



June 4, 2021

Pennsylvania Senate Transportation Committee
Senator Wayne Langerholc, Jr. (Chair)
Senate Box 203039
Harrisburg, PA 17120-3039

Dear Senator Langerholc and Members of the Committee,

My name is Ben Bear and I am the Chief Business Officer at Spin, a shared e-scooter provider that is a wholly-owned subsidiary of Ford Motor Company. I am pleased to testify before the Senate Transportation Committee today as you consider ways to advance innovative and sustainable transportation options in the Commonwealth of Pennsylvania.

Spin's mission is to create a world full of 15-minute cities, powering individual mobility for the benefit of all, and bringing cities to life by moving people freely through their streets. Founded in 2017 in San Francisco, Spin serves dozens of cities and campuses in the United States and around the world. We have seen that providing the option of low-barrier and low-cost transportation increases access to transit and encourages people to replace shorter car trips with the more sustainable option of e-scooters. Not all micromobility providers are created equal, however. Spin prides itself on taking a partnership-led approach: we work collaboratively with our city, campus, and community partners wherever we operate. Instead of disrupting transportation systems, we want to build upon and complement them in line with the vision of the communities we serve.

We hope to bring e-scooters to Pennsylvania through the Pittsburgh Mobility Collective (PMC), a truly innovative and transformative approach to multi-modal transportation. In July 2019, the Pittsburgh Department of Mobility and Infrastructure (DOMI) selected Spin to lead a public-private partnership of transportation providers to create an integrated model for providing transportation options. The PMC will provide residents and visitors to the City of Pittsburgh with an integrated transportation system, allowing them to access shared e-scooters, shared bikes, transit, carpool, and short-term car rentals, all through one app and at physical transportation hubs.

The PMC will be the first of its kind and provide a model for Mobility-as-a-Service (MaaS) systems throughout the country, and the world. For Spin, the opportunity to introduce electric scooters within this integrated context, with charging infrastructure in place from launch, was the impetus for us to take on a leadership role in bringing these private partners together, driving the investment in collaboration and integration. We are thrilled to realize this vision after months of collaboration and community outreach with DOMI, Port Authority, Healthy Ride, Pittsburgh's Office of Equity, and the other private members of the PMC, including Transit app, Swiftmile, Waze Carpool, and Zipcar.

We aim for this system to be more safe, equitable, sustainable, economically-beneficial, and accessible than the car-dependent system it is helping to replace. A 2020 study conducted by the American Public Transportation Association (APTA) found that 45 percent of Americans do not have basic access to public transportation. New mobility offerings -- such as Spin scooters, as well as other offerings of the PMC -- can improve transportation equity and enhance transportation choices quickly, helping more people get around without the use of a personal car.

At Spin, we are proud of our commitment to equity. In 2020, the City of Chicago required operators to deploy half of our scooter fleet in designated Equity Priority Areas and rebalance scooters to those equity areas throughout the day to ensure continued access. Of the three operators in the Chicago pilot, Spin was the only operator to fully comply with this requirement. According to the Chicago Department of Transportation (CDOT) report, riders in these areas were 1.6 times more likely to report that they used e-scooters to get to and from work, underscoring the fact that micromobility can provide vital transportation options that connect people living in communities historically underserved by transit options to economic opportunities in their cities.

The experience in Chicago has also been seen in other cities, like Baltimore, where rides declined across the city in March 2020 due to COVID-19, but declined much less in Equity Zones, indicating that people were relying on scooters for essential trips. And in San Francisco, we actually saw an *increase* of scooter trips in underserved areas during the pandemic, with trips taken by riders in our low-income program increasing by 518 percent from January to May of 2020.

As a company, we are also committed to becoming carbon negative by 2025. Through our efforts to reduce emissions, use of 100% renewable electricity, and use of carbon offsets to compensate for any emissions we were unable to avoid, I am proud to say that as of 2020, our local operations, worldwide, are carbon neutral. We have a great deal of work to achieve our carbon negative goal over the next four years, but we are confident we can accomplish this ambitious target that is crucial to the long-term wellbeing of our planet.

Spin is constantly investing to ensure our services are the safest in the industry. Every vehicle model we deploy is run through an extensive durability test regime co-designed by Spin and Ford engineers. Our newest vehicle, the S-100 7th Edition, includes features such as enhanced braking systems and dual suspension, all designed to make our riders as safe as possible. We also lead the industry in addressing parking and sidewalk riding issues that impact non-riders. On the vehicle side, we are excited about features like the double-kickstand, which will help keep scooters parked upright. We are also investing in Spin Hubs, which not only allow us to charge scooters in the field, but keep vehicles orderly parked when not in use. Hubs also advance the Mobility-as-a-Service vision by providing transit and other public service information via publicly-facing screens to help people make transportation choices.

Finally, we hire locally-sourced W-2 employees -- rather than contractors -- both to ensure the safety of our operations and as part of our commitment to running an ethical organization. Based on our experience in markets around the globe, we know that we can best deliver on our safety and operational commitments when we utilize in-house teams who are staffed with local residents, people who know their neighborhoods better than we ever could.

We are excited to continue our work with Director Karina Ricks, the Department of Mobility and Infrastructure, and the city to bring the benefits of shared micromobility to Pittsburgh. Thank you again for your time and your thoughtful consideration of this important issue. Spin stands ready to continue working with you to make the PMC a reality.

Sincerely,

A handwritten signature in black ink that reads "Ben Bear". The signature is written in a cursive, slightly slanted style.

Ben Bear
Chief Business Officer
Spin

cc: Senator Jay Costa, Democratic Leader
Senator John Sabatina, Democratic Chair, Transportation Committee

SPIN

Pennsylvania Senate Transportation Committee Hearing on “Reforms and Investments to Advance Transportation Innovations in Pennsylvania”

- Chaired by Senator Wayne Langerholc

Spin Testimony

- Delivered by Ben Bear (Chief Business Officer)



Ben Bear

Chief Business Officer

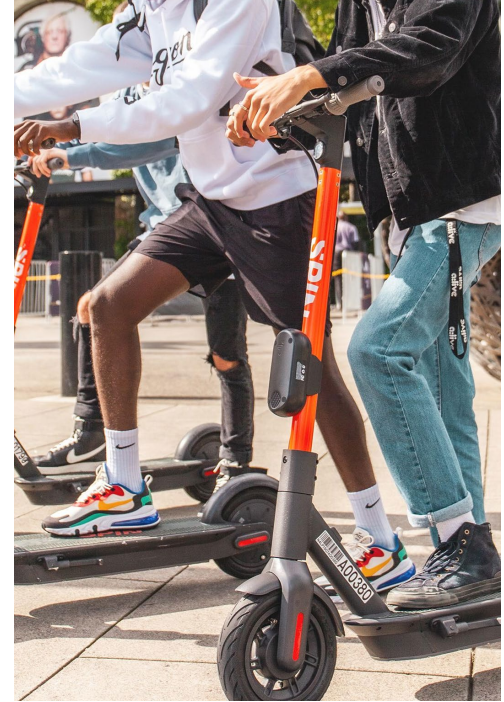



Agenda

- 1 Introduction to Spin
- 2 PMC Project + Vision
- 3 Benefits of
Micromobility

Company History

- 2017 JANUARY
Founded in San Francisco
- 2017 JULY
Launched first permitted dockless mobility program in Seattle
- 2018 NOVEMBER
Acquired by Ford Motor Co.
- 2020 MARCH
Launched our first international market in Germany
- 2021 MAY
Operating in 70+ cities and campuses around the world



A photograph of two women riding electric scooters on a city sidewalk. The woman on the left is wearing a white helmet, glasses, and a black floral patterned shirt. The woman on the right is wearing a white helmet and a black long-sleeved shirt. They are both wearing blue jeans and black sneakers. The scooters are black with orange accents. In the background, there are other people walking and a building with large columns.

Our mission is to help create a world full of 15 -minute cities

Pittsburgh Mobility Collective





Mobility-as-a-Service

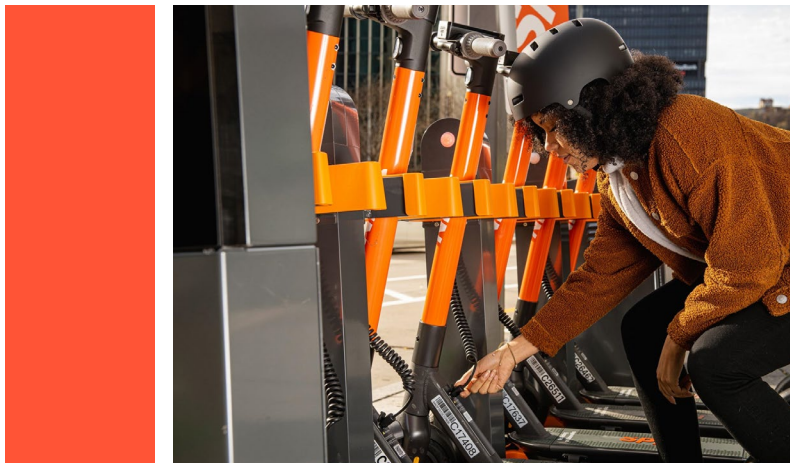


Benefits of Micromobility

We aim to deliver a transportation system that is more...

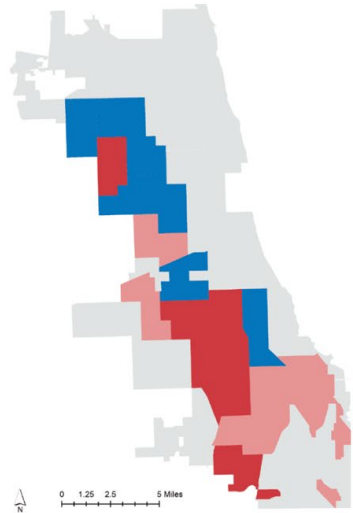
- Safe
- Equitable
- Sustainable
- Economically-beneficial
- Accessible

than the current car-dependent system.

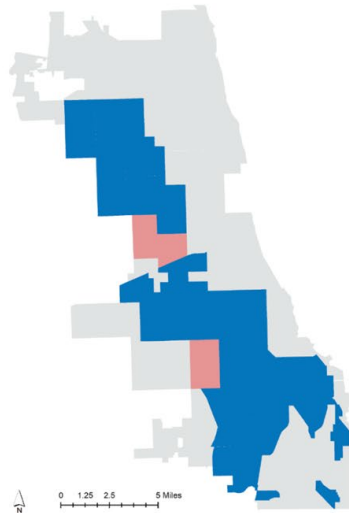
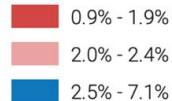


Equitable Deployment

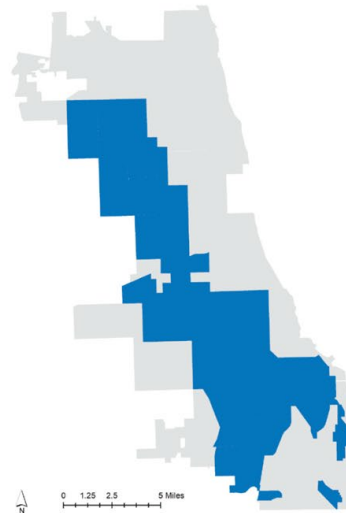
Avg Distribution of Vendor E-scooters Fleet by Equity Priority Sub-Area



Bird



Lime



Spin



“Spin consistently met the [Equity Priority Area] distribution requirement over the course of the pilot.”

- Chicago Department of Transportation, 2020 E-Scooter Pilot Evaluation

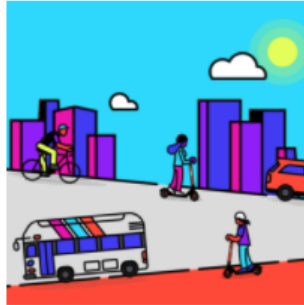
2025: Our Path to Carbon Negative



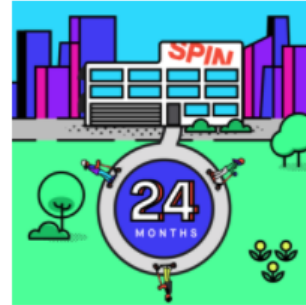
Transition operations to 100% plug-in hybrid and battery electric vehicles



Transition power for recharging to 100% renewable energy



Integrate rider mode shift as a core company sustainability metric



Achieve a minimum 24 month lifecycle for Spin vehicles



Achieve 100% landfill diversion

New Safety Features



- Double kickstand
- Enhanced braking systems
- Dual suspension
- Vehicle Durability Testing Co-Designed with Ford

In-House Workforce



SPIN

Thank you!



spin.app