

The Micromobility Flywheel

How public agencies can leverage an industry's rapid growth



Our Agenda

- ❑ Who is Ride Report?
- ❑ Growth of the Micromobility Industry
- ❑ Public Agencies Jumping on Board
- ❑ A Mutually Beneficial Future

We believe cities must grow
micromobility modeshare
above 15% by 2035

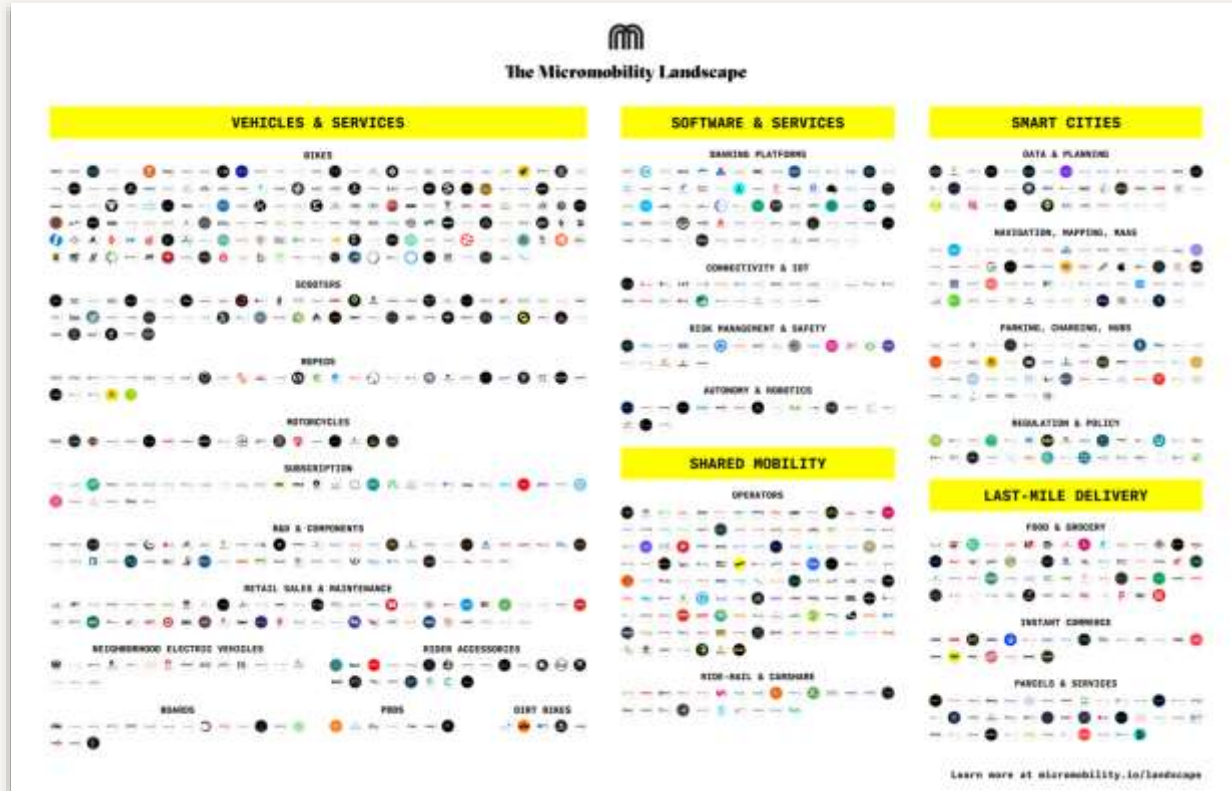
Who is Ride Report?

We're in the business of transforming transportation – quickly.



A lot has changed in 5 years

Today...



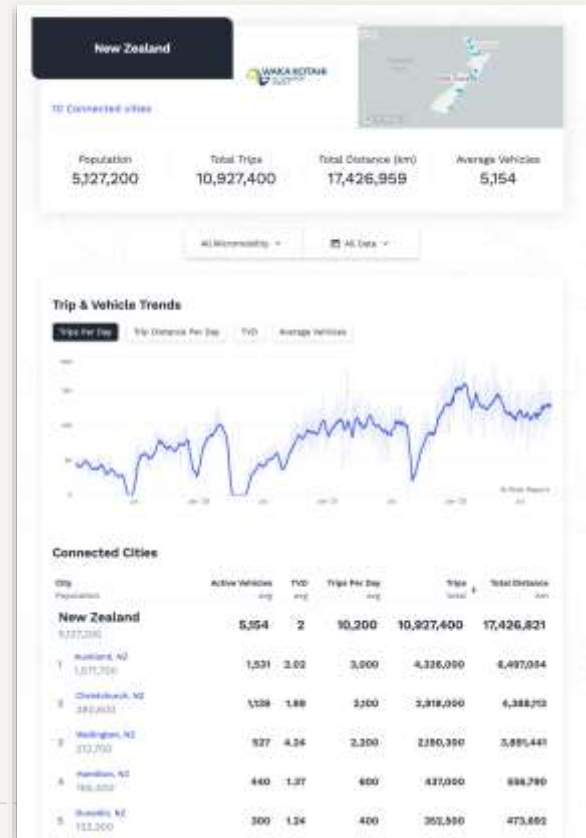
Embracing the momentum...

Here are **three** ways public agencies globally
have leveraged micromobility's growth

And maybe a bonus way or
two

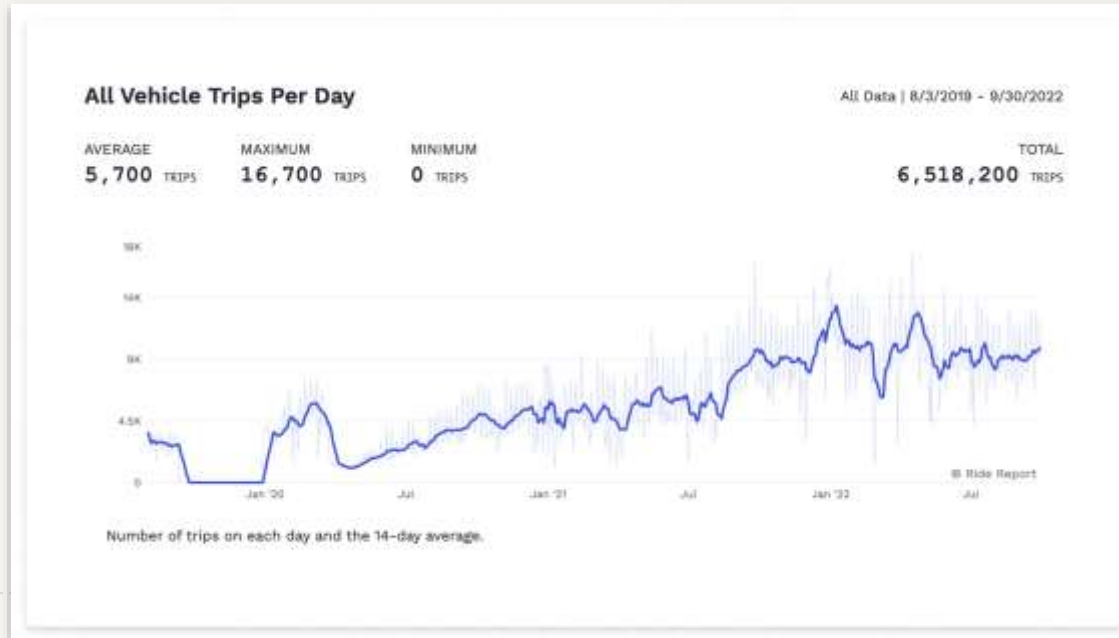
NZ Transport Agency | National data

- ❑ National approach to micromobility data use
- ❑ Collaboration at local and national level with 11 partner councils
- ❑ Data to support local funding and infrastructure investment for national emissions reduction plan



Brisbane | An early adopter

- ❑ 1st/last mile trials, essential worker transport, economic development benefits



Melbourne | E-scooter Introduction

❑ I wonder when e-scooters were introduced?



Denver | Ebike rebates

- ❑ After micromobility took off, Denver said “How can we subsidize private ebike ownership?”

Denver's E-Bike Rebates Are So Hot They're Gone Within Minutes

Denver's vouchers offer a rebate of as much as \$1,700 for residents buying an electric bicycle — and cities including New York are taking note.



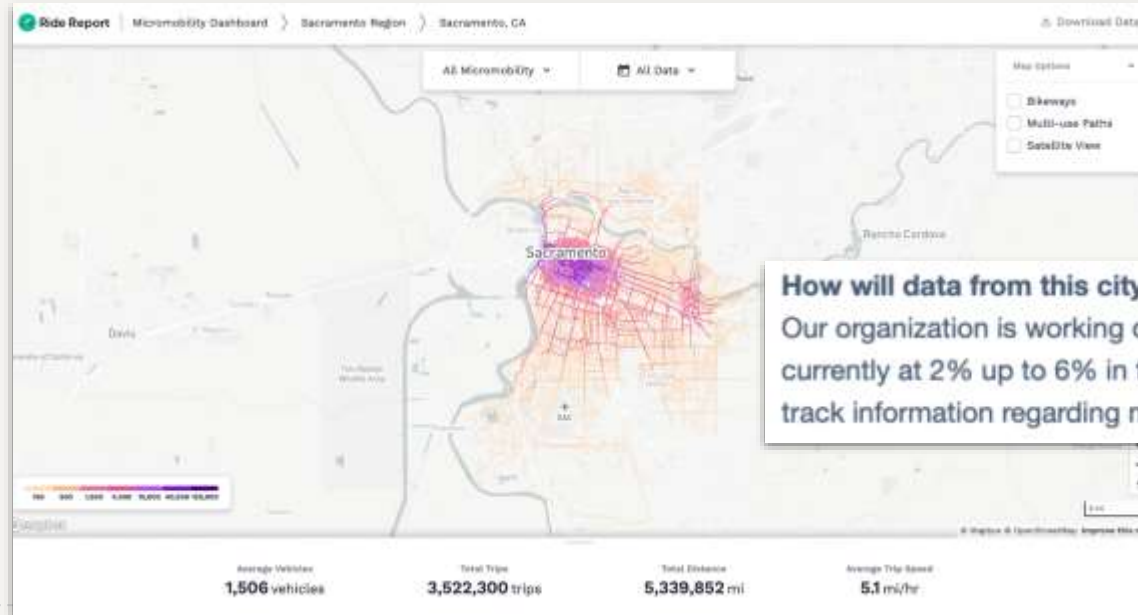
Denver resident Stephanie Fowler examines an electric bike at Campus Cycles in Denver on Sept. 8, 2020. Photographer: Nouria Cheng/The Denver Post via Getty Images



It now appears the e-bike program has succeeded beyond the city's wildest expectations. Since it launched last April, more than 4,100 Denver residents have redeemed vouchers worth more than \$4.1 million. That's far more than the \$300,000 to \$400,000 officials planned to spend on e-bikes in the first year of the program.

Sacramento | Advocacy

- Advocates use Public Micromobility data to hold city accountable



How will data from this city help you?:
Our organization is working on moving our modeshift percentage, currently at 2% up to 6% in the next two years. This data will help us track information regarding modeshift.



A Mutually Beneficial Future

1. Public/Private sector partnerships
2. Transparent data for accountability
3. Data-driven infrastructure investment
4. Drastic changes need drastic action

Thank you and
Ride 