



To: City Council, City of San Marcos
From: VeoRide, Inc.
Date: 07/18/2019
RE: VeoRide Approach to Maintaining a Safe Environment

In recent weeks, the VeoRide has received complaints involving bikes in San Marcos blocking sidewalks, ramps, and other accessibility pathways. While the actual number of complaints is small, this is an issue we take very seriously and want to address quickly and publicly. This letter will summarize our response to this issue and the proactive steps we are taking to minimize it in the future.

Our observation is that most of these poor parking instances are committed by a very small percentage of the total user base who either don't know what proper parking looks like, or have not been properly incentivized to adopt good parking behavior. Given that, our proactive measures to educate the first group are as follows:

- 1) Highlighting proper parking practices to new and existing users at in-person tabling events.
- 2) Utilize the new in-app push notification system to send reminders to the user base.
- 3) Work toward producing educational videos to be shared through social media and other platforms

For the second group we directly communicate with each user and provide an educational warning for their first offense, but afterwards will assess fees for improper parking. This has proven very effective at changing user behavior.

In order to properly target these messages, we must catch these violations when they happen. Our team remains very vigilant, patrolling the community every day, but we also appreciate community support. If anyone in the city observes a bike blocking an accessibility path, we ask they submit the bike number and location (along with a picture if possible) through any one of four methods of contacting us: in the app itself, hello@veoride.com, (855)VEO-2256, or through our website at veoride.com.

Thank you for your continued support, we are very excited to kick off another successful year!

Best,
The VeoRide Team