

Shared mobility in Rotterdam



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City of
Rotterdam



Shared mobility in Rotterdam up to now...

- Micromobility: since 2018/ Car sharing since 20th century
- No e-scooters due to (developments in) national legislation. However, there is the possibility to apply for a license
- Policy: micromobility (2020)/ car sharing (2021) -> Mainly facilitating and regulating

2022

	# of vehicles	# of trips per kwarter	Average distance per trip	Growth in # trips (compared to 2021)
(e-) Bikes	1,760	26,000	2.6	+420%
E-mopeds	2,573	410,000	3.1	+173%
Cargobikes	234	4,500	5	+8900%
Cars (excl. Peer2peer)	652	49,459	71	+6%

- Urban mobility hubs: vision on mobility hubs created and >40 small hubs set up in the city (up to 100 will be created in 2023)

hub



Rotterdam Lombardijen

Pak hier je
deelvervoer
met de
code van de
hub

CHECK.

Google Play App Store

... and coming up

Because of the fast developments, we:

- **Update our policy, a.o.:**
 - License for micromobility: quality check instead of first come first serve
 - E-scooters: start with a pilot in a restricted area
 - Car sharing: introduce zone-floating
 - Vision on mobility hubs, incl. possibility to create large roofed hubs
- **Set up an action plan/program, including: behavioral approach*)**
 - Unlocking the potential of shared mobility, by focusing on the demand side
 - Based on research in Rotterdam
 - Focus on:
 - *'young and hopeful (25-35) 'plan and run' (35-45 with kids)*
 - Specific neighborhoods
 - These behavioral steps:
 1. Awareness
 2. Consider
 3. Try out

