

Towards more usage of shared mobility at Hoppin hubs: Communication initiatives

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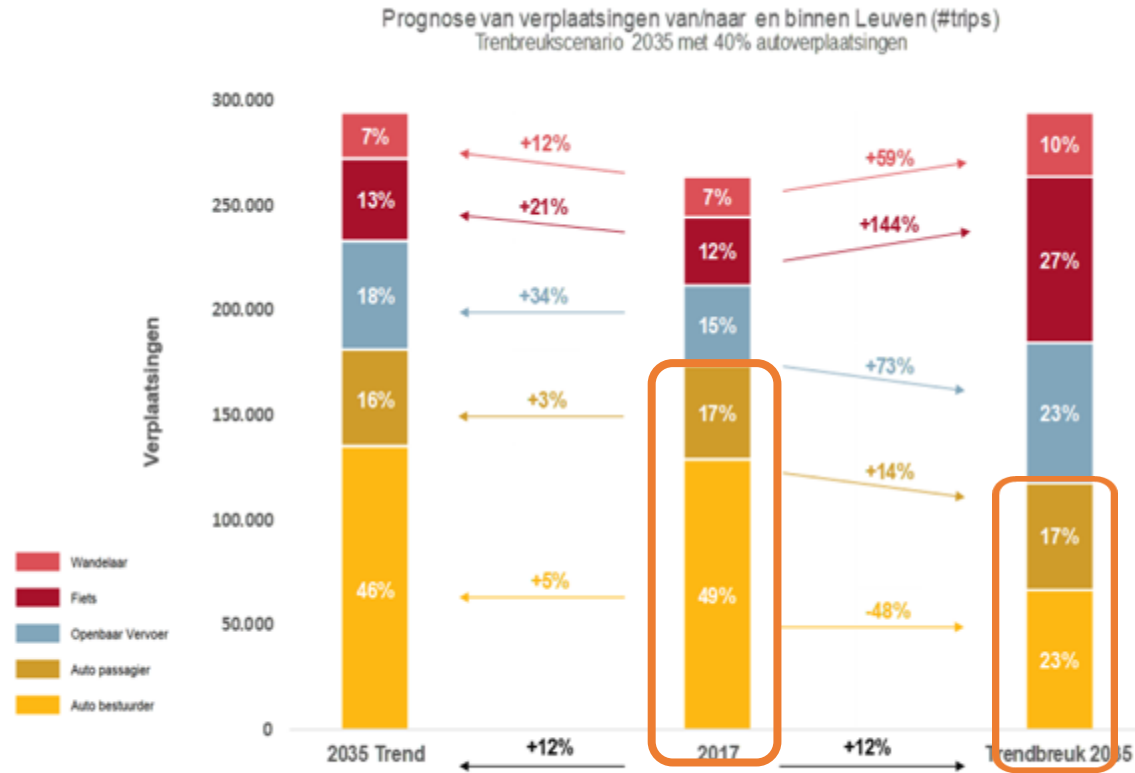
Interreg
North Sea



Co-funded by
the European Union

ShareDiMobiHub

Goal = Modal shift



Ambition Leuven 40% car / 60 % sustainable transport modes 2030

Targets

Leuven citizens
Commuters
Visitors



Yearly increase of 15-20%
users and trips



Behavior model



Behavioural factors (interactions!)



1. What makes using the mobility hub both physically and mentally feasible? Make it easy to use (**least effort**)
 - Simple registration process
 - Clear user's instructions
 - Planning/booking (reservation)
 - Decent/safe cycling infrastructure
2. In what ways do personal and social **norms** play a role? What is the majority doing?
 - The best nudge is to see your neighbour using it
 - Cultivating a cycling culture
3. How does **resistance** arise? What resistances play a role?
 - Security in supply
 - Incentive for first use to eliminate fear
4. **Motivation**. Do we do something out of ourself or because of getting a reward or avoiding a punishment?
 - Saving time
 - Much more healthy
 - Saving costs
 - Safety
 - Having fun

Behavioural techniques

- Mere exposure: Hoppin hubs, one branding, ...
- Stand out: signboards
- Rapid processing: QR code on signboards (eye height)
- Grab attention at the right time
- Activate the right value: sustainability
- Fun/humor
- Ownership
- Reciprocity
- Framing



Co-creation of branding/style (image with catchy slogan)



1) Milestones – moments of change

ShareDiMobiHub



KIDS OP DE FIETS:
DE OPTIES



leuven

2) Shared cargo bikes

ShareDiMobiHub



<https://youtu.be/SbghRkHeOsc>



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3) Shared cars



Thank you



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