

## Jacob Gemma

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**From:** Beevor Mike  
**Sent:** 19 April 2018 09:23  
**To:** [REDACTED]  
**Cc:** James Cummings; Macbeth Iain; Emily Hoble; Cassie Hermiston-Boyd; Pru Ashby  
**Subject:** RE: Introduction: [REDACTED] - Bird & Iain and Mike - Transport for London

Hi [REDACTED]

The person I suggest you start with in the civil service is [REDACTED], who actually works in the Centre for Connected and Autonomous Vehicles (hence the non-DfT email address). [REDACTED] is looking at future mobility more widely than just autonomous driving. Her email address is [REDACTED] – she is aware you may contact her.

All best

Mike

Mike Beevor | Senior Policy Manager, Transport Innovation Directorate | Transport for London

T: +[REDACTED] | M: [REDACTED] | E: [REDACTED]@tfl.gov.uk

**From:** [REDACTED] [mailto:[REDACTED]@bird.co]  
**Sent:** 18 April 2018 15:02  
**To:** Beevor Mike  
**Cc:** James Cummings; Macbeth Iain; Emily Hoble; Cassie Hermiston-Boyd; Pru Ashby  
**Subject:** Re: Introduction: [REDACTED] - Bird & Iain and Mike - Transport for London

Mike,

Appreciate this. I will look into this in detail. We should see if we could potentially find a path with the Department for Transport in the existing regulations before we go down the path of asking for legislation to be changed. I will look to speak to some folks who have more experience with this in the UK as this is the first time for me but please let me know if you have any other thoughts. I am also curious who at the DfT would be a good contact person to speak to on this? If you have someone please let me know or Emily if you do, I would love the introduction. Otherwise I will dig through the org chart there to find a first contact to speak to around sustainability and innovation.

Appreciate all the help and hope you have a good week!

Best,

[REDACTED]



On Tue, Apr 17, 2018 at 8:49 AM, Beevor Mike <[REDACTED]@tfl.gov.uk> wrote:

Hi [REDACTED]

In follow up:

- The 1835 Highway Act is available here: <http://www.legislation.gov.uk/ukpga/Will4/5-6/50/contents>
- The legal standards required for the deployment of vehicles such as scooters can be found in the 1994 Vehicle Excise and Registration Act: <https://www.legislation.gov.uk/ukpga/1994/22/contents>
- The Highway Code also provides some useful info: <https://www.gov.uk/guidance/the-highway-code/rules-for-drivers-and-motorcyclists-89-to-102>
- And finally, we discussed the revision of legislation to permit the use of mobility scooters; this can be found in Section 20 the 1970 Chronically Sick and Disabled Persons Act: <https://www.legislation.gov.uk/ukpga/1970/44/section/20>

You might also find it helpful to look at two relevant pieces of case law where judgments have been handed down by the courts in the UK. These are:

- DPP v Saddington (2000)
- DPP v King (2008)

I hope that helps. Do stay in touch with London & Partners or us if you have any other questions.

All best

Mike

Mike Beevor | Senior Policy Manager, Transport Innovation Directorate | Transport for London

T: +[REDACTED] | M: [REDACTED] | E: [REDACTED][@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)

**From:** [REDACTED] [mailto:[REDACTED][@bird.co](mailto:[REDACTED]@bird.co)]

**Sent:** 13 April 2018 15:23

**To:** Beevor Mike

**Cc:** James Cummings; Macbeth Iain; Emily Hoble; Cassie Hermiston-Boyd; Pru Ashby

**Subject:** Re: Introduction: [REDACTED] Bird & Iain and Mike - Transport for London

Iain, Mike,

Thank you again for taking the time this week. Appreciate your insights, your passion for innovation and your enthusiasm for Bird. I'm also sympathetic of where your hands are potentially tied by DfT and Brexit taking up a lot of energy over there.

Mike, as mentioned, could you kindly send me the link to the relevant section of the DfT rules & regulations around what you feel is and is not allowed in the bike lanes and on the road and we will review them and also compare them to our technical specs and see if there is a way to work within the existing legislation.

I've always found London to be a innovative and forward thinking city and the UK to lead the way so I remain optimistic that given we share the same North Star - Getting cars off the roads in London/UK - we can work together to make the cities a better place for their citizens. We fully appreciate that this might require reviewing the laws mentioned dating as far back as 1835 and any other relevant ones and how they impact innovation towards that North Star today as things hopefully moved into a better direction versus 183 years ago.

Iain, finally, as mentioned if you have any questions as you are solving some of the other audacious projects you're working on and want to connect with any technical folks or counterparts in other cities happy to connect you to people in AI and Drones if that's helpful.

Thank you London & Partners for the kind introduction to the TFL team as well. Have a good weekend everyone.

Kind Regards,

[REDACTED]

On Tue, 3 Apr 2018 at 19:28, [REDACTED] <[REDACTED]@bird.co> wrote:

Perfect. I'll see you guys there on Tuesday!

Really appreciate you taking the time.

[REDACTED]



On Tue, Apr 3, 2018 at 5:54 PM, Beevor Mike <[REDACTED]@tfl.gov.uk> wrote:

Hi [REDACTED]

If you are happy to come over, we are in a building called Palestra which is immediately opposite Southwark tube - the address is [197 Blackfriars Road, SE1 8NJ](#).

I will let reception know to expect you.

All best

Mike

Mike Beevor | Senior Policy Manager, Transport Innovation Directorate | Transport for London

T: [REDACTED] | M: [REDACTED] | E: [REDACTED]@tfl.gov.uk

**From:** [REDACTED] [mailto:[REDACTED]@bird.co]

**Sent:** 03 April 2018 14:01

**To:** Beevor Mike

**Cc:** James Cummings; Macbeth Iain; Emily Hoble; Cassie Hermiston-Boyd; Pru Ashby

**Subject:** Re: Introduction: [REDACTED] - Bird & Iain and Mike - Transport for London

Mike,

Appreciate the swift response. Yes, 3:30 on Tuesday works well for me. Where would you like to meet? Happy to come to you.

Looking forward to it,

[REDACTED]



On Tue, Apr 3, 2018 at 2:56 PM, Beevor Mike <[REDACTED]@tfl.gov.uk> wrote:

Hi [REDACTED]

Thanks for getting in touch, and for the information below. As you know, there are legal restrictions that Transport For London is unable to change, but we would of course be happy to meet. Would 3:30 on Tuesday 10<sup>th</sup> work for you?

All best

Mike

Mike Beevor | Senior Policy Manager, Transport Innovation Directorate | Transport for London

T: [REDACTED] | M: [REDACTED] | E: [REDACTED]@tfl.gov.uk

**From:** [REDACTED] [mailto:[REDACTED]@bird.co]

**Sent:** 03 April 2018 13:27

**To:** James Cummings

**Cc:** Macbeth Iain; Beevor Mike; Emily Hoble; Cassie Hermiston-Boyd; Pru Ashby

**Subject:** Re: Introduction: [REDACTED] - Bird & Iain and Mike - Transport for London

Thank you for the introduction James! I hope you all had a happy Easter weekend.

Iain, Mike,

Pleasure to be introduced.

As mentioned, I am in London all of next week (9th-15th) and would appreciate the opportunity to meet up with you both given the immense experience you guys have working around sustainable transportation for the City of London.

From best practices to piloting new concepts the City of London seems extremely proactive and open to new solutions around sustainability as transportation goes through huge waves of development and digitization. More access to sustainable and reliable transportation to all Londoners and in all areas of London, not just centrally, is a ambitious goal! In doing so you guys are leading the way in many areas across Europe. I'd love to get a chance to hear from you what you feel is and is not working when it comes to cutting CO2 emissions and sustainability initiatives. As we at Bird consider our approach across Europe I'd be interested in your advice on how we can add value to the cities, avoid pitfalls and work with the cities. I appreciate that as a new business model and certainly a new technological trend the onus is on us to prove we can be a net value add to our cities and we are very willing to learn and take notes from people that have been doing this at scale like you have in London.

I would also like to take the opportunity to tell you a bit more about Bird. At Bird we are still very young but our mission is to get more cars off the road and help give the cities back to the people who live in them. We figured a good place to start might be the roughly 40% of all car rides that are less than 3km long and replacing them with electronic scooters. Rather than individuals owning the scooters we are hoping that

with technology we can create a new Mobility as a shared Service model to give more people cleaner, cheaper access to transportation. This reduces congestion on the roads, as well as frees up significant amounts of parking space which can be repurposed over time. Most importantly it reduces the CO2 that is pumped into our cities which although we can not see it does have a lasting effect on us and future generations.

We are also doing things a bit differently versus other dockless options. We work closely with the cities we are in, share data and commit to three core pillars:

1. Daily pick up and maintenance of all the Birds.
2. Sustainable growth - i.e. we only add Birds if all Birds are used more than 3 times a day.
3. Revenue sharing with the cities to fund further sustainability initiatives. The more Birds are used instead of cars, the more projects are funded.

As a former Londoner and still a frequent visitor (given my partner lives there) I'm excited to be back next week and hopefully we can find time to talk about the future of transportation and innovation around this space.

Kind Regards,



P.S. In the city of Santa Monica we are currently taking roughly 2-3 of these off of the road every day by people choosing Bird over their:



On Tue, Apr 3, 2018 at 2:44 AM, James Cummings <[REDACTED]> wrote:

Hi [REDACTED],

As discussed in previous emails, please allow me to introduce you to Iain Macbeth (Head of Foresight) and Mike Beevor (Senior Policy Manager, Transport Innovation Directorate) at Transport for London. As I outlined, TfL have fed back that legally it will not be possible for Bird to deploy the scooters in London, but we wanted to ensure you're connected, especially in advance of your visit to London later this month.

Hi Iain and Mike,

As discussed, [REDACTED] is Head of EMEA at Los Angeles headquartered Bird. I have shared your feedback and insights with [REDACTED] k, who will be in London in the next couple of weeks, and is meeting Emily Hobble from our team (CC'd here) on Monday 9<sup>th</sup> April.

I hope that this introduction proves useful, and please do let me know if I can provide further information at this point.

Thank you in advance,

James

**James Cummings**  
**Vice President, Business Development**

London & Partners

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[REDACTED]

Head of EMEA @ Bird

[REDACTED] | [REDACTED]



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Head of EMEA @ Bird

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Head of EMEA @ Bird

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Head of EMEA @ Bird

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