

THINGS TO CONSIDER BEYOND THIS TOOLKIT

Here are a few things to keep in mind after the siting process and things to consider beyond this Toolkit.

Encourage Ridership

The community or city should develop a clear marketing and outreach strategy to boost ridership among the newly introduced shared mobility service. Outreach campaigns should outline information on how the new shared mobility service works, where it can be accessed, and the benefits it can bring to the community.

Campaigns should be launched periodically to strengthen the service's roots in the community. In addition, new mobility systems should have clearly defined brand identity and visibility within a community that distinguishes itself from other modes of transportation

Analyze Site and System Performance

After installation, be sure that the implementing agency regularly assesses infrastructure sites to determine if the site should be relocated or if other avenues should be taken to improve usage. These site visits should be informed by user data.