

Jacob Gemma

From: Hurwitz Michael
Sent: 03 July 2018 11:07
To: Macbeth Iain; Beevor Mike
Cc: King Rhyanna
Subject: Follow up to LinkedIn

I'm about to email – for info the LinkedIn messaging train.

M

Michael Hurwitz

Director of Transport Innovation | Transport for London

Phone: [REDACTED] (auto [REDACTED]) | Mobile: [REDACTED]
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- Friday [REDACTED] sent the following message at 3:12 AM

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[REDACTED]

[REDACTED] 3:12 AM

Hi Michael, hope you're well! It's been a while since we last spoke and I wanted to catch up with you regarding my new role at Bird (www.bird.co). You may be aware that electric scooters are taking the USA by storm. We're providing a green / low cost last mile solution for cities with our dockless electric scooter hire service. Unlike the bike schemes, we pick up our scooters every night to be charged. The following morning we put them back on the streets in approved locations - so no clutter issue with our Birds. [REDACTED]

[REDACTED] Our aim is to reduce car usage and in turn congestion / pollution in cities. I'm now on the hunt for advocates at TfL to help champion this new service internally. I would love to show you the product and introduce the company. Let me know if you're available to meet some time. Best regards [REDACTED]

[REDACTED] Head of UK and Ireland, Bird [REDACTED]@bird.co

- Sunday Michael Hurwitz sent the following message at 2:56 PM

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Hi [REDACTED] Thanks for reaching out - I'm aware you've emailed Helen Chapman and Tom Moody, so replying on everyone's behalf. We've been in touch with Bird previously (with [REDACTED] in particular), and been through at some length how prohibitive the national legislative environment is for e-scooter at present (e-mopeds are a different story). If you want any more information, or would like to discuss this any further, please do contact me and my colleagues Mike Beevor and Iain Macbeth, and we can take you through it ([REDACTED]@tfl.gov.uk; [REDACTED]@tfl.gov.uk; [REDACTED]@tfl.gov.uk).
Best, Michael

- Today [REDACTED] sent the following message at 1:38 AM

[View \[REDACTED\] profile](#)

[REDACTED] 1:38 AM

Hi Michael, Thank you for your reply! Yes, I am aware of the current regulatory hurdles we need to overcome however I believe that with support and collaboration with TfL and other major city councils, we should be able to create a plan to address DfT's concerns and work towards a controlled pilot [REDACTED]

[REDACTED] What I cannot understand is why London (the powerhouse of the UK) cannot take lead on this with Bird. As you know, I previously headed up Eyetease - the company who invented digital taxitops. Over the course of 4 years I worked with Helen and Tom (and many others, including Garrett Emerson) to gain regulatory approvals for our product the iTaxitop. As a small startup, the odds were stacked against me however through stubbornness and a blind belief in the benefits of our tech, I gained regulatory approvals in October 2014. Since Eyetease launched 400 screens across London (via client Verifone) in 2014, 100% of our systems are still operational - unfortunately those who followed us (the competition) did not operate with the same level of technical rigour and integrity! My journey to gain approval with TfL took me 4 years and TfL will know that I am someone who will not take "no" for an answer. But, I am also someone who is fair and believes in quality, integrity, safety and collaboration. Now at Bird, we have a proposition that will change the way people travel. We have a serious opportunity here to successfully reduce car usage by providing an affordable electric transport solution that everyone +18

can use. Yes, the legislation that is in effect is +100 years old and even the policy makers who enforced the (more recent) Segway ban openly regret the policy as they had not anticipated how stifling the legislation would become to progress and development of the transport network. [REDACTED]

[REDACTED] I cannot stand back and allow my home country to fall behind - especially when the benefit of our solution would be to reduce car usage, which in turn drives down congestion and pollution in our city. We have a real chance here to make a difference. I appreciate and respect that there are DfT regulations that need to be addressed. However as noted previously, with the support of TfL, we can work together to define a pilot that meets your objectives and the objectives of DfT. We must progress as a nation and as a city. [REDACTED]

[REDACTED] As a father, I believe that we should do our best today to work on initiatives that improve air quality in the city for tomorrow - simply increasing the congestion charge zone or fees does not stop people using cars (it only charges them more. We need to give the public a viable alternative. Now, I am not saying that the scooter alone will solve this problem, but as part of a coordinated effort with other forms of transport, together we can provide a viable alternative to the car. Our commitment is to launch Birds in locations where mobility is still an issue. This includes areas of low income / property but also areas with an underserved transport infrastructure. We would love to work with you in a collaborative manner. [REDACTED]

[REDACTED] We are dedicated to making Bird a success in every major in the UK. If you know anyone who can support us, please let me know. Are you available for a coffee some time at the end of July? I am currently in LA and return to UK on 23rd July and available anytime from the 24th onwards. Would love to show you a Bird in action and explore opportunities to collaborate on a TfL / Bird pilot with DfT. All the best, [REDACTED] [@bird.co](mailto:[REDACTED]@bird.co) / [REDACTED]