

WP 1 – Act 5: Deployment report – best practices

Pilots in Leuven

Interreg
North Sea



Co-funded by
the European Union

ShareDiMobiHub

1. Inclusion: shared mobility for everyone



General best practices



- Need for space the size of 3 parking spaces for shared
 - car
 - 2 e-cargo bikes
 - 2 e-bikes
 - 2 city bikes→ Usually are 2 (3) parking places stil feasible
→ A permit is necessary
- Need for connecting space to place info panel
- Because of temporary nature
 - No charging infrastructure for shared car
 - No docking stations for e-bikes
 - No racks for shared bicycles
 - No green spaces
 - No seating facilities

Specific best practices at community center Mannenstraat



- Good to connect to bus stop in order to integrate public transport already into Hoppin hub during test
- Bicycles fall over or blow over + 4 bicycles on one parking space: does not look very orderly. Because it is near community centre, the community worker straightened the bike. However, it is good to provide a mobile platform with racks. This platform does stand out and gives better visibility to the temporary Hoppin hub. There is also a mini pillar with panel "this is a test Hoppin hub".
- Moving the platform was initially done by the supplier and costed more than €500 per move. Now we have found a solution to have the relocation done by the Leuven towing service at 25% of the price.
- There aren't 3 connecting parking spaces available near community centre → limited to 2 parking spaces and space for cargo bikes at bus stop using a stencil. Such ground marking works; the cargo bikes are neatly put back in place. The ground marking in chalk paint remains visible for 4 months.
- Temporary info panel must be anchored anyway; good thing it's non-paved.
- Traffic signals are temporary, loose and occasionally out of place.
- All bikes are stickered with test-bike; that does work. For the cargo bikes, we made extra stickers with QR code to the url where people can register for the test. Seeing the bikes ride is one of the best nudges. So, it is good to give more info on the bikes as well.

Specific best practices at community center Sint-Maartensdal



- The choice of location is important. It is near the community center so that tailor-made follow-up by the community workers was possible. People who saw the offer no longer had a high threshold to ask info about it in the community center. It is located near an open area, where it is very safe to cycle, so that people who are a bit insecure on a bike can practice some extra to gain confidence on a bike, especially on the cargo bike.
- Some issues were experienced with wrong-way parking at the car stand, though. The temporary traffic signals were not clear enough. Cambio's under-sign with a picture of "tow away" works more effectively, even though it is not a legal traffic sign. Important to find good balance with parking pressure.
- The parklet proved its usefulness. The bikes were usually neatly parked and could also be properly secured; if all the bikes were gone, there was no concern about wrong-way parking.
- There was a defect in one of the 2 shared cargo bikes at the start of the pilot project at this community center; repair is taking longer than anticipated. A request is being made for a spare bike from the supplier but one is not available. Good to request some buffer from supplier. Good to include parameter minimum availability in specifications.
- During the test period, a user had an accident with the shared car, fortunately without injuries and with limited property damage. The case needs to be investigated further in detail, as there is a chance that the driver was under influence. We did have clear rules, which were signed by the tester. Consequently, this tester was immediately removed from the testers list. Fortunately, the car was only out of service for a short time. –
- The concept of "sharing" was not clear to everyone from the start; some users tended to privatize the sharing car, for example. Based on the usage data, the community worker intervened fairly quickly to give the tester some additional explanation about the philosophy of sharing and to make adjustments.
- Testers also signed up who were not from the neighborhood, because they had heard about the offer via via. This then reduced the chances of use for local residents, which is the initial target group. The community workers try to follow up on that aspect as well.

Specific best practices at community center Casablanca



- Proper location: right in front of the community center and surrounded by building blocks. Quite and safe neighbourhood so that people can get confidence testing the modes.
- High barrier to register as 2nd line tester (3 stages is too much): fill in the survey (15-20 minutes), installing the Velo-app and filling in the registration for of the city of Leuven
- There was no added value to use the parklet on this spot as there was space along the building for the cargo bikes, and bike racks for the city and electric bikes.
- There were also 2 interns during the testing period; this was a good thing because they were able to make themselves useful to register testers and guide them through their questions and first rides. In the daily schedule of a community worker, with many unpredictable tasks, it is difficult to be available for questions or help all the time.

2. Combined use with companies



1. Pilot with cargo bike – a: locations in city centre



- The four city centre locations were chosen based on the responses in the exploratory survey with business owners. Availability and proximity are key parameters. In Leuven city centre, you then end up with locations where there is high bicycle parking pressure anyway. For this, too, we worked with ground marking in chalk paint, which did work. Because the bicycle pressure is especially high in those places in the evening and at night, it did not cause many issues for the B2B cargo bike.
- Stickers in Leuven house style with clear reference to project to make it entry-level for new users is recommended.
- We did not put an additional info panel at these temporary locations (2 months) because it is difficult administratively and space-wise, costly and, in our opinion, does not add much value if you put the info on the cargo bike itself.

1. Pilot with cargo bike – b: locations at the margins of the city



- Based on the starter survey with private parties (2023), 2 more locations had been determined outside the city center, in places where no people live in the immediate neighborhood, to investigate whether employees use the cargo bike for service trips.
- The exact locations had been agreed upon with the requesting parties, on the one hand research park Haasrode, a considerable business park on the outskirts of Leuven and on the other hand the KUL. For the location near the university campus, we searched for the best location to reach residents as well, in order to test this possible combination.
- Because the cargo bike itself is the best promo, we renewed the stickers; due to circumstances Cargoroo had not applied them themselves. The quality of the earlier stickers was insufficient. It is not obvious to find quality stickers that are weather, wind and vandalism resistant.

1. Pilot with cargo bike



Hoe werkt het Onze missie Onze steden Voor de buurt Shop    

Faillissement Cargoroo

Zoals u wellicht in de media hebt gelezen heeft Cargoroo helaas faillissement moeten aanvragen. Directe aanleiding van het faillissement is dat een geplande investering / overname deal op het laatste moment niet doorging. Het gevolg van het faillissement is dat de deelbakfietsen op dit moment niet meer beschikbaar zijn. De curator onderzoekt momenteel of een doorstart mogelijk is.

Namens het hele Cargoroo team willen we onze gebruikers, de steden, onze partners en leveranciers, onze grotere investeerders en financiers en ook de mensen die via de crowd hebben geïnvesteerd, bedanken voor hun support en vertrouwen in de afgelopen jaren. Het is voor alle betrokkenen een grote teleurstelling en deels ook een aanzienlijk financieel verlies dat dit nu – in ieder geval voorlopig – ophoudt.

We hebben veel bereikt in de afgelopen jaren. Cargoroo heeft met de introductie van deelbakfietsen in verschillende steden Nederland, België en in Duitsland, aan de wieg gestaan van een verandering in het denken over duurzame mobiliteit. De impact die Cargoroo heeft gemaakt is blijvend en daar mogen we met zijn allen trots op zijn.

Wie weet tot ziens,

Het Cargoroo team.

- On Dec. 19 2024, city of Leuven received a phone call from Cargoroo that they had filed for bankruptcy. The immediate implication is that the leasing company would take the cargo bike off the streets soon. At the end of December 2024, Cargoroo was declared bankrupt and the shared cargo bike was effectively taken off the street, after being at its new stand at the Hoppin hub in research park Haasrode for a little less than a month.
- The pilot project was unfortunately terminated early because of this bankruptcy.



2. Pilot with e-bikes at 7 additional locations

HUUR HIER JE ELEKTRISCHE BLUE-BIKE EN FIETS VLOT NAAR JE BESTEMMING!

HANDIG!

Deze elektrische Blue-bike deelfietsen kan je op het einde van je uitleentijd achterlaten op een van de onderstaande locaties voor elektrische Blue-bikes in Leuven. Je hoeft 'm dus niet terug te brengen naar de plek waar je de fiets ontleende.

• **Leuven Station**
Tiensevest
hoppinpunt - Prof. Roger Van Overstraetenplein 1
Kop van Kessel-Lo
hoppinpunt - Martelarenlaan 8

• **Heverlee Researchpark Haasrode II**
hoppinpunt - Interleuvenlaan 27b

• **Heverlee Haasrode UCLL**
Bushalte, Interleuvenlaan 3/5

• **Leuven Rector de Somerplein**
hoppinpunt - Rector De Somerplein

• **Leuven parking Vaartkom**
hoppinpunt - Engels Plein 39

• **Heverlee Kapeldreef**
Bushalte campus Arenberg

• **Heverlee Wetenschapspark**
Gaston Geenslaan 8

• **Heverlee Philipssite**
hoppinpunt - Philipssite 3

• **Heverlee Parking Bodart**
hoppinpunt - Tervuursevest 149

Alle info op www.blue-bike.be/leuven

Graag direct op de fiets?
Scan de QR-code en download de app.

voor Android voor Apple

- The first and most important location is at Leuven station (purple). E-bikes can be parked there in the bike shed owned by SNCB. Blue Mobility has provided the facility there without the intervention of the city of Leuven. There are problems with 4G coverage though so there are some difficulties in locking the bikes with the app. We are helping look for a solution through our city office which is above it to strengthen the 4G network.
- Phase 1 in 2024: For the 7 other locations, we base ourselves on suggestions from the surveyed companies, which are mainly located in the outskirts of Leuven, we prefer to combine it with centre locations to form a basic network. As we are in test phase, we prefer to keep it on public domain for now, as use of private domain involves longer processes.

2. Pilot with e-bikes at 7 additional locations



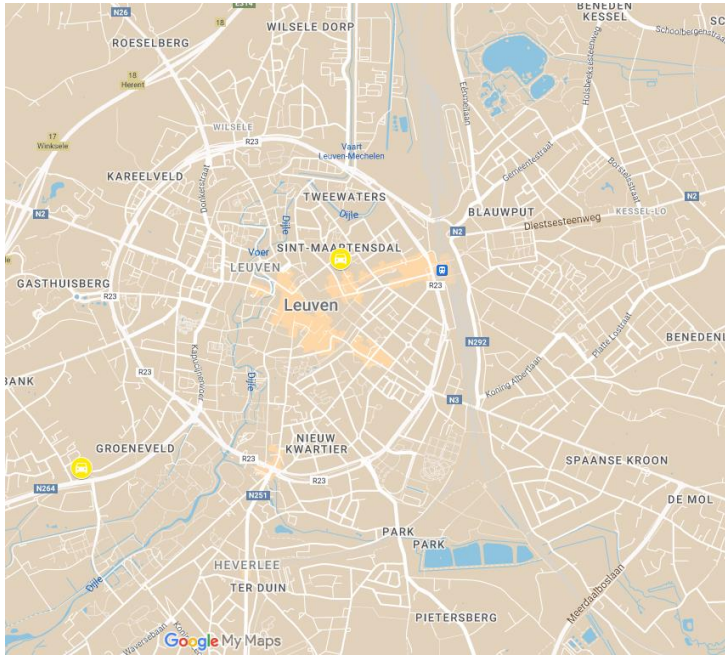
- In August 2024, we did the deployment of the 6 hubs for shared-e-bikes. We tendered, on the one hand, to install the ground markings in conjunction with the safety bollards. On the other hand, we did the layout and purchase of the corresponding information panels.
- To date there have been no problems with bicycles falling over, presumably because of the solid posts of the bikes.
- There have also been no reports of incorrectly parked bicycles within the reserved spaces, even though we have not placed any traffic signals. The signs are apparently doing their job.
- Phase 2 in 2025: In June 2025 we launched 3 new stations, 2 more than foreseen, and 6 e-bikes more, because the decent usage data. In total there are 76 e-bikes distributed amongst 10 stations. As the e-bikes at the station of Leuven are used well; there is one station added at the Kessel-lo entrance of the station. The 2 other new stations are connected with a bigger parking facility as we would like to encourage people to park at the edge of the city and hop on a bike for the last mile.
- For the roll-out of the new sites in the periphery, in order of availability, two locations will be chosen close to each other, like communicating vessels.
- We will keep the layout of the test sites very simple: ground markings and cordoning off with bollards. To give the user additional information about the sharing system, an info panel is added, showing the basic principles of Back-2-Many, the different stations as well as the QR Codes to encourage users to give it a try.
- As there are no traffic signs yet in the Belgian highway code for "parking shared (cargo) bikes", we will do without traffic signs or with the alternative: "prohibited parking unless permit holders".

3. Pilot with car at additional locations



- Within this test, we want to further entice companies to use Hoppin hubs and shared vehicles. After a process of an exploratory survey, consultation with companies and market research, it was decided to better inform them about the offer of recognised car-sharing providers in Leuven (Cambio with mixed fleet and BattMobility with EVs exclusively), survey them more specifically and set up an action plan based on this.
- Emphasis is on the sharing concept more than on EVs, because opportunities to work exclusively with EV are too limited. Cambio does not want to pilot this test with EV because of the higher financial risk for them with EV than with fuel car.
- Based on interest from businesses, which tend to be located outside residential areas, it is important to cluster enough potential take-up, i.e. large companies or several companies together. Combination with citizens will be limited. We do hope to "entice" employees for private travel.
- In terms of vehicle type, there was certainly interest in a van too, but providers are not pulling that card. Cambio only wants to test to reduce risk with a city car; Batt with presumably one city car, and one more exclusive type of car.
- There are 3 additional neighbourhoods provisionally before us, which are now under further investigation:
 - 1 fuel-Cambio in Tweekleinewegenstraat: combination of citizens and Gasthuisberg hospital
 - 1 fuel-Cambio and 1 EV (Batt) in Gaston Geens avenue to serve businesses of science park. There are no public charging points, so we are looking for a company's charging point to use temporarily.
 - 1 EV (Batt) in W. De Croylaan at private charging points of KULeuven.
- Charging infrastructure is really bottle neck: we are already preparing a strategic charging station for Hoppin hub in Haasrode research park.
- Layout will be simple, with necessary traffic signals.

3. Pilot with car at additional locations



- Further investigation of the 3 locations showed that none of them was still feasible because of one of the following reasons: too much parking pressure and pressure on the charging infrastructure, too little business potential, too little drive by the private party (at private location with 24/7 accessibility).
- Cambio then decided not to undertake anything further directly within this test; they did, however, do an additional campaign to private parties in the 2nd half of 2024.
- With battMobility we searched for 2 new locations, which were also approved by the traffic working group. At one location there are opportunities to combine between service movements of employees of a large company. At the center location are opportunities to combine with trips of SME in the center.
- In January 2025, traffic signals have already been installed by the technical services of the city. Now it remains to be seen until when BattMobility places the electric shared vehicles.
- Since March 2025, the 2 e-cars for BattMobility are installed; the proper signage has been foreseen. Unfortunately, because of low usage, in June 2026 the long-distance comfortable shared EV at Ijzerenmolenstraat has been taken away. There was looked for a station close to residents and employers of IMEC, but apparently not very handy for the employers because too much time needed to get there.
- Onepagers prepared for both the big enterprise as for the SMEs to engage new users, but hard to get it to the potential users because of rather poor response by the provider. BattMobility is starting in Leuven, but rather slowly.
- Conclusion: Hard to find good opportunities where combined use can improve the business case of the provider; there are many factors at stake.