

# Tendering experience in Leuven regarding shared mobility services

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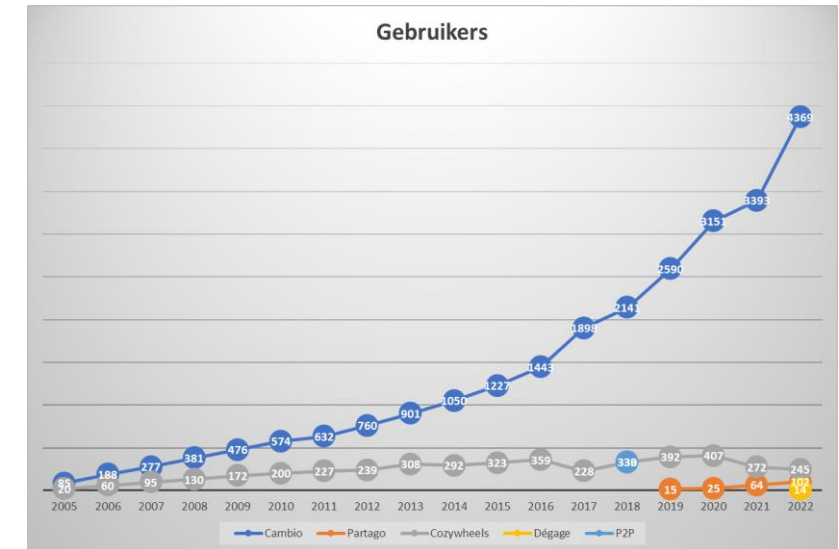
leuven



# Principles

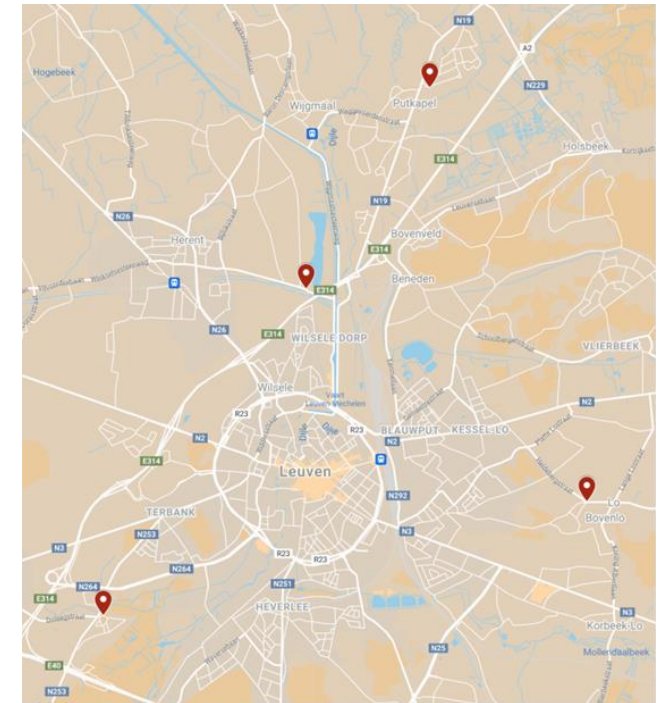
## With or without financial support?

- Preference for shared mobility offer without financial compensation
  - ◆ Policy: modal shift → broadly communicated
  - ◆ Needs time (first shared car users around 2005 , shared bike users in 2013)
  - ◆ Good relationship: regular and transparent consultation
  - ◆ Incentives at users level (i.e. fixed station – no frustration in finding car park; cycling infrastructure) → spontaneous growth
  - ◆ Urban development projects: proactively respond to more shared mobility offers and include this in communications
- Tendering: financial compensation in case of rather high risk for mobility provider
  - ◆ Cashback system: the more they are used the less the city pays
  - ◆ Temporary



# Shared cars

- Only station-based (fixed stations, signage, parking permit)
- Status 31/12/2022
  - ◆ 130 shared cars (commercial provider)– 4 with financial support (3%)
- Tendering criteria for 4 cars in submunicipalities (also for non experienced drivers): 12/21-12/23
  - ◆ Quality
    - ▶ User friendliness and service level
    - ▶ Rapid availability
  - ◆ Action plan regarding recruiting new users
  - ◆ Cost
    - ▶ to city
    - ▶ to user



# Shared cars

## 13 months experience

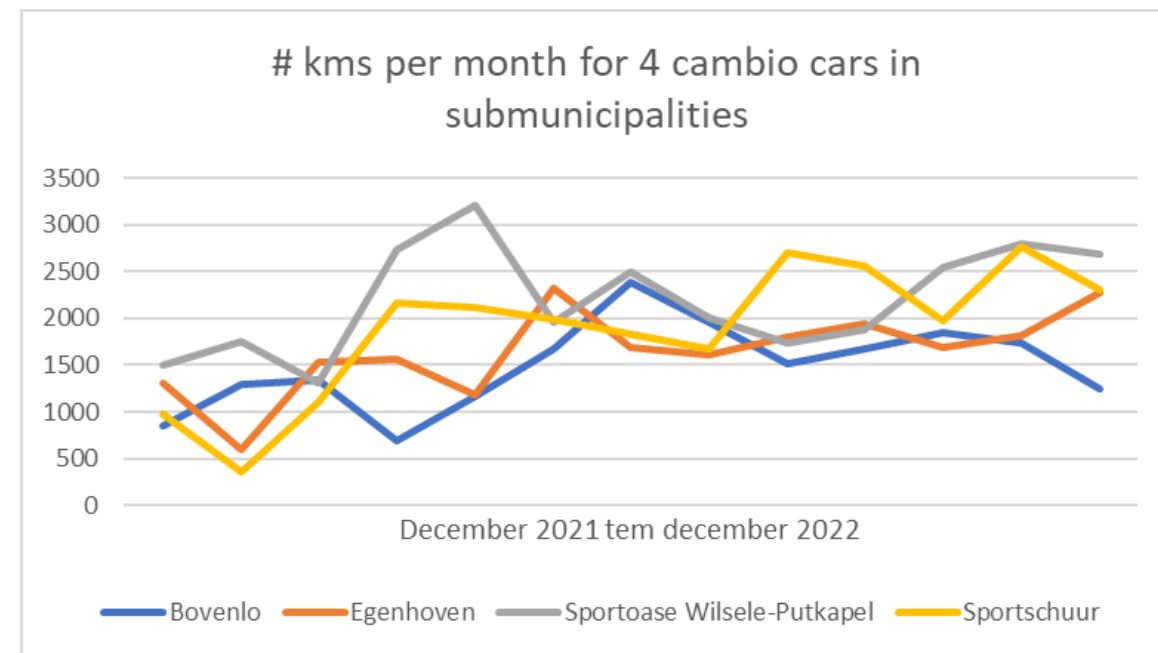
### Theory - Approved cost table

- Flat-rate monthly contribution of 270 € (8,000 km/year)

# km/year/vehicle	# km/month/vehicle	Contribution by the city of Leuven per month (excl BTW)	Contribution by the city of Leuven per year (excl BTW)
vanaf 0	0	€ 450,00	€ 5.400,00
1000	83	€ 427,50	€ 5.130,00
2000	167	€ 405,00	€ 4.860,00
4000	333	€ 360,00	€ 4.320,00
6000	500	€ 315,00	€ 3.780,00
8000	667	€ 270,00	€ 3.240,00
10000	833	€ 225,00	€ 2.700,00
12000	1000	€ 180,00	€ 2.160,00
14000	1167	€ 135,00	€ 1.620,00
16000	1333	€ 90,00	€ 1.080,00
18000	1500	€ 45,00	€ 540,00
20000	1667	€ 0,00	€ 0,00

### In practice – results

- Only 1 car with less than 20,000 kms/year
- Cashback of almost 96% of what we paid





# Shared e-cars

- Only station-based (fixed stations, signage, parking permit and charging infra)
- Status 31/12/2022
  - ◆ 27 shared e-cars (commercial provider)- 2 with financial support (12%)
- Tendering criteria for 2 cars in center (semi-public parking) for combined use with city services (exclusive time slots during office hours) 07/22-xx/25 – Awarded to cambio (variable duration – fixed amount)
  - ◆ Quality
    - ▶ User friendliness and service level
    - ▶ Support for city services and users (communication, data, operational issues)
    - ▶ Rapid availability
  - ◆ Cost
    - ▶ to city
    - ▶ to user
  - ◆ Duration of offer (based on table with discounts depending on kilometres driven)



# Shared e-cars

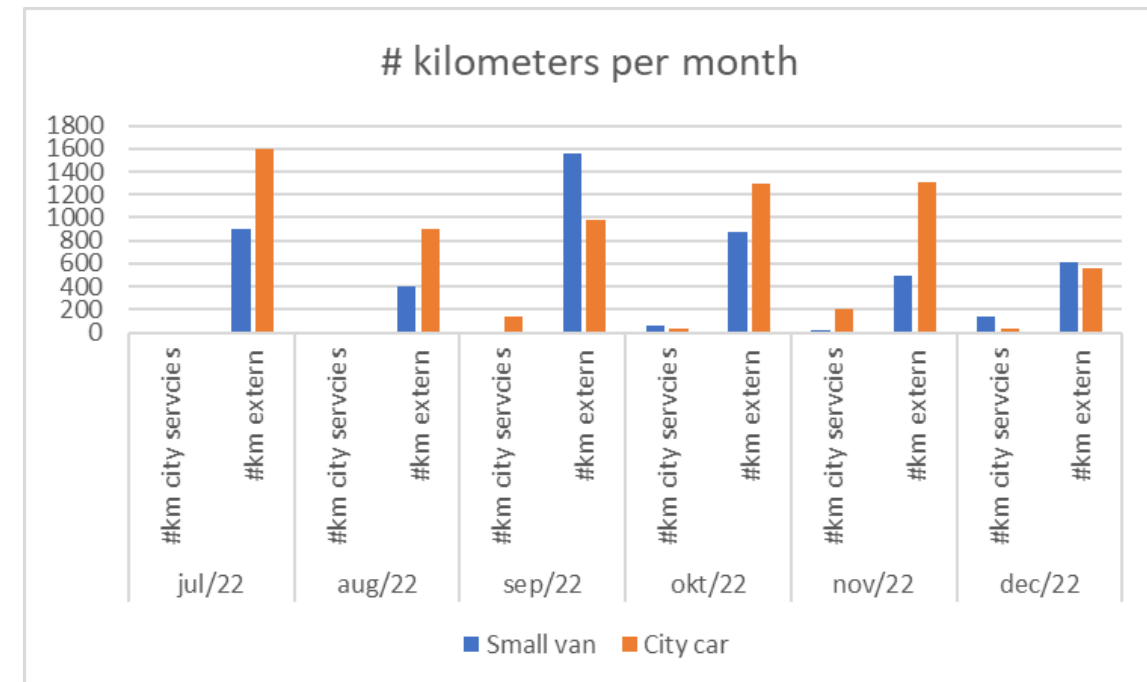
## 6 months experience

### Theory - Approved cost table

<b>Small van</b>			
# km/year/vehicle	# km/month/vehicle	Flat rate contribution by City of Leuven per month (excl BTW)	Reduction on flat rate contribution by City of Leuven for driven kms by other users (excl BTW)
Basic price		0	465
2000	167	487	€ 0,00
4000	333	509	€ 0,00
6000	500	531	€ 0,00
8000	667	553	€ 0,00
10000	833	575	-€ 100,00
12000	1000	597	-€ 120,00
14000	1167	619	-€ 140,00
16000	1333	641	-€ 160,00
18000	1500	650	-€ 180,00
20000	1667	660	-€ 200,00
22000	1833	670	-€ 200,00
24000	2000	680	-240
<b>City car</b>			
# km/year/vehicle	# km/month/vehicle	Flat rate contribution by City of Leuven per month (excl BTW)	Reduction on flat rate contribution by City of Leuven for driven kms by other users (excl BTW)
Basic price		0	430
2000	167	450	€ 0,00
4000	333	470	€ 0,00
6000	500	490	€ 0,00
8000	667	510	€ 0,00
10000	833	530	-€ 100,00
12000	1000	550	-€ 120,00
14000	1167	570	-€ 140,00
16000	1333	590	-€ 160,00
18000	1500	600	-€ 180,00
20000	1667	610	-€ 200,00
22000	1833	620	-€ 220,00
24000	2000	630	-240

### In practice – results (since 07/2022)

- Slow uptake by city services; rather good uptake by external users
- Cashback of around 33% of what we paid (period 07/22-12/22)



# Shared e-cargobikes

- Only station-based (fixed stations, signage, bike rack)
- Status 22/2/2023
  - ◆ 30 shared e-cargo bikes (awarded to Cargoroo) – all with financial support (till end of 2025) + >20 extra e-cargo bikes (from Cargoroo)
- Tendering criteria (concession for 5 years +2+2) for 30+ bikes: 01/23-12/27 (max. 2 providers of cargobikes)
  - ◆ Quality (a.o. Rapid availability) – general request: >90% supply of fleet on year basis
  - ◆ Maintenance
  - ◆ Fleet monitoring and adjusting: # and locations
  - ◆ Data and interoperability
  - ◆ Local cooperation and innovation
  - ◆ Cost for user
  - ◆ Cost for city
  - ◆ Extra offer

# Shared e-cargobikes

## 1 month experience

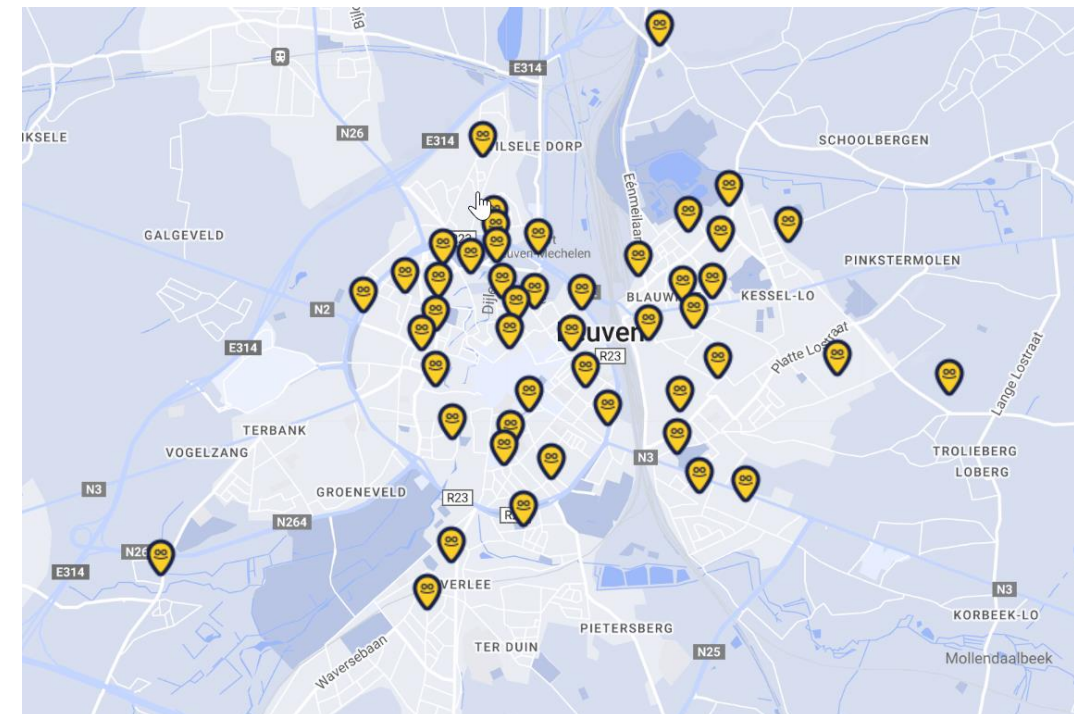
### Theory - Approved cost table

- Flat-rate monthly contribution of 398 €

# hours/year (12 months)/vehicle	Contribution by city of Leuven per month (in euro excl BTW)	Contribution by city of Leuven per year (in euro excl BTW)
vanaf 0 uur/jaar	398,54	4782,48
vanaf 40 uur/jaar	385,31	4623,72
vanaf 80 uur/jaar	372,08	4464,96
vanaf 120 uur/jaar	358,84	4306,08
vanaf 160 uur/jaar	345,61	4147,32
vanaf 200 uur/jaar	332,38	3988,56
vanaf 240 uur/jaar	319,14	3829,68
vanaf 280 uur/jaar	305,91	3670,92
vanaf 320 uur/jaar	292,68	3512,16
vanaf 360 uur/jaar	279,44	3353,28
vanaf 400 uur/jaar	266,21	3194,52
vanaf 440 uur/jaar	252,98	3035,76
vanaf 480 uur/jaar	239,74	2876,88
vanaf 520 uur/jaar	226,51	2718,12
vanaf 560 uur/jaar	213,28	2559,36
vanaf 600 uur/jaar	200,04	2400,48
vanaf 640 uur/jaar	186,81	2241,72
vanaf 680 uur/jaar	173,58	2082,96
vanaf 720 uur/jaar	160,34	1924,08
vanaf 760 uur/jaar	147,11	1765,32
vanaf 800 uur/jaar	133,88	1606,56
vanaf 840 uur/jaar	120,64	1447,68
vanaf 880 uur/jaar	107,41	1288,68
vanaf 920 uur/jaar	94,18	1130,16
vanaf 960 uur/jaar	80,94	971,28
vanaf 1000 uur/jaar	0,00	0

### In practice – results

- Average in January of 11h/bike → 135h/year (conservative because based on winter month) → Cashback of almost 10% of what we paid





# Shared bikes

- Only station-based (Leuven and Heverlee station)
- Status 31/12/2022
  - ◆ 155 - all with financial support
  - ◆ 0,55 rides/bike/day
- Cooperation agreement since 2019 (renewal of 2015 agreement)
  - ◆ Fixed cost per bike per year (decreasing with increasing number of bikes per station) – includes TPS
- Third Payer System for the user - per ride of max 24h @3,5 €
  - ◆ 1€ Flanders
  - ◆ 1€ Leuven
  - ◆ 1,5 € user





# Thanks!

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