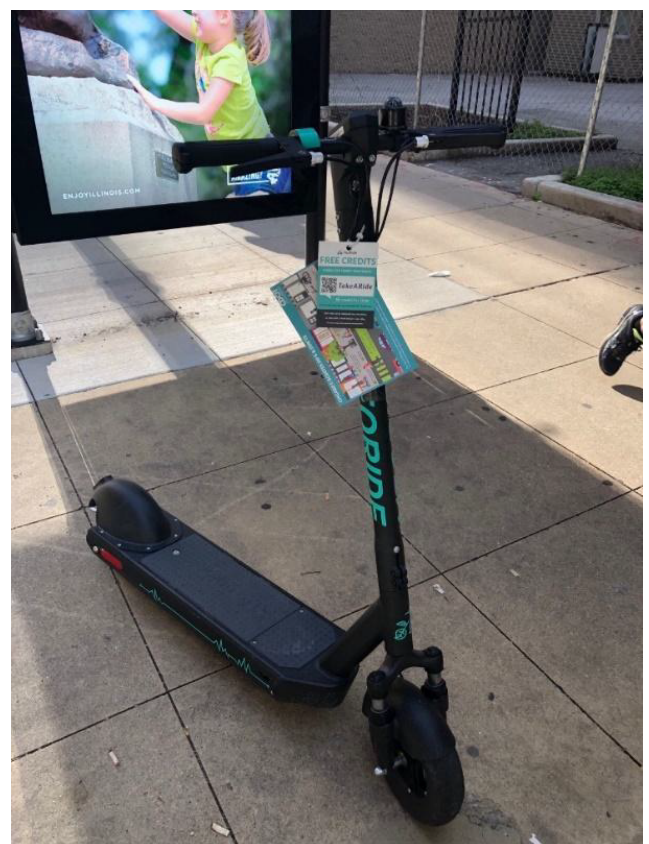
Vevo takes rider safety very seriously, so we have developed a number of initiatives to educate our customers about proper use of our scooters. In addition to the specific guidelines published in our User Agreement, we highlight safety through pop-up screens in our app and on Vevo website. Vevo has an extensive standard safety and education program, plus the capacity to customize for special groups.

Veo provides in-person safe riding and safe parking instructions during local events, group rides, and device demonstration days. These safety events include detailed instructions from our local Operations Team on how to begin a ride on a scooter and safely use the throttle and brakes. In addition, the in-person instructors review Veo rules and local regulations, including no riding on sidewalks, no double riding, no riding under the influence, riding the correct direction on a street, etc. Continuing in-person safety education will be held regularly, in coordination with existing City events whenever possible as described in the table above. We believe that users and non-users alike benefit from understanding how the vehicles operate, where and how they should be parked, and how to contact Veo in the event of any issue they see with the scooters. During these safety events we pass out our Safety Guide flyer (see below) that educates the community on how to responsibly use our service.



Veo will actively work with the City of Bloomington to address any concerns around parking, helmet use and roadway safety. We have many customizable options to educate Users and improve compliance, including:

- FAQs about the scooter share program that can be distributed in collaboration with our local partners
- Hang tags on each scooter
- Education Info Stickers on each scooter indicating no sidewalk riding, Toll-free customer service number, and scooter ID number
- In-app notifications and pop-up messages
- Physical signage
- Communication through traditional media and social media
- City-wide educational events
- IU specific trainings
- Customizable programs for low income and other special interest groups



AGENCY CUSTOMER ID: _____

LOC #: _____



ADDITIONAL REMARKS SCHEDULE

Page _____ of _____

AGENCY Christensen Group		NAMED INSURED Veoride Inc	
POLICY NUMBER			
CARRIER	NAIC CODE	EFFECTIVE DATE:	

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,

FORM NUMBER: 25 **FORM TITLE:** Certificate of Liability Insurance: Notes

IMPORTANT NOTICE:

1. THE INSURANCE POLICY THAT YOU [HAVE PURCHASED] [ARE APPLYING TO PURCHASE] IS BEING ISSUED BY AN INSURER THAT IS NOT LICENSED BY THE STATE OF CALIFORNIA. THESE COMPANIES ARE CALLED "NONADMITTED" OR "SURPLUS LINE" INSURERS.
2. THE INSURER IS NOT SUBJECT TO THE FINANCIAL SOLVENCY REGULATION AND ENFORCEMENT THAT APPLY TO CALIFORNIA LICENSED INSURERS.
3. THE INSURER DOES NOT PARTICIPATE IN ANY OF THE INSURANCE GUARANTEE FUNDS CREATED BY CALIFORNIA LAW. THEREFORE, THESE FUNDS WILL NOT PAY YOUR CLAIMS OR PROTECT YOUR ASSETS IF THE INSURER BECOMES INSOLVENT AND IS UNABLE TO MAKE PAYMENTS AS PROMISED.
4. THE INSURER SHOULD BE LICENSED EITHER AS A FOREIGN INSURER IN ANOTHER STATE IN THE UNITED STATES OR AS A NON-UNITED STATES (ALIEN) INSURER. YOU SHOULD ASK QUESTIONS OF YOUR INSURANCE AGENT, BROKER, OR "SURPLUS LINE" BROKER OR CONTACT THE CALIFORNIA DEPARTMENT OF INSURANCE AT THE TOLL-FREE NUMBER 1-800-927-4357 OR INTERNET WEBSITE WWW.INSURANCE.CA.GOV. ASK WHETHER OR NOT THE INSURER IS LICENSED AS A FOREIGN OR NONUNITED STATES (ALIEN) INSURER AND FOR ADDITIONAL INFORMATION ABOUT THE INSURER. YOU MAY ALSO VISIT THE NAIC'S INTERNET WEBSITE AT WWW.NAIC.ORG. THE NAIC—THE NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS—IS THE REGULATORY SUPPORT ORGANIZATION CREATED AND GOVERNED BY THE CHIEF INSURANCE REGULATORS IN THE UNITED STATES.
5. FOREIGN INSURERS SHOULD BE LICENSED BY A STATE IN THE UNITED STATES AND YOU MAY CONTACT THAT STATE'S DEPARTMENT OF INSURANCE TO OBTAIN MORE INFORMATION ABOUT THAT INSURER. YOU CAN FIND A LINK TO EACH STATE FROM THIS NAIC INTERNET WEBSITE: [HTTPS://NAIC.ORG/STATE_WEB_MAP.HTM](https://naic.org/state_web_map.htm).
6. FOR NON-UNITED STATES (ALIEN) INSURERS, THE INSURER SHOULD BE LICENSED BY A COUNTRY OUTSIDE OF THE UNITED STATES AND SHOULD BE ON THE NAIC'S INTERNATIONAL INSURERS DEPARTMENT (IID) LISTING OF APPROVED NONADMITTED NONUNITED STATES INSURERS. ASK YOUR AGENT, BROKER, OR "SURPLUS LINE" BROKER TO OBTAIN MORE INFORMATION ABOUT THAT INSURER.
7. CALIFORNIA MAINTAINS A "LIST OF APPROVED SURPLUS LINE INSURERS (LASLI)." ASK YOUR AGENT OR BROKER IF THE INSURER IS ON THAT LIST, OR VIEW THAT LIST AT THE INTERNET WEBSITE OF THE CALIFORNIA DEPARTMENT OF INSURANCE: [HTTP://WWW.INSURANCE.CA.GOV/01-CONSUMERS/120-COMPANY/07-LASLI/LASLI.CFM](http://WWW.INSURANCE.CA.GOV/01-CONSUMERS/120-COMPANY/07-LASLI/LASLI.CFM).
8. IF YOU, AS THE APPLICANT, REQUIRED THAT THE INSURANCE POLICY YOU HAVE PURCHASED BE EFFECTIVE IMMEDIATELY, EITHER BECAUSE EXISTING COVERAGE WAS GOING TO LAPSE WITHIN TWO BUSINESS DAYS OR BECAUSE YOU WERE REQUIRED TO HAVE COVERAGE WITHIN TWO BUSINESS DAYS, AND YOU DID NOT RECEIVE THIS DISCLOSURE FORM AND A REQUEST FOR YOUR SIGNATURE UNTIL AFTER COVERAGE BECAME EFFECTIVE, YOU HAVE THE RIGHT TO CANCEL THIS POLICY WITHIN FIVE DAYS OF RECEIVING THIS DISCLOSURE. IF YOU CANCEL COVERAGE, THE PREMIUM WILL BE PRORATED AND ANY BROKER'S FEE CHARGED FOR THIS INSURANCE WILL BE RETURNED TO YOU."

Date: _____
Insured: _____