

# Managing Micromobility

## Taking the long view on short trips

Karen Vancluysen, Polis

Webinar Micromobility, 21/10/2020



Peer-to-peer exchange

Policy

Research

Innovation

+80 Cities & regions

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# Sustainable Urban Mobility Policy



**Multimodal – Intermodal – Clean – Safe – Flexible – Affordable – Connected –  
User-centric – Inclusive – Shared – Healthy – Seamless ...**

# Changing role local authority

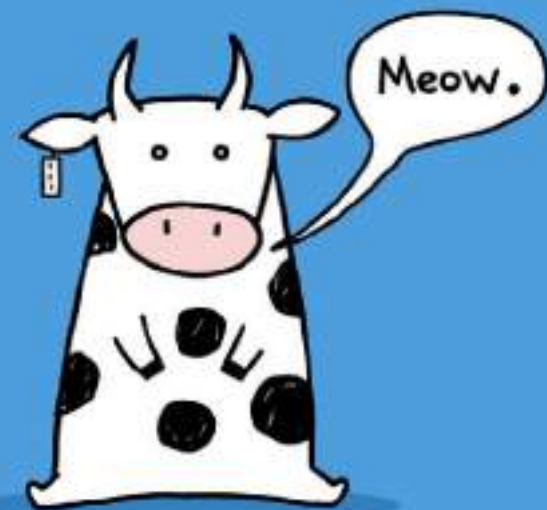
**Systems**

**approach**

Public transport &  
active travel as  
backbone

Mix of measures  
with multiple  
**benefits**

What should be the role  
of the local authority in  
the transport system of  
tomorrow?



© Sebastien Millon

Identity crisis.



# Disruption 🤖 🤖 🤖

You can't just be reactive.  
You have to be proactive &  
you have to be strategic.



YES! WAIT, NO! WELL, ONLY IF...





# Regulate to innovate!

**Anticipate**

**Build understanding of possible impacts**

**Maximise opportunities**

**Minimise disbenefits**

**Talk & cooperate**

**New ppp's, new business models**

**Carrots & sticks!**



Need for public  
sector oversight

Cities should be in  
the driver's seat!

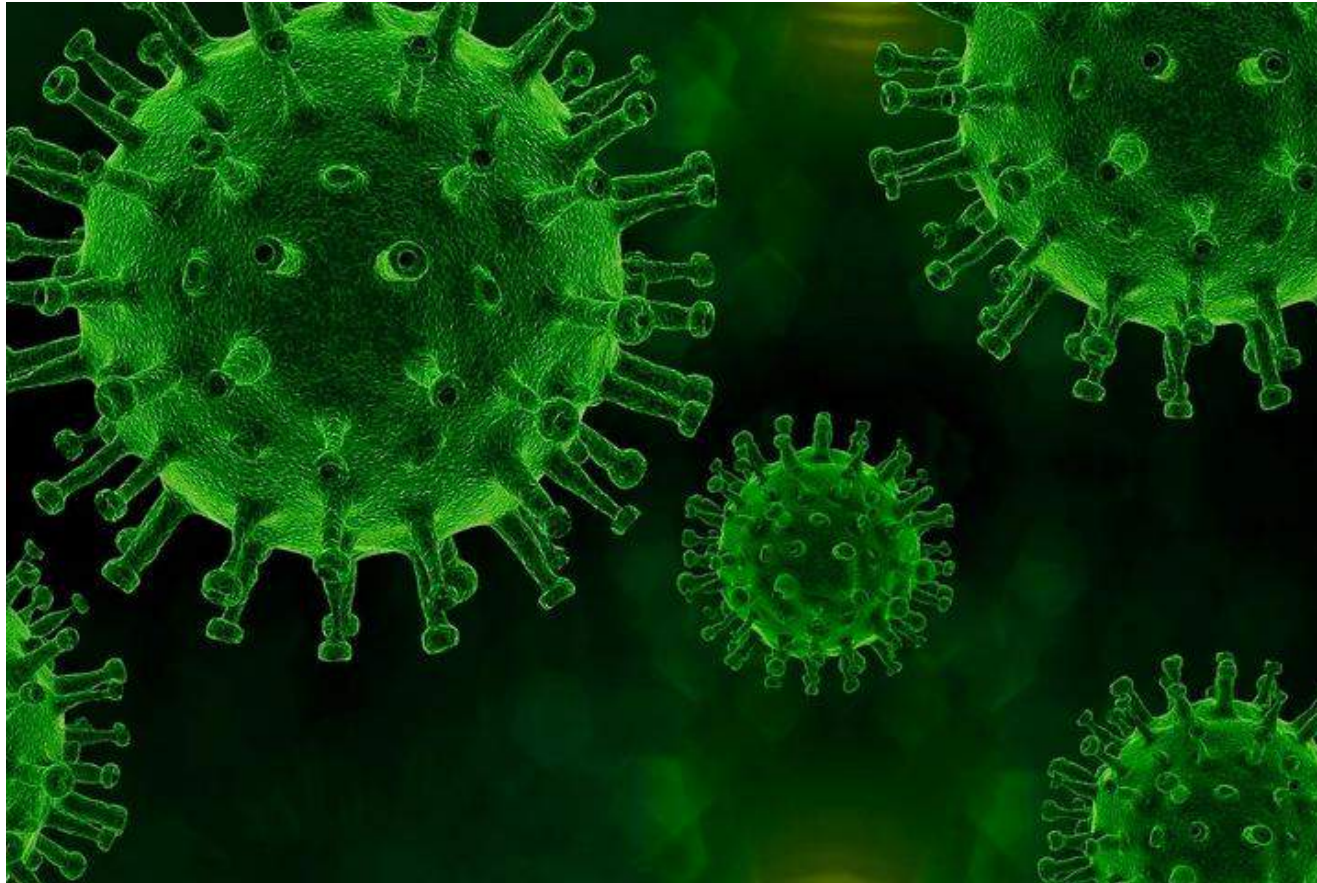
# No recipe for this disaster







# From lockdown to gridlock?





# Micromobility

## Linking into key policy areas & public authority interventions:

Active travel including safety & health

Urban space & parking management

Environment – modal shift

Data

Multimodality & intermodality





# Active travel

## Multiple gains

cleanest modes  
health benefits  
quality of life  
extending the range: e-bikes

## Collect evidence

## Prioritise = Make space

street design  
dedicated infrastructure





# Active travel

## Extending the range

e-bikes, supercycle highways

- Aarhus: high-quality commuter cycling routes with increase of number of cyclists using the route of 20 to 30 % in two years

e-scooters...?

- though not health benefits of cycling and walking...
- where do they fit? safety concerns
- parking







# Bikesharing

Public sector  
Procurement

Private sector  
Regulation

Dumb bike schemes



Dumb docked schemes



Smart docked schemes



Smart dockless schemes

Linked to stations, no intelligence

Recognising bikes & users, collecting data

Freefloating, dockless, smartphone apps, no infrastructure



Courtesy: bitride <http://www.bitride.eu>

Courtesy: BikeMi Comune di Milano



# New kid in town



**Massive and fast deployment,  
take-up & investments**  
**Infrastructure: where does it fit?**  
**Safety concerns**  
**First / last mile?!**  
**Street clutter?!**





# E-scooter safety

- **trip by car/motorcycle much more likely to result in the death of a road user than a trip by a micro-vehicle with max 25 kph**
- **similarities & differences between risks of e-scooters and bicycles:**
  - road fatality not significantly more likely when using e-scooter rather than bicycle
  - risk of emergency department visit for e-scooter rider similar to cyclists
  - risk of hospitalisation higher with e-scooters, further investigation needed
- **micromobility could improve traffic safety by reducing number of car and motorcycle trips in a city (modal shift)**
- **e-scooter safety will likely improve once users learn to navigate urban traffic & car drivers get used to novel forms of mobility**
- **safety will improve as governments put in place safe cycling infrastructure and targeted safety regulations for micro-vehicles and shared mobility operations**

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Safe Micromobility



Cooperation Partnership Board  
Report



# Street clutter!



**Reallocate space**

**Active and light mobility: unite!**

**Co-existence**



# The public authority as urban space manager

Land use planning -  
densification

Prioritising modes  
through space  
reallocation

Pricing space

Parking

Dynamic kerbside  
management





# The elephant in the room

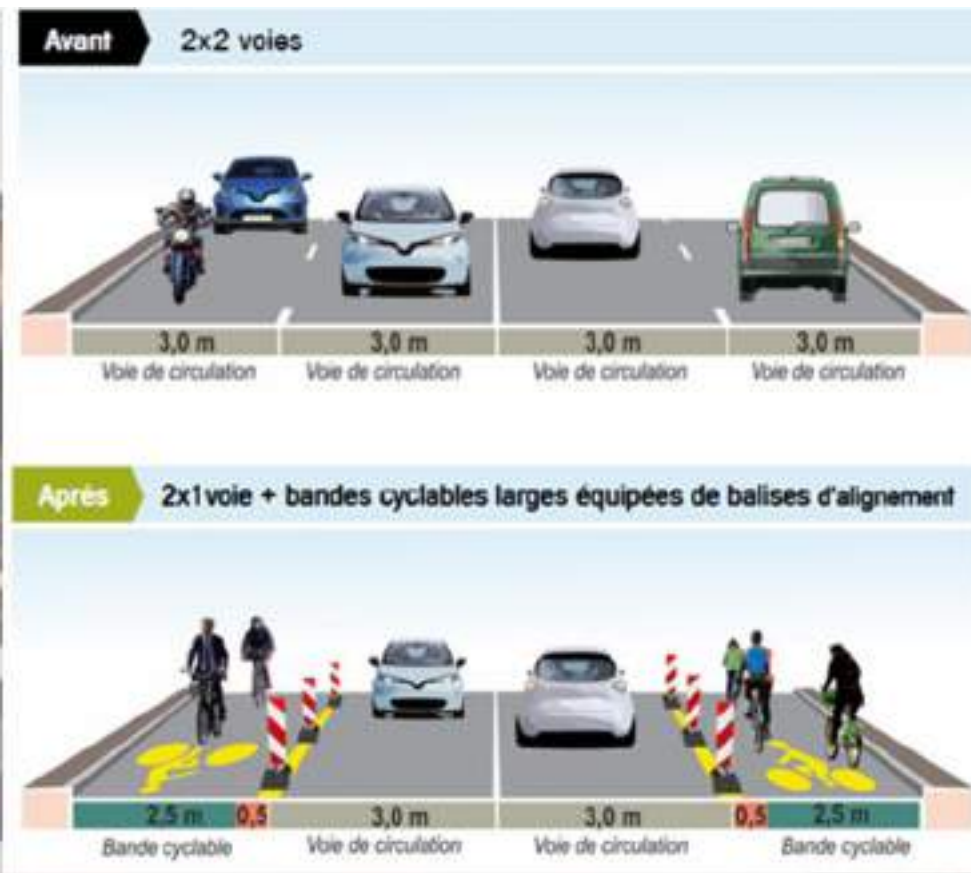


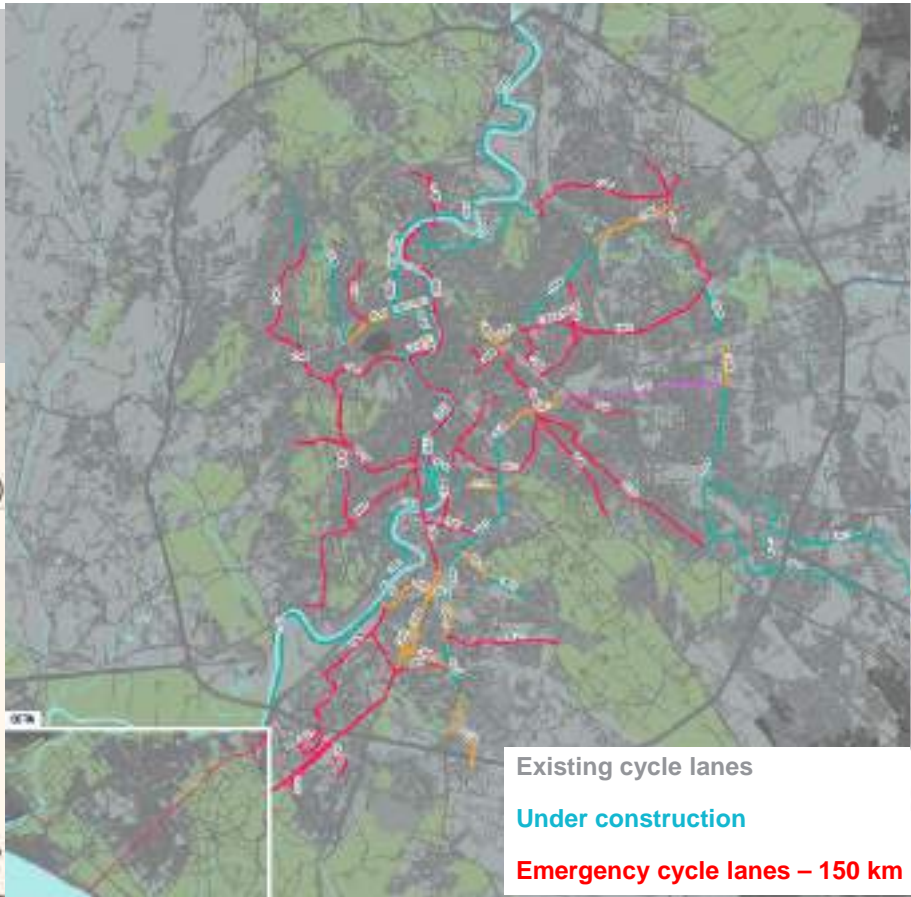
**The massive drop of cars on our roads during the lockdown made it visually very clear how much space this mode still occupies in our cities, with wide, almost empty car lanes versus highly used narrow bike lanes and pavements**

Sources: Barcelona, Brussels, Milan, Rome



# Respacing streets





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**Sources: Brussels, Rome, Ile-de-France**





# Modal shift?

## Complement not compete

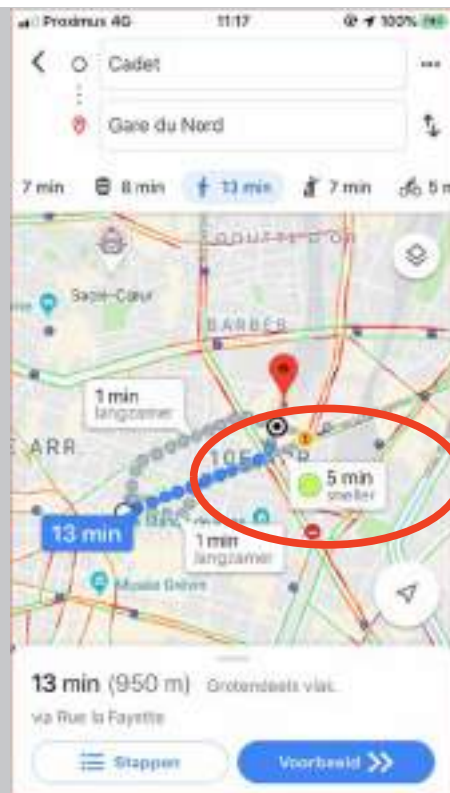
Fill service gaps

Specific target groups, specific areas, first/last mile

## Modal shift

Undesired modal shift?

Evidence needed on actual impact





# Modal shift

**Survey by 6T among Lime users in Paris, Lyon and Marseille:**

How would trips have been made otherwise?

- 47% on foot, 29% by PT, 9% by bike; 8% by car.

**Brussels Mobility Survey Summer**

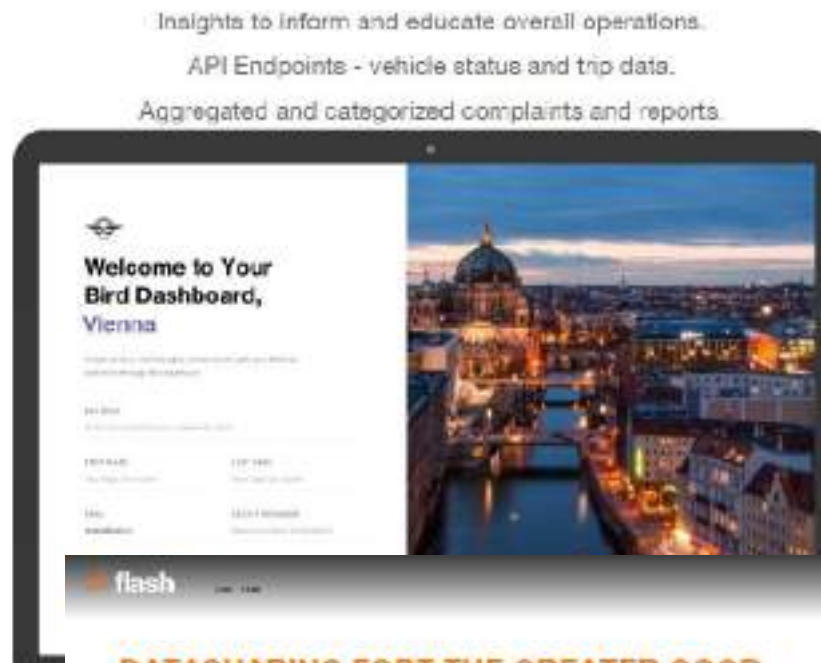
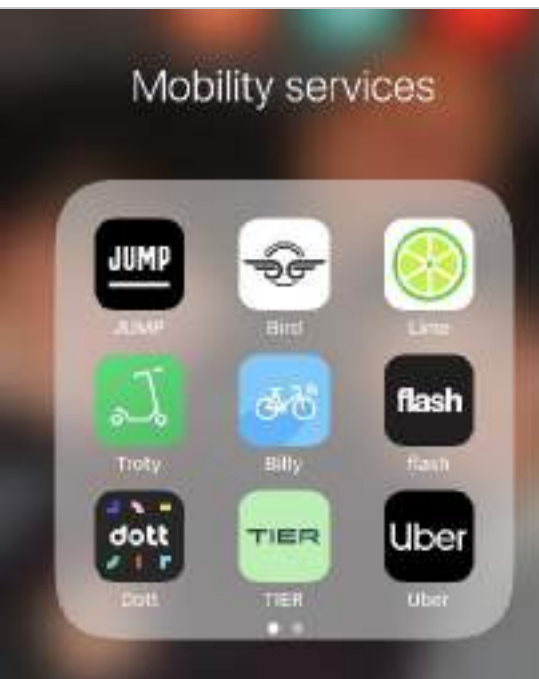
25% of users substituted car or motorbike trips

75% replaced public transport or walking





# Evidence-based decision making



## Need for data sharing

with the public authority  
towards an integrated offer  
& MaaS?

Monthly data reports according to city needs

- top 10 most used streets without cycling lane
- % of trips starting/ending at PT stations
- accident spots
- etc...



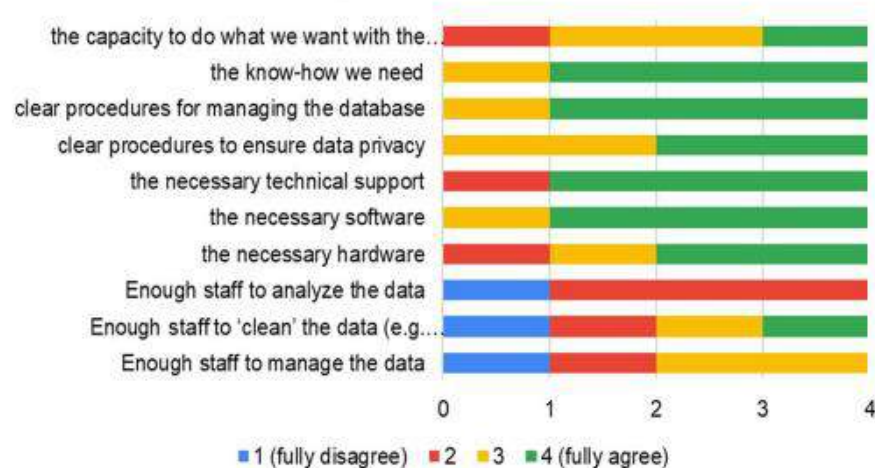
# POLIS Data survey

In general terms, does your organization have the necessary resources to deal with data sharing? (1 = “I fully disagree”, 4 = “I fully agree”)

We (public organizations) have...



We (private operators) have...



# Momentum for joining forces



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# Urban mobility ecosystem

## Integration PT & shared mobility

- take pressure away from PT
- spread capacity & shift travellers to shared bikes, e-bikes and e-scooters
- adopt broader definition of PT
- embrace a mix of mass transit and shared mobility
- **Public-Private Partnerships**
  - new business models
  - subsidies
- **Data**
  - Mobility as a Service





# Physical & Digital Integration





Age Group	Percentage
0-17	~1%
18-24	~1%
25-34	~1%
35-44	~1%
45-54	~1%
55-64	~1%
65-74	~1%
75-84	~1%
85+	~1%
Total	100%



## CORE MaaS: A Social Distancing Mobility Platform

Monitoring the Web for Community to Develop and Deploy Mask with Social Distancing: Mask in service of humanity



## CARSHARING CITY AWARD WINNERS

Metropolitan winner:  
MILAN, ITALY



Regional winner: GHENT, BELGIUM





# Governance & Regulation

## First wave of dockless bikesharing

Disruptive: lack of dialogue & cooperation with the city

- Overnight and massive deployment
- No prior agreement
- No integration with local city strategy,
- Potential competition with traditional schemes
- Overcrowding urban space and bike parking
- Not adapted to European market:
- Low-quality bikes
- Bad communication with customers



**negative externalities requiring regulation**





# Regulation

... aiming to maximise potential and minimise negative externalities

Different models / steps, or combinations of them:

- Hands-off approach
- Regulatory ground-rules
- Operational permits/licences
- Contracts for concessions
- Pilots
- Banning operations

**Service providers are not against regulation!**





# Cities are regulating

## Brussels: Regulatory framework micromobility “Welcoming City”

## Madrid: New sustainable mobility bylaw

## Lisbon: Soft regulation

New vehicles types

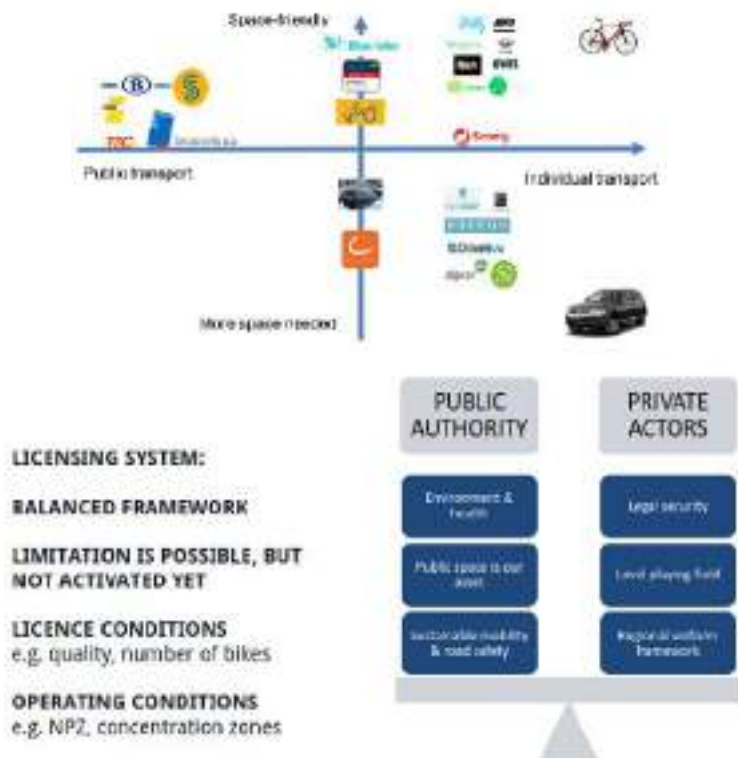
Licences

Accompanying measures:  
30 km/h in 85% of streets,

Integration: MaaS

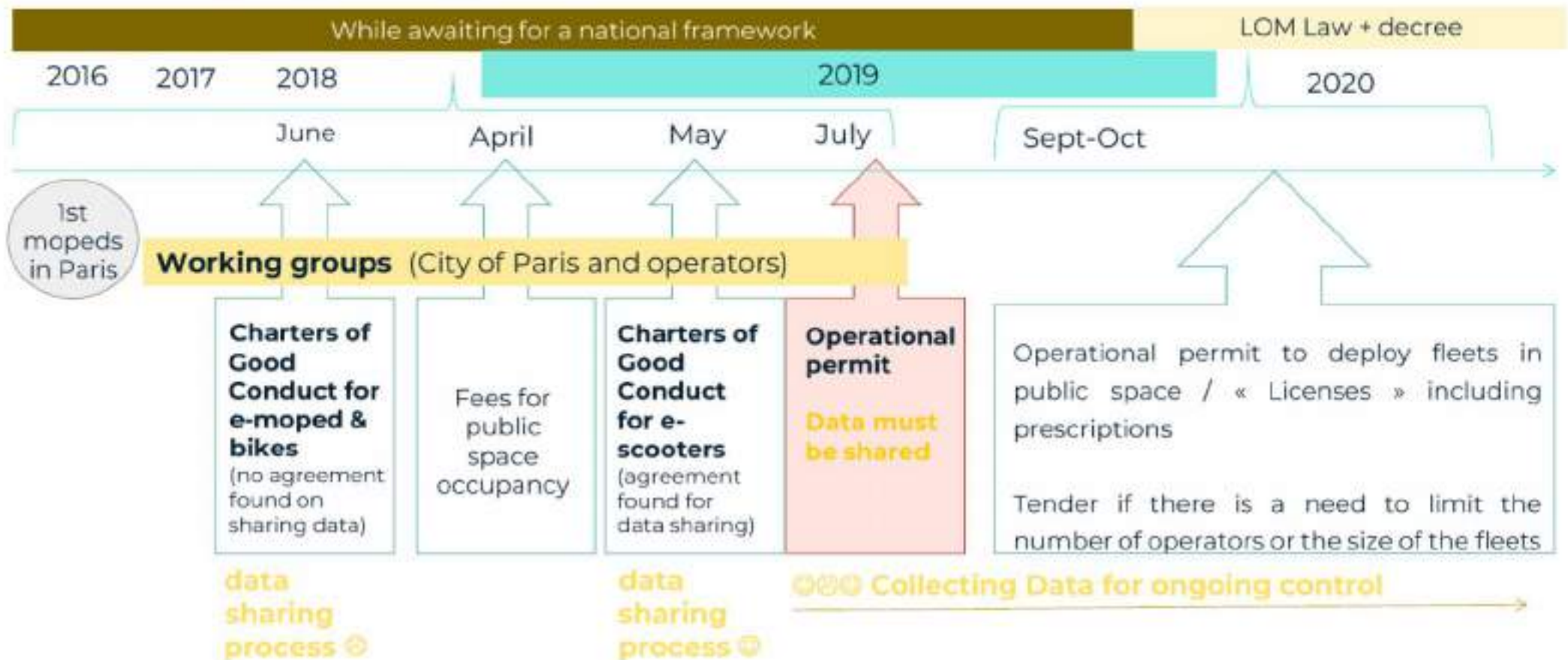
MoU:

- Regular meetings
- Parking, safety, enforcement, modal shift, equity, technical specifications, data sharing, environmental issues
- Designated parking areas



# Micro Mobility - Timeline of actions taken by the City

Welcome, dialogue and regulate private fleets



# Paris

## Paris snubs Bird in highly competitive electric scooter competition

Lime, Tier, and Dott are the big winners in the City of Lights

By Rachel A. Harris | @rachelaharris | Jul 26, 2020 11:01 AM EDT

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Photo by Alexi Tavares via Getty Images

## Lime, Dott and Tier win Paris scooter permits, delivering Bird a loss in a key market

Kristen Korman | @kristenkorman | 7:41 PM CEST 1 July 2020



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## How to Win a Mobility Tender: Insights from the Paris Scooter Operators

Posted in Author: @um | 10/05/2020



By Vanessa Smith, Content & Project Manager at @um | & the @um Mobility Community

Winning a mobility tender is a complex process. It involves understanding the tender requirements, submitting a competitive bid, and being selected by the client. In the case of the Paris scooter operators, the process was highly competitive, with many companies vying for the permits. The winning operators were those who demonstrated a strong understanding of the local market and a commitment to providing high-quality service.

The winning operators also demonstrated a strong commitment to sustainability and environmental responsibility. They implemented measures to reduce their carbon footprint, such as using electric scooters and promoting car-sharing. These efforts were highly valued by the client, who is committed to sustainable urban mobility.



Environmental Responsibility





# Small & Medium-sized cities

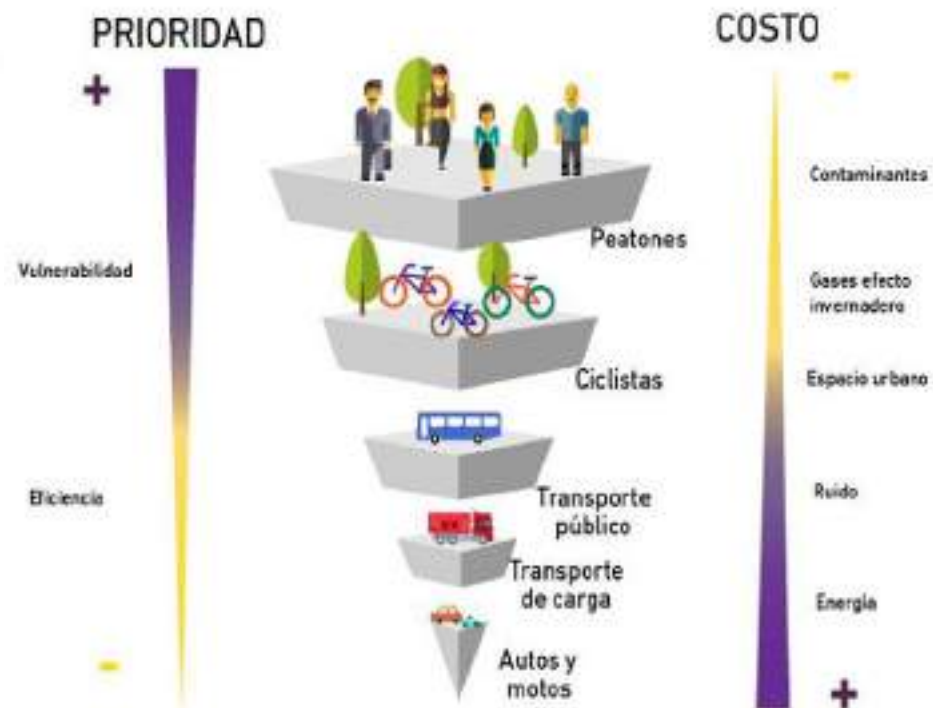
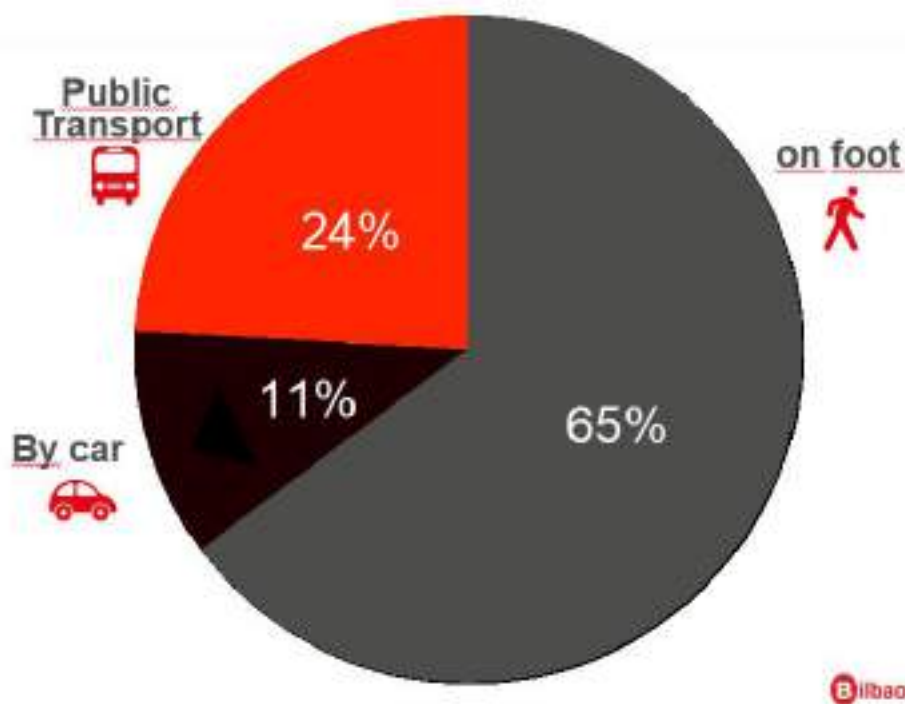
- Sometimes a challenge to attract NMS providers rather than having too many
- Existing PT supply sometimes more limited and therefore additional sustainable alternatives welcome to reduce car-dependence
- Suburban & rural areas
- Critical mass
- New ppp's, business models, subsidies

You don't have to be big to be innovative! 😊





# Bilbao



e-scooters





# Emerging trends

Permits/licences, not procurement

Caps on n° of operators

Ensure orderly public space

- Designated parking zones/space
- No parking zones
- Geofencing
- Towards hybrid systems - microhubs

Equitable access

- Inclusion, communities of concern

Data sharing for monitoring & enforcement

Performance-based fleet caps

Challenge: business case & pricing

- New ppp's – subsidies?







# Onwards & Upwards

Mobility service operators engaging in more dialogue and cooperation

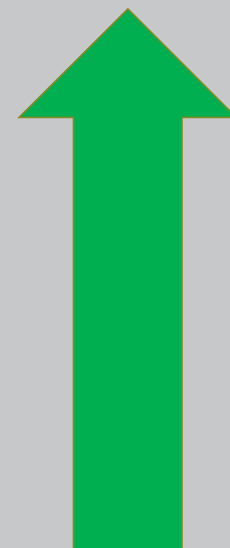
Still relatively new and rapidly changing sector

Trial & error in regulatory approaches, partnership forms and business models – sandboxing & flexible legislation factoring in the unknown

cooperation

From bikes to e-bikes to e-scooters and more modes to come? Or modes to disappear again? Market consolidation beyond the hype

If regulated well and integrated in urban mobility policy and goals, new mobility services can complement traditional transport offer (off-peak, remote, target groups) or provide a first/last-mile solution.



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Get to know your peers and learn from other cities and regions across Europe.



#### RECEIVE SUPPORT

Receive useful for advice and help for your initiatives & European projects.



#### ENGAGE IN PARTNERSHIPS

Engage in partnerships with leading & research organisations, know-how & deployment of innovation.



#### MAKE YOUR VOICE HEARD

Make your voice heard in the European Urban Mobility Council.



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