Topics to Address

1. How cities are using data from bikes and scooters to plan and manage infrastructure.

2. How expanded data sharing from ride-hailing and freight operators could help cities: i) experiment with new curb regulations, ii) validate and evaluate, building the case for large-scale changes.

3. Different models used by cities for sharing of the data.

POLIS Conference 2020

#POLIS20

A PLATFORM FOR CITIES TO MANAGE THE FUTURE OF MOBILITY
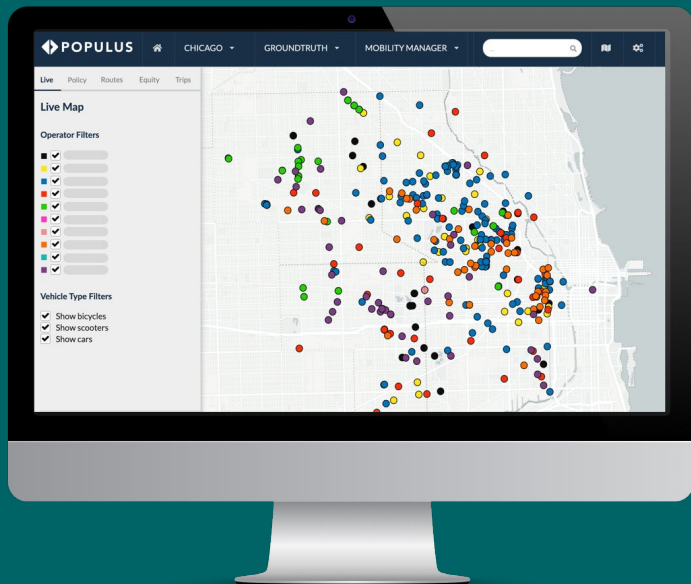
- Our platform securely hosts data from 20+ mobility operators in 80+ cities.

- Since 2018 we have oversee ~85,000 e-scooters and more than ~50 million trips.

- We harness and contribute to open data specifications and standards that allow mobility service operators to share data (GBFS, MDS, GTFS, CurbLR).

- We help cities efficiently access and turn data from mobility operators into actionable insights.

POPULUS

www.populus.ai

TRADITIONAL USES OF THE CURB

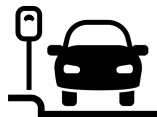## San Francisco Curb & Street Space Allocation
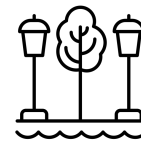
90%

5%

2%

2%

10% metered
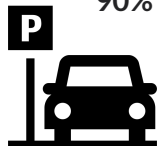
90% unmetered

Vehicle Storage

Movement of People

Movement of Goods

Public Space

Emergency

THE CURB IS CHANGING…WITH NEW USES COMPETING FOR IT
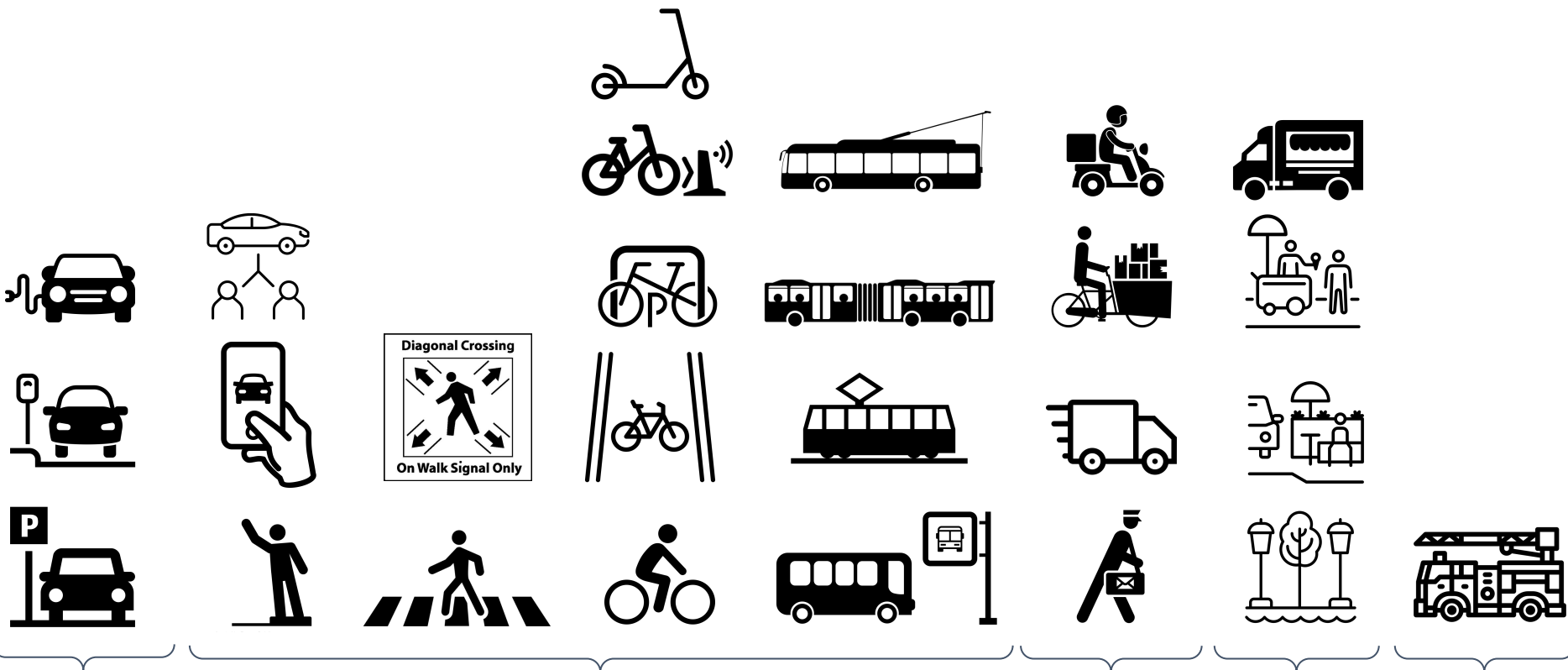
Vehicle Storage

Movement of People

Movement of Goods

Public Space

Emergency

RIDE-HAIL, MICROMOBILITY AND LAST-MILE DELIVERY SEEM TO DRIVE THIS CHANGE

Vehicle Storage

Movement of People

Movement of Goods

Public Space

Emergency
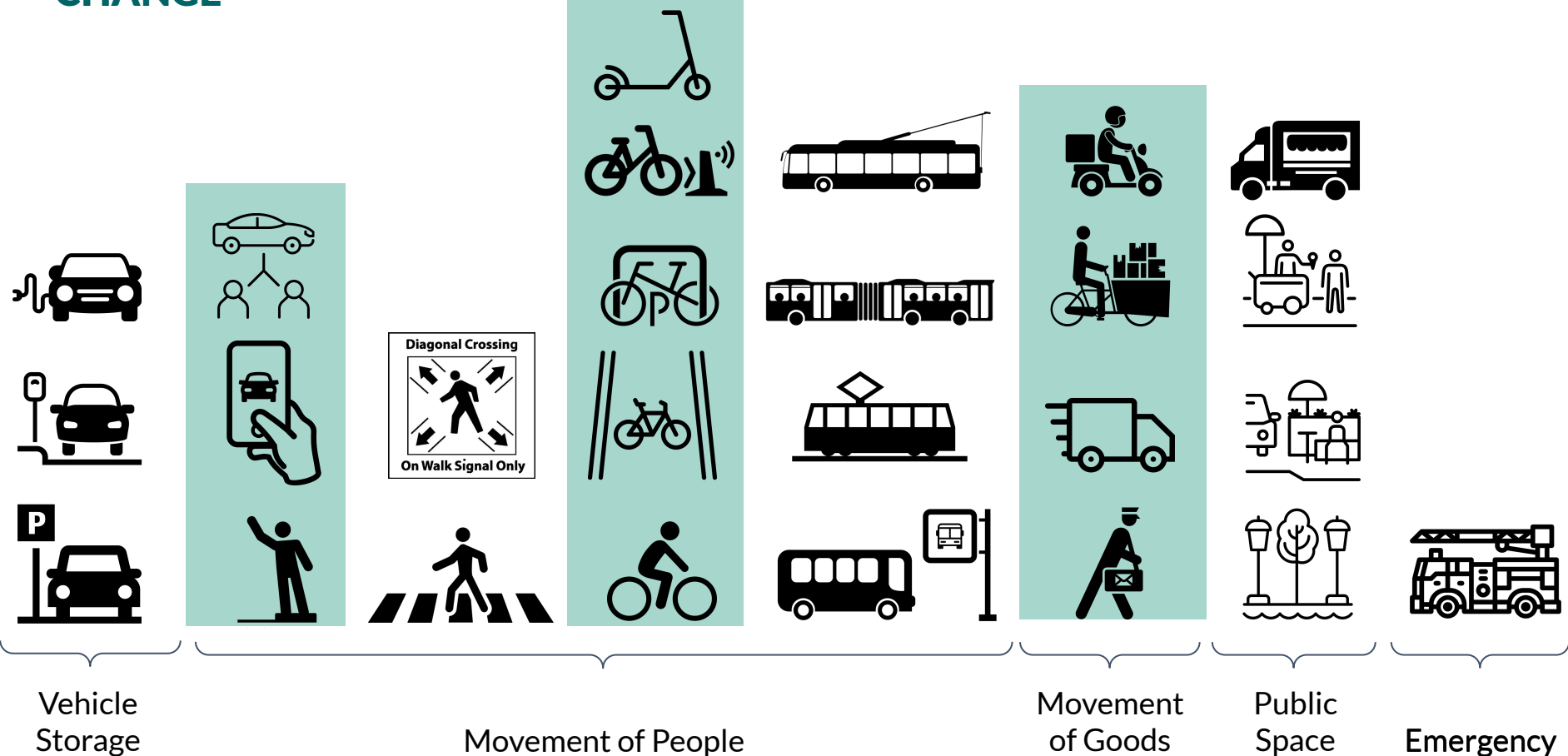
ACCESS TO DATA EMPOWERS CITIES TO ALLOCATE SPACE THAT MATCHES THEIR GOALS - TEL AVIV
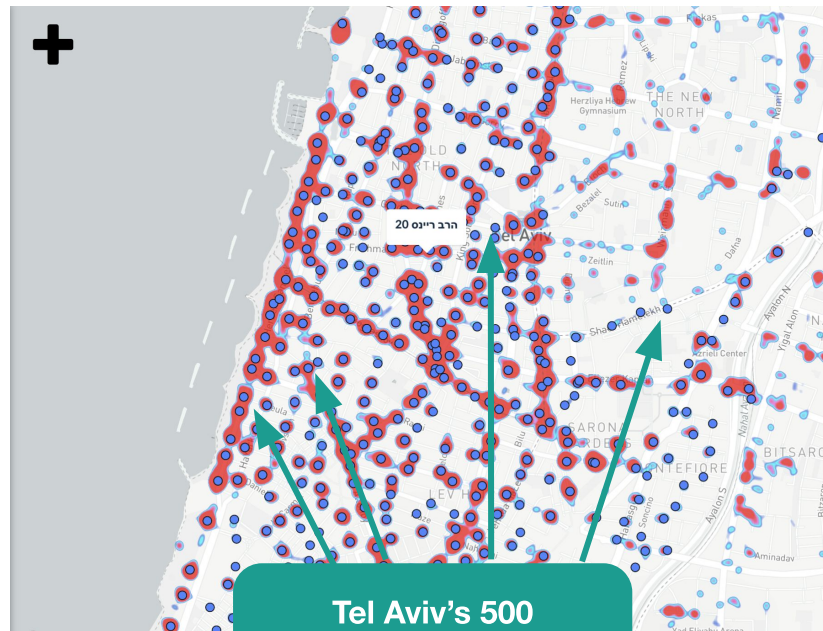
Tel Aviv's 500 dedicated scooter parking spaces
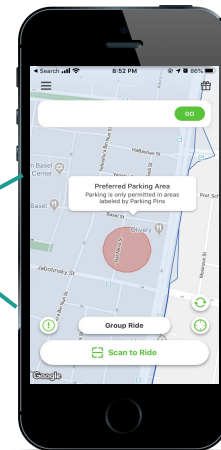
Operators communicate the designated and digitized parking spaces to users

POPULUS

www.populus.ai

IT ALSO ALLOWS MEASURING PERFORMANCE OVER TIME

Tel Aviv Parking Performance within E-scooter Corrals

● Parked inside corral   ● Parked inside or within 5 meters of a corral*   ● Parked inside or within 10 meters of a corral*

	May 2020	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020
Parked inside or within 10 meters	69.99%	69.43%	69.45%	70.13%	68.77%	79.48%	79.96%
Parked inside or within 5 meters	57.66%	56.54%	56.70%	56.70%	55.71%	66.04%	66.45%
Parked inside corral	38.87%	37.32%	37.66%	37.24%	36.51%	44.80%	44.91%

*5 and 10 meters radiuses are used to account for GPS accuracy errors

POPULUS

www.populus.ai

USING DATA TO PLAN FOR BIKE PATH LOCATIONS AND CAPACITY

Average Trips per Day

- 1
- 323
- 646
- 968
- 1,290

שדרות רוטשילד|**tertiary**

10,323 Total Trips

1,290 Average Trips per Day

6.6% of Routable Trips

POPULUS

www.populus.ai

CITIES ARE USING PILOTS TO TEST CHANGES AT THE CURB

BRIEF

Transportation for America picks 3 cities for curbside management pilots

Credit: Pexels

AUTHOR

Chris Teale
@chris_teale

UPDATED: Dec. 11, 2019: Transportation for America (T4A) announced it will provide Bellevue, WA, Boston and Minneapolis with funding and support for curbside management projects as part of its Smart Cities Collaborative.

LOADING ZONES: DOT is Finally Taking Back Some Streets From Car Storage!

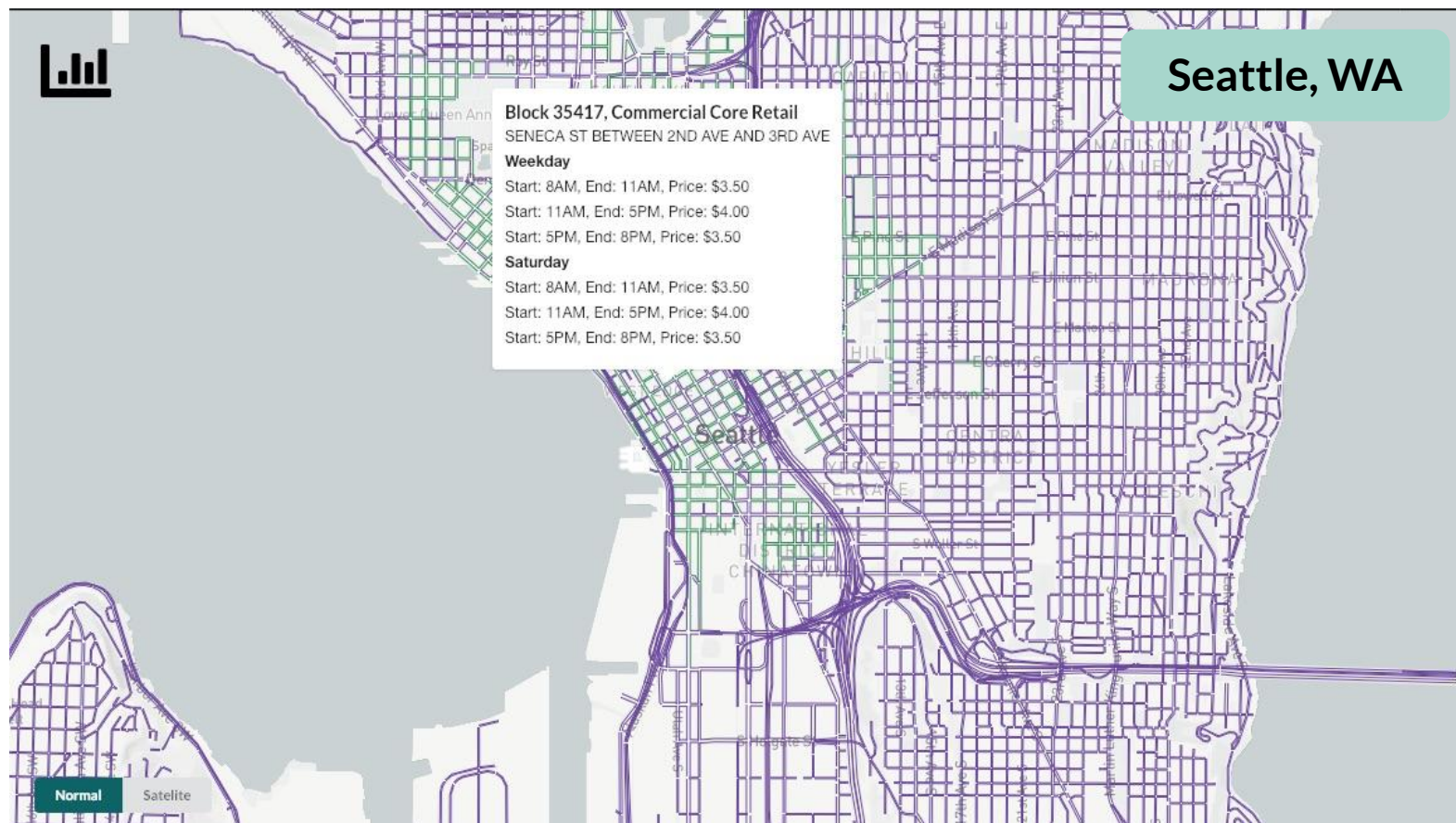By Julianne Cuba | Jul 25, 2019 | 💬 59 COMMENTS

A street sign in Brooklyn declares no parking to accommodate a loading zone. This sign was removed on account of push-back by car owners. Photo: Kings County Politics

It's one small step for a block, one giant leap for street safety.

The city has begun an unheralded — but monumental — pilot program to reduce the scourge and danger of double-parked delivery trucks by eliminating car storage along a dozen residential strips in all five boroughs, a move that finally addresses the explosion in FedEx and UPS deliveries over the past two decades and the rise of app-based car services in the outer boroughs.

◆ POPULUS

CARSHARE PARKING VALIDATION

Seattle, WA

Block 35417, Commercial Core Retail
SENECA ST BETWEEN 2ND AVE AND 3RD AVE
Weekday
Start: 8AM, End: 11AM, Price: $3.50
Start: 11AM, End: 5PM, Price: $4.00
Start: 5PM, End: 8PM, Price: $3.50
Saturday
Start: 8AM, End: 11AM, Price: $3.50
Start: 11AM, End: 5PM, Price: $4.00
Start: 5PM, End: 8PM, Price: $3.50

Normal   Satelite

POPULUS

www.populus.ai

CARSHARE PARKING VALIDATION

Oakland, CA

Vehicle Id:
Operator:
Vehicle Type: Car
Start Time: May 1, 2020, 9:47 AM
End Time: May 1, 2020, 4:55 PM
Point Id: 19-423
Policy: Citywide
Duration: 7:08
Cost: $14.26

POPULUS

www.populus.ai

THREE TYPICAL MODELS TO MOBILITY DATA SHARING

Aggregated/ Reported By Mobility Operator	Data Delivered Through A Trusted Third Party	Cities Directly Receives Raw, Disaggregate Data

EXAMPLES:
- Many EU cities receiving dashboards from mobility operators.
- Most ridehail services.

PROS:
- Reporting burden placed on operator.
- City bears little risk.

EXAMPLES:
- Populus or other 3rd party platforms.

PROS:
- Data is audited through a trusted third party.
- City bears little risk - access only to aggregate data/insights.
- Cost effective for advanced analytics.

EXAMPLES:
- L.A. Department of Transportation (LADOT).

PROS:
- Flexible, direct access to raw data.
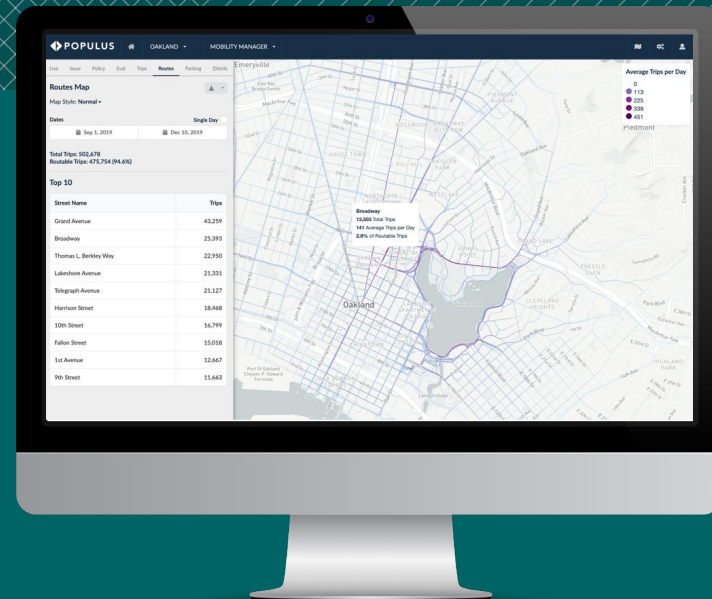- City may wish to experiment with building up technical capacity.

LEAST RISK ⟶ **MOST RISK**

◆▷ POPULUS

www.populus.ai

THANK YOU!

Diego Canales | Global Partnerships

diego@populus.ai

POPULUS

A data platform for cities to manage the future of mobility