



May 27, 2016

Mr. Tony D'Errico - Mayor
1400 Highland Avenue
Manhattan Beach, CA 90266

Dear Mr. D'Errico:

Thank you for your consideration of our project. We are very excited for the opportunity to have our electric vehicle, free-ride service go before City Council on June 7, 2016. It has been over a year since we first began communications with the City Manager and the Downtown Manhattan Beach Business & Professional Association (DBPA) and we are very thrilled to be moving forward.

After several meetings with Manhattan Beach stakeholders, including but not limited to: Mark Danaj; City Manager, Kelly Stroman; DBPA, Andy Sywak; Economic Vitality Manager; Glenn Loucks, Tolkin Group; Tony Olmos, Director of Public Works – we were able to determine that the first floor landing area at the Metlox facility (as originally suggested by Kelly Stroman) was the most viable location to use for our parking and storage of our electric vehicles.

Once the terms and scope of our pilot program is more closely defined, we will be happy to discuss fair compensation to the City for the space provided at the Metlox facility. We are flexible as to the form of payment – whether it is monetary or via advertising space on one of our many platforms (vehicle exterior, vehicle interior, mobile phone app, website, etc. or all of the above). The Downtownner plans to reimburse the appropriate party for any electrical charging usage used by the Downtownner and cover the cost of the electrical buildout for the charging stations.

Attached is our presentation/proposal, which provides a good visual explanation of what Downtownner is all about.

It has been a pleasure working with the Manhattan Beach stakeholders. We are especially thankful for the efforts of the City's staff and the DBPA in helping us coordinate our meetings with the Metlox and City Stakeholders. We look forward to working with you in the future. Should you have any questions regarding our proposal presentation, please feel free to contact Sam Knapp at (503) 516-8543 or Jake Allsop at (503) 752-2616.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sam Knapp', with a stylized flourish at the end.

Sam Knapp
Downtownner



DOWNTOWNER

A last mile mobility solution



May 27 2016



OVERVIEW

Downtowner's concept stemmed from a need to get around town in a better way. The founders knew there was a more effective way to do transportation within dense downtown areas and their surrounding neighborhoods. Over the past four and a half years, we've developed our technology, culture, and user experience into a highly acclaimed package providing effective local transportation.

After experiencing success in our South Florida and Southern California locations, we look forward to bringing our unique platform to the cities of Tampa, FL and Aspen, CO in the summer of 2016. These new locations will be city funded as we've been recognized as an essential piece in their efforts to reduce congestion, increase mobility, go green, and explore viable alternatives to personal vehicles. We are the last mile solution.

With a unique combination of local transportation expertise and a focus on marketing, our platform truly is one of a kind. Through a grassroots approach and our community oriented focus, we work to alleviate traffic, parking demands, and mobility issues while providing an amazing way to reach visitors and residents through innovative technology, city ambassador drivers and unique vehicle displays. We look forward to offering these same solutions and services to Manhattan Beach.



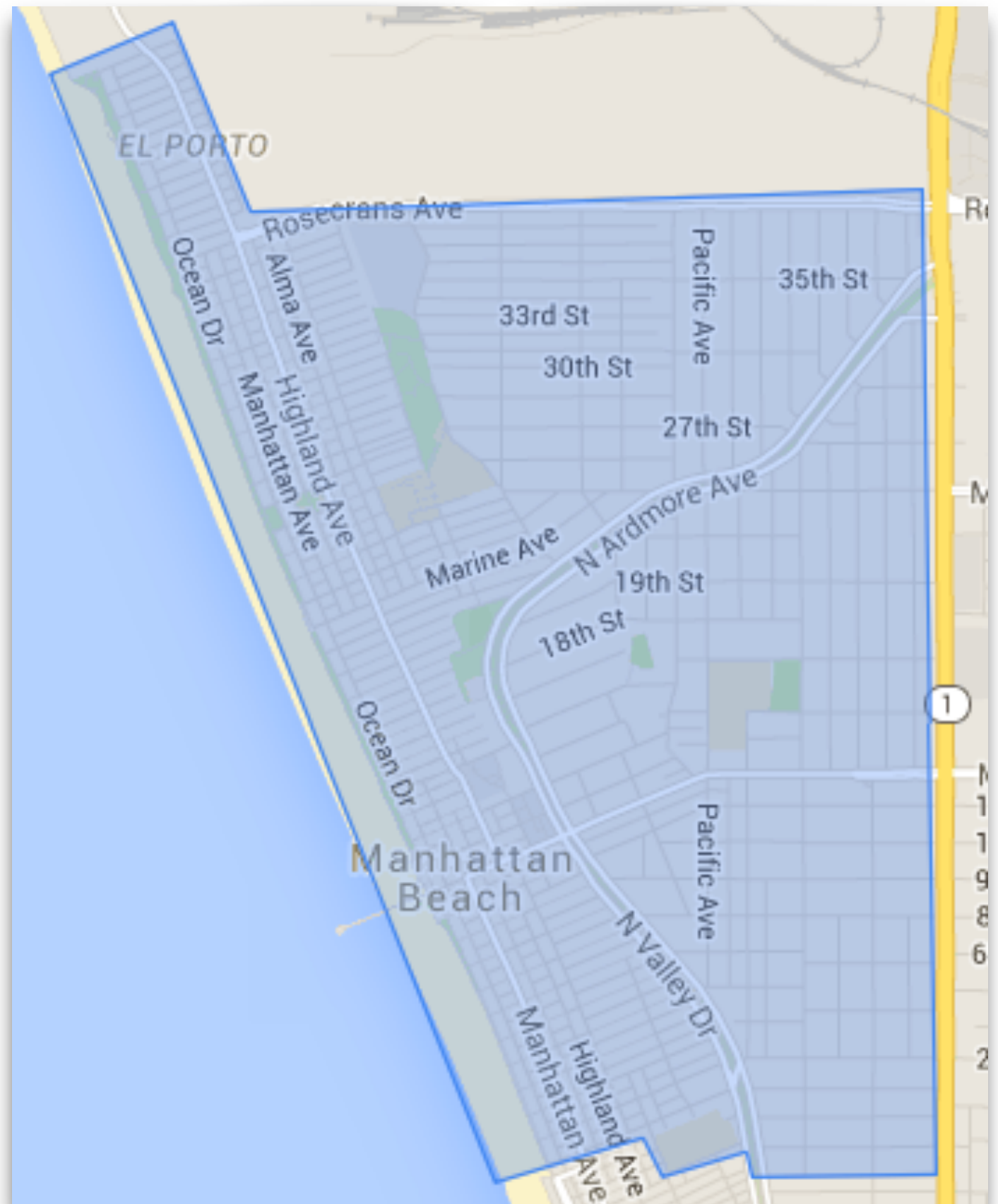
BENEFITS

- Provide a safe, effective and easy-to-use ride solution for thousands of residents and visitors monthly
- Ease congested parking and traffic in the downtown core and surrounding neighborhoods
- Fully wrapped vehicles and interactive iPad displays offer amazing exposure to Manhattan Beach and other service sponsors
- Unique marketing platform highlighting Manhattan Beach's happenings and interest points, promoted by our drivers trained as city ambassadors
- Introduce a cross promotional platform for local businesses to continue growing within the community



SERVICE DETAILS

- Initial service area includes the downtown core and surrounding neighborhoods
- Rides available from 11am to 11pm daily
- 6 vehicles initially, fleet expansion to match ridership and service area growth
- On demand, point A to point B rides
- Parking and charging of vehicles on 1st floor landing of Metlox parking facility





COMMUNITY

- Drivers are Manhattan Beach locals and city ambassadors who know the town, its businesses and its history
- Focus on promoting local businesses through our mobile app's 'Explore' feature and vehicle sponsorship opportunities
- Grassroots approach to marketing our service to potential riders through cross promotional efforts with local establishments





ON-DEMAND

On-demand rides have been our company's focus since 2012, longer than anyone else in our industry. After dispatching thousands of incoming ride requests by phone, we were able to put that knowledge into our mobile application and backend system designs. The result was a platform built to specialize in high volume, close quarters transportation. Since our app launched in early 2015, we have transitioned our ride request process from call-in to solely app, allowing us to increase our riders' experience in a big way. Continuing to improve our product and user experience was, and always will be, our top priority as we scale our service with an evolving technology base.

Years of point A to point B service



4.3

Rides dispatched



203,600

Years since launched



1.5



1.1

Passengers moved



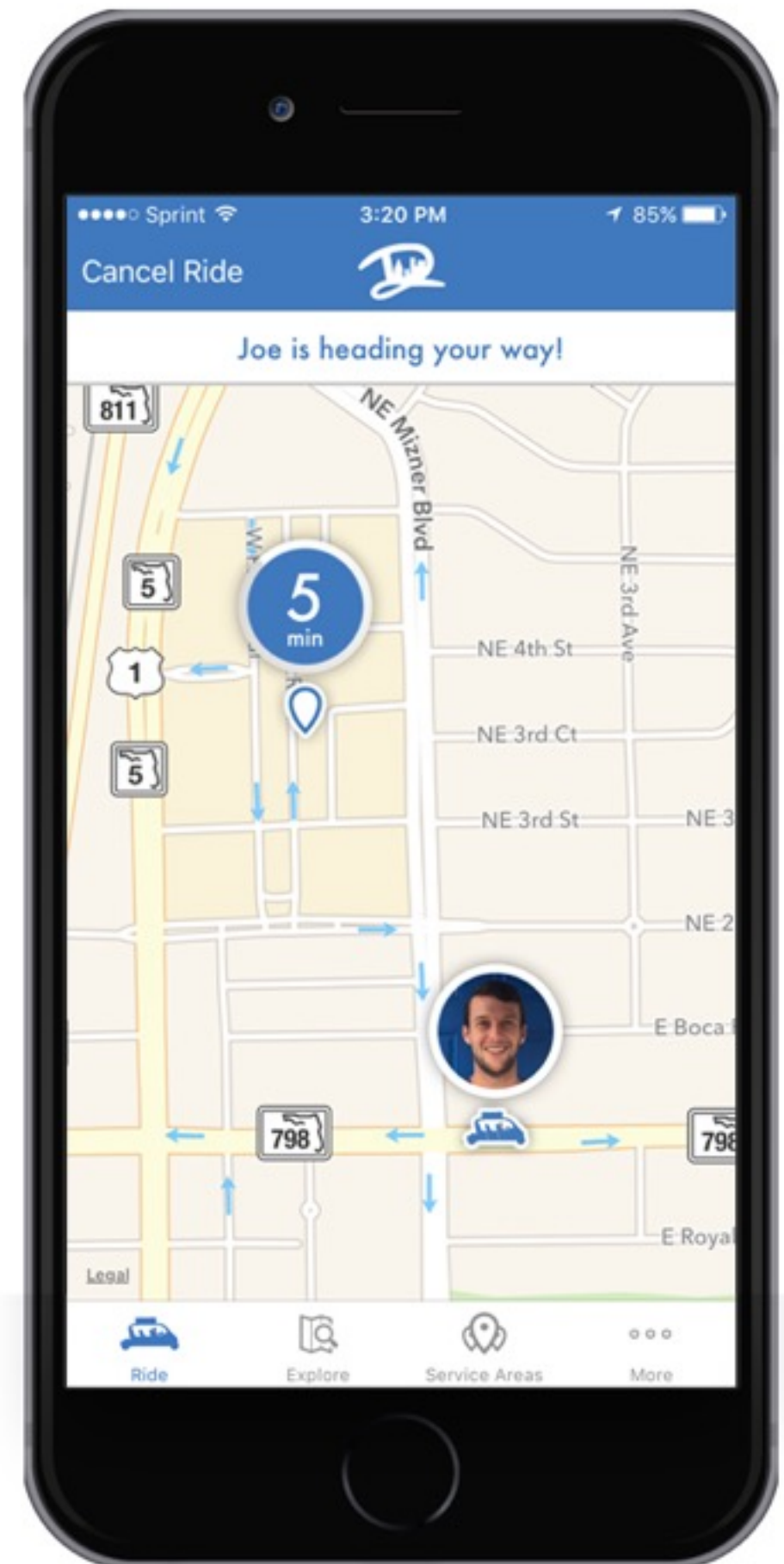
486,000

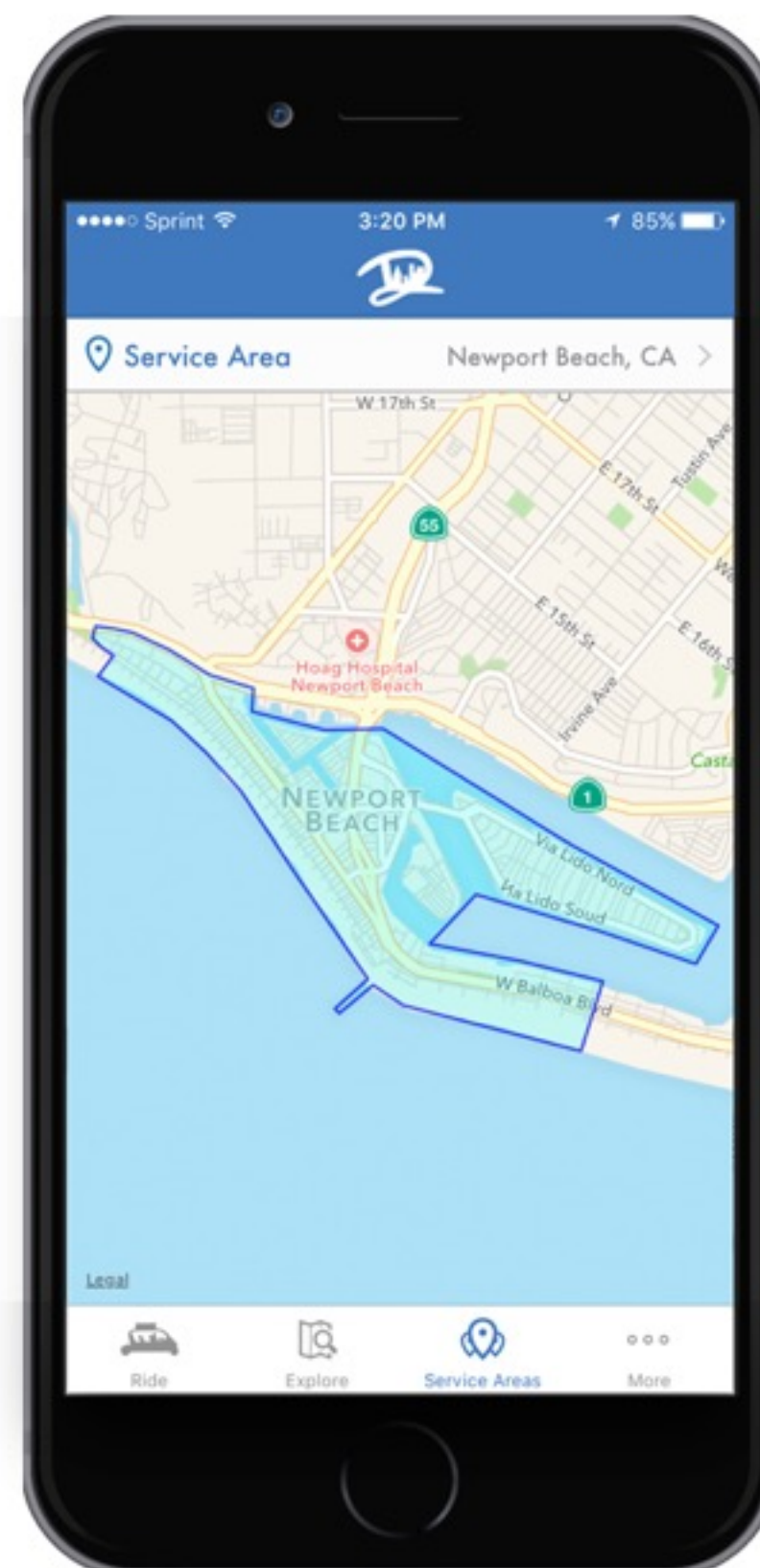
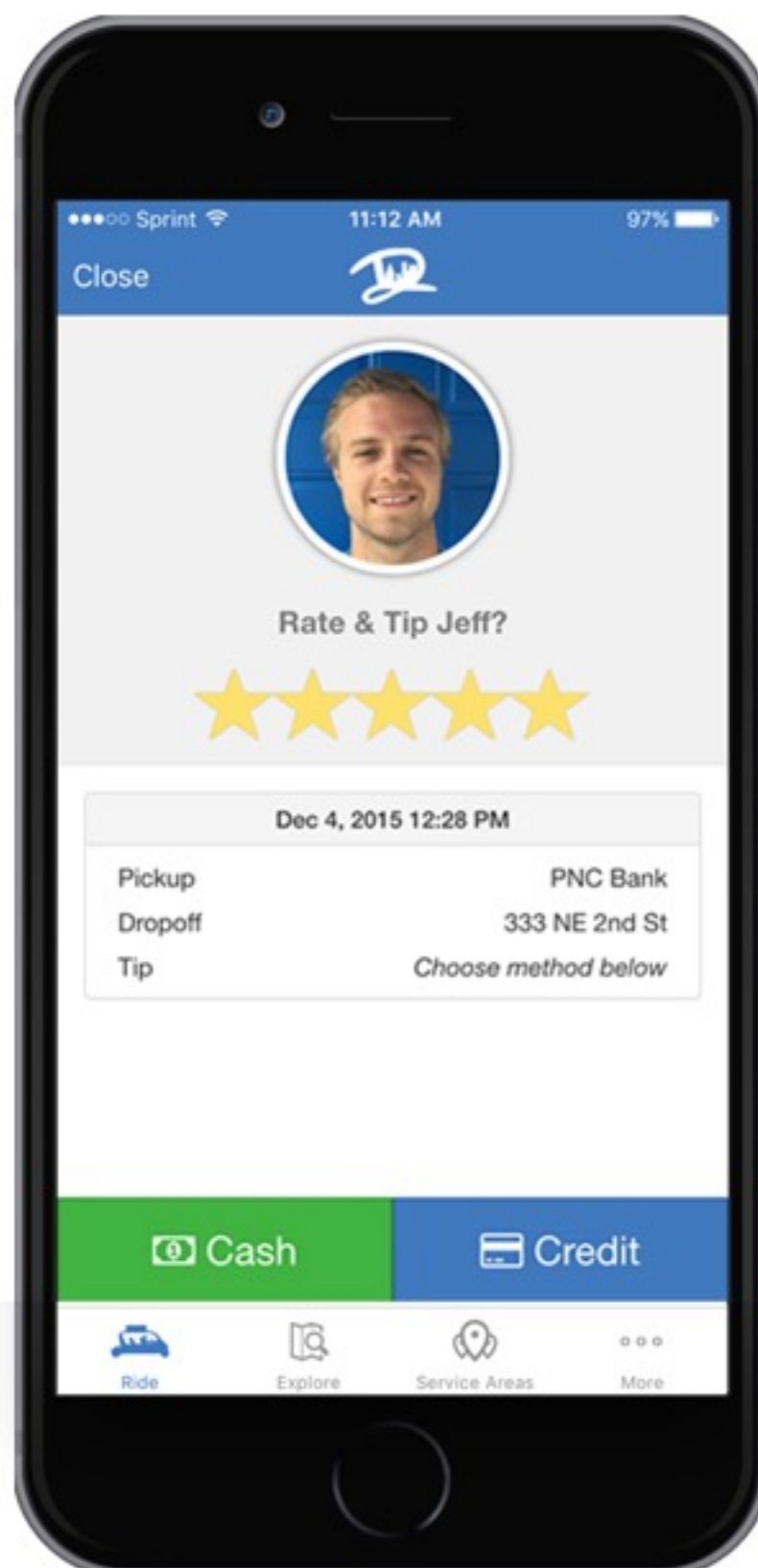
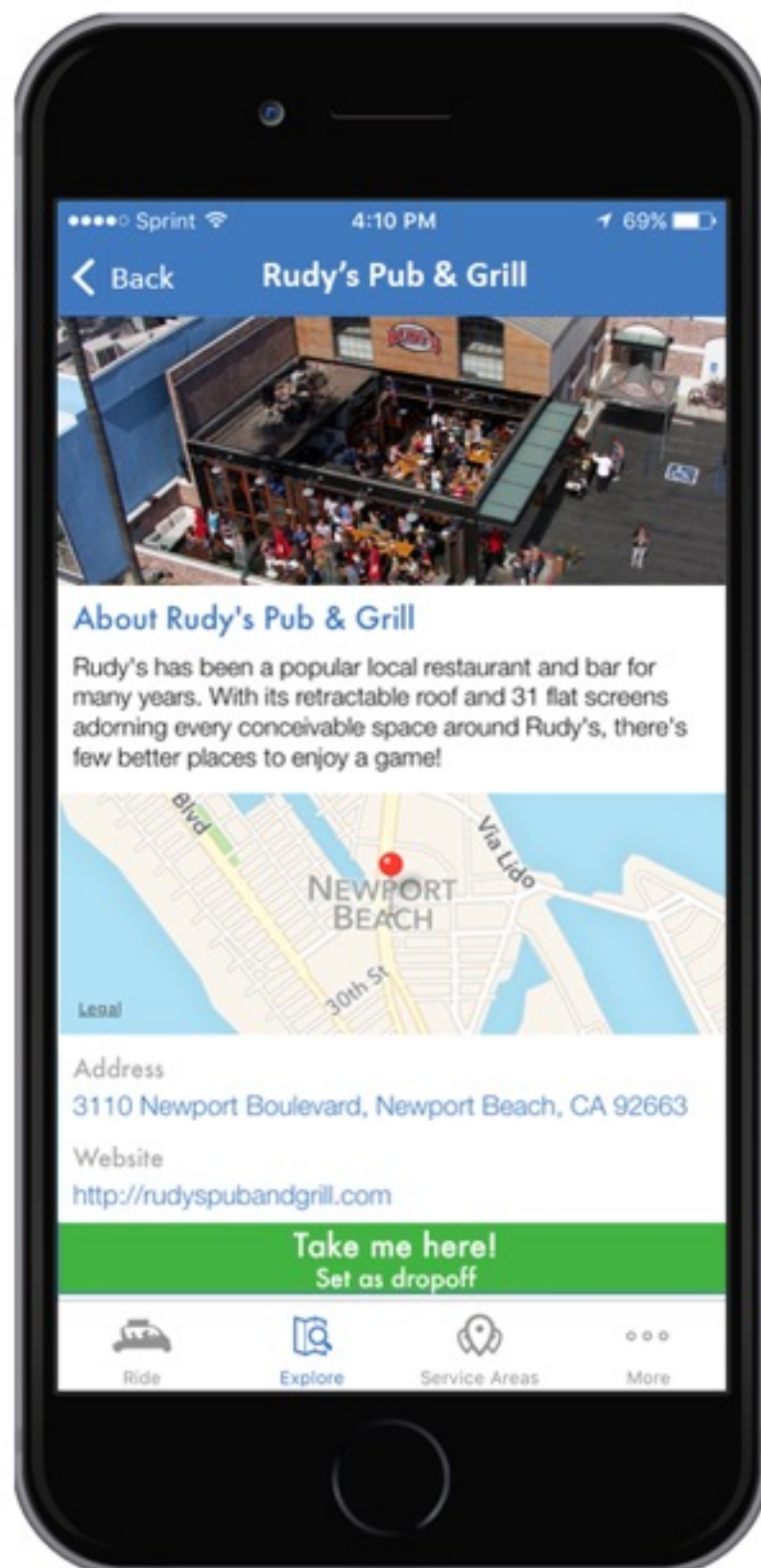
*rides and passengers data comprised of both actual and estimated data



RIDE WITH US

- **Select pickup and drop-off** using your current location, directory or search field
- **Wait time** calculated within seconds
- **Stay up to date** with driver details and arrival time
- **Automatic notifications** when driver is approaching
- **Rating and credit card** tipping available





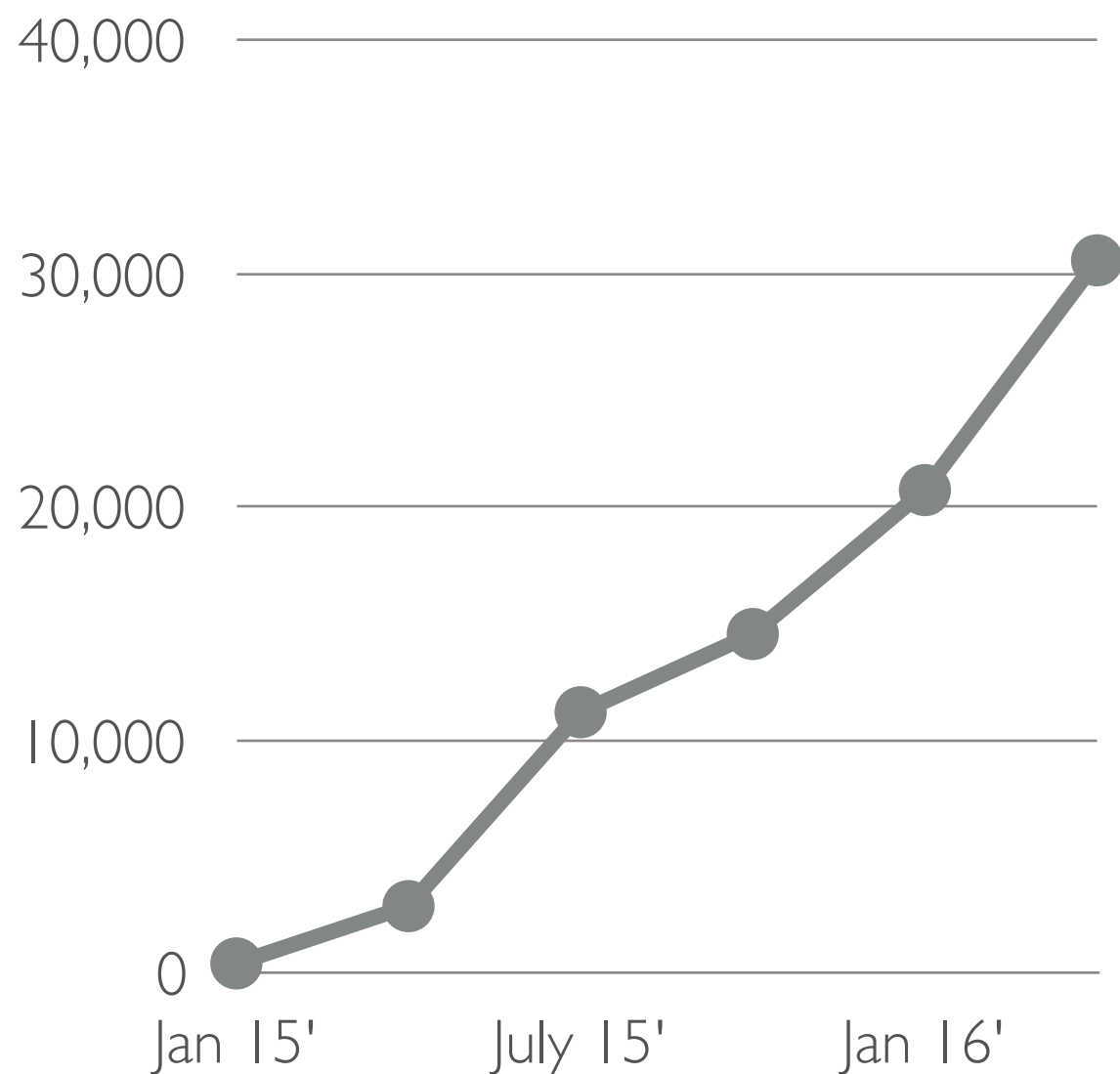


STATS

Stats are based on actual data collected from mobile app created rides after mobile app launch in 2015

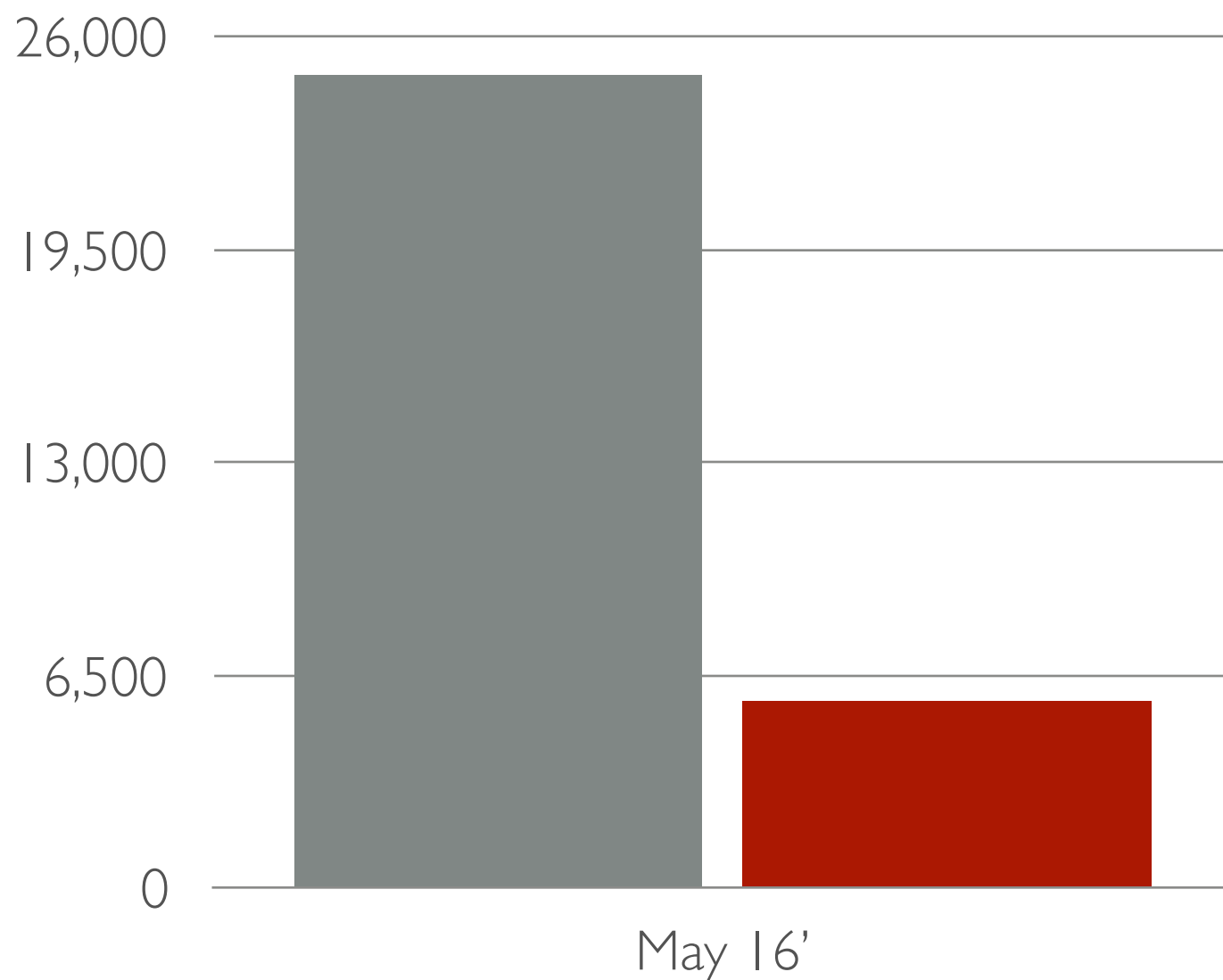
Mobile app downloads

30,595



Platform

■ iPhone ■ Android

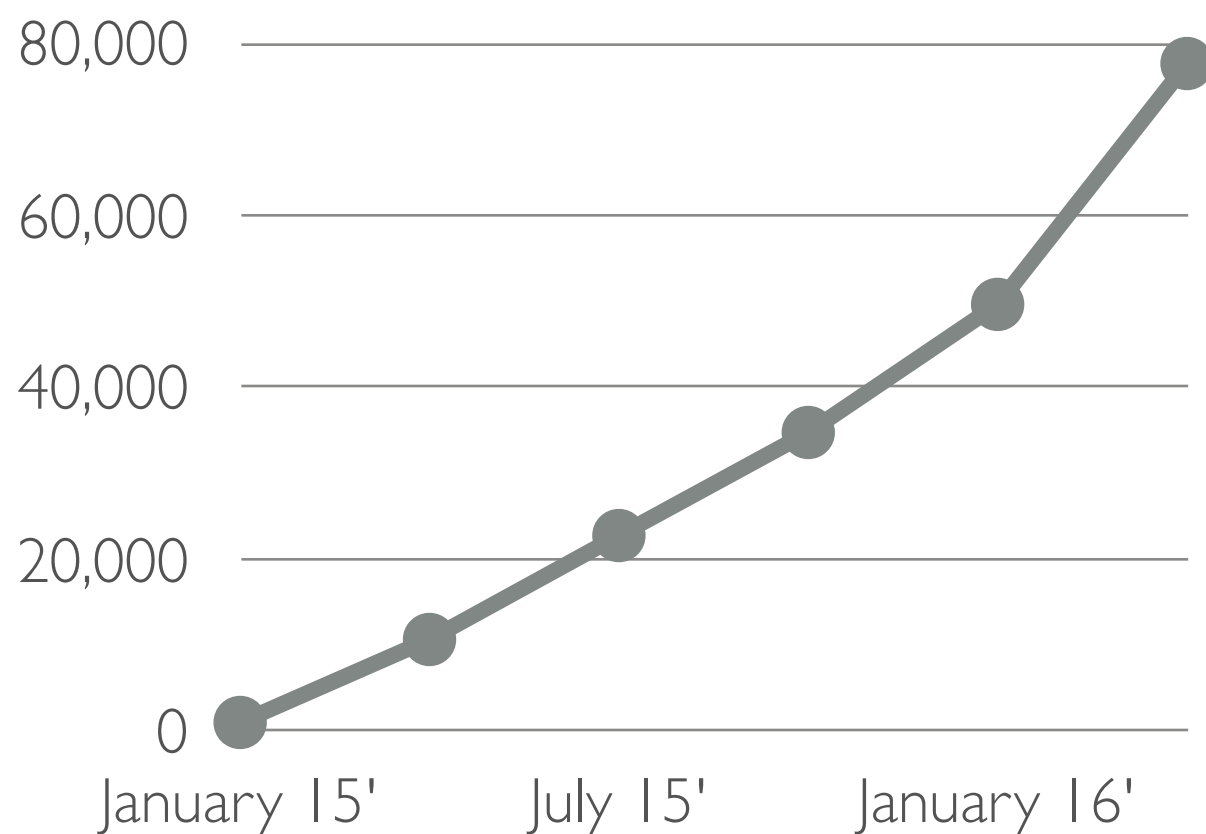




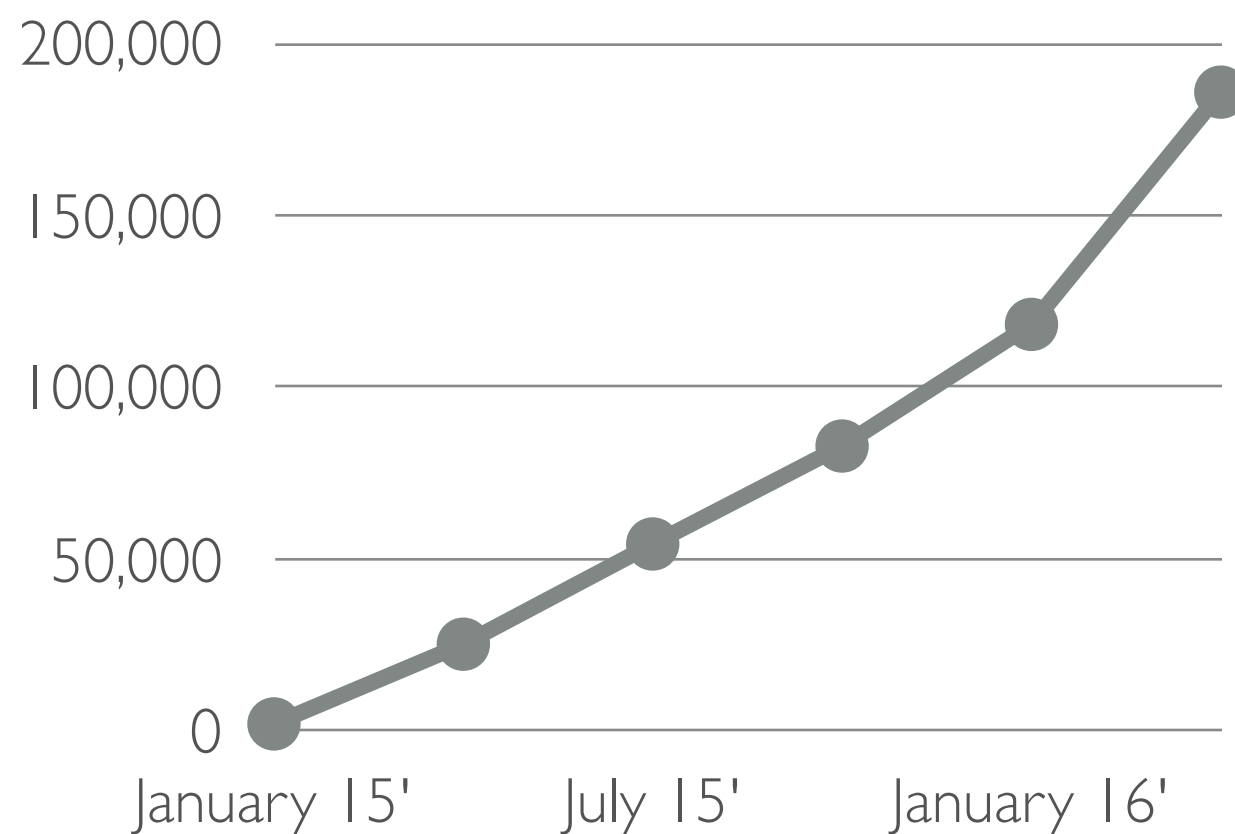
MORE STATS...

Stats are based on actual data collected from mobile app created rides after mobile app launch in 2015

Rides completed
77,655



Passengers moved
185,819





COMPREHENSIVE TECHNOLOGY

- Seamlessly connects riders and drivers without a human middleman
- Algorithm continuously optimizes ride queue handling high-paced demand and multiple rides per driver
- Rider facing mobile app keeps passengers up to date this latest wait time and driver information
- Driver facing mobile app allows drivers to work through their assigned incoming rides safely and effectively
- Platform for promoting events with in-app displays on riders' wait screen and direct contact with riders in the form of notifications and surveys
- Data and Analytics - Why are people riding, where are they going, and service performance metrics
- Continuously evolving user features and system enhancements with a highly experienced, in house development team



VEHICLES

- Vehicle model: GEM Car E6 manufactured by Polaris
- Fully street legal with standard safety components
- 100% electric
- Open air with roll up windows
- Five passenger seats





REVIEWS



Laurie Glover reviewed Boca Downtowner – 5★

11 July 2015 · 🌐

This is the greatest service ever ... 3 minute wait time, GREAT driver (Peter). Can't wait till next time!



Michael Dirscherl reviewed Delray Downtowner – 5★

11 March 2015 · 🌐

Excellent service. Quick pick ups and very convenient way to get around Delray Beach. Drivers are awesome and get you exactly where you need to go as soon as possible. Definitely the best way to get around the city.



Matthew Goldberg reviewed Delray Downtowner – 5★

15 July 2015 · 🌐

Best service ever! If you live in the downtowner service area, you are fortunate! The drivers are cool, cordial and go out of the way to please you. Why drive when you can take the Downtowner!



Jessica Peck reviewed Delray Downtowner – 5★

17 July 2015 · 🌐

Shane was our driver and he was the best! He was always 5 minutes away, so happy, safety oriented with the kids and very knowledgeable about the area. Definitely will use the service again with a great person like he was.



David McCormack reviewed Newport Downtowner – 5★

28 October 2015 · 🌐

Great staff, easy to use. Definitely would recommend this service to locals and visitors. Keep up the good work!





SUMMARY

- **Experienced** With 4+ years of specializing in on-demand rides, we are the leader in our industry. Through rider and driver feedback, a relentless effort to maximize operational efficiencies, and a mobile application born from human dispatching experience, we're the best at what we do. High-volume local transportation, done in the most fun way possible.
- **Unrivaled Technology** Our mobile app launched in early 2015 and we haven't look back. With over 30,000 downloads, we've transported nearly 200,000 passengers by way of our app which is available on both iPhone and Android. Our technology continues to evolve with our in-house development team led by our Co-owner and Chief Technology Officer.
- **Community Oriented** We focus on a grassroots approach to create relationships with the communities we serve, their residents, visitors, and local economy. With "city ambassador" drivers and platforms for local businesses to reach consumers, we strive to be a valuable tool for cities and local businesses to excel.
- **Recognized** Downtowner will be available in Tampa, FL and Aspen, CO in the summer of 2016. We've been recognized as an essential piece in their efforts to reduce congestion, increase mobility, go green, and explore viable alternatives to personal vehicles. We are the last mile solution.



CONTACT

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