

Shared micromobility

Work to enable and regulate shared micromobility schemes in Aotearoa New Zealand

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Shared micromobility continues to grow

- Shared micromobility = the shared use of a bicycle, scooter (powered or non-powered), or another low-speed transport device
 - Enables users to have short-term access to a mode of transport when and where they want it
- The most common mode of shared micromobility is the dockless e-scooter:
 - Approximately 15,000 shared e-scooters operated by eight companies across 10 Territorial Authorities
 - E-scooters are available in small towns/cities, which is unique
 - 1.6 million e-scooter trips between January '21-July '21
 - 40% growth in number of total trips across NZ (compared to July '20-Dec '20)
 - -> and these numbers continue to grow!









Shared micromobility offers potential benefits...

- With appropriate regulation, shared micromobility can help meet challenges in NZ's transport system:
 - Potential substitution for short car trips
 - 24% of all micromobility trips in NZ replace car trips, but 50% of all e-scooter trips have replaced a walking or cycling trip
 - Integration with public transport can solve 'first/last mile problem'
 - Improving system resilience

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- Can lead to increased investments in infrastructure supporting active modes of transport
- E-scooters are complementary to cycling rather than a substitute







But there are also challenges...

- Potential safety risks
 - Speed, infrastructure, sharing public space
- Some users may use shared e-scooters as a substitute for walking
- Can result in high lifecycle emissions if they are not recycled (due to limited lifespan)





Lifecycle emissions per mode of transport



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Outcomes can be improved with good regulatory practices

- Local TA's have autonomy to set the regulatory and operating environments
- Regulations should be designed to support a TA's transport strategy
- Data is essential to develop outcome-based regulation







Together with TA's we are developing Best Practice Guidance

- Engagement highlighted need for central guidance on operation and regulation of shared schemes
- BPG consolidates policies, practices and case studies for regulating shared micromobility schemes
- Living document that includes up-to-date and balanced evidence
- No reinventing the wheel; learn from other TA's (and apply!)





We teamed up with Ride Report to improve our use of data

- Ride Report helps TA's manage and analyse their shared micromobility schemes
- Ride Report dashboard offers options for data analysis, monitoring and even implementing policy
 - Data is aggregated no access to personal user data
- A national micromobility dashboard is currently being developed







Ride Report provides access to a range of data

- Real-time overview of all devices per operator
- Total trips
- Most used routes
- Trips by hour
- Start and end locations of trips
- Trip length and duration
- Vehicle cap targets





Data on trips and routes provide valuable insights

- Heatmaps provide an overview of the most used routes
- Trip data can be analysed for different locations
- This helps to understand which trips are being replaced/utilised by micromobility
- Leads to follow-up questions!





Data will help us test assumptions

• Trips can be filtered per hour per location, or to identify the trip distance, or the trip duration





Will people combine e-scooter usage with public transport?







Dashboard can be used for monitoring and policy setting

- TA's can use local dashboard to set policies
- Easily monitor operators' compliance
- Dashboard serves as 'one source of truth'









- Extending this approach to additional modes of transport
- We are planning to use more data to develop future policy and advice that is robust and evidence-based

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