



CAR-SHARING & MICROMOBILITY

URBANISM NEXT EUROPE
2021



Micromobility Regulation: An Operator's Perspective

Micromobility regulations: Who's getting it right?

Speaker: Josh Johnson, Spin



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A Common Vision

To create a world full of 15-minute cities, powering individual mobility for the benefit of all, and bringing cities to life by moving people freely through their streets.

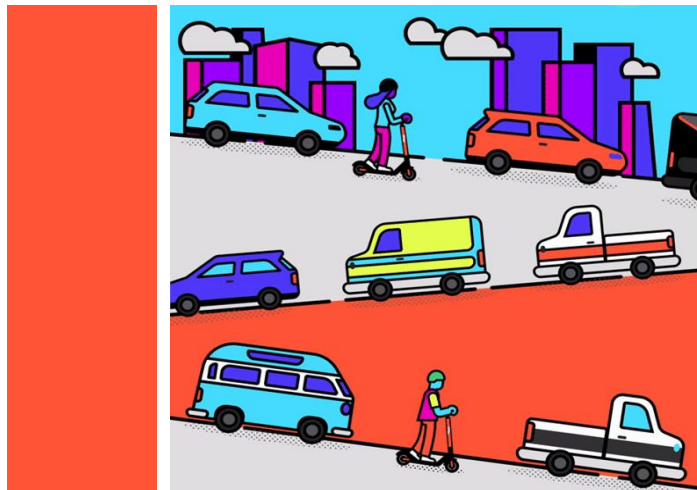




Shared Goals

“Equity is like the color blue. Some people are talking about aqua, others about navy blue, others about electric blue. You need to get everyone on the same page, speaking the same language.”

— Tamika Butler, Toole Design, Referencing C Terrence Anderson



Partnership Approach to Policy

Policy and regulation should reflect a partnership approach between agencies and operators which enables the achievement of shared goals such as sustainability, safety, and equity.

This approach also enables micromobility to support that common vision, empowering people to move freely and providing greater access.

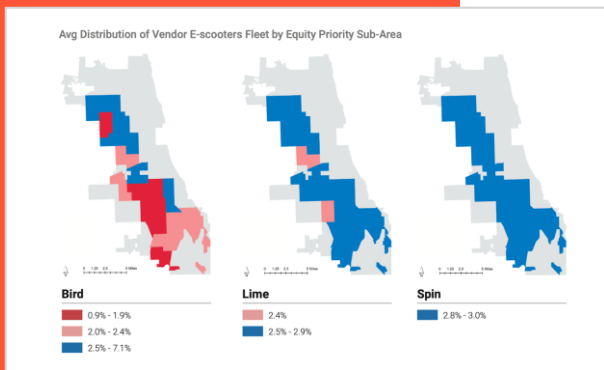
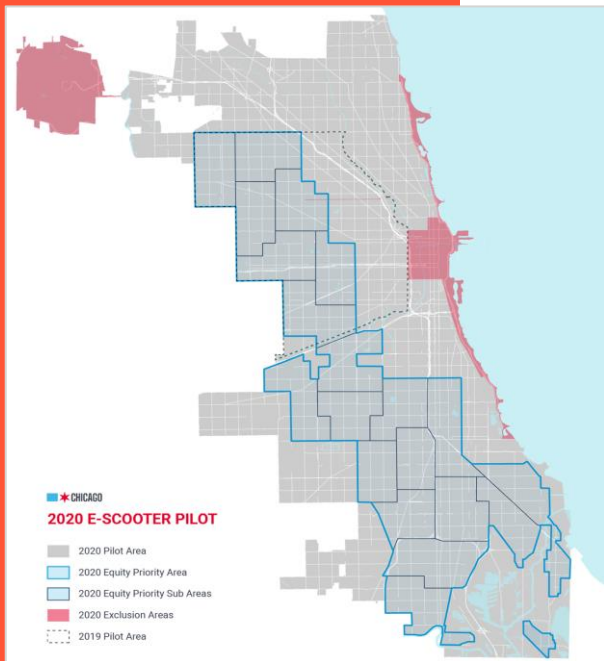


From Pilot to Permanent

Chicago, IL

The City's 2019 pilot limited the operating area to 50 sq miles, with 10 operators allowed 250 e-scooters each, or 2,500 in total. In 2020, the pilot covered 202 sq miles, with 3 operators allowed 3,333 e-scooters each, or 10,000 in total. Following the 2020 pilot, the City is now considering a permanent program.

The expanded fleet allowed Spin to exceed the City's requirements for greater access to e-scooters, with ~3% deployed across equity priority areas.



Exclusive License

Essex County, UK

In 2020, Spin was awarded an exclusive license to operate per minute hire schemes in Basildon, Chelmsford, Clacton-on-Sea, and Colchester, and long-term hire schemes in Braintree and Brentwood as part of the UK e-scooter trials.

In a recent survey conducted in these cities, 44% of respondents stated they use e-scooters to connect with public transport, and 31% stated they would have used a car for their most recent journey if e-scooters had not been available.





Fleet Incentives

Washington, D.C.

In response to a delay in implementing its 2020 micromobility program, as well as to address equitable vehicle access through the COVID-19 pandemic, an incentive program was established which allows for weekly fleet increases of between 50-200 vehicles.

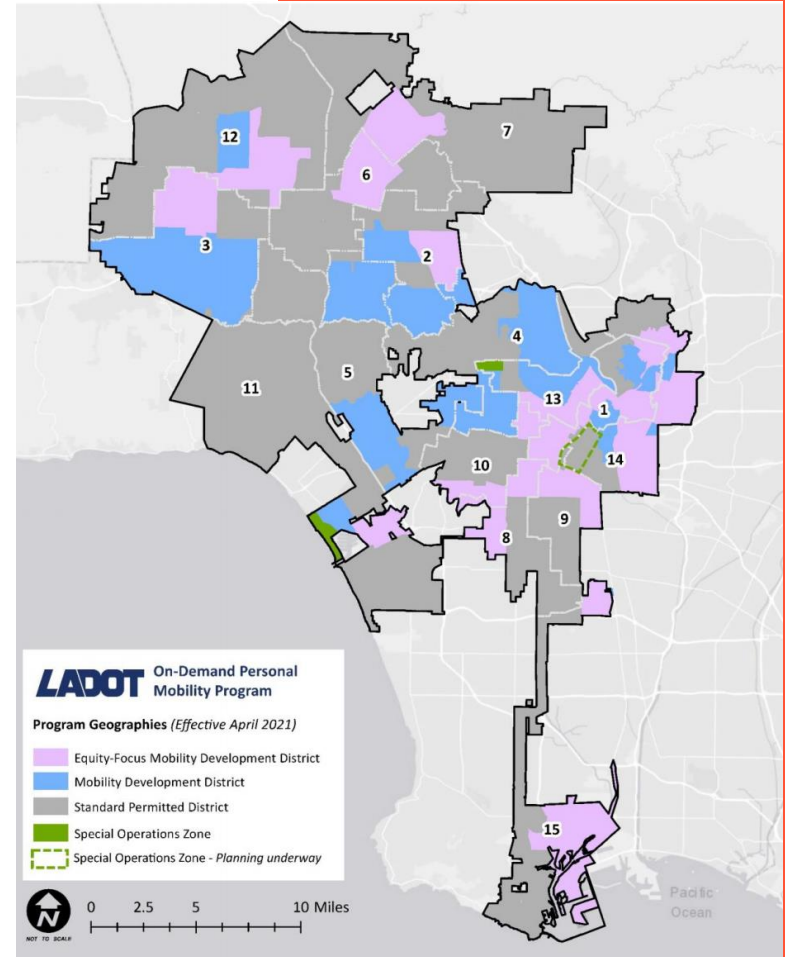
Specifically, this program incentivises growth in the use of an operator's low income or essential worker programs, with fleet increases awarded based on meeting percentage of use targets.

Fee Incentives

Los Angeles, CA

With its permanent program, LA has taken an approach which incentivises operators to grow use in equity focus areas by waiving fees charged per trip in those areas.

This structure also requires operator commitments to fleet availability and culturally relevant community engagement in equity focus areas.



“ This program provides an opportunity to pilot ways to reduce transportation costs and provide City residents better access to mobility solutions. We are pleased to partner with Spin and the community partners on these priorities in the City’s Strategic Plan. ”

KRISTIN BENNETT

City of Grand Rapids Transportation
Engineering Project Manager

Shared Investments

Grand Rapids, MI

The Spin Community Pass pilot programme, funded by the City of Grand Rapids, provides up to 650 passes to residents who face transportation barriers. Each pass gives riders up to five 30-minute rides a day on any available Spin scooter at no cost to them.

100 people applied for passes within the first 24 hours of the programme’s launch.

Public Transport Integration



Pittsburgh, PA

When the City of Pittsburgh decided to bring e-scooters to its streets, it wanted to try something new: a multi-modal, collaborative transportation model that gave commuters a menu of travel options. Out of that was born the idea for the first-of-its-kind mobility consortium, called the Pittsburgh Mobility Collective, where Spin brought together a team that includes Zipcar, Waze, Swiftmile, and Transit app.

In addition to developing a Mobility-as-a-Service (MaaS) pilot, the Pittsburgh Mobility Collective has also implemented a network of mobility hubs, as shown on the right.





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Thank you!

Questions?

Ask **Josh Johnson**, joshua.johnson@spin.pm

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