Rotterdam Pilot Description

Shared & Digital Mobility Hubs (ShareDiMobiHub) – Pilot City of Rotterdam - 2025

Table of Contents

Introduction
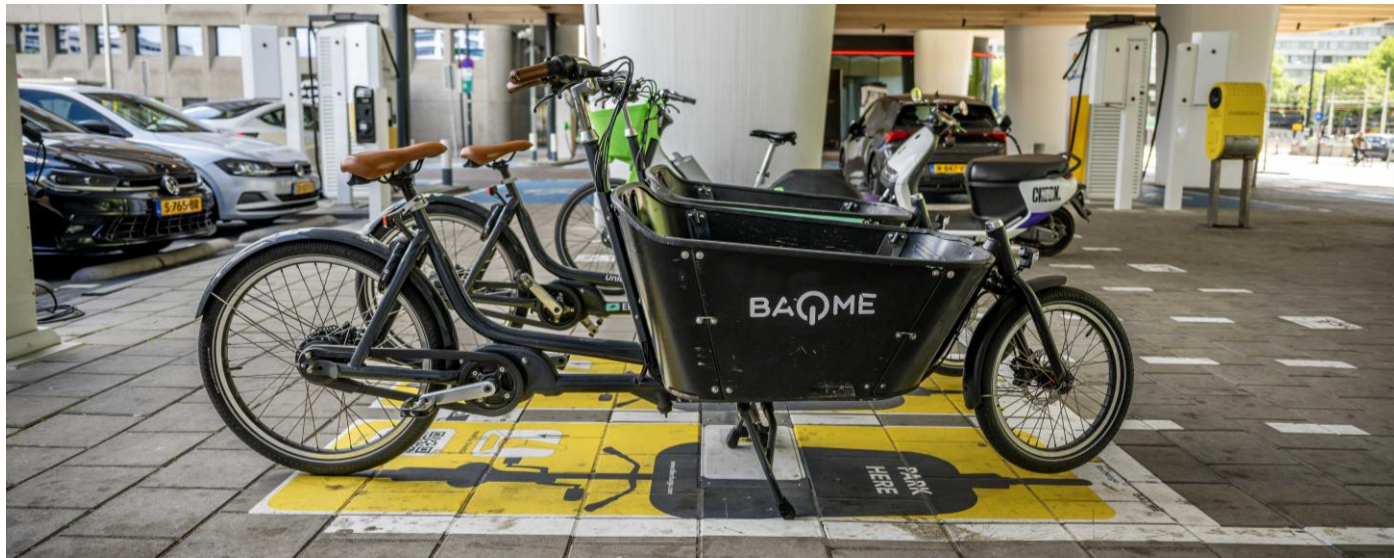
In the city of Rotterdam, shared micromobility is available across a large part of the city area. During the pilot, four shared mobility operators have permits to operate in the city: Lime and Felyx for **shared e-bikes**, Check and Felyx for **shared mopeds**, and Baqme for **shared cargo bikes**.

As part of the ShareDiMobiHub Interreg project, the Municipality of Rotterdam is exploring new ways to increase awareness of shared mobility and make it more inclusive and accessible. In recent years, shared micromobility services have become more common in central Rotterdam and among certain target groups (Urban residents with relatively high education levels and incomes). However, the availability and use of these services remain limited in outer neighborhoods and among people who do not typically use shared mobility (**'non-usual' suspects**).

Through a local **Mobility Strategy**, the city aims to improve mobility in areas where residents often feel overlooked or underserved. This strategy focus on neighbourhoods like **Oud-Mathenesse, Het Witte Dorp, Het Lage Land,** and **Oosterflank,** where residents face mobility challenges and are also less likely to use or have access to shared mobility options.

Subsequently to the Mobility Strategy the municipality launched a pilot project to introduce shared mobility to a broader and more diverse population. The four neighbourhoods, shown on the following page, are the pilot's focus area. The project specifically seeks to engage target groups who are less likely to use shared mobility, such as older adults, lower-income residents, or those that are simply unfamiliar with shared mobility.

This document provides an overview of this pilot.

Focus area of the pilot

Het Lage Land & Oosterflank

"The neighborhood is designed for cars with free parking, has a relatively high proportion of older residents, and also many families."

Oud-Mathenesse & Witte Dorp

"Relatively low-educated residents, residents of diverse backgrounds, and foreign workers"

Sharing system and neighbourhood hubs

Within the focus area vehicles of all four operators are available. Shared Micromobility can be used via a so-called free-floating system. The free-floating system is complemented by physical neighborhood mobility hubs, where users can park their vehicle in dedicated parking spaces, as shown on the right photo. These hubs are clearly marked and include no-parking zones around them to minimize nuisance. The locations of the hubs, at the time of writing, are shown on the next page. The hubs within the focus area a visualized using circles, the red zones are no-parking areas.
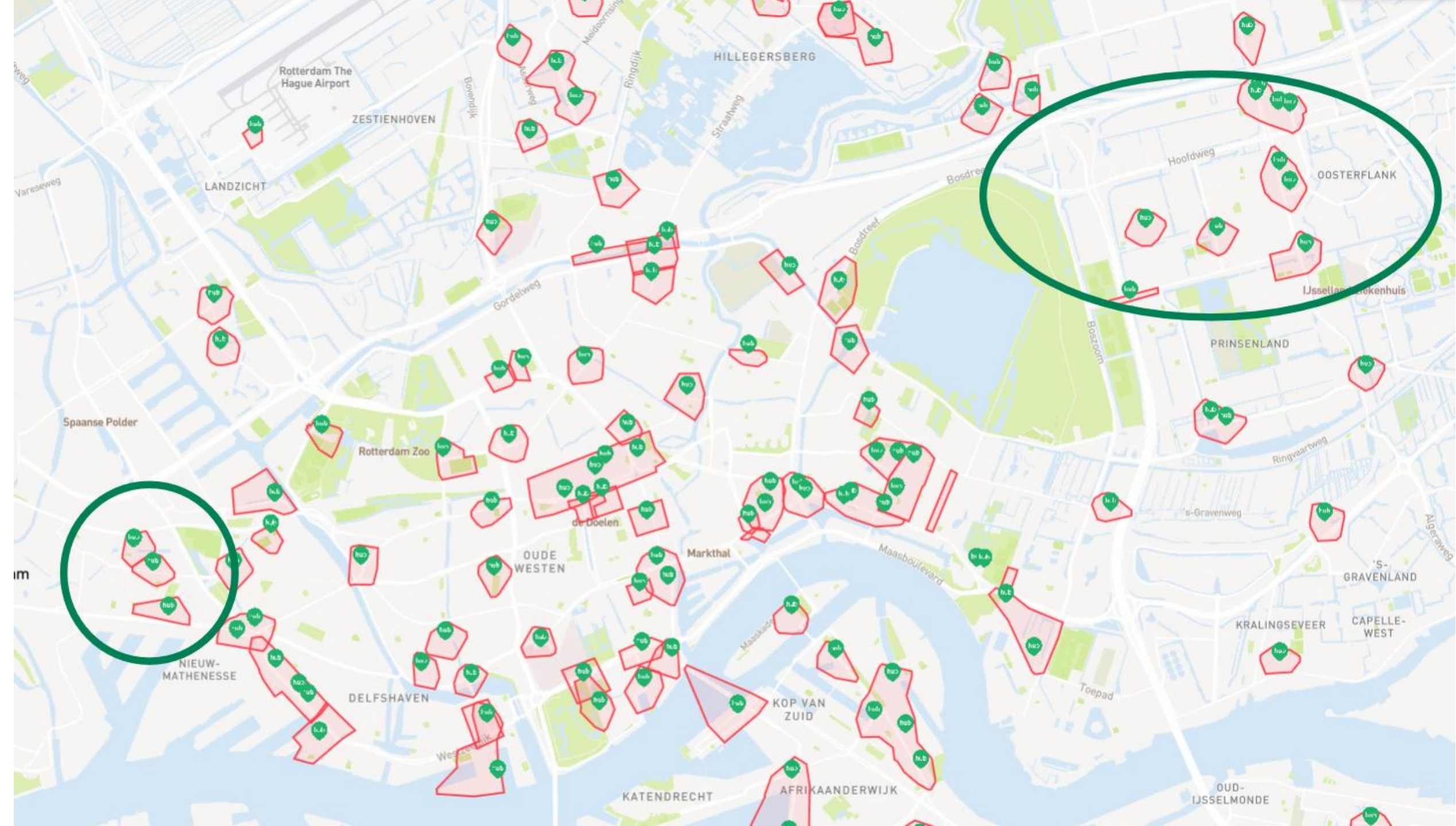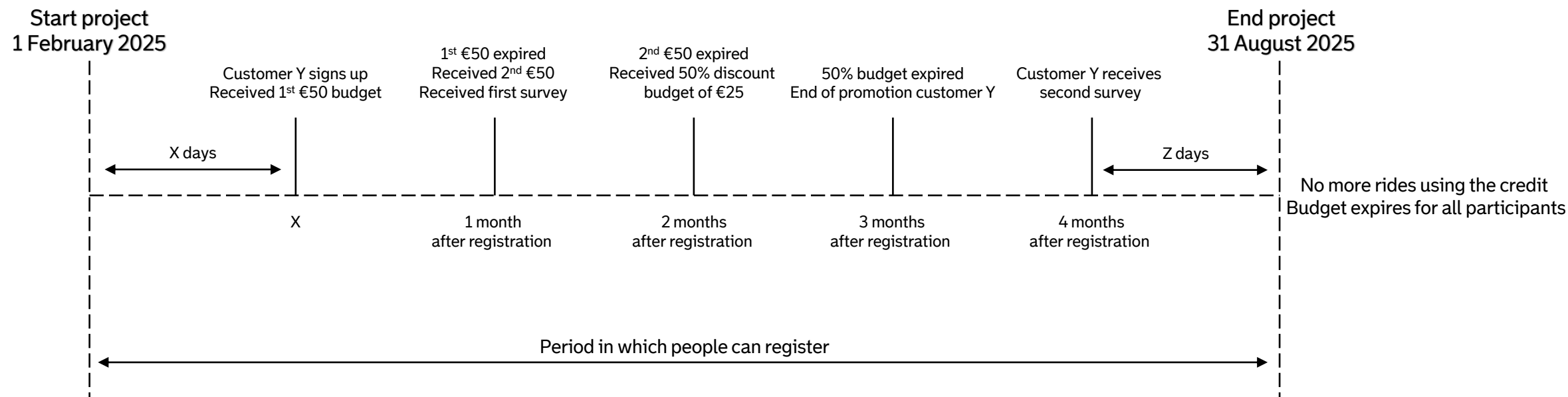
Pilot overview

The pilot took place between February and August 2025 and is implemented exclusively in the four neighborhoods. All residents within this area are eligible to participate and are given free access to shared micromobility services through the Umob app. Umob is a start-up MaaS (Mobility as a Service) application that integrates, among others, all shared mobility providers operating in Rotterdam. The platform is selected through a public tender process.

After registration, each participant receives a €50 travel credit valid for 30 days. After this initial period, the credit is automatically topped up to €50 for another 30 days. At the end of the 60-day period, any remaining balance expires. Follow-up to the free trial, participants are offered a discount incentive: 50% off the trips up to a total of €25, for one additional month. This process is provided in a diagram on the following page.

This structure is designed to encourage first-time use and promote longer-term behavioral change. To monitor user experience and evaluate the impact, participants receive two surveys: one after the first month and a second four months after registration. The aim is to understand whether users continue to use shared mobility after the free and discounted budget have ended.

Throughout the pilot, an extensive communication campaign informs residents and encourages participation. More details about this campaign are provided in the next section.

Customer journey after signing up

Start project
1 February 2025

Customer Y signs up
Received 1st €50 budget

1st €50 expired
Received 2nd €50
Received first survey

2nd €50 expired
Received 50% discount
budget of €25

50% budget expired
End of promotion customer Y

Customer Y receives
second survey

End project
31 August 2025

X days

Z days

X

1 month
after registration

2 months
after registration

3 months
after registration

4 months
after registration

No more rides using the credit
Budget expires for all participants

Period in which people can register
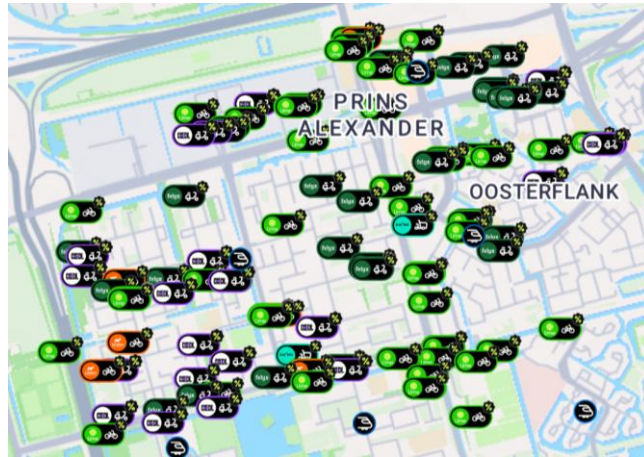
Timeline of the project

1. September 2024   –   Set-up of tender process
2. November 2024   –   Launch of tender
3. 13 January 2025   –   Final award of the tender
4. 15 January 2025   –   Kick-off pilot project
5. 1 February 2025   –   Pilot goes live
6. 3 February 2025   –   16,700 letters sent to residents with project information
7. February 2025   –   Flyer campaign in the neighborhoods
8. February 2025   –   Social media campaign launched
9. 1 March 2025   –   First local event in Oud-Mathenesse
10. 7 March 2025   –   Second local event in Het Lage Land
11. 15 March 2025   –   Third local event in Oosterflank
12. March 2025   –   Additional marketing by Umob in the neighborhoods
13. May 2025   –   Focus area expanded to additional neighborhoods
14. 11–12 June 2025   –   16,700 letters sent for second survey
15. June 2025   –   Evaluation meetings with users, non-users and project team

Approach

1. Increase availability vehicles
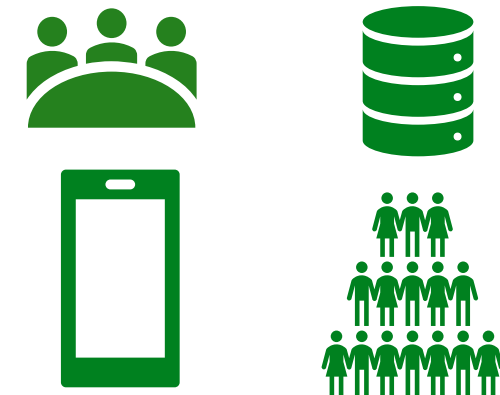
2. Mobility budget through MaaS app:
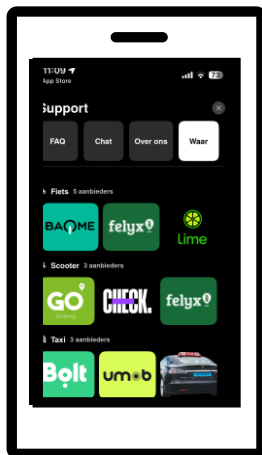- 2 months free
- 1 month 50% discount

3. Campaign

4. Support

5. Research

Communication approach

Clear and targeted communication is essential to the success of the pilot. If residents are not aware of the project or do not sign up, the pilot simply cannot succeed. The following actions are part of the communication approach:

- ✓ A letter to all residents in the pilot area at the start of the project
- ✓ Flyers distributed by the project team
- ✓ Flyers distributed by Umob
- ✓ Informational signs placed on the poles of the mobility hubs
- ✓ Posts on all municipal social media channels (Facebook, Instagram, LinkedIn)
- ✓ Large promotional totems placed in the neighborhoods
- ✓ Flyers made available at local businesses and community organizations
- ✓ Three physical events organized in the neighborhoods
- ✓ A dedicated project webpage on the official Rotterdam website
- ✓ A separate project page launched by Umob

Research

A strong research component is essential in a project like this, to ensure valuable insights are captured and to assess the actual impact of the pilot. The research is conducted in collaboration with the University of Antwerp and Mobycon.

The research includes the following elements:

- ✓ A baseline (0-measurement) survey at the start of the project, to assess the general status of shared mobility use in the pilot area
- ✓ A follow-up survey (1-measurement) at the end of the pilot, to evaluate changes in attitudes and behavior
- ✓ Participant surveys sent via email or in-app messages after 1 month and again after 4 months of use
- ✓ A live dashboard tracking all usage data: registrations, number of trips, and more
- ✓ Qualitative research through interviews with users, non-users, and stakeholders involved in the pilot

Basic user data

User data

✓ 6.584 residents signed up via the registration page

   ✓ 1.628 more were rejected based on postal codes

✓ 3.804 participants downloaded the app

✓ 2.574 participants made one or more trips 'unique riders'

✓ 39.734 rides in total

   ▪ **52.8% of the rides are made with shared e-bikes**

   ▪ **47.2% of the rides are made with shared mopeds**

✓ 210 participants used the project mailbox of the municipality to ask questions or give remarks

✓ 15 participants made use of the available mobility coaches

Follow-up

Next Steps and Future Outlook

After the pilot, the Municipality of Rotterdam will:

- Analyze all collected data (surveys, usage data, interviews)
- Create an evaluation report for internal use and stakeholders
- Deliver a summary report focused on the results (separate document)

Key learnings from the pilot can be used to make political decisions about:

- Future collaboration with MaaS providers
- The role of shared mobility during major infrastructure works (e.g. compensating residents with travel budget)
- Overall, the pilot contributes to a better understanding of the role and value of shared mobility in outer neighborhoods and among underrepresented user groups.

The outcomes of this pilot will guide future steps in making shared mobility a more inclusive, accessible, and widely adopted solution within the city of Rotterdam.

Rotterdam.