

# **New Mobility Outlook: Preliminary Survey Findings**

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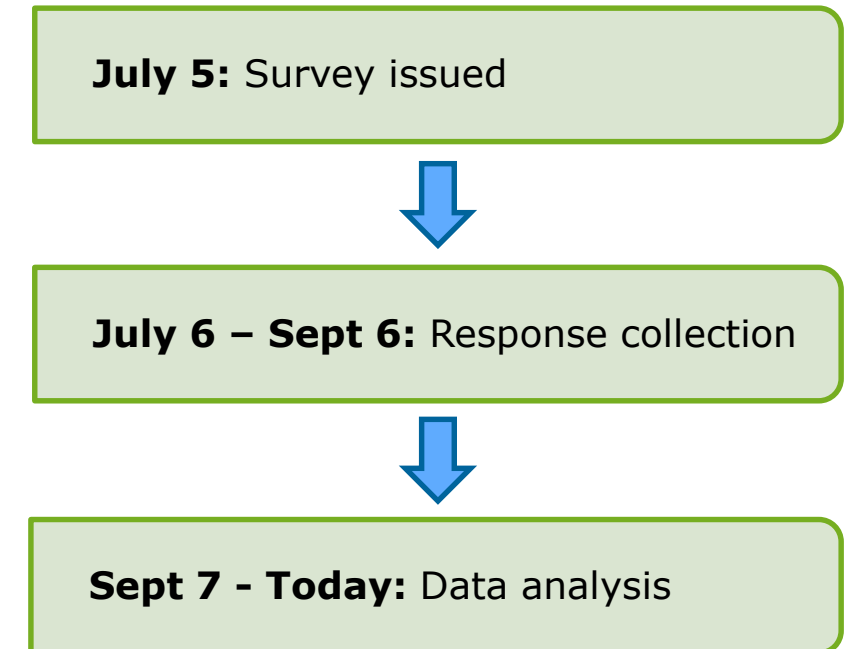
# Outline

1. Survey overview
2. Respondent information
3. Public sector needs
4. Private sector recommendations
5. Key takeaways



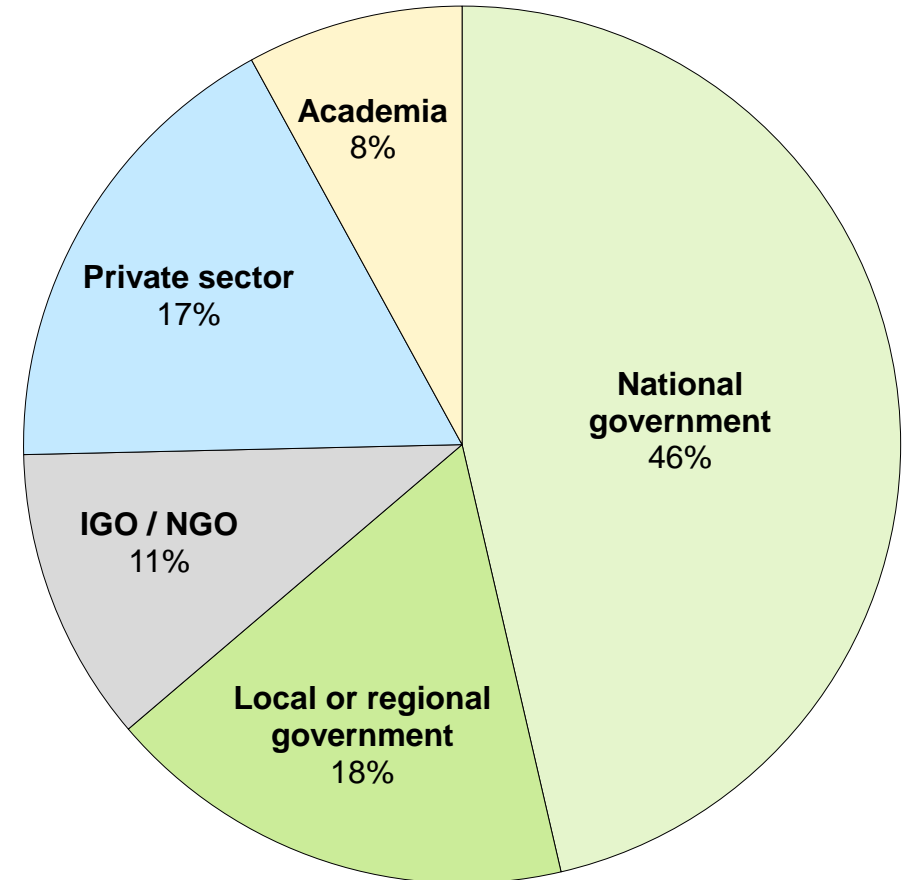
## Survey overview

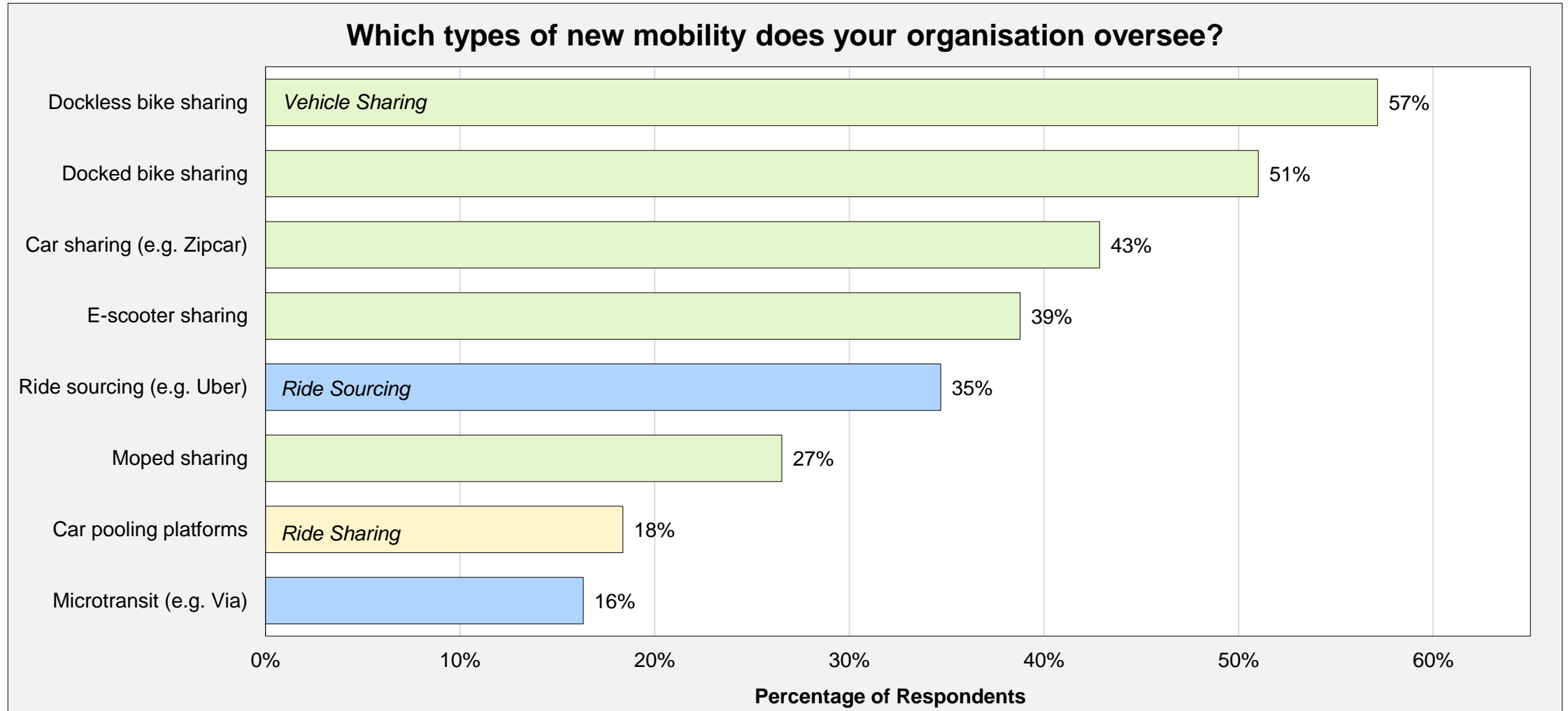
- **Goal:** Collect information from new mobility experts in both the public and private sectors about:
  - Existing practices
  - Current challenges
  - Future needs
- Two primary areas of interest:
  1. Performance measurement
  2. Data sharing

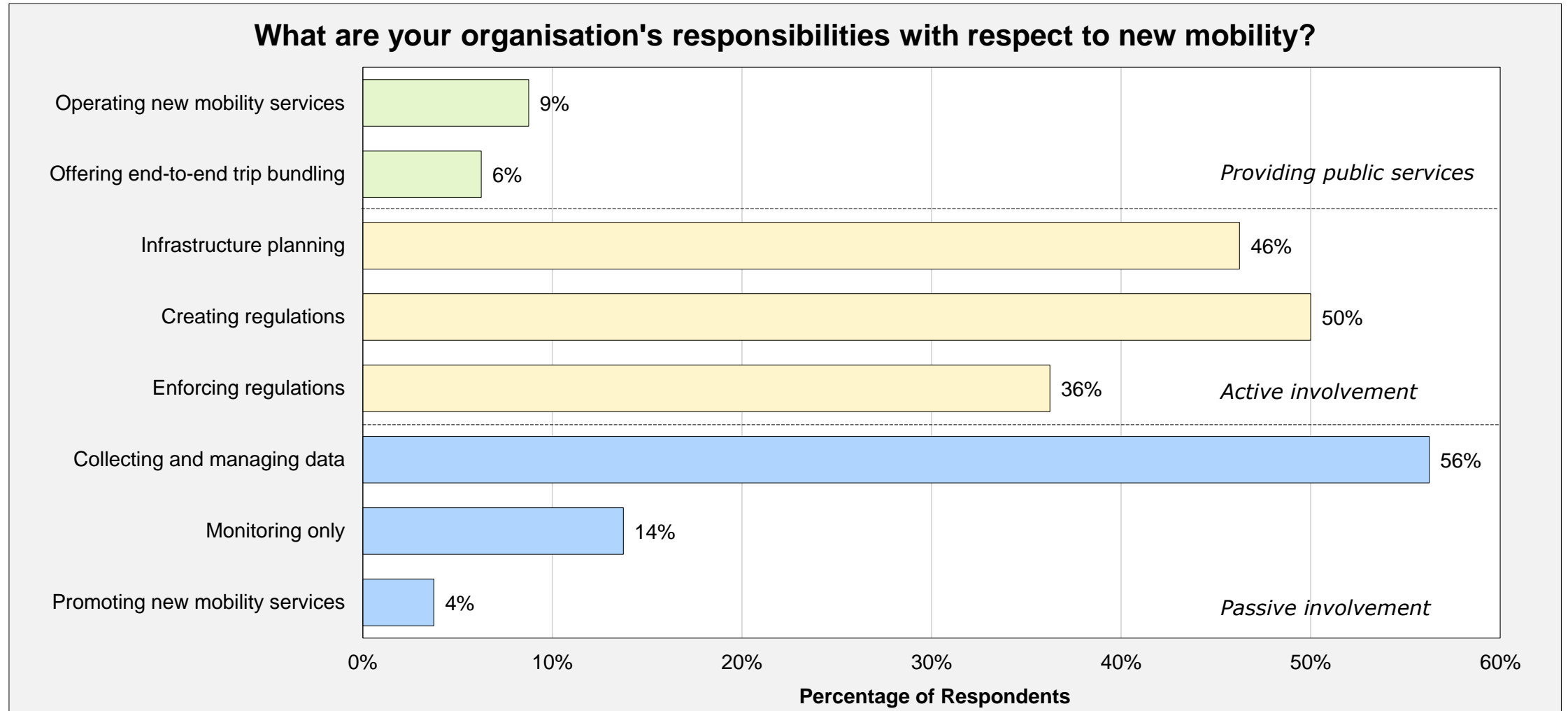


## Respondent information

- 144 total responses
- Primarily government (64% total)
- Public sector responses are majority European, but a range of city sizes
- Responses from major private sector operators on every continent

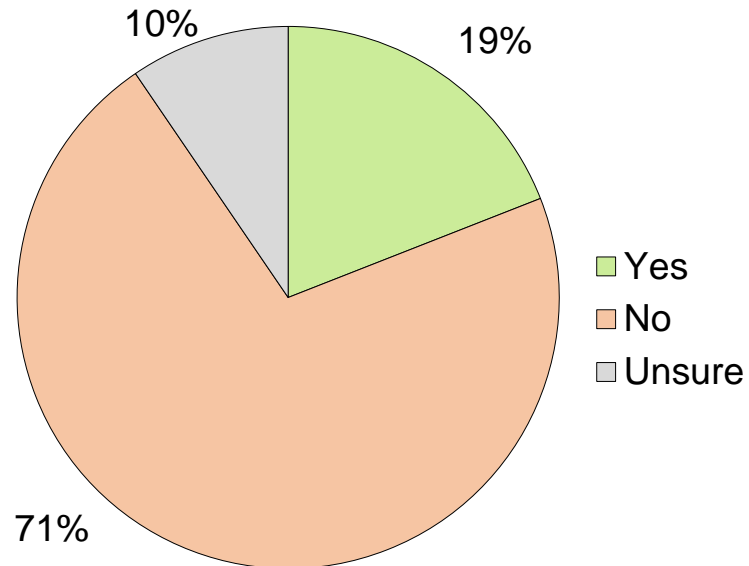




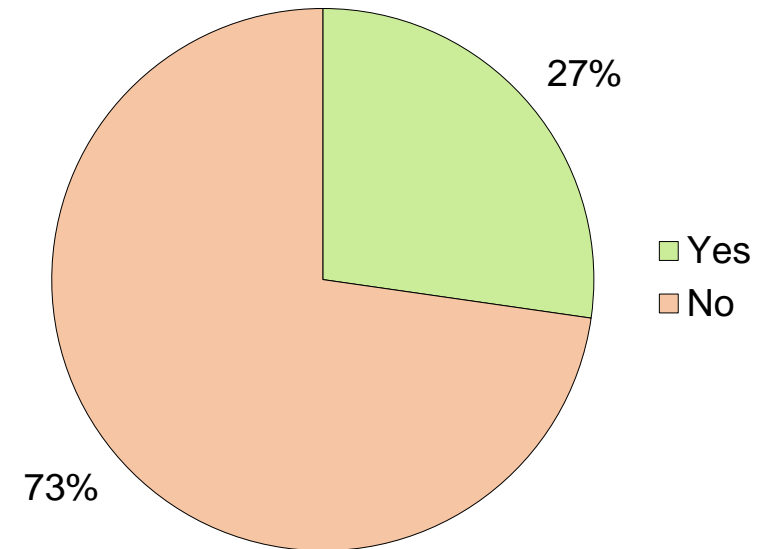


## Public sector needs

Do you currently receive data from new mobility operators in your jurisdiction?

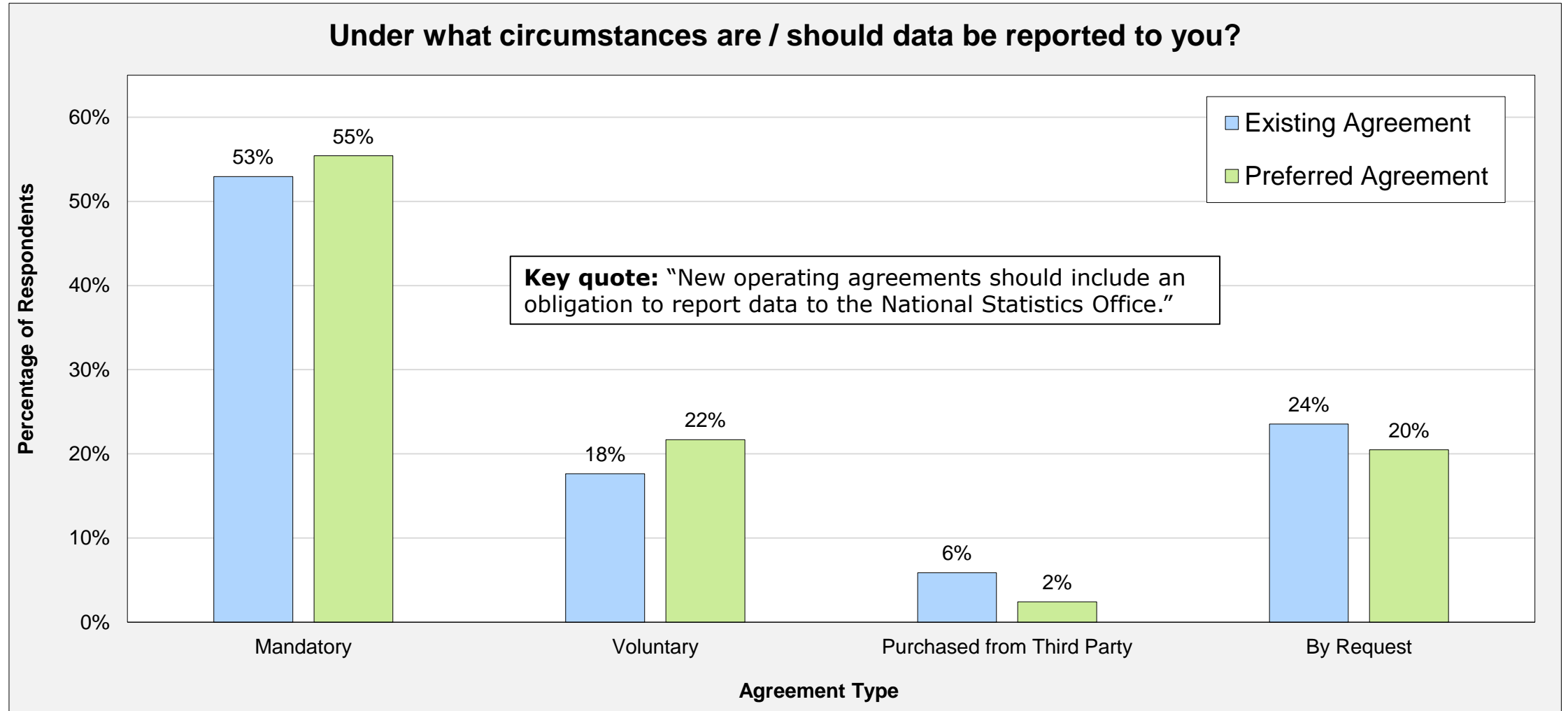


Do you currently use performance metrics to evaluate new mobility services?



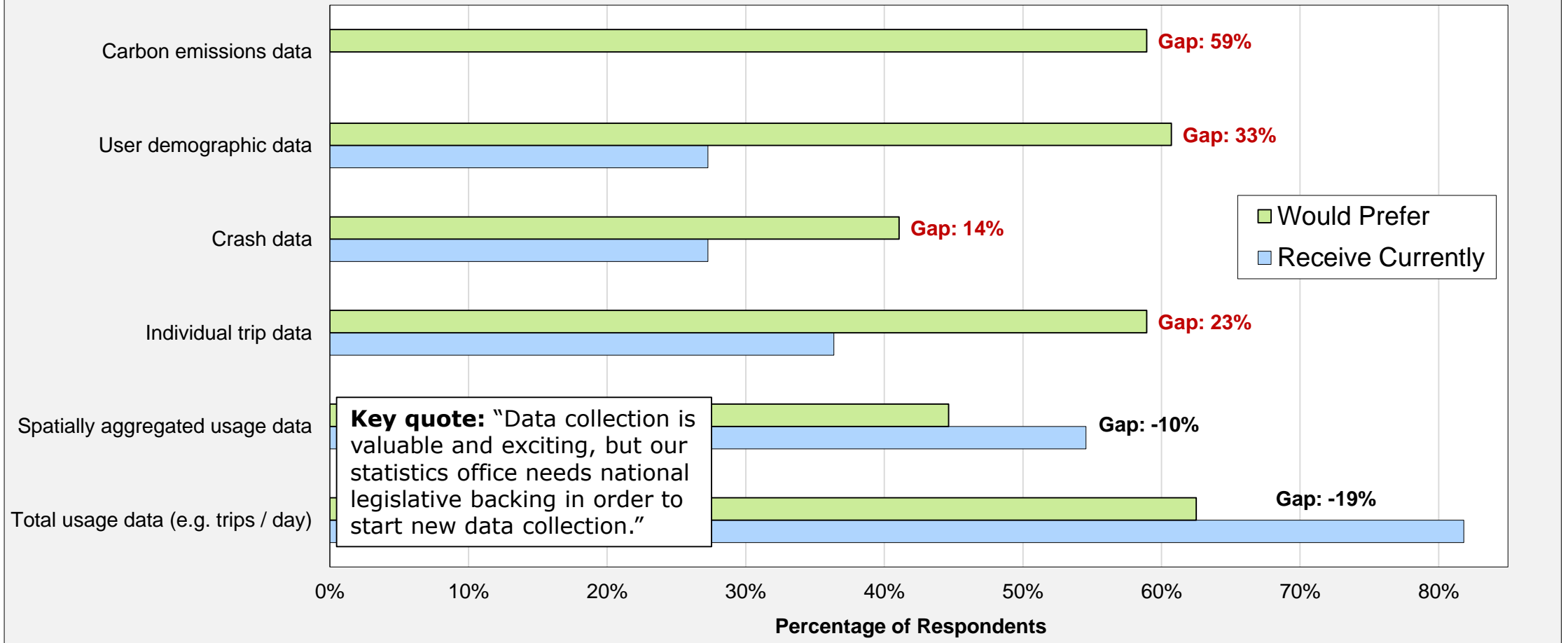
**Key quote:** "It is very important to get data from car-based new mobility modes."

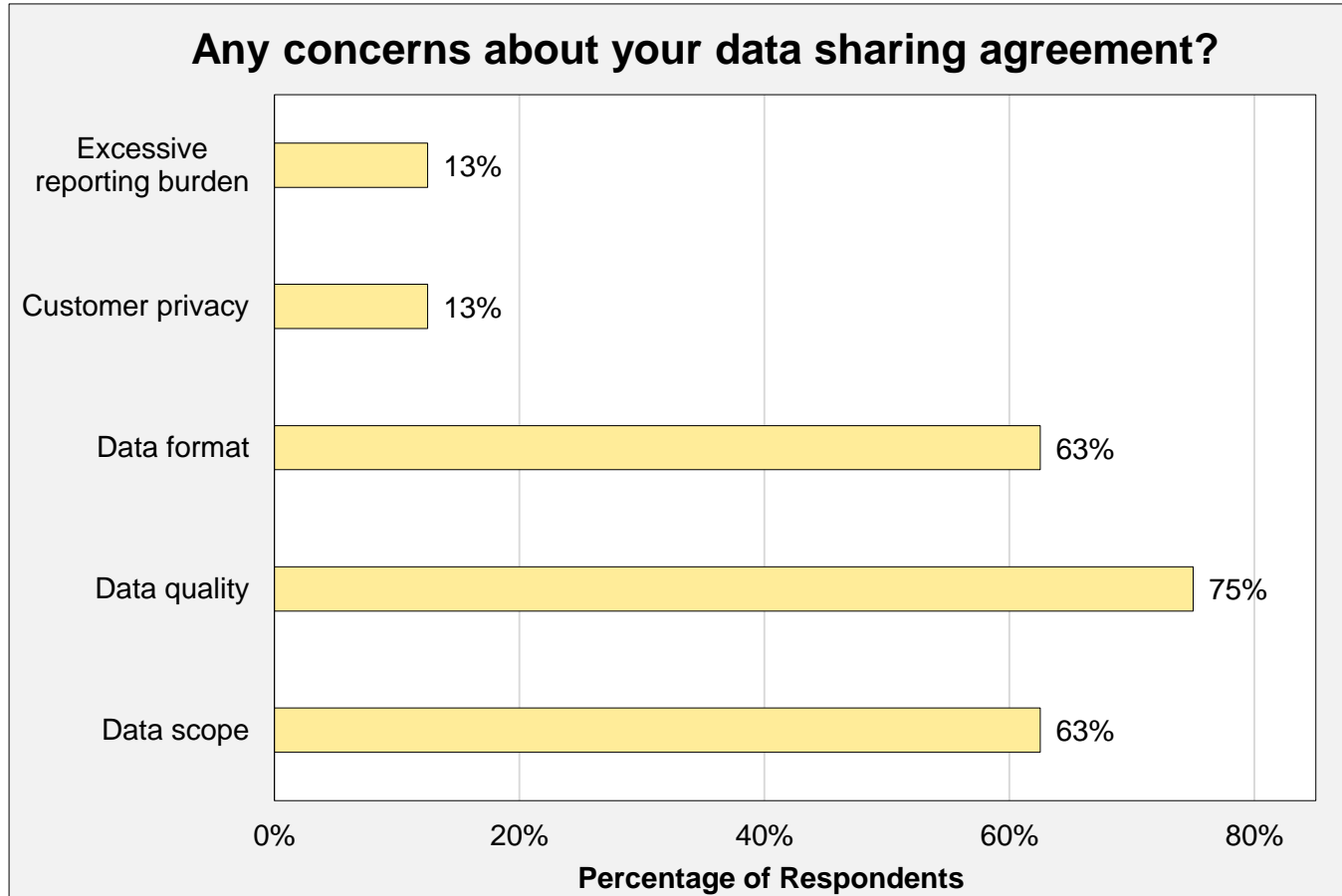




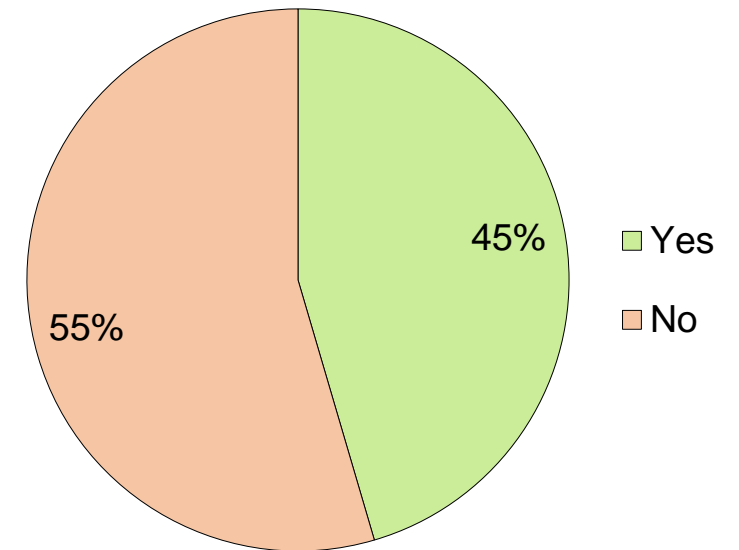


### What data do you currently / would you prefer to receive from new mobility operators?



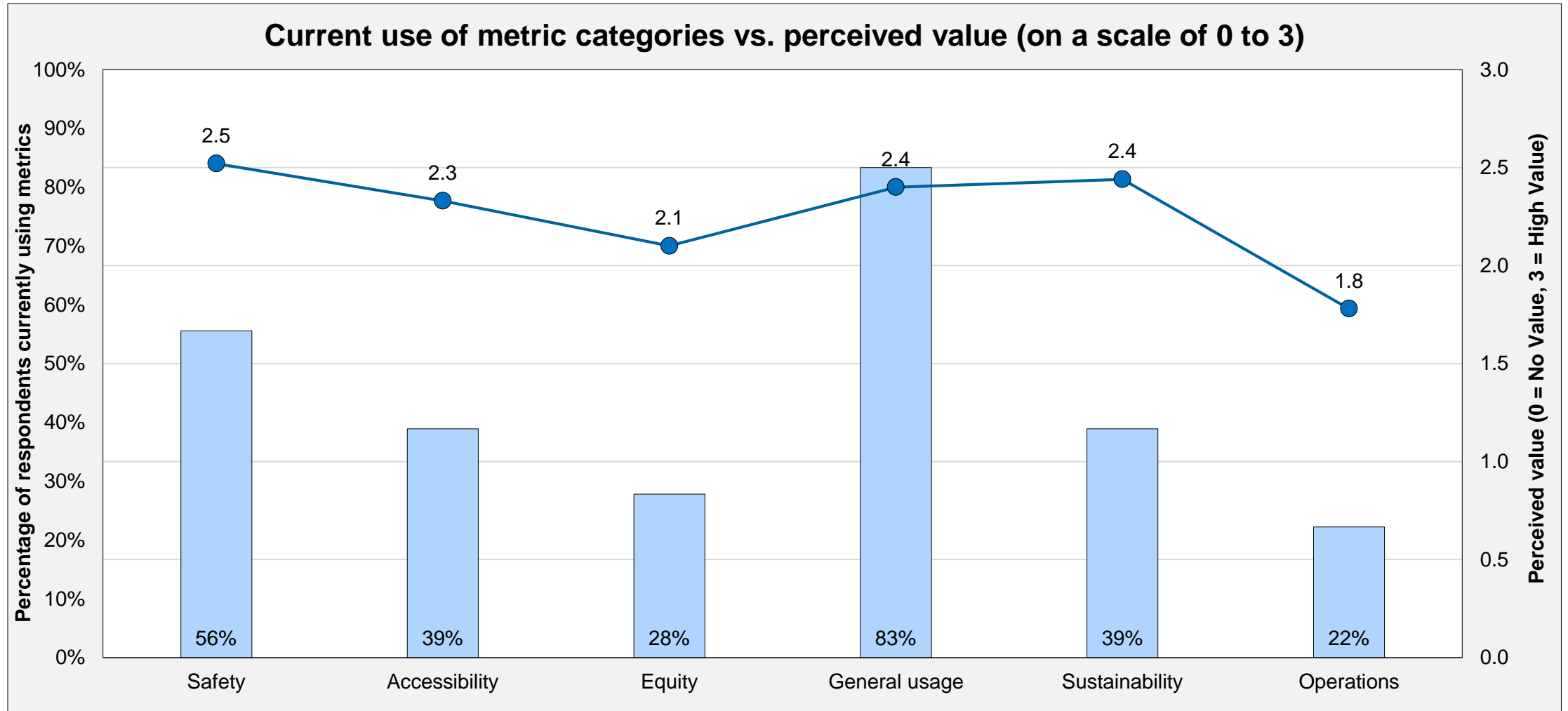


### Is the data reported in a consistent format?

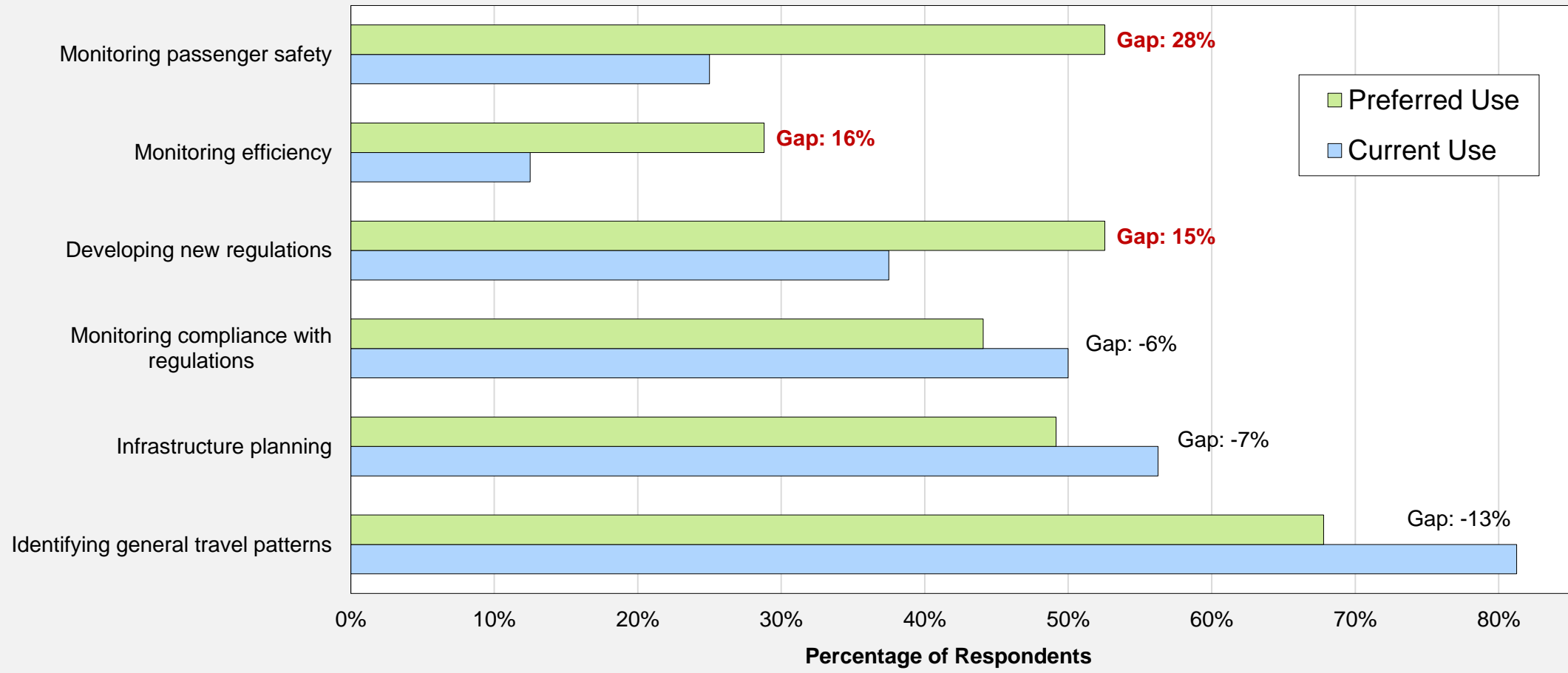


**Key quote:** "We currently have data reporting with our shared micromobility companies but nothing with Zipcar or Uber/Lyft. It feels unfair and my job could really benefit from that data."

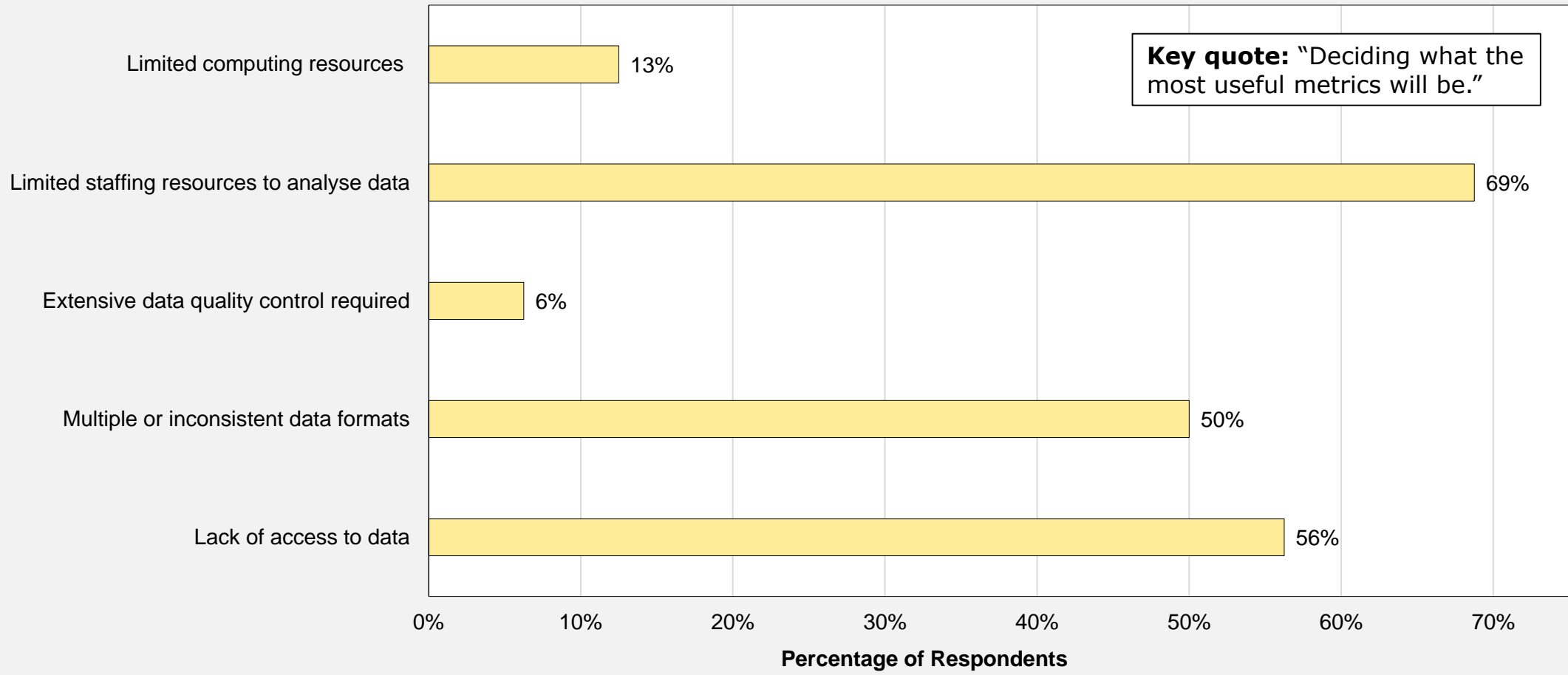


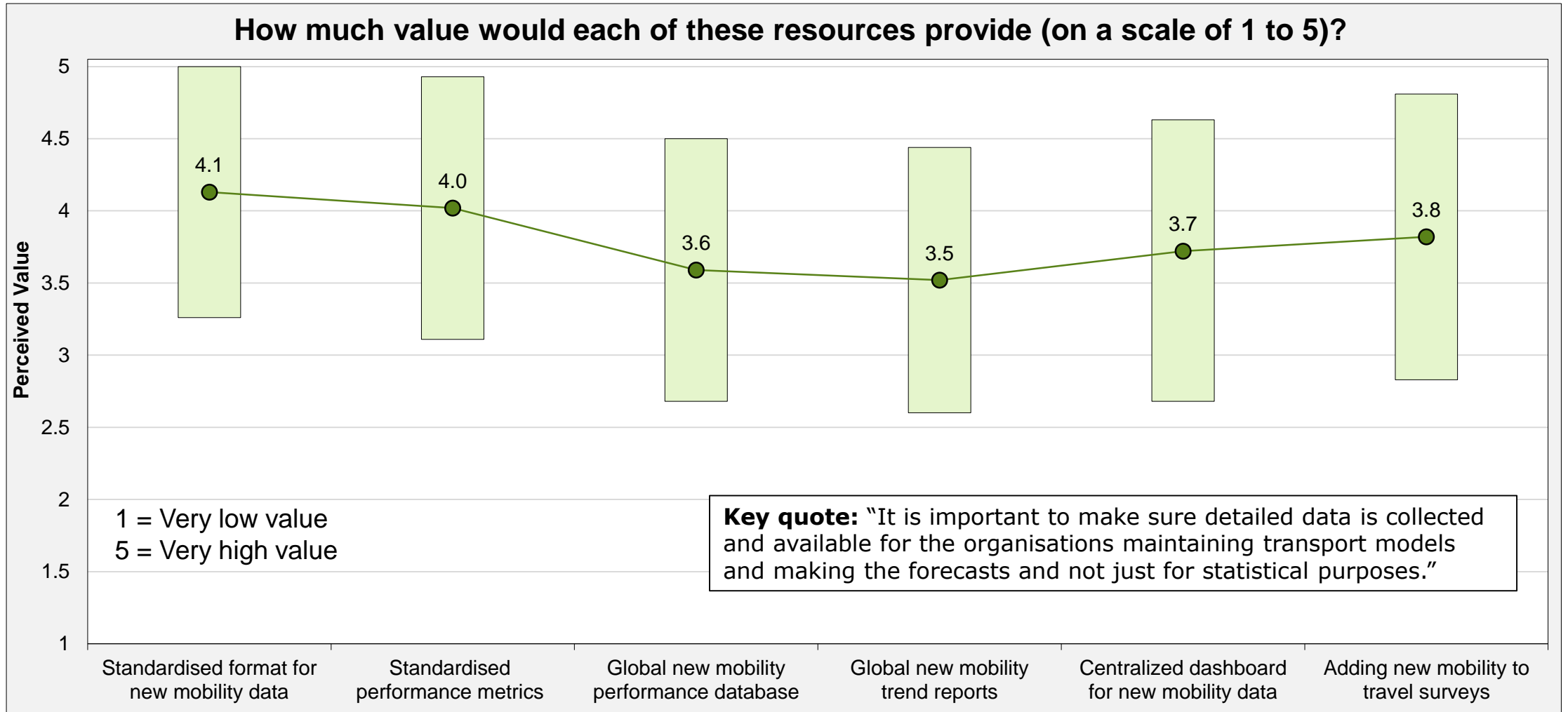


### How do you / would you like to use new mobility performance metrics?

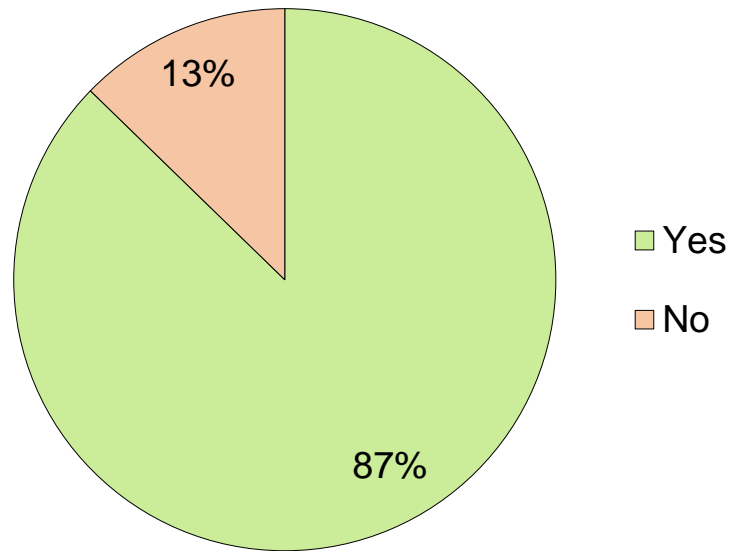


### What challenges do you face in calculating performance metrics for new mobility?



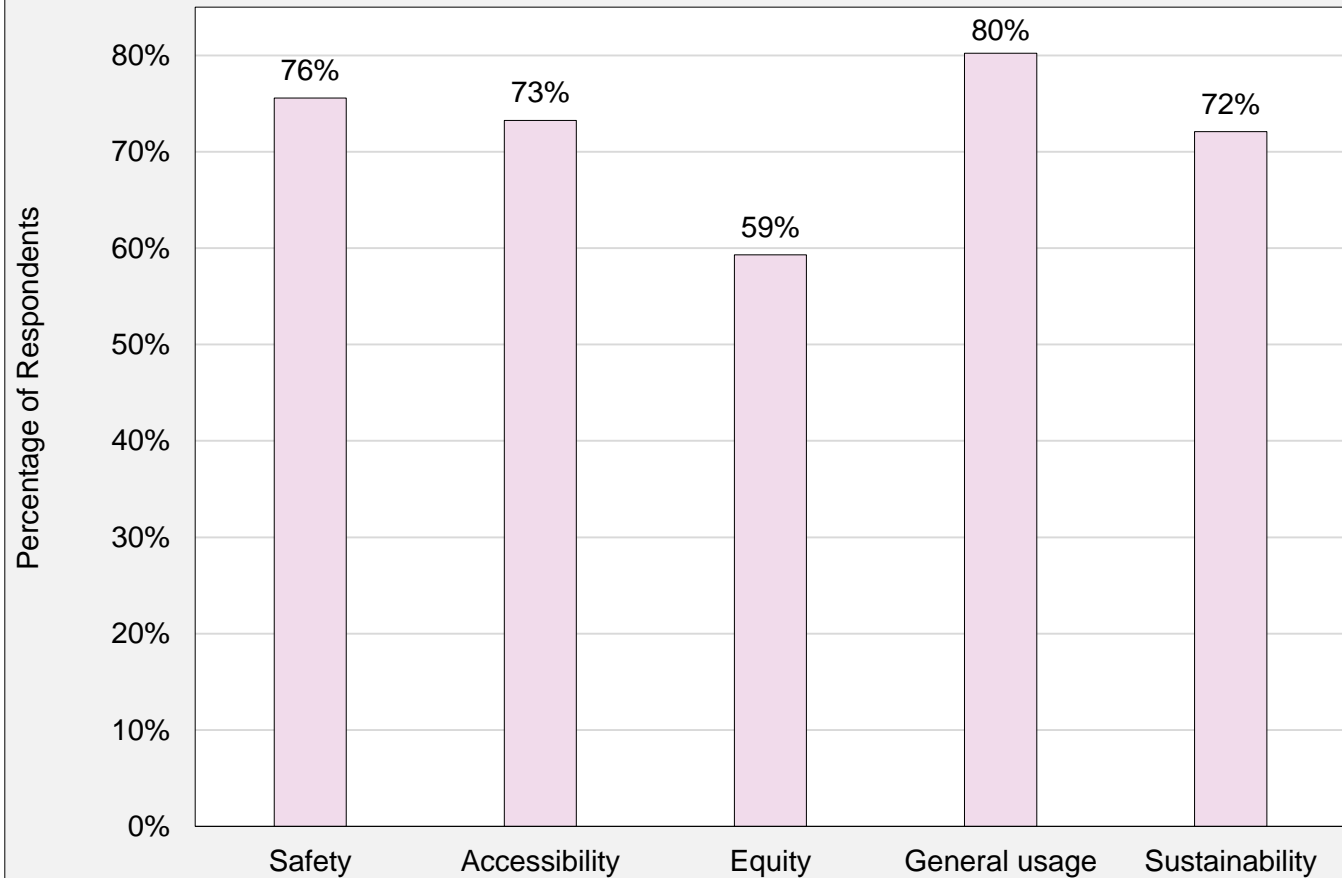


Would you be open to sharing aggregated, anonymised data for populating a global trend database?

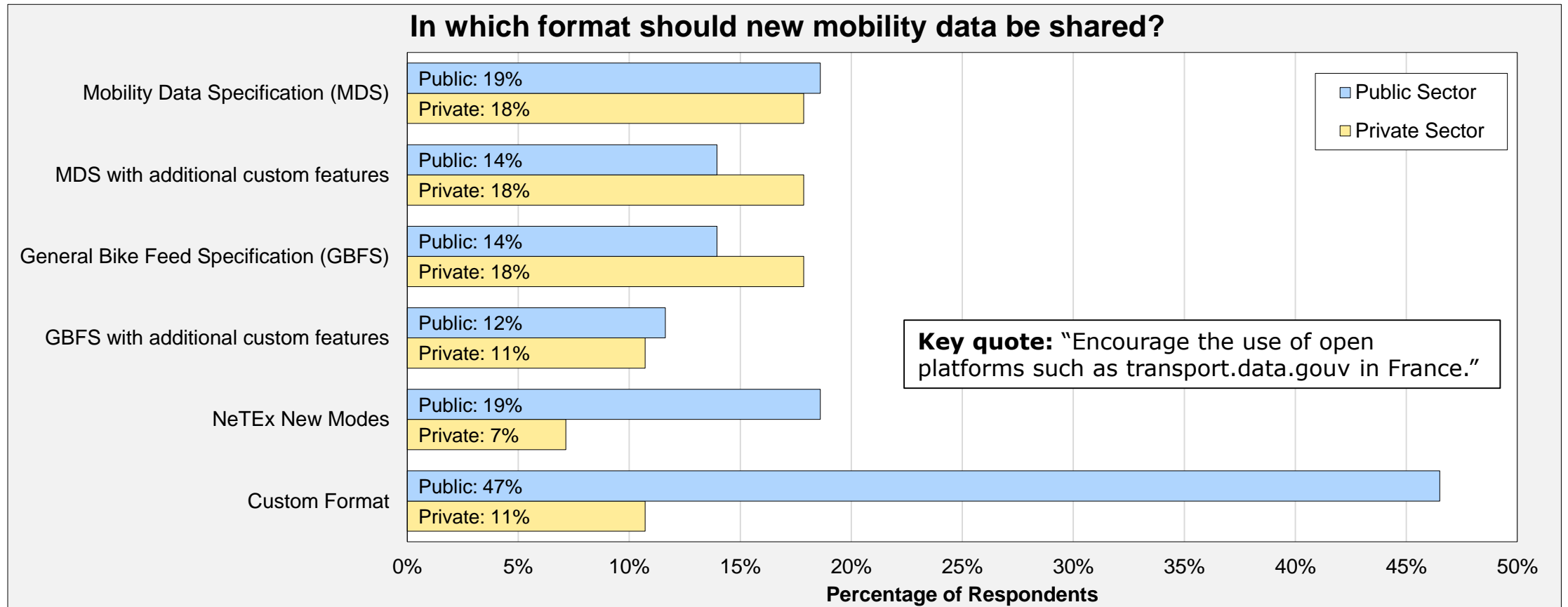


**Key quote:** "A common framework of indicators is key to enabling comparisons."

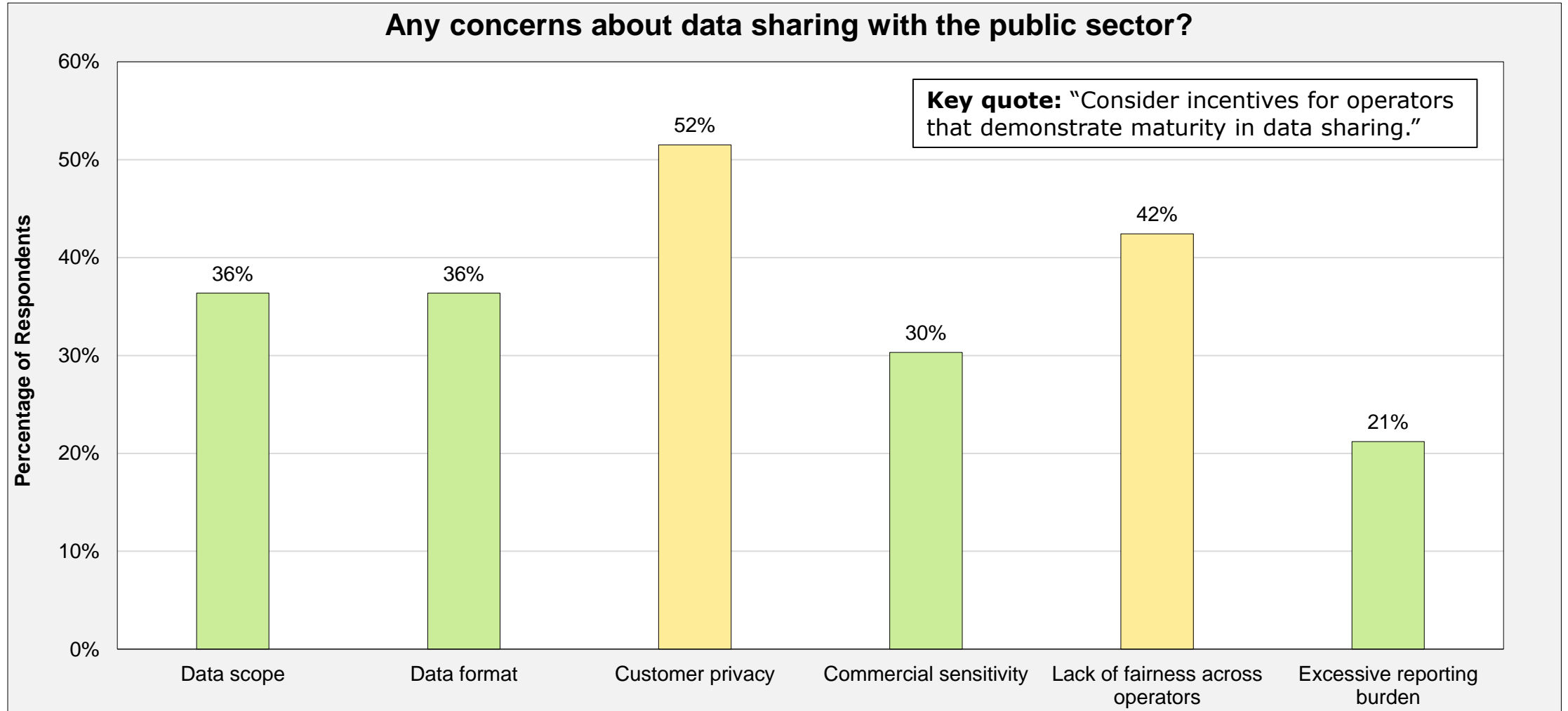
If a database of new mobility trends were created, which types of indicators would be of interest?



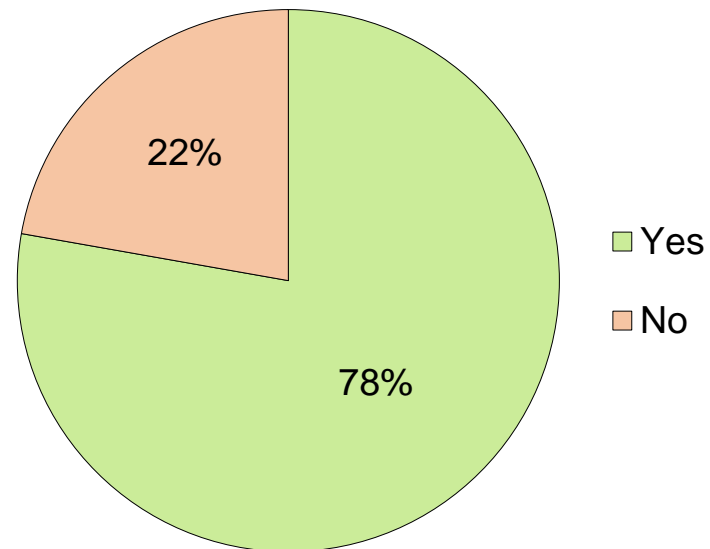
# Private sector recommendations








**Should a user's socioeconomic information be included with trip data to enable differentiated performance evaluation?**



**Key quote:** "[It is] important to measure success [...] and be able to adjust accordingly to reach low income, elderly, women or other marginalised groups with the service."



## Key Takeaways

1. Overall, **access** to new mobility data and performance metrics is limited for public agencies, even those responsible for regulations and infrastructure planning .
  2. Monitoring the **safety** and **sustainability** of new mobility services is a priority for regulators, but very regulators have access to the necessary data.
  - 3. Standardization** of data formats, performance metrics and regulatory agreements would be welcomed by both regulators and new mobility operators.
  4. The public and private sectors are both **open to more data sharing** with each other (including socio-economic data) and the public under certain conditions.
  5. National governments can support local governments by providing **legislative backing**, additional **staff resources**, and creating **data-sharing platforms**.
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# Thank you

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