

MICROMOBILITY MYTHS & FACTS

MYTH

Micromobility users ride recklessly and endanger pedestrians.

FACT

Shared bike and scooter companies are constantly incorporating the latest safety measures, such as built-in speed limitations and age limits enforced through driver's license scanning.

Many companies utilize in-app rider education features and programs including mandatory safety quizzes and suggested safety routes, and tiered penalties are often applied to encourage proper use.

New technologies are emerging to improve detection of poor behavior such as sidewalk riding and aggressive swerving.

MYTH

People ride and park bikes and scooters wherever they want.

FACT

Many companies now regulate where users ride with geofencing, which uses GPS or RFID technology to create a virtual geographic boundary around restricted areas. E-scooters often respond to entry into these areas with audible warnings and safe deceleration.

While some cities and towns allow for fully "dockless" systems, others use docks, parking corrals, and geofencing technology to limit parking in sensitive areas. Many systems use ride credits or penalties to incentivize good parking habits.

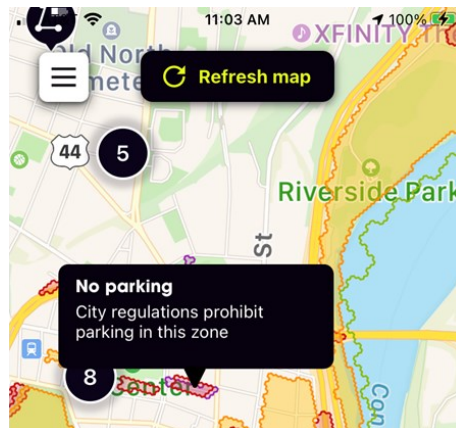
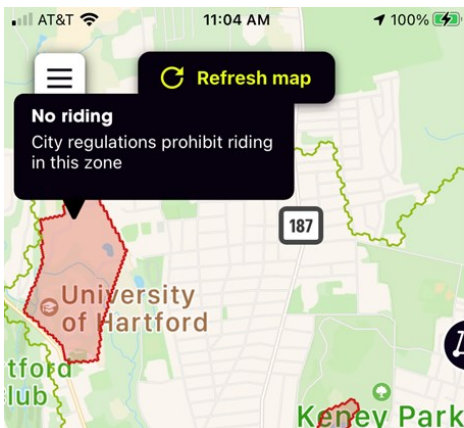
MYTH

People only use bikes and scooters for recreation, not for serious transportation.

FACT

In North America, 36% of shared micromobility trips replace a car trip, and 50% of riders use shared micromobility to connect to transit. Studies conducted across 9 cities found that 44% more jobs were accessible within 45 minutes or less when pairing shared micromobility with walking and transit.¹

In Bridgeport, 25% of scooter share riders use the vehicles to get to work or school, and 50% replaced a car trip with a scooter trip on a weekly basis.



Screenshots from the LINK system in Hartford

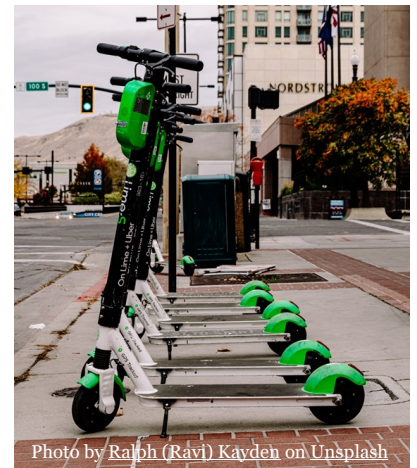


Photo by Ralph (Ravi) Kayden on Unsplash

¹ [NABSA 2020 Shared Micromobility State of the Industry Report](#)

MYTH

Micromobility vehicles always get vandalized and stolen.

FACT

Theft prevention in micromobility is advancing quickly. The use of sturdier, heavier vehicles, combined with notifications to the operations team when vehicles leave the surface area, has made theft and vandalism more difficult. In Hartford, CT, an emphasis on affordability and community engagement has allowed the LINK scooter system to thrive, with low theft and vandalism rates.

MYTH

The micromobility revenue model isn't sustainable.

FACT

There has been a growing understanding that micromobility systems are transit, and like bus and road networks, require public investment. New provisions in the infrastructure bill make funding available for bike share systems and allow membership costs to be covered by pre-tax commuter benefits. Some operators offer digital advertising options to generate revenue.

MYTH

Micromobility is only used by young, white, wealthy men.

FACT

Though still underrepresented, Black, Hispanic or Latino, and female users saw growing representation in micromobility use from 2019 to 2020.²

Micromobility companies have been working to broaden their ridership scope by incorporating fee structures for low-income riders, language access, and eligibility requirements. In North America, 83% of systems have discount programs and 66% have geographic distribution policies. In Hartford, Superpedestrian has enrolled over 400 residents in its reduced fare LINK-Up program.

MYTH

We can't have micromobility without a complete network of bike infrastructure.

FACT

Infrastructure and micromobility use are a virtuous cycle. Providing good micromobility options creates demand for good infrastructure, and vice versa. Route data tracked by micromobility companies can inform infrastructure planning.

Demand for alternative transportation has been growing and communities have been rapidly installing infrastructure. There's no better time to build your network!



Photo from the City of Calgary Newsroom



² [NABSA 2020 Shared Micromobility State of the Industry Report](#)