

INNOVATION AS A TOOL FOR RECOVERY

Shifting the mobility
landscape for
essential workers

July 29, 2020

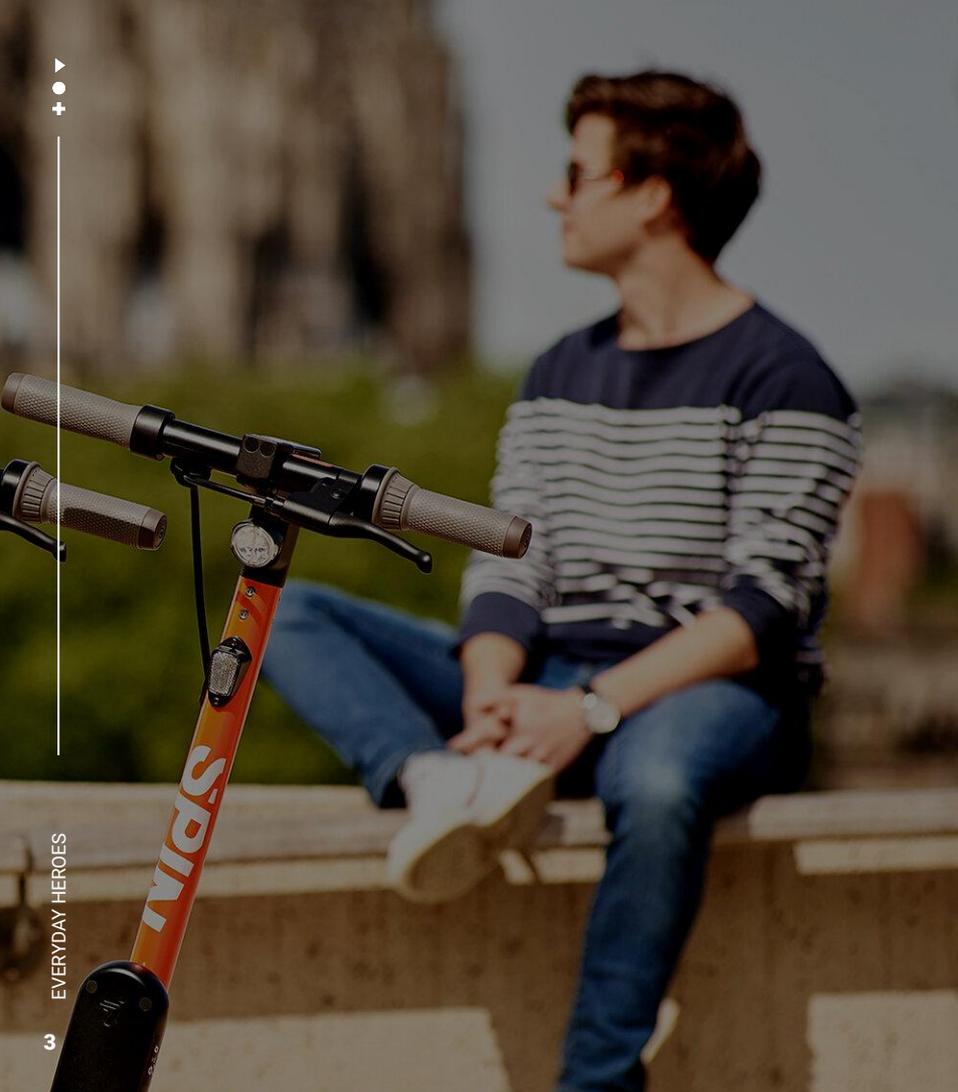
FORD MOBILITY
SPIN

BACKGROUND

Responding to COVID-19 as an essential service

- **March 2020**
 - Shelter-in-place in effect
 - Choice to continue operation in many cities in collaboration with city partners - designated 'essential'
 - New operations guidelines - sanitization, protecting employees and the public from exposure
 - Everyday Heroes program for healthcare workers launched March 30th
- **April 1 - July 1**
 - Relaunch in cities where operations were paused
 - Maintenance of operations guidelines - 0 workplace exposures to date
 - 2,100 medical providers enrolled in Everyday Heroes
 - 16,000+ trips completed - 25,000 miles
- **July 2020**
 - Everyday Heroes program analysis and next steps

The logo for SPIN, consisting of the word "SPIN" in a bold, orange, sans-serif font, slanted slightly to the right.



PROGRAM INFO

- **Partnered with major hospitals to spread information on Everyday Heroes and sign up medical providers**
- **Doctors, nurses, EMTs, lab techs, pharmacists, and others all eligible**
- **Individuals signed up via an application on Spin's website - processed in 2-24 hours**
- **Provide a valid ID and a badge or other identification from their employer**
- **Verified riders sent a code that enable free, unlimited 30-minute rides**

EVERYDAY HEROES GOAL

- **Free 30-minute scooter rides for all frontline medical workers nationwide**
- **Provide a safe, affordable transportation option that limits exposure for those most exposed in the workplace**
- **Work directly with city and hospital partners to sign up employees and deploy where services are needed most**
- **Understand impact of Everyday Heroes on rider behavior and the quality of life for essential workers**



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SUMMARY OF FINDINGS

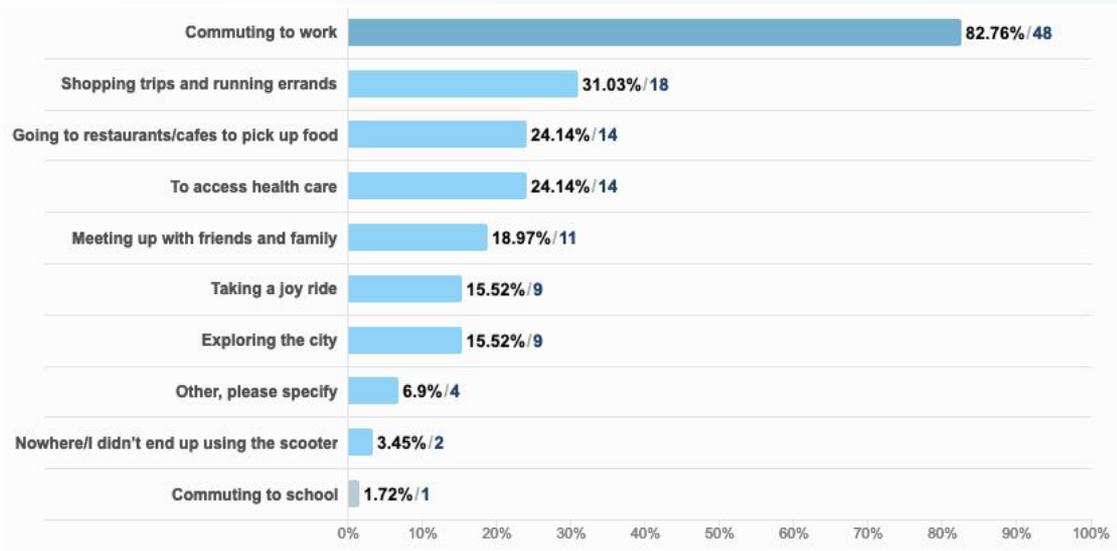
The Everyday Heroes Program proved to be a major success for those for those who participated.

- **88% customer satisfaction rate**
- **70% said they would continue to ride Spin scooters** after the program ends
- Group of riders where **safety is extremely important** - 96% of those surveyed reviewed safety information and stated it had some impact on their decision to ride
- **Prior to the program, 24% of those responding rode a Spin scooter** (weekly or more often)
- **During the program that number increased to 78%**



TYPES OF TRIPS TAKEN

82.7% of respondents used their Everyday Heroes program scooter to commute to work, followed by shopping trips and running errands (31%), and going to restaurants to pick up food and accessing healthcare (both at 24%).

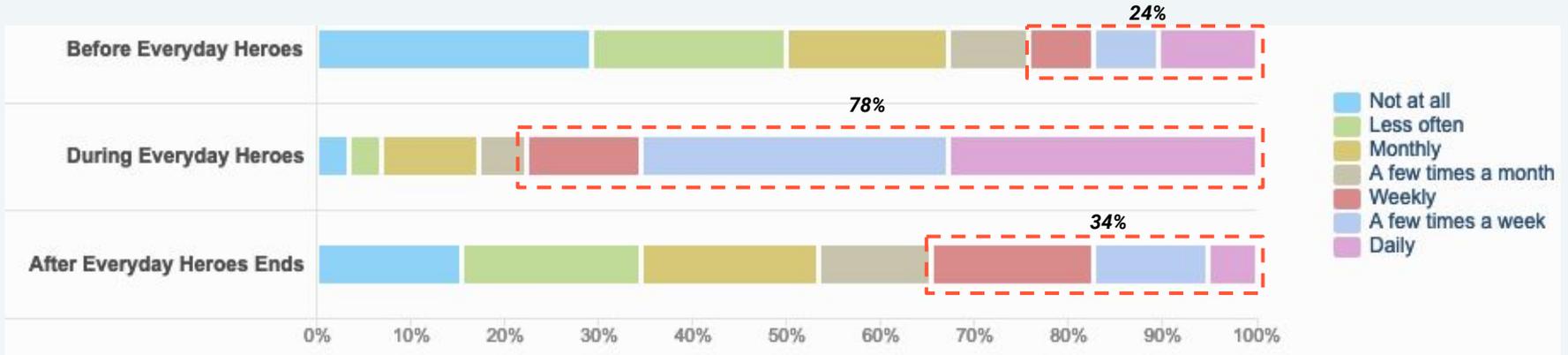




RIDING BEHAVIOR

EVERYDAY HEROES PARTICIPANTS PLAN TO INCREASE WEEKLY SPIN RIDES BY 10%

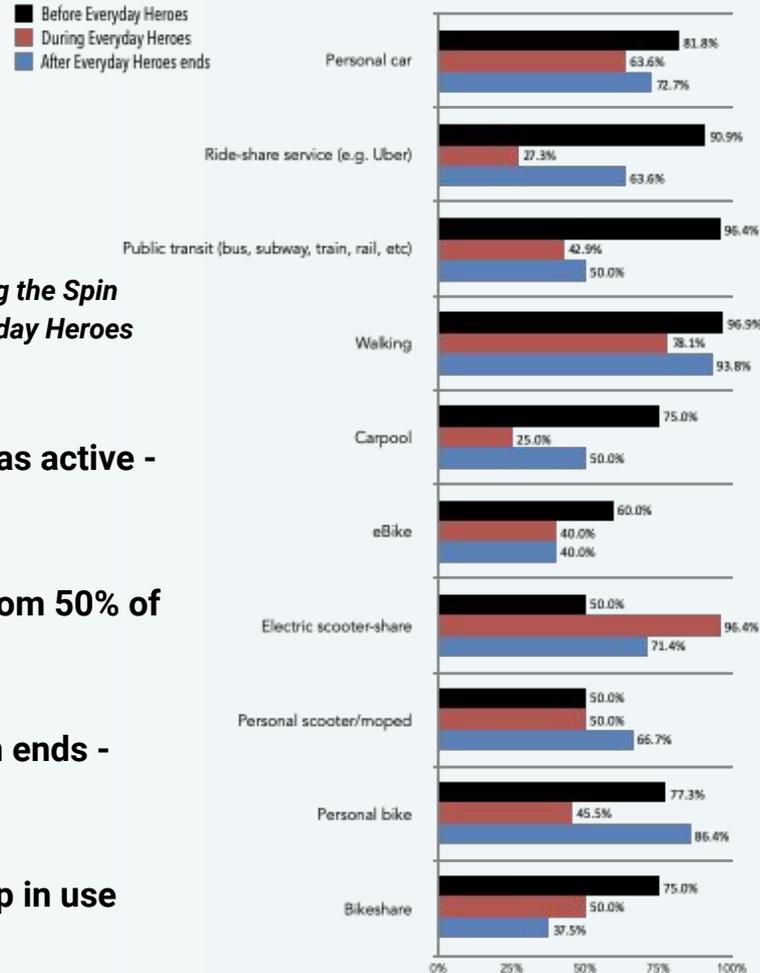
Spin scooter usage increased among participants. **Prior to the program, 24% rode a Spin scooter** (weekly or more). **During the program that number increased to 78%**. When asking what their riding behavior will be like **after the program ends, ridership (at least weekly or more) was stated to be 34%** which is a **10% increase** from their stated riding behavior prior to participation in Everyday Heroes.



CHANGES IN TRANSPORTATION BEHAVIOR

Q. How did you travel to and from work and other activities before and during the Spin Everyday Heroes program and how do you plan to travel after the Spin Everyday Heroes program ends? Select all that apply.

- Many participants shifted modes while the program was active - using the mode the frequented before less frequently
- Using shared electric scooters as a mode increased from 50% of participants polled to 96% of participants polled
- 71% plan to continue using scooters after the program ends - 21% increase compared to before the program started
- Modes that were shared and enclosed saw a large drop in use and the least anticipated rebound



WHAT THEY LOVED

LIFESAVING, VITAL, SAFE AND FUN

*"It saved my life. I just started working in nursing and I would love if you extended it! We all really need it. **Getting to and from work during these times can be life or death.**"*

*"It was a pretty spectacular program that I never knew would become so vital. The public transit system in my city remained operational, however, restricted seating to the rear portion of the bus. As a result, there's not much space for social distancing. Thanks to SPIN, **I was able to commute to and from work every single day.** The best part about the scooters - **it takes the same amount of time to commute via scooter as it does to commute via public transit.**"*

*"It got me home quickly after a long shift, and it was an **enjoyable release after work.**"*

*"Thank you! Everyday Heroes was a lifesaver. **Having spin scooter was literally my only option to get to work** at a time when I didn't have a car, ride share was non-existent because of COVID, and my work hours at the hospital were increased and more erratic. I'm an anesthesiologist at Hopkins. Spin saved me tons of time, stress, and money. **I spread the word to as many people as I could that everyone should be using Spin to get around. I appreciate the quality build of scooters and the ideals of the company that stands behind it.** You have another loyal customer. Thank you!"*

*"The convenience and shorter commuter times. Scooter was also **much more fun than sitting on a bus!**"*

THANK YOU

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