

RESEARCH PROBLEM STATEMENT

DATE: 09/25/2020	PROJECT AREA: Planning
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TITLE: An Assessment of Micromobility Travel in Arkansas in terms of Trip Characteristics, Connections to Transit, and COVID-19 Effects

PROBLEM STATEMENT:

Micromobility (any transportation mode via very light vehicles —including electric scooters, electric skateboards, and bicycles) is changing transportation in various ways. For example, micromobility provides new mobility options, reduces commuting times and carbon emissions, and promotes active transportation modes. Depending on how micromobility options are deployed, they can serve as a way to enhance accessibility and quality of life in cities as well. In order to maximize the benefits of micromobility systems, there is a need to better understand the various population segments that currently use these modes (particularly shared e-scooter) or have a propensity to do so in the future as well as learn more about the different impacts the adoption of these modes may have on Arkansas transportation system (e.g., safety, parking, infrastructure). This project will make a first step towards delineating the uptake of micromobility as a mode choice within the broader sustainability paradigm for Arkansas transportation system.

OBJECTIVES:

The research objectives are: (a) understanding the socio-economic, psychographic, and other characteristics of current micromobility users; (b) exploring the impact of micromobility adoption on the level of use of other travel modes in cities of Arkansas, c) understanding the impact of shelter-in-home and other public policy responses to the COVID-19 pandemic on micromobility use, d) the effect of micromobility services on transit use through city-and stop-scale analysis of micromobility trips and transit ridership. The main task involves of this research is data collection via two different channels: 1) survey data collected via a smartphone link, and 2) data provided by shared micromobility companies.

FORM OF RESEARCH IMPLEMENTATION AND RETURN ON INVESTMENT:

The research will produce a report based on the analysis of collected data. This report will guide ARDOT, and city officials in developing policies and regulations to deploy shared micromobility options in a safe, profitable, and equitable way. This will ultimately support better-informed decision making when addressing shared micromobility deployments.

Estimated Project Duration: 18 Months
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Standing Subcommittee
Ranking

7/7

Advisory Council
Ranking

27

Statement Combined with
Statement Number(s)