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BETTER CITIES GROUP

THE COMMUNITY BENEFIT OF SUPPORTING THE OPERATORS BOTTOM LINE

Micromobility Conference

Sydney

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Better Cities Group

The Better Cities Group is a collaboration of leading city shaping consultants with expertise in urban design, governance, major events, economics, landscape architecture and urban planning.

- Since 2018 the Better Cities Group has provided consultancy advisory services for the following cities: Brisbane, Sydney, Melbourne, Canberra, Adelaide, Wellington, Hamilton, Perth, Rockhampton, Mackay, Kuala Lumpur, Shah Alam, Putrajaya etc
- We are experts in supporting the evidence-based deployment of micromobility for the benefit of cities and their communities
- Recent articles
 - [10 Top Tips for New Micromobility Cities](#)
 - [An Insiders Perspective of Australia's Shared E-Scooter Schemes](#)



Dan Barr,
Director
Better Cities Group

Micromobility Research Partnership

An independent research body, born out of a partnership between academics and researchers across APAC.

Research includes:

- Micromobility's **economic and social value** to a city, including strategies to address transport poverty and promote social inclusion
- The **environmental impact** of micromobility in improving air quality and reducing transport emissions
- Understanding the **current and potential future use** of micromobility as a mode of transport, and its impacts on car-use and car-ownership
- Delivering **safe and sustainable transport futures**



Making it Pay



Key Trends

Government has become invested in the success of micromobility

1. Deep collaboration/partnership between Councils and operators
2. Delivery of supportive infrastructure
3. Growing awareness of expenditure patterns
4. Awareness of cost of congestion and need to meet climate targets
5. Increased awareness of the direct and indirect economic benefits of this new sector





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