GECKO Webinar on Managing New Mobility: How to Regulate E-Scooters

There were many questions from webinar participants. Since we didn't have time to get through all of them, presenters Marco Lietz (Circ) and Michael Glotz-Richter (Bremen) have graciously answered them after the webinar.

Questions following Marco's presentation	
How can cities determine or assess the viability of Circ/Bird's business model, to ensure continuity of the service in the future?	We highly recommend to get in touch with us to assess a potential operation in your city. There are many different variable and operational solution that determine the viability. As a general rule of thumb, a smaller city requires a loser partnership or collaboration between cities and operators to establish a sustainable business. Alternativ approaches for a local e-scooter business include "white label"-solutions, where cities or public companies run the operations based on Bird technology.
When will you come to Holland?	We would love to expand our business to the Netherlands. Thus, we are in close dialogue with the national government to make e-scooter street legal.
You mention ecology/sustainability. A recent study from Brussels finds 131 grams of CO2 per km. Will you share your comments to that finding?	I'm not aware of this particular study. But I would like to add a few thoughts on sustainability: Longevity of the scooter is by far the most important factor for lifecycle sustainability and Bird has the longest lasting scooters. The majority of lifecycle emissions come from manufacturing the scooter. The longer it lasts, the more sustainable it is and Bird's last 18 months or more. Compared to a car, Bird scooters currently have 65% fewer emissions per mile on a lifecycle basis and 98% fewer emissions when only considering operational (tailpipe). In recognition of Bird's contribution toward achieving the UN's Sustainable Development Goals, in 2019, we were the only transport company to be awarded a Global SDG Award. Bird's durable scooter, paired with a commitment to purchasing renewable energy credits and carbon offsets makes Bird a leader in sustainable electric mobility.
Hi Marco, thank you very much for your contribution. I have two questions: you talked about sustainability at the beginning of your presentation: how does this "commitment" square with an	The referenced study is outdated and worked with assumptions that were already outdated at that time. Longevity of the scooter is by far the most important factor for lifecycle sustainability and Bird has the

average life of your vehicles of just 28 days? Additionally, I found your point on safe infrastructure very interesting. Nonetheless, I have a doubt: safety is composed of three factors (vehicles, infrastructure and behaviour), what is your role with regards to the latter?	longest lasting scooters. The majority of lifecycle emissions come from manufacturing the scooter. The longer it lasts, the more sustainable it is and Bird's last 18 months or more. Compared to a car, Bird scooters currently have 65% fewer emissions per mile on a lifecycle basis and 98% fewer emissions when only considering operational (tailpipe). While my presentation was focused on safe infrastructure, vehicle & behaviour are equally important. As a company we focus on the safety variables that we can control: designing the safest vehicles, setting the safest operational policies, educating our riders and encouraging/enforcing respectful riding and parking behaviour. The durability of our vehicles -- which now last 18 months - also enhances the reliability and safety of our vehicles. Bird is innovating across vehicles, operational practices, and technology to ensure Birds are properly parked and the right-of-way remains clear. Our training, rider education and technical innovations like geospeed limiting and Community Mode deter reckless and lawless riding, double riding and improper parking. Bird has augmented video, in-app, and online education with hundreds of free in-person trainings that are most often done in collaboration with local safety advocates. Users who fail to comply with rules, or who ride or park improperly, are fined and ultimately have their accounts suspended or terminated.
What is the most common partnership Circ makes with cities? Business model?	Circ has established different kinds of local partnerships. Integration into local public transport operators (PTO) I one of the most impactful partnerships, which often includes technical integration of Circ services in PTO app, creation of e-scooter parking spaces at PTO stations, joint marketing & PR activities. Those partnerships are focused on establishing e-scooters in the daily mobility behaviour of the citizens complementing the PTO services.
How to guarantee safety with other vulnerable users (cyclist, pedestrian, children elderly…)?	There are two key aspects to approach this topic: rider behaviour & infrastructure. With regards to infrastructure, the main goal should be to create bike lanes that provide enough safe space for bikes & e-scooters. In the end, it's the car that poses a threat to vulnerable

	users, including e-scooter riders. To learn more about safe infrastructure, I recommend the Bird Safety Report: https://www.bird.co/wp-content/uploads/2019/12/Bird-Safety-Report-April-2019.pdf On rides behaviour: Our training, rider education and technical innovations like geospeed limiting and Community Mode deter reckless and lawless riding, double riding and improper parking. Bird has augmented video, in-app, and online education with hundreds of free in-person trainings that are most often done in collaboration with local safety advocates. Users who fail to comply with rules, or who ride or park improperly, are fined and ultimately have their accounts suspended or terminated.
Questions following Michael's presentation	
What do you think of docking stations for e-scooter parking and charging?	Such docking stations may reduce the traffic that is created by collecting vehicles or batteries. That would be a good point. Difficult is always space consumption in narrow streets – which need a public and political agreement about the benefits for all. Questions remain: who will built (pay) and operate/maintain such stations? How to generate benefits for users to leave the scooter at the station and not in front of their destination? How to deal with the different operators at the same docking stations (e.g. in terms of payments for use/electricity…) . Again, a very important point with very limited street space: a conversion of a car-parking for e-scooter docking stations will need political decision and support by citizens. Another reason why e-scooter operators have to organise keeping the rules …
What data could operators provide that would be helpful for the city? In terms of infrastructure, safety, etc.	The data that operators can provide is mainly related to the start and destination of scooter trips – so you see the main demand and related routes. Looking at the very limited size of the operational area (in comparison to the entire city area), also the value of such data will be limited. If cities depend on such data, there would be something wrong with their mobility plans and related transport modelling. But it is a nice add-on. From my point of view, the communication with operators concerning the experience in daily operation is of more importance. Also the potential of

	improvements in operation (e.g. battery change instead of vehicles change), of further changes (electric indicators) of infrastructure (e.g. docking stations), of accidents and problems. Here, of trustful exchange is crucial. There are some operators being more pro-active and others being less…
Don't you think the fun will come to an end after few months?	The fun will not come to an end, maybe there will be more awareness about the comparatively high costs for the users. But it is interesting how much users are willed to pay for certain mobility options.
What role could logistics servicing companies that handle operations for e-sharing companies could play to facilitate collaborative approaches between city and operator?	We want to reduce the motorised traffic. That includes the current operation of collecting and re-disseminating scooters with vans. For the future, we prefer solutions that won't need vans to operate the scooter sharing. It might become a 'must' for the future.
Does Bremen follow the same approach for bike sharing companies as well?	Yes, as we had bike-sharing much earlier, we took the experience with bike-sharing as starting point for dealing with e-scooters. Basically, we had first the experience with bike-sharing that we used for dealing with e-scooters.