

The Present & Future of Micromobility use on campus




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The rise of a whole new segment...

- Emergence of scooters through 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

 Save Word

mi-cro-mo-bil-i-ty | \ ,mī-krō-mō-'bi-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

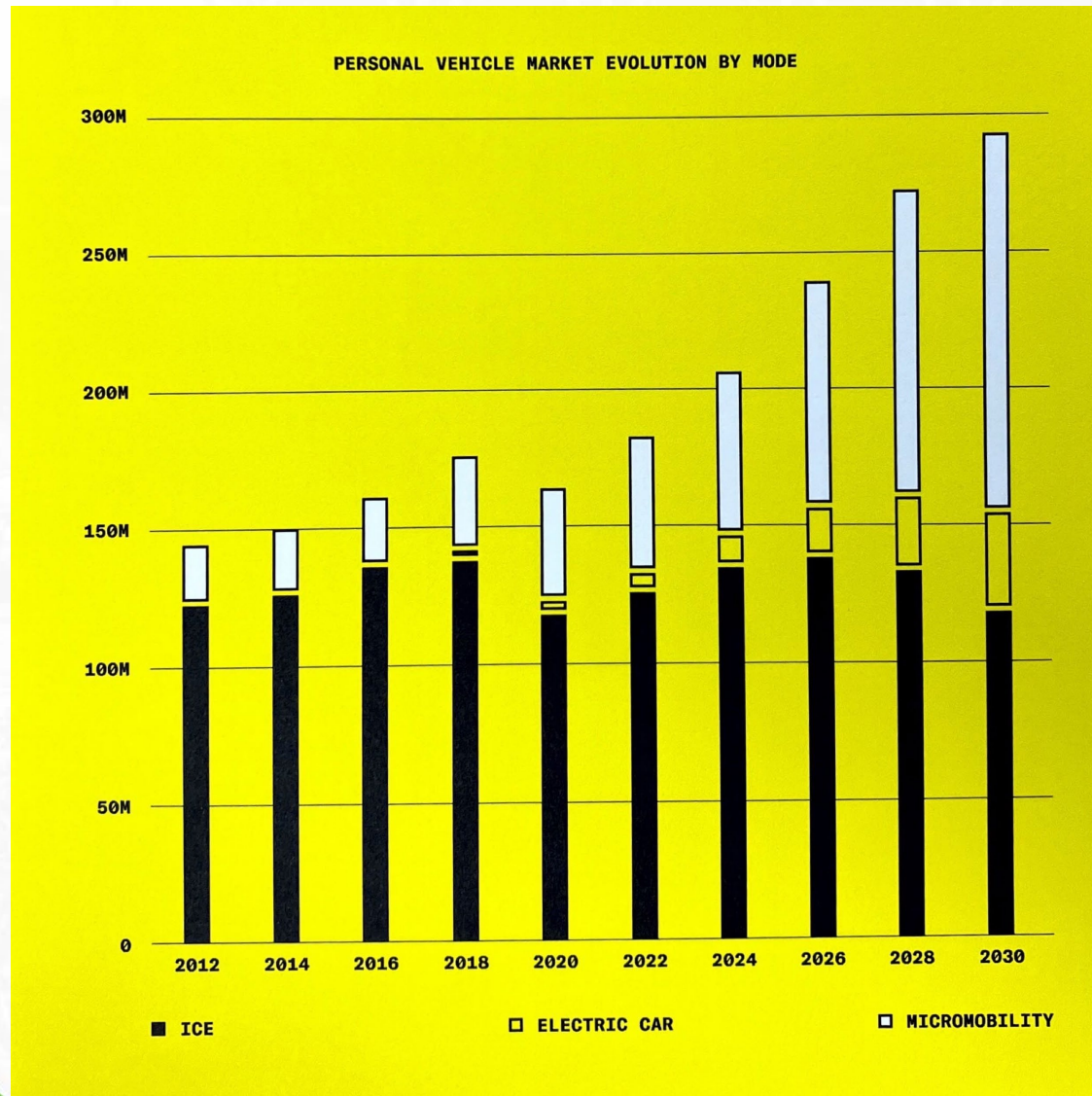
// If *micro-mobility* continues to evolve and gain in popularity, it will raise a host of questions for public officials. The demand for bike lanes could, for example, increase sharply ...

— 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



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aggiephotogs Walking, running, scootering, biking... whatever way gets you to the first day of class! 🚲

🏃‍♂️ 🏃‍♀️ #GigEm



Veo ridership January 2021-YTD

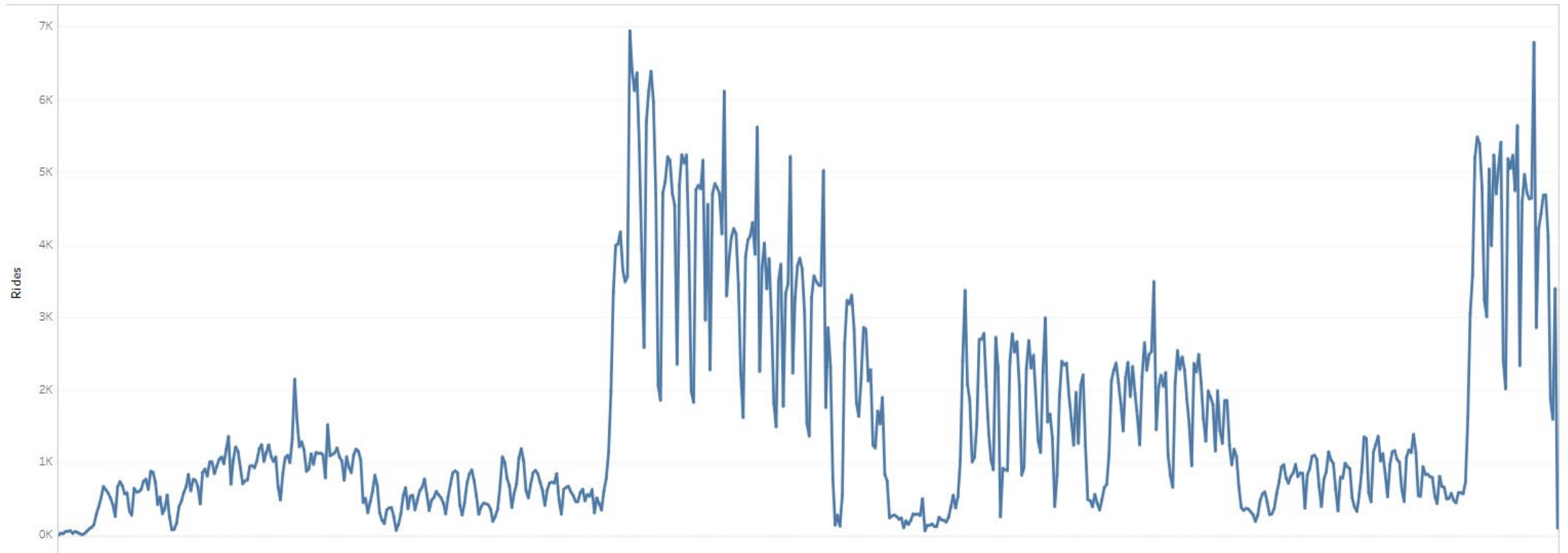
Rides: 1,008,643

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**



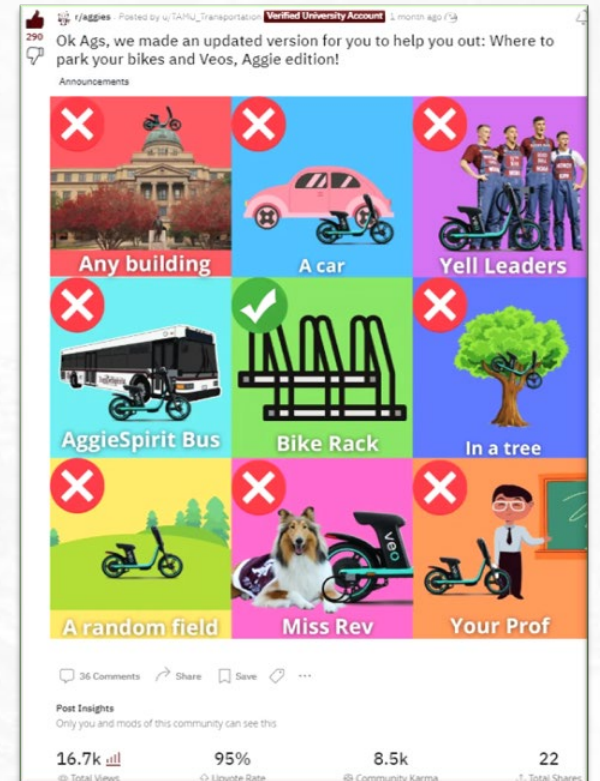
Other considerations

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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