Response to NSW Productivity Green Paper

Draft Recommendation 4.14: Regulate to let Personal Mobility Devices fulfil their potential

Revise laws to encourage Personal Mobility Device innovation and use.

Feedback for Consideration

Neuron Mobility welcomes the recommendation in the Green Paper to regulate Personal Mobility Devices (PMDs) thereby allowing for micro-mobility transport solutions which have clear potential to improve productivity in the state. PMD is a broad category encompassing a range of battery powered devices including e-scooters. Neuron Mobility is the leading e-scooter operator in Australia. We are running e-scooter ride sharing operations in Adelaide, Brisbane, Darwin and Canberra.

Based on the learnings we have from the Australian cities where we operate, micro-mobility and e-scooter ride sharing should be strongly considered as part of a plan to improve productivity in New South Wales. There are several good reasons for this, including in particular:

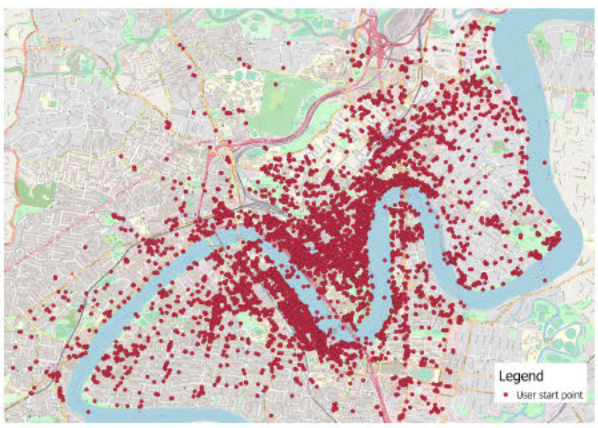
- As highlighted in the Green Paper, PMDs strongly contribute to meeting existing needs for the first mile/last mile transportation.
- PMDs make public transport a viable option for many that otherwise would drive a car for their transport needs. PMDs therefore reduce car traffic which has a positive impact on congestion, pollution levels, and shortages of parking areas.
- PMDs serve a very important role in a COVID-19 context as a way for people to practice social distancing.
- Increased mobility enhances economic activity, particularly in a local context, as it becomes easier for people to move around. On top of this, the regulation of PMDs will create new employment as the introduction of shared services will then become possible.

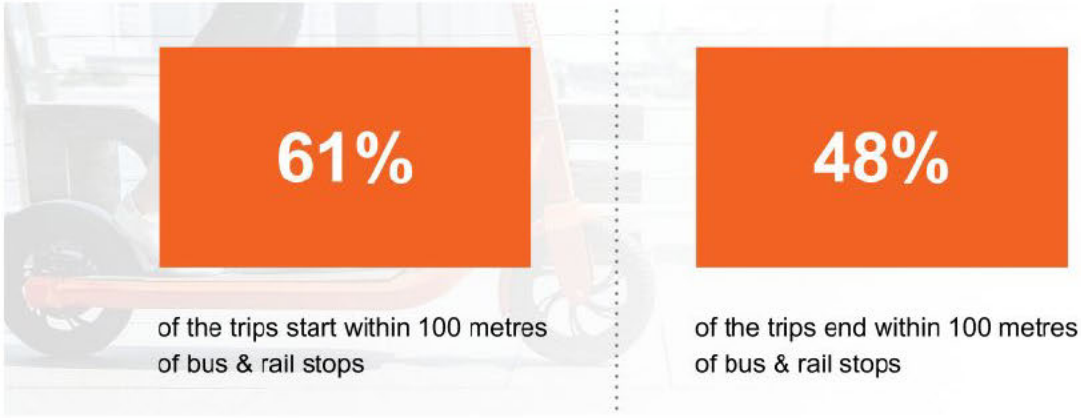
Our strong recommendation is that NSW promptly approves PMDs such as e-scooters for public use. There are existing regulatory models in other states in Australia that efficiently regulate PMDs to ensure safety for users and non-users while at the same time unleashing the vast potential of PMDs. Neuron recommends that NSW gets inspired by the ACT regulatory framework (E-scooters and other similar devices) which we are convinced will work very well also in NSW.

In the following pages, we are summarizing some of the key learnings we have made in Brisbane and other cities in Australia. We are convinced that NSW will experience the same

benefits and experiences as other Australian cities once PMDs are allowed in public areas in the state.

First-mile/last-mile transportation - the Brisbane example



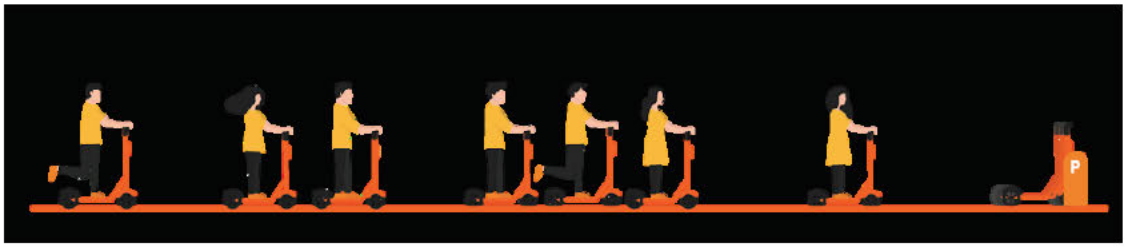


Neuron Mobility has operated for over a year in Brisbane. In tracking how people use our e-scooters, we have seen that 61% of Neuron's trip starts and 48% of Neuron's trip ends, within 100 meters of bus & rail stops. These numbers strongly suggest that Neuron is successfully supporting the city's first-mile and last-mile transportation by moving people to and from public transport hubs. The ramifications behind these numbers are large. At scale, a city with an efficient and well operated first-mile and last-mile solution has the potential of improving connectivity thus economic activities, reducing car usage and reducing emissions. These results should easily be replicated in cities in NSW if PMDs are properly regulated.

Purpose of travel - why people choose to ride an e-scooter

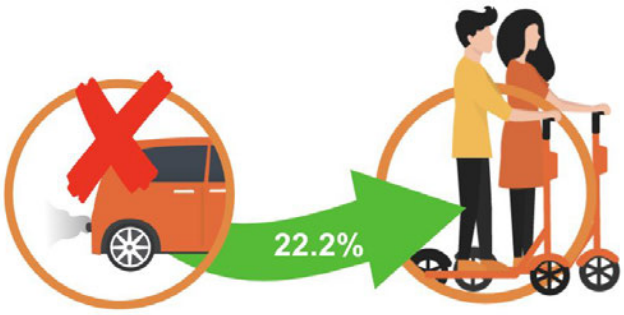
67% of trips are purposeful

Neuron conducted a survey between 7th of February and 12th of February with a total of 518 unique respondents in the City of Brisbane. Results of the survey shows that 67% of Neuron's users surveyed have used Neuron's scooters for purposeful travel which includes commuting (both for work and personal activities) and running errands. 57% of users surveyed said commutting was their primary purpose of using a scooter.



6% of trips wouldn't have happened without Neuron

Neuron's services have generated 6% of trips taken on its platform that otherwise wouldn't have happened without Neuron. Extrapolating the survey results to Neuron's operating history in Brisbane, 22,800 trips or a total of 45,600 km wouldn't have occurred in Brisbane without Neuron. The trickle down effect of a trip is large as each trip has a high probability of generating subsequent economic activities; this is also a good indication that accessibility to transportation has improved in the city thus improving quality of life for the people of Brisbane. It is further important to note that since these trips are not taken in a car, they do not contribute to additional congestion issues in the city.

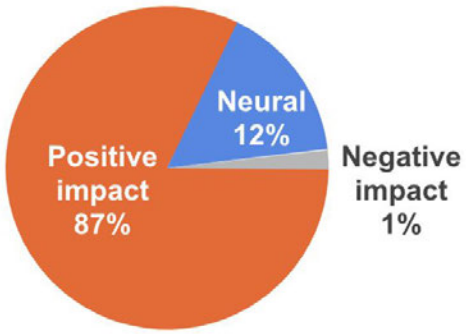


22.2% of trips were car trips

In addition, users surveyed have reported that 22.2% of trips taken would have been taken with a car (either through ride-hailing or personal car) if Neuron's services were not available.

33.3 tonnes of CO2 removed

Assuming 22.2% is representative of Neuron's entire sample size, a total of ~85,000 car trips have been replaced with a Neuron scooter between July 2019 and January 2020 which is equivalent to 170,000 km (over 4x the distance around the earth) of car distance replaced with e-scooters.



87% of users believes Neuron has created positive impact for the city

Of the sample size surveyed, 87% of users believe that Neuron has had a strong or very strong positive impact on the city while 12% of users believe that Neuron's impact has been neutral. Only 1% of users believe that Neuron has created a negative impact for the city.

PMDs play an important role in providing COVID safe transport options

E-scooters have been playing an important role in these challenging COVID-19 times. Many of our riders see e-scooters as a natural option to ensure social distancing. In a separate user survey in Brisbane, specifically focused on our users attitudes and behaviours in relation to COVID-19, generated the following results:

- 92% of riders view e-scooters as an essential transport option
- 79% chose an e-scooter to practice social distancing
- 77% will continue to use individual transport options like e-scooters post- COVID-19
- 25% of riders had not ridden an e-scooter before COVID-19
- 83% regarded e-scooters as low COVID-19 risk, whereas 99% viewed public transport and 98% regard taxis/ridesharing cars as medium or high risk.

Neuron was one of the few operators to operate throughout the COVID-19 pandemic, providing key workers with a socially distanced transport option. By operating throughout the pandemic, Neuron developed, implemented and refined operational plans to ensure that staff and customers alike are kept safe in a context of changing lockdown regulations. Our operational principles to ensure an as COVID-safe riding experience as possible involves daily sanitization of all e-scooters and helmets and use of hospital grade long lasting disinfectant.

PMDs enhances economic activity and creates employment opportunities

On top of other benefits, there is also an economic dimension from regulating PMDs. Increased mobility enhances economic activity as it becomes easier for people to move around. The example of Darwin is very clear in demonstrating how e-scooters have contributed to economic growth in the city. Below please find some recent media coverage as well as testimonies from Darwin-based businesses.

[Link here]

[Link here]

> "We've seen that the e-scooters are bringing more people down to the precinct, and giving us all a boost to help the recovery process.
>
> Tourists and locals alike can explore further, see more, do more and spend more, giving a boost to our businesses."
>
> Jason Hanna
> Darwin Restaurateur

> "Explore Darwin CBD by Neuron e-scooter! Clean, safe and efficient personal transport option, particularly for those people wishing to continue social distancing while traveling in the city! Find them at front of Argus Apartments!"
>
> Management Team
> Argus Apartment Darwin

> "The eScooters connect riders with hotels, restaurants, tourist attractions and more, creating a real positive economic impact for us while we try and rebuild.
>
> We saw so many people riding around that we got in touch with Neuron to organise a designated drop off point outside our hotel, which guests love because e-scooters are a convenient way for them to explore the city.
>
> E-scooters have been a great addition to Darwin's tourism experience since being Introduced.
>
> Since Darwin is hot year-round, walking isn't suitable so jumping on an e-scooter is definitely preferred in the heat."
>
> Stefanos Vasilakis Metro Hotel
> General Manager

Another direct economic impact from the commercial operations of e-scooter ride sharing is the job creation it brings. Our experience from other states in Australia is that Neuron has created 100 new jobs for every 1,000 scooters we deploy in a city. It should be underlined that Neuron's business generates real jobs, with set hourly pay and benefits such as superannuation.