

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

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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



# The scope of micromobility



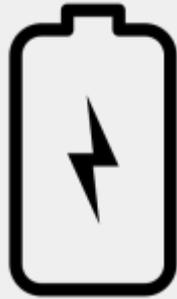
# The scope of micromobility



# Enabled by rapidly falling costs in



GPS



Batteries



Motors



Networks



Smartphones

Why is micromobility new?

# Why is micromobility new?



20 years

15x cheaper

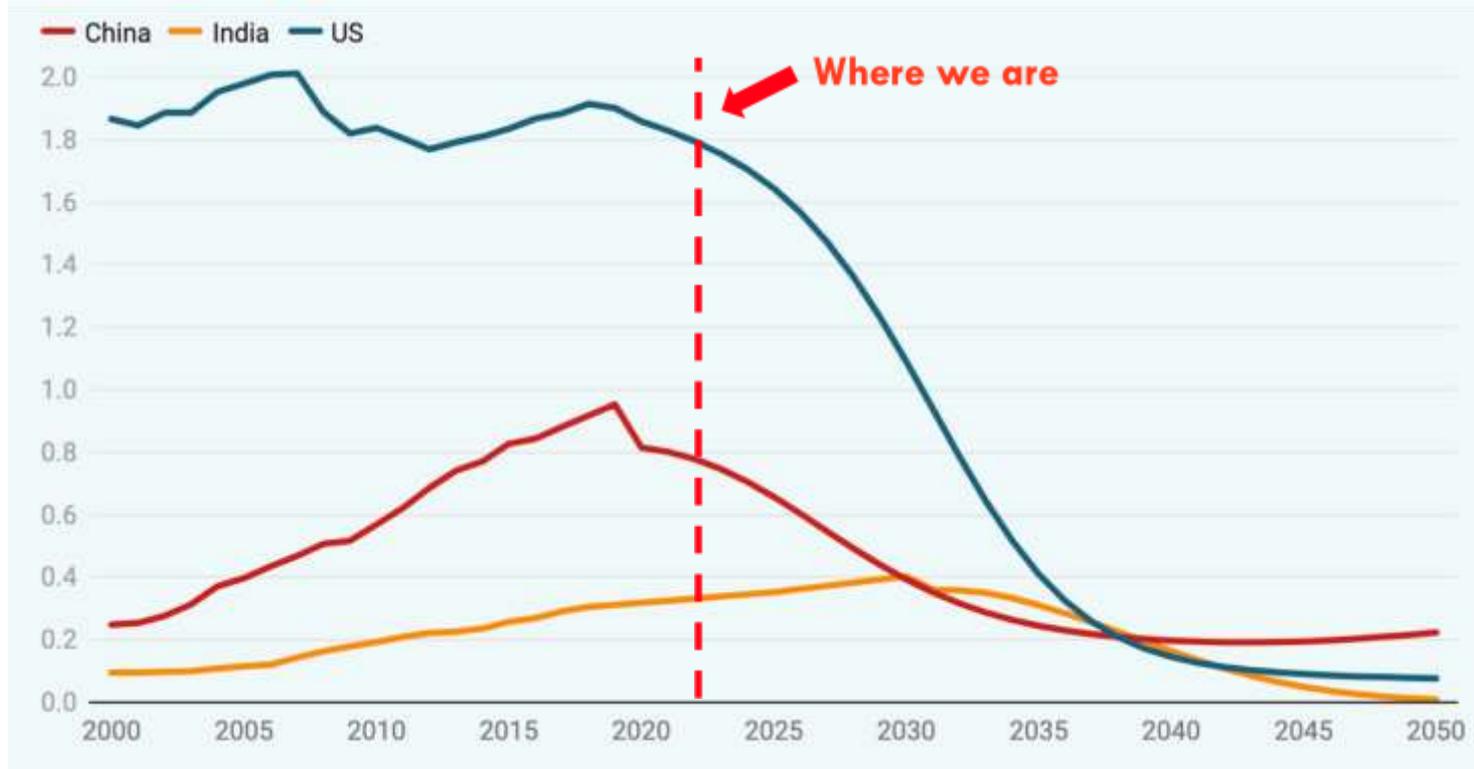
2x better performance



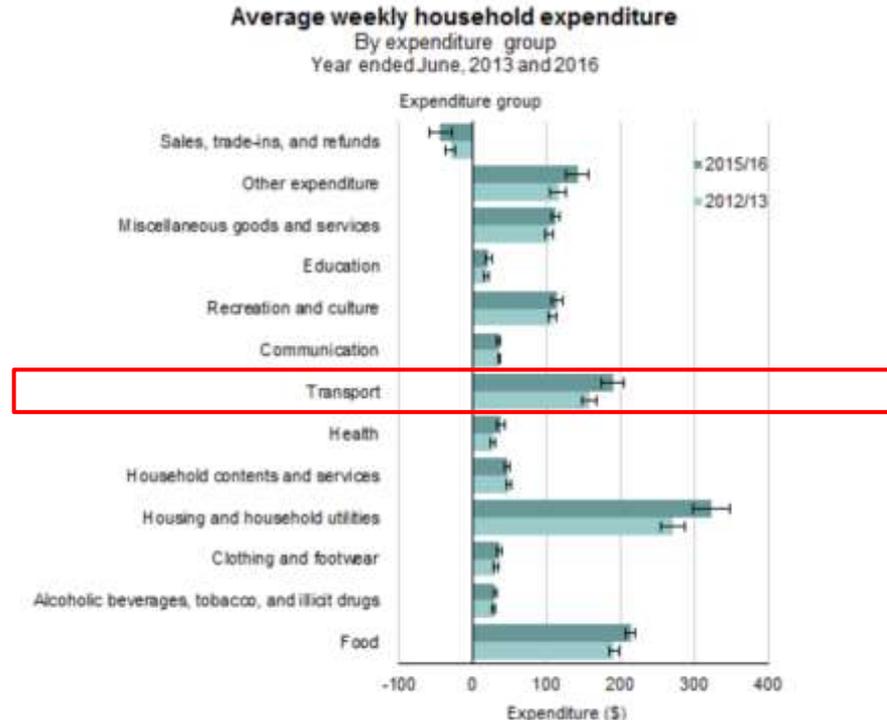
# Why Micromobility Matters

The world is urbanising

# The world needs to radically reduce emissions

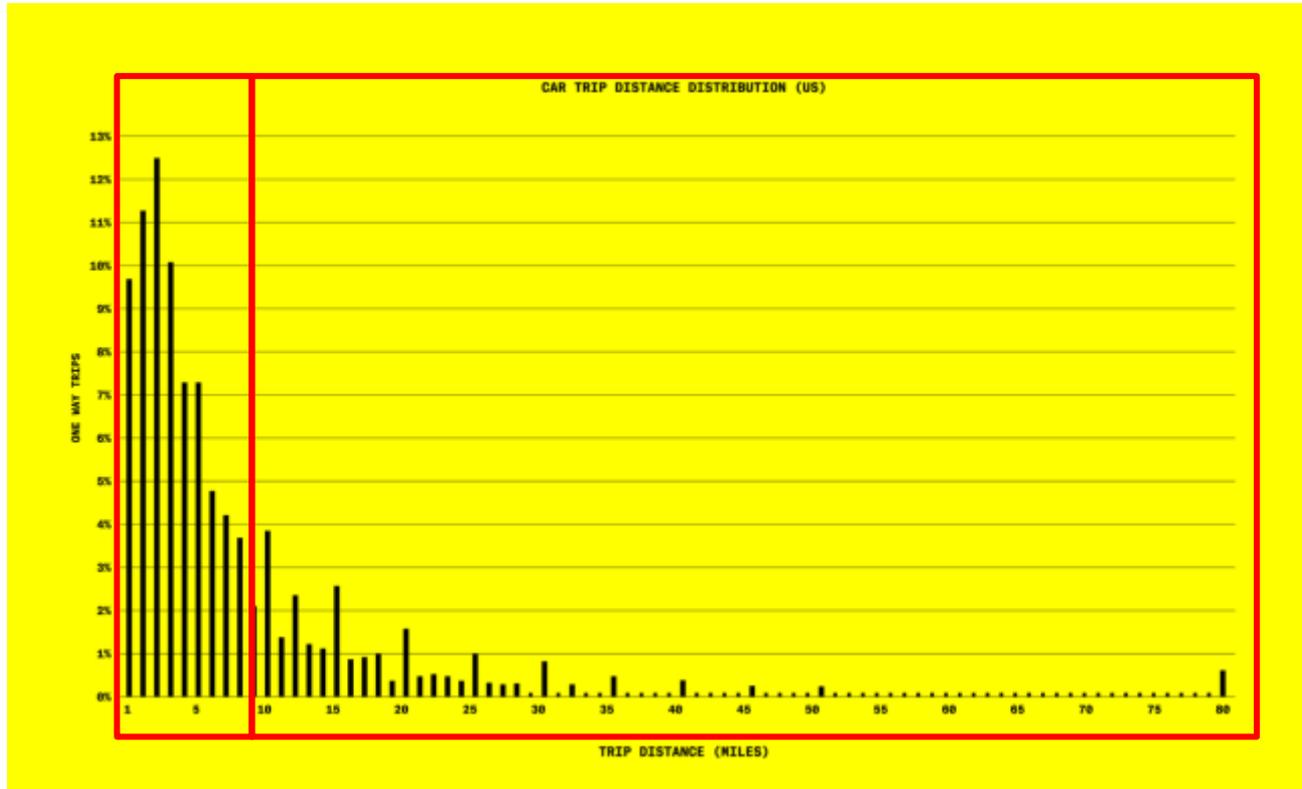


# Transport is our third biggest living cost



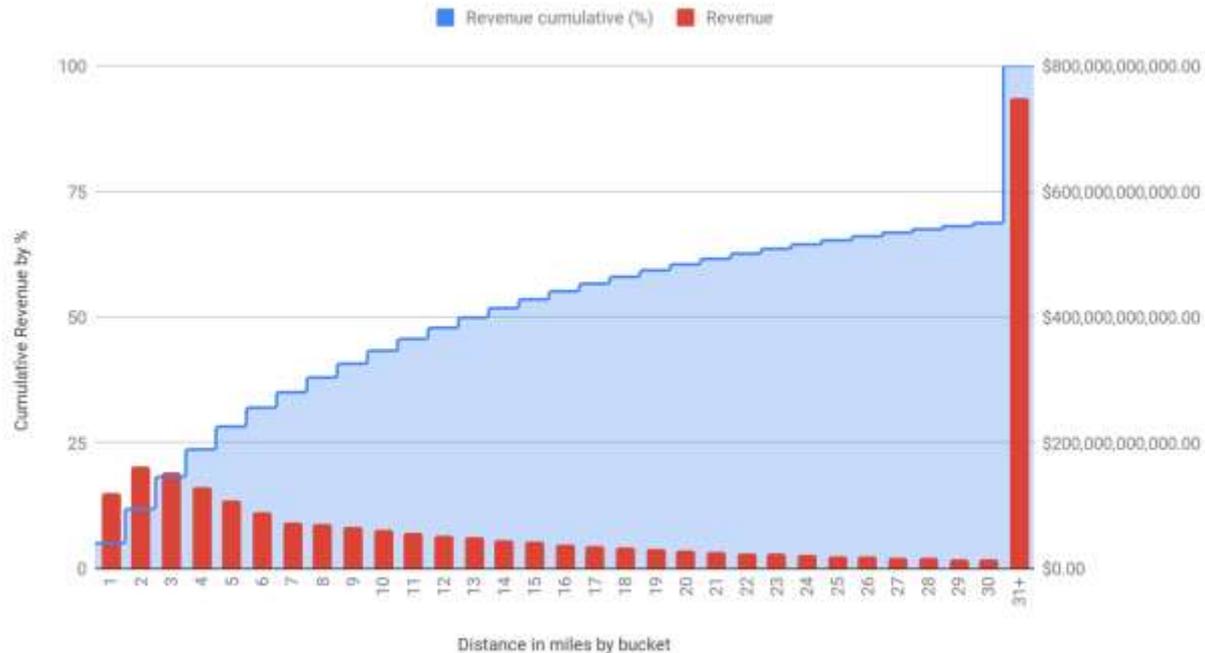
Source: Stats NZ

And yet, most trips are short



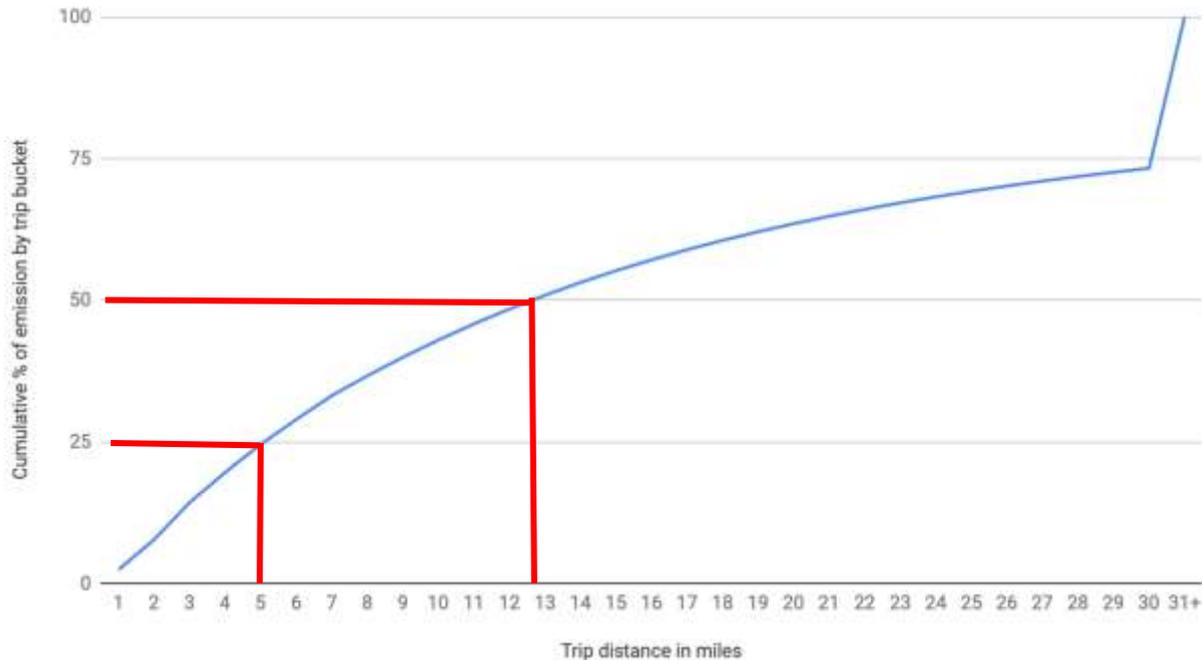
# Short trips are where the money is

Revenue by Distance

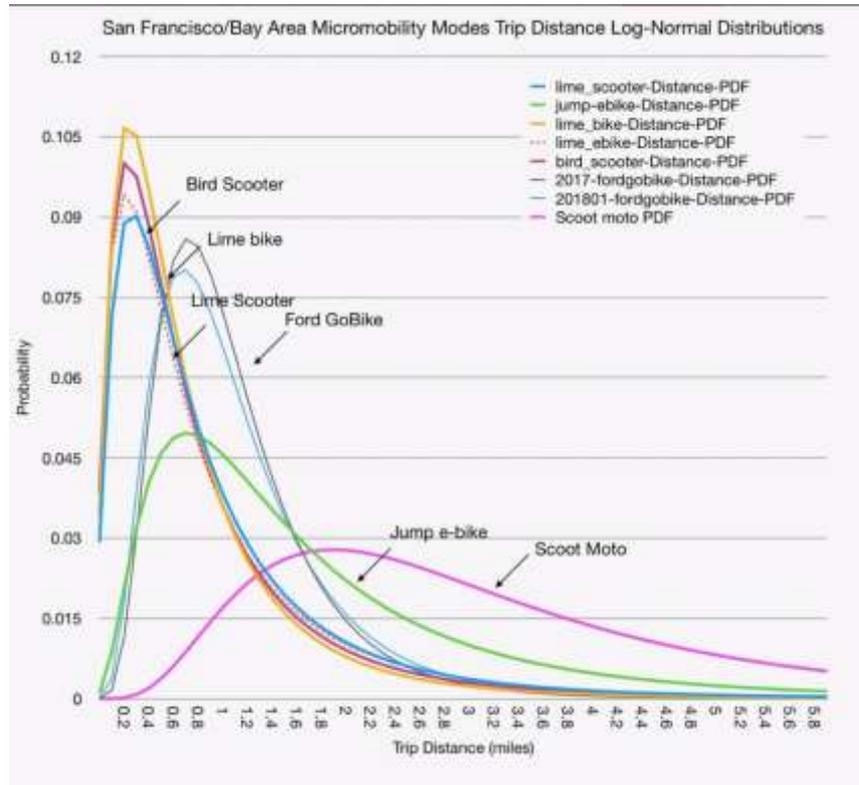


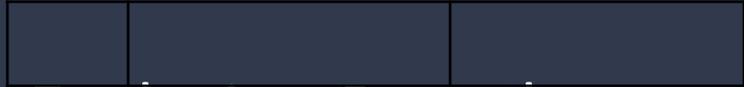
# Short trips are where the emissions are

Carbon emissions by trip distance (US Passenger Vehicle VMT - 0-31+ mile buckets)

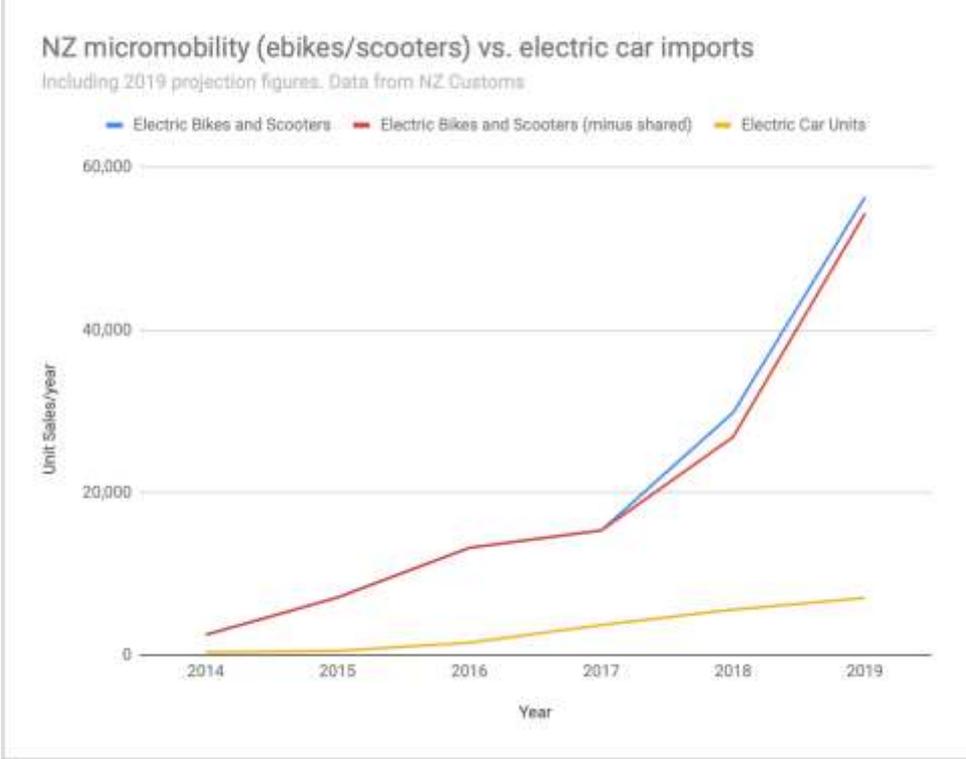


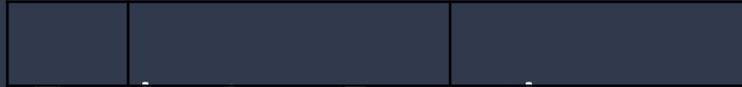
Small vehicles, small trips. Big vehicles, big trips.





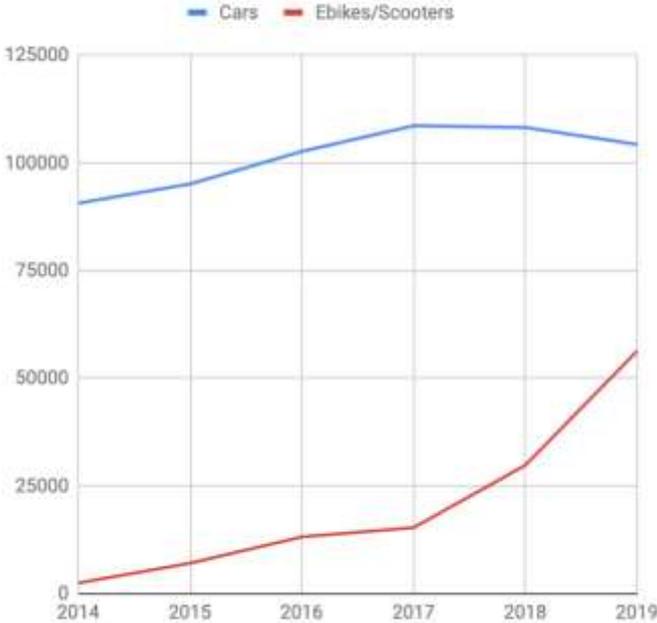
# Explosive Growth





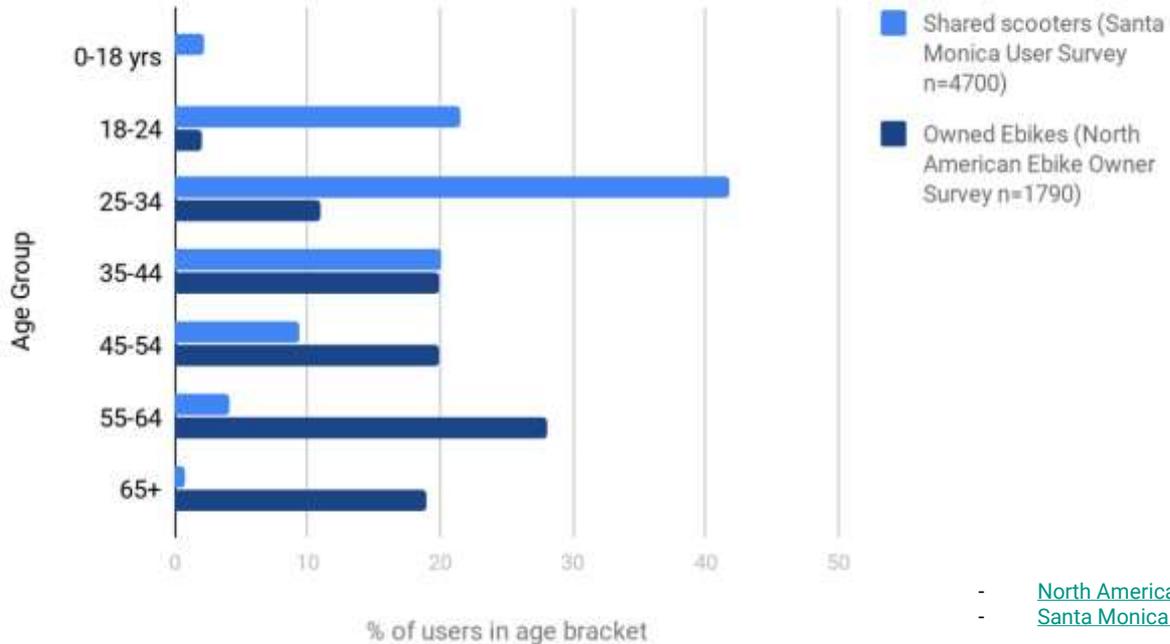
# Explosive Growth

Car Vs. Ebike/Scooter Imports for New Zealand



# People across the spectrum use them

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



# And they are replacing cars...

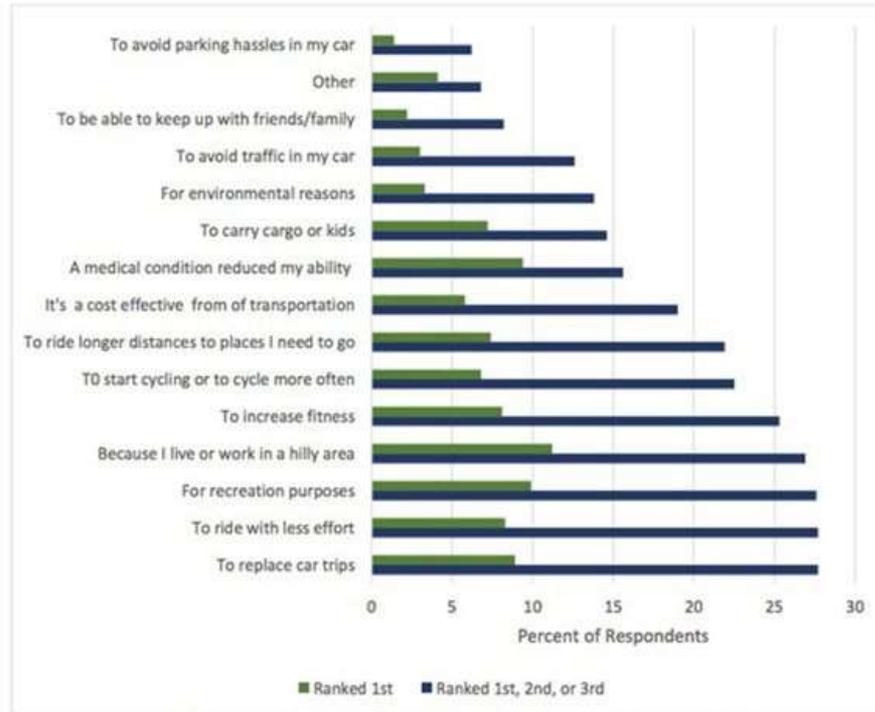


Figure 3.5: Important Reasons for Buying or Converting to an E-bike

What abouts?

# Weather



# Safety



Safety infrastructure framework:

- More 'Rori Iti' / Little Roads
- 30kph in urban centres
- Appropriate mixed use areas

# Parking



# Helmets



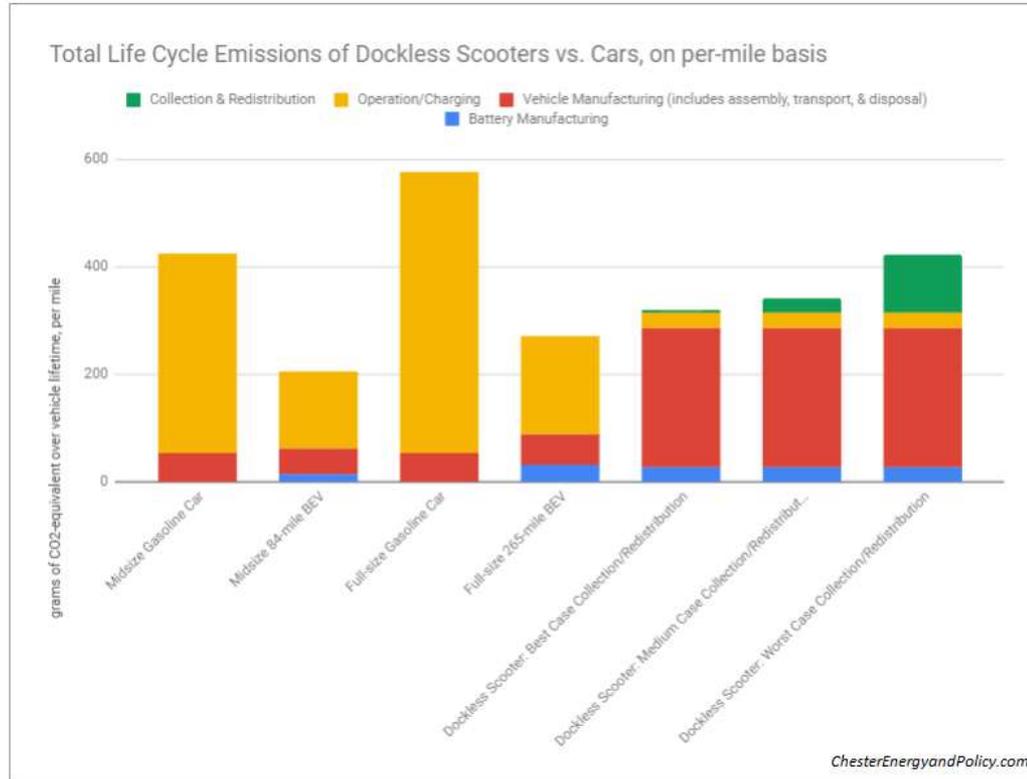
# Safety



# Waste from short vehicle life



# Waste from short vehicle life



The future of electric vehicles looks like:



NOT



Why does this matter?

# Increase the capture radius of your public transport



= 9X more  
people

# The current problem:



Only 3 bikes per 2 carriages

=

No guarantee you'll get on.