

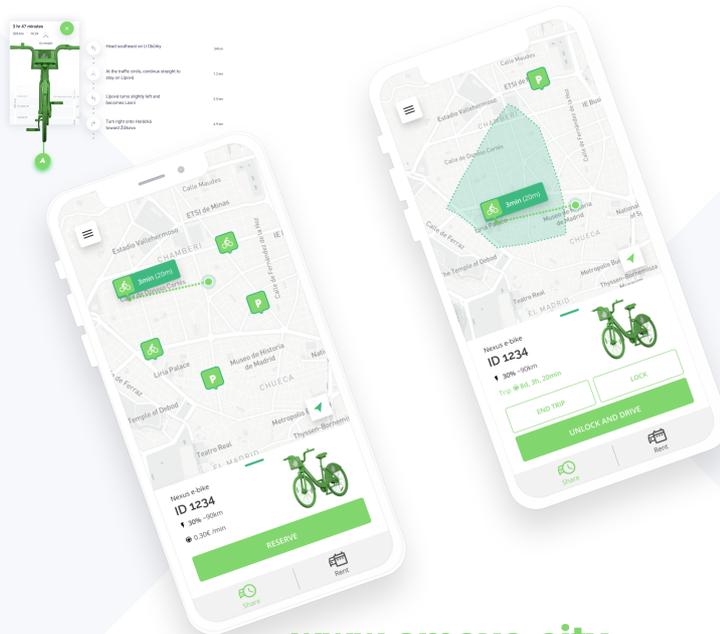


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The Smove.City Equity Plan for Cities

Smove.City will agree with each City partner to a two-pronged approach to equity:

- 1. Offering affordable pricing, engaging the community and broad access**
- 2. Expanding Program coverage over time to underserved parts of the City**



“Every SMOVE.CITY contract includes an “Equity Plan”, where we propose the city a two-pronged approach to equity: (1) offering affordable pricing, engaging the community and broad access, and (2) expanding Program coverage over time to underserved parts of the City. #WeCareWeShare”

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Smove.City desires to help achieve civic goals related to equity, innovation, experimentation, and maintaining order in the City’s right-of-way by providing high-quality, reliable equipment and software; seamless customer service; comprehensive, meaningful bike share program; and collaboration with the municipal/City and local businesses

— Constantin Vermoere, Founder & CEO Smove.City

Smove.City will work with each City in good faith to implement the “Smove.City Equity Plan”

At **SMOVE.CITY**, we believe in engaging the community and working together with local authorities that is why we introduced our *"Smove.City Equity Plan"*.

Our equity plan can be summarised as follows:

- **Smove.City will administer a low-income program at its cost, including the following elements:**
 1. *Income-Eligible Membership: Smove.City will offer a discounted annual membership to income-eligible individuals.*
 2. *Programming, in partnership with community organizations, to introduce new audiences to bicycle share, such as group rides and riding classes.*
- **Smove.City will rebalance bicycles to ensure equitable access to the Program throughout the service area.**
 1. *Smove.City bicycle distribution commitments are geographically equitable by requiring Smove.City to rebalance bicycles to all areas of the City.*
 2. *Smove.City will expand Program coverage to underserved parts of the City in mutual agreement with The City*
- **Smove.City will support programming from (local) partner organizations that promote bicycle share, including by providing free passes that may be used by local partners to teach local residents about bike sharing.**
- **Smove.City will advocate for bicycle safety programming to increase community awareness of bicycle share.**

Smove.City will measure its equity efforts through (i) *rider demographics* and (ii) *accessibility of bicycles in targeted neighborhoods*. Smove.City will seek the advice of local researchers and experts to improve methods of measuring equity in bicycle share.

If you are a city official or journalist and would like to know more about our equity plan you can reach out to our press contact at press@smove.city



ABOUT SMOVE.CITY

A sustainable data driven electric bike share solution dedicated to cities that want to take back the control over their mobility data.

Smove.City provides cities and municipalities their own shared electric bike solution. We provide cities a mobile application, a fleet management dashboard and data analysis platform, a fleet of electric bikes and we work together with local bike shops for the daily maintenance and operations. The city has a full control through our fleet management platform and can use the data for analysis and urban planning.

Our solution is not only a sustainable mobility platform that can easily integrate multiple sustainable electric vehicles (*electric bikes, electric kick scooters, electric mopeds, electric cars..*) it is also a fleet management and data analysis tool. Our solution positively impacts communities and cities, our fleet of electric bikes are affordable, accessible, sustainable and easy to use. We impact a wide demographic, from young to old, women and men. Our platform allows the cities we work with to have a real understanding of the mobility in

their city based on real time data, they use our data to further improve their streets and make the streets more bike friendly. We engage with the community and we work together with these cities. **This is where we are different. We can create behaviour change and we have the data to evaluate, measure, learn and improve people's behavior!**

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