

Making the most of micromobility

Melinda Hanson
October 2020



Covid has accelerated the move toward micromobility



Worldwide

Bike demand is significantly outpacing supply. While transit ridership is still low, most shared micromobility platforms have recovered, with some seeing more rides than before.

Chicago

Installing 30 miles of bikelanes this year. Bikeshare seeing up to double the ridership. Launched second-phase of e-scooter pilot, allowing 10,000 scooters city-wide.

Bogotá

Created a +50 mile emergency bike network with plans to add +170 miles in the next few years and achieve 50% micromobility modeshare.

London

Expecting a ten-fold increase in cycling. Responding with “rapid implementation” of bike lanes, “complete transformation” of town centers, and several low-traffic zones.

Paris

Mayor re-elected during the pandemic on a platform focused on ‘the 15-minute city’ and micromobility. Moving to make every street bike-friendly, and adding 400 miles of new bike lanes by 2024.

Brussels

Accompanied its first phase of reopening in May by swiftly adding 25 miles to the city’s bikeways. Two-thirds of trips in the city are under 3 miles.

Milan

Added 22 miles of bike lanes and reduced speed limits to 20mph. Italy’s offering anyone a €500 subsidy to buy a bike, e-bike, or e-scooter.



Rethink assumptions about projected demand

A [2018 report](#) found that NYC could see up to one-million daily trips, and London could see +800k with a fully-scaled shared e-bike program and complementary infrastructure.

With all that's changed, what's the reasonable projection today?



Increase taxes/fees based on vehicle weight

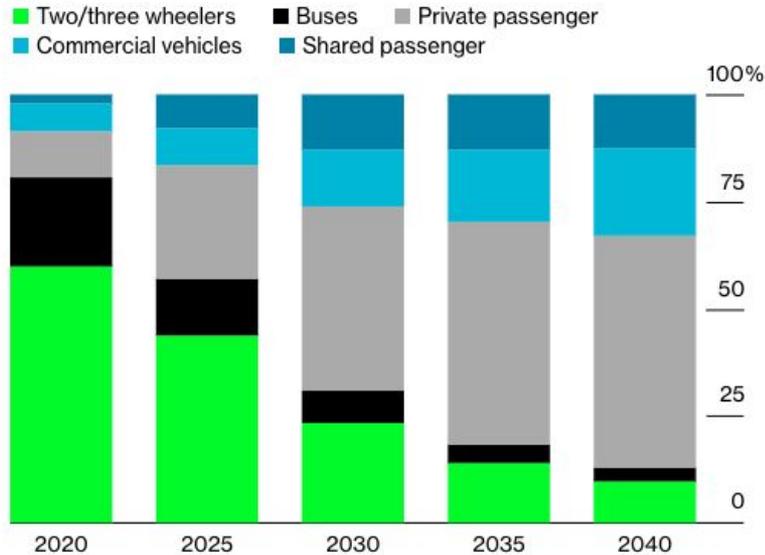
France is adopting a sales tax for vehicles exceeding ~4,000 lbs, which will add +\$5k to the purchase cost.

If we can't touch the gas tax, how about this instead?



Two Wheels Over Four

Avoided oil consumption from electric vehicles, by vehicle type, % of total



Source: BloombergNEF Electric Vehicle Outlook 2020

Give LEVs the same incentives as EVs

To date, two and three wheelers have done much more to reduce oil consumption than private EV cars. And there's more potential: trips under 5 miles account for 25% of emissions in the US.

Let's give LEVs the same supportive regs and incentives.

Reform the street design approval process

Cities that are succeeding in building micromobility infrastructure at scale take a different approach to community engagement. Local planners let community boards know that street improvements are coming, and ask for feedback, but these boards aren't allowed to veto projects all together.

All cities should adopt this model.

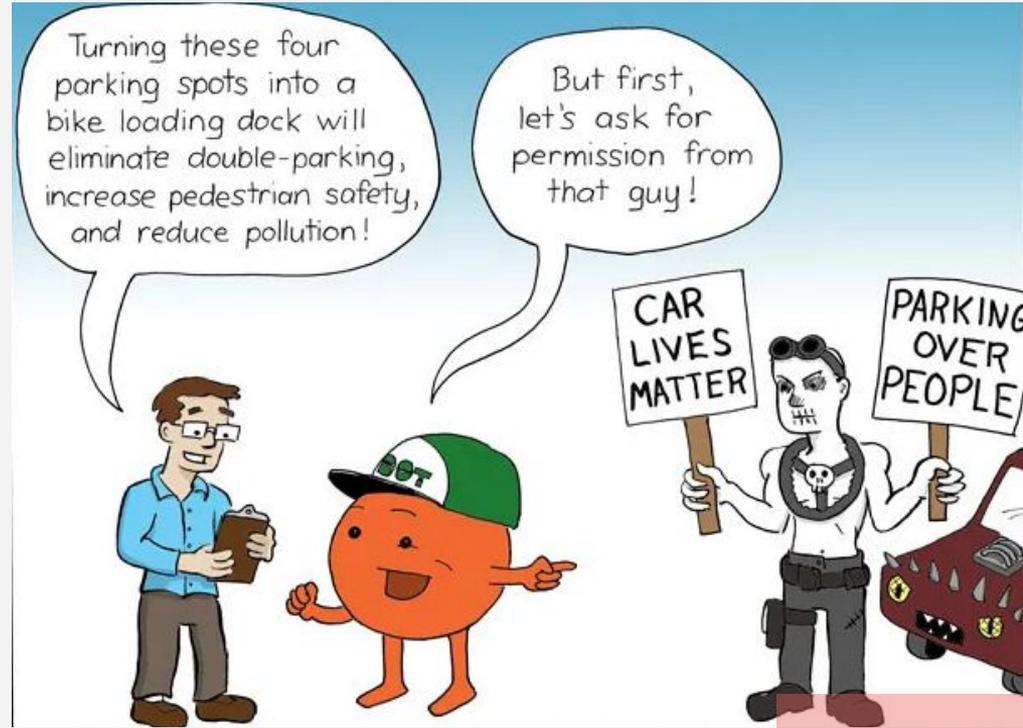


IMAGE: Bill Roundy, referencing NYC's Community Board 1 rejecting a DOT plan to repurpose four parking spots for cargo bike loading in front of a Whole Foods



Reduce red tape for low-speed, electric modes

TNCs and shared e-mopeds are allowed to operate with few requirements, while shared e-scooter and e-bike programs endure crippling bureaucracy.

Let's simplify the process by moving toward clear performance-based targets.

Thank you!

SUMMARY

1. Rethink assumptions re: projected demand
2. Increase taxes/fees based on vehicle weight
3. Give LEVs the same incentives as EVs
4. Reform the street design approval process
5. Reduce red tape for low-speed, electric modes

