



Bruce Harrell, Council President
Seattle City Councilmember, District 2

April 20, 2016

Peter Schwarzenbauer
BMW Board Member
ReachNow
2101 4th Ave
Seattle WA 98121

RE: ReachNow and Race and Social Justice Initiative

Dear Mr. Schwarzenbauer,

Congratulations on a successful launch of ReachNow on April 8th, 2016—I am hearing great things from friends and the public. Thank you for making Seattle your headquarters and choosing Seattle to be the launch city. Demand for car-sharing services is high in Seattle's rapidly growing city.

I am writing today as Council President of the Seattle City Council and Councilmember for District 2 to share my concerns regarding ReachNow's service area. District 2 covers Southeast Seattle and will not be initially served by ReachNow. Neighborhoods in District 2 consist of Mt. Baker, Columbia City, Seward Park, Beacon Hill, Rainier Valley, and Georgetown. Five of these areas are urban villages (North Beacon Hill, North Rainier, Columbia City, MLK at Holly St, and Rainier Beach). The city's growth management strategy is to grow in urban centers and villages, locations close to transit and other services. About 77% of the housing capacity and 78% of jobs are within an urban center or urban village. Approximately 25% of the 21 urban villages are in District 2. These are places expected to experience the most residential growth and a development pattern that promotes transit and other transportation choices.

The City of Seattle has a strong commitment towards Race and Social Justice, requiring all legislation to go through a Race and Social Justice filter. All legislation must ask the question, "Describe any perceived implication for the principles of the Race and Social Justice Initiative. Does this legislation impact vulnerable or historically disadvantaged communities?" In 2004, the City of Seattle launched a Race and Social Justice Initiative (RSJI), with the vision of eliminating race-based disparities within Seattle and the mission of eliminating institutional racism. In 2009, I sponsored new legislation to reaffirm the City's race and social justice work and directing City Departments to use available tools to assist in the elimination of racial and social disparities across key indicators of success, including health, education, criminal justice, the environment, employment and the economy; and to promote equity within the City workplace and in the delivery of City services. I want to make sure all shared mobility services, whether private or public are consistent with our equity policies.

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Four years ago when we enacted legislation to allow Car2Go, I was adamant and successful in extending the service area into Southeast Seattle during the initial rollout. Seattle is the largest market in the U.S. for Car2Go. I know ReachNow will eventually serve the entire city within two years, but as a resident of Southeast Seattle for most of my life and someone who understands and witnessed the history of redlining in this city, I am disappointed your service will not be available to Southeast Seattle in this initial rollout. I understand your business decision of confining the initial fleet of 370 cars to maximize availability to your customers, rather than serving Seattle proper at 84 square miles. Conversely, understand the message you are sending to residents of District 2 in its historical context.

I have the opportunity to speak with many new startups and businesses looking at the Seattle market and emphasize to them to embrace the diversity and opportunities in Southeast Seattle. Seattle is an incubator for innovation and is at the forefront for apps and services in the shared-economy. The City of Seattle embraces this as a good partner by allowing up to 750 free-floating car sharing permits if service is provided throughout the entire city. Demand for east-west shuttles to and from the Southeast Light-Rail line is high and I think ReachNow is missing an opportunity in meeting this demand. I strongly encourage ReachNow to expand its service to Southeast Seattle in the very near future and especially when ReachNow's fleet increases.

I appreciate your time and consideration to address this important issue. Please do not hesitate to contact me if you have any questions and I look forward to the success of ReachNow and other shared mobility services.



Bruce A. Harrell

President, Seattle City Council — District 2

Chair: Education, Equity & Governance Committee

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