



**TO: LINDA GORTON, MAYOR
URBAN COUNTY COUNCIL**

**FROM: JIM DUNCAN, DIRECTOR
DIVISION OF PLANNING**

DATE: JANUARY 30, 2025

SUBJECT: SHARED MOBILITY DATA MANAGEMENT CONTRACT

Request: The Division of Planning requests approval of a one-year contract with Populus to gather and analyze data from the use of shared mobility vehicles for multiple vendors.

Purpose of the Request: This contract is needed to gather trip and usage data and to help with enforcement of the shared mobility Ordinance and the billing and distribution of the monthly per trip fees. Populus is a data analysis tool to inform parking and billing, shared fees with the University of Kentucky, usage in Council Districts and other geographic areas, number of trips and routing information, daily rebalancing requirements, and utilization rates.

The cost in this budget year and future budget years:
\$9,500/Year + 15% of fees validated and invoiced through the Populus platform

Are the funds budgeted?
Yes
Account Number: 1141-160701-0001-72205

File Number: 0145-25

Director/Commissioner: James Duncan/Keith Horn

