**POPPY**

SMART MOBILITY
FOR SMART CITIES

POPPY

Poppy - Multimodal and Intercity

Poppy launched its shared mobility services in January 2018 in Antwerp. In 5 years time Poppy became the biggest shared mobility operator in Belgium with + 5.000 vehicles (3.000 cars, 2.000 e-scooters, 160 e-bikes, and 60 vans), built a solid user-base, and grew its fleet consistently year after year.

Antwerpen

Gent

Mechelen
& Lier

Brussel
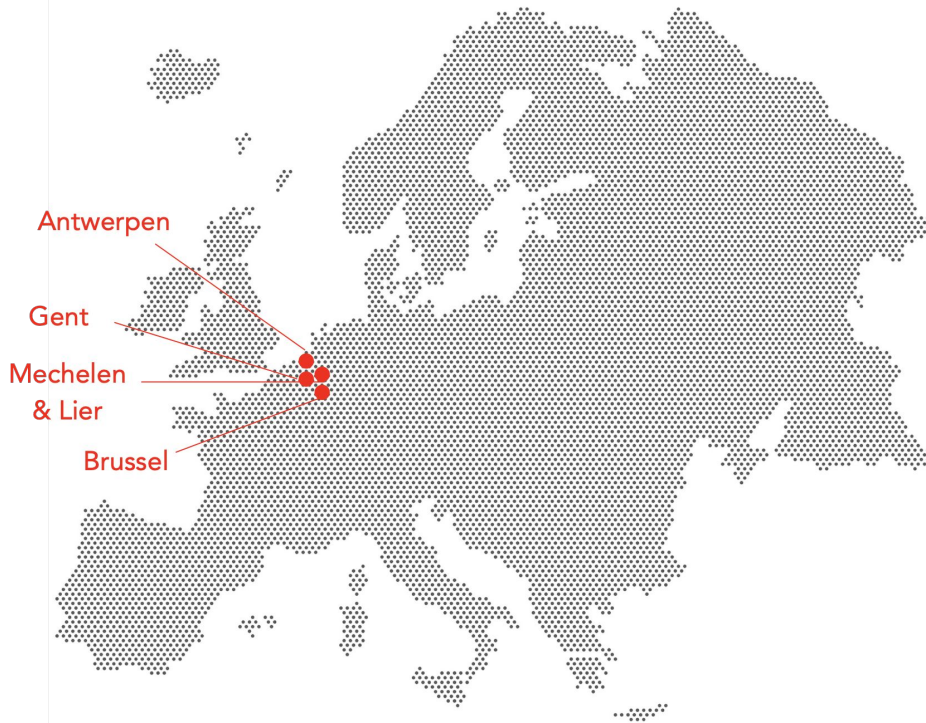
2.000.000 trips

24.000.000 KM

5 cities

220.000 users

What do we look for in MobiHubs?

cars 🚗

1. Hubs & parking spots **shouldn't be assigned to 1 operator**. Requires less parking spots and better usage of public space.
2. **Sufficient charging infrastructure** in hub to support the transition to EV fleets and increase usage rates of EV.
3. Focus on **areas with high parking pressure** and high population density to offer an advantage to a shared car compared to a private car (e.g. Central-Station).
4. **Additional offer to public transport** and/or other modes in hub to complete total mobility solution.

vans 🚐

1. Parking spots should be **less visible** than the ones for cars. A large vehicle that doesn't require public parking spaces.
2. **Sufficient charging infrastructure** in hub to support the transition to EV fleets and increase usage rates of EV.
3. **Additional offer to public transport** and/or other modes in hub to complete total mobility solution.

scooters 🛴

1. Mandatory parking in **dropzones**, foreseen by local authority. Both related and unrelated to hubs.
2. **Physical parking infrastructure in hub** similar like stations for bikes including charging infrastructure. This avoids extra trips in the city to replace empty batteries of e-scooters.
3. **Enough density in dropzone offer** throughout the city and the hubs. Customers lose interest in mobility solution if they have to walk more than 300 meters.
4. **Additional offer to public transport** as last-mile solution.

bikes 🚲

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