

MOBI-MIX

THE CURRENT TECHNOLOGY PUSH FROM MICRO MOBILITY AND MAAS SERVICES PROVIDERS

Many new urban mobility concepts (from e-scooters to shared mopeds and bikes) have become commercially viable in the last 3 years leading to a mass implementation across Europe.

Despite their great potential, many concepts leave policymakers facing new (governance) challenges from guaranteeing low costs and road safety to distribution of liabilities and responsibilities. Cities currently look for adequate instruments to ensure that both cities and private solution providers are aligned in terms of operating models, service areas, pricing, legal requirements, etc., and they have a clear understanding of each other's motivations and overall goals.

The open market access, due to a lack of public-private collaboration models may lead to:

- Safety and congestion issues due to lack of regulation on vehicle placement;
- Poor monitoring due to lack of data sharing agreements;
- Overflow of solutions resulting in poor user-friendliness;
- Overcompetitiveness of private solution providers, resulting in poor public service.



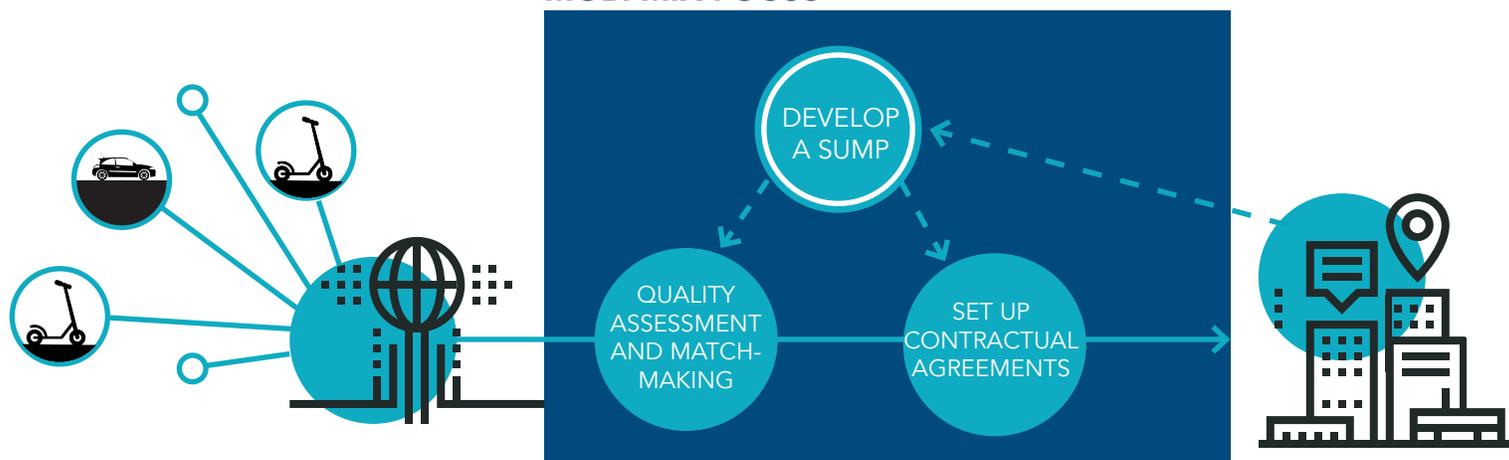
THE MOBI-MIX FIX

MOBI-MIX will develop and source state-of-the-art public-private collaboration models for more effective implementation of micromobility and MaaS solutions, ultimately leading to a more liveable city.

The collaboration models consist of:

- Contract models may consist that e.g. contain requirements for data sharing, drivers training emergency protocols, performance standards, service areas, equity, marketing and taxation.
- Governance models that e.g. focus on creating holding structures, methodologies to source mobility solutions, etc.

MOBI-MIX FOCUS



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