The Present & Future of Micromobility use on campus

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The rise of a whole new segment...

- Emergence of scooters though shared mobility platforms
- Micromobility was not in the lexicon until 2020
- Major acceptance is leading to more personal ownership
- Market growth is fostering innovation and interest from large and small companies

**micromobility** noun

mi-cro-mo-bil-i-ty | mi-krō-mō-ˈbi-lə-tē |
variants: or **micro-mobility**

**Definition of micromobility**
: transportation over short distances provided by lightweight, usually single-person vehicles (such as bicycles and scooters)

"The arrival of electric scooters and motor-assisted bicycles, backbones of a transportation mode known as micromobility, has been greeted as part of the solution to clogged roadways and unbearable travel delays."
— Norman Mayersohn

"If micro-mobility continues to evolve and gain in popularity, it will raise a host of questions for public officials. The demand for bike lanes could, for example, increase sharply ..."
— Joshua Emerson Smith

**First Known Use of micromobility**
2000, in the meaning defined above
More diverse choices than ever

- PEV’s- Personal Electric Vehicles will contribute the dominant percentage of growth in micromobility
- 2021 Global market of $47.58 billion
- 2030 projections of 202.4 billion
  - CAGR of 17.45%
- E-bikes, scooters, OneWheel, electric skateboards, electric unicycle, and just introduced- electric rollerblades...
What are we seeing here?

• Fall ’22- largest increase in PEV adoption we’ve seen to date
• More e-bicycles than before in racks
• More “not a bicycle”
• Rise in ped/pev/vehicle conflict
• Rise in thefts of PEV’s and other micromobility
• Veo ridership is still very strong
  • Measured 1:6 Cosmo usage for Miami gameday
• 70%+ rides are on Cosmo
Veo ridership January 2021-YTD

Rides: 1,008,643
Average Distance: 1.433
Average Minutes: 15.76
Total Distance: 1,283,906
Total Minutes: 8,541,505
2 related updates needed

 Regulations to include PEV’s

- Considerations should include:
  - Power limits (wattage, HP)
  - Safety Certifications-UL listing
  - TXDoT, Federal definitions/code and registration requirements
  - Speed limitations
  - Rules regarding charging devices

 A robust registration system

- A more robust system would allow:
  - Better collection and use of data
  - Integrate with daily functions
    - Notifications in the event of a boot, impound, or need to remove a rack
  - 3rd party cataloging of emergent vendors and devices
  - Login/access for UPD
Other considerations

Infrastructure

- Considerations should include:
  - Micromobility charging stations
  - Storage options
    - Bike/PEV lockers
    - Interior bike corral
  - Establish major multiuse arterial pathways
  - Foster multi-modal travel through infrastructure placement

Communication

- Targeted to specific audience:
  - Staff, Faculty
  - Students
  - Visitors
  - Vendor
  - Timing sensitive
    - Fall needs
    - Special events
Questions/ Comments

Contact us:

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