

# Move over iPhone! Why micromobility is the next big disruptor.

26th November, 2022

Micromobility Conference Australia

Oliver Bruce

Host, Micromobility Industries

Who am I?

# Uber



 **WAKA KOTAHI**  
NZ TRANSPORT  
AGENCY

What is Micromobility?

# Three things:

Electric



Utility



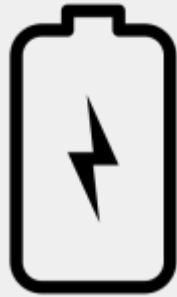
Lightweight



# Enabled by rapidly falling costs in



GPS



Batteries



Motors

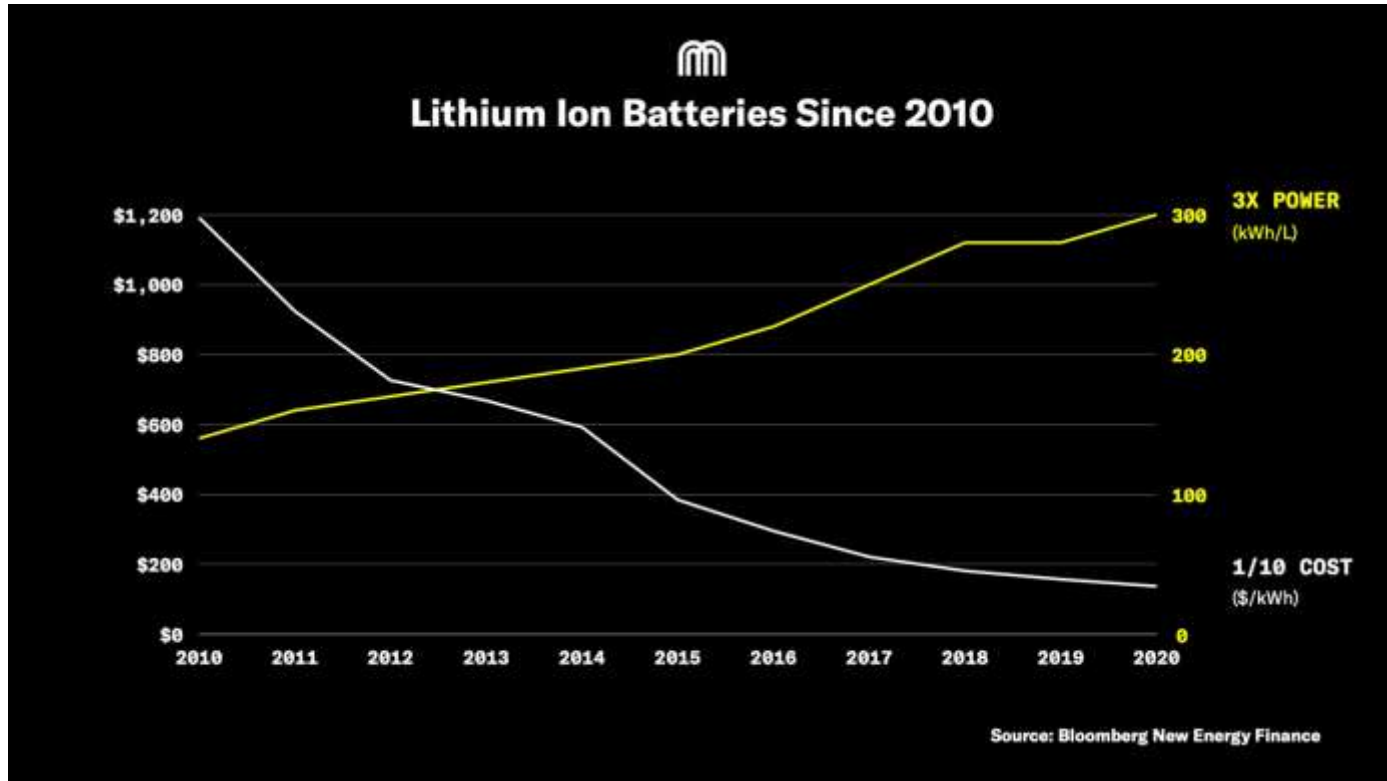


Networks



Smartphones

# Why is micromobility new?



# Why is micromobility new?



20 years

93% cheaper

2x better performance

$\frac{1}{3}$  weight



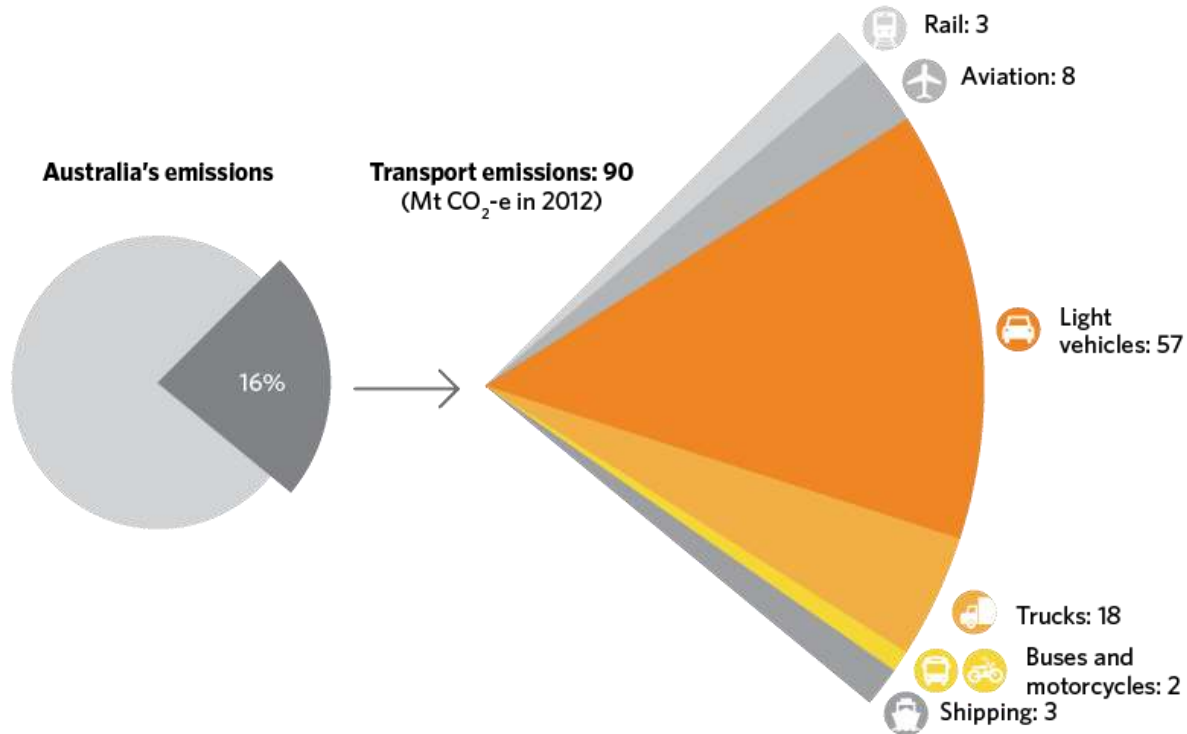
# The scope of micromobility



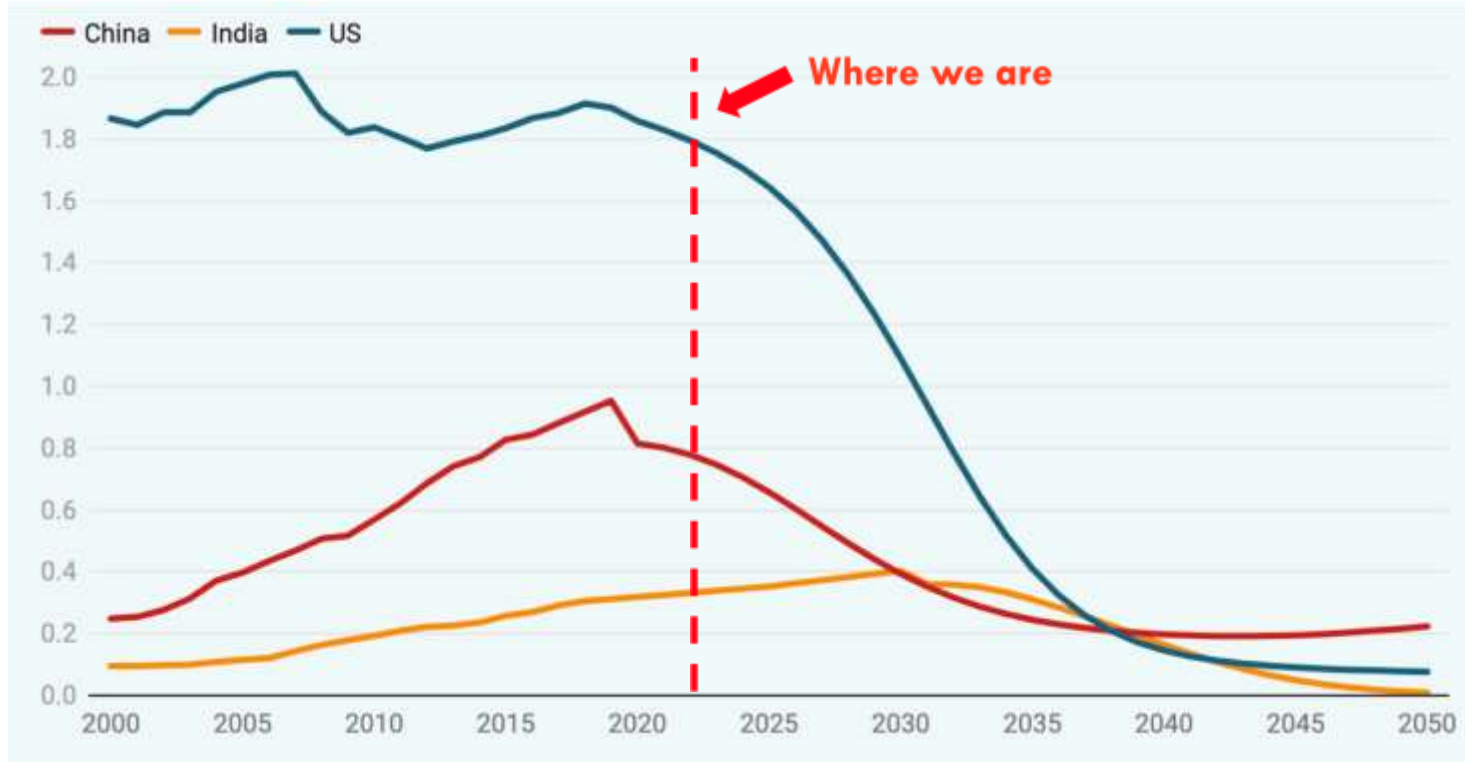


# Why Micromobility Matters

# The world is urbanising

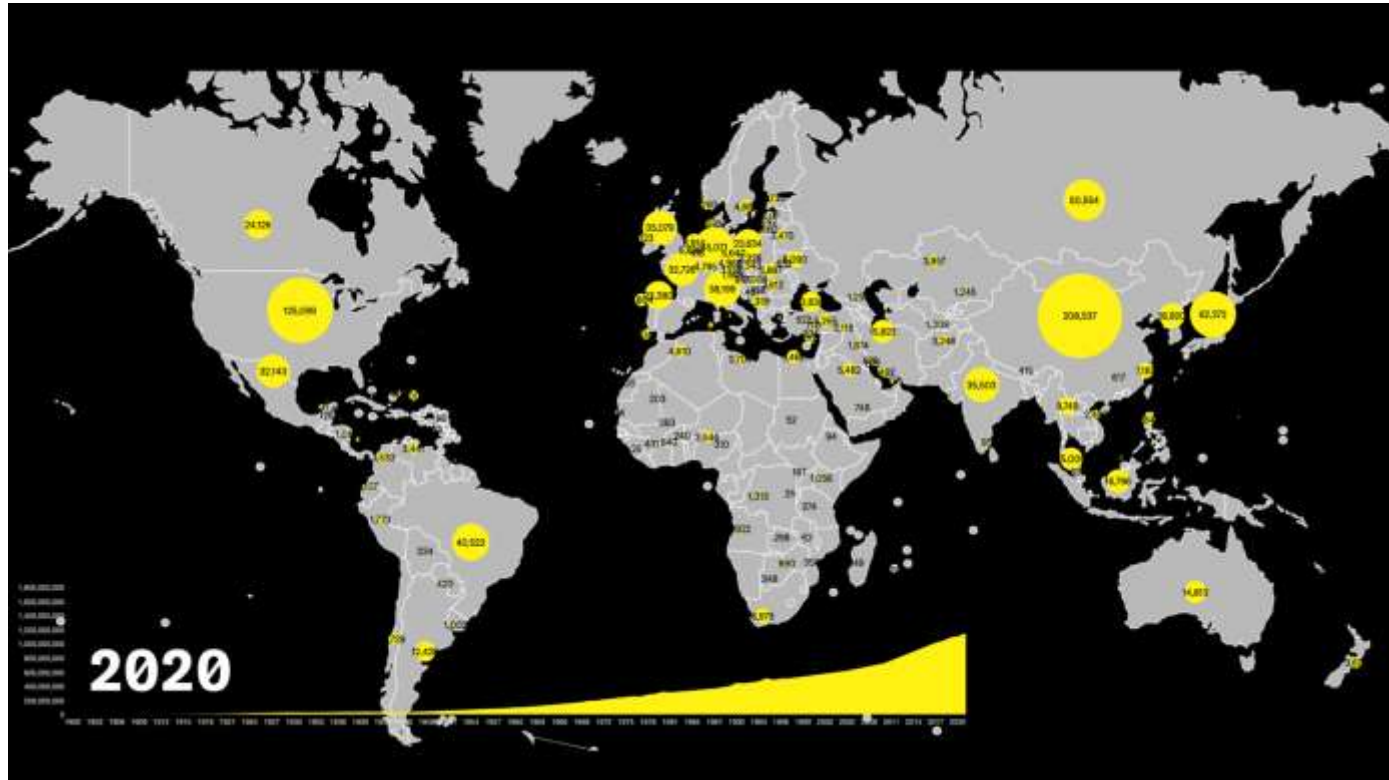


# The world needs to radically reduce emissions

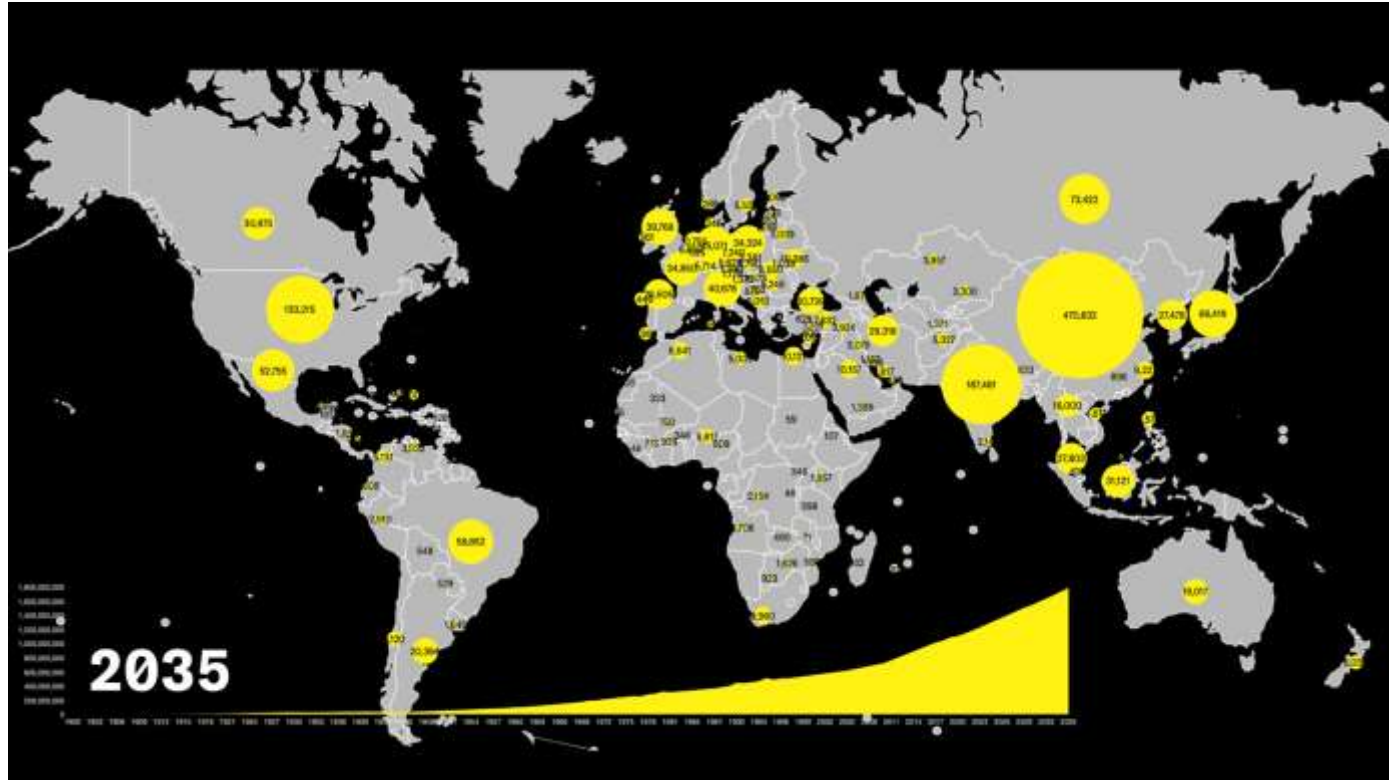




Yet if you look at it...



Yet if you look at it...



Yet if you look at it...

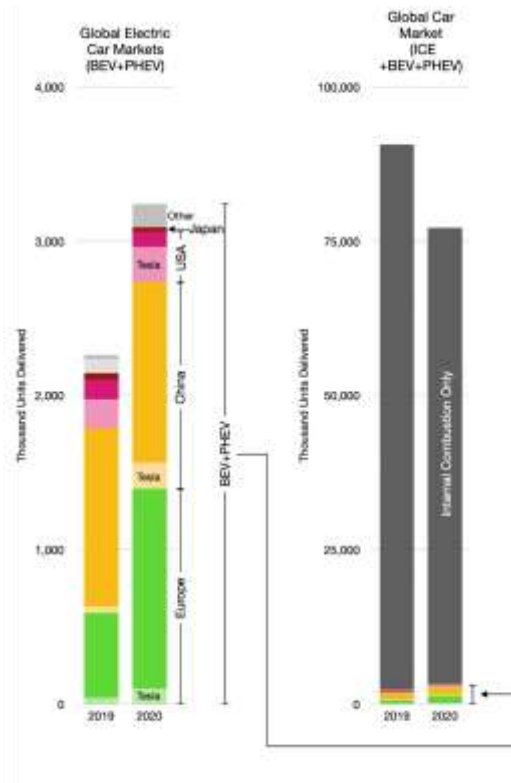


The answer...

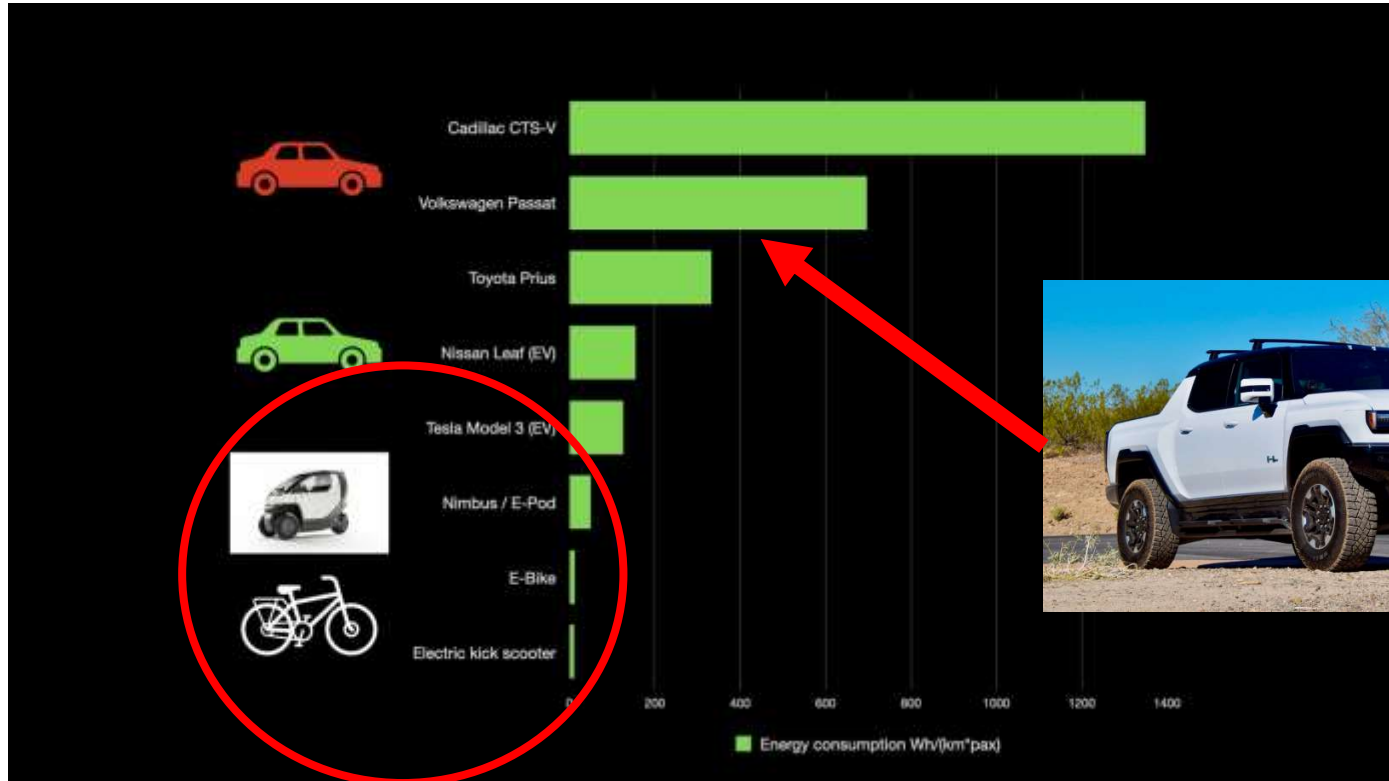




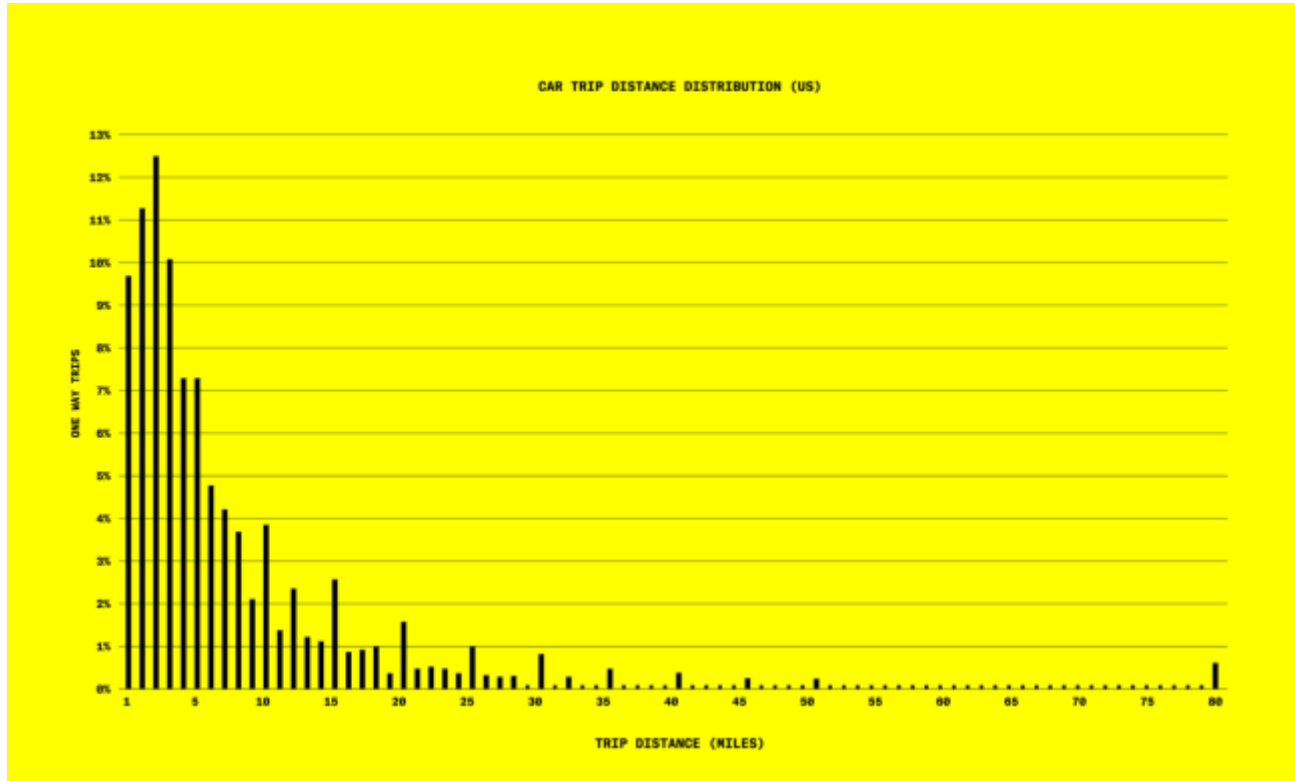
# The Gap cont'd



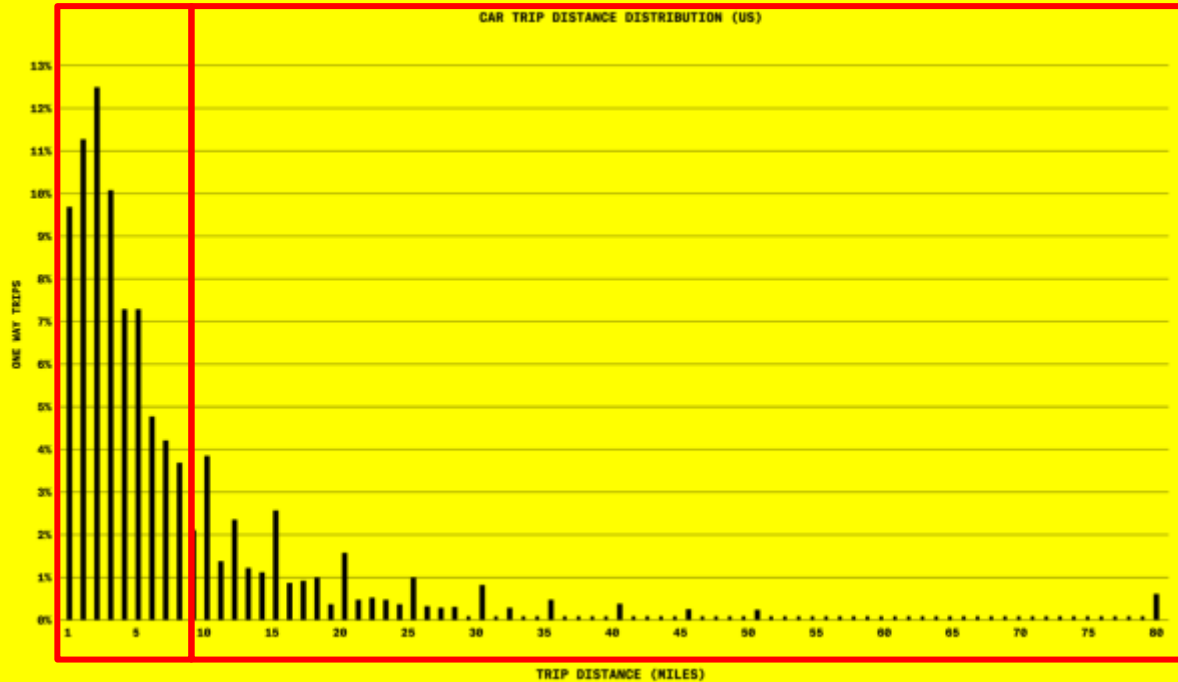
# The answer...



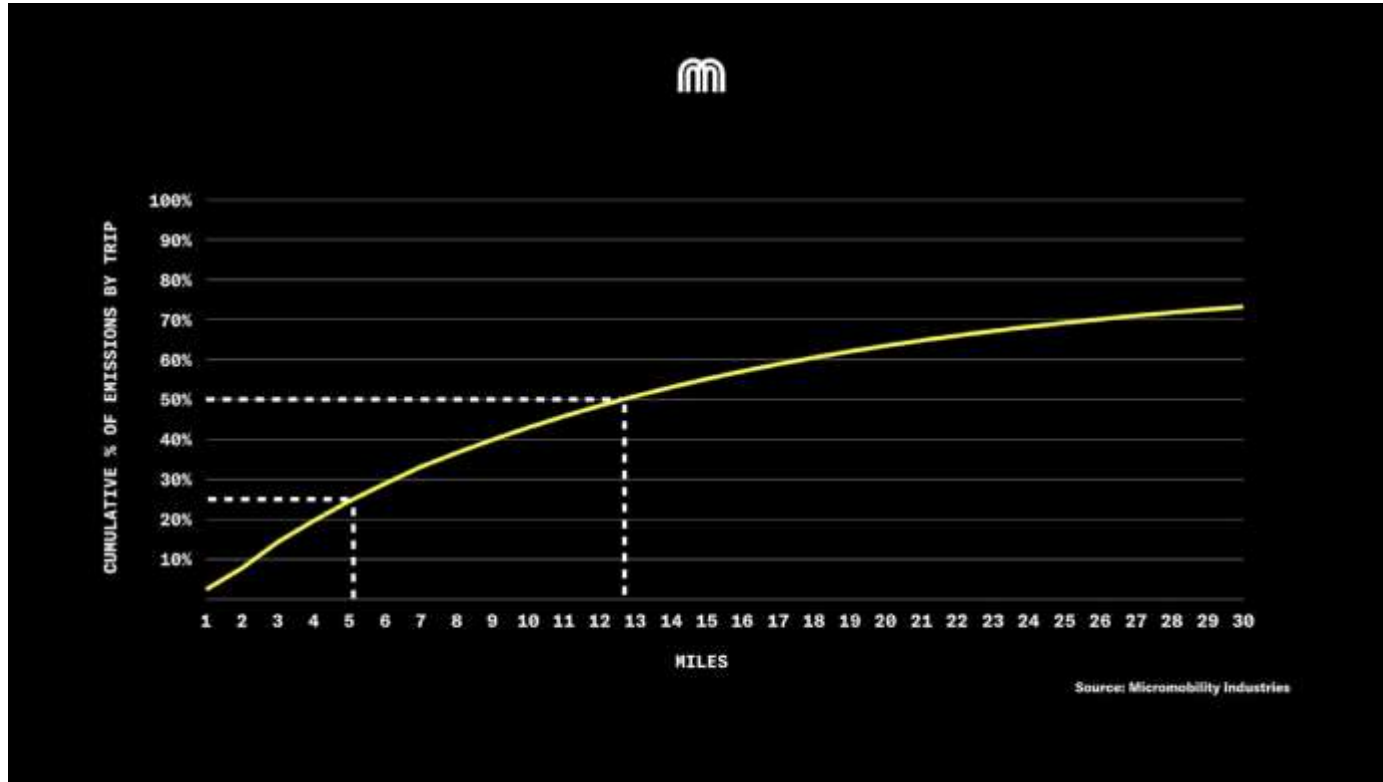
# What if you looked at what they're used for?



# Most trips are short trips



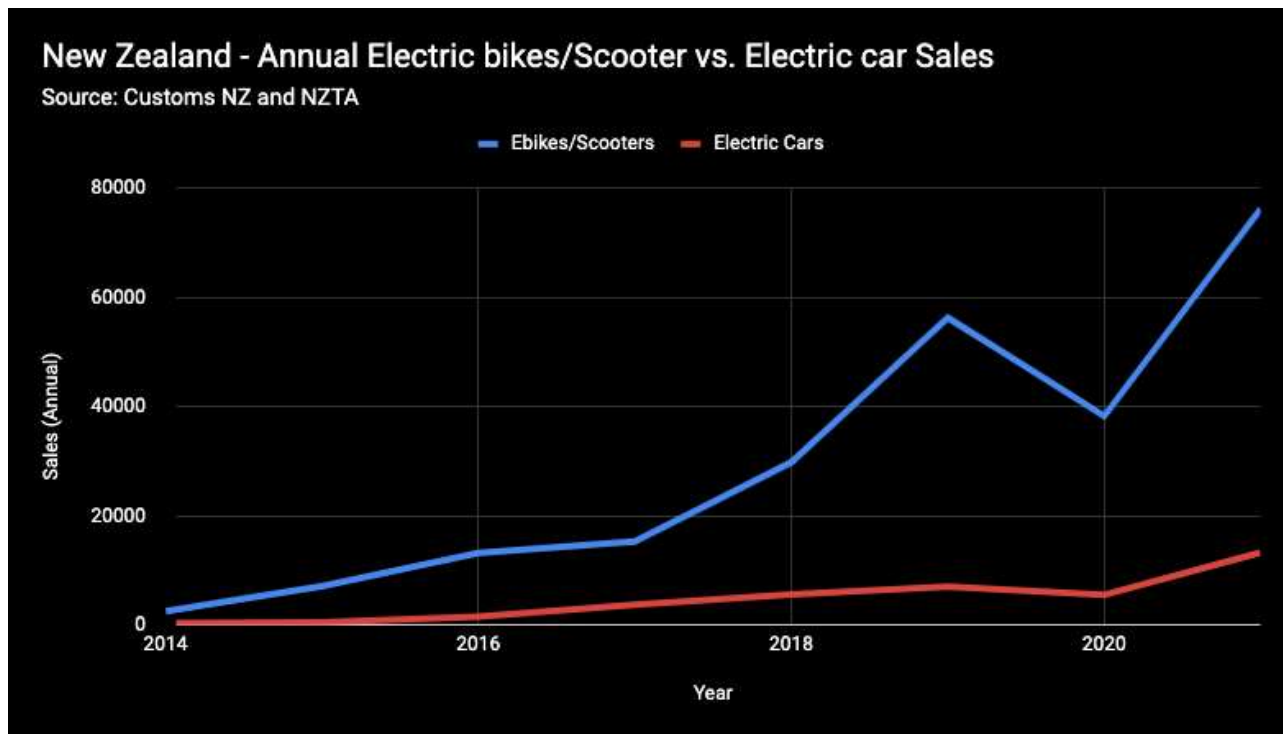
# Short trips are where the emissions are



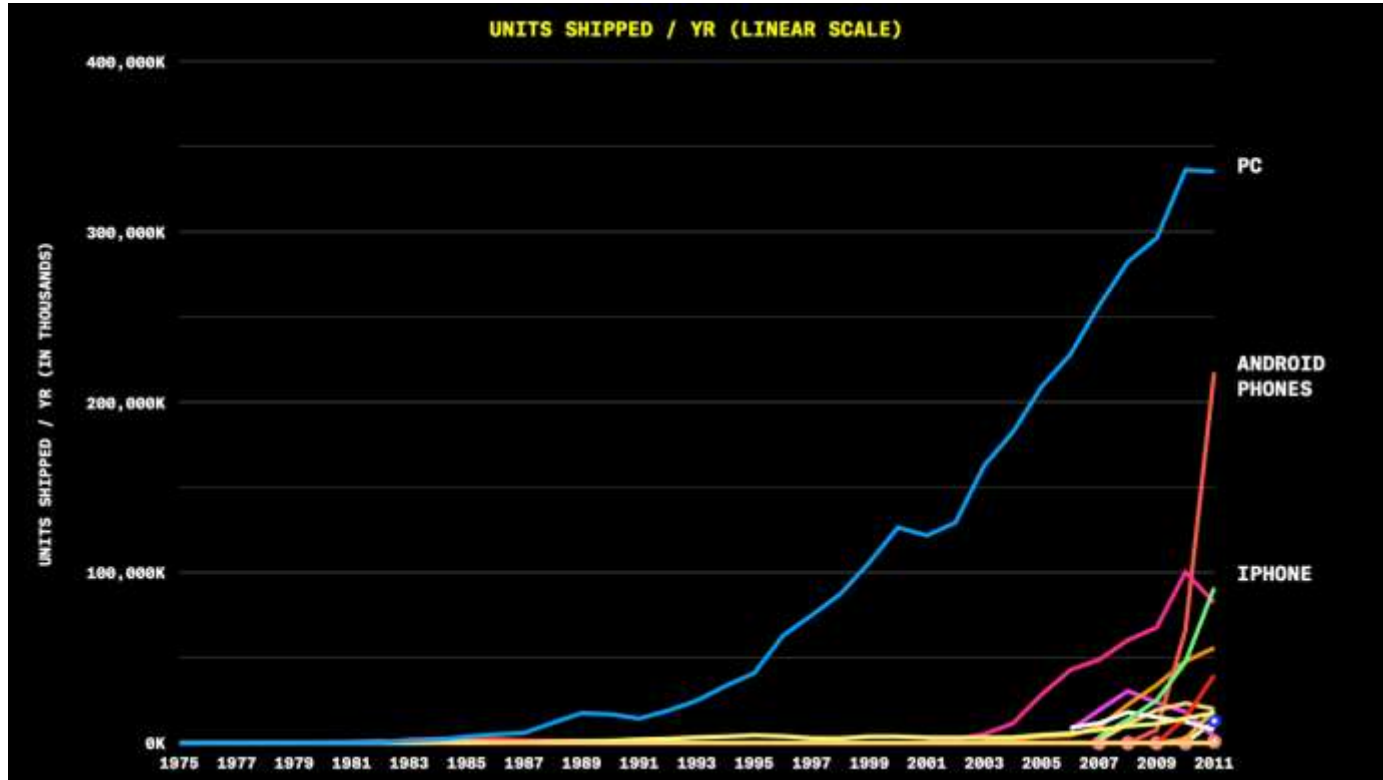
Small vehicles, small trips. Big vehicles, big trips.



# Explosive Growth

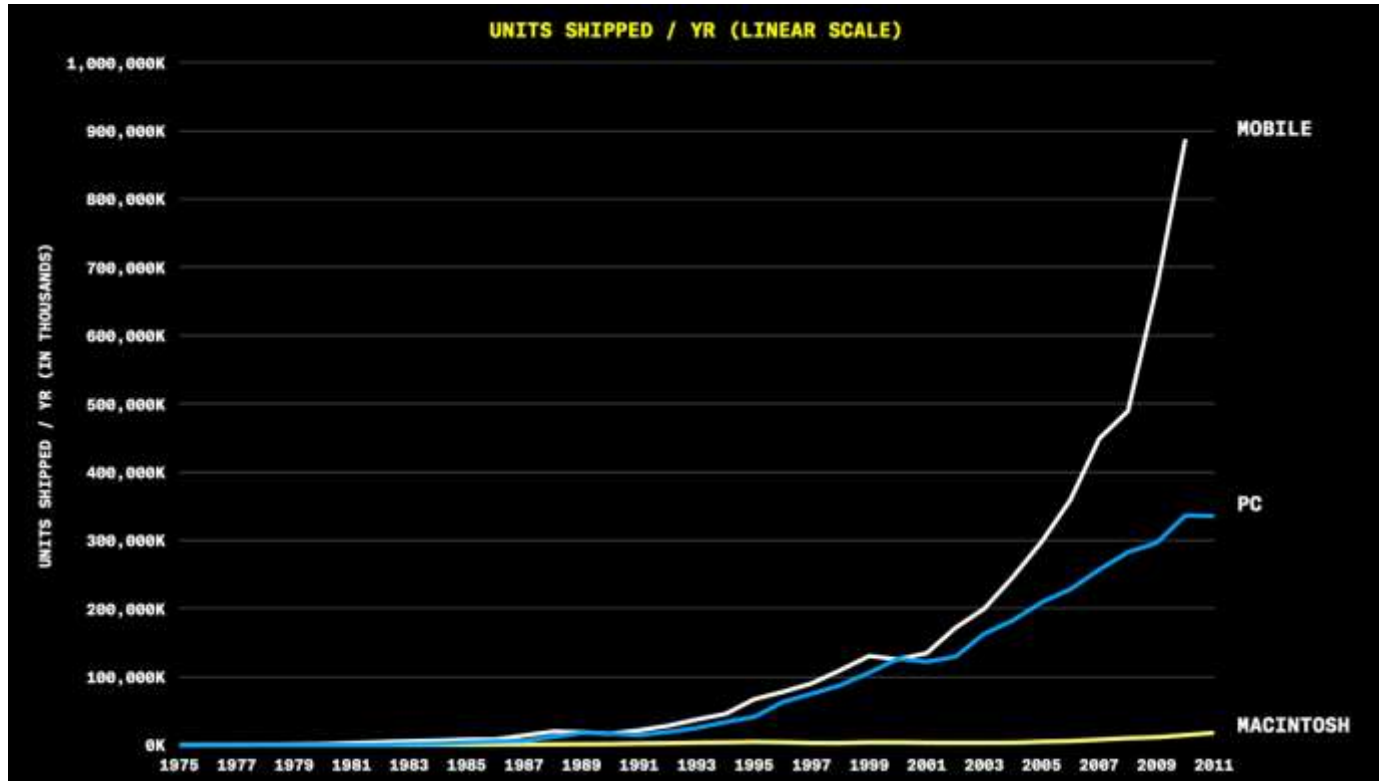


The smaller it gets, the bigger it gets

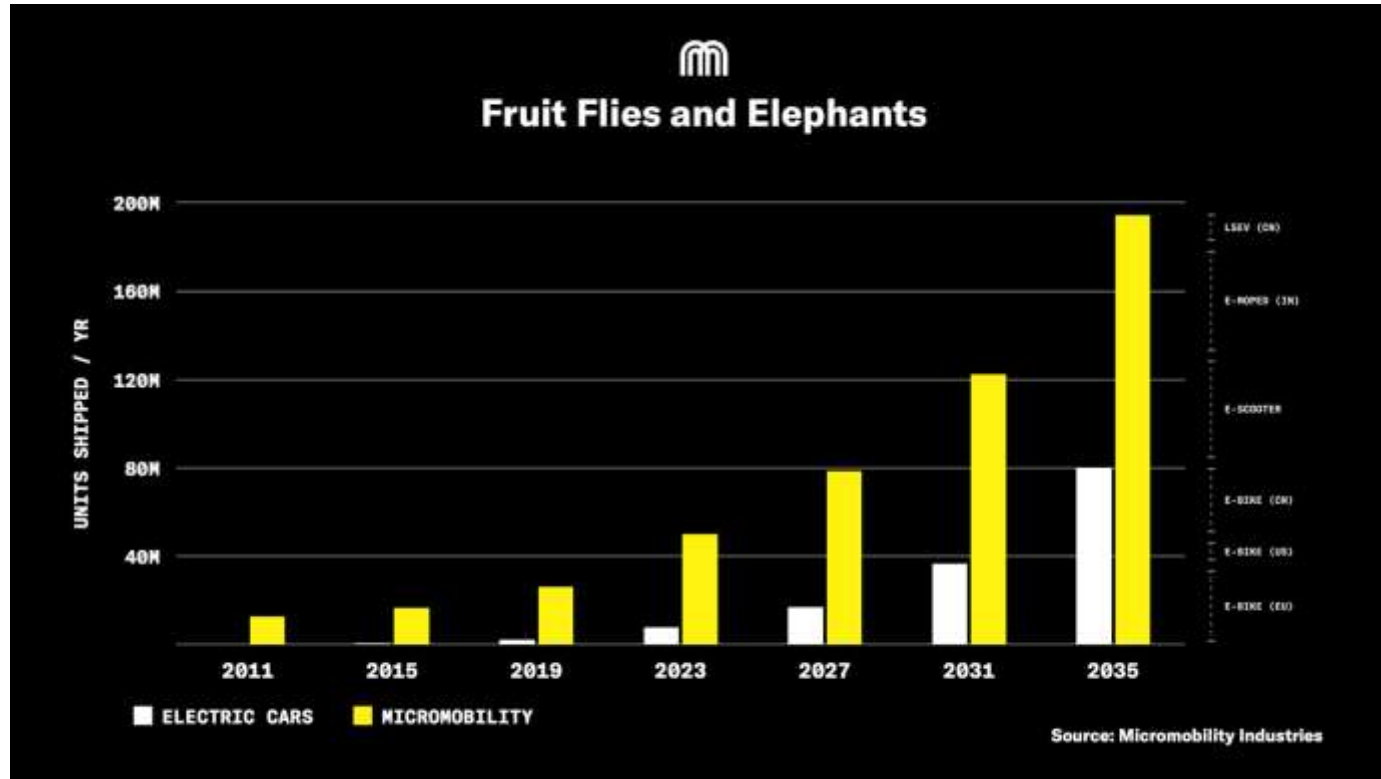




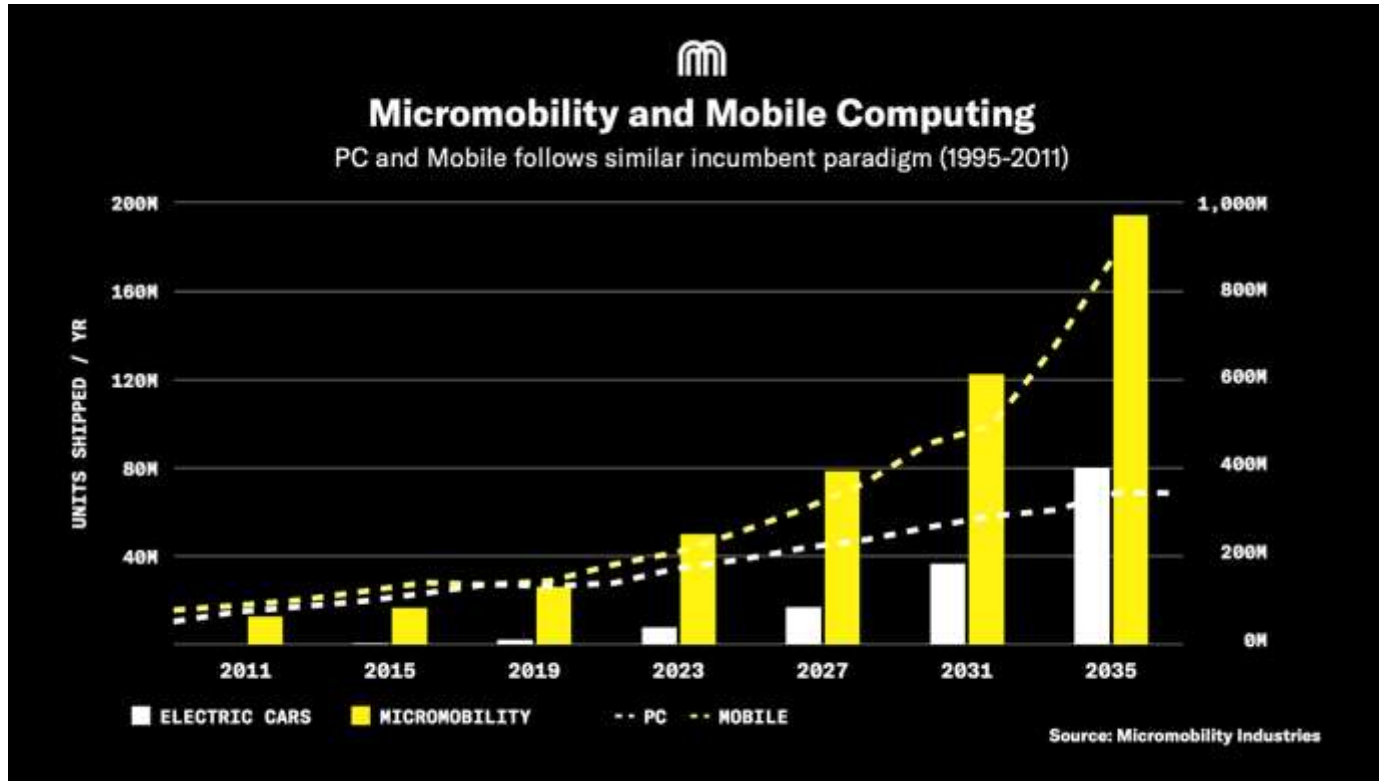
The smaller it gets, the bigger it gets



The smaller it gets, the bigger it gets



The smaller it gets, the bigger it gets



The future of electric vehicles looks like:



NOT

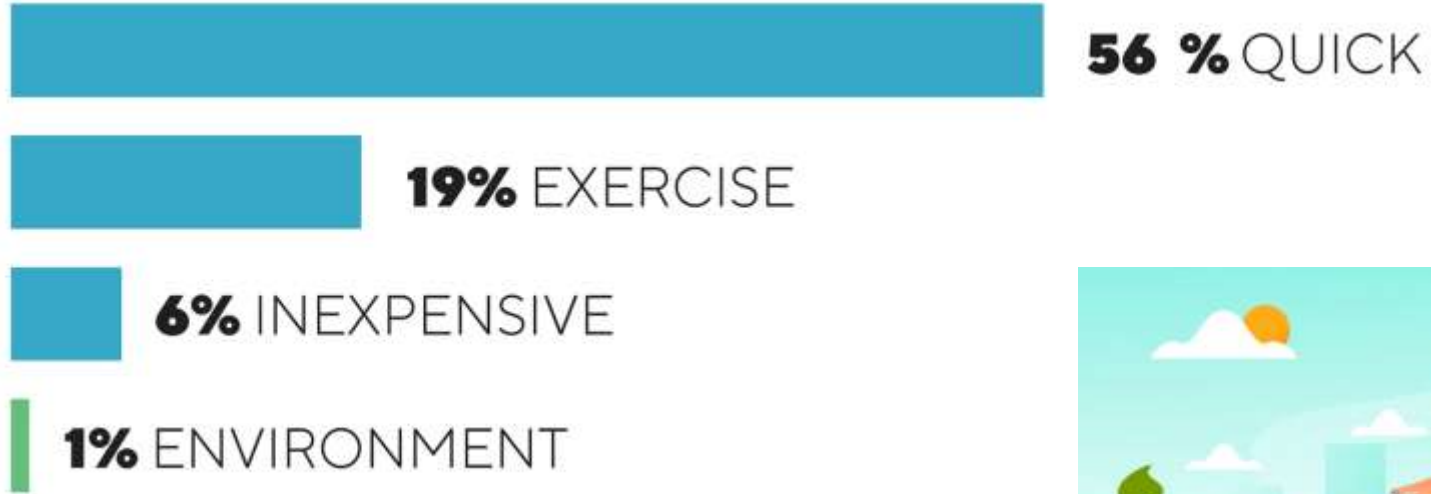


What abouts?

# Weather



# Speed



Source: Copenhagenize



# Speed





# Safety



Safety infrastructure framework:

- More dedicated lanes
- 30kph in urban centres
- Appropriate mixed use areas

# Prestige



# Prestige





# Parking



# Safety



# Waste from short vehicle life



So what can we do to enable more of it?



## Cheaper cargo bikes



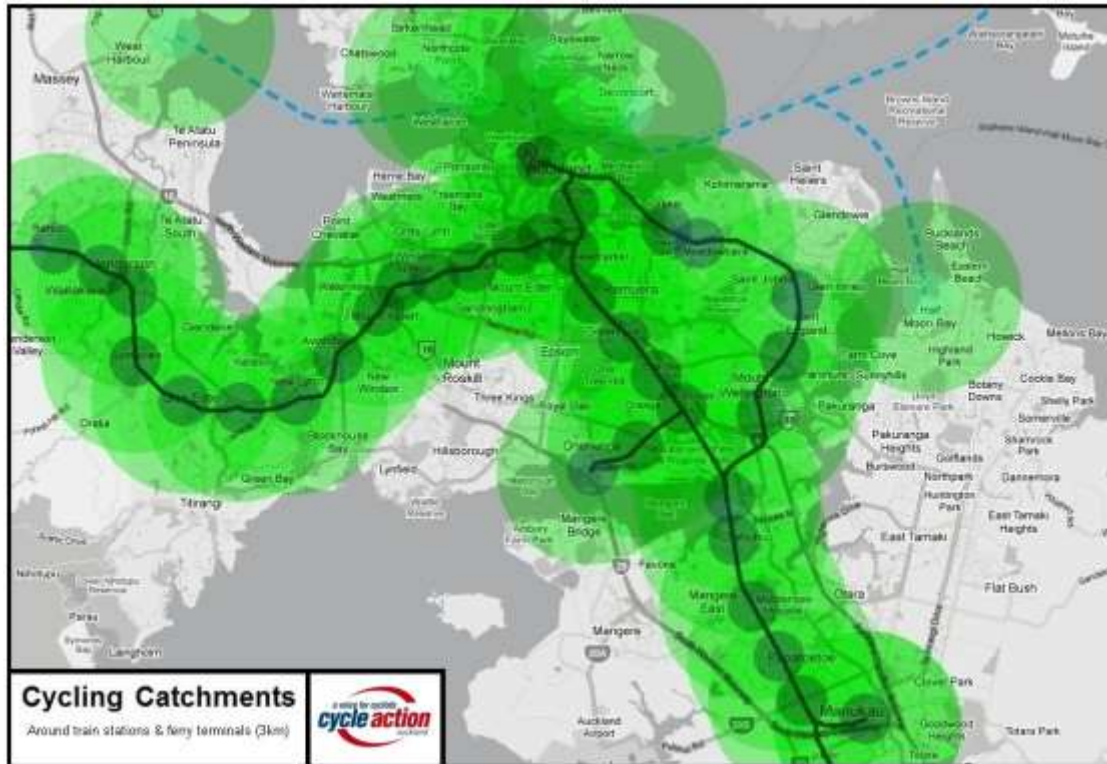


# And then specifics:

1. National MicroRoad Network
  1. Contiguous
  2. Safe for 8-80 yr olds
  
1. Properly fund research around:
  1. Costs of ownership/demographics
  2. Enabling infrastructure at speed/repurposing of parking
  
1. Social/tax policies extended to these electric vehicles
  1. Feebates/subsidies for EV's applied to micro
  2. Align taxation benefits enjoyed by car owners



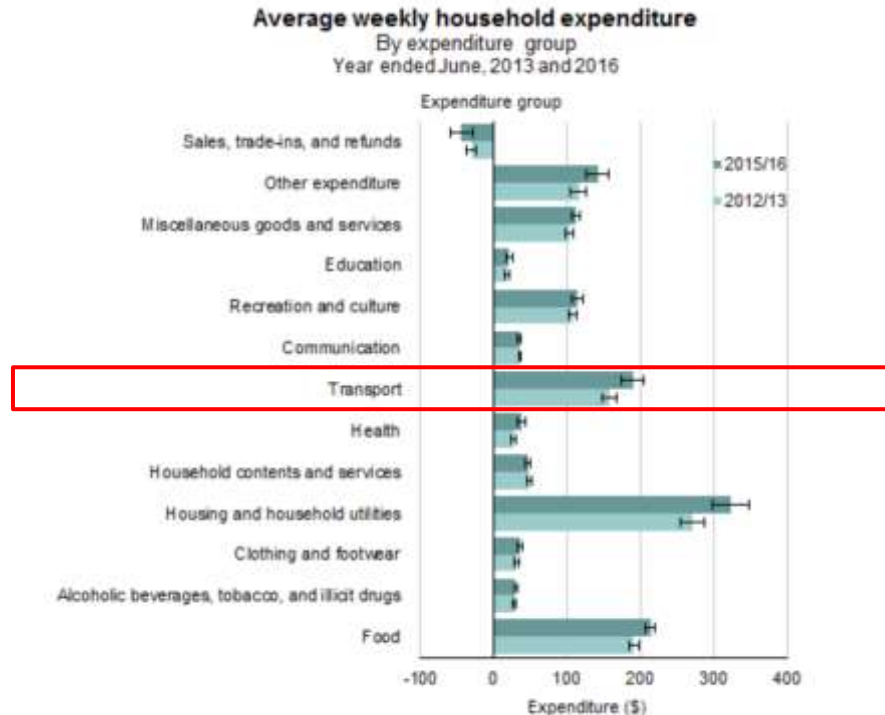
# Increase the capture radius of your public transport



= 9X more  
people

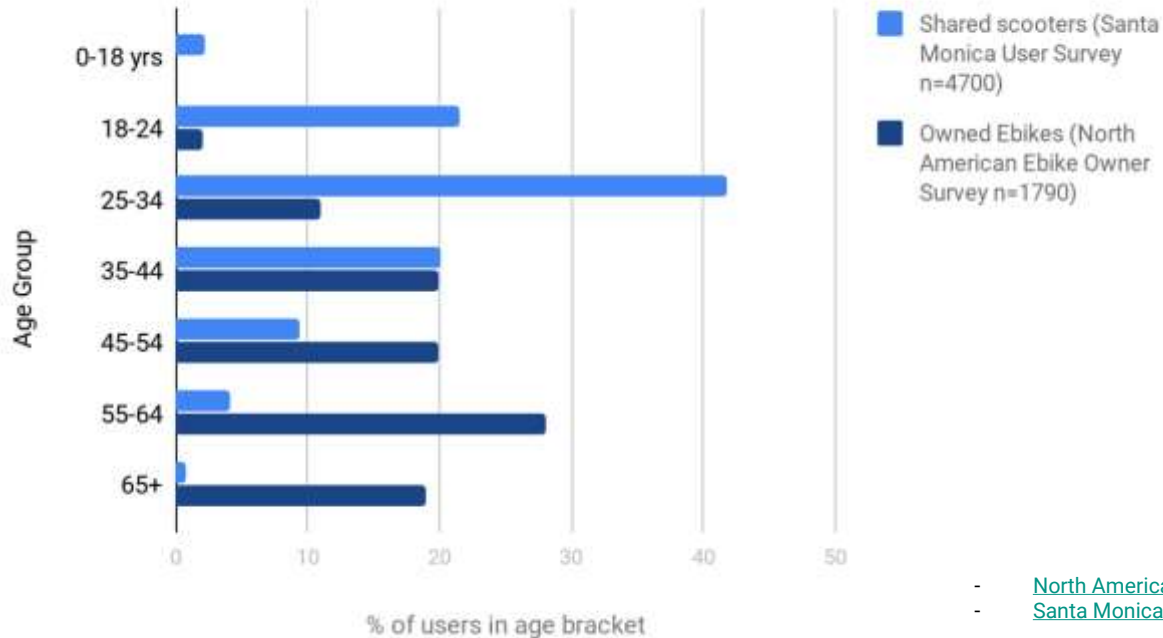
Thank you!

# Transport is our third biggest living cost



# People across the spectrum use them

Age demographics of shared scooter vs. owned e-bike users



- [North American E-Bike Owner Survey](#)
- [Santa Monica Scooter user survey](#)

# And they are replacing cars...

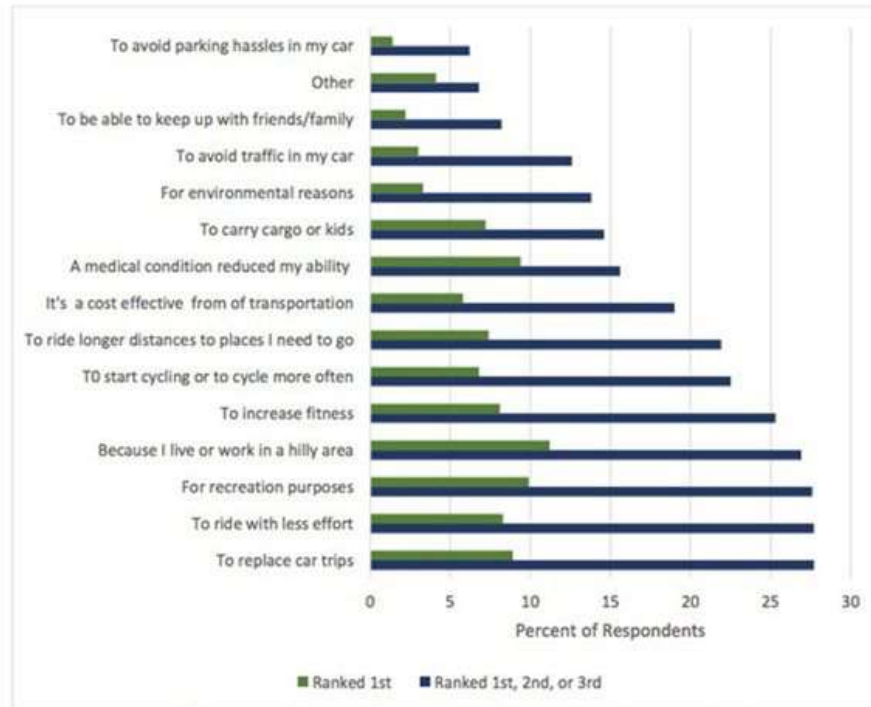


Figure 3.5: Important Reasons for Buying or Converting to an E-bike