

The Micro-Mobility Revolution in Cities. Avoiding Pitfalls, Embracing Opportunities

Karen Vancluysen, Polis Secretary General



Peer-to-peer exchange

Policy

Research

Innovation

78 Cities & regions

**M
O
B
I
L
I
T
Y

S
U
S
T
A
I
N
A
B
L
E

I
N
N
O
V
A
T
I
O
N

U
R
B
A
N**

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

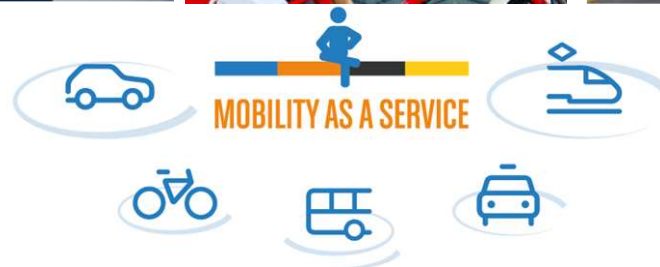


www.polisnetwork.eu

Towards a transport transformation...?



www.polisnetwork.eu



POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION



Systems approach

Public transport &
Modal shift
active travel as
backbone

Mix of measures with multiple benefits



Changing role of the local authority

Multi-faceted

Expanding role private sector

Changes in customer expectations

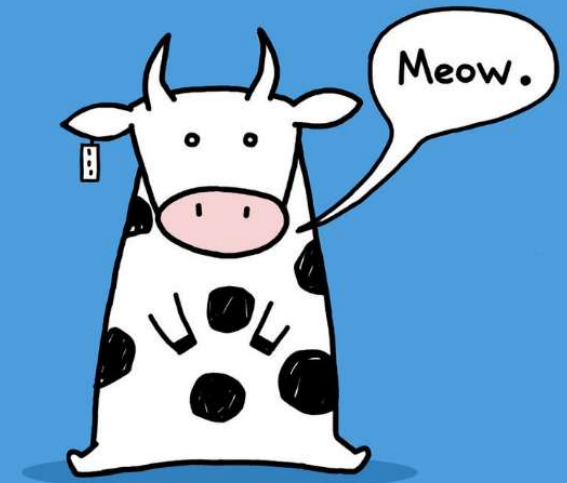
Technological advances



Lines between public & private are blurring

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

© Sebastien Millon



Identity crisis.



Regulate to innovate!

Anticipate

Build understanding of possible impacts

Talk & cooperate – ppp's, new business models

Define measures to maximise opportunities
and minimise disbenefits

Carrots & sticks!

Need for public
sector oversight

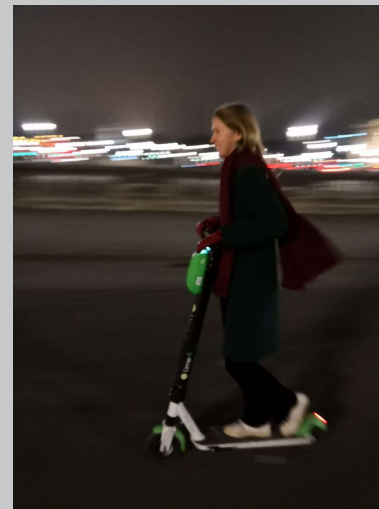
Cities should be in
the driver's seat!



Micromobility

Linking into key policy areas & public authority interventions:

- Electromobility
- Urban space & parking management
- Active travel including safety & health
- Environment & congestion
- Data



Electromobility



Micro-Mobility Public Transport Vehicle-Sharing

Multimodal





The public authority as urban space manager

Land use planning -
densification

Prioritising modes
through space
reallocation

Pricing space

Parking

Dynamic kerbside
management





Active travel

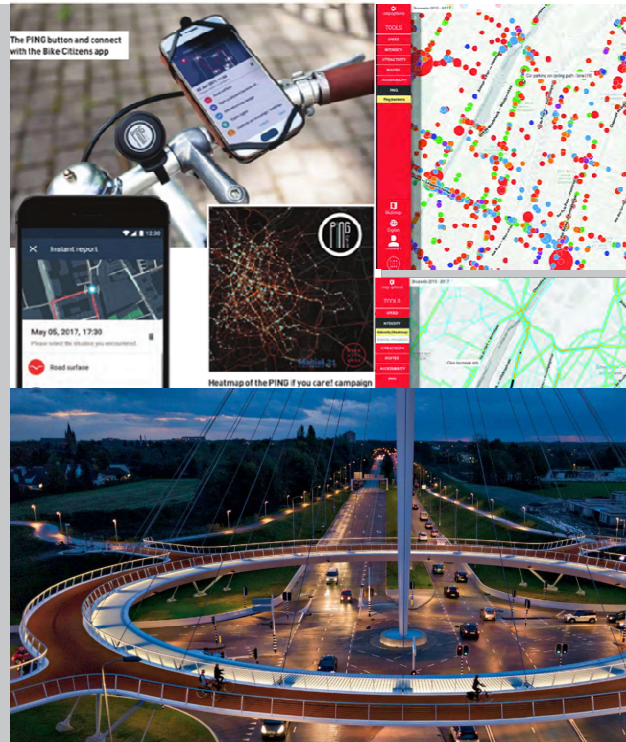
Multiple gains

- cleanest modes
- fighting sedentary lifestyles
- tackling obesity
- quality of life

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





E-scooter safety

Scooter company Bird recently published a study on scooter safety, which concluded that

scooters and bicycles share similar risks...

Improve vehicles
Adapt infrastructure
Get more data



A Look at e-Scooter Safety

Examining risks, reviewing responsibilities, and prioritizing prevention

April 2019



Bikes

(2017 study in high-income countries)

59 emergency department visits per 1 million miles cycled

Bird

(based on injuries reported directly to Bird by riders)

reported an injury rate of 38 injuries per 1 million miles for scooters



Environment & Congestion: Modal shift?

Complement not compete with 'old modes'

- Fill service gaps
- Specific target groups, specific areas, last mile

Modal shift

- Undesired modal shift?
- Need for evidence on actual impact of new mobility services on modal shift





Modal shift

Lisbon, Portugal (EU)

Lime has worked hand in hand with officials in Lisbon to craft a solution that fits the city's unique transit needs, and it's paying off. In just two months, 53,000 riders in the Portuguese capital have traveled on Lime electric scooters.

Perhaps most striking is the number of riders here who report using Lime to commute to or from work and school. At 57%, Lisbon is the highest-rated city in this category.



53,000 RIDERS

9%

OF LIME RIDERS IN LISBON
REPORTED TRAVELING TO/FROM
SHOPPING OR ERRANDS DURING
THEIR MOST RECENT TRIP

27%

OF LIME RIDERS IN LISBON
REPORTED TRAVELING TO/FROM
DINING OR ENTERTAINMENT
DURING THEIR MOST RECENT TRIP

57%

OF LIME RIDERS IN LISBON
REPORTED COMMUTING TO/FROM
WORK OR SCHOOL DURING THEIR
MOST RECENT TRIP

21%

OF LIME RIDERS IN LISBON REPORTED
REPLACING A TRIP BY AUTOMOBILE
(PERSONAL CAR, CARSHARE OR TAXI/
RIDESHARE) DURING THEIR MOST
RECENT TRIP

21 % of Lime riders
in Lisbon reported
replacing a trip by
car during their most
recent trip



Modal shift

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

- 66% men
- 42% tourists or visitors
- 53% higher positions, 19 % students
- 7% rent one every day, 1/3 once a week
- 39 % of trips during the weekend
- How would trips have been made otherwise?
 - 47% on foot, 29% by PT, 9% by bike; 8% by car.

06 JUIN 2019 PAR OLIVIER RAZEMON

Une enquête inédite sur les utilisateurs des trottinettes électriques



Trottinettes et déambulateur. Paris. juin 2019.



Modal shift

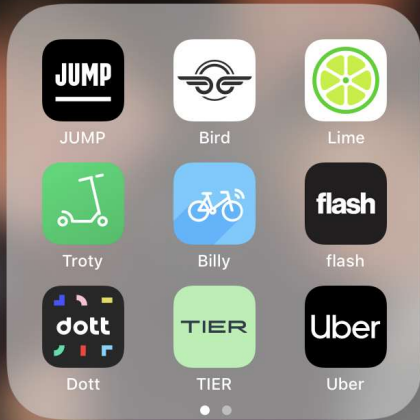
Brussels Mobility Survey Summer 2019

- among 1,259 scooter users
- scooter use is occasional – 1/5 several times a week, most 1-3/month or less
- average journey between 5-10'
- 64% men, 50% between 25 and 34
- +50% higher education
- 25% of users substituted car or motorbike trips
- 75% replaced public transport or walking

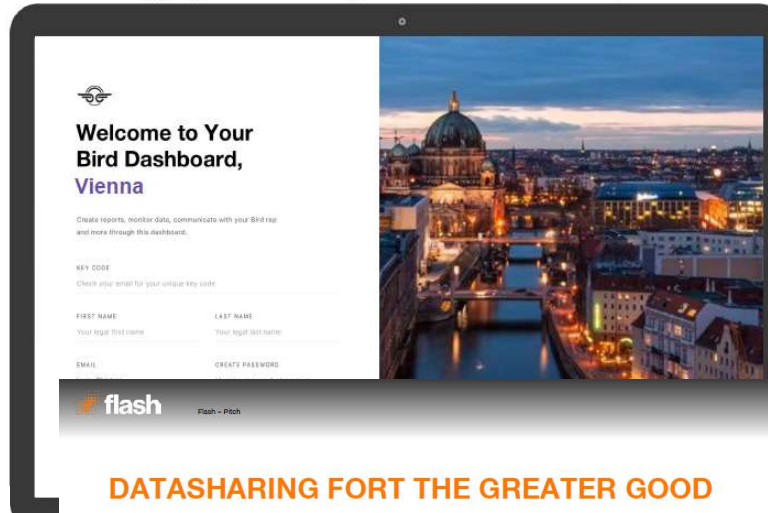


Evidence-based decision making

Mobility services



Insights to inform and educate overall operations.
API Endpoints - vehicle status and trip data.
Aggregated and categorized complaints and reports.



DATASHARING FOR THE GREATER GOOD

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...

How we share our data with cities



Need for data sharing

- with the public authority
- towards an integrated offer & MaaS?



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



e-Scooters

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



Street clutter!





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

www.polisnetwork.eu



Picture: EMT Madrid

Picture: Linde



Regulation

... aiming to maximise potential and minimise negative externalities

Different models / steps, or combinations of them:

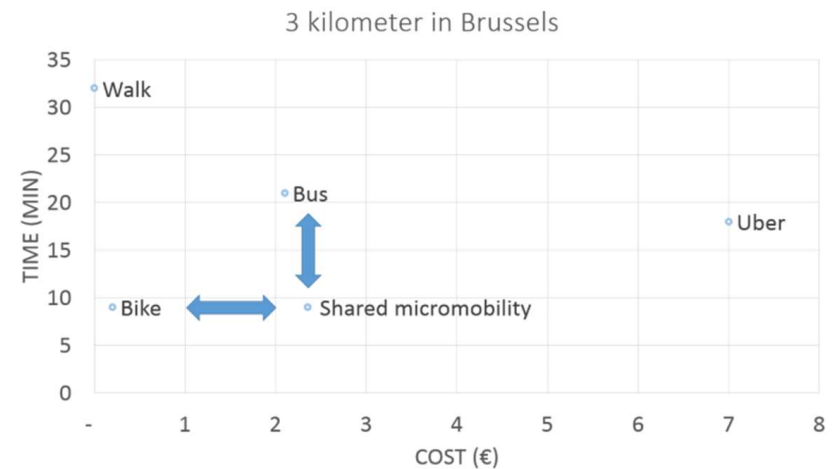
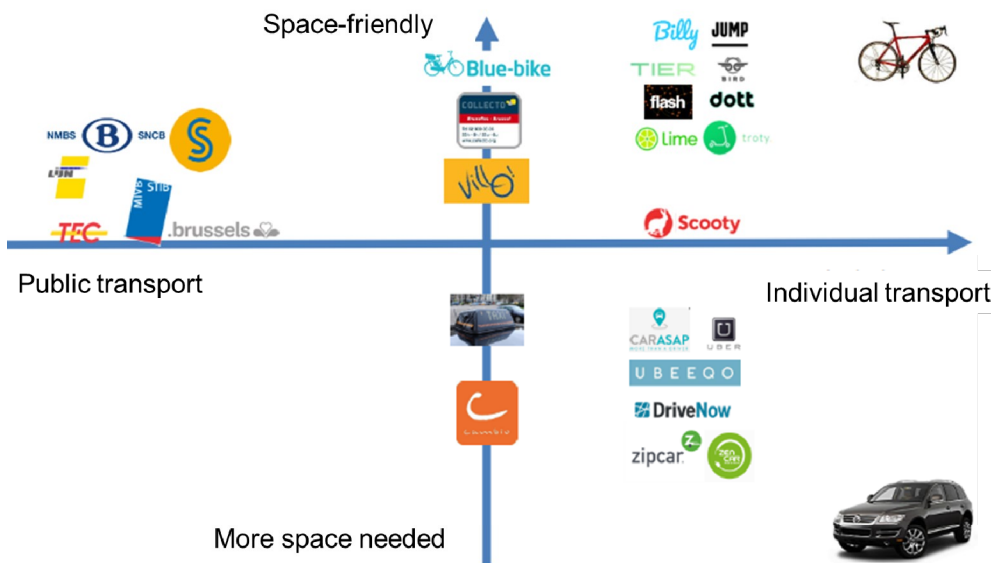
- Hands-off approach
- Regulatory ground-rules
- Operational permits/licences
- Contracts for concessions
- Pilots
- Banning operations

Service providers are not against regulation!



Brussels

Regulatory framework for micromobility since 1 February
“Welcoming City”





Brussels

LICENSING SYSTEM:

BALANCED FRAMEWORK

LIMITATION IS POSSIBLE, BUT NOT ACTIVATED YET

LICENCE CONDITIONS

e.g. quality, number of bikes

OPERATING CONDITIONS

e.g. NPZ, concentration zones



Daily enforcement

- Dialogue & monitoring
- Complaints
 - 24h tolerance
 - Monitoring by administration
 - Interventions (retribution)

SERIOUS PROBLEMS

1. Warning
2. Fine
3. Suspension of licence
4. Withdrawal of licence

Options now and later

? Number of vehicles * technical conditions * reporting to administration * open data * insurance * advertisement * charging infrastructure * green power * coverage * minimum price * language * number of operators?

CYCLOPARTAGE REGULATION MISE EN APPLICATION

Respect Code de la Route

No Parking Zones : defined with local authorities



L'échec de la loi Catherine Moreville (Eco) est bien connu de tous. On ne peut pas attendre de la population qu'elle cesse de vouloir utiliser ces nouveaux modes de transport. Il faut donc leur offrir des alternatives. La loi Catherine Moreville est une première étape. Elle ne résout pas tous les problèmes. Il faut donc continuer à travailler sur ces questions. On ne peut pas attendre que les communes se fassent leur propre loi. Il faut donc continuer à travailler sur ces questions. On ne peut pas attendre que les communes se fassent leur propre loi. Il faut donc continuer à travailler sur ces questions.

Source: Brussels Region – Cabinet Smet

www.polisnetwork.eu

CABINET VAN MINISTRE PASCAL SMET
CABINET DU MINISTRE PASCAL SMET

POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION



Madrid

New sustainable mobility bylaw – Oct 2018

- New vehicles types
- Regulation new mobility services through licences
 - Rules on insurance, redistribution, maintenance, vehicles, APIs in realtime

Accompanying measures:

- 30 km/h speed limit on 85% of the streets
- Pedestrian priority in 20 km/h streets
- New cycling rules (turning right on red lights, move against traffic in certain streets...)



Picture: EMT Madrid



Paris

Code of Conduct signed by all dockless bikeshare providers

- Revised annually
- Parking
- Quality of bicycles and rental conditions
- Maintenance
- Regular meetings to adapt to local needs
- Deployment of fleet
- Provide free data on deployment and use of service
- City commits to 10,000 bicycle parking spaces during current political mandate
 - increasing to over 40,000 by 2020

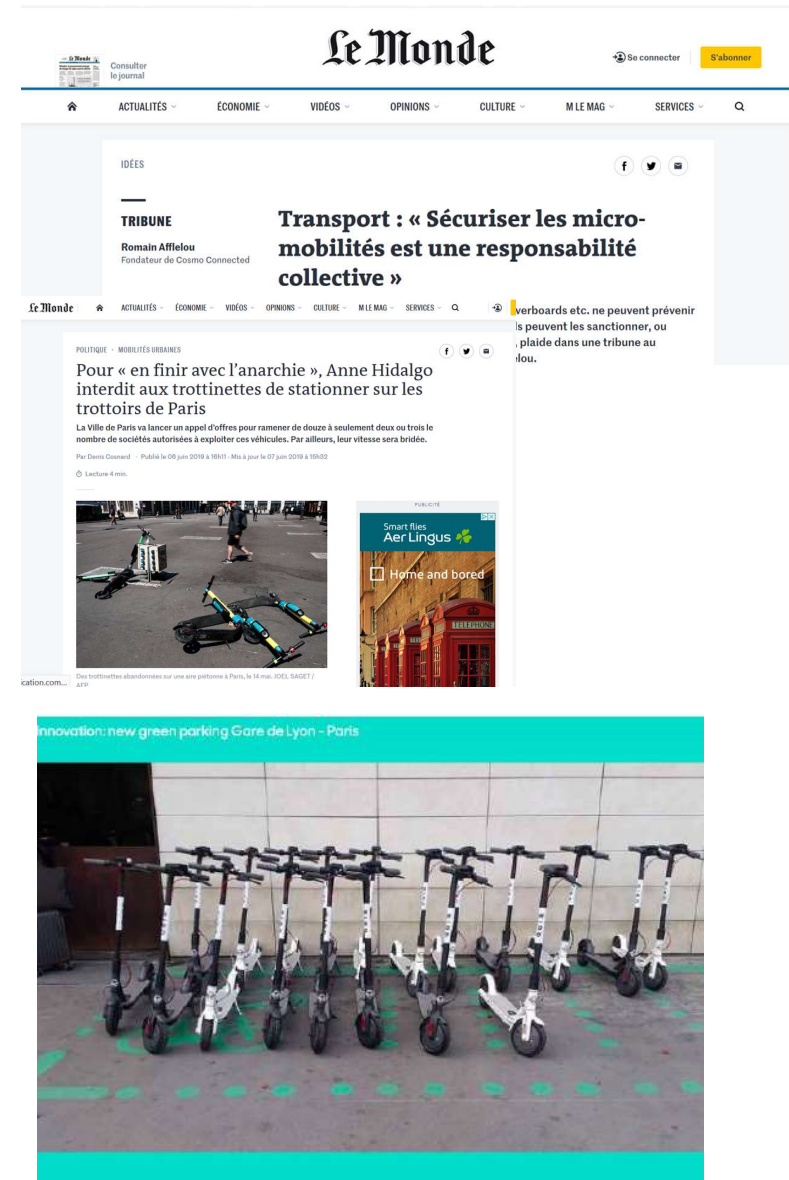


Paris

- e-scooter operators signed up by May 2019
- around 15.000 e-scooters in the streets of Paris
- fee for companies: 50-65 €/scooter
- banned from sidewalks, fine / confiscation
- geofence parking and automatic speed curbs
- city will create specific areas for parking e-scooters; eventually making parking mandatory in these areas
- Call for tender this autumn to allow 2-3 e-scooter operators instead of the current 12 in 2020
 - including social and environmental requirements

www.polisnetwork.eu

Picture: Bird

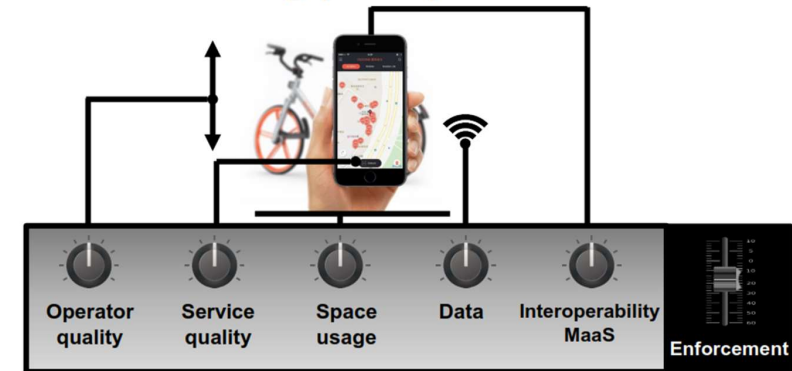




Emerging trends

- Permits/licences, not procurement
- Performance-based fleet caps
- Caps on n° of operators
- Ensure orderly public space
 - Geofencing
 - Towards hybrid systems - microhubs
 - Designated parking zones/space
 - No parking zones
- Equitable access
 - Inclusion, communities of concern
- Open data
- Challenge: business case & pricing
 - New ppp's – subsidies?

Bikesharing policy – buttons!





Onwards & Upwards

Mobility service operators engaging in more dialogue and cooperation

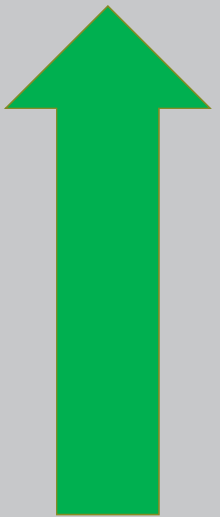
Still relatively new and rapidly changing sector

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.





Thank you!



Want to join Polis? 😊

Contact:

kvanclyusen@polisnetwork.eu

www.polisnetwork.eu

www.polisnetwork.eu

POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION