MICROMOBILITY:
What is it, and how can the public and private sectors work together to achieve environmental, equity, and other policy goals?

Urbanism Next
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SHARED MOBILITY SERVICES HAVE RAPIDLY EVOLVED IN CITIES

ADOPITION OF MICROMOBILITY WAS EVEN FASTER THAN UBER/LYFT

KEY FACTORS HAVE LED TO RAPID GROWTH

1. **GPS**: smartphone adoption has risen from 35% in 2011 to 77% in 2018

2. **Traffic**: in multiple major cities, it is likely faster to bike or scooter trips that are 3 miles or less

3. **Venture capital**: these companies have raised more money faster than prior mobility service providers

*Source: The Micro-Mobility Revolution, A Populus Research Report, July 2018*
Cities are now playing a more hands-on role to drive progress towards achieving public goals.

With access to data from new mobility operators (primarily dockless shared bikes and scooters), cities are playing a more active role in driving progress towards public goals.

- Safety
- Equitable access
- Sustainability
- Congestion

Populus Mobility Manager ingests data from shared bikes, scooters, and cars.
THANK YOU

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