ofo

DOCKLESS BIKE SHARE FOR Salinas, CA

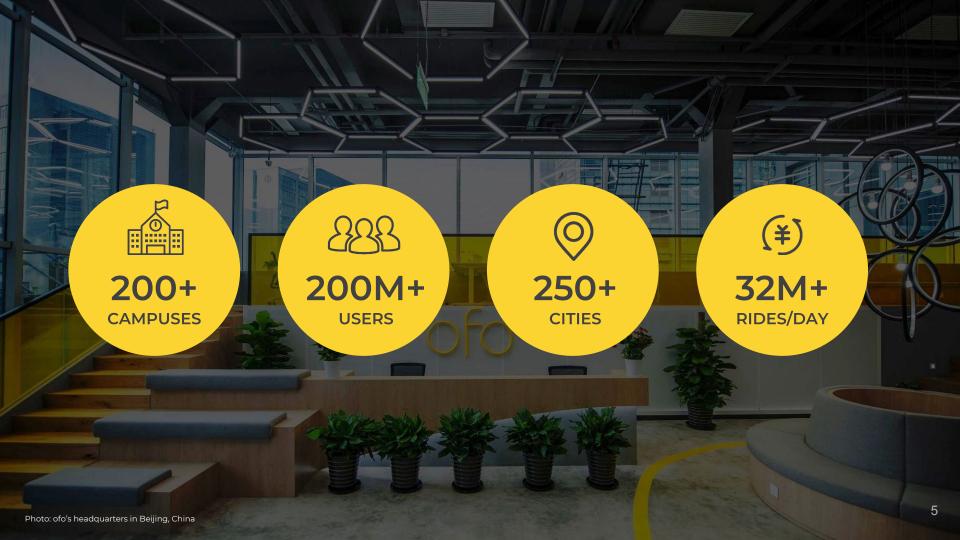
April 16, 2018

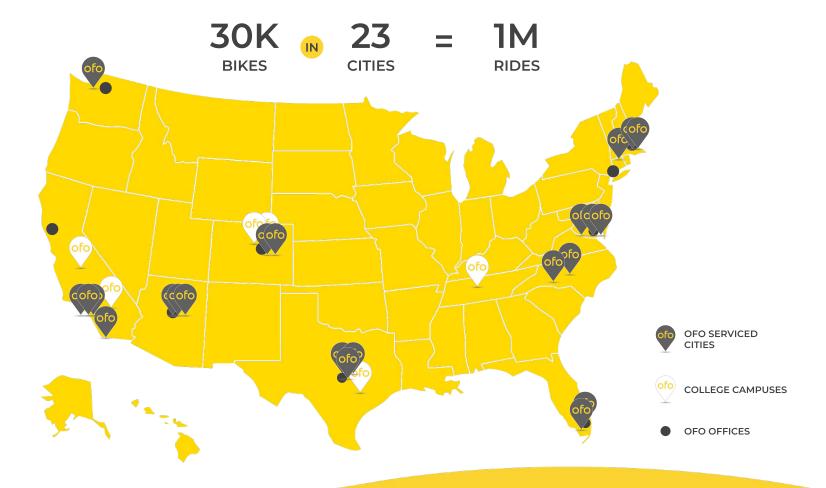


the ofo story



ofo at a glance THE NETHERLANDS RUSSIA KAZAKHSTAN HUNGARY SOUTH KOREA CHINA JAPAN UNITED STATES ISRAEL INDIA THAILAND SINGAPORE AUSTRALIA **COUNTRIES**





university operations



Texas A&M



Paul Quinn College

UNIVERSITY of DENVER





Community College of Aurora



Pomona College







CSU-San Marcos





our partners







STUDIO ROOSEGAARDE

SHARED MOBILITY PRINCIPLES FOR LIVABLE CITIES









ofo for Salinas

transforming mobility

- Travel seamlessly from origin to destination
- Improve access to public transit
- **Reduce** number of short distance car trips
- Strengthen connectivity across communities
- Increase the visibility of bicycles



our values



Comfortable, Clean & Certified Safe Bicycles

Ensuring Order in the ROW

Data Driven Operations



Realizing Vision Zero Goals

Prioritizing Local Needs

Accessibility and Equity

Data Sharing

Improving Last Mile Connections at Zero Cost

local engagement

BIKE SUSTIN





















salinas engagement

- Dedicated ofo Team: GM, External Affairs and Public Policy maintain local relationships
- Launch Events: Joint press conference with city/community leaders, outreach to media through a coordinated PR effort, and community education by ofo brand ambassadors
- Group Bike Rides w/ local organizations
- Local Events and Partnerships: integrate with ongoing local events, such as the Salinas Farmers Market, bike safety events w/ Salinas Police Dept, partnerships with Sustainable Salinas, Hartnell College; bike donations to local schools/orgs
- **Digital Marketing, Education and Outreach:** Targeted digital marketing through channels such as display advertising, search, Facebook, and Twitter with the goal of building awareness, interest, and education of the ofo service to residents and visitors
- Business Education: Salinas Chamber, Salinas City Center, County Convention and Visitors Bureau













how ofo works

how ofo works



DOWNLOAD the "ofo" app



UNLOCKby scanning the QR code
(black square)



RIDE!
Park the bike in a bike friendly location. Slide lock back into place to end ride.

a safe, smart & efficient bike

- Hydraulic Seatpost
- Bell for warning pedestrians, vehicles, and other cyclists
- 3 Solid, airless tires
- 4 Low step-through design, lightweight frame
- Kickstand for upright parking without a docking station
- 6 GPS enabled, mobile-synced, smart lock. Data can be used to inform transportation planning



now electrified!



- Hydraulic seatpost
- Bell for warning pedestrians, vehicles, and other cyclists
- 3 Solid, airless tires
- Low step through design, light-weight frame
- Station

 Kickstand for upright parking without a docking station
- GPS enabled, mobile-synced, smart lock. Data can be used to inform transportation planning
- 60 mile range, 250 w motor, contains spare batteries

our smart lock

DESIGN

High durability ensures great performance in all weather

PIN PAD

For unlocking without a data plan or smartphone

BLUETOOTH

Bluetooth-enabled smart lock easily unlocks when synced with the app

4 GPS

GPS functionality allows users to locate ofo bikes through the app



commitment to bike quality & safety

2 Rounds of Manufacturer Testing during Assembly

3rd Party ISO and CFR Testing

Local, Routine Quality Assurance Inspections

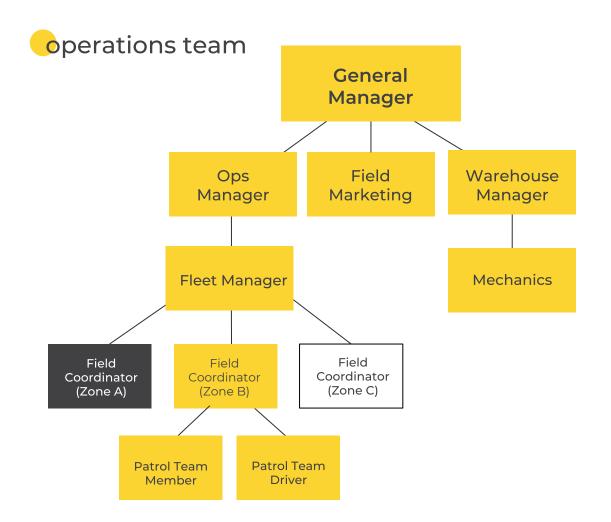
Regularly Scheduled Maintenance and Inspections



(Central Warehouse/Repair Warehouse)

	Formulating Departr	nent	Compiled by	Issue Date	Version No.	Doc. No.	
	ofo Quality Departn	nent	Zhu Dong	July 30, 2017	V01		
No.	Inspection Item	Application Scope		Inspection Standard		ToolMethod	
Appe	arance inspection	.,					
		All bikes	No large-area contamination, no serious paint damage; clear identification of ofo drawateristics; Clearn, no stain at the locations accessible to users. The advertising stickers and other foreign matters are basically removed. The destination of the fenders, chair once and other components does not affect ride.			Visual inspection	
		All bikes					
1	Bike appearance	Recaired bikes					
		Renained hikes					
		Repaired bikes	The small quantity of rust on the bike surface does not affect bike functions.				
			No missing/omitted parts: no deformation or damage of the bike frame, front fork and				
3	Assembly integrity Bike welding quality	All bikes All bikes	No solider skips, tack welds, or vacuoles with diameter of above 2 mm.		Visual inspection Visual inspection		
3	once werding quarry	ALI UMOS	Accessible locations have no sharp edges or corners. Projections shall be chamfered or			visual rispection	
4	Sharp objects	All biloss	protected. kes or repaired bikes must ensure the completeness of the reflective safety accessorier			Visual inspection	
Inspe	ction of reflective safety ac	cessories (new bi				(6)	
5	Reflector installation				Visual inspection and he touch		
Mark	Inspection		and damage				
6	Marks Conformity certificate	New bikes	The bike frame, fenders and sticl bike body are legible; the bar ood	kers are in good condition; ofo logo les are complete: Alipey logo:	s and QR codes on the	Visual inspection	
,		Renained hikes	The stickers and marks can be clearly identified. The conformity certificate is clear and complete and can tall the manufacturer. The conformity certificates might fall off, no compulsory requirements for repeired blees.			Visual inspection Visual inspection	
_		New hikes					
7		Received bikes					
	-	,					
8	Basket load-bearing mark	New bikes	The basket load-bearing mark is clear and not missing. The maximum load bearing capacity is 5 kg (bikes of below version 3.2 don't have baskets)			Visual inspection	
		Repaired bikes	Supplement the basket load-bear				
9	Marks for ride prohibition	New bikes	The marks for ride prohibition of children below 12 are clear and complete. (Position handlebar and rear fender)		Visual inspection		
		Repaired bikes	Supplement the ride prohibition re	pplement the ride prohibition mark if missing		1	
	Handlebar fastening	All bilons	Tightening torque of the handle of	19.35 N.m.		Torque wrench	
10						Torque wrench	
	Locking force of the stem and head tube	All bilities	end. The handlebar shall not rota			Tensiometer/spring so	
11	Pedal fastering	All bikes		d not loose. (Torque force 30-35 N-		Hand touch, torque wre	
12							
	Wheel fastening	All bikes	The front and rear wheels are pro	perly fastened. (Torque force 30-3)	5 N-m)	Hand touch, torque wre	
	Wheel fastening nspection	All bikes	The front and rear wheels are pro	sperly fastened. (Torque force 30-3)	5 N-m)	Hand touch, torque wre	
		All bikes		sperly fastened. (Torque force 30-3)			
Bike i	nspection		The handebar forms a 90° are loose; 1020 mm high. When the ball is revolved clocker.		erly fastened and not	Tape, visual inspectio	
Bike i	nspection Handlebar installation	All bikes	The handebar forms a 90° are loose; 1020 mm high When the bell is revolved clocker is normal; (the clearance between	gle with the bike frame; is prope se/anticlockwise, it meets no interfe	erty fastened and not erence and the sound bout 2 mm)	Hand touch, torque wren Tape, visual inspection Visual inspection, sour Hand touch	
13 14	nspection Handlebar installation Revolving bell	All bikes All bikes	The handebar forms a 90° are loose; 1020 mm high When the ball is revolved clocker is normal; (the clearance between The grips are installed in place as ofo logos.	gle with the bike frame; is prope selenticlockwise, it meets no interfe the revolving bell and the grip is a	erry fastened and not erence and the sound boul 2 mm) by hend; the grips have	Tape, visual inspection Visual inspection, sour	
13 14 15	nspection Handlebar installation Revolving bell Grip	Al bitos Al bitos Al bitos	The handebar forms a 90° an loose; 1920 mm high. When the ball is revolved clockwis norms; (the clearance between the grape are installed in place a ofe logos. Robate the handebar by above 6 headest rotates amountly with	gle with the bike frame; is prope selanticlockwise, it meets no intent the recoking bell and the grip is a not shall not be loose when notated it of smoothly without obvious result abnormal noise	erly fastened and not erence and the sound bout 2 mm) by hand; the grips have istance; the cartridge	Tape, visual inspectio Visual inspection, sour Hand touch Hand touch, visual inspe	
13 14 15	nspection Handlebar installation Revolving bell Grip Handlebar rotation Clearance between bike	All bikes All bikes All bikes All bikes	The handebar forms a 90° are loose; 1020 mm high. When the bell is revolved clocked a normal, (the clearance between the grips are installed in places of loops.) Robat the handebar by above theadest rotates amonthly with	gle with the bike frame; is prope se/anticlockwise, it meets no interfe of the revolving bell and the grip is a and shall not be loose when rotated it	erly fastened and not erence and the sound bout 2 mm) by hand: the grips have istance; the cartridge during rotation of the we a basket)	Tape, visual inspectio Visual inspection, sour Hand touch Hand touch, visual inspe	
13 14 15 16	nspection Handlebar installation Revolving bell Grip Handlebar rotation Classrance between bike basket and fender	All bikes All bikes All bikes All bikes All bikes	The handebar forms a 90° are looses; 1020 min high looses; 1020 min high looses; 1020 min high when the ball is nevolved clockwis is normed; the desarracio between the grips are installed in place a cito logas. Robists the handebar by above 6 handebar looses are between the financiates received between the financiates received between the financiates releasons 2.03.0 mm. The briske lever springs back v 20-30°.	gle with the bike frame; is propi se'enticocheixe, it meets no interfic the revolving bell and the grp is a of shall not be loose when robated I (0° amouthly without obvious res- out abnormal noise not fender and basket underside bikes of below version 3.2 don't in	erly fastened and not erence and the sound bout 2 mm) by hand, the grips have istance; the cartridge during rotation of the leave a basket) lamaged; tits down by	Tape, visual inspection Visual inspection, sour Hand touch Hand touch, visual inspection, rule	
13 14 15 16 17	respection Handlebar installation Revolving bell Grip Handlebar rotation Clearance between bike basket and fender Brake lever function	All bikes All bikes All bikes All bikes All bikes All bikes	The handebar forms a 90° air, a solid process, 1920 mm high slowes, 1920 mm high slowes, 1920 mm bigh slowes, 1920 mm high anormal, the clarance between The grips are installed in place a form of the branchest problems amount of the process of th	gle with the bills frame; is proper schafdclockules, it meets no interface the revolving bell and the gript and of shall not be loose when probable of shall not be loose when probable for smoothly without obvious near out abnormal noise out abnormal noise shall be loose to shall be shall be shall be shall be shall be shall be shall be shall be shall be	erly fastened and not nemoe and the sound bout 2 mm) by hend, the grips have istance; the cartridge during rotation of the we a basket) lamaged; tits down by brake cable should be	Tape, visual inspection Visual inspection, sour Hand touch Hand touch, visual inspection, rule Hand touch	
13 14 15 16 17 18	respection Handlebar installation Revolving bell Grip Hendlebar rotation Clearance between bite basket and fender Brake lever function Brake cable	All biles	The handsdar forms a 90° an foose; 100 mm high foose; 100 mm high five the ball a revoked disclose in normal, the disease of the logist of the disease of the logist of the disease of the logist of the landsdarf rotates amouthly without the landsdarf rotates and the landsdarf landsdar	gle with the bible frame; is proper sealant-dockweise; it meets no interface the revolving bell and the grip is a dealant bible below when notated of sealant bible below with the sealant of sealant bible bible of the sealant of sealant bible of the sealant with its dealant and bible of the with its dealant and bible of sealant bible of bible or with its dealant and bible of od, or deformed, or twined; the name is a travillag load to 100 sealant properties of the sealant properties with the sealant properties and the sealant properties of the sealant properties the seala	erly fastered and not be remote and the sound boul 2 mm) by hand, the grips have listance; the cartridge during rotation of the we a basket) lamaged; tilts down by brake cade a full effect of 1/2	Tape, visual inspection Visual inspection, sour Hand touch Hand touch, visual inspection, rule Hand touch Visual inspection	
13 14 15 16 17 18 19	respection Handebar installation Revolving bell Grip Handebar rotation Carip Handebar rotation Handebar rotation Handebar rotation Brahe and fernder Brahe lever function Brahe cable Brake finder Brake finder Brake finde	All biles	The handsdar forms a 90° an foose; 100 mm high foose; 100 mm high five the ball is revealed clocked in normal, the clearance between the properties of the clearance between control of the clearance between control of the clearance between the properties of the pro	gle with the bits frame; is proper seasotated colonies; if meets no interface the resolution; bell and the gip is a dealer not be soon of the proper and of the resolution and the proper and the property of the property of the property of the property of the property of the property of the will, is featured, or briefly the pear the property of the property of your financial property your financial property your	only fastered and not memore and the sound total 2 mm) by hand, the grips have isstance, the cartridge during rotation of the one a basket) along the cartridge during rotation of the one a basket) by the cartridge during rotation of the one at basket) and a full effect at 1/2 come (error: 3 teeth); the	Tape, visual inspection, sour Hand touch Hand south, visual inspection, rule Hand touch Visual inspection, rule Hand touch Visual inspection Hand touch Hand touch, visual inspection	
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ofo operations





ofo operations overview





REBALANCING

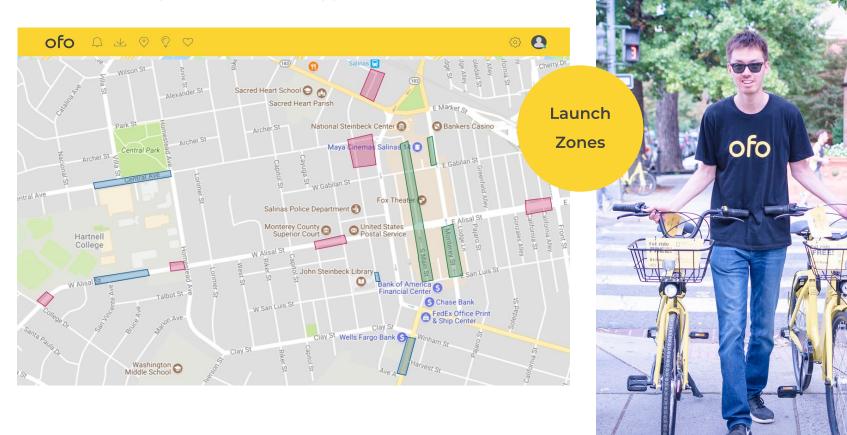
Move bikes to hotspots and correct misparked bikes



MAINTENANCE

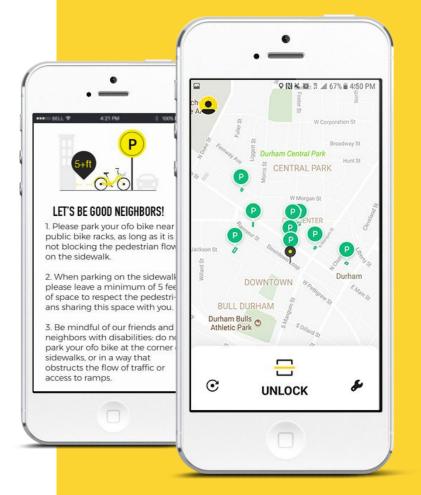
Conduct routine and immediate maintenance

ofo deployment strategy



our approach to parking education

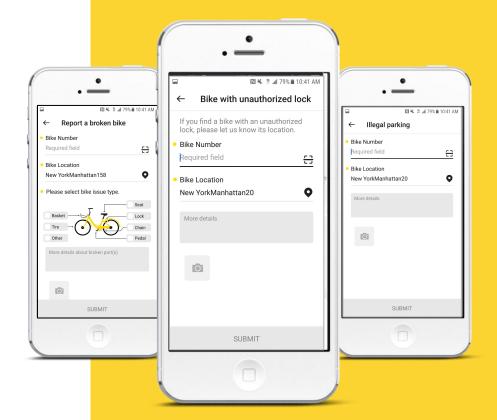
- Create parking guidelines with city
- Communicate parking guidelines through the app
- Incentivize proper parking through in-app of score
- Designate Preferred Parking Areas
 virtually or physically



24/7 customer service



Users can report a problem with a bike or bike parking via the ofo app



access to bike share

Price Transparency

\$1/hour

No deposit

No overage fees

2 Payment Options



3 Scalability



safety

- ofo is responsible for upkeep of parking locations and has local team to support
- ofo has **24/7 customer support** available for complaints and incidents

• Theft Prevention

- ofo handlebars, seats, pedals, and wheels are integrated so that they cannot be removed without special knowledge/tools
- o ofo bikes feature an internal gearbox to prevent tampering
- All bikes are GPS enabled and tracked via our back-end apps in order to prevent theft.

why ofo?

We Provide a Flexible, Scalable, and Affordable Solution

We're Constantly Innovating

We're Here for Good



Chandra Morando

General Manager - West chandra@ofobike.com

Katie Stevens

Head of Government Affairs - West katie@ofobike.com