SUMT Factsheet

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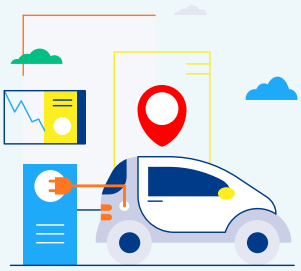
Shared Mobility: Unlocking its Public Benefits!



Shared Mobility: An Important Part of Urban Mobility Strategies and Sustainable Urban Mobility Plans (SUMPs)

In Europe, the European Union strongly promotes sustainable mobility, digital innovation, and climate resilience. The European Green Deal, in its ambitious attempt to achieve climate neutrality by 2050, emphasises the importance of repurposing urban areas for both communities and nature, reinforcing the shift towards climate-neutral and more adaptable cities. Consequently, the EU Urban Mobility Framework encourages cities to implement Sustainable Urban Mobility Plans (SUMPs), which integrate transport systems with urban planning and environmental strategies to create more inclusive and enjoyable public spaces. Furthermore, financial backing from the European Regional Development Fund (ERDF) and Horizon Europe provides cities with opportunities to trial smart curbside management solutions and adopt nature-based urban interventions. While SUMPs are primarily a European policy tool, their principles may resonate beyond the EU, forming part of the external dimension of the Green Deal.

At the same time, several cities worldwide are reassessing the role of shared mobility services considering the quantified benefits and assessing the possible challenges in terms of public space management and overall road safety. Shared mobility needs to be guided and regulated to actively contribute to the innovative and sustainable evolution of urban mobility. It can serve as an essential resource in reducing dependence on private motor vehicles and can enhance the potential of public mass transit, helping to decrease congestion and achieve decarbonization goals in the transport sector. In order to be successful, public authorities must establish clear governance frameworks, make use of digital tools, and utilise real-time data from operators to inform policy-making and assess the outcomes of implemented measures. By leveraging digitalization cities can also monitor the quality of services provided by operating companies.

Necessary Regulations: Potential and Effects Learned from Munich

With 1.6 million inhabitants, the city of Munich is at the centre of a metropolitan area of 4 million people. It is a highly attractive city for both residents and visitors, hosting major global companies and offering a high quality of life and urban environment. However, mobility in Munich presents various challenges, including congestion, overload on public transport networks, an incomplete cycling network, and a lack of digitalization in transport services. In 2021, the city adopted the **"Mobility Strategy 2035"**, with a primary goal of ensuring that 80% of urban trips were made through environmentally friendly modes of transport—a crucial step toward achieving climate neutrality.
In this context, Munich exemplifies effective shared mobility through its strong coordination of a long-term strategic vision with ambitious urban mobility objectives. Shared mobility plays a key role alongside other transportation options, ensuring a well-integrated system. The city prioritizes widespread service availability, covering all neighbourhoods through interchange hubs. Additionally, advanced digitalization tools enable continuous monitoring and assessment of mobility policies, enhancing efficiency and adaptability.

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Key Learnings

- Shared mobility is necessary "to bridge mobility gaps", as it complements mass public transport and active mobility, making it easier for certain segments of the population to give up private motor vehicles (it has the potential to account for 8% of all urban trips).
- In order to achieve a more rational use of urban space, the proper organisation of sharing services also enables a rethink of curbside management by redistributing space, reducing private car parking, and prioritising collective services.
- Developing shared mobility systems is faster and more cost-effective than large-scale infrastructure projects aimed at covering the entire city comprehensively.
- To promote different forms of shared mobility, it is crucial to establish mobility hubs where citizens can switch between various transport options. These hubs should be accessible within five minutes from any point in the city (Munich plans to create 200 hubs for multimodal transport exchanges and 675 dedicated to micromobility).
- Shared micromobility also presents significant challenges, such as the uneven distribution of vehicles, disorderly parking and improper use.
- Clear regulations are needed to address these issues. Public authorities must establish obligations for vehicle relocation, enforce the prompt removal of improperly parked vehicles, and set limits on the number of vehicles in specific areas, among other measures.
- To monitor compliance with regulations and assess their effectiveness, a real-time control and monitoring system should be implemented and managed by public authorities. This requires a digital service partner to analyse data provided by operators.

The Importance of Data to Improve Shared Mobility: Changing the Way We Move

Shared mobility plays a crucial role in the urban mobility mix, helping to achieve decarbonization goals, reduce traffic congestion and lower dependence on private motorized vehicles. Over 1,000 cities worldwide have active shared mobility services and the SUMPs in European cities have often provided momentum for their consolidation in recent years. Studies highlight their positive impact in reducing CO2 emissions, contributing to the overall decarbonisation goals set by the EU Green Deal for the transport sector.[1] However, some cities perceive challenges in managing shared mobility systems—especially micromobility—and, lacking the proper tools, they are tempted to ban these services altogether.

[1] INTEREGG 2 SEAS – MOBI-MIX

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Key Learnings

- According to the International Transport Forum, 43% of public entities feel lagging behind in terms of data and technology, while 80% of European cities with shared mobility services either misuse or do not use the available data at all.
- The proper use of data allows for effective monitoring of ongoing shared mobility services and ensures compliance with regulations and policies, improving efficiency and mitigating issues.
- The intelligent use of georeferenced data from shared micromobility services helps assess the effectiveness of mobility policies by tracking increased movement along roads affected by temporary or permanent interventions in favour of active mobility (impact assessment).
- Georeferenced data can also identify high-demand streets and zones, guiding future investment decisions toward the most utilized areas (priority setting).
- A well-structured policy consists of three continuous and iterative phases:
  1. Cooperation – engaging with operators to understand how to achieve together mobility goals.
  2. Implementation – selecting the correct operators, establishing policies and regulations, and requiring transparent data sharing.
  3. Monitoring – assessing the impact of policies and adjusting them accordingly.

Some Lessons Learned and Highlights for Replicability

- Cities are not all the same: large, medium and small cities have different cultural paradigms and characteristics. Some are highly dense, while others are more spread out. Shared mobility can play different roles in different contexts, adopting varied models based on local needs and, in some cases, drawing on public-private partnerships.
- In areas with poor accessibility and/or limited infrastructure, shared mobility can provide a quick and cost-effective solution.
- Fragmented administrative regions require regional-level coordination to develop integrated mobility systems.
- Concerns remain high regarding the negative effects of shared mobility on urban space and road safety. Citizen awareness and engagement through comprehensive campaigns and structured feedback collection is essential to increase public acceptance.
- User feedback and analysis should be utilized to improve mobility services and tailor them to citizens' needs.
- A balance must be struck between environmental goals, improving citizens' accessibility and ensuring economic sustainability for both individuals and public resources.

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'This factsheet was produced with the financial support of the European Union. Its contents are the sole responsibility of ICF S.A. and do not necessarily reflect the views of the European Union'

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