POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL CONFERENCE 2022

30 November
1 December, 2022

Brussels, Belgium

Designing Micromobility to Complement Public Transport

Lessons from EMEA and the US

Superpedestrian

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Superpedestrian

- Spun out of the MIT Senseable City Lab at MIT in 2013
- 40+ patents in AI and electrified vehicle technologies
- Superpedestrian scooter fully designed in-house
- Operated in 65+ cities since 2020

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Promise

The combination of **access, speed,** and **comfort** achieved by linking public transport with micromobility competes with private car transport

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Baseline

In **Lisbon, 51%** of riders regularly **use scooters to connect to transit. 65% of riders earning less than median annual income** use scooters to connect to transit.

Source: Superpedestrian rider surveys 2022

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Local Variables

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- Existing transit options
- Land use
- Regulatory frameworks
- Street facilities

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			 + 
Door-to-door	X		X
Short trips	X		X
Long trips		X	X
On your own schedule	X		X
Affordability/ease of payment		X	Separate fares, different payment
Easy to plan/convenient			Different apps, planning tools
Reliable location		X	Scooters must be at transit
Spontaneous trips	X		X

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Case Studies

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- Global: **Maas app integrations (NCTX Buses)**
- Seattle, Washington (US): **Scoot and Bike to Transit**
- Andalucía, Spain: **Tarjeta jóven de transporte de Andalucía**

  Nottingham, UK: **Parking stations**

MaaS Integrations

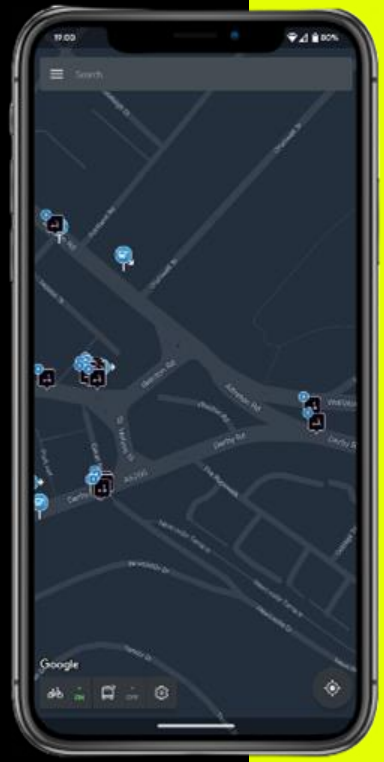
Addresses: **Convenience, Planning**

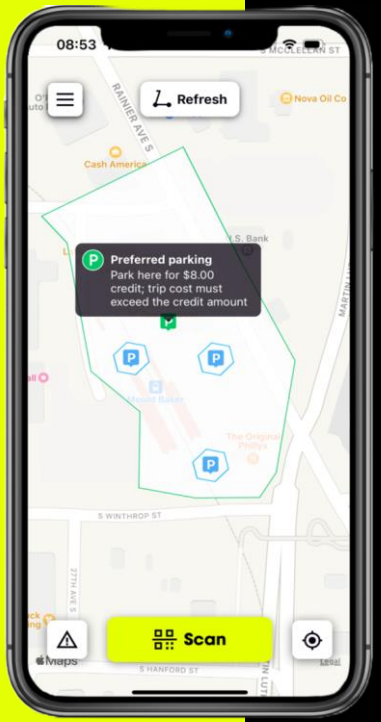
How: **All travel modes in one app for trip planning**

Who: **Operator**

Difficulty: **Easier to implement**

Impact: **Low, with potential for much higher**





Scoot and Bike to Transit

Addresses: **Affordability, Reliability**

How: **Wallet bonuses, free transit tickets for parking at transit**

Who: **Government agency, Operators**

Difficulty: **High cost, high labor, easy to implement in-app**

Impact: **Measuring, assumed high**

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Andalucía Discount

Addresses: **Affordability**

How: **20% scooter discount for youth with transit card**

Who: **Operator**

Difficulty: **Easier to implement**

Impact: **Medium**

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Parking Infrastructure

Addresses: **Reliability**

How: **Stations create consistency at transit**

Who: **Operator**

Difficulty: **High**

Impact: **High**

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Future

Affordability and Convenience

- Fare integration
- Upgrading MaaS with deeper integration

Reliability

- Optimizing operation zones and hours
- Plan into the city as essential transport
- Financial viability for the future

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Thank you
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