



BIRD



# **New mobility services**

## The impact of micromobility services on the transport system



Emma Silver, Government Partnerships, EMEA and AsiaPac



## Bird & our mission

Bird is:

Affordable

Environmentally friendly

Mission:

To make cities more livable

Reducing car use

Reducing traffic and emissions.

# Micromobility's impact

Transport users' needs are changing, Bird can help

Impact on:

- Congestion & Emissions
- Economic impact
- Safety
- Planning



# Transport users' needs are changing





## Paris user survey Nov 18

**33%** of trips are done in combination with bus, subway or train

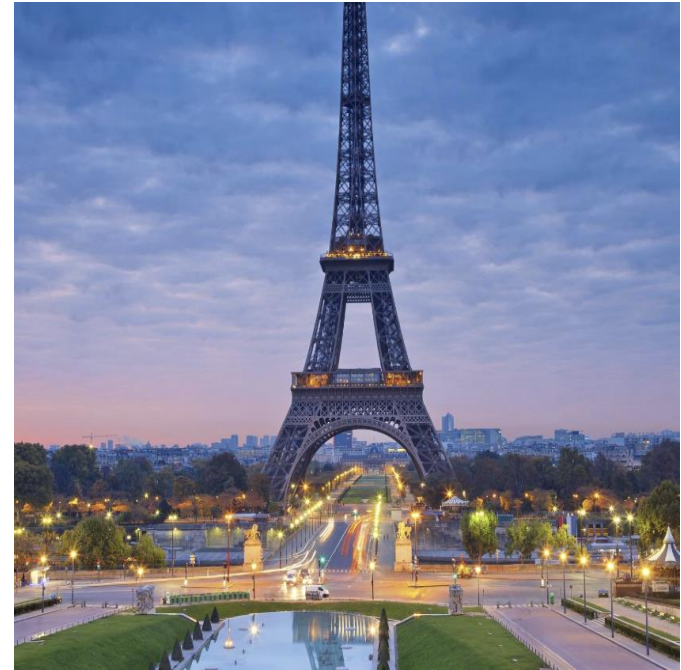
**70%** of trips are to commute or run errands

**83%** of Parisians want more floating transport

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**£8bn** to the UK in 2018

**68%** of world's population city dwellers by 2050



## City priorities

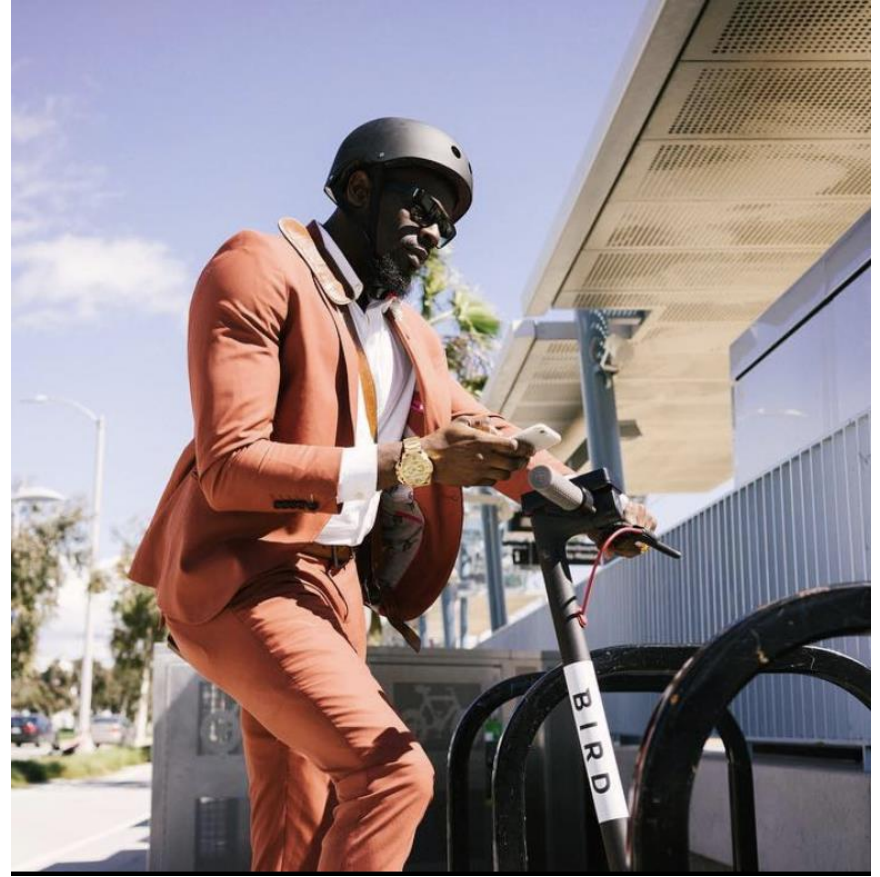
- Provide affordable transport
- Reduce emissions
- Reduce congestion
- Reduce parking problems
- Invest in shared infrastructure
- Promote local industry
- Increase access to transport in underserved areas



# Congestion & Emissions







# Economic impact



## Jobs, industry, time

For every 1,000 Birds in cities in the USA

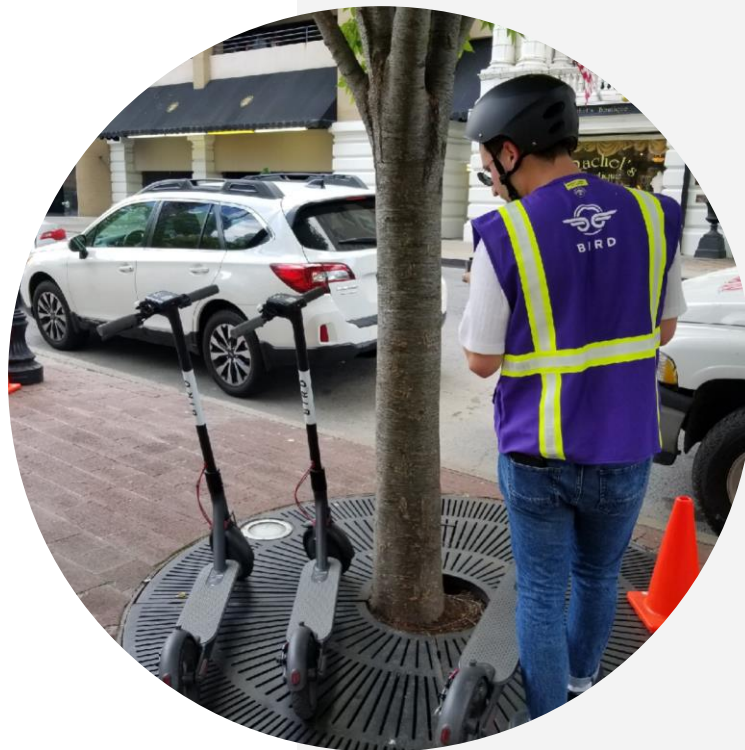
**\$2.5M** Annual earnings received by  
chargers

**300** Opportunities for contract workers

INRIX

**£8bn** Cost to UK economy

**£1,317** per driver



# Safety



## Bird Safety Report

More than **60,000** helmets given away by Bird globally

Recent NACTO report found **38.5** million trips by scooter in 2018

The most dangerous vehicles on the road are **cars**





## Bird watchers

Employees who are dedicated to:

- Removing Birds out of the public right of way
- Making adjustments to their location by placing them in safer areas
- Engaging with Bird riders to educate them on safe riding practices
- Removing damaged Birds

## Safety ambassadors

Deployed to educate riders and community members and to help promote a safe and equitable service.

# Impact on transport operations and planning

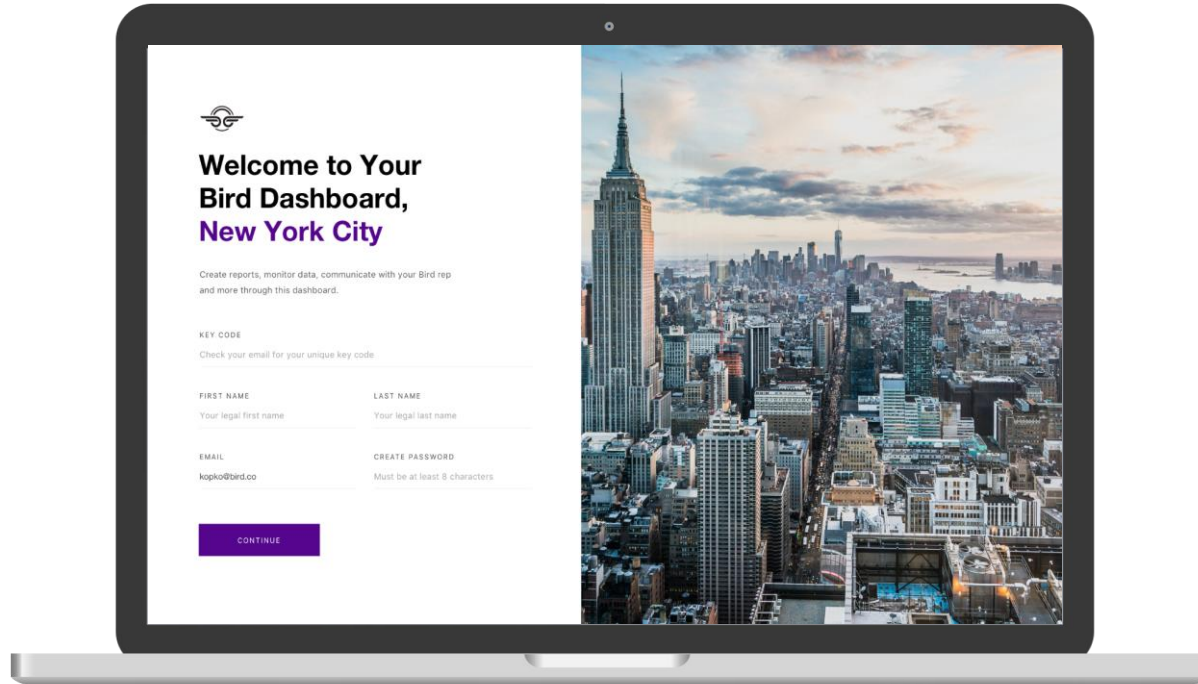


# Sharing data

Insights to inform and educate overall operations

API Endpoints - vehicle status and trip data

Aggregated and categorised complaints and reports





Thank you

