

Managing Micromobility

Taking the long view on short trips



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Karen Vancluysen, Polis

Webinar Micromobility, 21/10/2020

Peer-to-peer exchange

Policy

Research

Innovation

+80 Cities & regions

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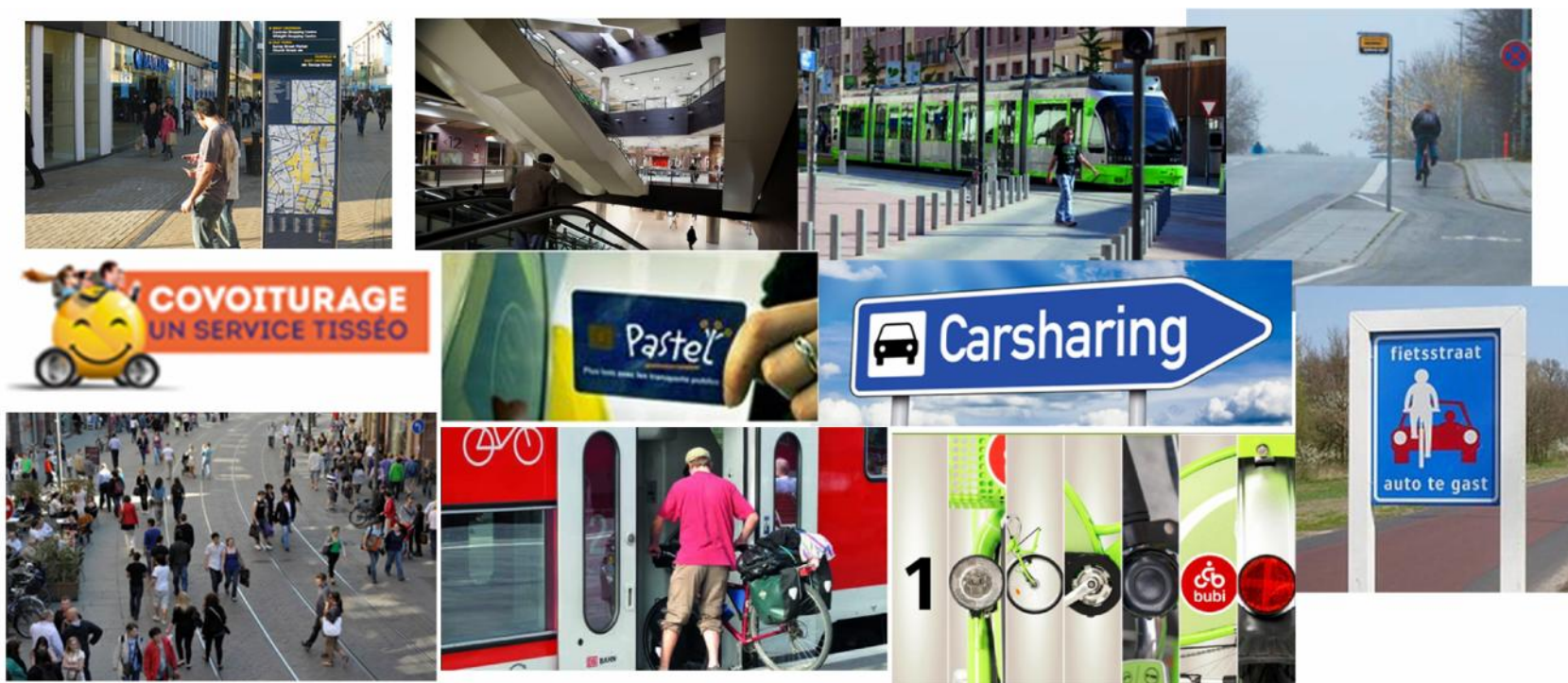
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Sustainable Urban Mobility Policy



**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...



F FEAR
O OF
M MISSING
O OUT



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!**

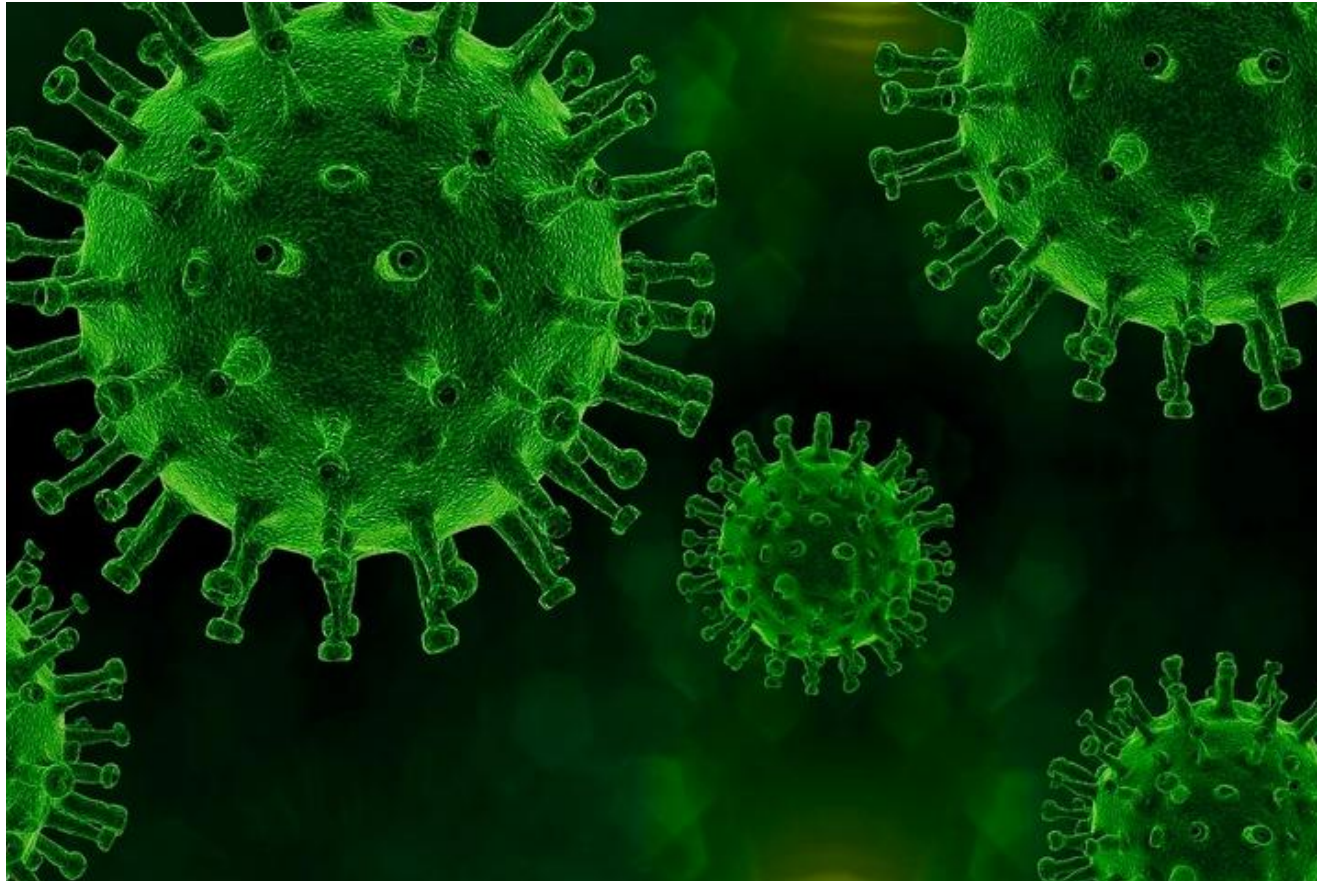


No recipe for this disaster





From lockdown to gridlock?



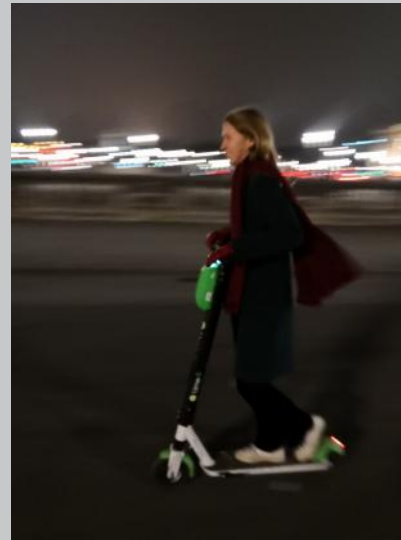




Micromobility

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

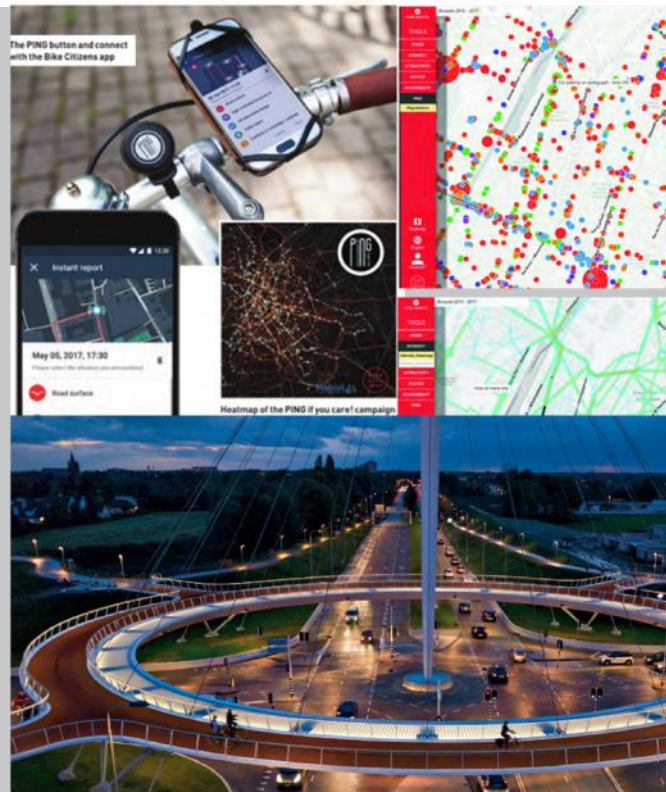
Multiple gains

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

Collect evidence

Prioritise = Make space

- street design
- dedicated infrastructure



<p>New public square improves mobility and accommodates</p> <p>700 more people during rush hour</p>	<p>Narrowing roads to reduce crossing distance for pedestrians does not increase congestion</p> <p>40%</p>	<p>Pedestrian improvements reduce bus travel time by</p> <p>40%</p>
<p>New pedestrian plazas reduce journey times for taxis and buses by</p> <p>15%</p>	<p>Cycling improvements lead to</p> <p>45% less car traffic and faster public transport</p>	<p>Cycle highway reduces time spent in congestion by</p> <p>3.8 million hours</p>
<p>Cycle highway network reduces the need for</p> <p>50,000 motor vehicle journeys daily</p>	<p>Bike share programme eases congestion during city works</p> <p>4%</p>	<p>Bike share programme reduces congestion by</p> <p>4%</p>
<p>New bike lanes shorten automobile travel times by</p> <p>35%</p>	<p>Car-free zone leads to almost</p> <p>30% fewer inner-city cars</p>	<p>Neighbourhood access restrictions lead to 10,000 fewer motor vehicle journeys a day</p>
<p>One million daily journeys could be walked in less than 10 minutes</p>	<p>6.47 million journeys made by motorised modes could be cycled in less than 20 minutes</p>	<p>School Streets programme keeps over 4,000 cars off the road during peak period</p>



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



Corporate 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

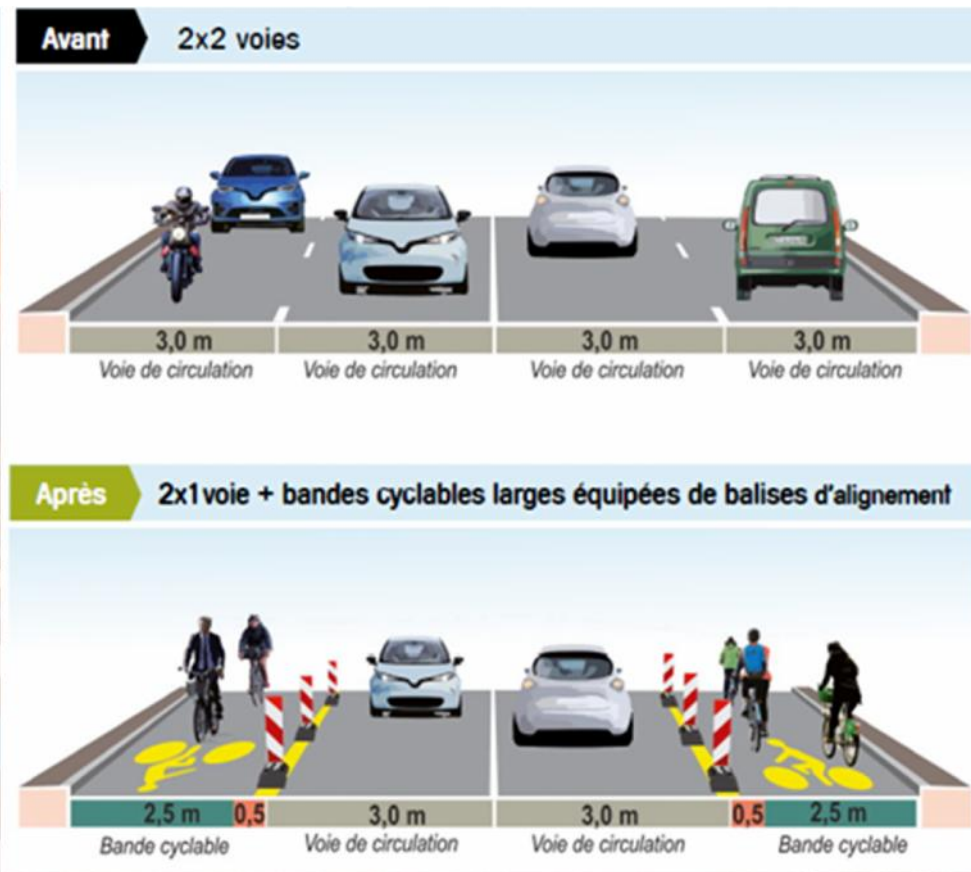
A colorful, abstract map of a city street network. The map features a dense grid of lines in various colors (red, green, blue, yellow, orange) representing different types of roads or lanes. The background is black, making the colored lines stand out. Several labels are visible on the map, including 'BRERA', 'THE GOLDEN RECTANGLE OF FASHION', 'PIAZZA CORDUSIO', 'PORTA MONFORTE', 'PORTA VITTORIA', 'SAN PIETRO IN SALA', 'SAN VITTORE', and 'LENA'.

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



Sources: Barcelona, Brussels, Milan, Rome

- Corridoi
- Esistents
- Parzialmente realizzate
- Realizzazione in corso
- Da realizzare



Bike Bonanza

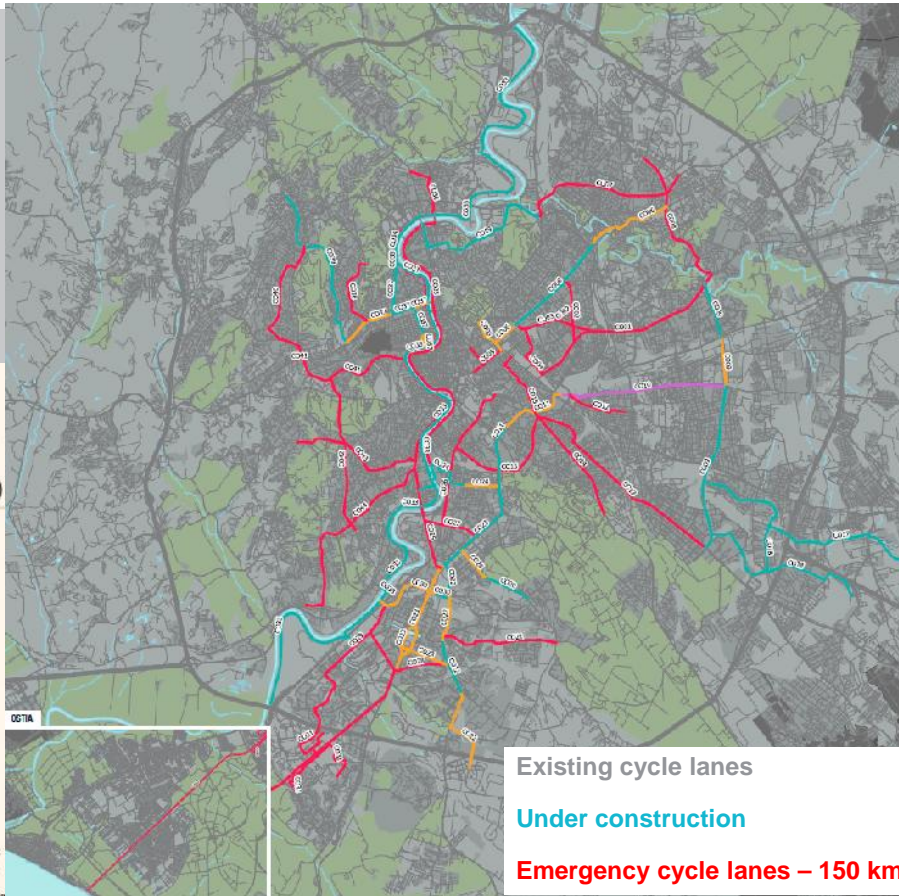
40 km
extra bike lanes
for Brussels



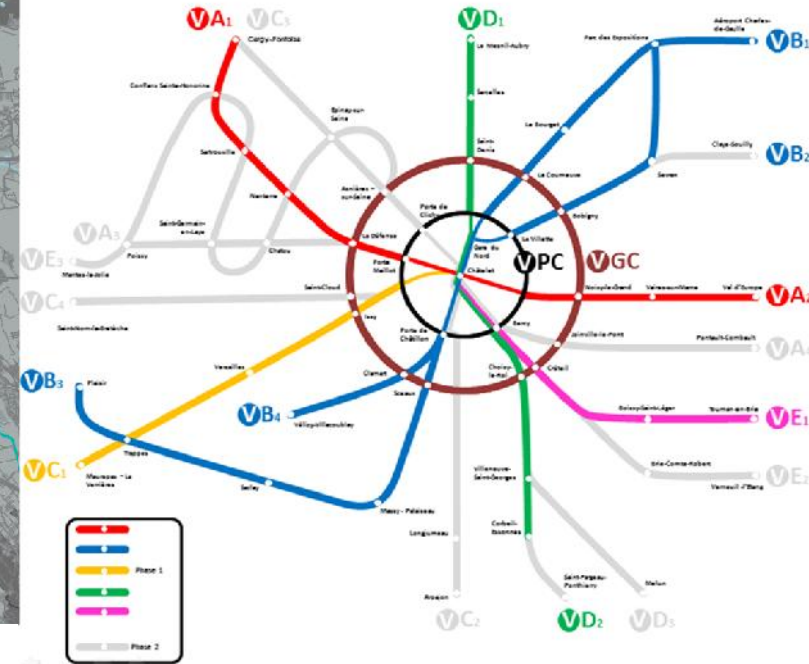
De Vlaamse Regering
Innovatie en Mediahuis



- 1 Vijverboslaan
- 2 Lambertlaan
- 3 Boulevard Auguste Reyers
- 4 Ego Parkway
- 5 Rue de la Loi
- 6 Boulevard Louis Schmidt
- 7 Avenue de Tervuren
- 8 Delleurbain
- 9 Boulevard Général Jacques
- 10 Hoyal Camillelaan
- 11 Avenue Emile De Mot
- 12 Korgolaan
- 13 Avenue Louise
- 14 Veenwegde
- 15 Boulevard Sylvain Dupuis
- 16 Gruwelmoed De Nuyllaan
- 17 Boulevard Louis Mettwies
- 18 Avenue Charles Quint
- 19 Jacques Sermon Laan
- 20 Lakenselaan
- 21 De Smet de Noyerslaan
- 22 Knipsant Zuidlaan



Existing cycle lanes
 Under construction
 Emergency cycle lanes – 150 km



250 km of temporary cycling lanes

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Sources: Brussels, Rome, Ile-de-France



Modal shift?

Complement not compete

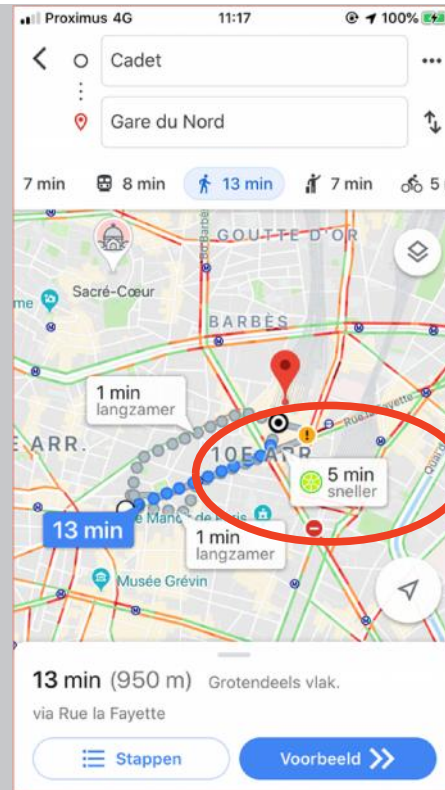
Fill service gaps

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

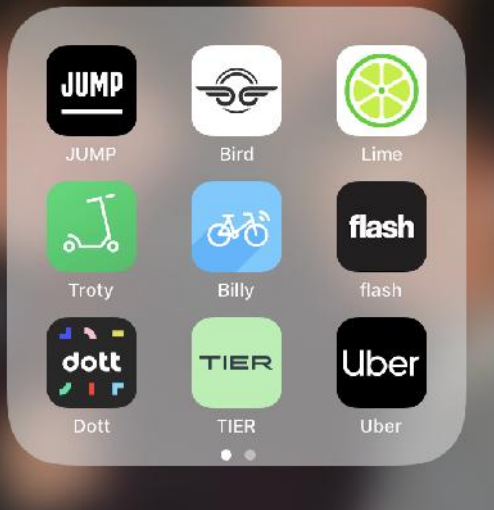
75% replaced public transport or walking



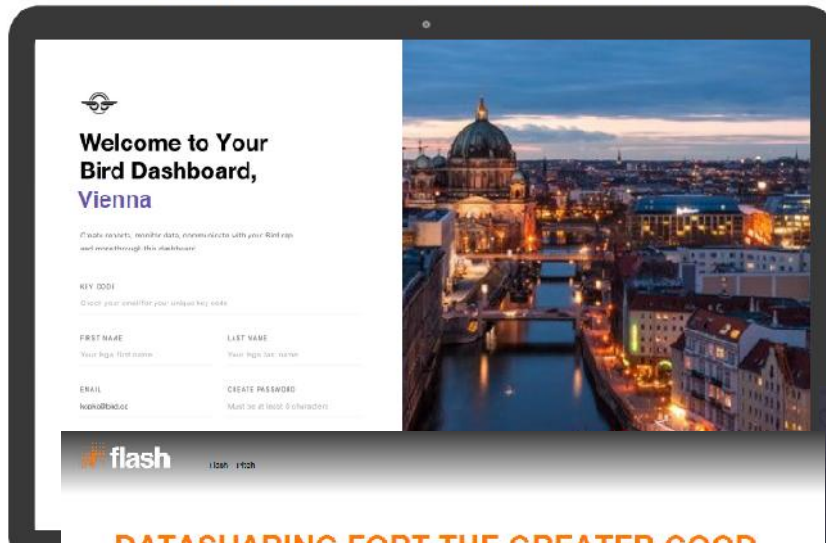


Evidence-based decision making

Mobility services



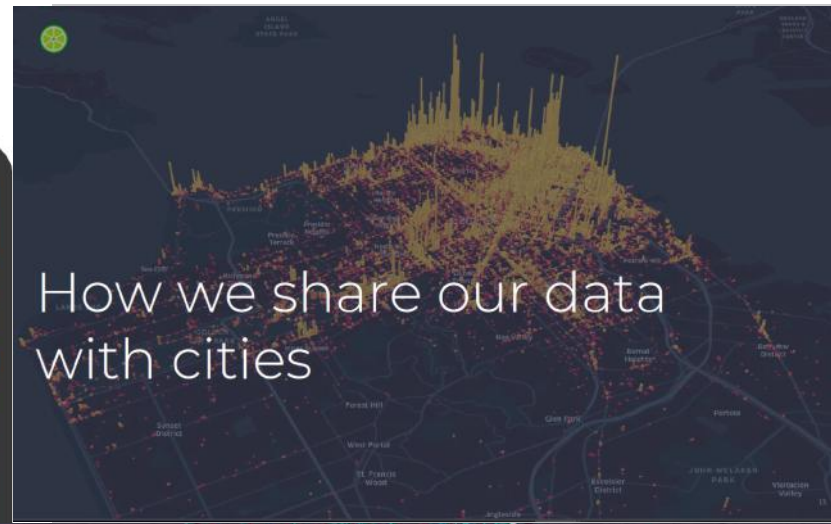
Insights to inform and educate overall operations.
 API Endpoints - vehicle status and trip data.
 Aggregated and categorized complaints and reports.



DATASHARING FORT 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...



Need for data sharing

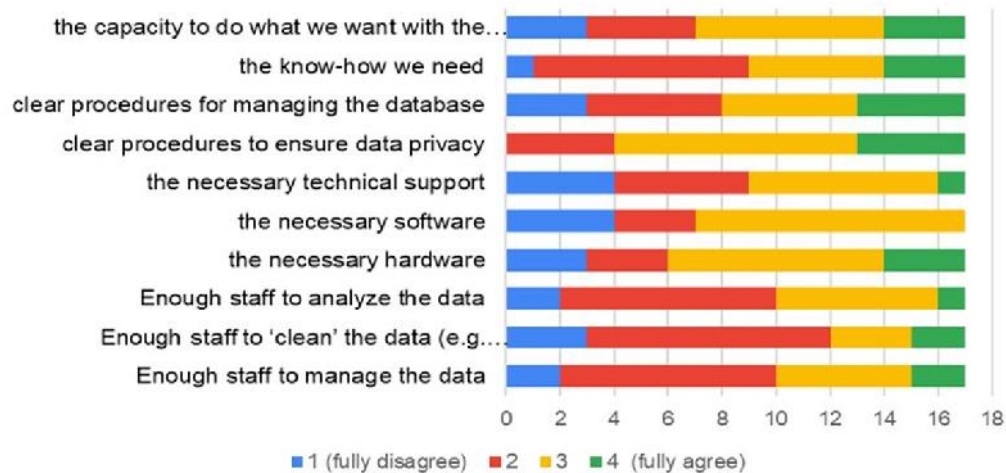
with the public authority
 towards an integrated offer
 & MaaS?



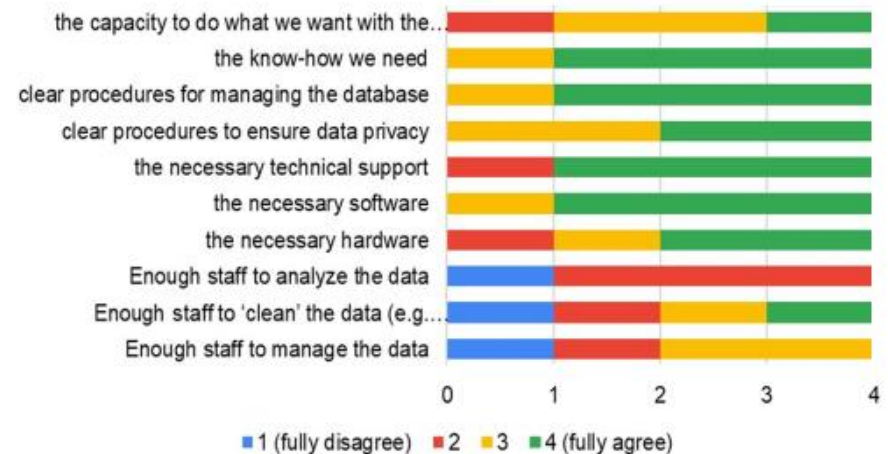
POLIS Data survey

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

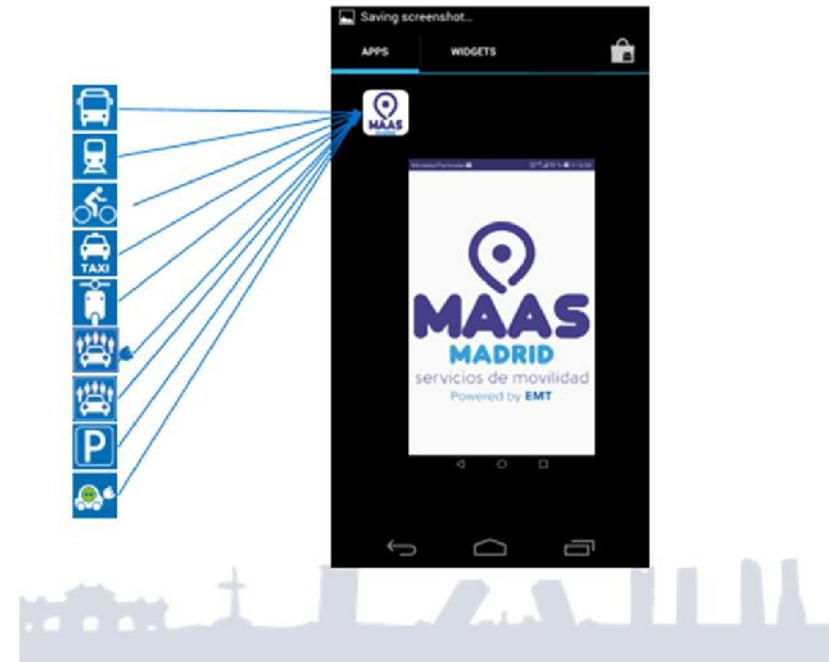
Integration PT & shared mobility

- 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



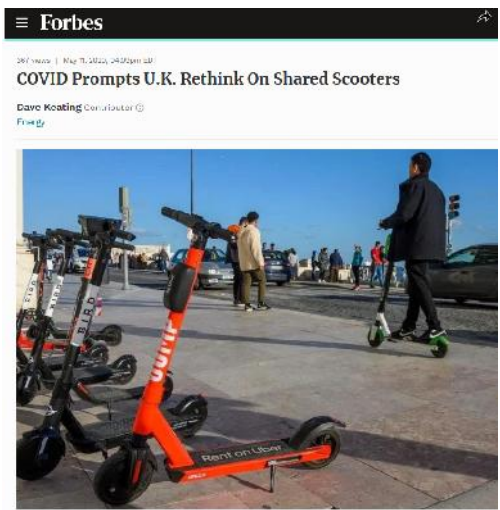


Physical & Digital Integration





Big happy family?



CORE MaaS: A Social Distancing Mobility Platform

Mobilizing the Mobility Community to Develop and Deploy MaaS with Social Distance: MaaS in service of humanity

CORE MaaS (COVID-19-Resilient MaaS), Horizon 2020 Proposal

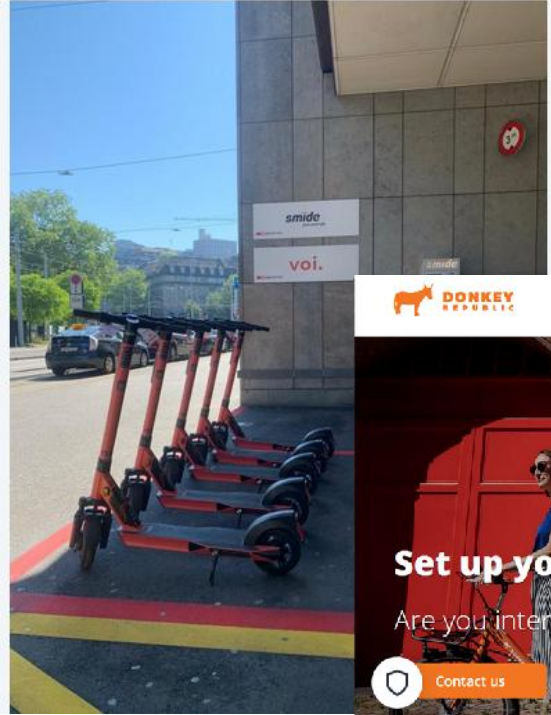
Fredrik Hjelm • 1st
CEO at VOI

Hallo Zurich and Winterthur

Happy to be back in Switzerland today and going live with Swiss national railroad company SBB CFF FFS. Designated parking at railroad stations and integration into app...

Strong move from SBB showing how old and new mobility combined could create consumer value

#sbb #ridevoi



CARSHARING CITY AWARD WINNERS

Metropolitan winner: MILAN, ITALY



Regional winner: GHENT, BELGIUM



DONKEY REPUBLIC

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Set up your city bike-share in one month!

Are you interested in getting bikes for your city? We can help!

Contact us



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**

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Picture: EMT Madrid

Picture: Lime



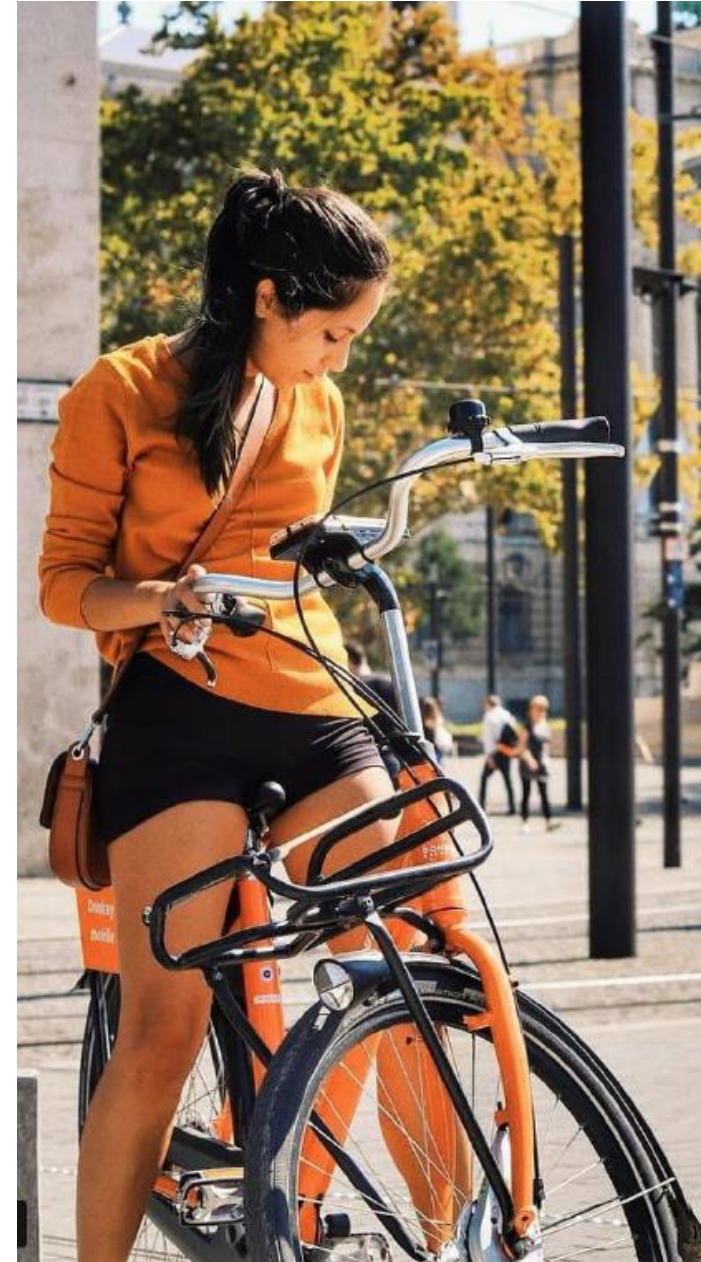
Regulation

... 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

LICENSING SYSTEM:

BALANCED FRAMEWORK

LIMITATION IS POSSIBLE, BUT NOT ACTIVATED YET

LICENCE CONDITIONS

e.g. quality, number of bikes

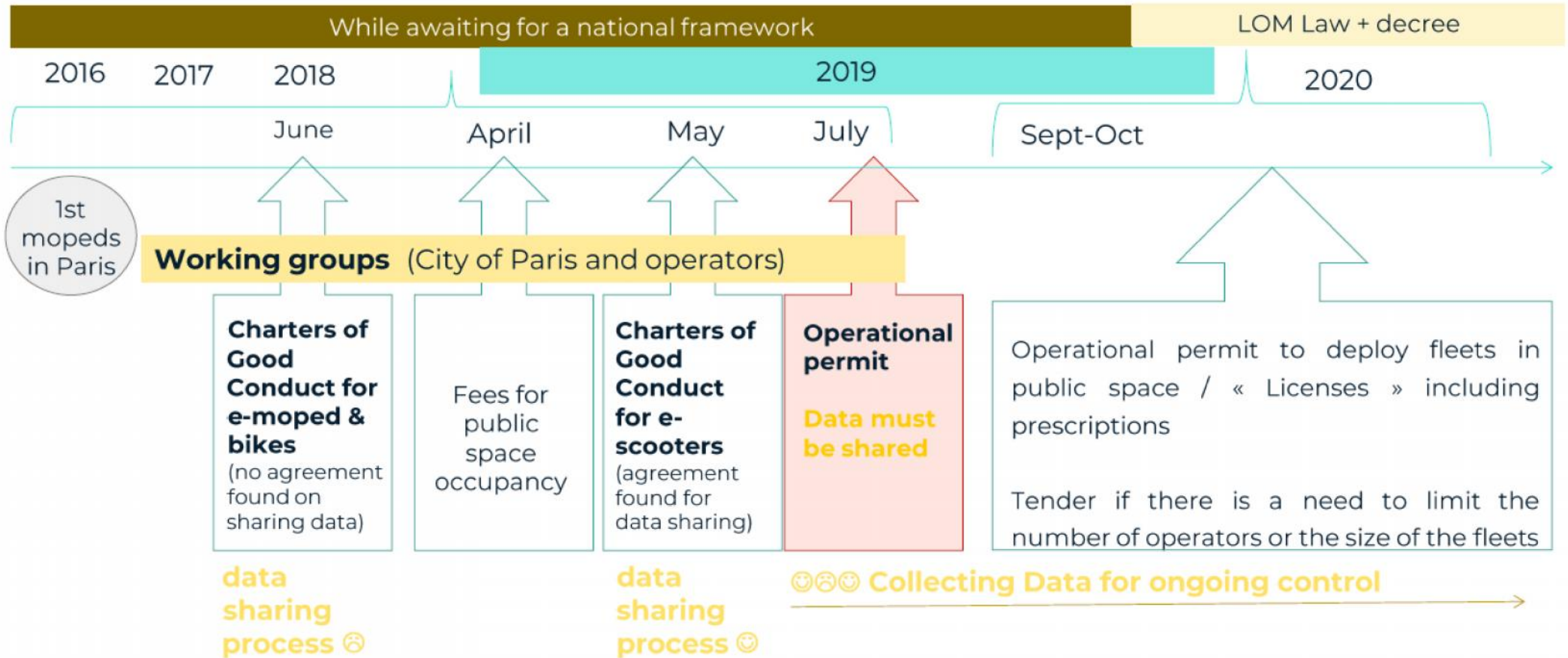
OPERATING CONDITIONS

e.g. NPZ, concentration zones



Micro Mobility - Timeline of actions taken by the City

Welcome, dialogue and regulate private fleets



Paris

TECH TRANSPORTATION RIDEABLES

Paris snubs Bird in highly competitive electric scooter competition

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

By Andrew J. Hawkins | @andjytrawk | Jul 23, 2020, 11:51am EDT

f t s SHARE



Photo by Mehdi Taamalah/NurPhoto via Getty Images



t in e u

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

Kirsten Korosec | @kirstenkorosec / 6:14 pm CEST • July 23, 2020

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

Posted in [Active mobility](#) on 16/06/2020



By Rebecca Sands, Content & Project Manager at [Autonomy & the Urban Mobility Company](#)

Winning what some called the "world's biggest e-scooter tender," the electric scooter players Lime, Dott, and Tier were selected on July 23, 2020 as the three operators authorized to remain in the city of Paris for the next two years. It's a neat upshot that became quite news of the "toughest takeover" — at one point, thousands of more than 2,200 e-scooters from over a dozen companies — this highly competitive Request For Proposal (RFP) represents the growing trend of cities adopting stricter regulations to more fully control the implementation of free-floating and micro-mobility solutions on their streets.

The winning operators were ultimately selected according to three key criteria: environmental responsibility, user safety, and operations management, maintenance, and charging. As other European cities follow suit with RFPs that are judging respondents on very similar measures, here is a look at the importance of each criteria as well as a first-hand account from Lime, Dott and Tier on why their bids stood out from those of the competition.



David Ballard, Nicolas Gonne (Dott), Sylvain Martin (Tier) and Gaëlle Lathier (Lime). L'EP Sébastien Compagnon

Environmental Responsibility

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Small & Medium-sized cities

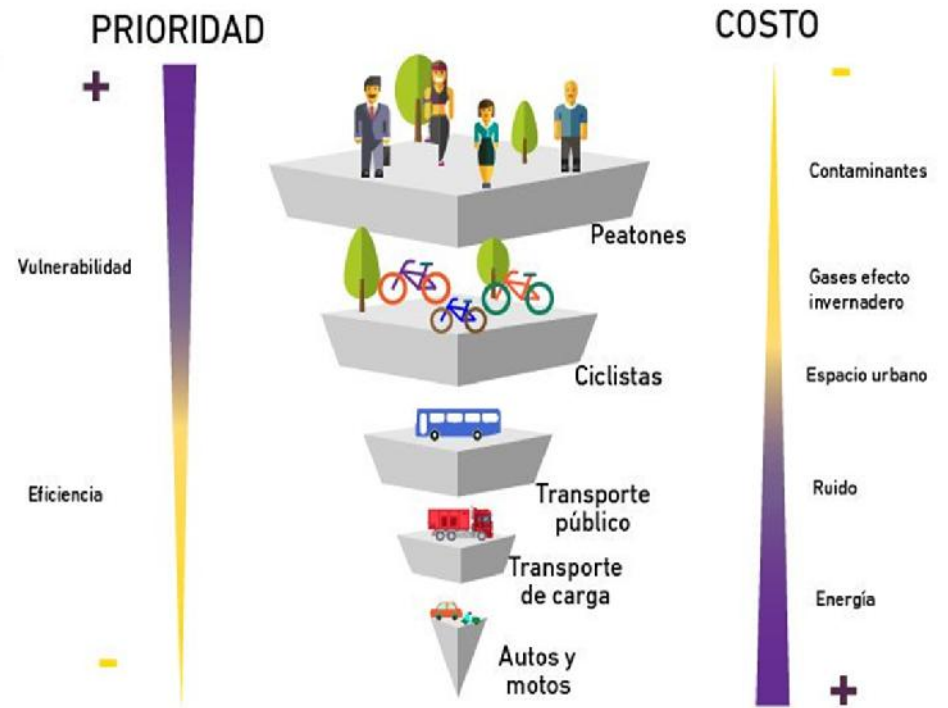
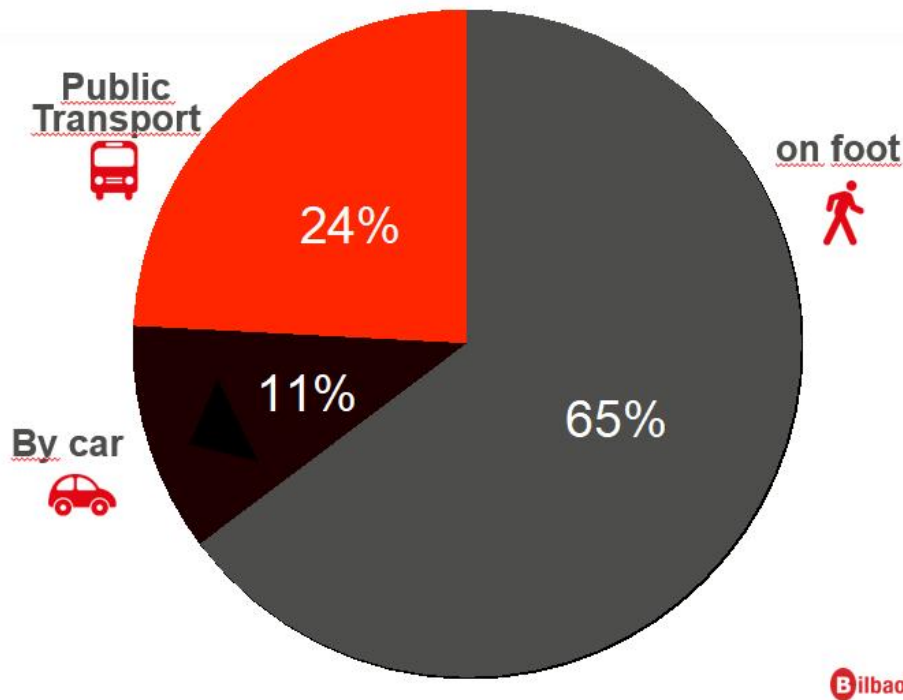
- Sometimes a challenge to attract NMS providers rather than having too many
- Existing PT supply sometimes more limited and therefore additional sustainable alternatives welcome to reduce car-dependence
- Suburban & rural areas
- Critical mass
- New ppp's, business models, subsidies

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

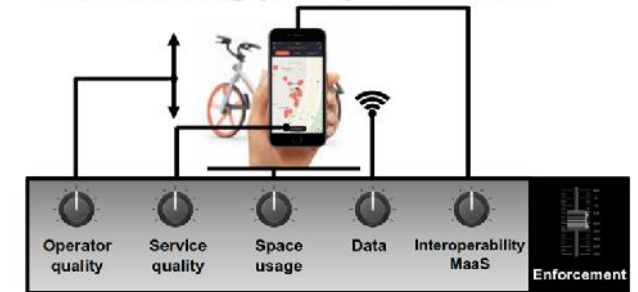
Performance-based fleet caps

Challenge: business case & pricing

- New ppp's – subsidies?



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.



BECOME A POLIS MEMBER

WHY BECOMING A MEMBER

Joining Polis brings you to the centre of the European urban mobility community



NETWORK

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



RECEIVE SUPPORT

Receive support to access and join European initiatives & transport projects.



ENGAGE IN PARTNERSHIPS

Engage in partnerships with industry & research organisations towards the deployment of innovation.



MAKE YOUR VOICE HEARD

Make your voice heard in European transport policy.

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Macro managing Micro mobility

Taking the long view on short trips.

Discussion Paper
(November 2019)



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