

APPENDIX L

From: Freedman, Nicole
Sent: 24 Jul 2015 16:02:30 +0000
To: Justin Ginsburgh
Cc: Edward Inlow; Demi Allen
Subject: FW: E-Bike

Hi Justin,

This is not how the call went with us last week and is a complete misrepresentation. I think we should talk.



Nicole Freedman
Chief of Active Transportation and Partnerships
City of Seattle [Department of Transportation](#)
O: 206.684.4690 M: 206.552.4085
Nicole.Freedman@seattle.gov



From: Kubly, Scott
Sent: Thursday, July 23, 2015 8:50 PM
To: Freedman, Nicole
Cc: Nunes-Ueno, Paulo
Subject: FW: E-Bike

Let's discuss

Sent with Good (www.good.com)

-----Original Message-----

From: Jay Walder [jaywalder@motivateco.com]
Sent: Thursday, July 23, 2015 08:39 PM Pacific Standard Time
To: Kubly, Scott
Subject: E-Bike

Scott,

I was dismayed to hear about a call between my staff and Nicole on Monday that has effectively sent my team back to the drawing board.

I left Seattle with a feeling that we had worked together in good partnership and that we had settled on an agreed upon path to give Seattle an e-bike system while responsibly mitigating risks for both Motivate and SDOT. The expectation that we set in our meeting that we would test various electric bike vendors along with an e-assist version of the Motivate bike in 2016. Rather than engage a system-level approach that charged at the station, we committed to manually swapping batteries using the existing 8D system for the initial pilot. This stepwise approach working with the existing on-street bike infrastructure and the existing

Pronto systems would enable Motivate and SDOT to gauge the operational viability of e-bike options (motor, battery size, battery chemistry, power draw, etc) as well as customer acceptance and the effects on usage. In addition, as you yourself suggested, there was an opportunity to concurrently test the full package of other vendors' equipment (including docking stations, charging points, customer software, operational software, apps, etc.) in a controlled environment like the Brooklyn Navy Yard.

My team tells me that Nicole is now saying that such an approach is unnecessary and is insisting on a 75-station launch this Spring with a new, unproven e-bike system vendor. We want the launch of an e-bike system in Seattle to be successful, and to do that we need to identify and address the challenges, not wish them away. As you reminded us, this will be a visible project financed with Federal funds and we need to have a well-thought out and managed path that stands up to public scrutiny. The new path put forward by SDOT on Monday does not meet this standard.

Frankly, my trip out to Seattle feels like a waste of time. We sat in your office for nearly four hours and I thought that we were having an open and effective conversation to understand the requirements, surface the issues and find a way forward. There was ample opportunity for each person to express his or her views with every decision maker at the table. And if the views were expressed, they could have been debated at the table.

We continue to have a strong interest in developing a solid e-bike solution for Seattle and we think we can do it. Please let me know what we can do to return this process back to the agreed upon path, and if that path is really viable for the City of Seattle.

Happy to discuss by phone if helpful.

Regards,
Jay

--

Jay Walder
President and CEO
Motivate
347-916-0723 office
5202 3rd Ave. Brooklyn, NY 11220
[email](#) | [offices](#) | [website](#)