

Good afternoon to you all and my thanks to the Chair and the Committee for facilitating this discussion today. My name is Jessica Hall and I'm Head of Operations for Ireland at TIER Mobility.

TIER are Europe's largest e-scooter operator, with live operations in over 180 cities, including operating Ireland's first live e-scooter trial at Dublin City University (DCU) - but always with a relentless focus on safety everywhere we go. One visible manifestation of this absolute ironclad commitment to safety are our foldable helmets, which are included with each scooter for every journey, free of charge.

My role is specifically about operations: how a successful e-scooter scheme is designed, devised and implemented. I have overseen the rollout of our e-scooter scheme in York, our e-bike scheme in York and the e-scooter trial on the DCU campus which has been operational for about 9 months now, and which I'll explain a little more about later on.

As head of operations, I come to you today grounded in knowledge of how a successful e-scooter scheme works from a practical, operational perspective, how to put in place the safest possible e-scooter regime in a practical way, and how important partnerships like our Ireland Safety Board are to the success of any e-scooter scheme.

TIER watched the Committee's previous hearing with interest - where we saw representatives of some great organisations speak with real knowledge and insight about their concerns with the current legislation, and the difficulties that e-scooters can, if not managed correctly, pose.

We welcome such thoughtful scrutiny, we welcome the work of the Chair and the Committee in highlighting these challenges, and we welcome the prospect of working together to solve these challenges.

Indeed, it's this drive to face such challenges that lead us to partner at the beginning of 2021, as our first thing to do when we established operations here, with two of the organisations that appeared before your Committee previously - specifically the Irish Wheelchair Association, and NCBI on our TIER Ireland Safety Board. They sit on our Ireland Safety Board along with Disability Federation Ireland, Walk21 and Age Friendly Ireland.

This Safety Board - which has been in place since the beginning of 2021 and met 6 times in substantive plenary sessions organised around specific themes - has been facing into the very real challenges of e-scooter safety, whether it's around usage or parking, in a specifically Irish context.

Like your witnesses at the previous meeting, I have seen what bad e-scooter regulatory frameworks look like: specifically, cities where there is little shape on an e-scooter scheme, cities where unlimited operators - more than 10 - were allowed to operate. Such schemes are chaotic, messy, overcompetitive and they ultimately damage the image of e-scooters for everybody. That is **not** the type of thing we want. We do not want e-scooters without adequate regulation, rather, we want to introduce services to Ireland - *provided* we can do so in a safe and sustainable way, learning the lessons from your hearings, from our own Safety Board hearings and from other cities.

Ireland, though it may not seem like it, is in an advantageous position: as your Tanaiste (*tawn-ish-teh*) put it before, there is potentially a "second mover advantage" in Ireland: you can now see what good e-scooter schemes look like in many jurisdictions, and can also see what bad practice looks like, and can ultimately very much shape a safe, sustainable

scheme that works for everybody in the community. Ultimately, we want Ireland to have the safest e-scooter schemes in the world from Day 1.

Our live trial on DCUs campuses is something which I am responsible for the operation of, and I am pleased with and proud of our results and progress to date. We have had e-scooters operational for a number of months now, with 100% parking compliance thanks to our proprietary Camera Positioning System solution, which ensures centimeter-level accuracy on parking: this means scooters stay in tightly defined parking bays, and don't pose a hazard to anyone else in the community. We have also had a 100% safety record, and we feel that things like our foldable helmets being included with each journey free of charge assist with this.

Most of all though, we feel our DCU trial - along with our Ireland Safety Board - demonstrates a real commitment to Ireland, and it's one that we are keen to solidify in the years ahead: with a commitment to safety always being at the core of it.

Once again, my thank you to both the Chair and the Committee for facilitating this discussion today. I would be delighted to welcome any questions you may have about our Ireland Safety Board, our DCU Trial, or TIER Mobility more widely. Thank you.