



RAZOR USA

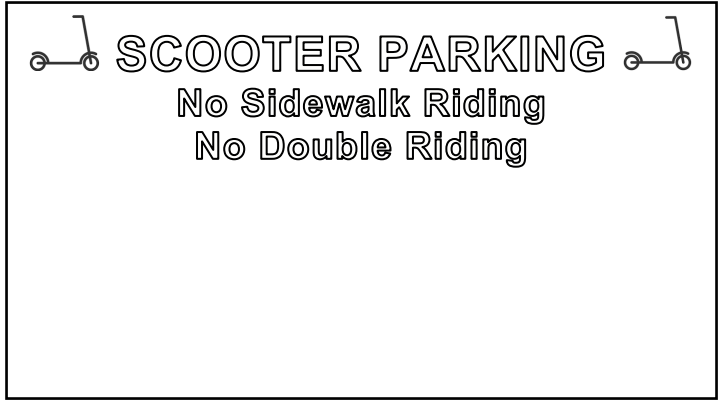
RAZOR USA TUCSON ACTION PLAN

Razor is honored to have been selected to participate in Tucson’s Shared Electric Scooter Pilot Program. To date, Razor has accumulated 14,600 unique Razor riders in Tucson, clearly demonstrating that the residents of Tucson are utilizing and benefitting from this new form of micromobility. As of today, Razor has provided over 65,000 rides, and replaced 830 car rides a day, all while saving 115,000 lbs. of CO2 from being emitted in the process. Razor believes that the long-term success of our business in Tucson is directly tied to the meaningful investments we make in the community. To that end, Razor will expand its educational and low-income outreach by partnering with organizations and community stakeholders, and work with the City to make the appropriate upgrades to the program. We know that when it comes to operations, one size does not fit all for every city, and we appreciate the City Council’s continued support as we continually adjust our service to fit Tucson’s needs. We would like to express our sincere gratitude to the Mayor, Council, and Department of Transportation for maintaining open lines of communication and feedback as we shape this program into the best it can be. Below are some updates to Razor’s plan to conduct further education and outreach in the Tucson community.

PARKING

Preferred Parking Spots

Razor supports the City in creating preferred parking spots on 4th Avenue, and will incentivize the use of these areas by riders, as noted below. Please see the graphic below for potential parking stencil design.





RAZOR USA

Parking Incentives

Razor will incentivize riders to park responsibly by offering a discount on the cost of rides for those who end their ride in preferred parking spots. Preferred parking locations (for example, the proposed locations on 4th Avenue) will be clearly indicated on the interactive map in our app. The rider's location will be verified via GPS at the end of their ride, and this data will be used to calculate their discount.

End Ride Photos

Razor will shortly (mid-January) be deploying end-ride photo functionality in our app. As part of the end ride process, riders will be required to take and submit a photo of their parked scooter, and these photos will be stored in a repository that is linked to user ride records. Razor will also remind riders that if they are reported as improperly parked, Razor will audit their applicable end-ride photo and levy a parking fine if that scooter is parked incorrectly.

EDUCATION

University of Arizona

Razor has reached out to the University of Arizona to partner on an educational campaign on campus. When a plan has been finalized, we will present it to the City. As of now, we are in opening stages of discussions.

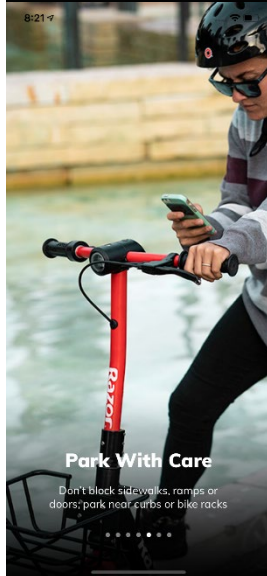
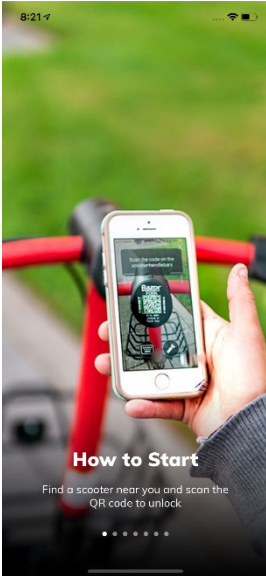
Educational Modules/Banners

Registration Module

Razor is committed to further utilizing user education as a means of encouraging responsible rider behavior. Razor currently displays education modules during user registration and at the start of every ride to remind our users to ride responsibly and abide by local laws. We will add a slide about sidewalk and double riding.



RAZOR USA



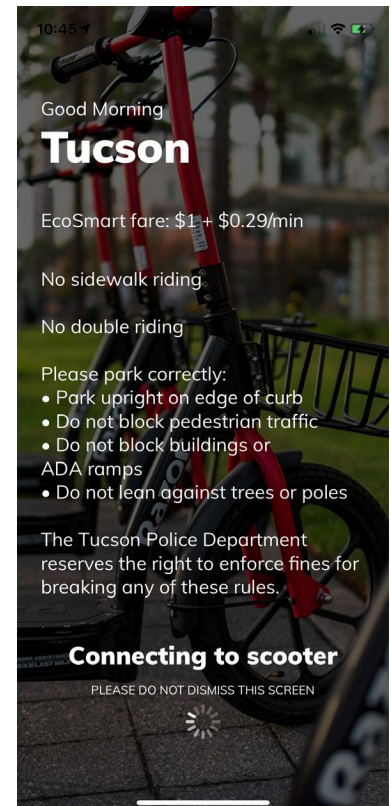


RAZOR USA

Start Screen

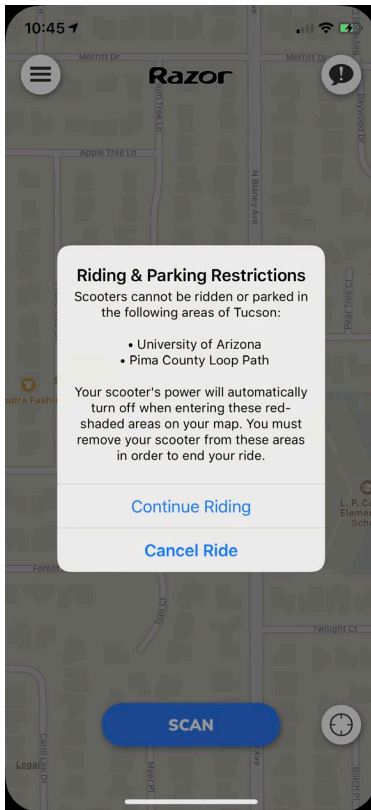
In addition to the comprehensive set of in-app tools that we utilize to educate our riders, moving forward, a Razor rider will be required to view “Tucson Rules of the Road” (as shown on the right) on the start screen before they can begin each ride. These rules will include:

- “No sidewalk riding
- No double riding
- Please park correctly:
 - Park upright on edge of curb
 - Do not block pedestrian traffic
 - Do not block buildings or ADA ramps
 - Do not lean against trees or poles
- The Tucson Police Department reserves the right to enforce fines for breaking any of the above rules.”





RAZOR USA



Pre-Ride Notification

Currently, Razor’s pre-ride notification reminds riders where they cannot ride or park by indicating where “red zones” are in Tucson (as shown on the left). This language includes:

“Scooters cannot be ridden or parked in the following areas of Tucson:

- University of Arizona
- Pima County Loop Path

Your scooter’s power will automatically turn off when entering these red-shaded areas on your map. You must remove your scooter from these areas in order to end your ride.”

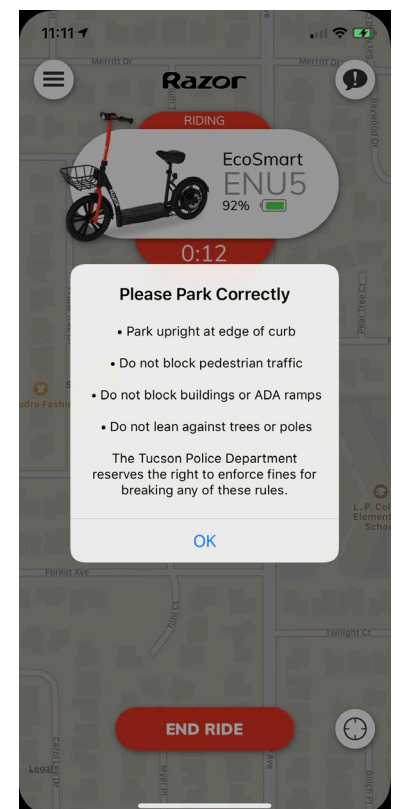
End Ride Notification

Before ending a ride, the user will have to acknowledge the end ride notification. This notification reminds users of the parking rules a second time during their ride experience (as shown on the right). This language will include:

“Please Park Correctly:

- Park upright at edge of curb
- Do not block pedestrian traffic
- Do not block buildings or ADA ramps
- Do not lean against trees or poles

Tucson Police Department reserve the right to enforce fines for breaking any of these rules.”





RAZOR USA

Educational Pop-Up Events

In addition to the 5 pop-up events Razor has conducted in the Tucson community thus far, we will continually look for additional opportunities to host educational pop-up events. As part of its regular programming, Razor pop-ups include an invitation to residents to test drive our scooters. Attendees can also receive a complimentary helmet after signing up for an account in our mobile application. At these events, Razor staff provide information and offer training demonstrations on safe riding and parking procedures, while also creating safe areas where attendees can practice riding. Topics discussed in these demonstrations include “rules of the road,” low-income program options, and familiarization with Tucson regulations—including how to park properly when a ride is finished. We plan on holding instructional pop-ups that coincide with major City events, such as street events, festivals, concerts, etc. Razor has reached out to the following organizations to partner on pop-up events: Downtown Tucson Partnership, Living Streets Alliance, Watershed Management Group, Pie Allen Neighborhood Association, Armory Park Neighborhood Association, El Presidio Neighborhood Association, and West University Neighborhood Association.

TUCSON: RULES OF THE ROAD

Hey, Tucson! Razor Share e-scooters are a fun and convenient way to get you where you need to go. While riding our scooters, following local and state laws will make things safer for both yourself and those around you. So, before you hop on your next Razor Share scooter, we want to make sure you are aware of the rules of the road.

WHERE TO RIDE IN TUCSON*
You can ride nearly anywhere in the city in a bike lane, and should avoid riding on sidewalks. There are certain areas that are off-limits and should be avoided when you are on an e-scooter.

- SIDEWALKS** (Prohibited)
- The University of Arizona Campus** (Prohibited)
- The Pima County Loop Path** (Prohibited)

PUBLIC TRANSIT*
Scooting is a convenient way to get to your local transit stop, however no shared scooters are allowed on public transit.

AGE RESTRICTION
You may only ride a Razor Share scooter if you're 18 or older and have a valid driver's license.

USE A HELMET
Please use a helmet while scooting. Complimentary Razor helmets are available to all registered riders. Please call 833-LAST-MILE to request home delivery of a free helmet and follow us on Twitter and Instagram to learn about future free helmet pop-ups in Tucson at @RazorShare.

ONE RIDER PER SCOOTER
There's nothing like riding with groups of friends, but remember, only one person per scooter.

NO DRINKING & SCOOTING
Do not drink and scoot. It's dangerous for you and others on the road – and it's against the law!

PARK RESPECTFULLY
Leave scooters parked in an upright position, clear of pedestrian flow, driveways, sidewalk ramps, or business entrances.

HAPPY SCOOTING!



RAZOR USA

Affordability Program Outreach

As part of our ongoing efforts to expand accessibility to new mobility options, we offer an affordability program that charges the rider a discounted \$0.50 fee to start a ride and a discounted \$0.15 per minute until the ride is complete. Our low-income pricing structure is a 50% discount off of our base fare (\$1.00 to start a ride and \$0.29 per minute). Riders who want to apply for the program can fill out an enrollment form and submit supporting documentation at <https://www.razor.com/share/affordability-program/>. To qualify for Razor’s affordability program, a rider must demonstrate that he or she participates in or qualifies for any federal, state, locally-administered assistance program.

Razor also offers a cash-based program to any interested rider. By offering scooters from a central distribution facility in Tucson, Razor will allow riders to pay in cash to rent a scooter for any fixed period of time. Razor will also accept prepaid debit cards, which can be purchased in cash at most convenience stores, as a payment option on its mobile application. Razor’s Text-to-Ride program will launch in January.

Razor has created affordability program outreach materials, which are at the end of stage of development with Razor’s graphic design team, to be distributed to the following organizations that serve low-income communities: the Tucson Urban League, The Primavera Foundation, YMCA, as well as the City. The language for the flyers is attached in both English and Spanish. Razor will also distribute these materials at our future pop up events.

Social Media Outreach

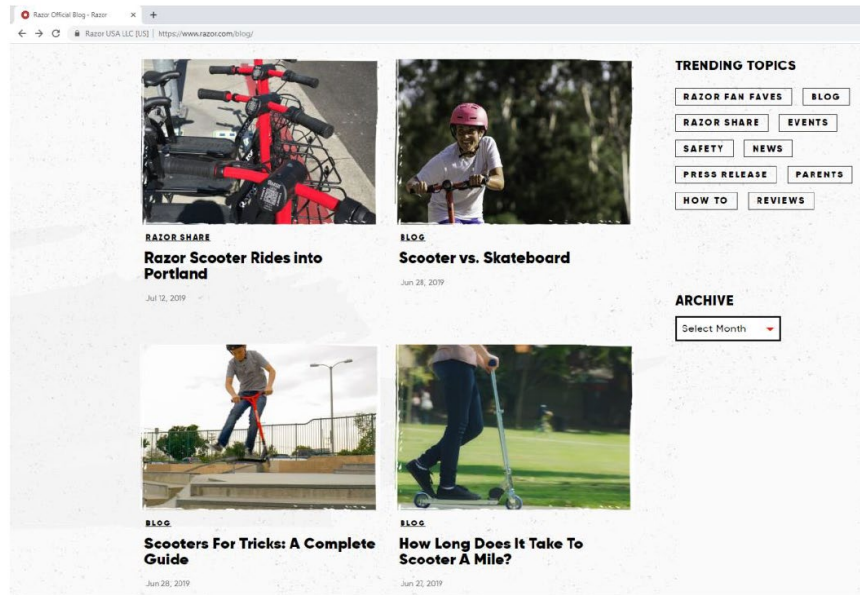
Razor communicates with the community regarding the safe operation of dockless vehicles via our blog and social media channels, as shown in screenshots below. Razor will use the same communication strategies for the general public that it uses for riders. Razor’s social media channels, which have a combined Instagram, Facebook, and Twitter following of nearly half a million accounts, regularly produce content posts regarding safety, products, and “how-to’s.” Furthermore, Razor’s website informs the public on how to report issues and complaints, as well as provide feedback on how Razor can improve its operations.

In addition, Razor has reached out to the following organizations to partner on social media and education outreach: Downtown Tucson Partnership, Living Streets Alliance, Watershed Management Group, Pie Allen Neighborhood Association, Armory Park Neighborhood Association, El Presidio Neighborhood Association, and West University Neighborhood Association.



RAZOR USA

Razor Blog (www.razor.com/blog)





RAZOR USA

OTHER INITIATIVES

Helmets

Free Helmets

As part of our efforts to further promote rider safety, Razor has made complimentary helmets available to registered riders at safety demonstration events around Tucson. Riders can also call (833) LAST-MILE or email sharesupport@razorusa.com to request a complimentary helmet with free shipping to any Tucson address. To date, Razor has given out over 500 free helmets to the residents of Tucson at our educational pop up events alone.

Helmet Selfies

In order to incentivize helmet use, Razor will deploy in-app "Helmet Selfie" technology. Riders will be offered a discount on future rides for submitting a photo of themselves wearing a helmet. Fraudulent, duplicate, or noncompliant photos will be rejected based on an analysis of image content and date/time metadata for each photo submitted.

Helmet Hubs

Razor will reach out to all Council Districts and relevant local community organizations to offer the opportunity to participate in Razor's Helmet Hubs. Razor will drop off boxes of helmets to establishments who wish to act as a free helmet distribution hub for citizens in the community.

Street Fair

Razor has created a large geofence to accommodate the 4th Avenue Street Fair to keep scooters from entering its geographic zone. In addition to the geofence, Razor has bolstered its rebalancing efforts with extra labor around the perimeter of the Street Fair. Our Operations Team will continually rebalance scooters ending their rides on the streets surrounding the Fair to ensure that oversaturation does not occur.