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ShareDiMobiHub

Deployment Framework VRA

DELIVERABLE WP.2A6

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Summary sheet

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Project partners

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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
Autodelen.net	Auto	Belgium
City of Rotterdam	ROT	Netherlands
Hamburg University of Applied Sciences	HAW	Germany
University of Applied Sciences Utrecht	HU	Netherlands

Document history

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1. Shared Mobility Hub Framework Vervoerregio Amsterdam

1.1 SDMBH and VRA

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. Within 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. With this 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. We describe actions, the decision-making process and the preparation towards the system within the period of SDMBH. The VRA would also deploy hubs, which will also take place in 2027.

1.2 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.

1.3 Guidelines

The following conditions are important from the Vervoerregio:

Location and network

- In a generic sense, attention is paid to location and expected use, as part of a wider network of strategically placed hubs at logical origin and destination locations. Based on a model-based research on the potential of shared mobility that we did with TNO we will give, in the starting fase, preference to 'clusters' of hubs that reinforce each other in a small network due to

increased visibility. We are working out on a plan of clusters of hubs with a maximum number of vehicles per hub and a maximum number of hubs in a specific area based on the expected use. The exact size and locations of the hubs will be chosen further in our approach as we, as the VRA, work together with all 14 municipalities on this. The hubs that the system starts with can be further expanded into a larger network. Solitary hubs can be realised, but preferably with a perspective towards further growth of a network in the area.

- The Vervoerregio contributes to regional and city hubs; a 'region' hub is a transition point from urban to regional transport network with a central role for parking; a 'city' hub is a point where different modalities meet at (inter)urban nodes. Depending on the potential use there will be shared bikes, shared scooters and or shared cars available at a hub. Because the potential will be different within the region, there will be hubs with all three modalities of only two or one option.
- The regional or city hub is located near an HOV hub for train, metro, tram and/or bus to facilitate good interchange. HOV is a form of high-quality public transport where we expect a greater potential for use of shared mobility. Examples are train stations with a metro station (e.g. Amsterdam Holendrecht), HOV transfer locations (e.g. Rietlandpark stop, Amsterdam and Schiphol-Noord).
- Hubs may be located near points of interest such as shopping centres, squares, parks and (cultural) attractions. Examples are swimming pool 'De Waterlelie' in Aalsmeer with surrounding sports facilities, or shopping centre 'Plein 40-45'.

Layout and design

- The hub is located in the public space or is publicly accessible.
- A shared-mobility hub consists of shared bicycles (including cargo bikes), shared scooters and/or shared cars.
- The size should fit the environment.
- The location of the hub allows for possible expansion of the shared-mobility hub with more parking and/or parking spaces.
- The hub locations have ZE charging infrastructure for electric bicycles, scooters and/or cars. We see zero-emission vehicles as a precondition.
- In terms of design/recognisability, the hub is in line with the National House style Hubs.

Financial contribution

Shared mobility can be seen as a specialisation on the existing public transport, cycling and car. We call this Public Mobility. As shared mobility is part of this, there is no need to develop its own reference rate and we are working with the same rate as public transport. The rates are linked to our STOMP-principle where we stimulate active mobility and the 'P' for private car is the last in line. Specifically:

Regional or city hub at:	Parking spaces for shared bicycles (incl. scooters and cargo bikes):	Parking spaces for shared car
HOV-hub	95%	50%
Regular public transport hub:	70%	50%
Regional point of interest*	30%	0%

*Think of large sports complexes, shopping centres, etc.

Furthermore, the regular working method around financing then applies, e.g. agreements around a contribution to contingency and engineering costs.

2. 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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