

MOBILITY NEWSLETTER

Research and reporting from California, the U.S.,
and around the world.

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Recent Mobility Headlines

Developing transportation stories from around the world

TfL announces historic investment to expand London's bikeshare system in a bid to win back infrequent riders.

January 23rd

Transport for London has announced a plan to triple the e-bike fleet currently in service as a part of London's Santander Cycles bikeshare system this summer, in addition to launching a new daily unlimited pass at just £3 (\$3.8).

Rides on the system through monthly memberships reached all-time highs in 2023, but overall usage has slumped since COVID-19, mainly due to a decline in infrequent riders like tourists. The investment by TFL is meant to grow this ridership segment again, both by meeting their demand for E-bikes and by making the service more affordable.

Sadiq Khan, London's mayor, noted that the changes would make the bikeshare "one of the most affordable ways to travel in the capital" while also making strides towards a "cleaner, greener and more prosperous London for everyone."



Photo by Yomex Owo on Unsplash

Sources: [The BBC](#)

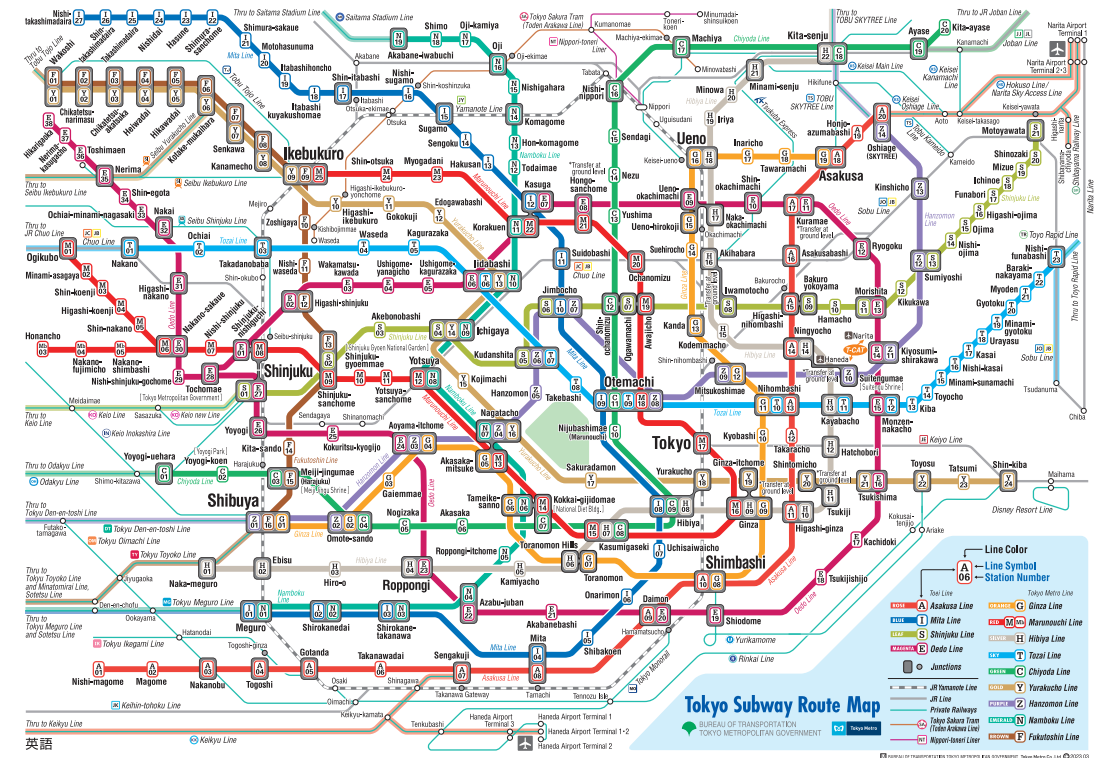
Tokyo Metro affirms intention to go public in mid-2024, privatizing half of the highly profitable subway operator.

January 26th

Tokyo Metro Co., the company that runs the majority of Tokyo's subway system, will go public via IPO in 2024, raising nearly \$2 billion for the Japanese central and Tokyo metropolitan governments. The governments currently co-own the company; the deal will privatize 50% of the shares while keeping the remaining half in the hands of the government.

The government is hoping the deal will capitalize on the strength of Japan's stock market, currently reaching highs not seen since before the bubble economy collapsed in the 1980s, and the exceptional recent performance of the metro system, which reached a 60% net profit margin in the third quarter of last year.

Tokyo's metro system has historically operated at a profit, except for a slump during the COVID-19 pandemic, and is among the most efficient in the world.



Map of the Tokyo Metro System (S)

Sources: [Reuters](#) [Nikkei Asia](#) [The Wall Street Journal](#)

Seoul, South Korea launches new unlimited, universal public transit card.

January 27th

Residents in Seoul can now purchase a “climate card” for use across buses, trains, metro, and even bikeshare. While the project is still in pilot mode and does not yet cover all services in the region, Seoul seeks to make the card truly universal for full implementation by the end 2024. The Climate Card follows similar unlimited passes launched in Europe, including Germany’s Deutschlandticket and France’s Rail Pass.

The card subscription costs about \$40 per month and provides unlimited rides on all accepted services. In a testament to the new card’s value, over 62,000 residents purchased cards on the first day they were available. The card is also paired with a new app, providing integrated wayfinding information.

Seoul’s mayor, Oh-Se Hoon celebrated the launch, noting “With the Climate Card, we will continue to improve our systems and services to offer transportation benefits to all citizens of Seoul and the Seoul metropolitan area.” The primary goals of the program include reducing greenhouse gas emissions, reducing the cost burden of transport, and recovering ridership post-covid.



Seoul’s new Climate Card (S)

Sources: [M2050](#) [Seoul Metropolitan Government](#)

Bay Area transit agencies to consolidate visual styles on signs, maps, and other rider-facing materials.

January 22nd

Following a 2021 MTC survey that found over 90% of residents in the Bay believed more consistent and user-friendly transit signage was a top priority for the region's transit, MTC has unveiled new prototype signs this week.

The signs will first be installed and tested in the El Cerrito del Norte BART station, the Santa Rosa Transit Mall, and the nearby Santa Rosa SMART station, and eventually rolled out across the entire region. The new visual style deemphasizes individual agency logos in favor of a simplified palette of blue and yellow, with common icons for each mode to help make signage clearer, more consistent, and more recognizable. The rollout follows a lengthy process to solicit feedback from diverse residents on how to improve visual communications.

The project also includes a new mobile-friendly website to provide real-time information and accessibility features, to be made accessible via QR codes on the new signage once it goes up.



Examples of the new station "monolith" signage, featuring modal "beacons" above to make it easy to identify stations from afar. (S)

Sources: [Bay Area Rapid Transit](#) [SF Chronicle](#)

