Towards a transport transformation...?
System approach
Mix of measures with multiple benefits
Public transport & active travel as backbone
Changing role of the local authority

Multi-faceted
- Policy formulation
- Rules and regulations
- Service delivery
- Traffic management

Expanding role private sector
- New mobility services market
- Open data

Changes in customer expectations

Technological advances

What should be the role of the local authority in the transport system of tomorrow?
Regulate to innovate!

Anticipate
Build understanding of possible impacts
Identify where innovation can deliver positive outcomes and where there are risks
Talk & cooperate – ppp’s, new business models
Define measures - policy, financial, regulatory - to maximise opportunities and minimise disbenefit
Carrots & sticks
Lead by example

Need for public sector oversight
CITIES should be in the driver’s seat!

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Dialogue

- Dublin
- Ile-de-France
- Leuven
- London
- Paris
- Manchester
- Emmen
- Madrid
- Lille
- Aarhus
- Czestochowa

- Rome
- Budapest
- Gelderland
- Norwegian Road Authority
- London Councils
- Lisbon
- Noord-Brabant
- Barcelona
- Arnhem - Nijmegen
- Brussels

- International Transport Forum
- Open Transport Partnership & Shared Streets
- German Marshall Fund of the United States

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Micromobility

Linking into key policy areas & public authority interventions such as:

- Electromobility: extending range of cycling
- Urban space & parking management
- Active travel including safety & health
- Environment & congestion: Modal shift
- Data sharing and integration
Electromobility

Multimodal
The public authority as urban space manager

- Land use planning - densification
- Prioritising modes through space reallocation
- Pricing space
- Dynamic kerbside management
- Parking
Active travel

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

Collect evidence

Prioritise: Make space
- street design
- dedicated infrastructure

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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
The impact of free-floating bikes on active travel

ADEME study in Paris (2018)

1/5 is a student
60% < 35 year-old
2/3 are men
68% are executives

40% never used the bicycle before
63% are now (sometimes/often) walking more to find an available bike
55 % had never used Vélib’ before
Scooter company Bird recently published a study on scooter safety, which concluded that scooters and bicycles share similar risks.

- **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

**Improve vehicles**

**Adapt infrastructure**
Environment & Congestion: Modal shift?

Complement not compete with traditional mass transit

- 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

Figure 3: Travel Habits and Travel Behavior: Purpose of last trip and mode displacement

City of Santa Monica

Shared Mobility Device Pilot Program

User Survey Results

Conducted 01-25-2019 to 02-15-2019
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.

Modal shift

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

- 66% are men (cyclists: 60% men)
- 42% are tourists or visitors
- 53% higher positions, 19% students
- 7% of users 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.
Evidence-based decision making

Need for data sharing
• with the public authority
• towards an integrated offer & MaaS?

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

London

Need for data sharing
• with the public authority
• towards an integrated offer & MaaS?
Bikesharing

Dumb bike schemes

Dumb docked schemes

Linked to stations, no intelligence

Smart docked schemes

Recognising bikes & users, collecting data

Smart dockless schemes

Freefloating, dockless, smartphone apps, no infrastructure

Public sector Procurement

Private sector Regulation

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Massive and fast deployment, take-up & investments
Infrastructure: where does it fit?
National legislation to be adapted first
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 and potential competition with traditional schemes
  - Overcrowding urban space and bike parking, blocking the way of pedestrians

- Not adapted to the European market:
  - Low-quality bikes
  - Bad communication with customers

negative externalities requiring regulation

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Regulation

... aiming to maximise potential and minimise negative externalities

Different models / steps, or combinations of them:

- Hands-off approach
- Providing regulatory ground-rules
- Requiring operational permits/licences
- Contracts for concessions
- Pilots / demonstrations
- Banning / not allowing operations

Service providers are not against regulation, on the contrary!

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Examples

Toulouse
- Deployment strategy & charter for free-floating bike and scooter shares
- Protect public interest: quality of service; management of public space
- Fixing desired volume of vehicles in circulation, fee to be paid to use public space
- Compliance with rules as prerequisite for deployment

Bologna
- Tender through competitive dialogue
- Incentives structure
- Service obligations
- Mutual data sharing
- Revenues known and shared beyond certain threshold
- One operator selected of 3 bidders
- Positive results

And...
- London code of practice
- Paris code of conduct
- UK accreditation scheme for operators
- Dublin byelaws for dockless bikeshare
- Madrid sustainable mobility ordinance
- Flemish/Dutch framework for free-floating bikeshare
Brussels

Public transport

Individual transport

More space needed

BIKE POLICY IN BRUSSELS

2005: make the bike visible

2015: dedicated infrastructure
80km separated bike lanes 2020
Secured bike parkings
Bike racks at & in metro stations
Implementation zone 30

2020: integrate cycling services

3 kilometer in Brussels

Source: Brussels Region – Cabinet Smet

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Brussels

- Regulatory framework for micromobility since 1 February: “Welcoming City”
  - Licensing system
- Responsibility lies with the operator
  - Co-responsibility with the user
- Brussels region
  - Awareness raising
  - Monitoring

A WELCOMING CITY

STEP 1
LEGAL BASIS CAR SHARING

STEP 2
MODERN TAXIPLAN

STEP 3
LEGAL BASIS CYCLOPARTAGE

STEP 4
PREPARING MaaS-ERA

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LICENSING SYSTEM:
BALANCED FRAMEWORK
LIMITATION IS POSSIBLE, BUT NOT ACTIVATED YET
LICENSE CONDITIONS e.g. quality, number of bikes
OPERATING CONDITIONS e.g. NPZ, concentration zones

PUBLIC AUTHORITY
Environment & health
Public space is our asset
Sustainable mobility & road safety

PRIVATE ACTORS
Legal security
Level playing field
Regional uniform framework

CYCLOPARTAGE REGULATION MISE EN APPLICATION
Respect Code de la Route
No Parking Zones : defined with local authorities

Source: Brussels Region – Cabinet Smet
Brussels

Licence conditions:
– considering goals of public interest

Operating conditions, minimum:
– Parking in accordance with traffic regulations
– Prohibited zones (e.g. Grand Place)
– Vehicles meet technical conditions
– Concentration zones (e.g. stations)

Penalties in case of problems or non-compliance

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?

SERIOUS PROBLEMS
1. Warning
2. Fine
3. Suspension of licence
4. Withdrawal of licence
Madrid

New sustainable mobility bylaw – Oct 2018

– New definition for “new personal mobility vehicles”
– Regulation of new mobility services through authorization/concessions/licences
  - Prerequisites: riders & 3rd parties insurance, geolocation, geofencing-enabled apps

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…)
E-scooter rules:

- Prohibited on sidewalks, bus lanes, streets with more than 1 lane in each direction, main ring roads
- Allowed on cycle lanes, streets with 30km/h speed limit
- Parking: areas reserved to motorcycles and bicycles, if not available then general parking area of the road and, in the last case, on the sidewalks
- Minimum age: 15 (under 16 helmet mandatory)
- Minimum equipment: bell, brakes, lights and reflective elements

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Paris

Code of Conduct signed by all dockless bikeshare providers:

– Revised annually
– Parking and bicycle circulation in accordance with traffic laws
– Requirements on quality of bicycles and rental conditions
– Operators’ commitments to maintenance
– Participate in regular meetings to adapt to local needs
– Inform city about intentions regarding deployment of fleet
– Provide free data on deployment and use of service, to analyse flows and optimise the cycling network and parking spaces
– City commits to 10,000 bicycle parking spaces during the current political mandate, increasing number to more than 40,000 by 2020

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Paris

- e-scooter operators invited to sign until end of May 2019
- Over 20,000 e-scooters in the streets of Paris – up to 35,000 - 40,000
- Fee for companies, increasing according to number of scooters deployed (50 to 65 euros per scooter)
- e-scooters banned from sidewalks, fine / confiscation
- City will create specific areas for parking e-scooters through self-explanatory painted markings – approx. 2500 places during 2019; eventually make parking mandatory in these areas.
Paris

Latest development to address related challenges:

- Launch call for tender in a few months to limit to 2-3 authorised e-scooter operators instead of the current 12
- 12 000 to 15 000 e-scooters should be enough to meet needs and avoid too many problems
- Call for tender to include social and environmental requirements
Emerging trends

- Permits/licences, not procurement
- Performance-based fleet caps
- Competition increasing quality?
- 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, subsidies
- Open data
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

Ranging from cars to bikes to e-bikes to e-scooters and more modes to come? Or modes to disappear again? Market consolidation...

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? 😊

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