

Going Macro on Micromobility

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Anne Brask

anne@jump.com

JUMP

apbp CONFERENCE
2019



Agenda

- 01** Intro
- 02** History of JUMP
- 03** Power of the Platform
- 04** Equity

Team

Urban Analytics



Joanna Simon
Urban Planner

Skills: Geospatial Data Science, Public policy
Background: M. Urban Planning w/ Transport & Infrastructure Concentration
B.S. Envi. Science



Xiao Wu
Urban Planning Analyst
Skills: Geospatial Data Science
Background: Dual Masters in City Planning + Landscape Architecture
B.Arch.



Joy Pasquet
Urban Planning Analyst
Skills: Geospatial Data Science
Background: M. City Planning
B.Eng.



Kris Moreau
Senior Urban Planner

Skills: Public policy, Urban Design, Architecture
Background: M.Arch. with Urban Planning conc., B.A. in Visual Culture, Minor in Economics

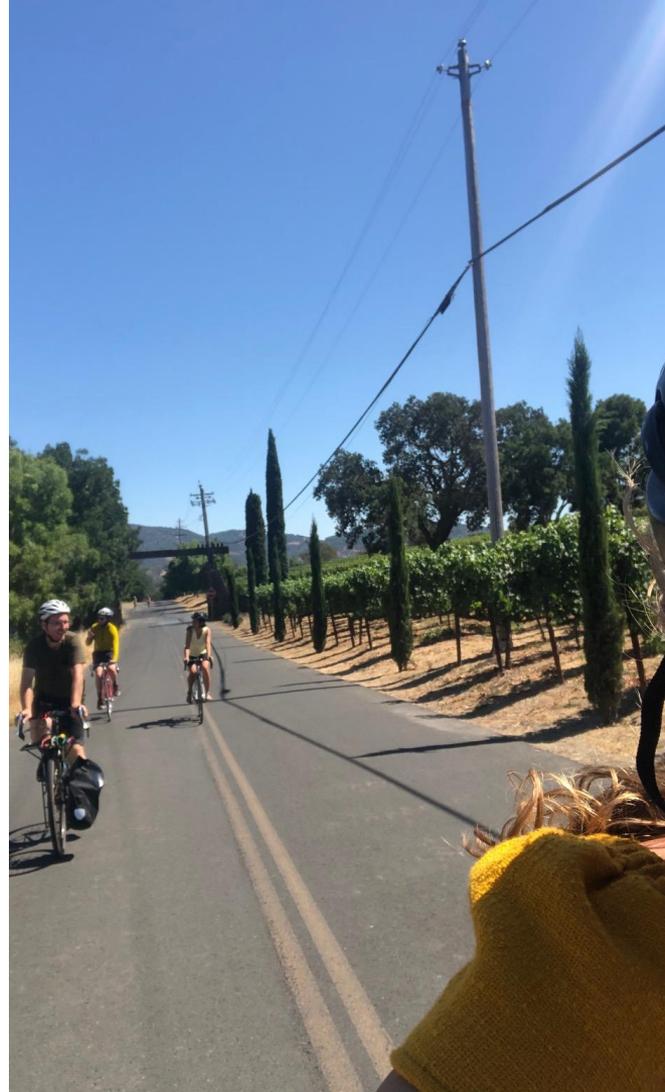
Urban Design



Anne Brask
Urban Planner
Skills: Public policy, Urban Design, Architecture
Background: B.Arch. with Landscape Arch. conc
Minor in Envi Engineering



Francesca Tettamanzi
Urban Planning Assistant
Skills: Site planning, Outreach, Advocacy
Background: B.A. Sustainable Environmental Design; Minor in Women & Gender Studies



Intro to JUMP

The History of JUMP

2010

Founded as Social Bicycles Inc. in Brooklyn, NY



2013

Launched our first dockless pedal bike system in Buffalo, NY

2015

Social Bicycles dockless bike opens the majority of new American systems



2017

Rebranded to JUMP and launched the first dockless e-bike share system in North America

2018

JUMP is acquired by Uber



JUMP Cities



Atlanta

Austin

Dallas

Denver

Los Angeles

New York

Phoenix

Providence

Sacramento

San Antonio

San Diego

San Francisco

Santa Cruz

Seattle

Washington, D.C.

+EMEA
+LatAM
+APAC

JUMP Bike Today

- 20 mph top motor-assisted speed
- Custom designed for durability and shared use in the public right-of-way
- Integrated, retractable cable lock affords both lock-to and free-standing lock options
- Swappable lithium-ion battery
- Retractable mounts for smartphone navigational use
- 20-40 mile range on a single charge





Discover



Unlock & Ride



Unlock & Ride

Scan a QR code or enter the vehicle ID in the app to unlock, or reserve a vehicle up to 30 minutes. When ready, put on a helmet and go.

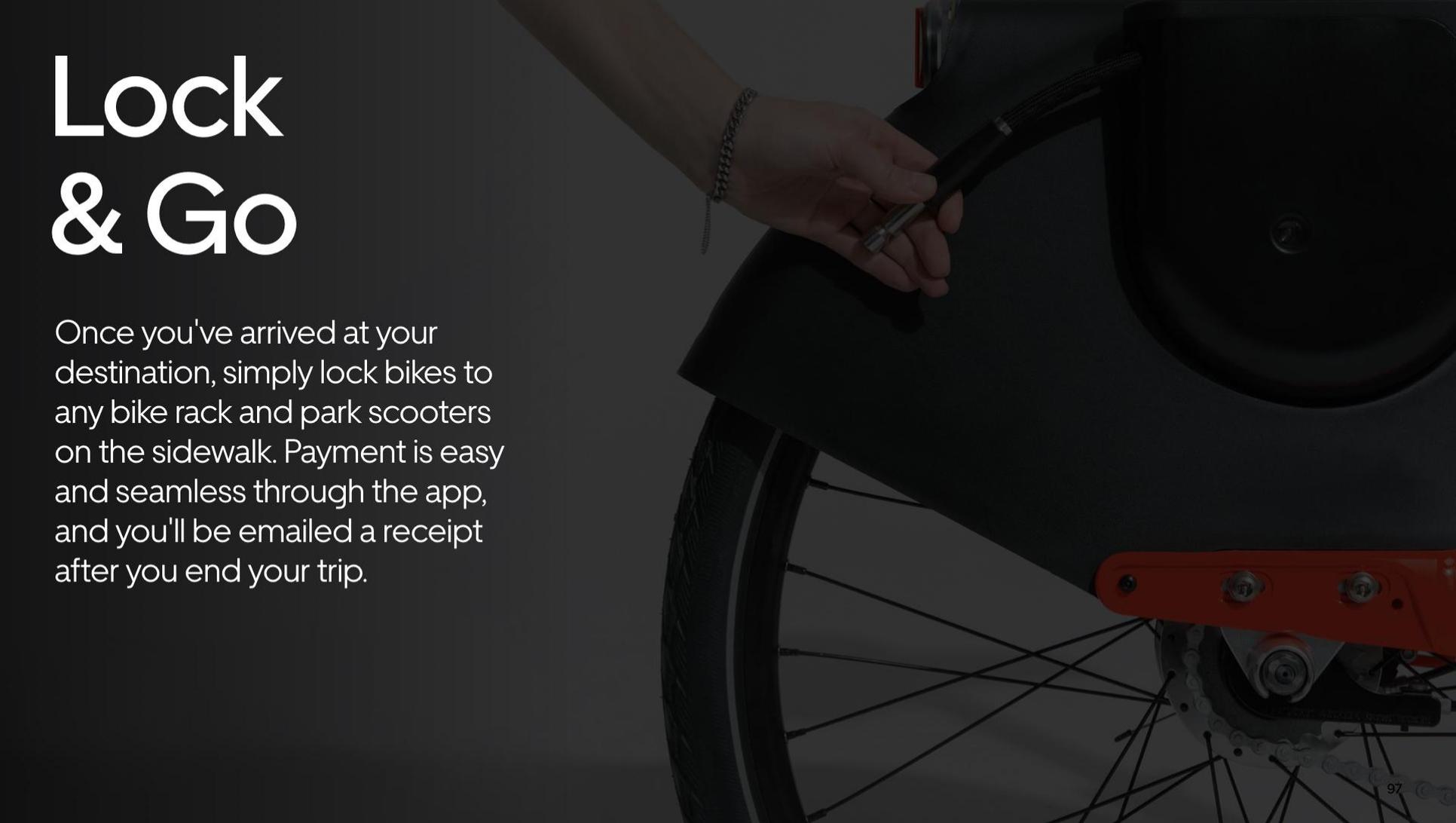
With electric vehicles, it's faster and easier for riders to get from point A to point B.



Lock & Go



Lock & Go

A close-up photograph of a person's hand locking a bicycle. The hand is holding a silver U-lock and is in the process of securing it around the black frame of the bike and the front wheel. The person is wearing a silver chain bracelet on their wrist. The background is dark and out of focus, showing parts of the bicycle's front wheel, spokes, and a red component of the bike's frame.

Once you've arrived at your destination, simply lock bikes to any bike rack and park scooters on the sidewalk. Payment is easy and seamless through the app, and you'll be emailed a receipt after you end your trip.

Power of the Platform

Better solution for cities and users

Convenient &
cost-effective

Reduces traffic
congestion

Greener,
active, faster

Vision of
replacing car
ownership

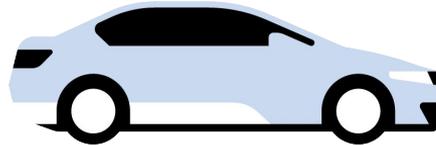
Early data in SF is demonstrating mode shift

In San Francisco, two-thirds of all JUMP trips happen during commuter hours – M-F between 8am and 6pm – when roads are the most congested.*

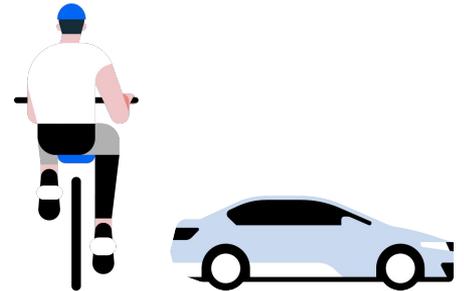


Uber Car Trips declined during this period

Existing Uber users are riding cars only less



More unique users by adding bikes to the platform, in addition to shifting existing Uber Car Trips to JUMP rides



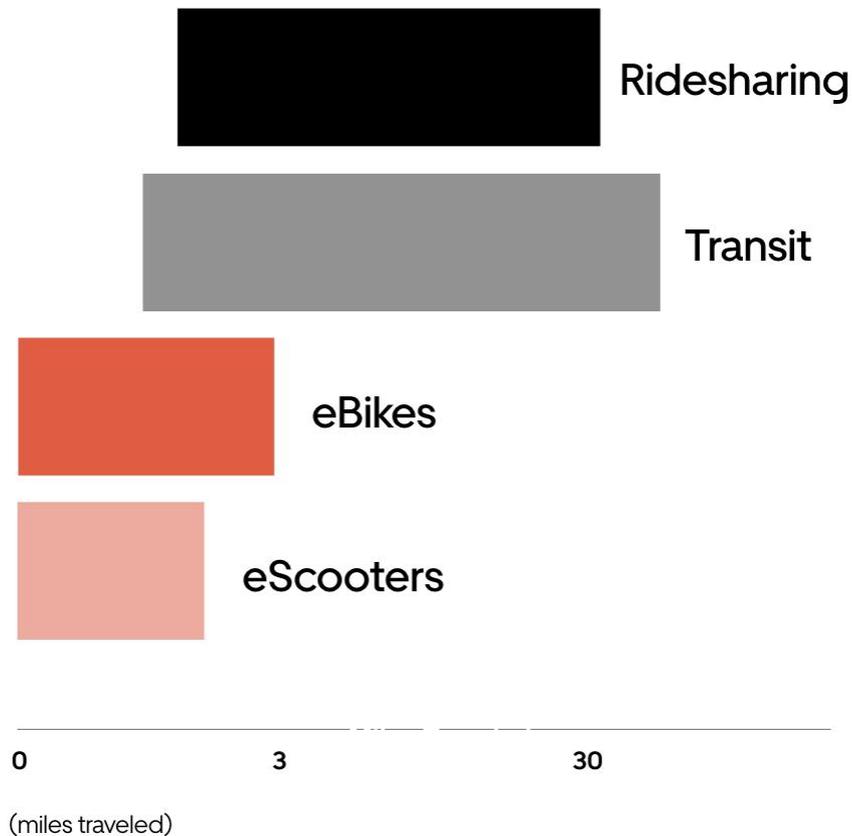
*Source: [SFMTA Mid-Point Evaluation](#)

46%

US vehicle trips are under 3 miles

“

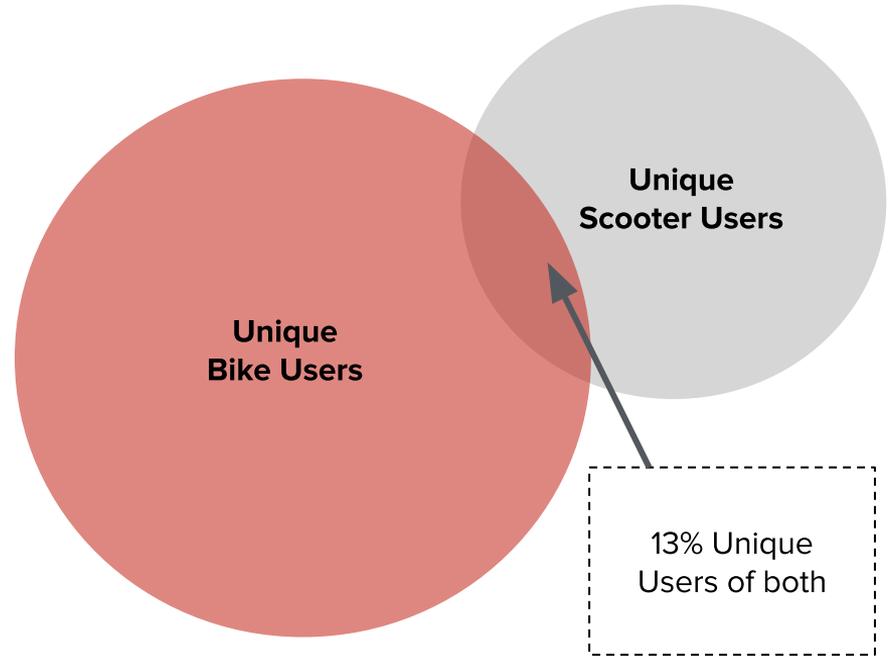
Shared, electric and automated technologies can reduce the climate impact of passenger travel in cities by 80%



Different products serve different needs

In cities where we have both products, we see only a 13% overlap of unique users of both products, showing that this is a multi-product space.

We are seeing increased scooter usage in communities where bike share ridership remains a challenge



Eats

Uber
Eats



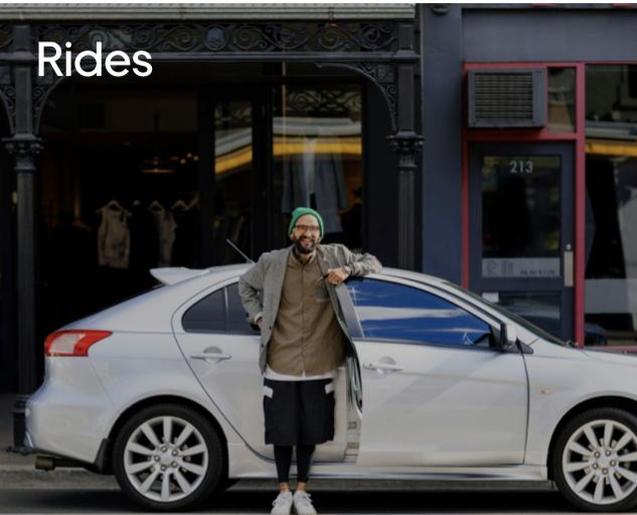
New Mobility



Freight



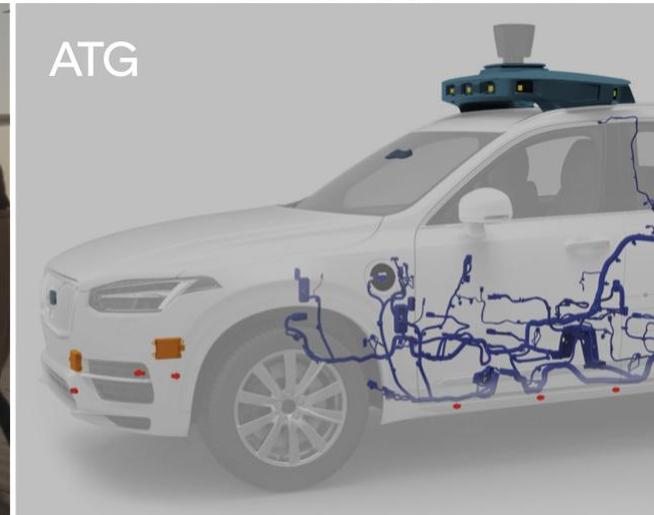
Rides



Elevate



ATG



UberCash → Ride, Eats, JUMP



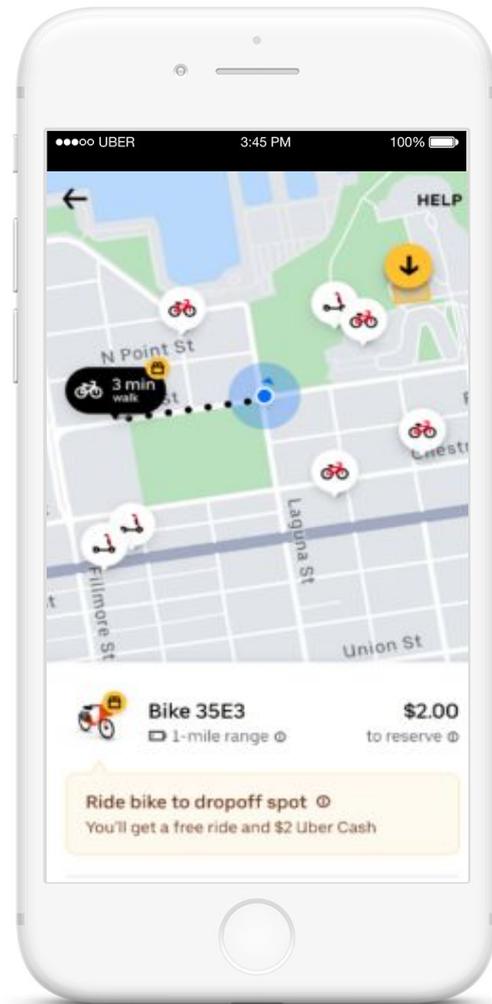
Save up to 5%

The more you add, the more you save. Get 5% off when you add \$100, 3% off when you add \$50, and 2% off when you add \$25.

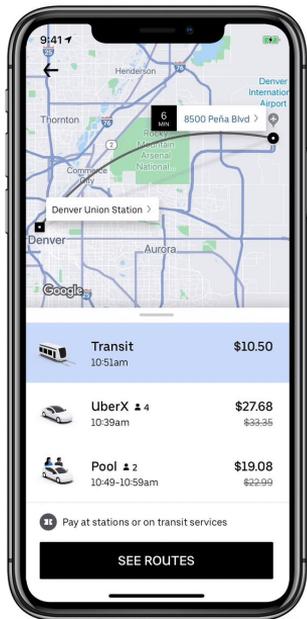


Combine rewards

Receive your rewards all in one place. Uber Cash stores other Uber incentives such as credit card bonuses, \$5 Uber Rewards, and more.



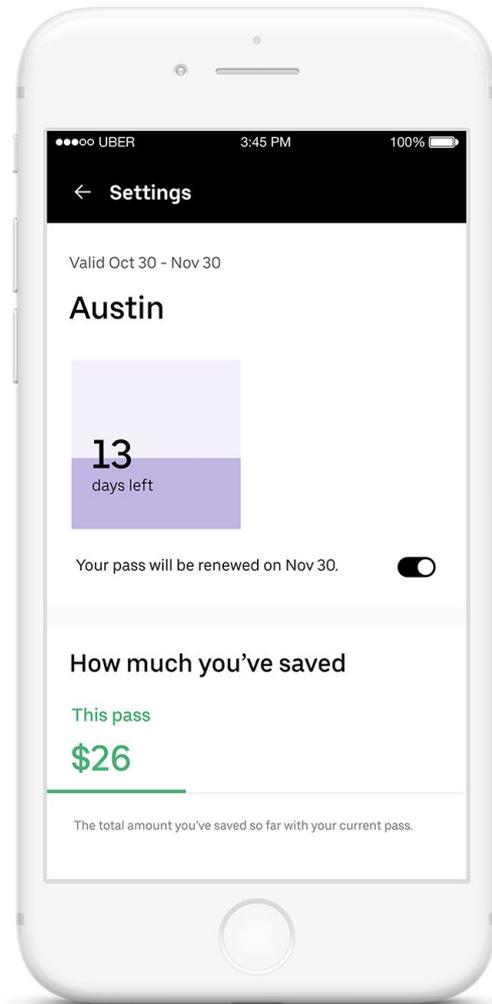
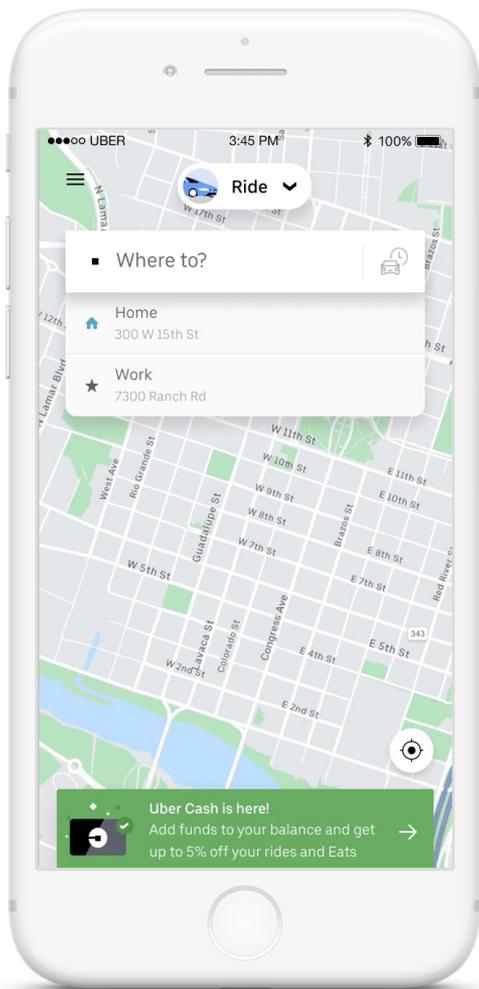
Transit + Trip Planning



Ride Pass

In the U.S., users can now apply Uber's Ride Pass, a monthly plan which offers consistently lower priced UberX/UberPOOL rides, for bike/scooter trips of up to 30 mins.

Leaving the car at home shouldn't take a leap of faith. Whether it's a daily commute or a night on the town, riders can have the confidence to reliably plan their day.



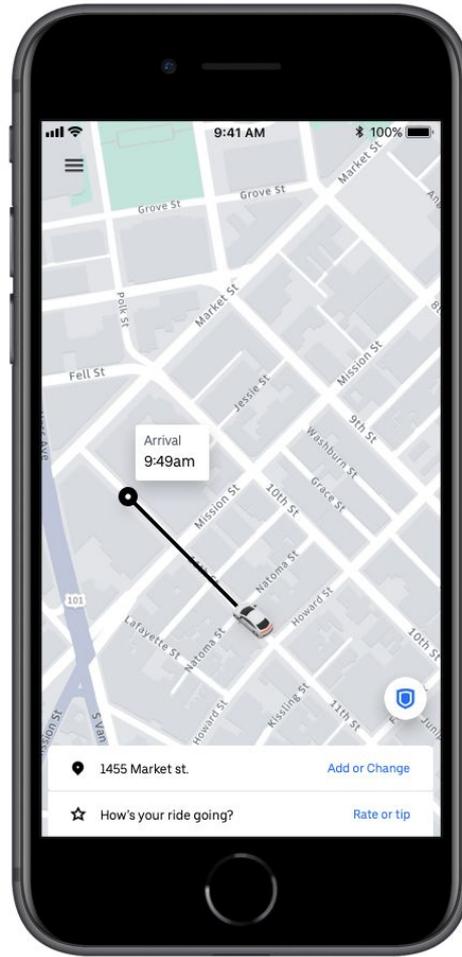
Dutch Reach Education

New safety campaign targeted at Uber Rides users to increase awareness of exiting vehicles safely while looking for cyclists and scooter users.

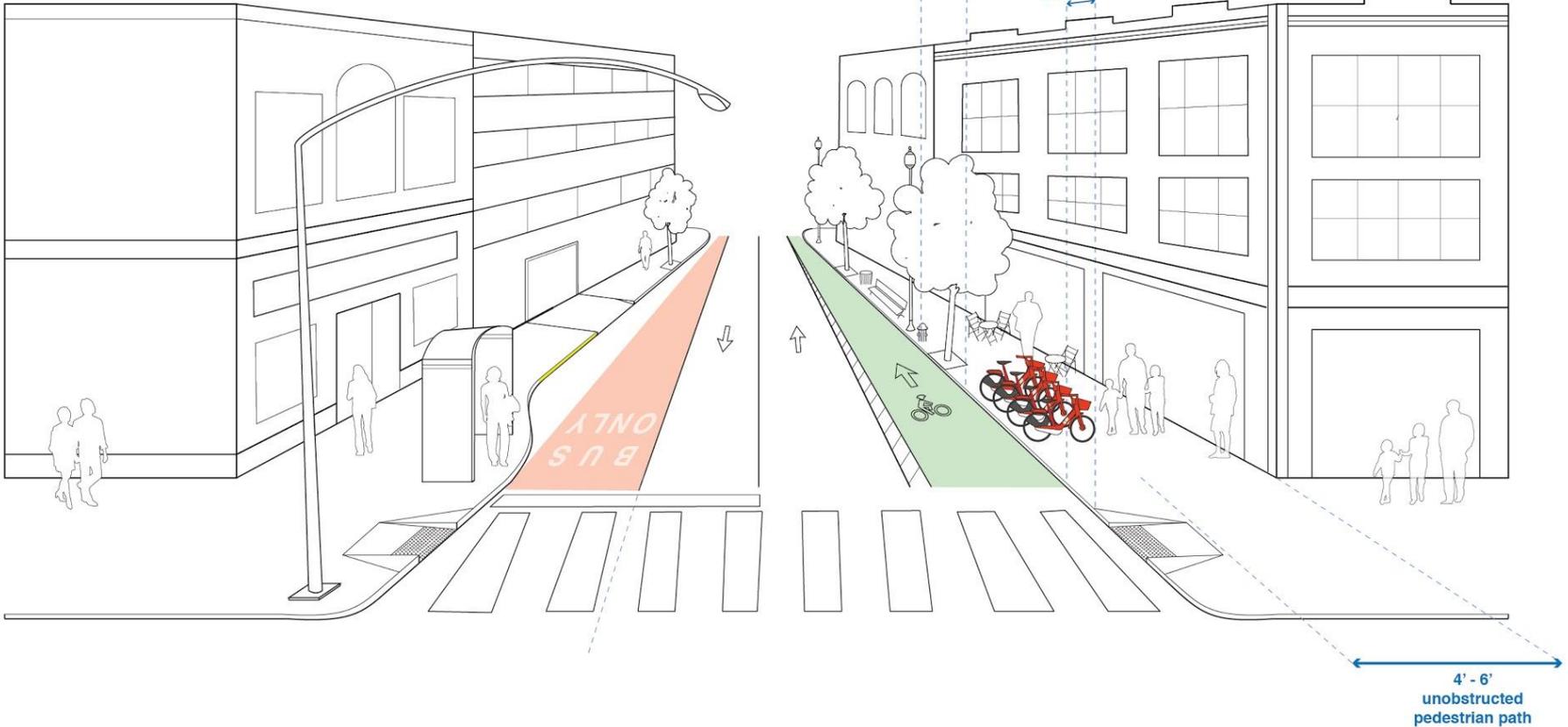


Bike Lane Alerts

Riders and drivers with drop-offs near bike lanes, sharrows, and designated bike routes now receive push notifications as a reminder to look out for people on bikes.

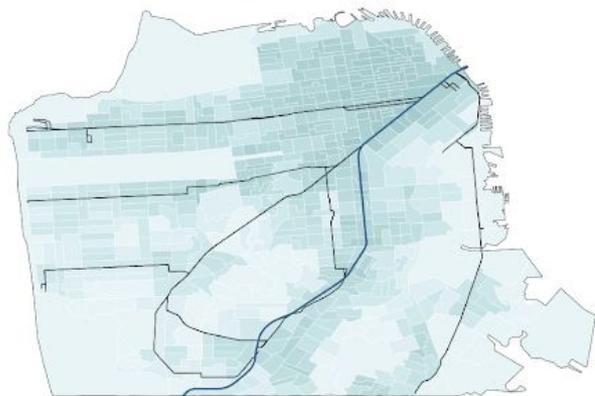


Safety & Parking



Equity

SF & Transit Gaps



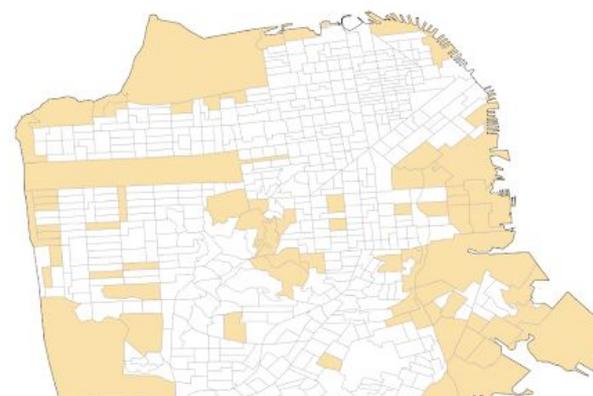
Transit Service Frequency



- Bay Area Rapid Transit
- SF Muni Metro and 38 Geary Bus Lines



• JUMP Ride End

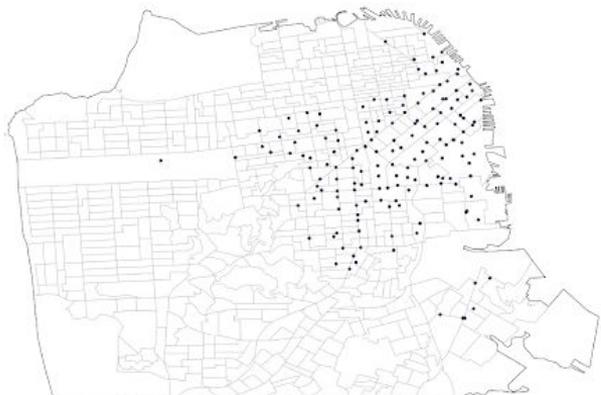


■ Low Transit Frequency Areas with JUMP Activity



SF & Docked Bike Share

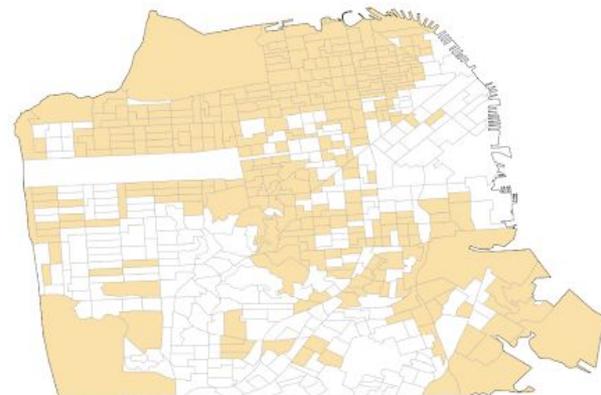
↓ Docked Bike Share



• Ford GoBike Station



• JUMP Ride End



■ JUMP Activity in
Areas Without
Docked Bikeshare

Sacramento & Bike Parking

Door-to-door canvassing:
focus on improving bike
parking and expanding
JUMP's reach throughout
Sacramento



JUMP

APBP

Going Macro on Micromobility

Anne Brask
anne@jump.com

BIKE SHARE