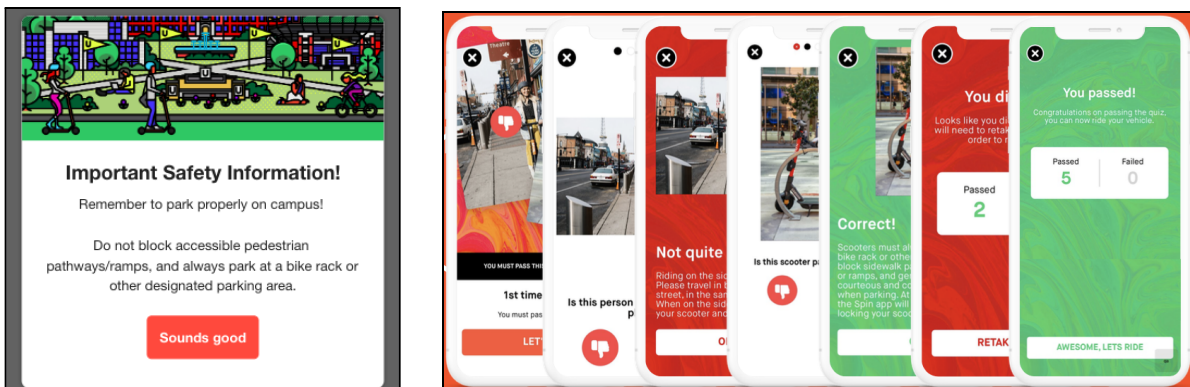




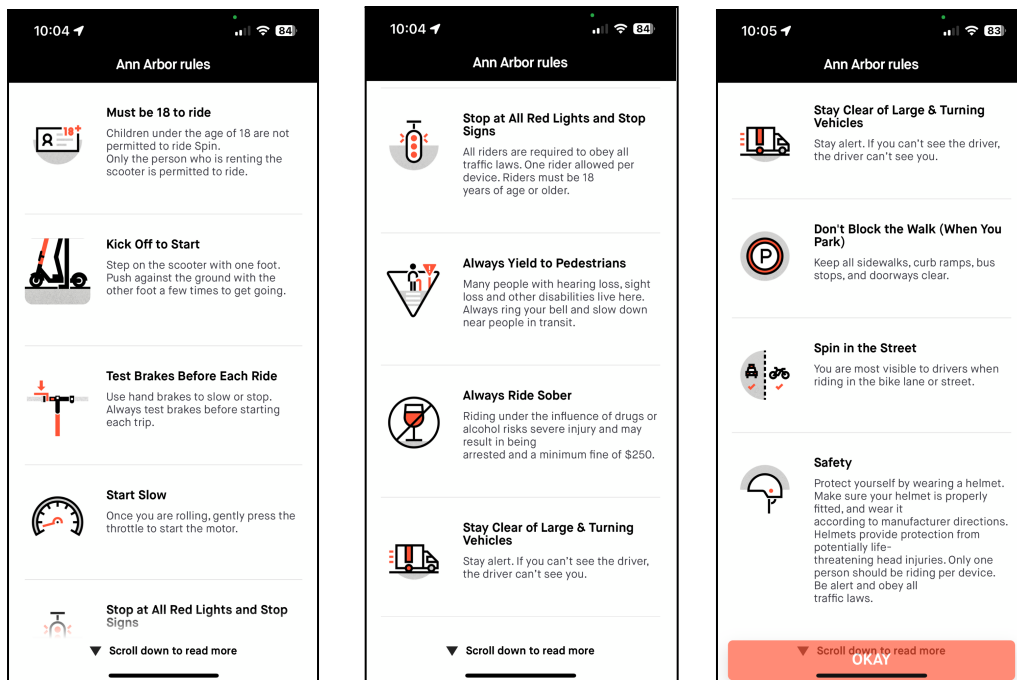
University of Michigan Safety Initiatives

Digital Education & Outreach

Spin routinely sends notifications to users reminding them of the University's parking and safety rules. These notices are sent as **push notifications**, **in-app banners**, and **e-mail messages** to registered users. Before a first-time user starts a trip, they must also pass the **Spin safety and parking quiz** in the Spin app. On subsequent rides, users must also affirm that they have viewed these safety rules specific to the University of Michigan and the City of Ann Arbor before they are able to unlock an e-bike or e-scooter.



Customized Push Notification Sent to UM Students & First Ride Safety Quiz in the Spin App



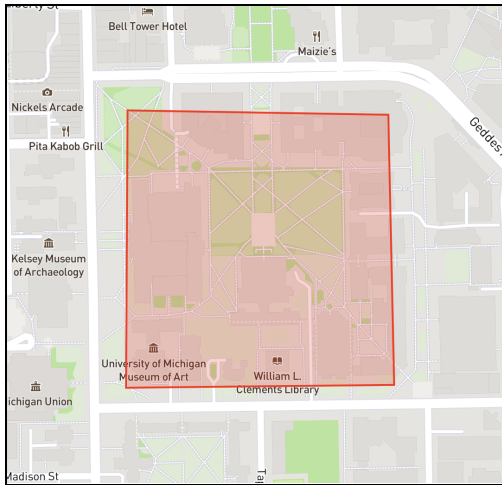
University of Michigan and Ann Arbor Program Pre-Ride Safety Screens in the Spin App

SPIN

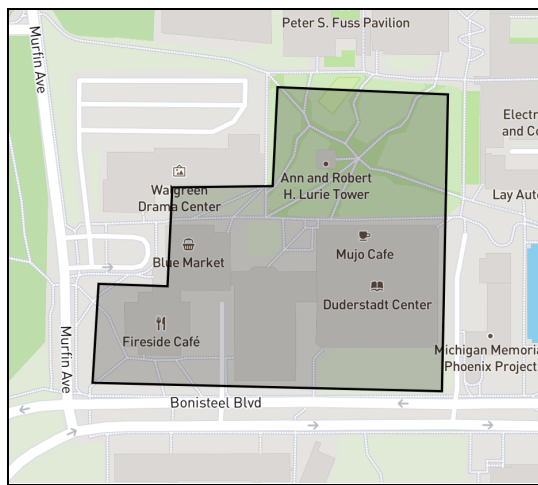
Geofencing

Spin uses a variety of “geofencing” strategies to enhance safe riding on campus. These features include:

- **No Ride Zones:** e-bike and e-scooter throttles cut inside these zones, and users are not able to end their trips in the app until exiting the area
- **Slow Zones:** speed governors in the e-bikes and e-scooters restrict the devices to a designated speed inside these zones (generally 5 mph) to ensure rider and pedestrian safety



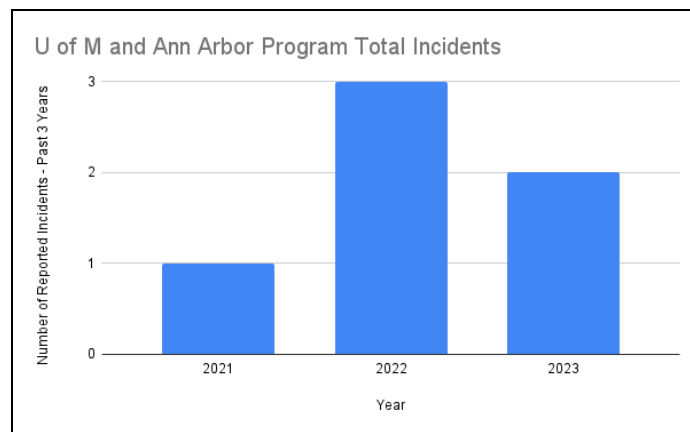
Outline of No Ride Zone Covering the Diag



Outline of 5 mph Slow Zone Covering the Grove and Surrounding Area

Incident Data

Since the beginning of 2021, Spin has only received 6 total e-scooter and e-bike injury reports across our University of Michigan and Ann Arbor program. There have been 577,000 Spin trips taken during this time, meaning **only .001% of trips have resulted in a reported injury.**



Total Reported Program Incidents/Accidents Since 2021

Other Initiatives

- Spin is exploring a collaboration with the University’s [Mcity Program](#) to develop research to better understand micromobility rider and infrastructure safety trends and interventions
- Spin is in the process of hiring a **campus ambassador** for the University of Michigan, a student position focused on leading safety events on campus and relocating improperly parked e-bikes and e-scooters to bike racks