

# From venture capital to public interest: micromobility regulation that works for everyone

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**Marla Westervelt**

Head of Policy, Reimagined Mobility

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COALITION FOR  
**Reimagined Mobility**

Transportation Policy that Puts People First

[reimaginedmobility.org](https://reimaginedmobility.org)

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- **Head of Policy at the Coalition for Reimagined Mobility**
  - **Interested in better aligning public and private interests for outcomes that are in the public benefit**
  - **A decade worth of experience in transportation policy across the public and private sectors at organization including Bird Rides, MobilityData, LA Metro, and the Eno Center for Transportation**



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# Who We Are

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Launched in 2021, the Coalition for Reimagined Mobility is a global coalition of industry, government and academic leaders shaping policy for more equitable and sustainable solutions that leverage technology to improve the movement of people and goods around the world.

As an independent project of SAFE, the Coalition for Reimagined Mobility conducts research and advocacy to advance platforms that prioritize people while ensuring the wellbeing and security of the planet.

# Meet Our Commissioners



**Jim Farley**  
CEO Ford Motor Company



**Mary Nichols**  
Former Chair, California Air Resources Board.



**Thierry Mallet**  
Chairman & CEO, Transdev Group.



**Jared Cohon**  
President Emeritus, Carnegie Mellon University.



**Cristiano Amon**  
CEO, Qualcomm Inc.



**Avinash Rugoobur**  
CSO & President,  
Arrival, Ltd.



**Jason Grumet**  
President,  
Bipartisan Policy Center



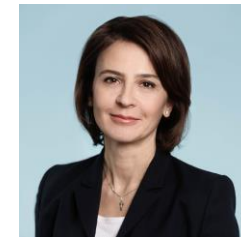
**Frederick W. Smith**  
Chairman & CEO  
FedEx Corp.



**Bhavish Aggarwal**  
Chairman & CEO  
ANI Technologies.



**Carl Pope**  
Principal  
Inside Straight Strategies



**Sirma Boshkanova**  
Member Board of  
Management, Allianz SE



**Reuben Munger**  
Managing Partner  
Vision Ridge



**Mike Hynekamp**  
EVP & COO Logistics  
Services at Wallenius  
Wilhelmsen Logistics  
ASA.



**Miguel Arias  
Canete**  
Former EU Commissioner  
for Energy and Climate  
Action



**Elzbieta Bienkowska**  
Former EU Commissioner for  
Industry and Entrepreneurship



**Jose Munoz**  
Global COO  
Hyundai Motor Company;  
President & CEO, Hyundai  
Motor North America & Hyundai  
Motor America



**Richard Kramer**  
Chairman, Chief  
Executive Officer and  
President of The  
Goodyear Tire & Rubber  
Company.



**Steve Rowley**  
President  
Cox Automotive



**Jacques  
Aschenbroich**  
CEO of Valeo



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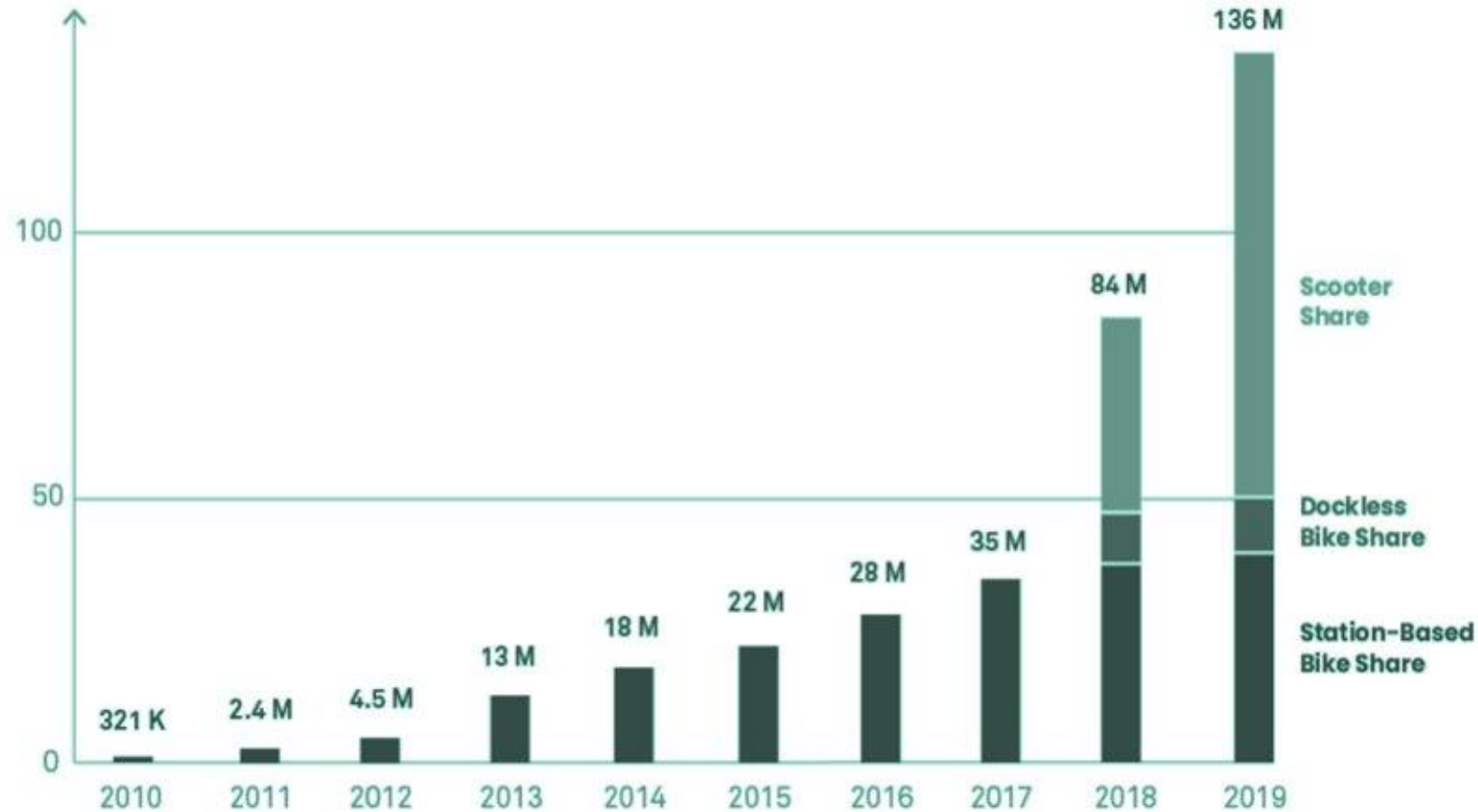
# But today we're here to talk about scooters



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# Micromobility has been rapidly adopted



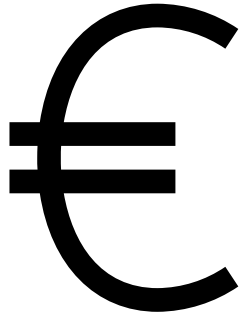
# Let's take a quick trip down memory lane

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- In 2017 Bird first launched scooters in Santa Monica
- Summer 2018 the first regulatory structures for scooters were introduced in US cities
- Fall 2018 cities began to require the production of data produced to the Mobility Data Specification (MDS)
- By 2019 cities began processing MDS to measure scooter compliance against city regulatory structures

# What were the goals of these regulations?

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**Affordability**



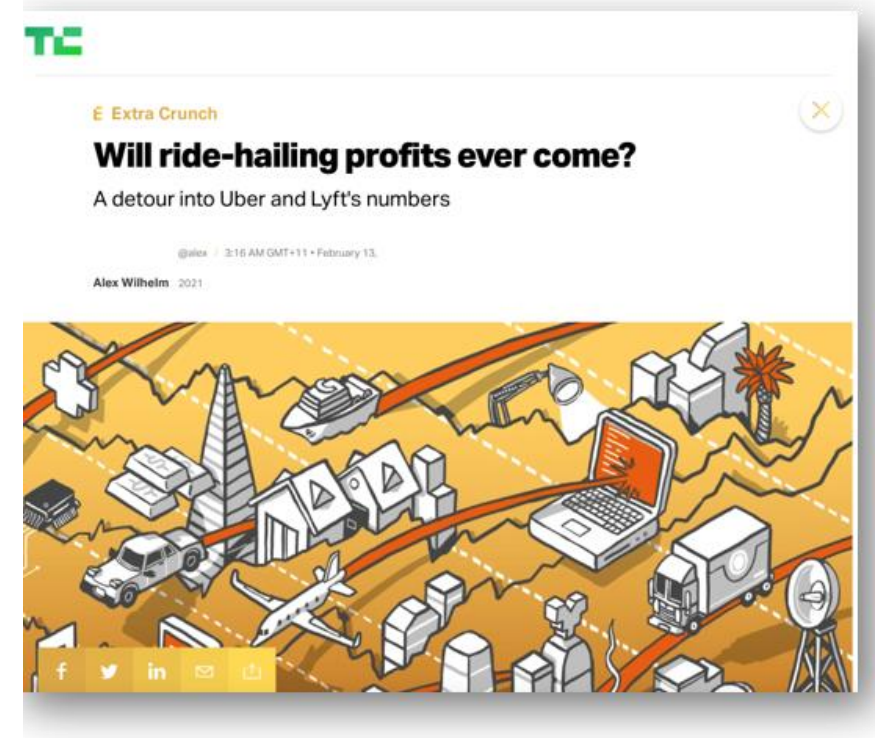
**Equity**



**Accessibility**

# But are the regulations working?

- In 2020 Bird lost \$183 million, and the year before they lost even more money
- Rides are still not affordable, equitable, or accessible



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**So perhaps we need to reimagine  
our market structure?**



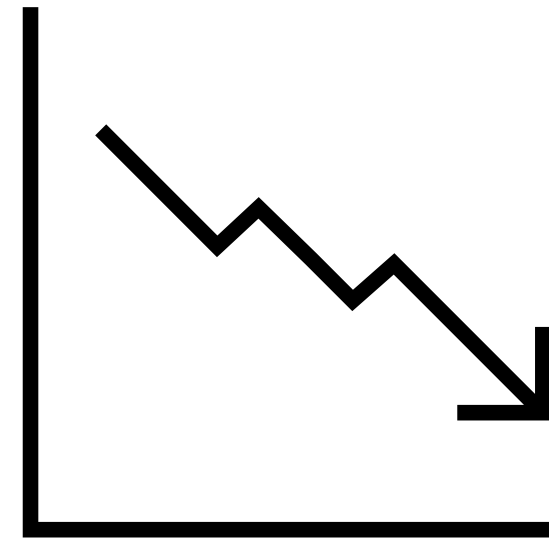
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# No transportation service is profitable

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- Fees collected for roads, bridges, and other critical infrastructure don't cover the costs
- Public transit agencies often can't cover their operating costs with fares



# We need a new approach to passenger transportation that better prioritizes people and the planet

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- Coordinate and integrate new and existing services
- Develop regulations that better align public and private goals
- Use subsidies to accelerate change that supports our public goals and ensures economic sustainability of our private partners



# We have the opportunity to rethink public vs. private transport

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- “Public transit” can be privately owned/operated
- If we treat shared and active trips as public transit trips, we can regulate and fund them accordingly
- Under one ecosystem, private services can better connect to and complement transit



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**We have the potential to align public and private  
interests- but are we willing to do what it takes?**



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# Thank you!

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**Marla Westervelt**

Head of Policy

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