

How Micromobility is Transforming Movement in Cities

In the future, people won't necessarily own cars; they'll demand personal mobility

Urban mobility is about to undergo a seismic change Micromobility: the next big thing?

Micromobility can easily replace a significant part of public transport trips, it can also be decisive for its adoption in many other trips, as it provides the necessary first/last kilometre connection between stations and the real origins and destinations of those trips.

To create a platform to discuss the challenges and opportunities that Micromobility presents for people moving in urban areas and also for deliveries is an essential and urgent issue.

Micromobility refers to personal vehicles that can carry one or two passengers. Bicycles are probably the most common example.

Other Micromobility vehicles include small electric cars, electric bicycles, all sorts of scooters – generally small powered Micromobility vehicles run on charged batteries.

The real challenge for operators and public authorities is how to scale-up adoption of these shared modes, making them a regular component of daily mobility for many citizens.

I am focused on the new transport developments of Micromobility such as electric scooters, bikes, mopeds and drones.

As electric scooters become increasingly popular across Europe, cities are struggling to regulate their use following a spate of accidents.

Micromobility operators would – in parallel – introduce attractive packaging price offers and increase their supply in the area and especially in the immediate vicinity of mass-transit stations serving it. As all these vehicles are georeferenced, special promotional prices in designated areas are quite easily to implement for these services.

This exercise should be monitored with careful, reliable data collection allowing a before and after comparisons. This would allow some design improvements in the same area and especially provide lessons for the next areas of implementation.

These are the main features and concerns of an unstoppable movement.

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