



## ShareDiMobiHub

# Approach on Tendering Shared Mobility VRA

DELIVERABLE WP.2A4

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## Summary sheet

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## Project partners

Organisation	Abbreviation	Country
<b>Province of Utrecht</b>	ProvU	Netherlands
<b>Capital Region of Denmark</b>	CRD	Denmark
<b>Vestfold county</b>	VTFK	Norway
Subpartner: Statens vegvesen	SVV	Norway
Subpartner: Tønsberg kommune	TK	Norway
<b>Promotion of Operation Links with Integrated Services</b>	POLIS	Belgium
<b>City of Amsterdam</b>	AMS	Netherlands
<b>City of Leuven</b>	LEU	Belgium
<b>University of Antwerp</b>	UAntw	Belgium
<b>Transport Authority for the Amsterdam Region</b>	VRA	Netherlands
<b>Mpact</b>	Mpact	Belgium
<b>Autodelen.net</b>	Auto	Belgium
<b>City of Rotterdam</b>	ROT	Netherlands
<b>Hamburg University of Applied Sciences</b>	HAW	Germany
<b>University of Applied Sciences Utrecht</b>	HU	Netherlands

## Document history

Version	Date	Organisation	Main area of changes	Comments
0.1	8 sept 2025	VRA		

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## 1. Introduction

Shared and Digital Mobility Hubs (ShareDiMobiHub) aim to improve urban multi-modal accessibility by increasing the introduction and uptake of shared mobility hubs, resulting in a modal shift and changed behaviour towards shared mobility hubs. As partner of the SDMBH project the VRA is working on an approach on regional shared mobility. The reason why we work on this approach is because shared mobility is increasingly part of our total transport system. Shared bicycles, shared scooters, shared cargo bikes and shared cars are a new option to transport ourselves through the VRA. Their use can become a component to increase accessibility and liveability. Both through the 'first and last' mile function, as well as zero-emission and reducing (private) car use. Designing space for this type of mobility is desirable. This goals are in line with the ambition of SDMH to improve urban multi-modal accessibility.

With the framework, we build on the Vervoerregio's policy framework for mobility and highlight preconditions for our contribution to the realisation of shared mobility hubs. This document contains a framework to prepare for deployment as the ambition is to execute the regional system from 2027. In this upscaling action plan we describe actions, the decision-making process and the preparation towards the system.

### *Rol VRA and added value of shared mobility*

The regional approach of the VRA on shared mobility will lead to a network of hubs. Offering shared mobility in hubs ensures an easy-to-find concentration of supply, prevents clutter in public space and ensures an easier chain journey. The Transport Region is currently co-financing these hubs. Municipalities are responsible as road managers. They realise the project, with a subsidy from the Transport Region.

In the current rollout and the intended rollout in a regional system, it is mainly hubs at metro stations to provide for the first & last mile. In a next phase, points of interest such as swimming pools and shopping centres would be eligible. In this way, we facilitate reliable travel to and from locations from public transport. Large work locations are also possible locations for hubs. These locations are often at a distance from the nearest stop, which makes the car more attractive than a public chain journey. In collaboration with employers, employer approaches can be concluded to ensure that employees exchange their car journey for a multimodal journey. It is likely that when realising locations at public transport stops, the Transport Region will possibly take on a large part of the financing, if public transport use is not significantly reduced. At other locations, different percentages of co-financing will be agreed. The Transport Region still has to work out this part of the deployment. However, the established national house style must be used to create a recognisable product.

## 2. Approach on tendering

The VRA is planning on tendering shared micromobility in the region of Amsterdam (consisting of 14 municipalities). There will be two different contracts: One for shared bikes, and one for shared mopeds. There will not be a contract for shared cars. Carsharing will be organized on a regional level by municipal permit. Car-sharing can be organized well on a municipality level, with specific regional demands, and doesn't necessarily need regulation through a contract. Also there is no specific need to subsidize on car sharing, also in line with our STOMP-principle, which a contract is the best way to do so.

The implementation of this shared mobility contracts will be phased out across multiple municipalities to ensure a smooth transition. This means that the contract starts with a few municipalities, from which Amsterdam will have to start, and more municipalities will join the contract during the next year(s). This transition will be phased based on the municipalities which indicate wanting to go first, later or not at all.

To put the tender out to market, a few products need to be finished. Therefore, we are writing a list of requirements, which we will validate amongst a variety of stakeholders such as public transport providers, the regional municipalities, the MRDH and shared mobility providers.

### 3. Process and activities

1. Brainstorm about list of requirement.
2. Check concept list of requirements with expert colleagues within the Vervoerregio Amsterdam.
3. Check concept list of requirements with regional municipalities, especially with expert colleagues from municipality of Amsterdam. As they are more experienced in these matters than the other municipalities in the VRA region.
4. Check concept for list of requirements with the market through a market consultation. We hope to increase potential for enrolment because we checked do's and don'ts on beforehand. A contract requires specific terms and conditions that we will check with providers. We do have our own experience as a contract manager for public transport that we bring to this table. We also want to learn from other regions and city's in working with a contract for shared mobility. Examples of difficult legal processes or the level of detail in the list of requirements are elements we look into.
5. We are consulting, informing and working together with our municipalities about regional shared mobility to include their vision, worries and perceived chances into our final plan. Many factors are included into the List of Requirements. Moreover, by involving them closely during this process, they are aware of the coming actions that they need to execute to be able to be a part of the regional shared mobility system.
6. We are keeping an eye on province of Utrecht on how their tender is working out and what we can learn from them.
7. Finalize List of Requirements.
8. Start administrative round with our municipalities. They need to mandate us in order for us to tender and manage this contract. We do not currently possess the jurisdiction for this.
  - The administrative round takes time, seeing as each municipality that wants to join the contract has to individually provide this mandate. Every municipality is dependent on their own administrative process. We think about at least months up till a year or more to do this.
9. For a working contract the city of Amsterdam must participate in the contract. Next to Amsterdam we want as many municipalities as possible to join the contract to have a full coverage for use. It is possible that a municipality decides to not join the contract (yet). Then the tender will be for the municipalities that give 'a go' for the VRA.
10. Simultaneously, our purchasing department starts preparing the tender. This takes much time and effort because of the size of this tender. Good coordination between our legal department,

purchasing, policy and finance is necessary. European tenders are usually more substantial to prepare. We use our experience in tendering for public transport in this process.

11. After this coordination and administrative agreements, the tender for a regional shared micromobility contracts will be put onto the market.

## 4. Content of List of Requirements

The list of requirements will consist of many aspects. These aspects will be divided into different categories, which can be seen here.

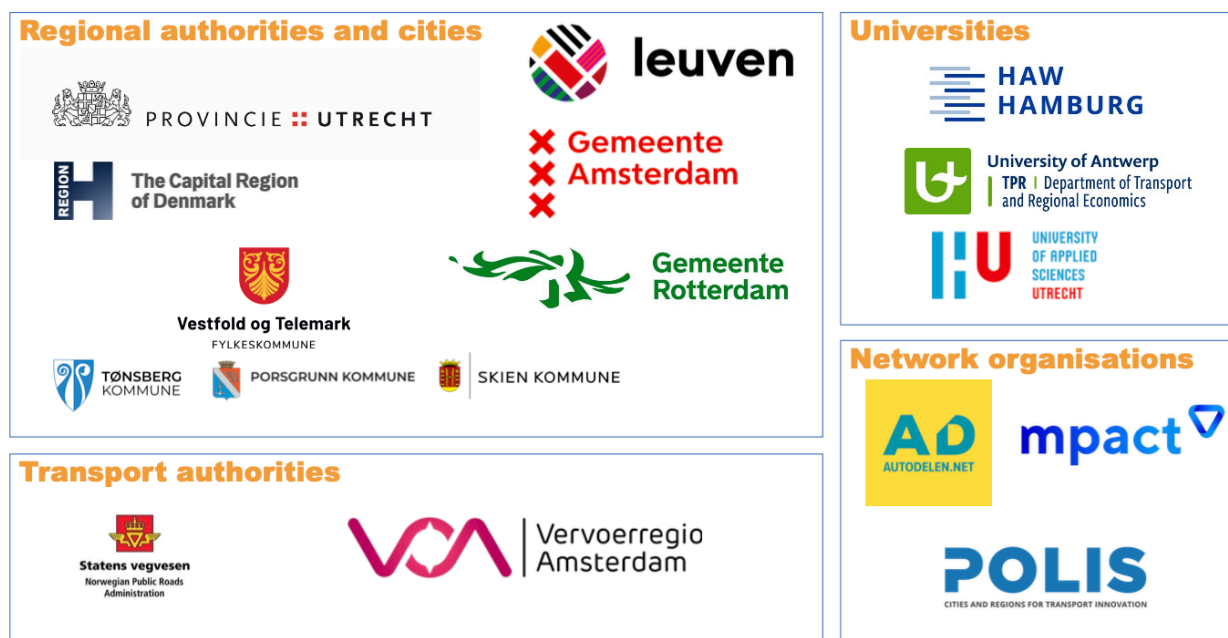
- Vehicle  
Example knock-out: Vehicles needs to be zero emission and charged with green energy.
- User  
Example wish: Nudging of healthy decisions and destinations for users .
- System/ method  
Example knock-out: A helpdesk which assists users in at least two languages (Dutch and English).
- Data  
Example knock-out: Providing data is mandatory and TOMP-API must be used.
- Law  
Example knock-out: Compliance with the following laws ...

Each aspect will also be defined as: knock-out criteria or wish. Meaning that if a shared mobility provider does not meet the knock-out criteria, it will not be given the tender, which is definite. If a shared mobility provider does not meet the wish list, it does not mean it will not be given the tender. However, when the provider does meet this wish, it will be seen as a 'plus'. In the end, when providers are scored, complying with the wish list may be the thing that gives them the winning edge. Additionally, the wished can be discussed with the VRA. The knock-out criteria cannot.

## 5. The ShareDiMobiHub Consortium

The consortium of ShareDiMobiHub consists of 13 partners and 4 subpartners with multidisciplinary and complementary competencies. This includes European cities and regions, universities, network partners and transport operators.





For further information please visit <https://www.interregnorthsea.eu/sharedimobihub>

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