

# Micromobility: How to Integrate “Little Vehicles” Into Your Transportation Programs

Q&A with Evan Kenward and Jem Thompson



**Q: Do you have any sample policies for employers to use to support micromobility in the workplace?**

A: It is most important to understand that one-size-fits all does not apply to micromobility policy. Many factors need to be considered, including user base/preference, existing policies in the surrounding area, and infrastructure. We recommend looking at comparable locations to your workplace, and then balancing that with your local jurisdictional policies to maintain consistency.

**Q: How do you address safety concerns from public officials/staff regarding e-scooters?**

A: Safety concerns from public officials/staff regarding e-scooters can be a great opportunity to advocate for improved infrastructure that provides micro mobility users with separation from motor vehicles. [Research into the subject](#) of e-scooter crashes has found that less than 10% of e-scooter crashes occur in bike lanes, compared to on sidewalks and roads, which account for 81% of said

crashes. Additionally, crafting policy and working with vendors to enforce this policy is another fantastic way to mitigate safety concerns. It is the responsibility of the e-scooter share operator to follow and enforce any safety policies set out by the local jurisdiction. So when setting up a scooter system make sure to establish safety protocols and KPIs to report to the local jurisdiction to ensure that there is accountability.

**Q: A popular e-scooter company operates on our university campus under contract, and the company is reluctant to use disincentives to discourage unlawful riding and poor parking. Have other universities cracked down on this?**

A: While we cannot point to any specific universities who have cracked down on unlawful riding or parking practices, many cities are doing just this through mandates to vendors. In San Jose for instance, all operators who have been contracted by the city must demonstrate the effectiveness of their technology to prevent certain illegal rider behaviors such as sidewalk

## Q&A with Evan Kenward and Jem Thompson

riding. When creating an RFP or developing a contract for operators we recommend establishing, in writing, protocols and methods to address these unwanted behaviors that the chosen operator must enforce.

**Q: What do you recommend for when laying out different types of micromobility racks in proximity to building entrances? (scooter, bike and skateboards)**

A: First and foremost, it is most important to place parking as close to the building entrance as possible without obstructing paths of travel. It is then important to understand your user base so you know what types of devices to plan parking for. A survey or vehicle/vehicle-type counts are good to get an understanding of the amount of vehicle and vehicle types used by your user base. If you find that there is a large percentage of skateboarders for instance, then that may warrant specific skateboard parking (which does indeed exist!). If you need more advice on parking types/brands for specific devices, please reach out and we'll be happy to help!

**Q: We are a TMA servicing the suburbs of a large metro city. One of our cities is implementing a e-scooter pilot program within the next few months. The city is not very dense but more sprawling like a normal suburb. Any suggestions on how we can help the city market this program to the residents??**

A: It is first important to establish the use cases for e-scooter use. Then it is important to look at infrastructure and existing policy. All of this will determine the geographical parameters for where to deploy the fleet. Once you are able to

understand where to deploy, who will be using the scooter, and for what purpose, you can then develop targeted marketing toward that audience.

**Q: Helmet policies seem to be a deterrent to micromobility options because they are perceived as less safe, and therefore less comfortable. Have you found research that indicates that improved infrastructure away from cars does more for micromobility safety than helmet requirements?**

A: The short answer is absolutely. While studies indicate that head trauma is more likely to occur on a scooter over a bike, research on helmets generally indicates that helmets act more as a deterrent to using micromobility. Therefore many cities (Seattle as one recent example) are taking helmet requirements out of their policies. The bottom line is separation from cars is the best way to improve safety among micromobility riders.