



DOCKLESS BIKE SHARE FOR **Salinas, CA**

April 16, 2018

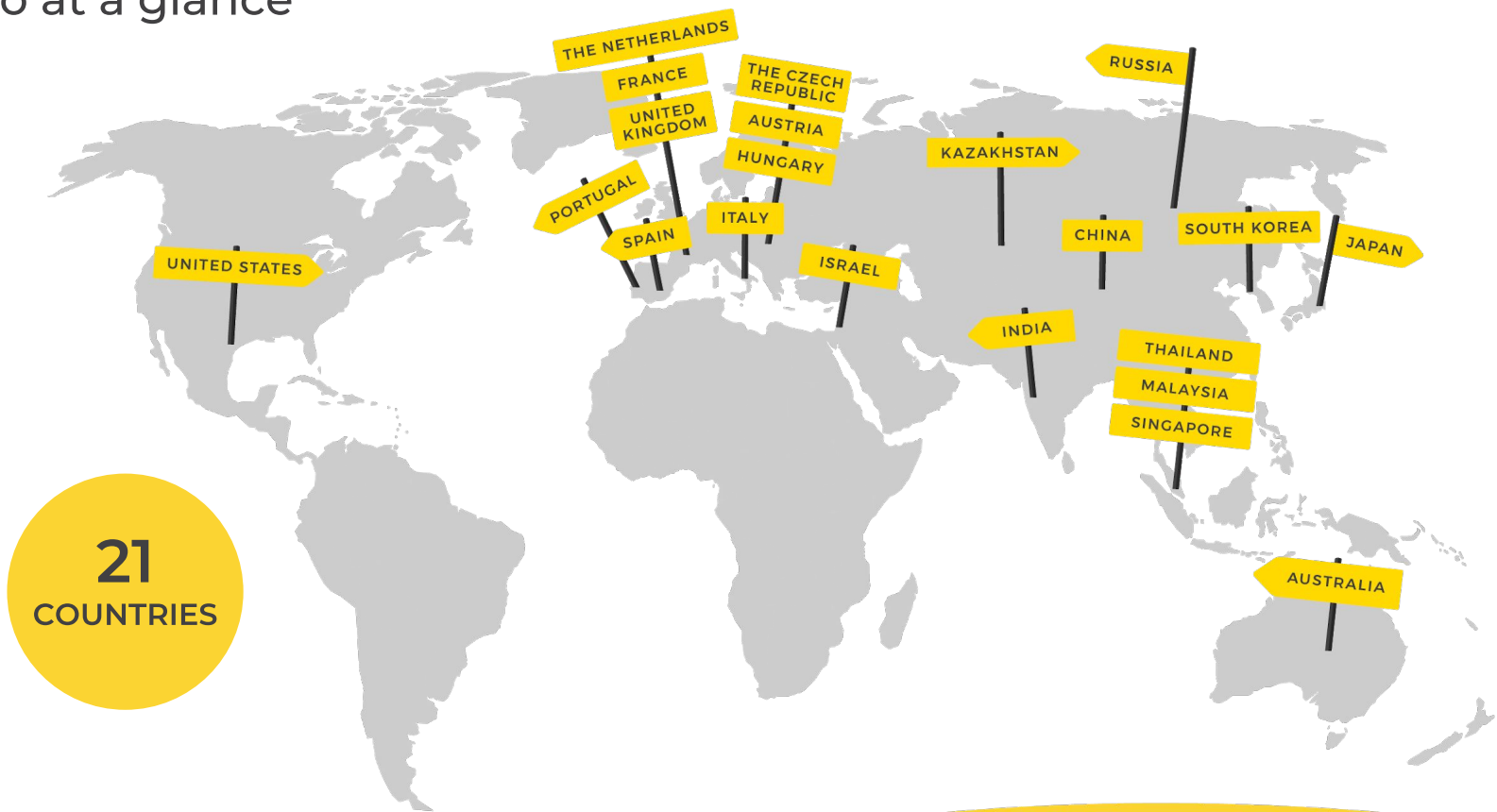


the ofo story

“anywhere, anytime”



ofo at a glance



21
COUNTRIES



200+
CAMPUSES



200M+
USERS

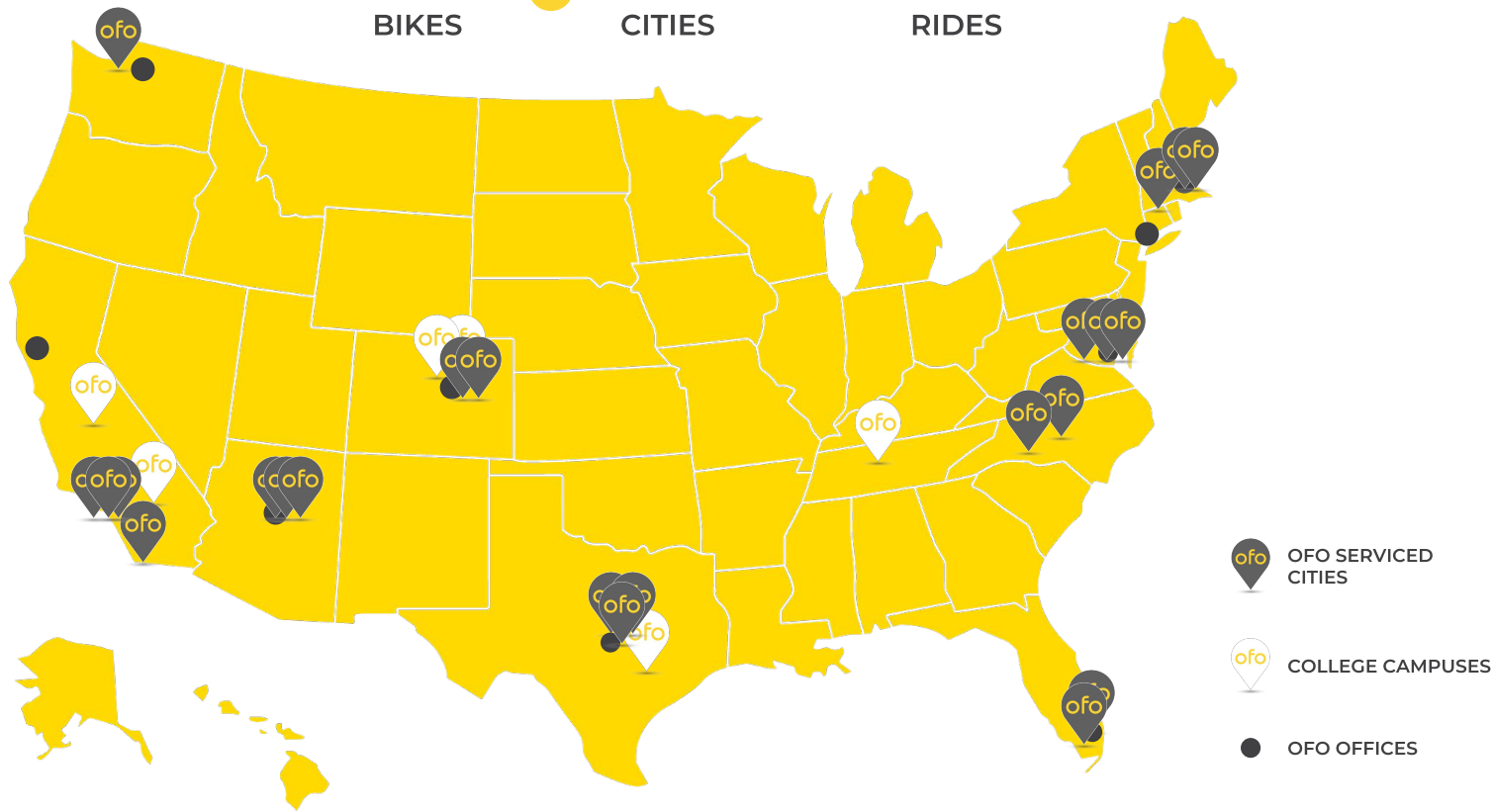


250+
CITIES



32M+
RIDES/DAY

30K BIKES IN 23 CITIES = 1M RIDES



university operations



Texas A&M



Paul Quinn College



SAN DIEGO STATE
UNIVERSITY



Pomona College



UNIVERSITY of
DENVER



Community College
of Aurora



CSU-San Marcos



CLAREMONT
MCKENNA
—COLLEGE—



VANDERBILT
UNIVERSITY

reaching local goals



Reduce single-occupant vehicle commuters to 50% by 2030



Provide equal bicycling access for all in City of Seattle



Doubling biking by 2020

PLANPHILLY

Increase Bicycle Mode Share from 1.6% to 6.5% by 2020



To expand transportation choices in the District of Columbia and the region



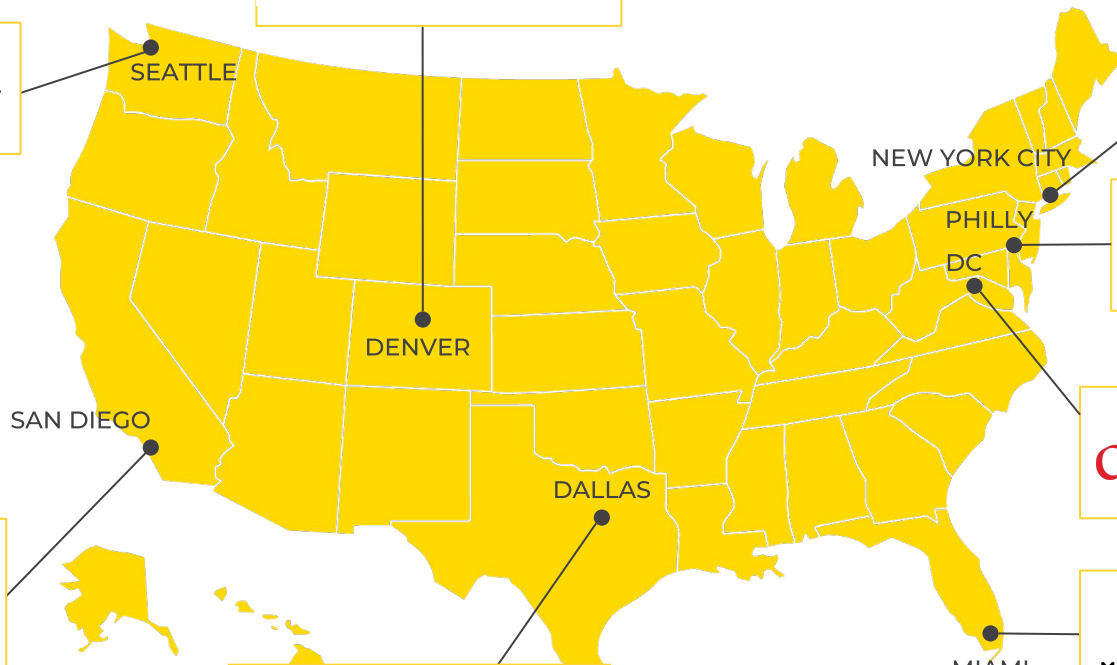
Create interconnected bicycle and pedestrian friendly communities throughout Miami-Dade County by 2040.



Build 800 miles of bike infrastructure throughout Dallas by 2040.



Commitment to increasing the number of people who bike and frequency of bicycle trips for all purposes



our partners



STUDIO ROOSEGAARDE

SHARED MOBILITY
PRINCIPLES FOR
LIVABLE CITIES



DISTRICT OF COLUMBIA
HOUSING AUTHORITY



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



OPERATIONS

Comfortable, Clean &
Certified Safe
Bicycles

Ensuring Order in the
ROW

Data Driven
Operations



CITY PARTNERSHIPS

Realizing Vision Zero
Goals

Prioritizing Local
Needs

Accessibility and Equity

Data Sharing

Improving Last Mile
Connections at Zero Cost

local engagement

BIKE[^]USTIN



VISION ZERO 

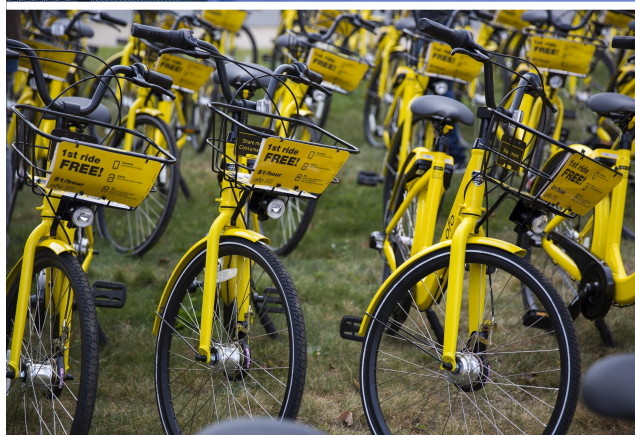


Dallas
Parks
Foundation

salinas engagement

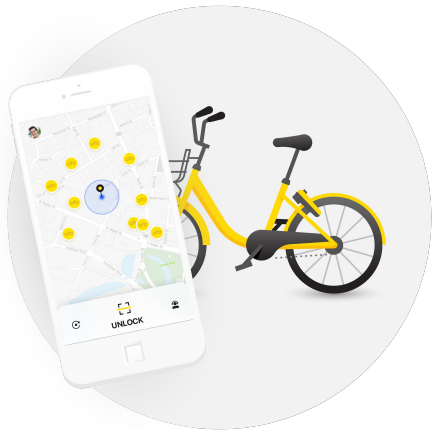
- **Dedicated ofo Team:** GM, External Affairs and Public Policy maintain local relationships
- **Launch Events:** Joint press conference with city/community leaders, outreach to media through a coordinated PR effort, and community education by ofo brand ambassadors
- **Group Bike Rides w/ local organizations**
- **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



UNLOCK
by 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

- 1 Hydraulic Seatpost
- 2 Bell for warning pedestrians, vehicles, and other cyclists
- 3 Solid, airless tires
- 4 Low step-through design, lightweight frame
- 5 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!



- 1 Hydraulic seatpost
- 2 Bell for warning pedestrians, vehicles, and other cyclists
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- 6 GPS enabled, mobile-synced, smart lock. Data can be used to inform transportation planning
- 7 60 mile range, 250 w motor, contains spare batteries

our smart lock

1 DESIGN

High durability ensures great performance in all weather

2 PIN PAD

For unlocking without a data plan or smartphone

3 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

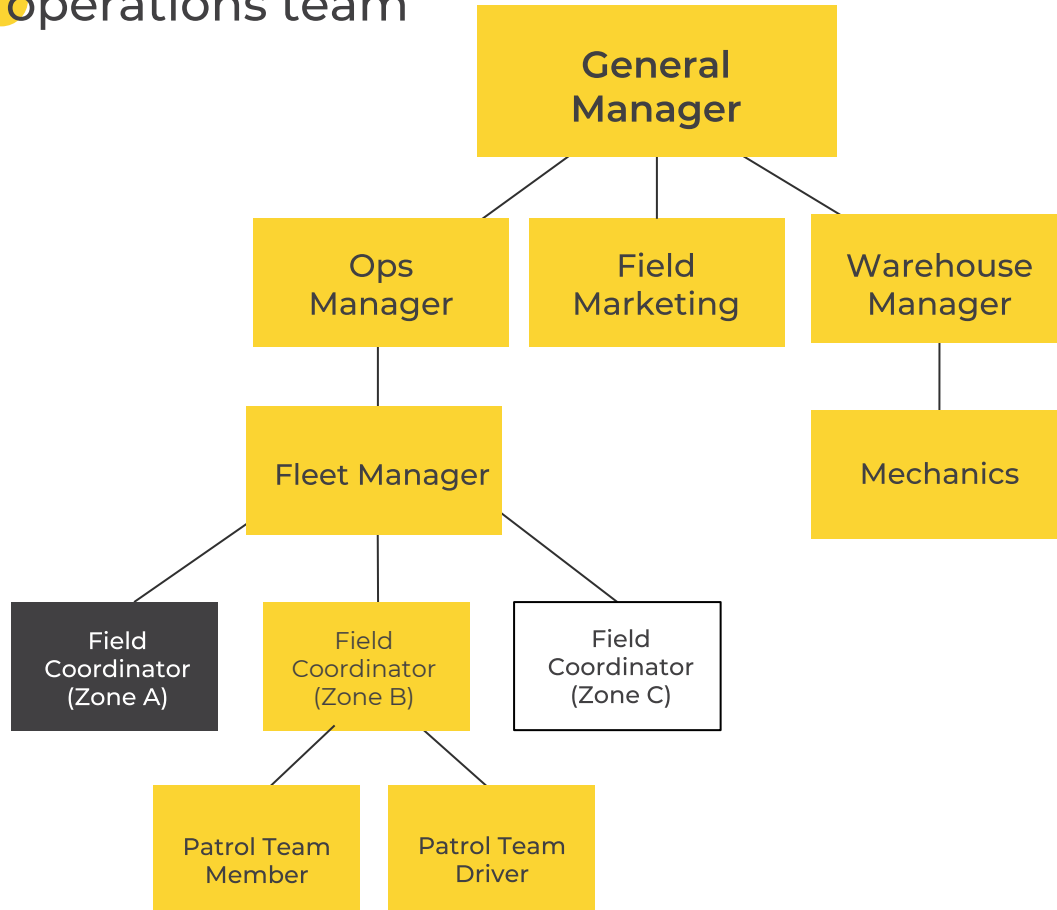
Regularly Scheduled Maintenance and Inspections



(Central Warehouse/Repair Warehouse) Bike Assembly and Debugging Quality Standard – New Bikes/Repaired Bikes					
Formulating Department Life Quality Department		Compiled by Zhu Deng	Issue Date July 26, 2017	Version No. V01	Doc. No.
No.	Inspection Item	Inspection Scope	Inspection Standard	Test/Method	
Appearance inspection					
1	Bike appearance	All bikes	No large-area contamination, no serious paint damage, clear identification of characteristics.	Visual inspection	
		All bikes	Clear: no stain or the locations accessible to users.		
		Repaired bikes	The advertising stickers and other foreign matters are basically removed.		
2	Assembly integrity	Repaired bikes	The deformation of the fenders, chain cover and other components does not affect ride.	Visual inspection	
		Repaired bikes	The small quantity of rust on the bike surface does not affect bike functions.		
3	Bike welding quality	All bikes	No misapplied parts, no deformation or damage of the bike frame, front fork and handlebar.	Visual inspection	
4	Sharp objects	All bikes	No outer edges, burr marks, or residues with diameter of above 2 mm.	Visual inspection	
Inspection of reflective safety accessories (new bikes or repaired bikes must ensure the completeness of the reflective safety accessories)					
5	Reflector installation	All bikes	Front reflector: white, wide angle, reflective surface facing forward, no damage, wheel reflectors: no missing and damage.	Visual inspection and hand touch	
		All bikes	Rear reflector: red, wide angle, no damage, no loosening; pedal reflectors: no missing and damage.		
Mark inspection					
6	Marks	New bikes	The bike frame, fenders and stickers are in good condition; all logos and QR codes on the bike body are regular; the bar codes are complete; all logo logos.	Visual inspection	
		Repaired bikes	The stickers and marks can be clearly identified.		
7	Conformity certificate	New bikes	The conformity certificate is clear and complete and can tell the manufacturer.	Visual inspection	
		Repaired bikes	The conformity certificate must tell off: no compulsory requirements for repaired bikes.		
8	Basket load-bearing mark	New bikes	The basket load-bearing mark is clear and not missing. The maximum load bearing capacity is 15 kg (bikes of below version 3.0 don't have baskets).	Visual inspection	
		Repaired bikes	Supplement the basket load-bearing mark if missing.		
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 mark if missing.		
Handset fastening					
10	Locking force of the stem and head tube	All bikes	Tightening torque of the handle core: 18-20 N·m; After the handle core is fastened in place, 15 kg horizontal pull is applied at a handlebar end. The handlebar shall not rotate.	Torque wrench	
11	Pedal fastening	All bikes	The pedals are firmly installed and not loose. (Torque force 30-35 N·m)	Hand touch, torque wrench	
12	Wheel fastening	All bikes	The front and rear wheels are properly fastened. (Torque force 30-35 N·m)	Hand touch, torque wrench	
Bike inspection					
13	Handlebar installation	All bikes	The handlebar forms a 90° angle with the bike frame, is properly fastened and not loose; 100 mm high.	Tape, visual inspection	
14	Revolving bell	All bikes	When the bell is revolved clockwise/anticlockwise, it meets no interference and the sound is normal; the clearance between the revolving bell and the grip is about 2 mm.	Visual inspection, sound	
15	Grip	All bikes	The grips are installed to place and shall not be loose when needed to bend the grips have obvious signs.	Hand touch	
16	Handlebar rotation	All bikes	Rotate the handlebar by about 60° smoothly without obvious resistance; the cartridge headset rotates smoothly without abnormal noise.	Hand touch, visual inspection	
17	Clearance between the cockpit and fender	All bikes	No interference between the front fender and headset; cartridge starting position of the handlebar (clearance: 20-30 mm; bikes of below version 3.0 don't have a basket).	Visual inspection, ruler	
18	Brake lever function	All bikes	The brake lever springs back well, is fastened and not loose or damaged; lifts down by 20-30°.	Hand touch	
19	Brake cable	All bikes	The brake cables are not damaged, or deformed, or twisted; the rear brake cable should be on the side of the crankset.	Visual inspection	
20	Braking force	All bikes	Hold the brake lever with force. There is a braking effect at 1/3 stroke and a full effect at 1/2 stroke. The wheel rotates smoothly without braking.	Hand touch, visual inspection	
21	Brake line adjustment and wires safety end	All bikes	The fire adjusting screw of the hand brake is fastened to the bottom (error: 3 mm); the brake cable and has no interference with the wheel.	Manual, visual recognition	
22	Brake cable fastening	All bikes	The brake cable fixing bolts are properly fastened. After the brake is applied with force twice or above, the brake cable is not loose.	Hand touch	
23	Thrust protection of the seat tube	All bikes	When the seat tube is tilted to the highest position, it cannot be pulled out.	Hand touch	
24	Saddle	All bikes	The saddle surface has no damage, cracks, warping and peeling.	Visual inspection	
25	Saddle installation	All bikes	It is properly fastened and not loose; parallel with the ground; 850 mm from the ground.	Tape, visual inspection	
26	Adjustment of the quick release	All bikes	The operation force of the quick release is moderate. After fastening, the saddle is not loose or damaged and has no interference with the chain cover.	Hand touch, visual inspection	
27	Pedal, chainwheel and chain cover	All bikes	Rotate the crank and crankset without interference and abnormal sound; the chain is not loose or damaged and has no interference with the chain cover.	Hand touch, sound	
28	Chain tightness	All bikes	The chain is not tight and can be lifted by 3-5 mm (3-8 mm for a new bike).	Hand touch	
29	BB rotation	All bikes	BB rotates smoothly without abnormal sound and does not jump when shaken left and right.	Hand touch, sound	
30	Rotation of front and rear wheels	All bikes	Normal clearance between wheel and fender; no interference/friction with the fender during rotation of the wheel.	Hand touch, visual inspection	
31	Swing and jump of front/rear wheels	All bikes	No obvious horizontal swing and vertical jump under visual observation (reference: The swing or jump is less than 2 mm).	Visual inspection	
32	Kickstand/heelset	All bikes	Stable, springing back well, and not loose.	Visual inspection	
33	Locking of the brand basket	All bikes	No deformation; when the wheel is pushed after full braking, the brand brake does not tilt (opens once for the front and rear wheels respectively).	Manual check	

ofo operations

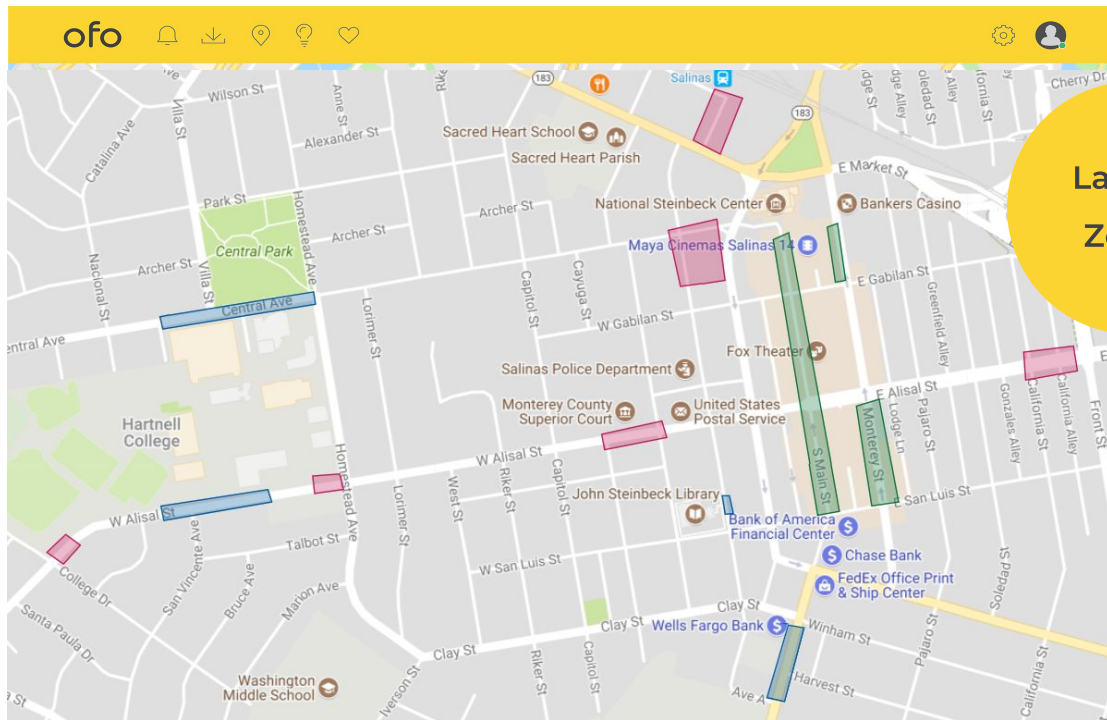
operations team



ofo operations overview

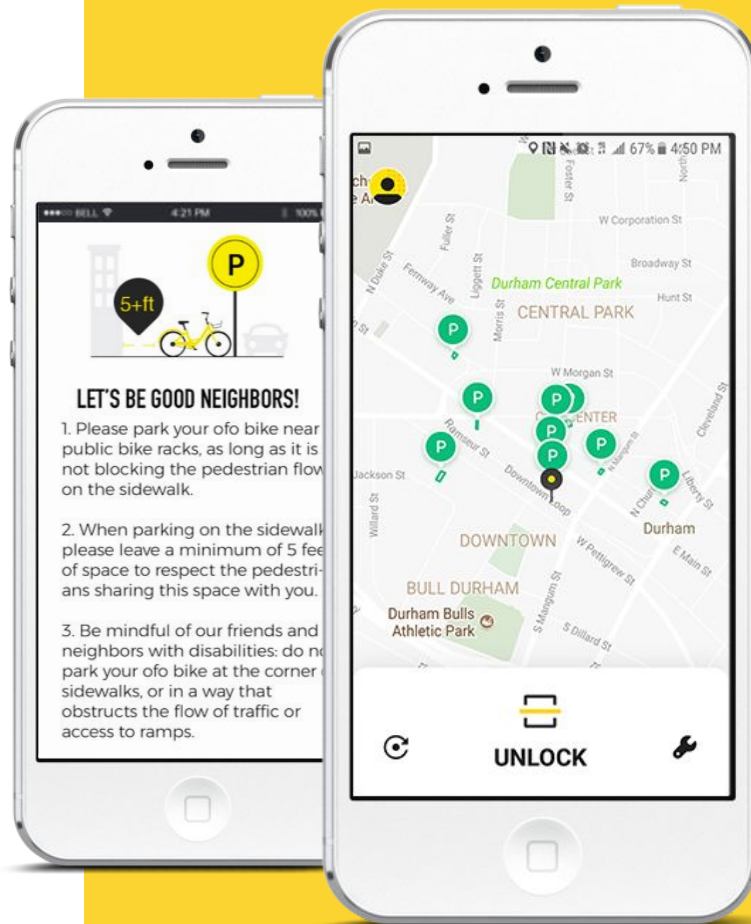


ofo deployment strategy



our approach to parking education

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

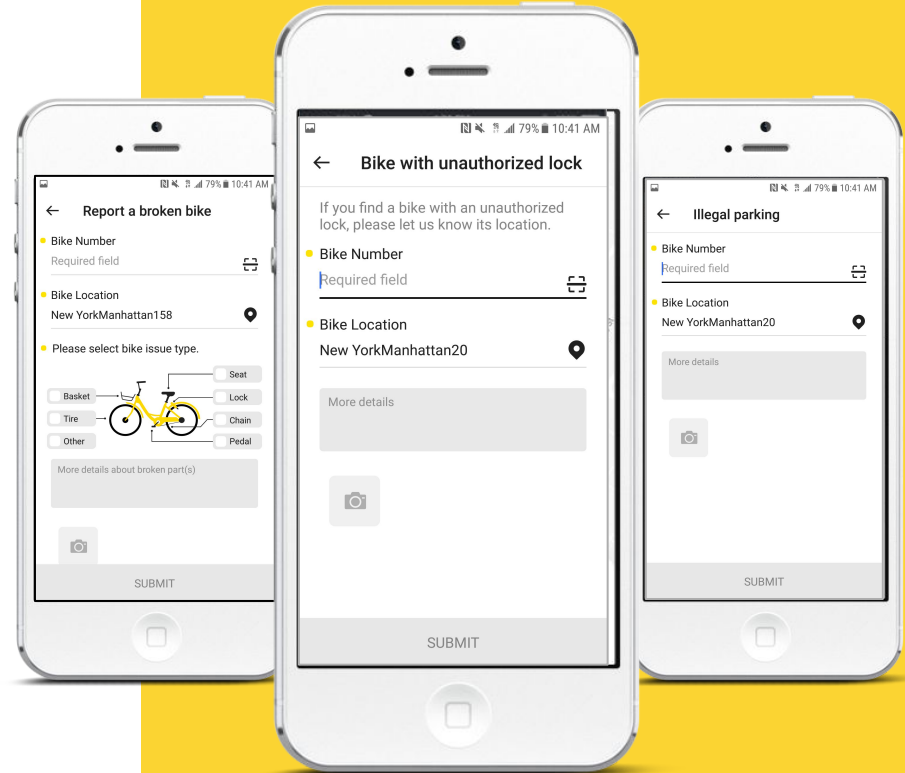


24/7 customer service



Customer Service Contact Information
Clearly Labeled on the Frame of our Bike

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



access to bike share

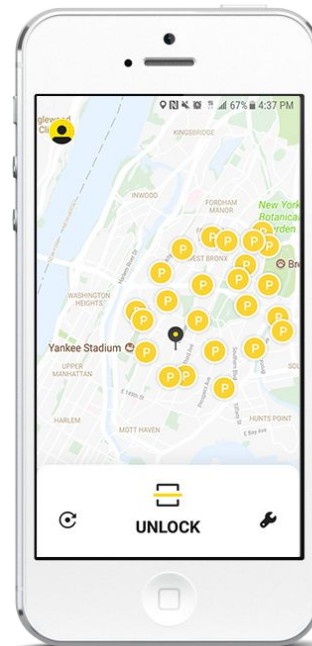
1 Price Transparency

\$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
 - 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



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