

# Shared Mobility Summer School



## Day 1 - Aug 20th: Agenda

8:30am	<b>Check-in and Breakfast</b>
9:00am	<b>Welcome + Icebreaker + Housekeeping</b> Students will be divided into 4 groups, each with their own challenge statement
9:30am	<b>Shared Mobility Soccer Game</b>
10:00am	<b>Shared Mobility User Adoption Status Quo</b> Who is your typical shared mobility user? Who is missing? What does research say?
<b>15 Minute Break</b>	
10:45am	<b>Stakeholder Mapping World Cafe</b> What are the expectations for shared mobility by users, municipalities (local authorities) and operators? What are their measures of success?
11:30am	<b>A ride in the life of a Camden Town Resident</b> Challenge: Find your way over to Palestra House by combining 2 shared mobility modes. Grab lunch on the way. Consider which aspects are influenced by regulations, commercialisation, or operations? What barriers to adoption have you've encountered?
1:15pm	<b>Regroup at Transport for London, Palestra House and debrief on the barriers you encountered.</b>
1:45pm	<b>Meet the TFL team at Palestra House - Part 1</b> Presentation on intro to Transport for London, the borough working group, review the decision making process that influences the top line & identify which items are most vital for operators.
<b>15 Minute Break</b>	
3:00pm	<b>Meet the TFL team at Palestra House - Part 2</b> Presentation on intro to Transport for London, the borough working group, review the decision making process that influences the top line & identify which items are most vital for operators.
4:00pm	<b>Day 1 Summary and Outlook Day 2</b>
4:45pm	<b>Head over to Founder's Arms for drinks &amp; appies. Local folks such as TFL will join the group.</b>

### Session Type:

Theory	Blended
Interactive	Excursion













### Topic:

Stakeholder Relationship	Regulatory Framework	Student Work/ Group Engagement
Consumers & Communications	System Design, Spaces & Places	Operators & Financials

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## Day 2 - Aug 21st: Agenda

8:30am	Check-in and Breakfast
 9:00am	Introduction to Camden Bingo
  9:30am	<b>A Place-Based Approach to Shared Mobility</b> How does infrastructure and place influence shared mobility adoption? How do stakeholders have to work together to make space?
<b>15 Minute Break</b>	
 10:45am	<b>A Place-Based Approach to Shared Mobility</b>
 11:15am	<b>Going back to rider's experience from Day 1</b> What were the barriers? How could we overcome them? Any solutions that have been tried anywhere?
<b>Lunch Break</b> Providing students with grab'n'go lunch and walking maps of area. Challenge: Go for a walk (alone/with friends) and take picture of any shared mobility (infrastructure, vehicles etc.)	
  2:00pm	<b>Behaviour Change and User Adoption</b> Guest lecture by Prof Thom Cohen, Active Travel Academy. Introduction into ComB + EAST
<b>15 Minute Break</b>	
   3:00pm	<b>Behaviour Change Campaigns</b> She's Electric Campaign, Modo Ambassador Program and Normalizing Shared Mobility
 4:00pm	<b>Day 1 Summary and Outlook Day 2</b>
<b>30 Minute Break</b>	
 4:45pm	Head over to Regents Canal Waterbus Boat Trip + Dinner

### Session Type:

-  Theory
-  Blended
-  Interactive
-  Excursion









### Topic:

-  Stakeholder Relationship
-  Regulatory Framework
-  Consumers & Communications
-  System Design, Spaces & Places
-  Student Work/ Group Engagement
-  Operators & Financials

# Shared Mobility Summer School



## Day 3 - Aug 22nd: Agenda

8:30am	Check-in and Breakfast
 9:00am	The operational reality in London - Moderated Panel (TBD)
15 Minute Break	
 10:30am	Advocacy, Community Engagement and Beyond
 11:30am	Working with Developers Visit to current development partner in 'island style' development in Tower Hamlets Collab with VeloCity
Lunch Break (45 Minutes)	
  2:15pm	The Financing Challenge How do we finance overcoming barriers? Is there a business case for the operators? Does it take 3rd party partnerships? Is there a need for government funding?
15 Minute Break	
 3:30pm	Jeopardy Check students knowledge on 6 categories, students are placed in three teams
 4:15pm	Summary Day 3, Student Survey, how to stay connected
 4:45pm	Viewing of transportation documentary + discussion (TBD)
End of Program	

### Session Type:

-  Theory
-  Blended
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### Topic:

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-  Operators & Financials