

## Micromobility Council Charter

### Purpose

Provide a forum for ACT members to build cohesive understanding of micromobility (including e-bikes, e-scooters, pedal bicycles, and related modes of transport). Facilitate peer-to-peer networking, expand awareness of the mode, discuss future and emerging trends, and advance policies that support micromobility programs as a viable mode of transportation and an effective TDM strategy.

### Focus Areas

- 1. Create a shared understanding of micromobility**
  - a. Inventory and compare successful micromobility program examples, including shared public, shared private, and personal transportation options. Highlight their key characteristics and effects.
  - b. Identify the various types of micromobility vehicle options, evaluate the best use cases and limitations.
  - c. Identify data tools, KPIs and analytics tools that could be useful in developing successful micromobility programs and measuring their impact.
  - d. Identify key audiences, stakeholder types, profiles/personas, and end users
  
- 2. Educate members and stakeholders about the importance and functioning of micromobility programs; including effective design, implementation and management strategies.**
  - a. Formulate a comprehensive toolset to support a successful product launch, aimed at enhancing awareness, boosting adoption, and fostering a corporate culture that embraces active commuting. This includes quality marketing, outreach, and education for users.
  - b. Explore the specific challenges and obstacles associated with adopting micromobility as a mode of transportation, and effective strategies to overcome these barriers
  - c. Explore potential connections with other transportation methods and collaborate with relevant stakeholders
  - d. Suggest tools for data assessment to improve programs and deliver results to stakeholders
  - e. Compile best practices for ongoing program management and growth



### **3. Advocate for the expansion of micromobility programs and formulate policy recommendations that promote micromobility initiatives**

- a. The Council's primary mission is to foster collaboration within the micromobility sector and engage with employers, universities, local, regional, state, and federal agencies and other stakeholders to address policies and challenges that directly impact the space. Examples of these issues include:
  - i. Public awareness
  - ii. Private and public infrastructure
  - iii. Local and federal laws & ordinances
  - iv. Public/private partnerships
  - v. Employer-sponsored benefit programs
  - vi. Rebate programs with local, state, and federal organizations

### **Membership & Structure**

- Membership will be open to all members of ACT
- Leadership of Council will include a Chair, Vice Chair, and Secretary each serving a 2 year term
- Council leaders shall submit and agree to ACT's Conflict of Interest policy
- Proposals for council positions must be noted on meeting agendas and be approved by a majority of the participants at a meeting

### **Resources & Budget**

- The Council may request resources as part of ACT's annual budget process or through request to the Board during one of its quarterly in-person meetings.
- The Council may, with approval, solicit funding directly from members of the Council to advance research or support council activities.
- The Council will use ACT's web conference software for all meetings.

### **Council Meetings & Responsibilities**

- The Council shall meet at least four times per year and hold at least one in-person meeting during the International Conference
- Council meetings must be scheduled and posted on the ACT Calendar at least two weeks prior to their meeting date
- The Council shall submit a report to the Board of Directors each quarter
- The Council shall develop and submit an annual work plan to the Board of Directors



- The Council shall be responsible for developing and coordinating one session at the International Conference