



207 Southwark Bridge Road
London SE1 0DN
England

20 December 2024

Dear Andrew Boff AM,

Thank you for your letter dated 3 December 2024 regarding the London Assembly's motion on micromobility. We appreciate the opportunity to engage with you on this topic and to contribute solutions for the benefit of all Londoners.

Engagement with TfL, London Councils and boroughs

Since we launched in 2021, we have actively engaged in an open dialogue with all relevant stakeholders including TfL, London Councils and our partner boroughs, to ensure we co-design our service and share relevant data to help meet their active travel and sustainability objectives. This includes usage data and detailed information on parking compliance and incident locations to allow boroughs to identify where improved cycling and parking infrastructure may be required, and how we as an operator can provide funds to support that investment. Forest has also engaged closely with TfL throughout the last two years as part of their Market Engagement sessions regarding a possible pan-London agreement, providing insights and data to help support their preparatory work. Forest has also publicly supported TfL's recent policy change regarding dockless e-bike enforcement and is working with relevant colleagues within TfL to ensure we strictly adhere to this policy from day one.

Rising Demand for Dockless Services

In 2024, the popularity of Forest e-bikes surged, with our user base growing by approximately 3.5 times compared to 2023 and over 1 million trips completed monthly. Notably, 60% of our users make two trips daily, underscoring the role of our e-bikes for commuting purposes. However, it is clear the existing capacity of parking infrastructure has not kept pace with demand, leading to overcrowding in some areas. To help address this, we have contributed hundreds of thousands of pounds to help boroughs create dedicated parking spaces and remain committed to paying our fair share.

Our commitment to London

Since our inception, Forest has been deeply committed to creating a city that works for everyone; introducing virtual parking bays long before they were mandated and incentivising their use among our users by giving away free minutes.

This continues today, where we have built strong collaborative relationships with our partner boroughs to tackle specific issues that arise locally and improve our overall service in the community. For example, in one particular borough, we recently agreed on a set of mitigations and strategies for the removal of excess bikes that were impacting public safety,

causing obstruction or blocking parking bays for other vehicle types. This has involved investing in our team of Guardians and doubling the number of service vehicles we have serving the city to remove excess e-bikes, particularly in boroughs with mandatory parking in bays. We have also innovated by introducing AI technology to automatically detect poor parking.

We have built strong and collaborative relationships with our borough partners and helped to transform cycling uptake in local communities across London. Alongside this, in order to address the needs of Londoners with visual or mobility impairments, we regularly review our operational practices and use rapid response teams to relocate poorly parked bikes, and our regular user education campaigns issue warnings, fines and suspensions for continued misuse of our service.

Next steps

While we welcome the exploration of a single pan-London contract as a way to ensure consistency in service standards, parking policies, and fleet management across all boroughs, we believe any agreement must have legal standing in order to be enforceable. We are therefore pleased the Government has announced it intends to provide organisations like TfL with powers to enforce high standards from all e-bike operators and ensure dockless services work for everyone in the community. We look forward to continuing our work with the Government, boroughs and TfL to resolve the regulatory patchwork across London and deliver strong parking compliance, while ensuring the benefits of dockless e-bikes can reach every corner of the capital. We will also be publishing an Action Plan for London in January, outlining clear operational

In the meantime, we would be delighted to meet with you and other Assembly Members to discuss this in more detail. Should you require further information or wish to arrange a meeting, please do not hesitate to contact me directly.

We look forward to continuing this discussion and playing our part in making London a greener, more accessible city for everyone.

Yours sincerely

A handwritten signature in black ink that reads "Agustin Guilisasti". The script is fluid and cursive, with the first name "Agustin" and last name "Guilisasti" clearly legible.

Agustin Guilisasti
CEO and Co-Founder