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Summary sheet

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Capital Region of Denmark	CRD	Denmark
Vestfold county	VTFK	Norway
Subpartner: Statens vegvesen	SVV	Norway
Subpartner: Tønsberg kommune	TK	Norway
Promotion of Operation Links with Integrated Services	POLIS	Belgium
City of Amsterdam	AMS	Netherlands
City of Leuven	LEU	Belgium
University of Antwerp	UAntw	Belgium
Transport Authority for the Amsterdam Region	VRA	Netherlands
Mpact	Mpact	Belgium
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1. Introduction

At the beginning of 2024, the policy for shared transport and hubs was established in ‘Leveraging Opportunities, Preventing Nuisance’ (2024). The now created memo reiterates the main policy points and updates the action list for 2025 and 2026. Despite this official update, the administrative document remains, because that is the established basis.

With the introduction and continuous of shared mobility in Rotterdam we aim to make mobility possible and attractive for citizens in a more densified city, without disturbance for other citizens.

The document is as follows structured:

- Dealing with scarce space (district transport hubs / private hubs)
- Safe and attractive outdoor space (neighborhood transport hubs and enforcement)
- Accessibility for everyone (shared cars, shared two-wheelers)
- Shared Two-wheelers
- Shared Cars
- Collaboration and monitoring
- District Approach

ShareDiMobiHub

For this update we made use of the experience of the partners the European Project ShareDiMobiHub. Partners scaled-up their hubs and tested shared mobility pilots. The findings played an important role in the update of this upscaling strategy. The partners of ShareDiMobiHub, like VRA, showcased how to deal with upscaling of hubs, are used in the first two chapter about district hubs and neighbourhood hubs. The findings of Leuven in their SDBMH pilot have helped us with chapter four, ‘shared mobility for everyone’. All the SDBMH workshops for a specific subject helped us throughout this action plan in several manners.

2. Dealing with scarce space (district transport hubs / private hubs)

The goal of this policy area is to utilize the scarce parking and public space in Rotterdam more efficiently by stimulating shared transport. Offering shared vehicles in strategic transport hubs reduces the need for private vehicles, creating more space for greenery and housing development.

Public transport hubs can reduce parking pressure, where there are few or no street parking spaces. We initially see this in new area development. Shared transport is then in the hub. The shared car gets a spot that is closer, easier to find, and clearly recognizable. Where street parking is present, the deployment of district transport hubs requires a different approach. We see this more in existing neighborhoods. For this situation, a combination may be possible. It is important that shared mobility can only succeed if it is at least as easy to access as parking a privately owned car.

Continuing to gain knowledge about district transport hubs is therefore relevant, especially for comparable governance and financing challenges.

If the situation allows, we encourage developers in new construction plots to realize shared transport and create accessible private transport hubs.

Actions:

- **Adjustments Policy Regulation Parking Norms.** In 2025, minor adjustments to the conditions in the "Policy Regulation Parking Norms car and bicycle municipality of Rotterdam" regarding shared transport in housing projects have been applied. During the next major revision, the regulations will be properly and smartly adapted to optimally manage shared transport, MaaS, and parking in new developments. Meanwhile, we are gaining better insight into the current effects of existing private transport hubs. We are also investigating whether alternatives such as realizing shared transport on the street, the use of platforms like Snappcar, and whether a transition period is possible. The adjustment must also ensure that the application process is much sharper so that it is clear how it will be assessed. Investigate whether shared cars should be mandatory if (in the future) there is no longer street parking.
- **Improve building plan assessments and shared transport process.** Contribute to improving the assessment process for shared cars and MaaS in housing projects, so that their deployment is limited
- **Advising on future realization in 2028.** By 2028, we will have realized district transport hubs in two neighborhoods, to learn how to realize such district transport hubs and what the effects can be. **Research fund for district hubs.** Support the research process for a fund for realizing district transport hubs in the Vogelbuurt or city-wide, to enable such redesign in the future.
- **Development of district transport hubs.** In 2025, the plans for three district transport hubs will be developed and tested, to learn how to organize these types of processes.
- **N!D Working Group Management Model.** We actively follow the working group of Natuurlijk! Deelmobiliteit (N!D) on the practical experiment implementation of management model shared transport in area development to share the acquired knowledge in our developments.
- **Spatial exploration and scaling up.** Support the process of spatial exploration for district transport hubs. Deliver a report on how transport hubs can spatially land in existing city districts and in area development, with an emphasis on spatial integration and impact. This will be led by the Sustainability department. This should clarify the value of hubs for the different goals/sectors within the municipality. It provides insight into what a specific hub can deliver and how to finance it from various tasks.
- **Research low tariff garages.** Investigate possibility of introducing a low uniform tariff in municipal garages for shared car providers.
- **Owner, operator, and manager district transport hubs.** Using Merwevierhavens (M4H) as an example, decide upon who will own, operate, and manage district transport hubs, so that district transport hubs can be properly managed now and in the future.
- **Establish organizational structure for (district transport) hubs.** Better organize the internal organizational structure and the required effort for the topic of district transport hubs, with the goal of working on them as uniformly and efficiently as possible. Additionally, review the organizational consultation regarding other types of hubs.
- **Research car sharing without street parking.** Investigate enabling car sharing on Wilhelminakade. What can we learn from this for possible other car-free areas for car sharing.

3. Safe and attractive outdoor space (neighborhood transport hubs and enforcement)

The goal of this policy area is to reduce the nuisance caused by shared transport, in particular shared scooters. Of shared transport, shared scooters especially cause nuisance cause of parking. Rotterdam reduces nuisance with neighborhood transport hubs, geofencing and enforcing established rules with shared providers and by running a campaign. Rotterdam does not create digital neighborhood transport hubs without physical characteristics, because that strongly reduces shared use.

If there is no space on the sidewalk for the construction of a neighborhood transport hub, the construction may come at the expense of parking spaces. This way, more people will share instead of owning a private car, which again reduces parking pressure and creates space for other purposes. If that is also physically impossible, a street can be excluded for shared transport parking with geofencing.

The established rules force the providers to manage usage to prevent nuisance. This requires extra attention during the growth of the number of shared two-wheelers in 2025.

Actions:

- Expansion of neighborhood transport hubs. In 2025, we have constructed 80 additional neighborhood transport hubs for shared two-wheelers (and shared cars where needed) to prevent cluttering. The locations requested in the district agreements will be included in this.
- Campaign for correct parking. We will run a campaign aimed at users of shared scooters to ensure that vehicles are always parked at the desired locations.
- Digitization of hubs and geofencing. We will continue the digitization of transport hubs with adjustments to geofences. Streets with narrow sidewalks will be excluded from geofences to reduce nuisance. The geofences will be further optimized to improve the balance between ease of use and nuisance prevention. For this, we are researching Lime's tool. The greater the distance to the center, the smaller the geofences around a hub can be. Furthermore, no-park zones will be processed in a CROW-dashboard overview. More information on the Dashboard can be found in D 2.8 (p23)
- Establishing rules about the construction of new hubs. Establish rules about the conditions and the budget for the construction of new neighborhood transport hubs, including in M4H. So that even without national subsidy, the construction of neighborhood transport hubs is possible in the future and is applied correctly.
- Evaluate, maintain and enforce. We will continue to evaluate whether current hubs meet requirements. Should they be adjusted or are they redundant? The maintenance of neighborhood transport hubs will be evaluated, improved, and structurally embedded in the organization to ensure sustainable, well-maintained hubs and to continuously monitor and prevent nuisance.

4. Accessibility for everyone (shared cars, shared two-wheelers)

The goal of this policy area is to improve the accessibility of Rotterdam by offering shared transport as a flexible, sustainable and affordable alternative transport solution for the city.

Shared transport must increase the accessibility of the city, especially in areas where public transport (PT) is insufficient or during major works.

Shared transport is currently not affordable for a large group of people. For this group, shared transport is only financially attractive if shared transport replaces owning a private car.

Use of shared transport can only scale up if other matters are well organized, such as recognizability, comprehensibility, reliability, and spread of the offer.

Actions:

- Combination of P+R and shared transport as a regional transport hub. We are piloting a combination of P+R and shared two-wheelers with the help of a combi-ticket, signage and promotion. This is to give visitors alternatives to entering the city by car.
- ShareDiMobiHub. Involvement in this EU-project to research the scaling up of shared transport among user target groups other than current ones. This will provide insight for scaling up shared transport, and we will embed the lessons learned in the organization.
- Involvement in the district approach. From 2026, we will allocate a maximum of 0.2 FTE for contributing to the process of the district approach and implementing solutions. We ensure short lines of communication with contacts in the district. This way, we also address direct questions from residents about shared transport. In consultation with the project manager of the district approach, it needs to be clearly defined what this effort precisely entails.
- P+R solely for shared transport as a regional transport hub. We are exploring the possibility of placing small regional transport hubs for car parking and shared transport that do not connect to the metro or tram network.
- Employer approach. From the Sustainable Mobility Employer Approach, employers are continuously approached and connected to the Climate Alliance for Sustainable Mobility, where shared transport is offered as an opportunity, for example in combination with public transport. This includes not only large companies but also SMEs on business parks where shared transport can be a good solution. The goal is to scale up the transition in the business sector with the help of shared transport. Learning from BMW pilot with Keilecollectief about shared transport at a (special) SME business collective building. The BMW pilot is part of a long term commitment between BMW and the city.

5. Shared Two-wheelers

The goal of this policy area is to sustain the supply of shared bicycles and to increase the use of shared two-wheelers, such as shared bicycles and shared scooters, in Rotterdam to its maximum and to regulate them to reduce nuisance. By creating a well-regulated and accessible shared bicycle and shared scooter offer, we want to make the city more sustainable and improve mobility in urban areas.

We are monitoring legal developments regarding shared electric scooters and staying informed about experiences with electric shared scooters in other cities.

Actions:

- Determine municipality's role in shared transport business case. We are investigating the role of the government in the business case of shared bicycles, in various trajectories with NID, the municipality of Eindhoven, the G4 (four largest cities) and the Rotterdam-The Hague Metropolitan Region (MRDH). Specifically, we will determine our position regarding the regional shared bicycle pilot in MRDH, with a view to social utility, the sustainability of the market, and

scaling up of the shared mobility market. Particularly cargo bikes and regular bicycles have a difficult business case, but other shared transport is also challenging.

- New permits. We will reallocate the permits for shared two-wheelers based on quality and determine which parties may offer what numbers of shared two-wheelers in Rotterdam from 2025-2030. This ensures sufficient supply based on competition, which improves service. If there are insufficient providers for a category to meet demand, we will explore alternative possibilities.
- Robust process for reports. We will create a single process where all reports from various sources converge for evaluation. We will make stricter agreements about complaint handling deadlines with the providers. When reallocating permits in 2025, we will tighten regulations for providers. Due to various reasons providers are sometimes struggling to work according to the rules.
- Implement nuisance prevention toolkit. We are continuously developing the toolkit to combat nuisance and clutter, including through enforcement policy. We ensure that the procedures for enforcers are updated and brought to their attention.

6. Shared Cars

The goal of this policy area is to realize a sustainable supply of shared cars that also grows, by increasing both the number of shared cars and their use, and by keeping costs low for the providers and customers. Through the mobility transition, this contributes to reducing parking pressure and promotes more sustainable mobility in the city.

We are not currently introducing a comparative assessment, because that does not align with the still limited supply from shared providers. We will, however, look in the long term at how the car-sharing market in Rotterdam should develop and what role the municipality plays in this, so that the supply of shared cars closely matches the needs of Rotterdam residents.

Due to limited possibilities for installing charging infrastructure, the deadline for when all electric shared cars has been postponed until December 31, 2025. For new station-based shared cars, we preferably use existing charging stations and simultaneously apply for a new charging station. For bi-directional charging, we support market initiatives, as this contributes to a balanced energy network and the business case of shared mobility providers.

Actions:

- Electrification of shared cars. We are committed to ensuring sufficient charging infrastructure in collaboration with the Zero Emission Mobility program, so that all shared cars can charge electrically by December 31, 2025.
- Advance planning for charging stations. We are exploring, together with the shared mobility providers, where shared cars can be located in the next 2 years. In consultation with the charging station team, we are examining the possibilities of realizing charging stations there preventively. This is to circumvent the 1-year waiting period.
- Substantiate effects with data. We will substantiate with as many figures as possible, preferably from Rotterdam practice, what the actual effects are of a shared car. This will work via a dynamic analysis model.

- Re-evaluate position on shared cooperatives. Reconsider what the effort is or can be in setting up shared cooperatives. An intensive process, but the benefits are more strongly embedded in society, with associated social advantages. For this, we will use the outcomes of the N!D working group on this topic.
- Combat vandalism. We support the initiatives of shared car providers to combat vandalism. We will try to scale up possible positive results within the municipality. We will utilize the contacts of district managers and networkers.
- Information with driving license application. Offer car-sharing information when applying for a driving license, to increase the chance of choosing alternatives such as shared transport and public transport at decision points.
- Research long-term competition. We are monitoring the possibilities of maintaining competition in the car-sharing market in the long term, so that we continue to have the best quality offer in Rotterdam in the longer term. Currently, a parking permit is needed, but these are for an indefinite period.
- Flexible parking authorization. We will translate the outcomes of the pilot flexible parking authorization for shared cars into regulations, i.e., the Parking Implementation Decree, so that it becomes easier for providers of free-floating shared cars to offer intercity trips.
- Signage. Apply national agreements on shared transport signage from N!D in Rotterdam's structure, so that shared transport is recognizable to all Dutch people.

7. Collaboration and monitoring

The goal of this policy area is to collaborate with relevant partners, such as residents, businesses, other municipalities, and knowledge institutions, to improve the effectiveness of the policy for shared transport and hubs. By actively monitoring, evaluating, and adjusting, we ensure that the deployment of shared transport and transport hubs in Rotterdam remains optimal and also aligns with the wishes of users and the objectives of the municipality. Furthermore, we want to ensure transparency by sharing data and reporting on progress. Some of the partners are the public transport companies that play a crucial role, because the relationship between public transport and sharing is important for social utility.

Actions:

- Vision for the future. We are drawing up a short new official document for the "stip op de horizon" (vision for the future). It gives a picture of the future of shared transport in Rotterdam. It gives us direction on how to deal with new developments and we have the first input for a new Cit Council in 2026 and the expiring permits in 2030.
- Standard CDS-M and Dutch profile. Within N!D, we are working on the further development of the standard CDS-M (car) and Dutch profile (Shared two-wheelers). We will ensure the implementation of this standard by providers. This standard will be used to optimally monitor the use of shared transport, with the aim of collecting more detailed data on the supply and demand of shared transport. Consider how this can also work for private hubs.
- Lead project in N!D. Lead one project of N!D, so that one of us gets the opportunity to gain national experience and build a network, and to fulfill the agreement within N!D.
- Replacement ratio report. We annually monitor how the replacement ratio of shared cars develops. This report is to provide better justification for the commitment to shared transport.

- Annual report. Annually, we will produce a report on the use and supply of shared transport and evaluate our approach based on this. The report can be requested. This report will be made available to other project teams and provides insight for adjusting policy.
- Collaboration RET. Strengthen public transport with shared transport by actively collaborating with the RET, the local public transport provider. Suggestions include focusing on wayfinding, optimizing digital communication, joint campaigns, and cooperating in offering public transport tickets via MaaS providers.
- Join OMF. We are considering joining the Open Mobility Foundation (OMF), to organize the strongest possible standards for data exchange together.
- Shared Transport Dashboard. We are following the developments of the CROW dashboard and investigating alternative variants to monitor such data. See also D2.8

8. District Approach

City Center

In the center of Rotterdam, neighborhood hubs are widely represented to facilitate the large numbers of shared two-wheelers. These hubs play an essential role in managing the high density of shared bicycles and shared scooters, providing users with easy access to shared transport while preventing cluttering of public spaces.

North Inner Ring

In Rotterdam North within the Ring, neighborhood hubs are not necessary everywhere. Where they are needed, spatial limitations often make it difficult to place neighborhood hubs. The preference is to place the neighborhood hub in a parking space. In areas where there is insufficient space for these physical hubs, a different approach is often chosen: excluding certain zones for shared vehicle parking via geofencing.

South Inner Ring

Rotterdam South within the Ring shows, according to market analyses, significant potential for all forms of shared transport. Unfortunately, there is a retreating trend among providers due to structural problems with vandalism. To reverse this trend and revitalize shared mobility in this area, a specific objective has been formulated: the number of shared cars in Rotterdam South must increase again.

Outside the Ring

In the areas outside the Rotterdam Ring, the situation for shared transport is different. The almost complete absence of paid parking makes the business case for shared cars less attractive here. Shared two-wheelers have only a modest presence, as residents more often choose their own bicycles or switch directly to cars. Where neighborhood hubs are realized, these are deliberately kept compact, allowing users to still find a shared cargo bike or scooter relatively nearby.

The employer approach proves effective in these outer areas for stimulating shared transport use among companies.

A crucial factor in the success of shared mobility outside the Ring is the connection to public transport, where shared transport plays an important role in the last-mile connection. This combination enhances accessibility in areas where the public transport network is less dense.

On or near the Ring, we also ensure a good transfer point for those coming from outside the city and wanting to enter, and vice versa, in such a way that you don't need the car in the city. For this, we are creating 'regional hubs', for example, from the P+Rs: visitors and commuters can park here easily and affordably and then enter the city with a shared two-wheeler. We are also exploring the possibility of a regional hub without public transport.

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