MOBILIZE
FORTALEZA
#mobilizefortaleza
PRIVATE MOBILITY
PUBLIC INTEREST
on a daily basis, individuals have several demands for activities
demand for activities generates **mobility needs**

- **mobility needs**
  - work
  - education
  - health
  - leisure
Public mobility service is provided to a greater or lesser extent to meet individual needs.
however, generally, the service offered does not meet 100% of individual needs.
these unmet needs are seen by the private sector as **business opportunities**

- mobility needs
- public service
- work
- education
- health
- leisure
is there public interest on private sector exploring unmet mobility needs?
yes

but with caution
yes

they meet mobility needs and improve quality of life, by **providing access** to the various daily activities

but with caution

must be aligned with the existing **sustainable mobility strategy** and prevent **negative externalities**
Therefore the private sector acts on the unmet needs depending on the transportation mode used.
PRIVATE MOBILITY, PUBLIC INTEREST

transit • motorized vehicle • micro-mobility

more conservative

innovation

more disruptive
transit · motorized vehicle · micro-mobility

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source: forerunner city hall

source: caio guatelli/revista veja
public regulation framework
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- public service
- unmet needs
  - negative externality
  - private sector operation
  - positive externality
public regulation framework

public service

unmet needs

private sector operation

positive externality

negative externality

public regulation

mitigates

enhances
fortaleza’s experience in app-based ride-hailing services

tax revenue from municipal taxation directed to investments on sustainable active mobility

source: cowlines.com
urban control

transformation of parking space into curb extension to allocate dockless bikes and scooters

dockless systems

fortaleza’s experience
Free pass for those using the transit city card

*bicicletar’s new bidding process*
fortaleza’s experience

last-mile solution

system rules
Non mandatory credit card to register in the system, amplifying social outreach of bikes
and how can a city support private mobility initiatives?
Public support to private initiatives

**Data sharing**
Through data analysis, entrepreneurs can identify unmet mobility needs and have new insights for innovative projects.

**Pilot projects**
Test concepts with interventions, identifying potential problems and strengths.

**Context-specific regulation**
Each context must be evaluated, avoiding superregulation and subregulation.
from our experience, what can we conclude from that?
private mobility initiatives are welcome as long as they operate strategically aligned with the continuous construction of a sustainable urban mobility model.

Public regulation is necessary to mitigate negative externalities and enhance the positive aspects of urban mobility innovations.
obrigado
thank you