Pilot project in Leuven

Inclusion: shared mobility for everyone

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Interreg
North Sea

Co-funded by
the European Union

ShareDiMobiHub

Introduction

This pilot project aimed to gauge the interest of vulnerable Leuven residents in shared mobility, given that they experience mobility poverty. We investigated the barriers they encounter when using the available shared bicycles and cars. We determined the critical success factors on the basis of interviews with users.

Based on the experiences gained from this pilot project, we intend to provide recommendations to the policy makers.

![Interreg North Sea — Co-funded by the European Union — ShareDiMobiHub]

Jan '24-July '25

Partnership:
City of Leuven
Divisions Mobility
& Community Work
Velo vzw
Mobiel21 vzw
Cambio

Open test offer

Visie 👁

"Thanks to an adapted shared mobility offer, it becomes more feasible for vulnerable Leuven residents to get around"

Goal = recruit insight 🎯
- Is there interest in shared mobility?
- What barriers do they experience?
- How can we reduce or rather eliminate them?
- Is there an effect on use of own car among car owners?

3 community centres

→ 1ˢᵗ line-testers: all visitors to the community centres who physically register
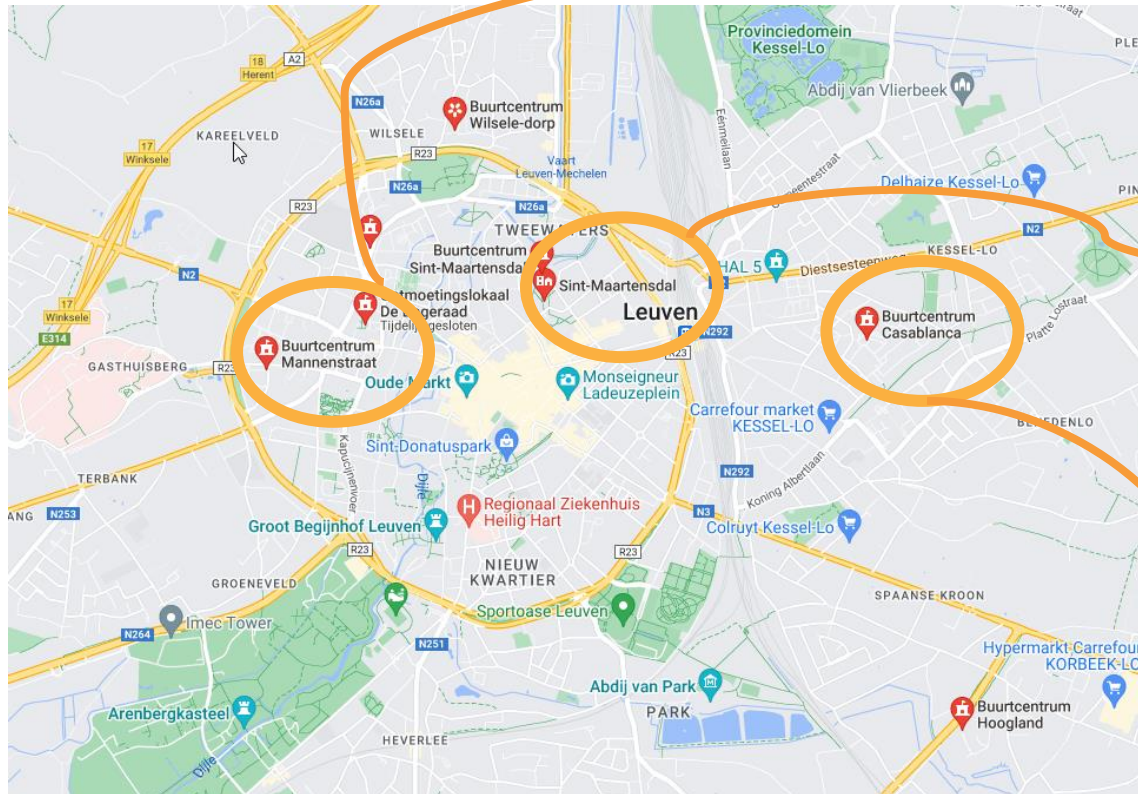→ 2ⁿᵈ line-testers: all other testers (community residents) who register on-line

3 x 4 months testing

→ March-August 2024: Mannenstraat

→ August-December 2024: St Maartensdal

→ December 2024-March 2025: Casablanca

Large test offer

→ 2 shared bikes (Velo)
→ 2 shared e-bikes (Velo)
→ 2 shared e-cargo bikes (Velo)
→ 1 shared car (Cambio)

3 pop-up mobility hubs

Shared mobility can be a powerful tool to combat mobility poverty and promote inclusion, but it requires tailored communication, personal guidance, simplified systems, and affordable access to truly serve disadvantaged communities.

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Insights

During conceptualisation

- ## Challenges
    - There is only limited information available on mobility poverty (in Leuven) and on the potential of shared mobility to combat mobility poverty.
    - It is useful to learn about the needs and challenges of disadvantaged communities from other actors.
    - It is necessary to be aware that there are only fragmented efforts and actions to tackle mobility poverty.
    - It is inevitable that you will have to make choices between the different subgroups and to prioritize.

- ## Opportunities
    - It is good to collaborate with the Community Work Department.
    - UitPAS* holders with a reduced rate is an interesting way to identify "vulnerable Leuven residents" albeit in a pilot project (not structural for mobility)

    * UiTPAS is a discount card for outdoor leisure activities. You can earn points when you participate and redeem them for benefits. "People living in poverty" are entitled to the reduced rate of activities.

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Deployment

- It is best to allocate 2-3 parking spaces in the immediate vicinity of the community center, preferably where it is quiet and safe (close to community workers).

- It is best to keep the hub's layout as basic as possible (temporarily).

- It is good to provide a conspicuous information board (as well as a Hoppin pillar) for visibility.

- It is good to provide temporary traffic signs (car-sharing parking / cambio reserved) to prevent illegal parking.

- It is good to temporarily label bicycles and cars as test vehicles (with a QR code for more information).

- Ground markings for cargo bikes work well – users return the bikes to the designated spot.

- Opted for fuel-powered cars (cheaper and less hassle regarding charging infrastructure).

- Best to choose a location where there is a bus stop.

- Good to install a (temporary) bicycle parking facility (safer, windproof, and prevents illegal parking).

- Importance of clear rules for the use of shared vehicles (risk management, especially for shared cars)

- Good to clarify the concept of 'shared vehicles' to testers and to repeat it, especially if use is free of charge

- Aim for a simple registration procedure (online and with community workers)

- The offer was also attractive to "other citizens" → difficult for community workers to be guiding in this

- Enthusiastic community workers = key to success → Make sure they have them or hire interns.

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Funding and procurement mechanisms used

- **Elaboration of a public contract for services: "Implementation , monitoring and evaluation of the pop-up Hoppin-hubs test project with focus on inclusion"**
  - **Elaborate specifications within tender:**
    - **Choice of vehicles (city bike, e-bike, e-cargo bike, and car (fuel OK)) – car also with provisional driver's license**
    - **2 target groups: disadvantaged groups + local residents (because the aim is to create a Hoppin hub for everyone)**
    - **Free for disadvantaged groups → removing financial barriers to gain optimal insight into other barriers**
    - **Adjustments commissioned due to limited time and resources:**
      - **analog and digital use of shared cars and bikes → exclusively digital**
      - **collaboration with 5 community centers → only 3 community centers**
      - **community worker also plays a central role in research (interviews) → Mobiel21 takes on 100% of the research (additional cost)**
  - **Awarded to Velo, with subcontractors Mobiel21 and Cambio**
    - **Velo coordinates, organises, installs and manages the hubs and offerings.**
    - **Cambio provides the shared car.**
    - **Mobiel21 conducts qualitative research on inclusion)**

Stakeholders: strong partnership

Effects on mobility amongst the participants of the pilot

- Driving and cycling pleasure

- Autonomy and freedom

- Practical advantages

- Better accessibility to various destinations

- Easier to make trips (large shopping trips, transporting children)

- Cycling more often than usual (advantages: support and load capacity)

- More transport opportunities

- Better reliability than, for example, the bus

Recommendations

- **Communicate broadly and in understandable language.**

- **Focus on personal guidance.**

- **Organize practice sessions with the vehicles.**

- **Choose a familiar location and tailor your offering to the neighborhood.**

- **Simplify the registration process.**

- **Provide alternatives for digital access.**

- **Ensure an affordable and balanced pricing model.**

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Thank you