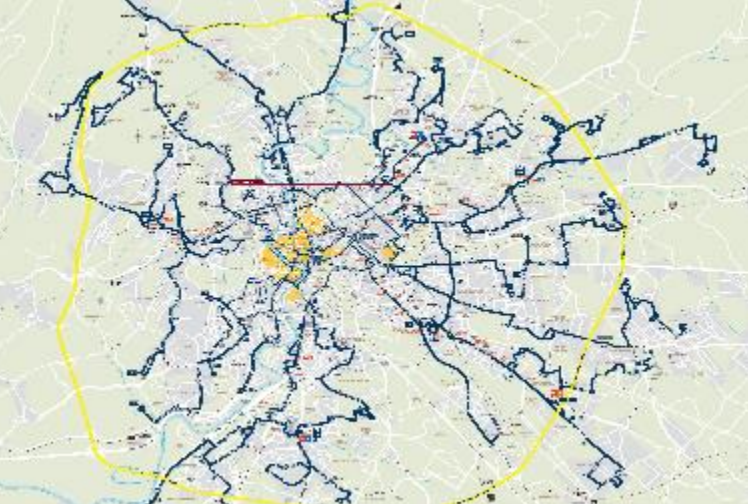




POLITICHE E MISURE PER LA SHARING MOBILITY

Juan Montero
Florence School of Regulation-EUI
UNED (Madrid)



**Trasporto pubblico
reti centralizzate,
Trasporto condiviso,
ottimizzate dal gestore pubblico ...**



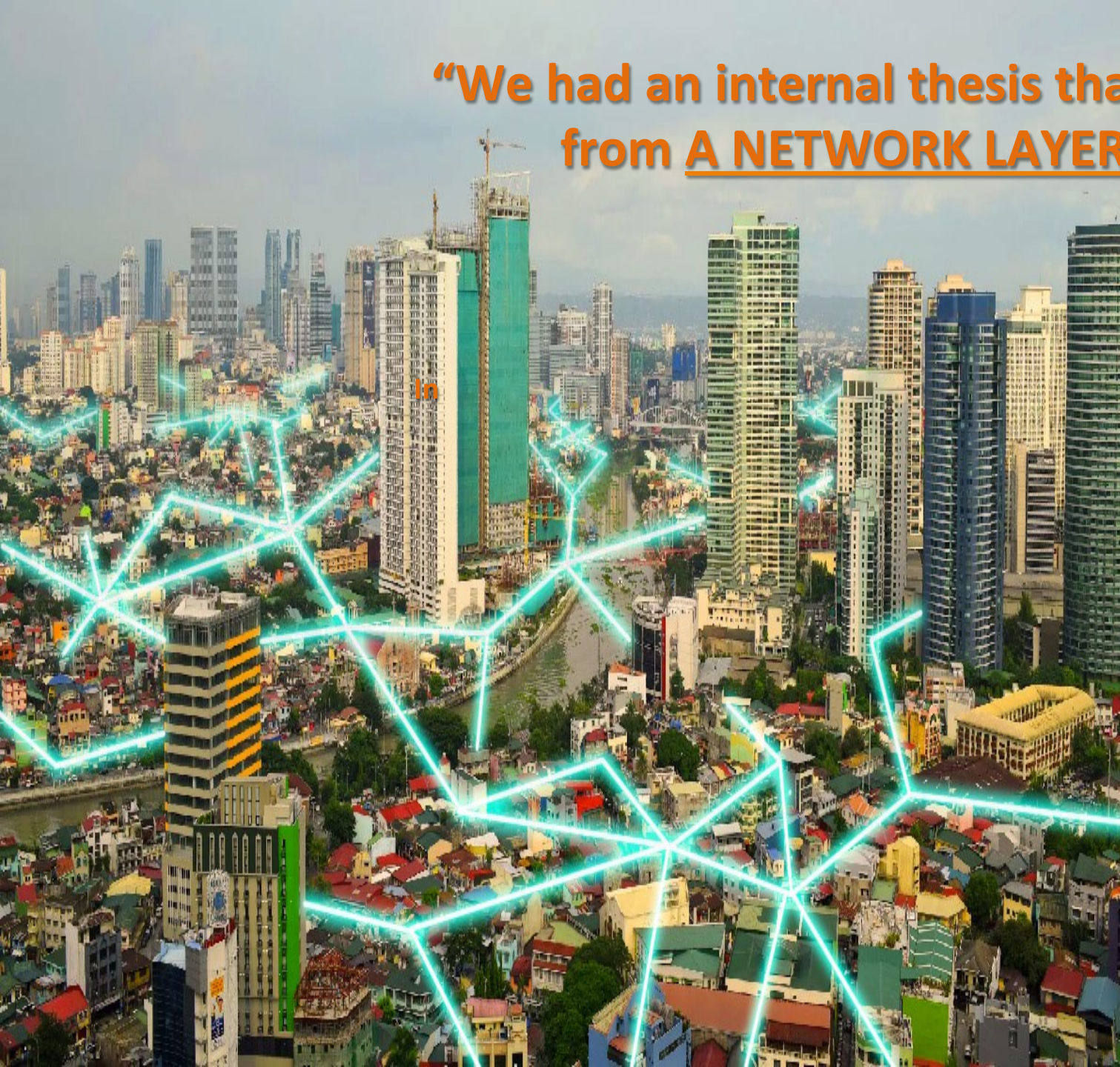
Vs.

**Il trasporto privato
non è organizzato centralmente,
non è condiviso,
ma è più flessibile**



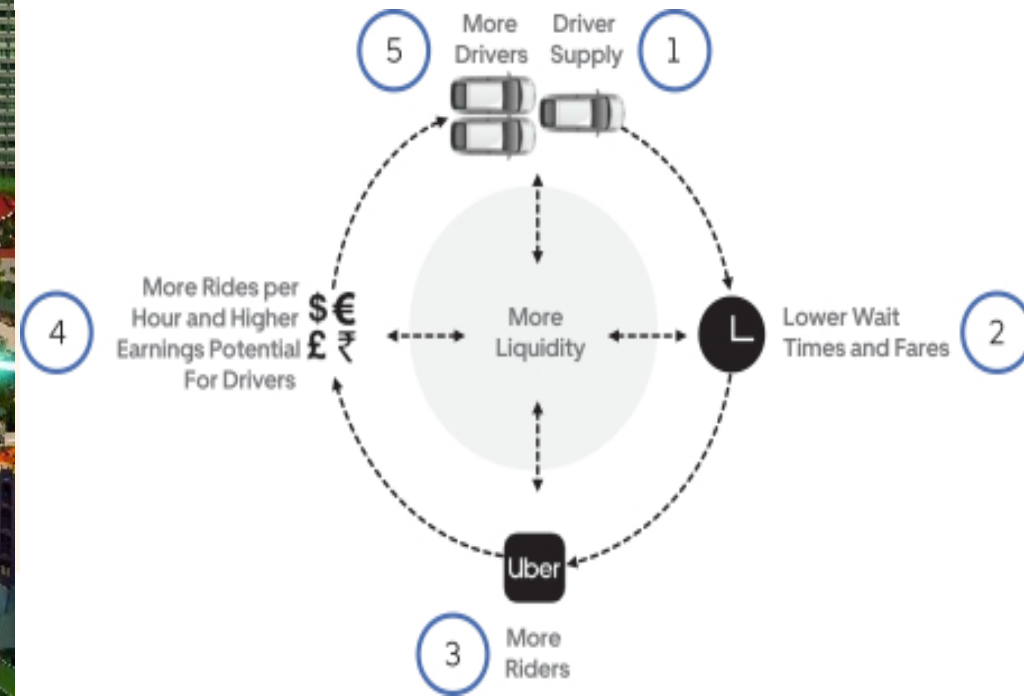
“We had an internal thesis that industries might benefit from A NETWORK LAYER ON TOP OF THEM.”

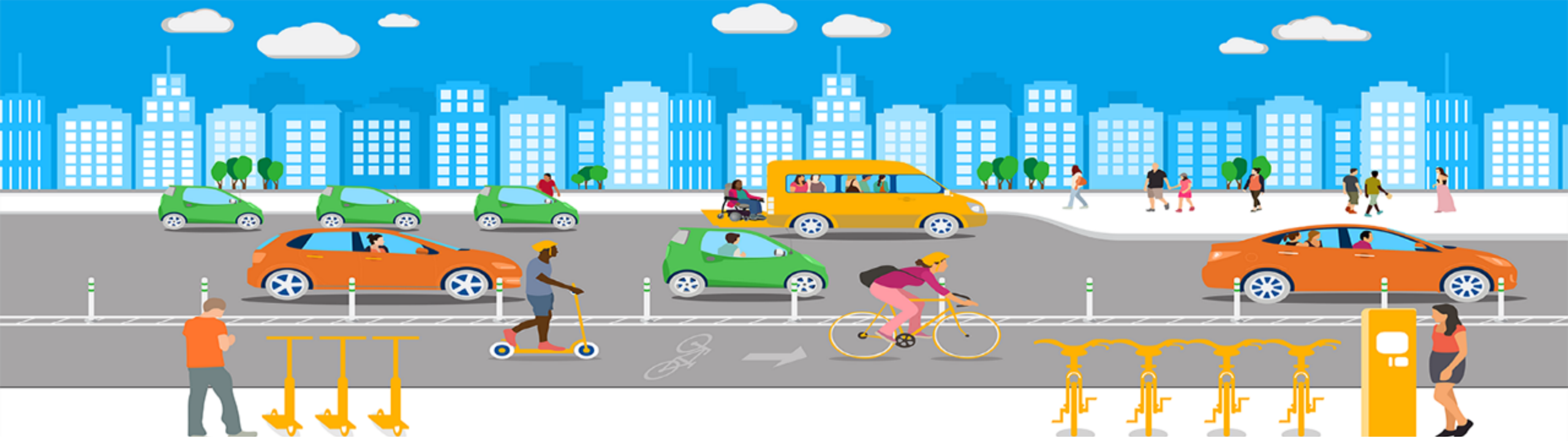
Bill Gurley, Benchmark Capital



UBER

\$8M investiti Uber 2011
\$6.5 miliardi 2019





«una rete in cima» a biciclette, monopattini, motorini, macchine, taxi ...





Mobility as a Service – MaaS



Aggregatore di reti. Rete in cima ad altre reti.
«Metarete»



Biciclette, monopattini, motorini, macchine
condivise

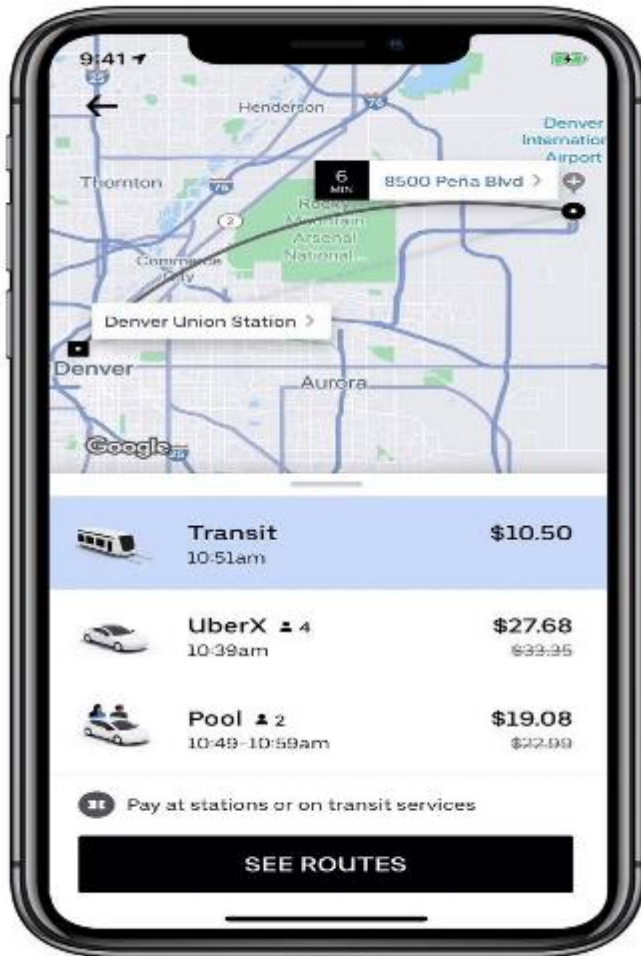


ma anche le reti di trasporto pubblico

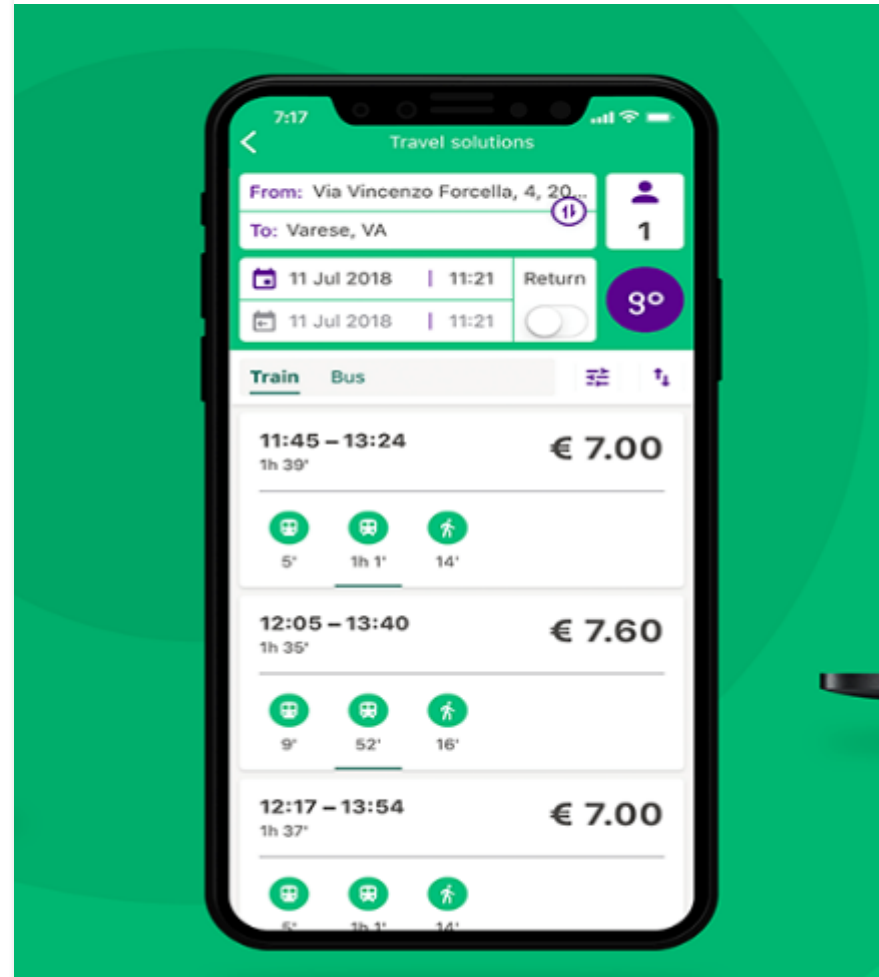
Door2door: alternativa all'auto privata



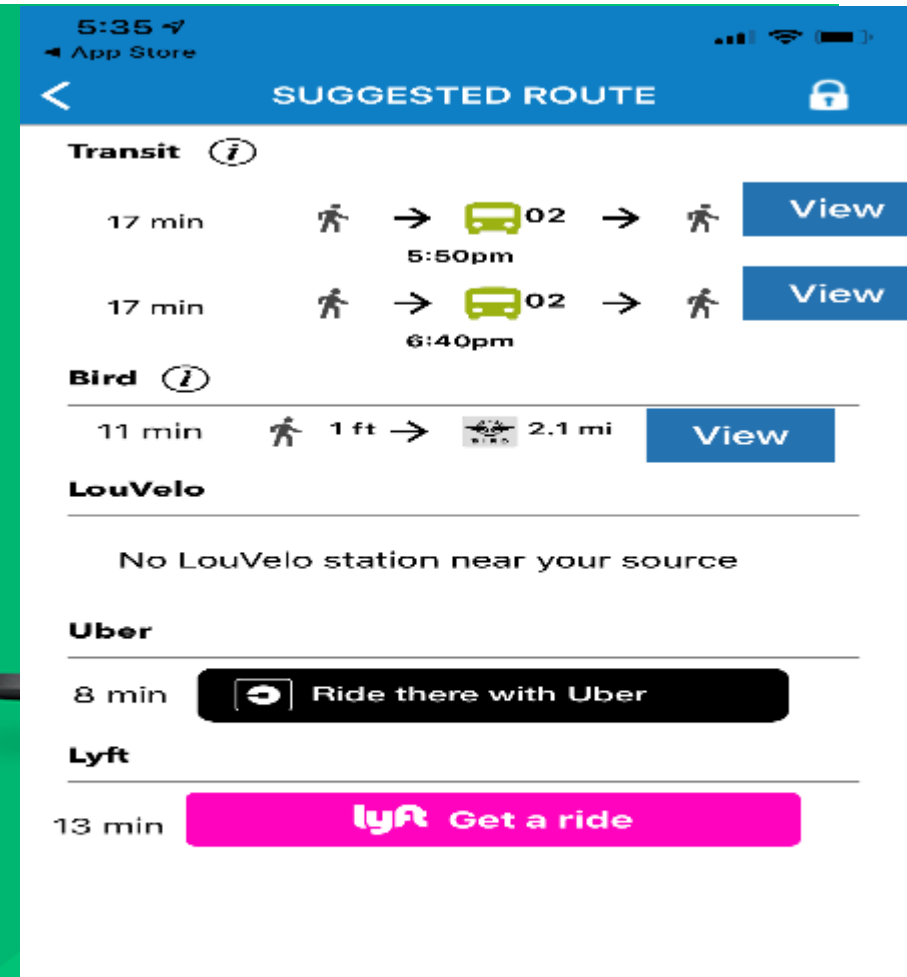
Tutti vogliono essere la piattaforma...



Uber – Denver USA



Nugo, Trenitalia



Transport Authority of River City KY, USA

Nessuno vuole essere “piattaformizzato”



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1. Facilitare gli effetti di rete?



1. Mezzi pubblici a disposizione delle piattaforme, volontariamente?

Reti bus, tram, metropolitana, ferrovie accessibile dalle piattaforme.

2. Imporre obbligazione di fornire dati alla piattaforma?

Perché dicono «dati» quando vogliono dire... Altro?

2. Imporre obbligazione di «ticketing»? Condizioni?

Antitrust (essential facilities) o legislazione alla finlandese?

4. Sviluppare la sua «metapiattaforma»?



2. Evitare effetti di rete negativi? (congestione)





Concessioni uso demanio pubblico

**Limitazione del numero di operatori
e veicoli**

Gare

È tendenza (SF, Parigi, Barcellona...)



Numero di operatori

1: monopolio

2 o 3: concorrenza

21: no network effects

Numero di veicoli

Scelta dell'operatore

Limitazione: parcheggio, spazio,
domanda

Valutazione della copertura

Conflitto di interessi?

Bando

Circolazione (marciapiede, pista
ciclabile...)

Parcheggio

Fermate ("congestione nel cordolo")

Restrizioni geografiche

Sicurezza: velocità, età, casco

Coordinamento: piattaforma, altri mezzi

Ambiente, Tasse, Data sharing...

Altri obblighi

Scooter Share Pilot Program - SFMTA Application Assessments

AUGUST 30, 2018

		Bird	HOPR	JUMP	Lime	Lyft	Ofo	Razor	Ridecell	Scoot	Skip	Spin	Uscooter
Safety	Strategies to educate and train users should result in safe operations of scooters by riders.	F	F	P	P	P	P	P	F	S	F	F	F
	Strategies to promote and distribute helmets should result in helmet use by riders.	P	S	P	P	P	P	P	P	S	F	P	P
Disabled Access	Strategies to ensure properly parked scooters, including any commitments to locking or tethering, should result in parking that does not block the right of way	F	S	P	F	F	F	F	P	F	S	S	F
	User penalties for poor compliance by users with laws governing scooter operation, including possibility of suspension by the applicant, should support appropriate operation and parking by users.	P	P	P	P	P	P	P	P	F	S	P	P
Equitable Access	Approach to providing service to low-income residents, including diverse payment options and fare discounts, should reduce barriers to participation.	P	P	S	P	S	F	P	P	P	S	F	P
	Service Area beyond the downtown core and commitment to rebalancing should ensure availability of scooters in underserved areas.	P	F	S	P	P	F	P	S	F	S	P	F
Community Outreach	Outreach approach should include strategies to ensure that low income residents are aware of service and how to participate.	P	P	S	F	F	P	P	P	S	F	S	P
	Approach to outreach should ensure that members of the public, including those that choose not to use scooter services, have the opportunity to be heard and to stay informed about program.	P	P	P	F	F	P	P	P	F	S	P	P
Labor	Should demonstrate understanding of operational needs and resource requirements to ensure service reliability.	P	P	S	S	S	S	P	S	S	S	S	F
	Approach to hiring and training employees and/or contractors should ensure that staff have the knowledge and skills to ensure safe operational practices and knowledge of the communities in which they operate.	P	P	P	F	F	S	P	P	S	F	P	F
Sustainability	Approaches to operations and disposal should demonstrate commitment to environmental sustainability.	P	P	F	F	S	P	F	F	F	P	F	P
Experience & Qualifications	Applicant's experience in operating and maintaining shared mobility systems, in San Francisco and elsewhere as well as applicant's history, and the history of their users, in complying with city regulations should demonstrate their capacity to comply with the terms of the scooter share permit.	P	F	F	P	P	S	P	P	S	S	P	P

Rating Definitions

S

STRONG ratings were given to responses that included detailed, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements. The SFMTA evaluated these proposed approaches as highly likely to achieve the stated standard.

F

FAIR ratings were given to responses that included basic or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns and meeting or somewhat exceeding the minimum requirements. The SFMTA evaluated these proposed approaches as moderately likely to achieve the stated standard.

P

POOR ratings were given to responses that at best met the bare minimum requirements established in the terms and conditions for holding a permit, and often lacked important details, demonstrating a low level of commitment and ability to solving known challenges and concerns. The SFMTA evaluated these proposed approaches as unlikely to achieve the stated standard.



SFMTA



GRAZIE!

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