



Contents

Introduction x

PART I

Change How We Use Cars 1

CHAPTER 1

Unbundle the Car 3

Why We Like Cars 3

The Right Tool for the Job 4

One Ride at a Time 5

Regulate All Cars 7

CHAPTER 2

Price Road Use Fairly 11

Pay by the Mile 12

Traffic Is Caused by Demand 13

Surge Pricing Will Reduce Traffic 16

CHAPTER 3

Reallocate Space on Our Streets	<u>23</u>
Parking Is for Garages	<u>24</u>
Protected Lanes for Micromobility	<u>25</u>
Let Buses Run Free	<u>27</u>
Policy Change Is Possible	<u>27</u>

PART II

Make Micromobility Work	<u>31</u>
-------------------------	---------------------------

CHAPTER 4

Invest in Infrastructure	<u>33</u>
Micromobility Is Good for Cities	<u>33</u>
Micromobility Needs Infrastructure	<u>37</u>
A Place to Park	<u>38</u>
A Place to Ride	<u>41</u>
We'll Always Have Pari-	<u>45</u>

CHAPTER 5

Reset the Scooter Rules	<u>49</u>
Scooter Economics	<u>49</u>
Number of Operators	<u>50</u>
Fleet Size and Parity	<u>53</u>
Operating Areas	<u>55</u>
Permit Length	<u>57</u>
Selection Criteria	<u>58</u>
Regulatory Burden	<u>59</u>
Permit Fees	<u>60</u>
Labor Costs	<u>62</u>
Equity Zones	<u>63</u>
Parking Compliance and Fines	<u>64</u>

Rider Restrictions	<u>66</u>
Sidewalk Riding	<u>68</u>

PART III

Make Public Transit Great	<u>71</u>
---------------------------	-----------

CHAPTER 6

Fix Buses First	<u>73</u>
The Public Transit Struggle	<u>73</u>
Don't Make Other Modes Worse	<u>74</u>
Fast, Frequent, and Free-ish	<u>75</u>
Bus Lanes	<u>77</u>
Signal Priority	<u>80</u>
Boarding/Payment	<u>81</u>

CHAPTER 7

Plan for the Future	<u>85</u>
Mobility on Demand	<u>85</u>
The Future Will Be Automated	<u>89</u>
First-Mile/Last-Mile Solutions	<u>91</u>
A Fairer Fare?	<u>93</u>
Index	<u>97</u>
About the Author	<u>101</u>