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SHARE-North Squared

Woonmaatschappij Rivieren**land** (**Woonland**)
=> Social housing company in Mechelen and Willebroek
= +/- 5000 houses for tenants

woonmaatschappij rivierenland

Program Woonland Mechelen

Involved in several European projects and other sustainable projects:

Goal: implementing shared mobility in 3 pilot projects within social housing

LIFE PROJECT: study of total renovation of a social dwelling where the dwelling remains occupied (new house shell)

LIFE PROJECT: feasibility study to implement a heat grid within a social housing district

Super Smart Charging Hubs

Goal: implement electrical storage of solar energy and release to electric cars

Installation of solar panels around social housing

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Program Woonland Mechelen

Objective SN²:
GOAL PROJECT: To increase the sustainability, resource and spatial efficiency of real estate developments as well as the affordability of housing by integrating shared mobility as a means of supporting multimodal travel behaviour and for reducing car ownership, car dependency and the demand for parking.

> **GOAL WOONLAND** (formerly Woonpunt Mechelen) is a public social housing company in the Flemish region of Mechelen. Woonland rents and sells sustainable and affordable housing to the most vulnerable people and has 5000 homes in its jurisdiction.

Together with the **City of Mechelen**, Woonland will implement **pilots in three areas** and assess impact of shared mobility management measures targeting social housing in particular. In general, **this target group has less access to shared mobility** due to financial or other barriers such as lack of awareness, lack of knowledge, language problems or many other.

Program Woonland Mechelen

WHY Shared mobility?

DELEN IS ...
slim omgaan met ruimte

1 deelwagen vervangt 5 tot 10 particuliere wagens

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WHY Shared mobility?

WHAT CAN WE DO WITH 12M^2?

SHARE-NORTH SQUARED SESSION

x100

OR...

x25

+

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Collaboration with City of Mechelen (SN⁴)

Survey of the population, target group and private residents (In cooperation with TRAJECT)

⇒ **What you know/use already ?**
⇒ **Interest in use?**
⇒ **Mapping of NEEDS**

⇒ **What is already available in the neighbourhood**
⇒ **Can this be optimized (bus stops,...)**
⇒ **Existing offer tailored to users (oversized car, too expensive, ...)**
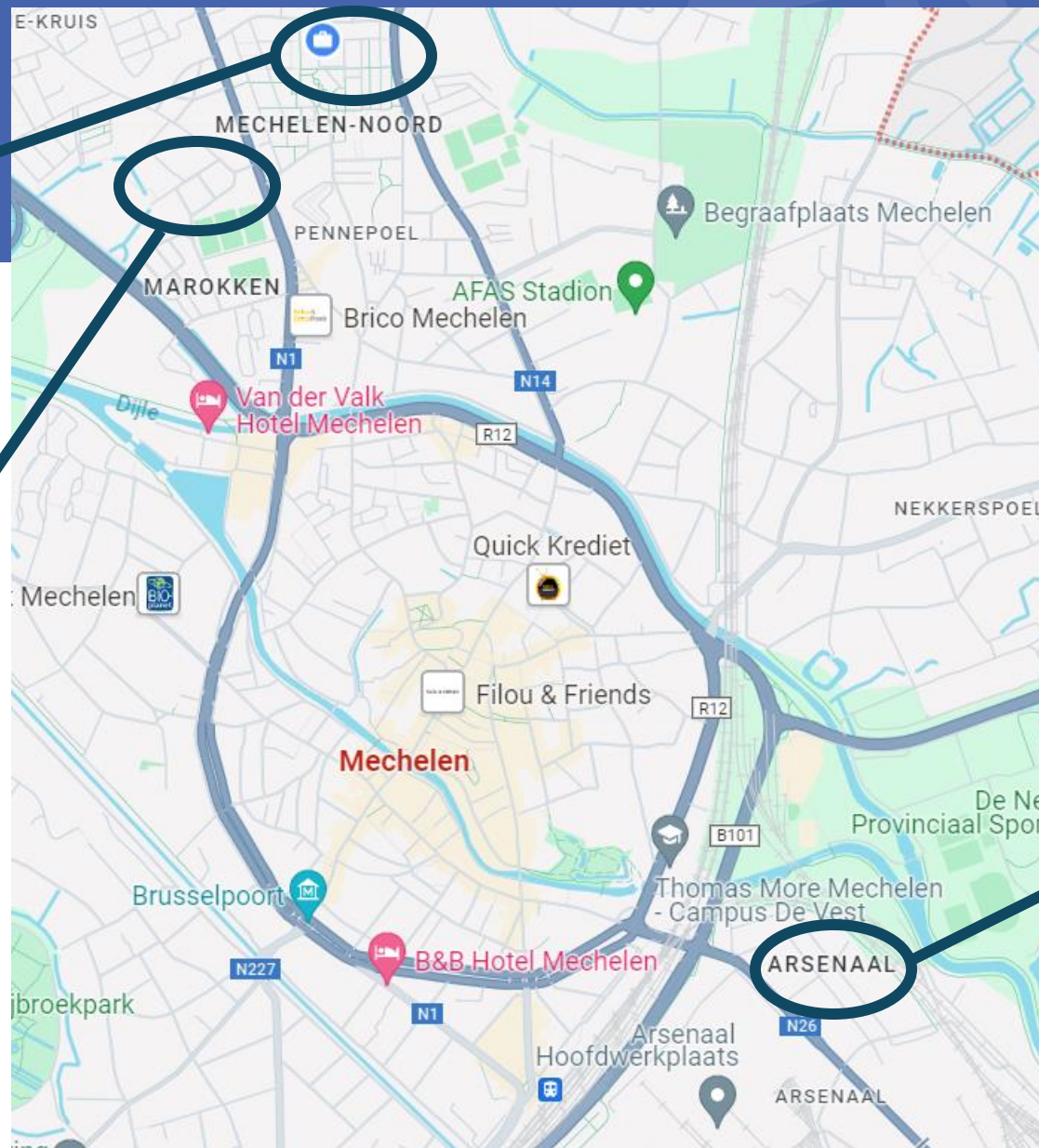⇒ **New offer: Cars? Bikes? ...?**

?

Tenants: mixed households

Tenants: elderly 65+

Shared Mobility for WHO? => 3 pilots

Social buyers

Projects

Draaibankstraat Mechelen
- PILOT 1: Project of social buyers

12 social apartments for sale.
27 parking lots: 15 for buyers, 12 for neighbourhood and 3 for shared mobility

Projects

Draaibankstraat Mechelen
- PILOT 1: Project of social buyers

Actions:
- at the time of purchase not fully on board but allowed the opportunity
- many conversations with the residents and in the first residents' meeting everyone was still along
- Survey of residents, physically at the door (with city of Mechelen and Way To Go (formerly Autodelen.net)
- Surveying the neighbourhood, 200 questionnaires sent with TRAJECT/VLOT, 20 responses
- response was positive
- at the second residents' meeting: negative, everyone was against the project

Reasons:
- we do not want strangers on our domain
- possible illegal dumping
- feeling of insecurity

FAILED

LESSONS LEARNED:
- Include shared mobility in basic deed at notary's office
- Do not depend on goodwill and avoid negative votes in a group
- Provide installation of shared mobility in concept of the project

april 2024

?

Projects

Antwerpsesteenweg
- PILOT 2: Project of social tenants (elderly people 65+)

28 social apartments (tenants).

Projects

Antwerpsesteenweg
- PILOT 2: Project of social tenants (elderly people 65+)

Actions:
- Survey of residents, physically at the door (with city of Mechelen and VLOT
- Surveying the neighbourhood, 300 questionnaires sent with TRAJECT/VLOT, 30 responses
- response was positive in the neighbourhood (social tenants across the street)
- Response was negative for the target group 65+

Reasons:
- we do not need a car, no driver's license, no longer able to drive => help from our own children
- we can't ride a bike
- concerns: we want the bus (is known) but the bus stop has been moved and the pedestrian paths are in bad condition

LESSONS LEARNED:
- Survey was needed
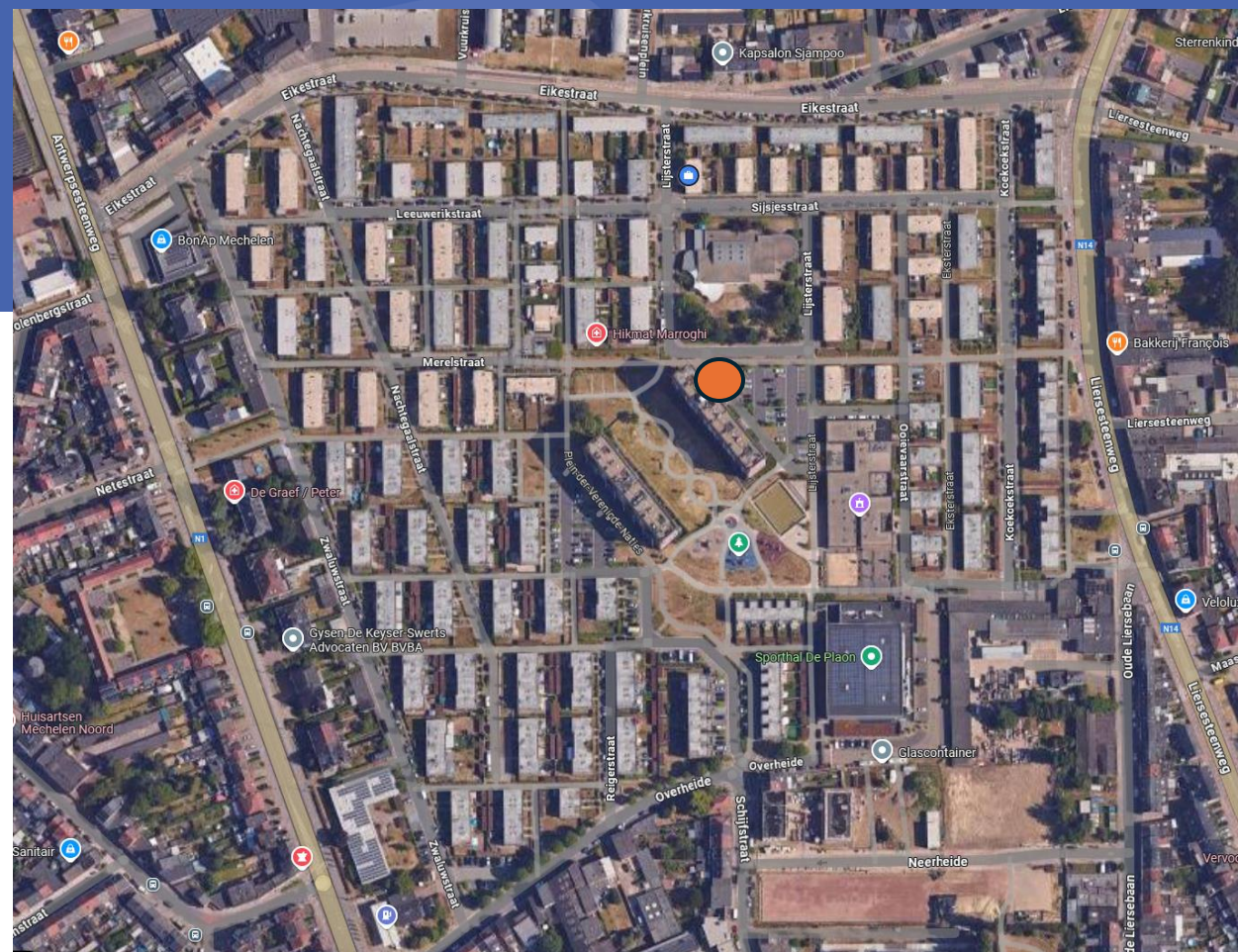- we would install something that would never be used

June 2024

FAILED

Projects

Oud Oefenplein
- PILOT 3: Project of social tenants (mixed households)

WIN –WIN
Using shared mobility for our employees as poolcar for work related movements
=> Deal with provider = lower cost for our company and we promote the use of shared cars and bikes

458 houses
1593 inhabitants
Shared mobility: 1 electric car
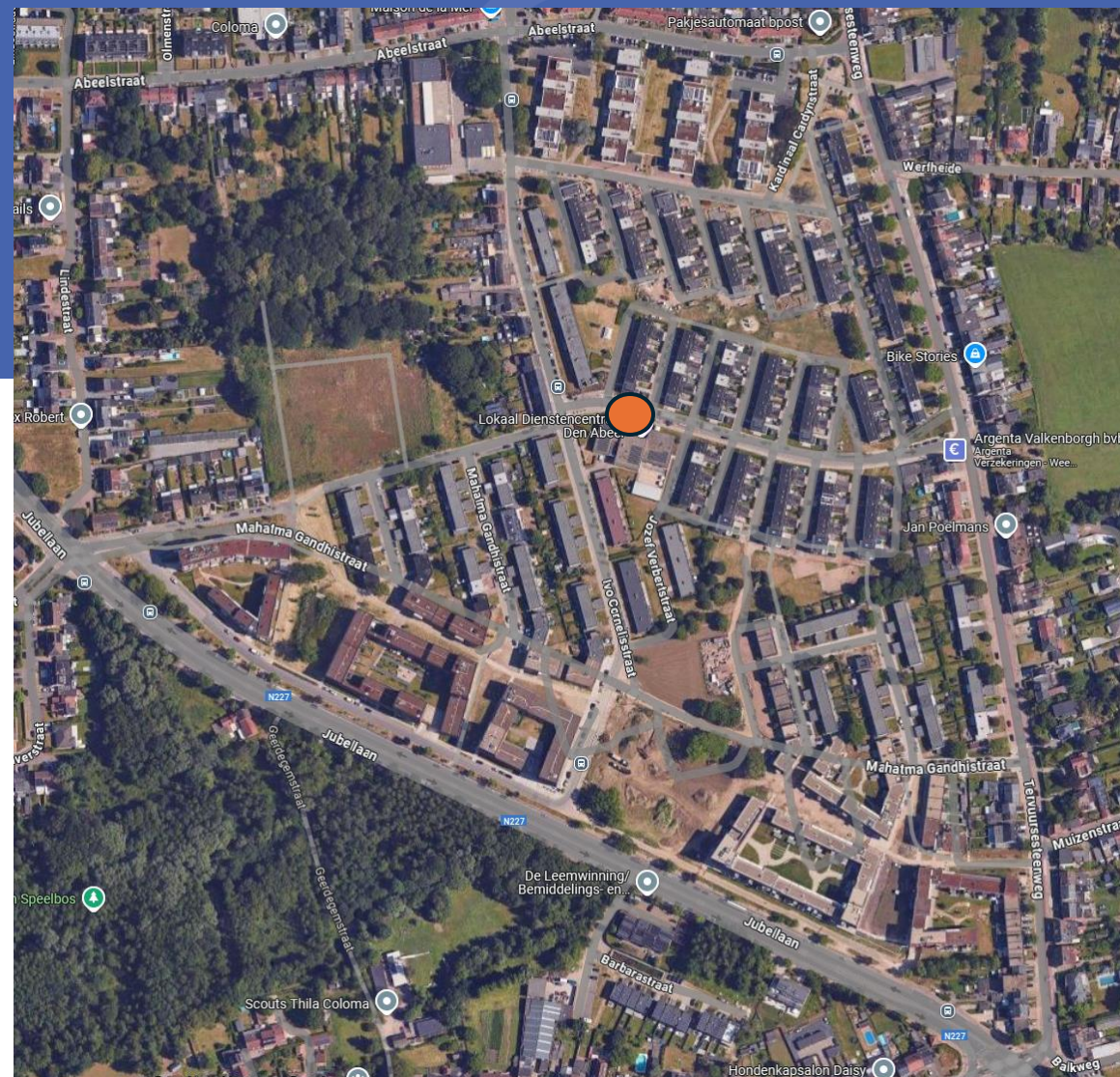   4 bikes (3 electric)

Projects

Ghandi
- PILOT 4: Project of social tenants (mixed households)

Similar area as Pilot 3, is a quick-win

790 houses
1787 inhabitants
Shared mobility: 1 electric car
4 bikes (3 electric)
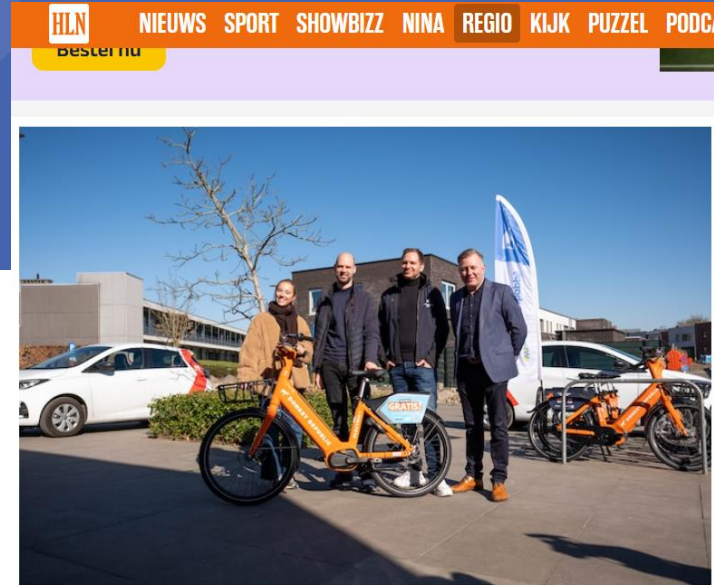
Press moment

**Pilot 3 and 4
Official start 19 march 2025**

Hanne Zwertvaegher van Donkey Republic, Tim Hermans van Klimaan, Thijs Verbeurgt van Woonland en schepen Alexander Vandersmissen bij de deelfietsen en -wagens in de Gandhiwijk. © Leen Van de Sande

Aanbod deelmobiliteit breidt uit naar sociale wijken: "Een deelwagen is vaak goedkoper dan een eigen auto"

MECHELEN Bewoners van de sociale woningen aan het Oud Oefenplein en in de Gandhiwijk in Mechelen kunnen voortaan eenvoudiger gebruik maken van deelmobiliteit. Er komen namelijk deelwagens- en fietsen. De stad wil ook financieel ondersteuning bieden om het delen van vervoersmiddelen aan te moedigen.

Stijn Van De Sande
19 maart 2025 om 11:56

Voorstelling deelmobiliteitsproject voor sociale woonwijken © David Legreve

Mechelen zet in op deelmobiliteit in sociale woonwijken: "Instapkosten verlaagd dankzij Europees project"

Sociale huurders overtuigen van deelmobiliteit. Dat is het doel van een nieuw project dat Stad Mechelen en Woonmaatschappij Rivierenland (Woonland) woensdag hebben voorgesteld. Met Europese middelen willen ze in sociale woonwijken Gandhi, Oud Oefenplein en op termijn mogelijk ook Kruisbaan drempels wegnemen.

Wannes Vansina 19-03-25, 13:48 Laatste update: 19-03-25, 18:53

Na deelfietsen nu ook deelwagens voor sociale woonwijken in Mechelen

⏱ 21 uur geleden

© RTV

De Mechelse sociale woonwijken Oud Oefenplein en Mahatma Gandhi hebben voortaan elk een deelauto. Die zal aanvankelijk gebruikt worden door de werknemers van sociale woonmaatschappij Woonland. Maar op termijn kunnen ook de bewoners met de auto gaan rijden.

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Use of our offer

We used a framework tender from the region's inter-communal association. It was clear to us that we had to connect to an existing offer. We discovered this through our participation in the Green Deal.

2 small cars KLIMAAN (Renault ZOE)
- **P3:**   used 14 times by the neighbourhood, 141 times in total (included Woonland use) 2493,80km
- **P4:**   used 18 times by the neighbourhood, 859,30km

2 hubs, 3 e-bikes – 1 conventional
- **P3:**   used 24 times for 91,01 km in total
- **P4:**   used 17 times for 124,23 km in total

- **Use: 25% conventional, 75% e-bike**

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What's Next?

- Search 3rd pilot – startup survey in new neighbourhood

- search for more users

Contra ⟶ Pro

City of Mechelen
- Investigate a social tariff?
- Offer vouchers for new users?
- Entry cost (startup cost) is first threshold
- Remove barriers by temporarily absorbing warranty and spreading costs
- Provide point of contact and seek connection with neighbourhood
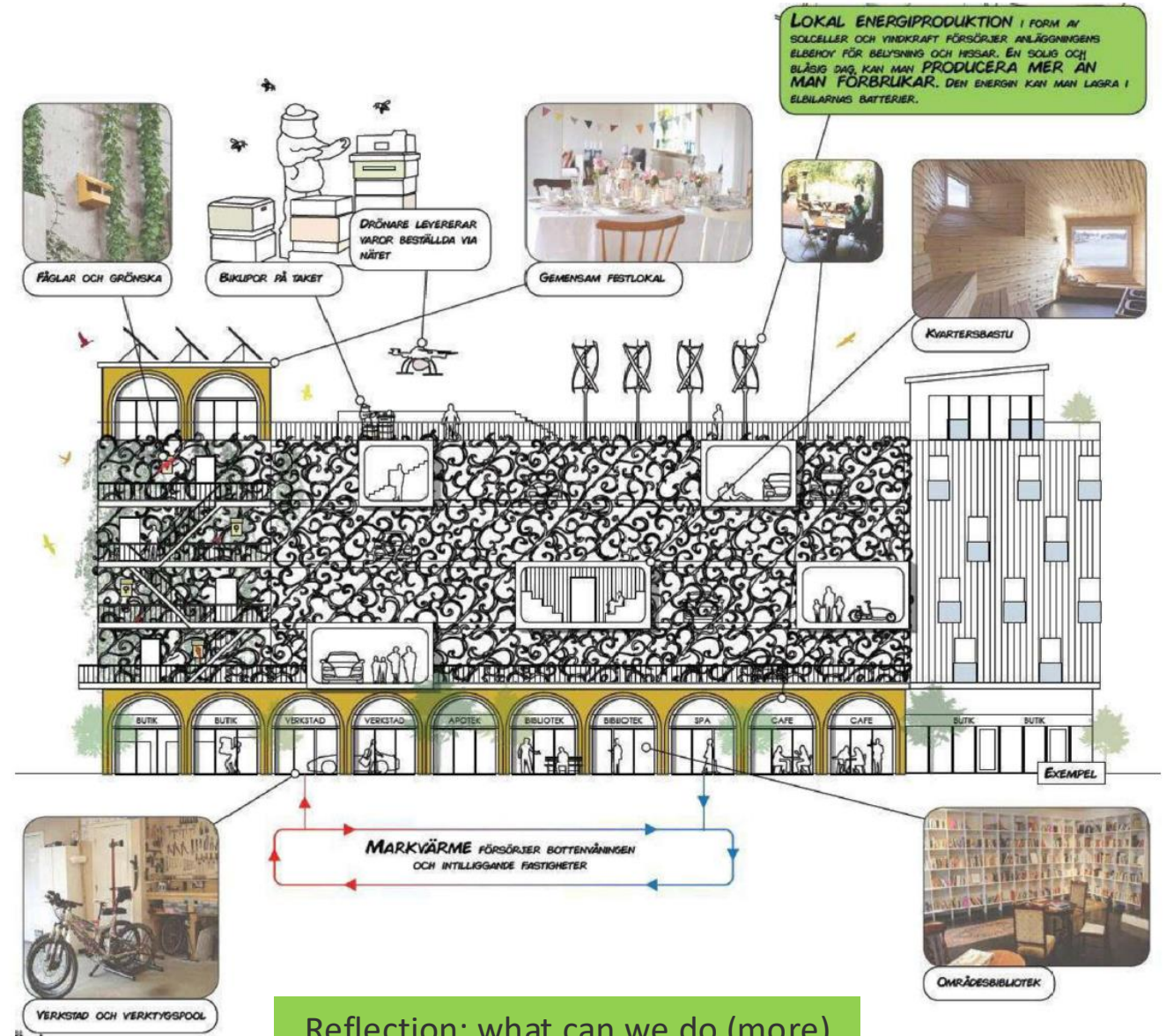
unknown is unloved

Our Project Dreams

Good practices learned in project meetings SN²

Reflection: what can we do (more) (in the future) with 12²

Thank you!

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woonmaatschappij
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