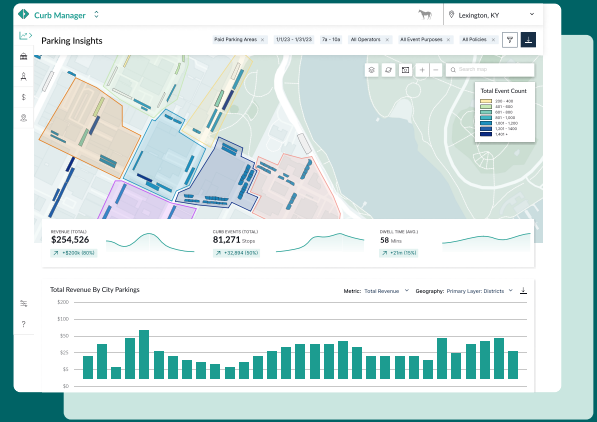


Embrace your mobility future with the Populus Platform



A platform purpose-built for cities of tomorrow

The **Populus Platform** delivers the industry leading solution for dynamically managing curbs, parking, and mobility – all within **one powerful interface**. Populus empowers cities to build the digital infrastructure required to manage the future of mobility and connected vehicles and transform the curb and parking experience for all.

Our Products

Mobility Manager

Empowering cities to effectively manage mobility programs with data-driven insights from shared fleets of bikes, scooters, mopeds, and cars.

Curb Manager

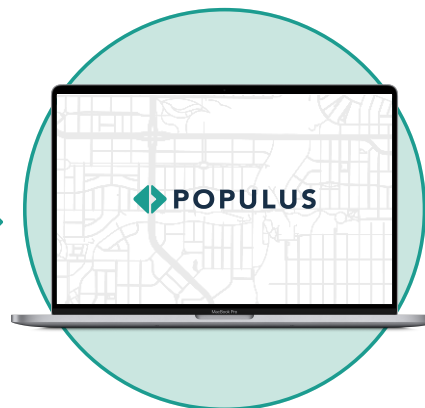
A suite of solutions for cities to deploy Digital Smart Zones and dynamically manage access to curbs with a holistic view of curb demand and regulations.

How it works

Mobility & Parking Operators



Track and monitor real-time data and fees



City Staff & Populus Support



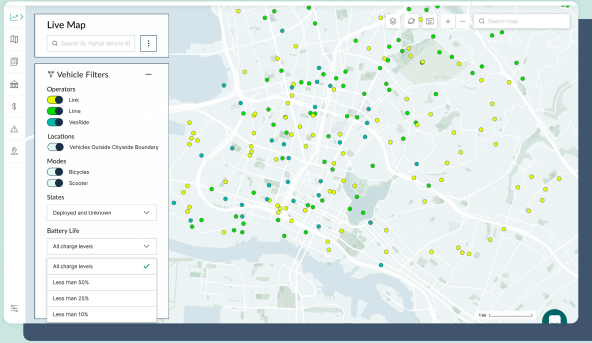
Create and enforce pricing and policies for public space



“The City of Oakland has one of the richest shared vehicle ecosystems in the country. We’re working with Populus to leverage **innovative tools** for broader street and curb management to optimize for the transportation use cases of today and tomorrow.”

- Kerby Olson, Shared Mobility Coordinator, City of Oakland DOT

Mobility Manager



Key Features

- Live Map
- Data Validation
- Reporting
- Policies + Compliance
- Routes + Heatmaps
- Invoicing + Fees
- Complete Geographies

🕒 Measure real-time data and activity

- Quickly and easily access real-time views of micromobility in your city.
- Populus cleans and harmonizes data from over 40 operators into one comprehensive platform.
- Evaluate vehicle distribution, idle times, battery levels and incidents with intuitive maps and filters to inform program management decisions.

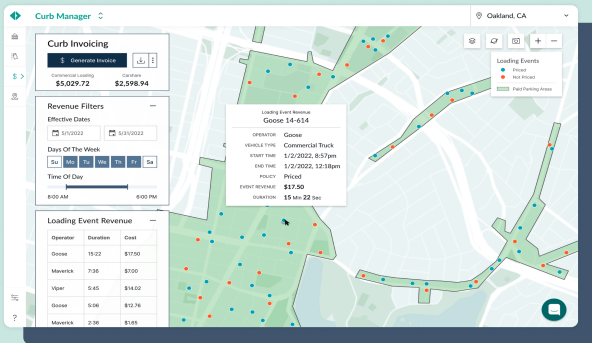
📊 Monitor and manage program success

- Create and publish policies with ease to improve parking and rider behavior and align programs with city goals.
- Track, enforce and manage operator compliance with both permanent and temporary policies.
- Establish seamless processes for invoicing, tracking, and capturing operator fees.

➔ Stay ahead of growing challenges

- As the number and variety of modes on the streets continues to grow, surface actionable insights to analyze millions of trips in seconds.
- Plan for future micromobility by comparing current trip demand with future projections.
- Overcome the challenges of management with powerful data analysis, policy, and pricing tools.

Curb Manager



Key Features

- Parking Insights
- Curb Regulations
- Curb Activity
- Digital Smart Zones
- Revenue Estimator
- Data Validation
- Complete Geographies

📊 Quantify and analyze comprehensive curb demand

- Consolidate data from multiple sources of parking transactions (meters, multi-space meters, mobile pay, citations) into one single source of truth.
- Normalize and visualize messy parking data in a user-friendly dashboard.
- Predict month-over-month revenue, determine priority areas for management and set new parking rates with Parking Insights.

📁 Establish a digital inventory of curb supply

- Translate and digitize your curb and parking regulations using the industry-leading Curb Data Specification.
- Improve visibility and collaboration with relevant stakeholders that struggle to interpret complex policies.
- Collaborate on strategies to fill any gaps in existing data to ensure adequate coverage.

🚀 Begin actively managing curb activity

- Launch new programs, like Digital Smart Zones, to improve curb behavior from commercial fleet operators.
- Offer new forms of payment with hardware-free activity tracking of loading and parking events.

Trusted by over 100 cities around the world.

