



# Zagster

**CITY OF SALEM**

MICRO-MOBILITY OPERATIONS  
PLATFORM

Bringing scooter share  
to the community

## Table of Contents

<b>Table of Contents</b>	<b>1</b>
<b>Zagster’s plan to expand Salem’s mobility impact</b>	<b>2</b>
Expanding our bike share’s impact with e-scooters	2
Our proposed mobility mix for Salem	3
Our scooter approach for Salem	3
Spin Scooters	3
Overview of Spin	4
<b>Operations Plan</b>	<b>5</b>
Defined service area with the city	5
Controlling behavior	5
<b>Local operations</b>	<b>6</b>
Cohesive team for bikes and scooters	6
<b>Daily routine</b>	<b>6</b>
Stage scooters each morning at drop-zones	6
Recharge scooters that hit 20% charge	7
Respond to issues on-demand	7
Remove scooters nightly	7
Operations manager	7

## Zagster's plan to expand Salem's mobility impact

### Expanding our bike share's impact with e-scooters

Zagster has been working with the City of Salem to operate what we believe to be one of the best small-town bike share programs in America. Currently, we operate over 80 bikes at 16 locations. We have taken great pride in our relationship with the City, and have worked hard to tackle things like: filling transit gaps, providing connections between Salem State and the City, recreation for residents and visitors, and putting key destinations on the map.

To build on this success and to help Salem move mobility forward, we are proposing adding e-scooter share into our fleet to extend access to more types of riders. E-scooters are used primarily for transit, which makes them a great tool for plugging transit gaps for last mile distances. It is as common to see professionals in suits riding scooters as it is recreational riders! With e-scooters communities can truly move that one-step closer towards reducing car usage.



## Our proposed mobility mix for Salem



**Zagster Bikes**



**Spin Scooters**

## Our scooter approach for Salem



A single point of contact to operate bikes and scooters



Work with City to study the impact of the program on transit



Engage the community to guarantee equitable access



Innovate with the City to offer the best public mobility in MA!



### Spin Scooters

Spin will be our scooter brand that we offer alongside Zagster, our bike share brand. Spin will provide the mobile app, as well as the actual scooter. The end user in Salem will interact with the Spin product, but Zagster, Inc. will be the one-company operating these devices, which will provide the City with one-collaborator to make sure both the bike share and scooter share compliment the community's needs.

## Overview of Spin

Zagster chose Spin as our scooter partner because we believe Spin shares the same perspective that scooter share should exist to improve city transportation and not the other way around!

- As a division of Ford Mobility, Spin is dedicated to learning from cities to improve mobility
- Spin does not launch without permission!
- Zagster is the operations expert, Spin is the scooter hardware and mobile-app expert, combined we offer an amazing experience for riders in Salem
- Zagster will own the relationship with Salem and be the sole point of contact, which will dramatically simplify communication and mobility cohesion

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## The Spin scooter

### Features

- Up to 15.5-mile range
- Built-in GPS
- Front-tire lock when parked
- Spin Charger network charges scooters daily without docking stations
- Standing position feels intuitive and secure
- Last-mile solution when sweat or creased clothes from a bike ride present a barrier



### Affordable

- \$1 per ride + \$0.15 per minute

### Safe

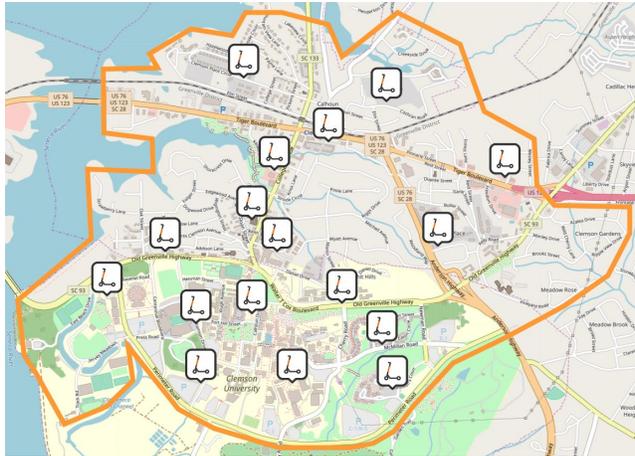
- Anti-lock brake system means fast stops with no skidding
- Aircraft grade aluminum construction
- Powerful LED front headlight
- Rear red reflector and light
- Puncture-resistant tires
- Large-diameter wheels handle road bumps
- Top speed limited to 12.4 mph

## Operations Plan

### Defined service area with the city

Zagster can define where the scooters can operate using geo-fencing. The GPS on each scooter will ping our satellite and operate based on the boundaries we define. We can work collaboratively with the City to set these boundaries.

Additionally, we can work with the City to identify pre-determined locations for staging and parking scooters. This will help riders park in ways that are unobstructive.



### Controlling behavior

To further control how scooters operate, we can do the following things:

#### Notifications to riders

Once a rider enters an “off limits area,” they will be sent a notification”

#### Can't end trip

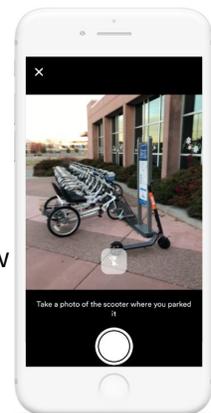
If a rider tries to end their trip in an off-limits area, they will not be able to end their ride, and will be asked to return to a permitted usage area.

#### Slow scooter to a low speed

We also have the ability to slow the scooter to a low speed once a rider enters an off-limits area for safety purposes. However, we recommend against this option as it can cause safety issues in busy areas.

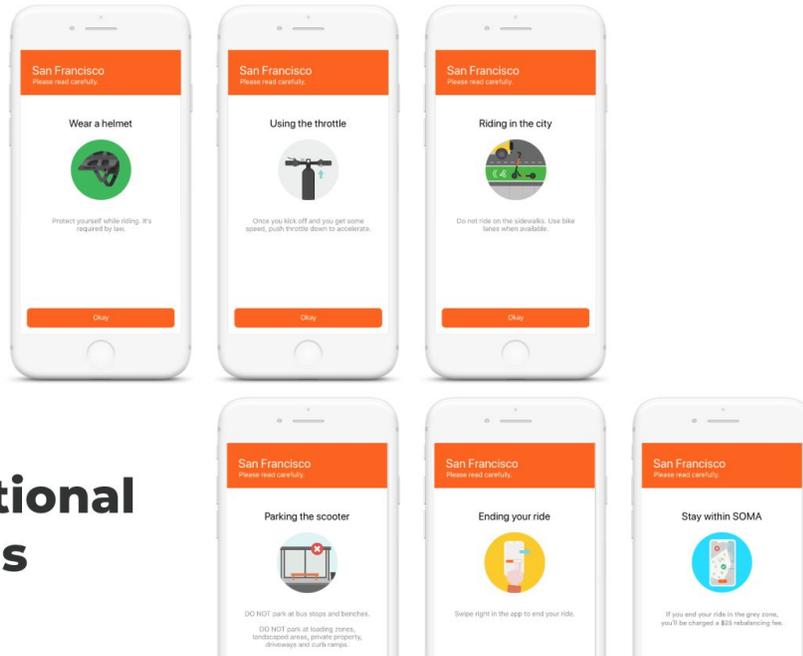
#### Proof of Parking Compliance

We believe the value of micro-mobility is the ability to get to unique places with precision. It's what separates scooter share from static bussing and unlocks the ability to truly bridge transit gaps. Riders are given strict guidelines for how they can park their scooter within the app if they choose to park outside of a designated zone (i.e. only park next to bike racks, in the furniture zone, or at a designated drop location). Before ending a trip, they must take a photo of their scooter to provide proof of compliance. Additionally, when a new rider checks out a scooter, they are prompted to rate the parking job of the last user. If a user incurs a poor rating, they may be suspended from using the program.



## Local Educational Screen-flows

We can create custom educational screen-flows that appear in the mobile app before the rider uses the program to explain the local rules of the road.



## Educational screens

## Local operations

Zagster will hire local hourly-paid workers to manage the program. Unlike other companies that only hire through their app and pay workers by the piece, Zagster will establish a local organization with skin in the game that cares about responding to Salem's needs.

### Cohesive team for bikes and scooters

Our team will provide cohesion for both bike share and scooter share operations and management, which will drastically improve Salem's ability to control outcomes for the community.

## Daily routine

Zagster will work with the City of Salem to determine our daily operations routine. Our intent is to provide a scooter share that fits the needs of Salem and not the other way around.

### Stage scooters each morning at drop-zones

Each morning, Zagster will stage scooters at pre-designated drop locations to foster cohesion and tidy operations as well as reliable pick-up locations for riders. As a note, while riders are encouraged to return scooters to designated areas, we cannot



enforce 100% compliance. Instead, we work to create designated areas in high functional areas to make it easy for riders to drop them in these locations.

#### **Recharge scooters that hit 20% charge**

Once a scooter hits 20% charge level, the Zagster operations team will collect the scooter from the field for recharging.

#### **Respond to issues on-demand**

If an issue with a scooter is reported, such as blockage of the right of way, or a damaged device, Zagster will deploy a team member to collect the scooter.

#### **Remove scooters nightly**

Zagster will establish hours of operation with the City. Typically it is from 7am to 9pm. At the end of each day, we will remove scooters completely from the field to be recharged and fixed overnight before being redeployed in the morning.

#### **Operations manager**

Zagster will hire a full-time local operations manager. The operations manager will be tasked with overseeing the local team, as well as serving as the boots-on-the-ground point person to respond to any City requests or emergencies.