



TO: Mayor Linda Gorton
Urban County Council

FROM: Jim Duncan, Director
Division of Planning

DATE: April 14, 2021

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

This contract is needed to gather trip and usage data and to help with enforcement of the shared mobility Ordinance. 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.

Project Cost in FY20 and Future Budget Years

The cost for this FY is: \$5,000

The cost for future FY is: \$5,000

Are the funds budgeted?

The funds are budgeted: Yes

Account number: 1141-160701-0001-72205

File Number: 0394-21

Duncan/Atkins

