Shared and Digital Mobility Hubs

SHOULD I DIVORCE MY CAR? ACHIEVING MODAL SHIFT THROUGH SHARED AND DIGITAL MOBILITY HUBS

Interreg North Sea

Co-funded by the European Union

ShareDiMobiHub

Interreg North Sea

Co-funded by the European Union

ShareDiMobiHub

Meet our speakers:

Bram Nieuwstraten
Vervoerregio Amsterdam

Eric van Dijk
Provincie Utrecht

Angelique Morcus-Akkerman
City of Amsterdam

Mariet de Haas,
Gemeente Rotterdam

Jelten Baguet
Mpact

Daniel Herrera
POLIS Network

Tell us more about your mobility preferences

Go to SLIDO.com

Code: #2671811

slido

How many cars do you own?

ⓘ Start presenting to display the poll results on this slide.

slido

How often do you use your car?

ⓘ Start presenting to display the poll results on this slide.

Shared and Digital Mobility Hubs

Goal: Improve sustainable **multi-modal accessibility** of North Sea Region - cities for citizens, tourists and commuters, for **modal-shift.**

- **How?**
  - Introducing shared mobility hubs and/or by upscaling them.
  - Applying a **holistic approach**, (policies, incentives and action plans)

- **What?** Providing concrete support to public authorities regarding:
  - The implementation of hubs
  - training and knowledge dissemination.
  - Integrating hubs into the PT network and MaaS ecosystem

What are mobility hubs?

- Physical clusters of shared and electric mobility modes
- Brings together e-(cargo)bikes, e-scooters and/or e-cars and charging infrastructure
- Can vary in size, type of location, and type of offer
- Tailored to local conditions & needs
- Can be linked together in a network, can be connected to the PT-network
- Integration with transport system through MaaS

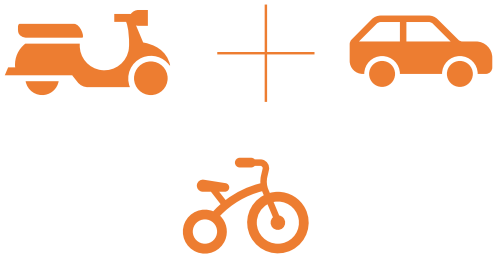
Why do we need mobility hubs?

Household growth

More people, more mobility

Space Demands

Invest in the best



Shared Mobility

New services for a multimodal shift

Mobility Hubs

Spatial and digital quality

Repurposing is easy

Minimal transformation for big changes

Inclusive and green

Connecting people (rural) while promoting safer and greener spaces

Output of the project

- **Pilots**
  - *Skien/Porsgrunn, Tønsberg: integration of hubs into PT*
  - *Rotterdam, Leuven: specific target groups*
- **Upscaling**
  - *Amsterdam & VRA*
  - *Vestfold og Telemark*
  - *Leuven*
- **Replication**
  - *Provincie Utrecht*
  - *Region Hovedstaden (Kopenhagen)*
  - *Rotterdam*
- **Digitalisation plans**
  - *Leuven*
  - *Vestfold og Telemark Region*
  - *Amsterdam & VRA*
  - *Provincie Utrecht*
- **Support outside the project**
  - *14 cities*
  - *6 regions*
  - *4 PT operators*
  - *4 MaaS-providers*
  - *12 shared mobility providers*

Partnership

Regional authorities and cities

PROVINCIE UTRECHT

leuven

The Capital Region of Denmark

Gemeente Amsterdam

Vestfold og Telemark FYLKESKOMMUNE

Gemeente Rotterdam

TØNSBERG KOMMUNE

PORSGRUNN KOMMUNE

SKIEN KOMMUNE

Transport authorities

Statens vegvesen
Norwegian Public Roads Administration

Vervoerregio Amsterdam

Universities

HAW HAMBURG

University of Antwerp
TPR | Department of Transport and Regional Economics

UNIVERSITY OF APPLIED SCIENCES UTRECHT

Network organisations

AUTODELEN.NET

mpact

POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION

What are we doing on the ground?

Interreg North Sea

Co-funded by the European Union

ShareDiMobiHub

Utrecht region: 75+K homes by 2030.

Electric driving: Urban energy transition.

MaaS: Efficient transport.

Sustainable mobility: Shared solutions.

Authorities: Active involvement.

Challenges: Knowledge gaps, capacity, harmonization.

Local initiatives: Promote shared mobility.

Focus Shared Mobility: Large cities vs. regions.

Regional cooperation: Overcome obstacles.

PROVINCIE UTRECHT

Share-DiMobiHub | Interreg North Sea | Co-funded by the European Union

Gemeente Amsterdam

Upscaling plan neighbourhoodhubs (2023 – 2025)

- Transition of Ehubs locations + around 20 new locations
- Co-funded bij National and Regional transport authority
- Connection with city wide shared mobility system -> no free floating around the hub
- National look and feel hubs
- Location selection criteria:
  - Public transport locations
  - Outskirt areas with low numbers of shared mobility (policy goal)
  - Areas where parking regulations are introduced
- Hubs in the historic centre and 'De Pijp' area as alternative for freefloating
- Spring 2023 – summer 2024: tender SM provider specially for neighbourhood hubs
- Summer 2024 and onwards: new SM providers which operate citywide (freefloating & hubs)

Vervoerregio Amsterdam

Vervoerregio Amsterdam

Problem: Car dominance in Amsterdam suburbs
PT isn't the sole alternative

Problem: Business Case for shared mobility within suburbs does not grow naturally in the pace we'd like
Problem: Policy fragmentation poses obstacles in providing and usage

Solution: An integrated regional framework

Municipality of Rotterdam: help change travel behavior

Shared mobility as an alternative for private car use.

1. **Understand** the neighbourhood **needs and obstacles**
2. **Determine** the need and **effectiveness** of nudging and supporting tools
3. **Develop** and **implement** the tools

Be aware

Video with example

Consider

Promocode

Try out

Inclusive Mobility

- Making sure that mobility hubs are **accessible for all** potential users
- **Hub Inclusivity Test** – to be launched soon!

Digitalization

- Support project partners in developing **digitalization plans**
- **TOMP-API**: standardized data-exchange between Transport Operators and MaaS Providers

What do you take home from today's sessions? Will you divorce your car?

Follow us on social media
Or visit our website

@ShareDiMobiHub

ShareDiMobiHub

Thank you!