Travel Plan Update

COLCHESTER

Essex County Council

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The challenge

Travel is responsible for >20% of global GHGs

90% of all cities exceed WHO guidance for clean air

7m die each year from factors directly affected by air quality

30-60% of city space in the UK is give to facilitating the car

TIER Dott a global leader in Micromobility

- **Global market leader**
  (users, vehicles, cities, downloads)
- **1,500+ Employees**
- **Well-capitalised and viability focussed**
- First **climate-neutral** operator and a CEO who has donated his entire stake to sustainable causes.
- **Enriching the transport mix**, including integration with 40+ public transport companies and MaaS platforms
- **Maximum sustainability** and the longest service life of all e-scooters on the market
- **Good local work**, Living Wage Employer, no 'gig workers'

10 million+
Riders

280,000,000+
Trips on bikes, scooters and e-mopeds

25 countries

460+ cities

Including 26 councils in the UK

Headline Figures

Since launch - across Essex

	9.56 Average Duration per Rides (min)	2.1 Average Distance per Rides (km)
2.307 Total Rides per Active Vehicle (Utilisation Rate)	16,050,502 Total Duration (min)	2,954,392.3 Total Distance (km)
1,678,108 Number of Trips	61,757 Number of Riders	27.17 Average Trips per User

2.5M trips including SPIN

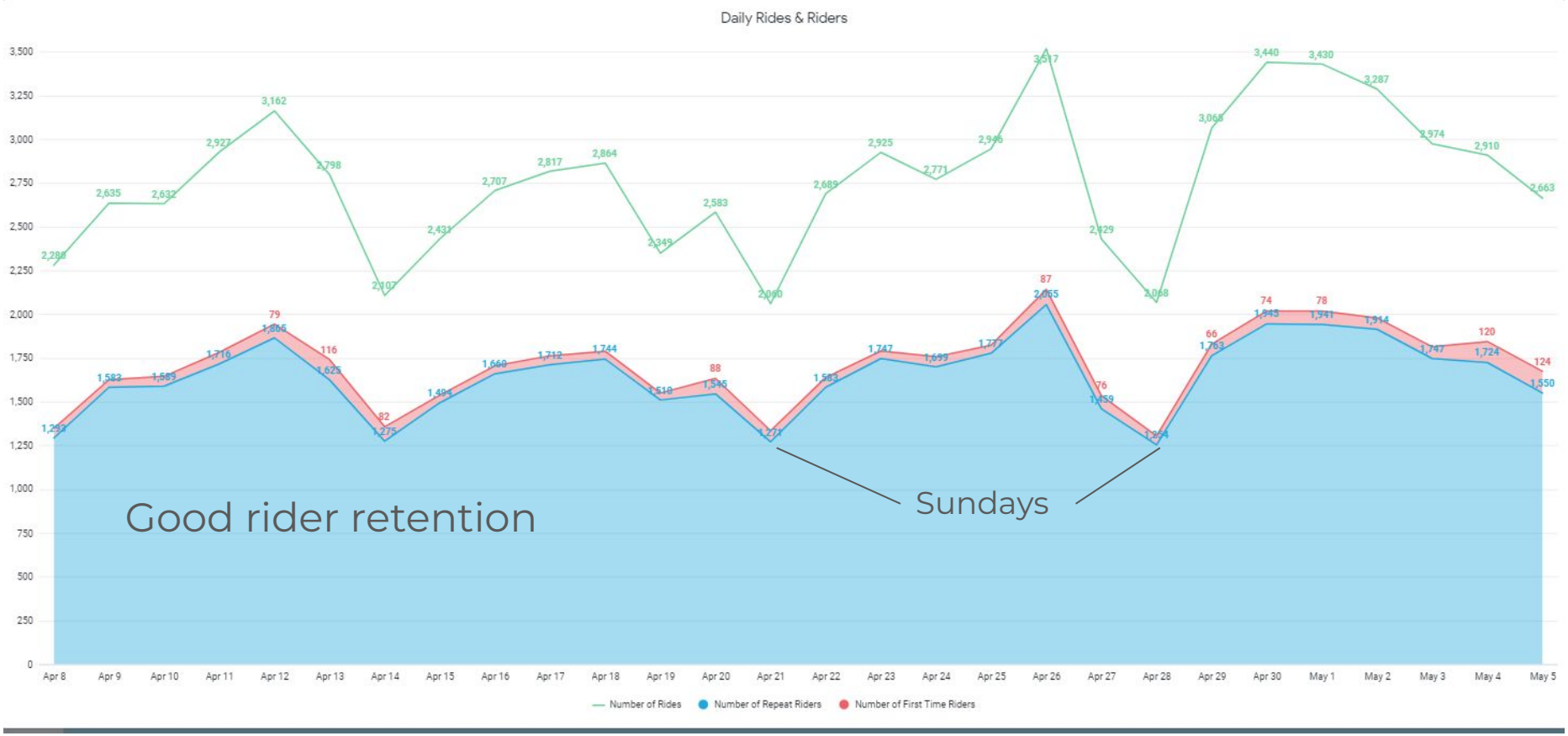
Headline Figures

Since launch - across Essex

	9.71 Average Duration per Rides (min)	2.1 Average Distance per Rides (km)
2.470 Total Rides per Active Vehicle (Utilisation Rate)	5,687,247 Total Duration (min)	1,054,462.3 Total Distance (km)
585,629 Number of Trips	24,293 Number of Riders	24.11 Average Trips per User

Headline Figures

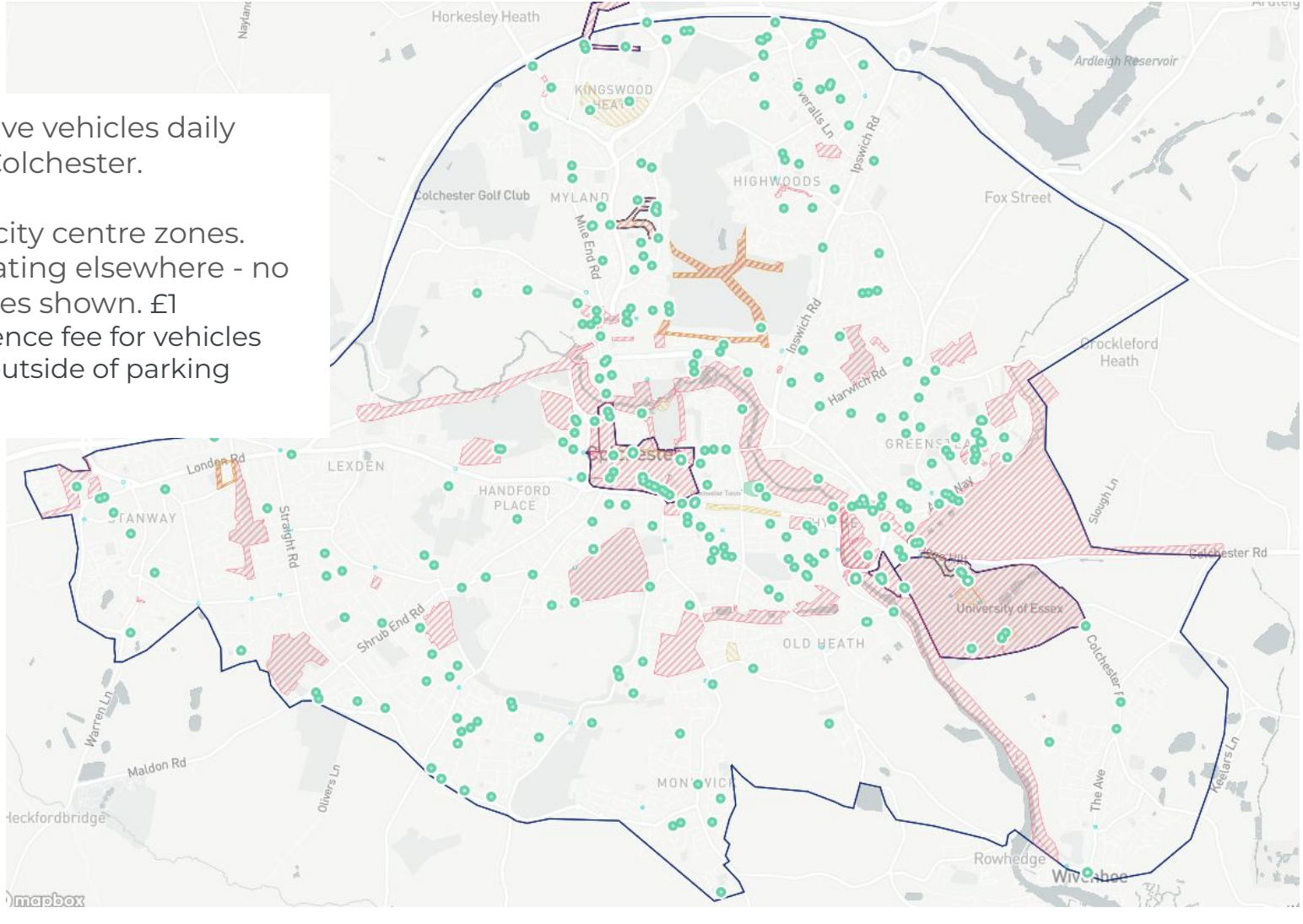
Daily Rides - Essex



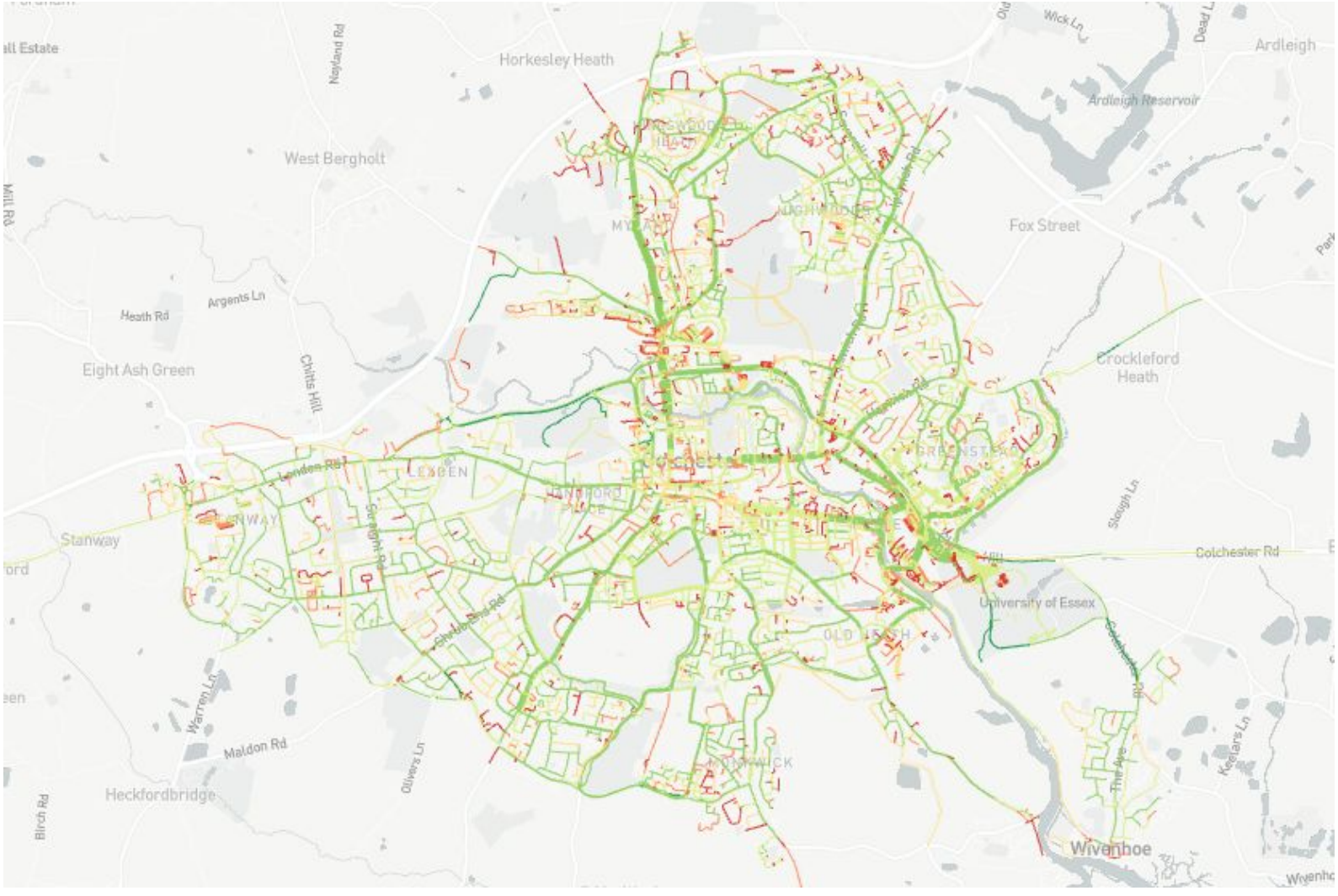
Scope in Colchester

400 active vehicles daily across Colchester.

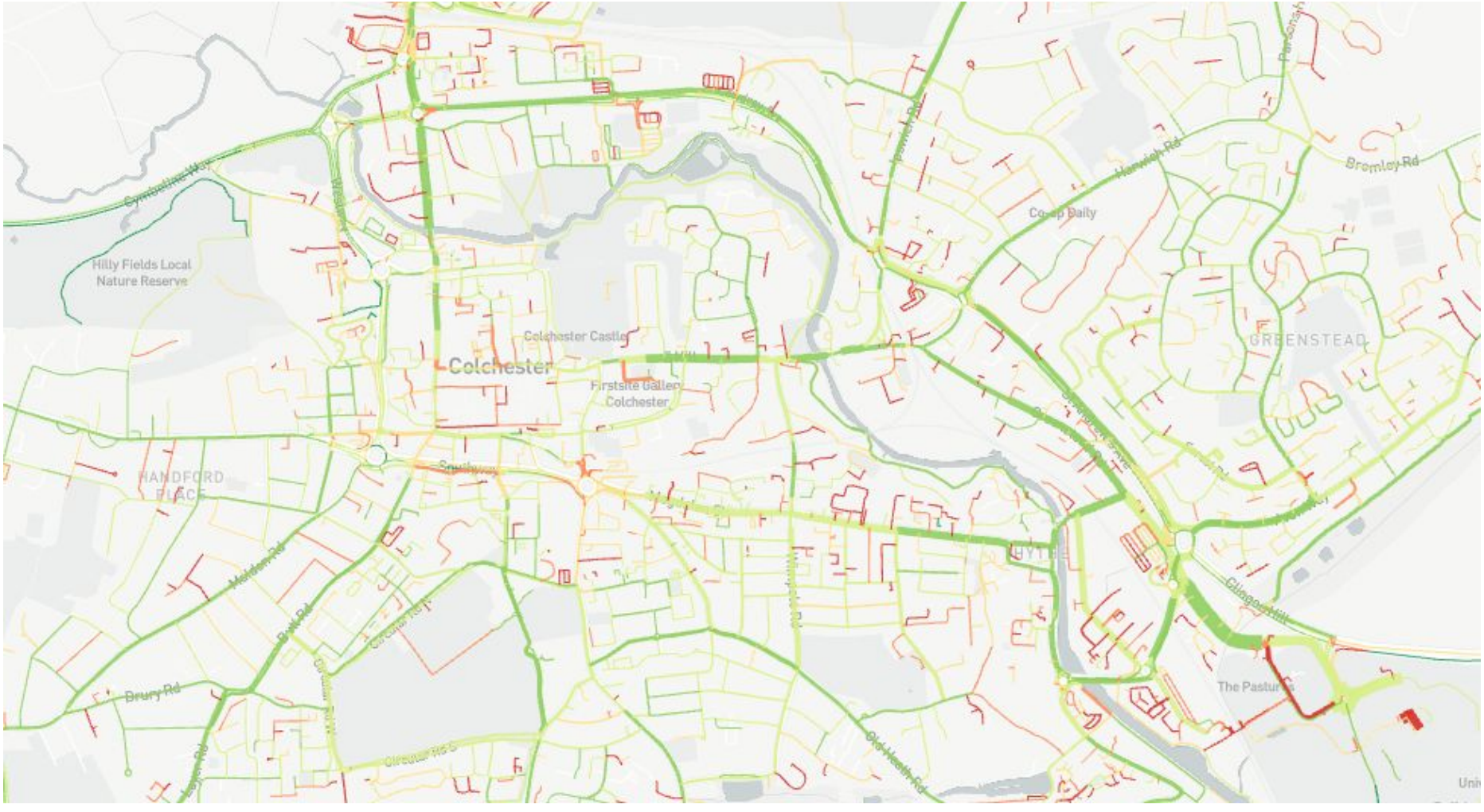
MPZ in city centre zones. Free floating elsewhere - no ride zones shown. £1 convenience fee for vehicles parked outside of parking zones.



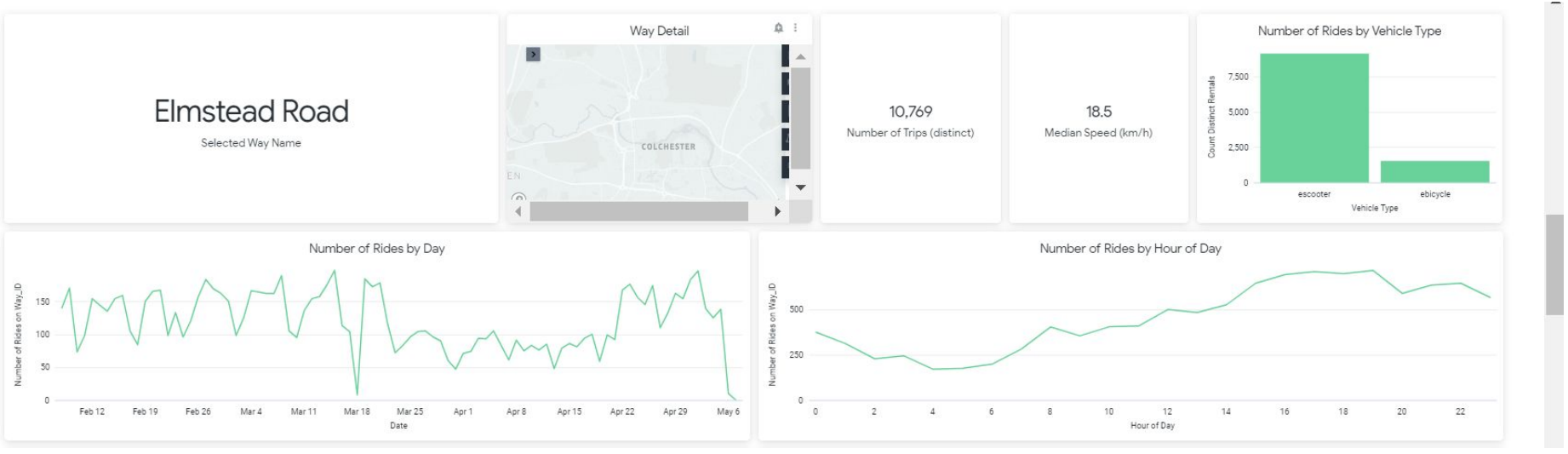
Route Analysis (last 90 days)



Route Analysis (city centre last 90 days)



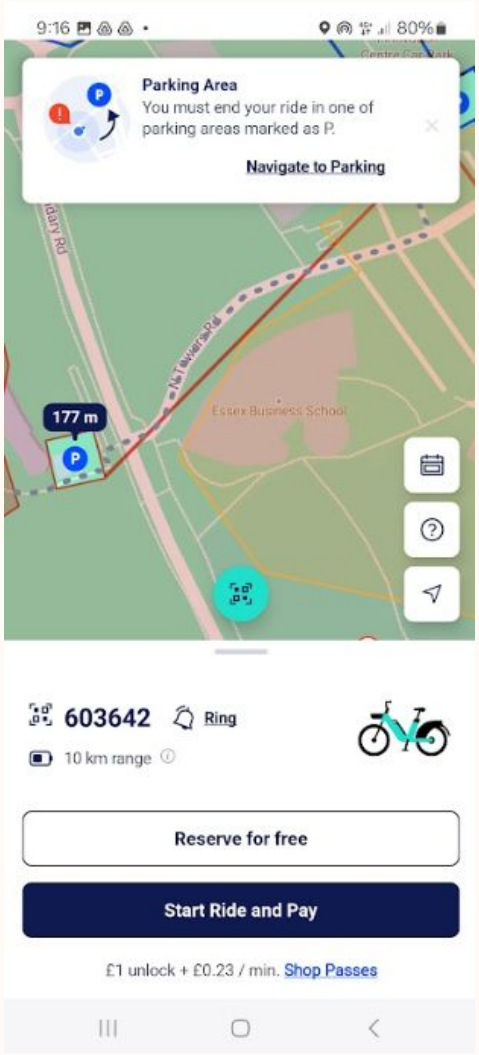
Route Analysis (city centre last 90 days)

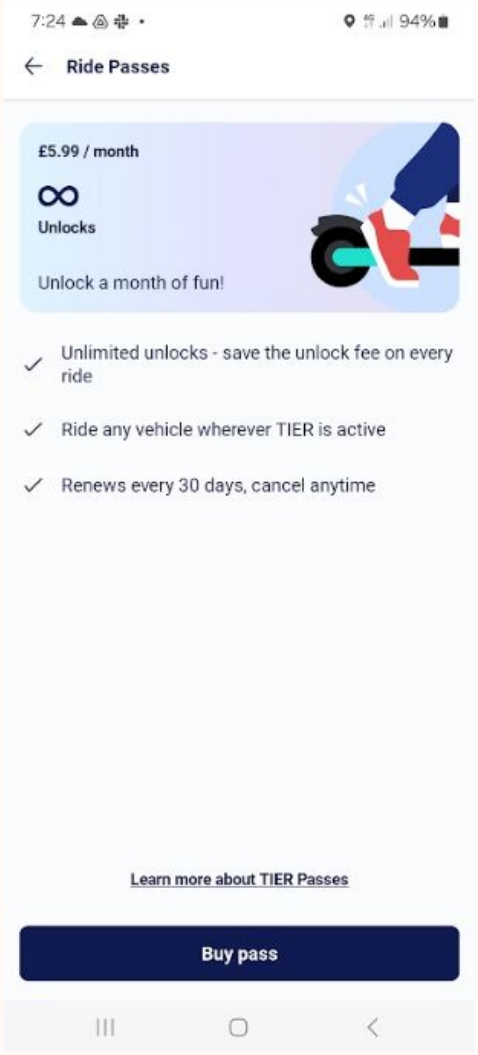


Example data deep dive.

- Scooter preference
- Afternoon and evening rides greater than morning
- Weather impacted

Scope - Pricing





Options for Businesses

1) **Purchase vouchers for use as you require. Unlock and minute contingent for e-bikes and e-scooters.**

Whether accompanying a campaign or as a stand-alone action, regional or national - we set up individual voucher campaigns. The voucher quota can be retrieved as an Excel / CSV file or as a promo code "voucher name".

Uncomplicated redemption in the TIER app.

2) **Consider enabling staff to purchase a subscription through salary sacrifice (available later 2024)**

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Business Vouchers

With over 1,500 e-scooters AND e-bikes across Essex, the new TIER scheme is being used by more people, for more trips and is still expanding. And with the flexible parking in Colchester there is always a vehicle nearby!

As a business you can buy discounted vouchers for your staff to use, as a benefit for their commute or as part of their business travel.

Vouchers contain a number of unlocks and / or ride time minutes, providing flexibility for occasional or regular riders.

With a range of pricing options, from short to long term, and for a few, or a large number of employees, contact us today for more details.

Example options

(price and minutes per rider per month, for 3 month period). **All options provide 24%-42% discount from PAYG pricing**

Tester	Occasional Use	Regular Rider	Daily Commute
Unlimited unlocks + 20 mins	Unlimited unlocks + 100 mins	Unlimited unlocks + 200 mins	Unlimited unlocks + 800 Min
£3.99	£21.99	£33.99	£104.99

TIER

Cycle Saver

Available in 2024

Cycle Hire Salary Sacrifice

Take advantage of the UK government's cycle-to-work scheme and enjoy significant savings.

Bypass the usual tax and national insurance payments on these subscriptions, saving you up to 47% more of your hard-earned money.
Embrace a healthier journey to work and a fuller wallet, without the commitment of ownership.

How It Works

Offering CycleSaver's products to your employees costs nothing and couldn't be simpler.

Follow the steps below to get started!

1. Employer Registration: Register as an employer through our employer registration page. It costs nothing to register and takes less than 2 minutes.
2. Unique link: We will provide you with a unique link where your employees can choose the CycleSaver product of their choice.
3. Approval: Once an employee selects a product, a request for approval is sent to you as the employer. We make this as simple as possible for you with pre-built salary sacrifice agreements facilitated by e-signature.
4. Activation: Once approved, the subscription is activated for the employee. A full onboarding process and explanation is provided to employees over email.
5. Payroll deductions The subscription amount is then deduced from the employee's gross salary over the next 12 months in equal installments.

Thank You. Questions?

Let’s Change Mobility for Good.

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