

Mobility hubs

Intro

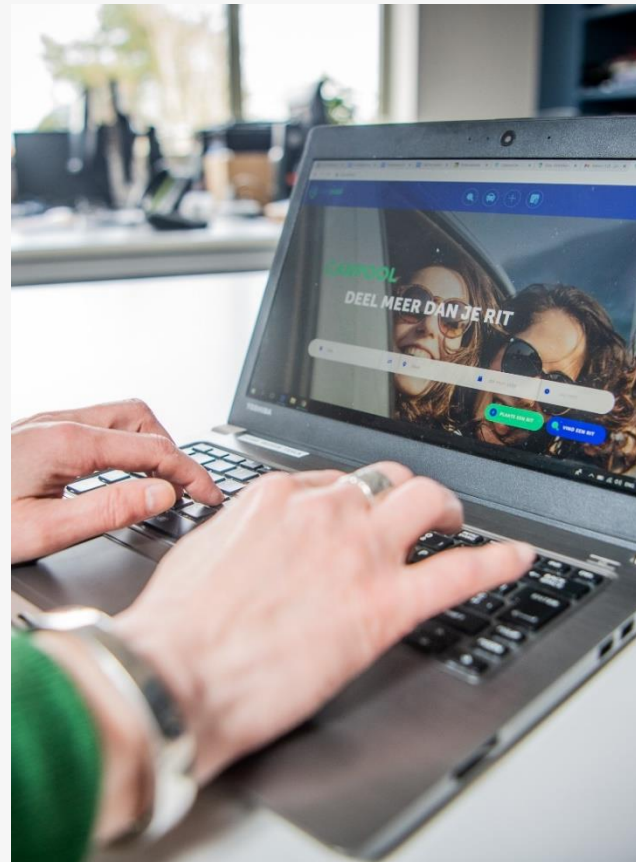
15.10.2021 – SHARE-North webinar

More efficient mobility by mpact

Solutions



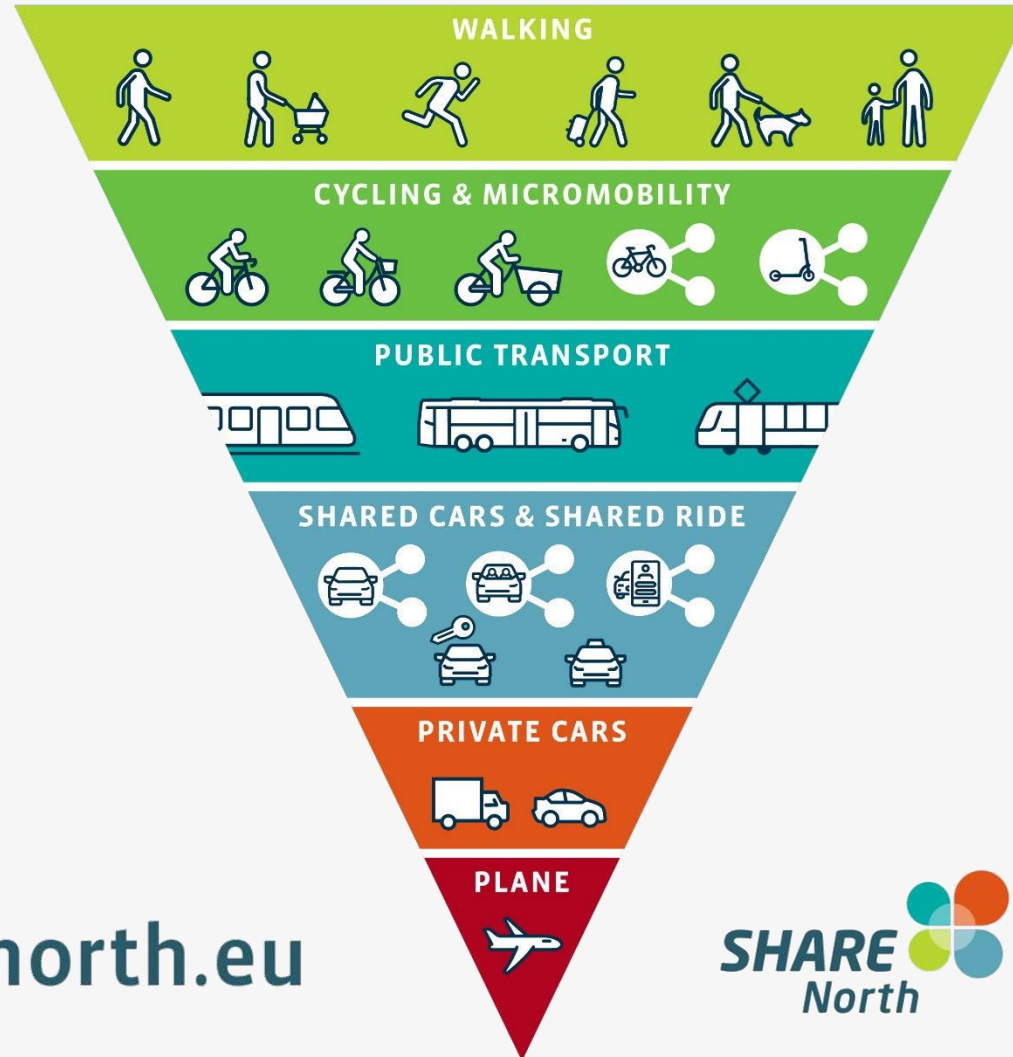
Innovation



Awareness



MOBILITY PYRAMID



www.share-north.eu



Interreg
North Sea Region
SHARE-North
European Regional Development Fund



EUROPEAN UNION

Cambio Belgium 2021

+ 50 000
utilisateurs - gebruikers

+ 500
utilisateurs/mois
gebruikers/maand

97%
d'utilisateurs (très)
satisfaits
(heel) tevreden
gebruikers

67 villes
stations

778 stations
standplaatsen

1.667 voitures
wagens

55.000
réservations/mois
reservaties/maand

partenaires
partners

+22% **+25%** **+25%** **-50%** **+25%** **+25%**

Comportement multimodal après inscription
Multimodaal gedrag na registratie

- 25.000 voitures personnelles sur les routes
privé-wagens op de weg

Gràco à cambio
Dankzij cambio



Cambio Belgium

- ▼ 50.000 users
- ▼ 1.667 cars
- ▼ 67 cities
- ▼ Different type of cars
- ▼ 55.000 reservations per month



1 cambio car



Per 28 cambio users

Private & business clients



Replaces 15 cars

*9 cars are discarded
6 are not bought*

Modal shift since cambio - membership




PwC: '80 million cars less in Europe by 2030'

 belga POSTED ON SEPTEMBER 12, 2017

 0


SHARES

 Share On Facebook

 Tweet It



 G+

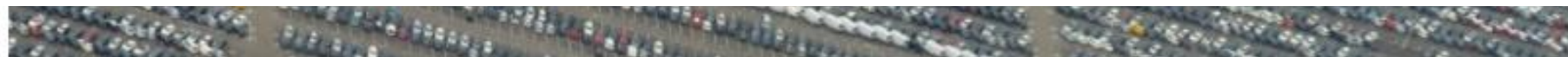




This means going from 280 million cars to 200 million.

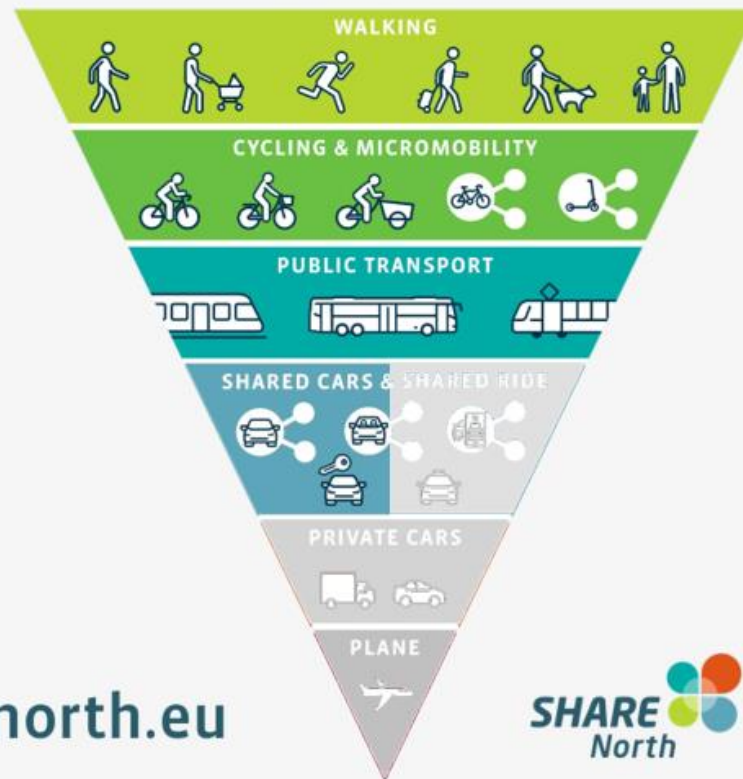


But traffic will still rise, because shared cars are used more frequently.



We need to work together!

MOBILITY PYRAMID



www.share-north.eu





What's a mobihub?

- Shared mobility
- Public transport
- Bicycle facilities
- Accessibility

- **Proximity** hubs (neighbourhood)
- **Network** hubs (regional strategy)



Not one type

Scale

Large network hubs

PT accessible

Suburban interchange hubs

P&R

Local interchange hubs

Cycling distance

Village hubs

Neighbourhood hubs

Walking distance

Hubs at key destinations

Micro(mobility) hubs

Eye distance



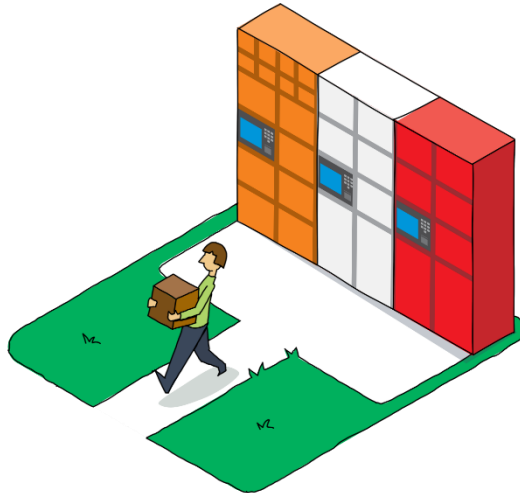
Network

Proximity

Optional functionalities

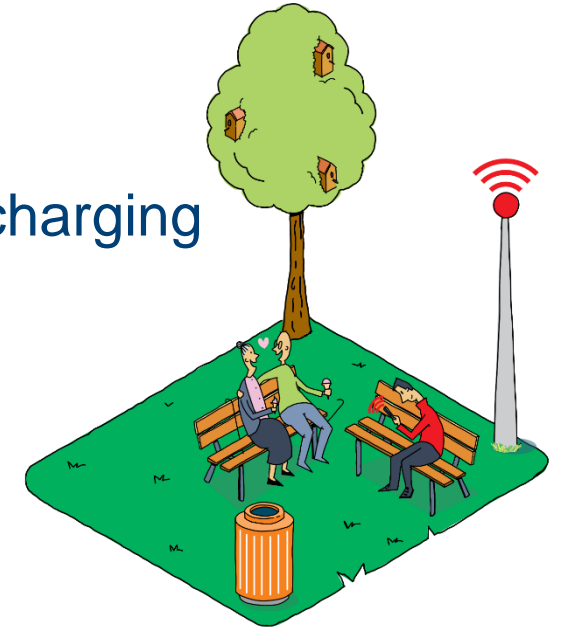
Practical!

- ✔ Carpool stop
- ✔ Bicycle pump
- ✔ Walking
- ✔ EV-Charging
- ✔ Package wall
- ✔ Post office box
- ✔ Public Toilet



Experience!

- ✔ WiFi, smartphone charging
- ✔ Gamification
- ✔ Fitness
- ✔ Water tap



Hoppin





Qliner

Qliner





Each type has

- Other business case and governance model
- Other requirements
- Other user needs
- Other benefits

→ Create your matrix,
connect the hubs

Functional network

Inter-modality

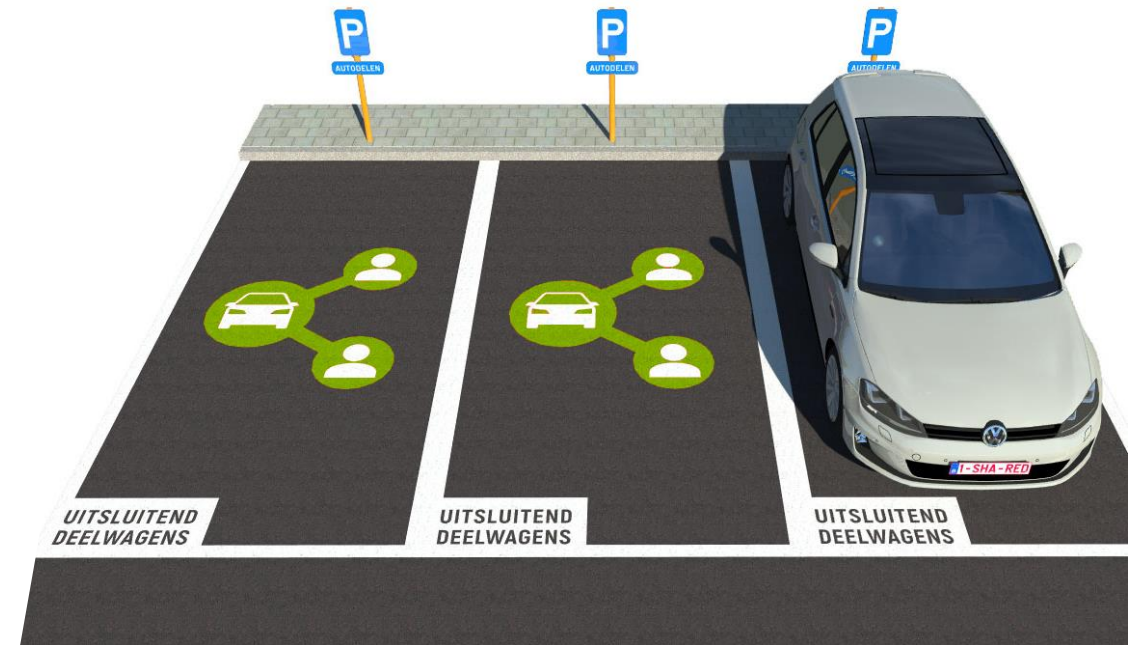
- ✓ Train/bus + car-sharing or micro-mobility
- ✓ EV-charging network





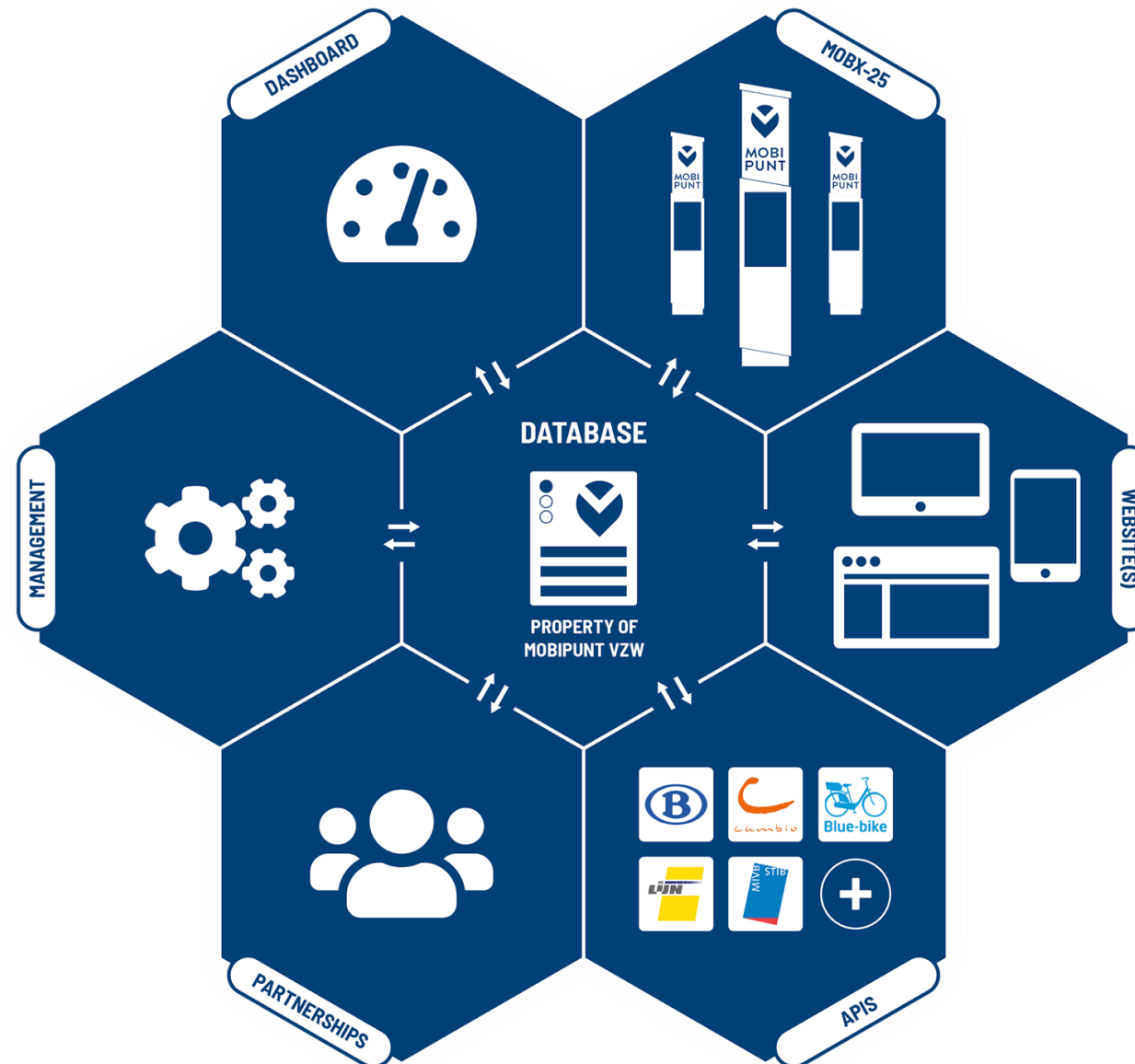
Visible network

- Landmark
- Clear name
- Strong branding



Digital network

- Mobihub database
TOMP-API
- Dashboard
- Kiosk application
Realtime info
Tailor-made info



Learning network

- Webinars
- Mobihub-academy
- Partnerships with transport regions
- The mobi-pub game



Sacrificing public space?!

(if you have free-floating operators)

- Have control over the design: accessible and safe
- Plan the distribution of shared mobility
- Getting rid of car-ownership is a difficult choice:
create certainty
- Station-based services are complementing other modes more than free-floating
- Use the space to inform potential users

It's not about sacrificing, it's about investing in space

A smart mobihub plan fits the UN SDG's

- Integrate walking and cycling
- Create safe and accessible public places
- Favour sustainable (shared modes)



A smart mobihub plan fits the UN SDG's

- Integrate hubs in e-mobility and energy plans
- Stimulate innovation and local start-ups
- Create a policy for sustainable materials, consider the product life cycles
- Stimulate local employment, avoid gig jobs

7 AFFORDABLE AND
CLEAN ENERGY



9 INNOVATION AND
INFRASTRUCTURE



12 RESPONSIBLE
CONSUMPTION



8 GOOD JOBS AND
ECONOMIC GROWTH



Let's go for fewer cars, more liveable cities!

Angelo.meuleman@mpact.be

PwC: '80 million cars less in Europe by 2030'

belga POSTED ON SEPTEMBER 12, 2017

0



SHARES

Share On Facebook

Tweet It



17 PARTNERSHIPS FOR THE GOALS

