

Session: Presenting the ITF Mobility Innovation Hub: Measuring new mobility

24 May 2023, 16:00-17:30 | [Session outline](#)

A wide variety of new mobility services and vehicles has emerged in recent years. Shared new mobility services have become extremely popular, and the private market for new mobility vehicles continues to grow. These services and vehicles have the potential to provide many benefits, but can also have negative externalities if not managed appropriately. Policy makers have had difficulty in implementing comprehensive performance management programmes. Sometimes, emerging new mobility services operate in regulatory “grey areas” and it is not even clear which public agency holds responsibility for their management and regulation.

Diana Vaquera (Executive Director for Sustainable Mobility Systems Regulation, Mexico City) argued that “data collecting is essential for creating public regulations and public policies.” It is also a critical component of measuring the performance of new mobility services. As Karen Vancluysen (Secretary General, POLIS) observed, “there is a very strong digital divide between the public and the private sector”. Organisations such as POLIS are involved in helping cities to navigate the process of new mobility data collection, and identifying specific use cases. An example use case is using utilisation indicators to plan dedicated infrastructure for shared and active modes. Some demographic data for system users can also be important for measuring the equity outcomes of new mobility services. One challenge in the current landscape is capturing data from private new mobility vehicles, which make up a growing share of new mobility trips.

Reporting and sharing mobility data should be a vision-based task. Policy makers should limit requests to specific data needed to inform and execute policy actions. Data handling rules should apply to any detailed data if it is ultimately requested. This approach legitimises the regulatory process, and avoids taxing public authorities with large-scale data analysis. Automated processes for validating the data shared by operators can help build trust between stakeholders and avoid the need for raw data reporting. These considerations are especially important for smaller cities that may not have dedicated resources for managing new mobility data.

The public sector must innovate to become more agile and proactive in its approach to regulating new mobility services. Dialogue between stakeholders is important to ensure regulatory frameworks are not onerous for operators. Kunwoo Kim (Chief Economist, Kakao Mobility) argued that “co-operation between government and the private sector is very important [for] timely policy”. In Korea, communication between operators and regulatory authorities was helpful in managing the sudden rise in demand for new mobility following the easing of COVID-19 restrictions. Fairness across transport modes is also a critical component of an effective overall mobility regulation programme. For example, safety and speed limit regulations for e-scooter platforms are not applied to private e-scooters, or to ride-hailing platforms.

Looking to the future, public authorities may need to explore partnerships with new mobility services so that they can continue to offer sustainable mobility options to urban residents and visitors. Examples may include publicly-funded e-hubs for micromobility or subsidies for certain Mobility as a Service (MaaS) offerings. Data standardisation across the mobility sector is another emerging trend that may facilitate data reporting and analysis in the future.