# Vulnerable Users. Insights from the SmartHubs project

15-12-2023 | SDMH Thematic Meeting

Jelten Baguet

www.mpact.be
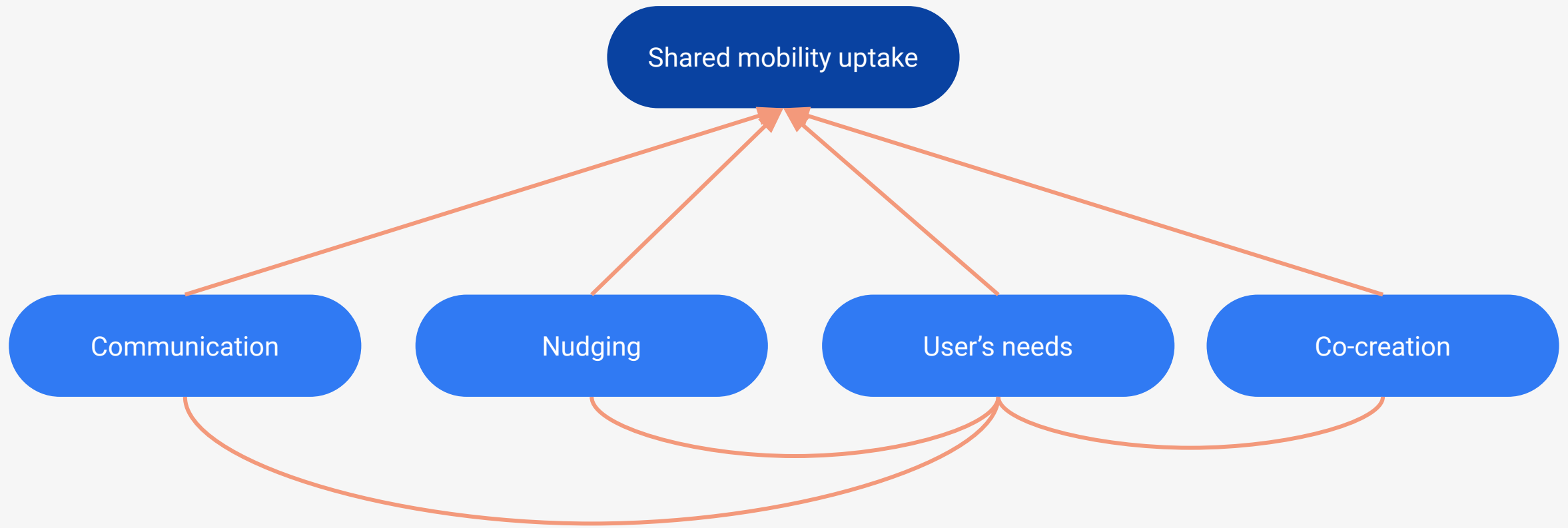jelten.baguet@mpact.be

Interreg
North Sea

Co-funded by
the European Union

ShareDiMobiHub

# So what?

**Shared mobility uptake**

Communication

Nudging

User's needs

Co-creation

# In this presentation…

1. The SmartHubs project

1. Needs of (some) vulnerable users

1. Co-designing a mobility hub

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1. **The SmartHubs project**

1. Needs of (some) vulnerable users

1. Co-designing a mobility hub

# How can Mobility Hubs be a game changer towards inclusive, sustainable urban mobility and accessibility in European cities?

(May 2021-May 2024)

## Full partners

UNIVERSITY OF TWENTE.

TUM

Westfälische Wilhelms-Universität Münster

VUB mobilise analysing mobility, mobilising people

mpact

Anderlecht 1070

BOKU

TU WIEN

MO.Point

ALMA MATER STUDIORUM A.D. 1088

Lojika Field Labs

## Living Labs and Associate partners

- **Rotterdam-The Hague (NL)**: Gemeente Rotterdam, Gemeente Den Haag, MRDH, HTM, RET, NS Stations, CROW

- **Munich (DE)**: Munich PT (MVV), City of Munich, UPS

- **Brussels (BE):** STIB-MIVB, Brussels Mobility

- **Vienna (AU)**: Fed. Govt. Lower Austria, ITS Vienna region, Aspern-mobil LAB, Mobility Lab Graz, Stadt Umland Management Wien, 3420AG

Funded by JPI Urban Europe, Innoviris, etc.

|  | | Physical integration | Digital integration | Democratic integration |
|---|---|---|---|---|
| Smart Mobility Hub | 4 | Conflict free and place making | Integration of societal goals and policies, and consideration of universal design principles | Social learning |
| | 3 | Visibility and branding | Integration of service offers and consideration of universal design principles | Integration of different knowledge |
| | 2 | Wayfinding and consideration of universal design principles | Integration of booking and payment and consideration of universal design principles | Deliberative engagement of stakeholders, including (vulnerable) user groups |
| Mobility Hub | 1 | Walking distance to shared and public transport, minimum inclusive design standards | Digital integration of information | Appropriate representation of stakeholder interests, no or limited attention for vulnerable user groups |
| Single Mobility Services | 0 | No physical integration | No digital integration | No stakeholder involvement and consideration of (vulnerable) user needs |

Check out our open data platform!

# SmartHubs output

## Publications

- Needs of vulnerable users
- Signposting and digital integration (Mpact)
- Living Lab Reports
- Policy Recommendations
- ...

## Tools

- Co-creation game
- Accessibility Tool
- Resilience Tool
- Appraisal tool
- Open Data Platform

→ https://www.smartmobilityhubs.eu/

# In this presentation…

1. The SmartHubs project

1. **Needs of (some) vulnerable users**

1. Co-designing a mobility hub

# Vulnerable users: who?



Migrants or ethnic minorities

Lower income citizens

Women

Digitally excluded people

Older people

Children and teenagers

Peri-rural inhabitants

Socially-isolated people

Informal caregivers
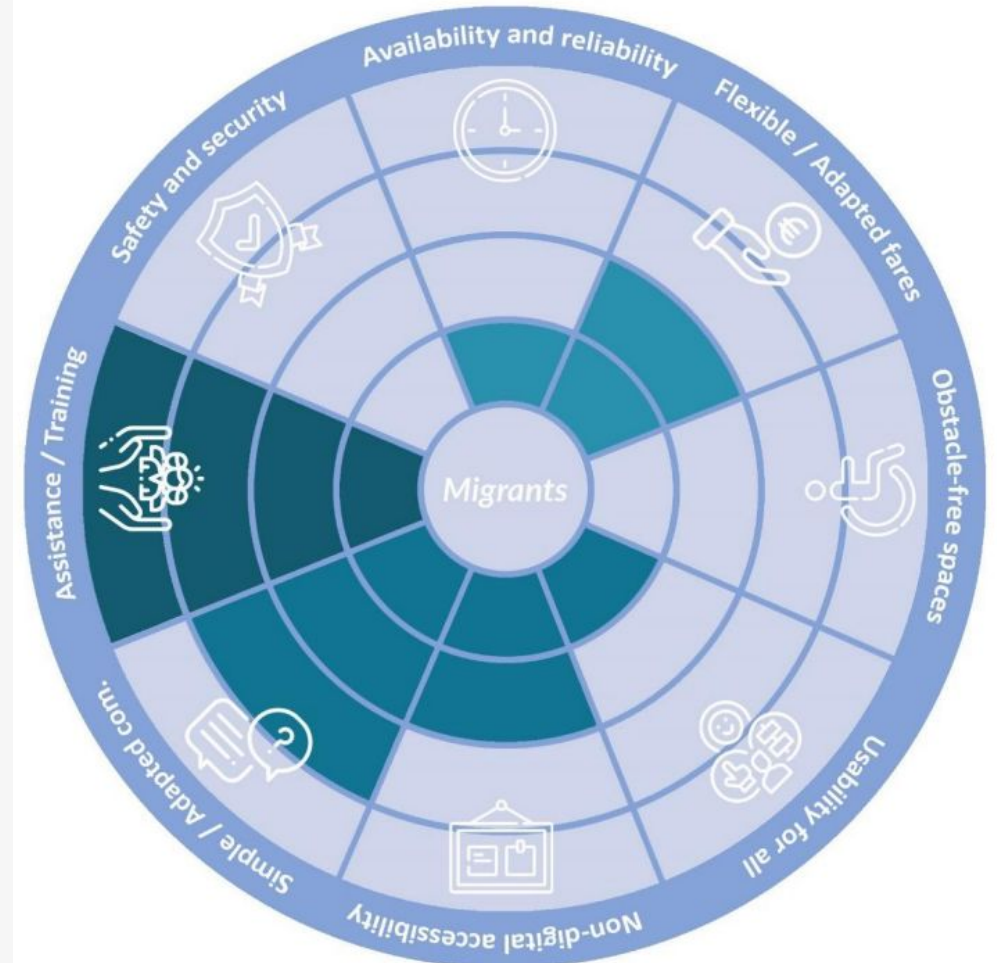
People with cognitive impairments

People with physical impairments

People with visual impairments

# Migrants or ethnic minorities

- lack of financial means
- unfamiliar with local language
- unfamiliar with PT-network
- unfamiliar with car sharing etc.
- lack of digital skills
- limited access to credit card (unregistered migrants)
- …

# Digitally excluded citizens

- limited digital skills
- no smartphone / pc / internet
- fear of making mistakes (wrong ticket)
- unfamiliar with PT-network
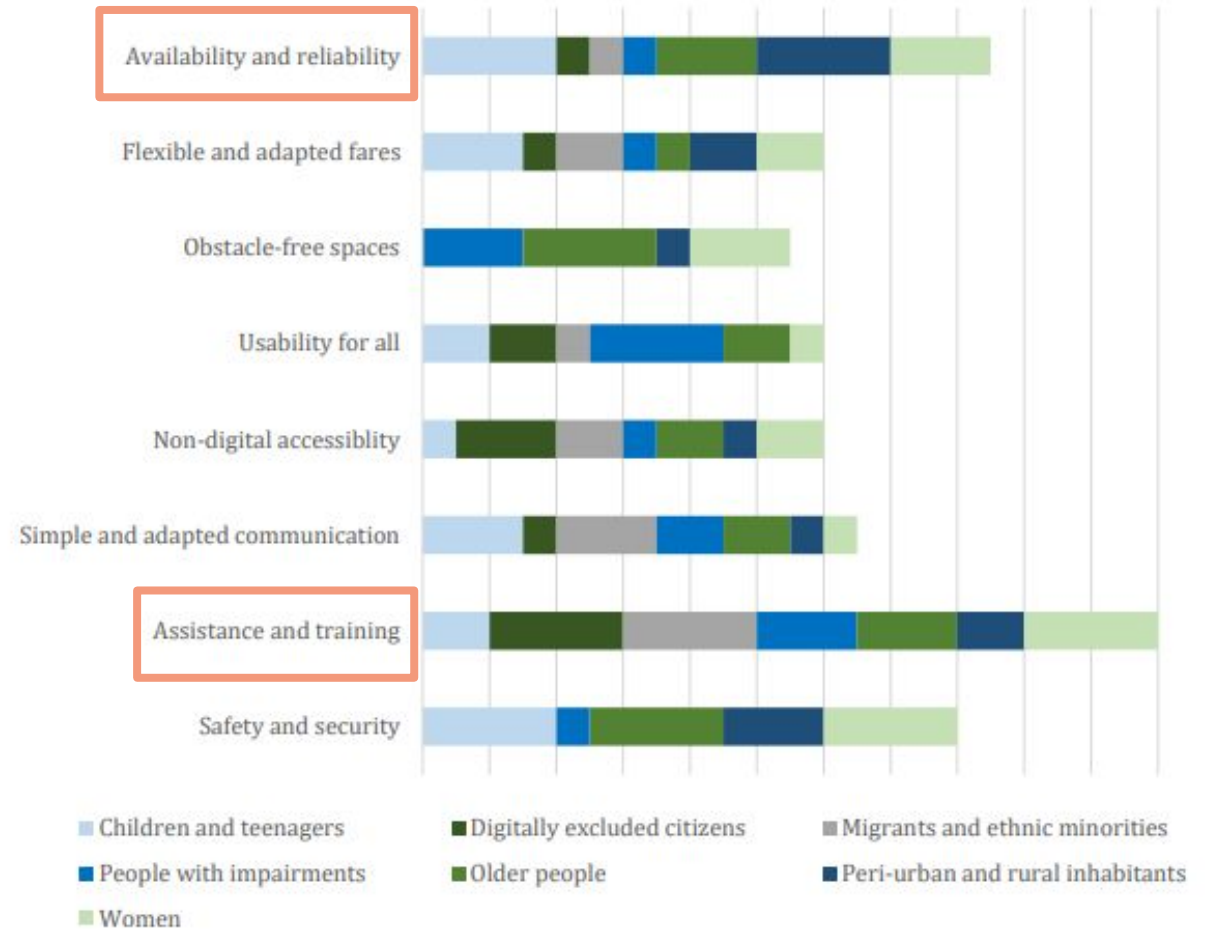- no credit card / lack of confidence
- …
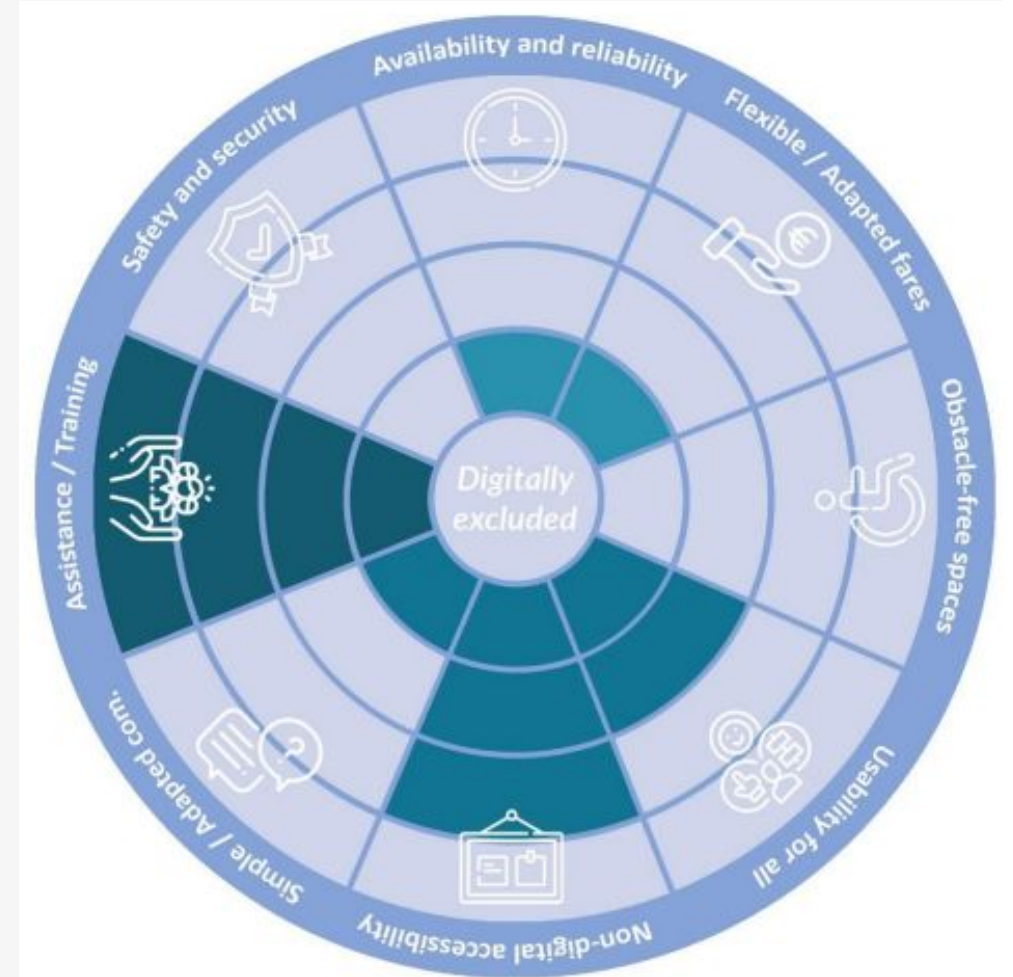
# Older people (heterogenous group!)

- limited income
- difficulties accessing hubs & modes
- limited walking distance
- ill-informed about shared mobility
- high subscription costs
- afraid of disruptions
- feeling of vulnerability / being scared
- fear of scams (digital)
- …
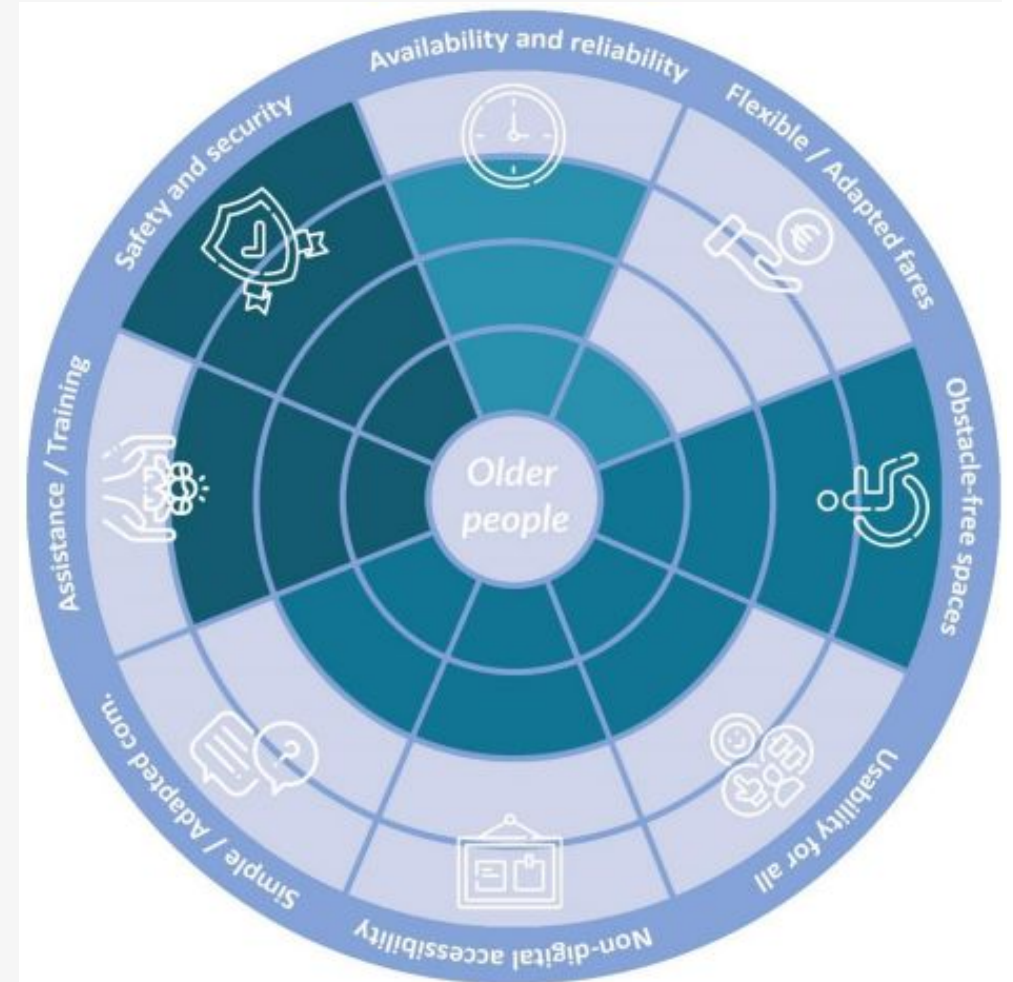
# Overview of needs

# In this presentation…

1. The SmartHubs project

1. Needs of (some) vulnerable users
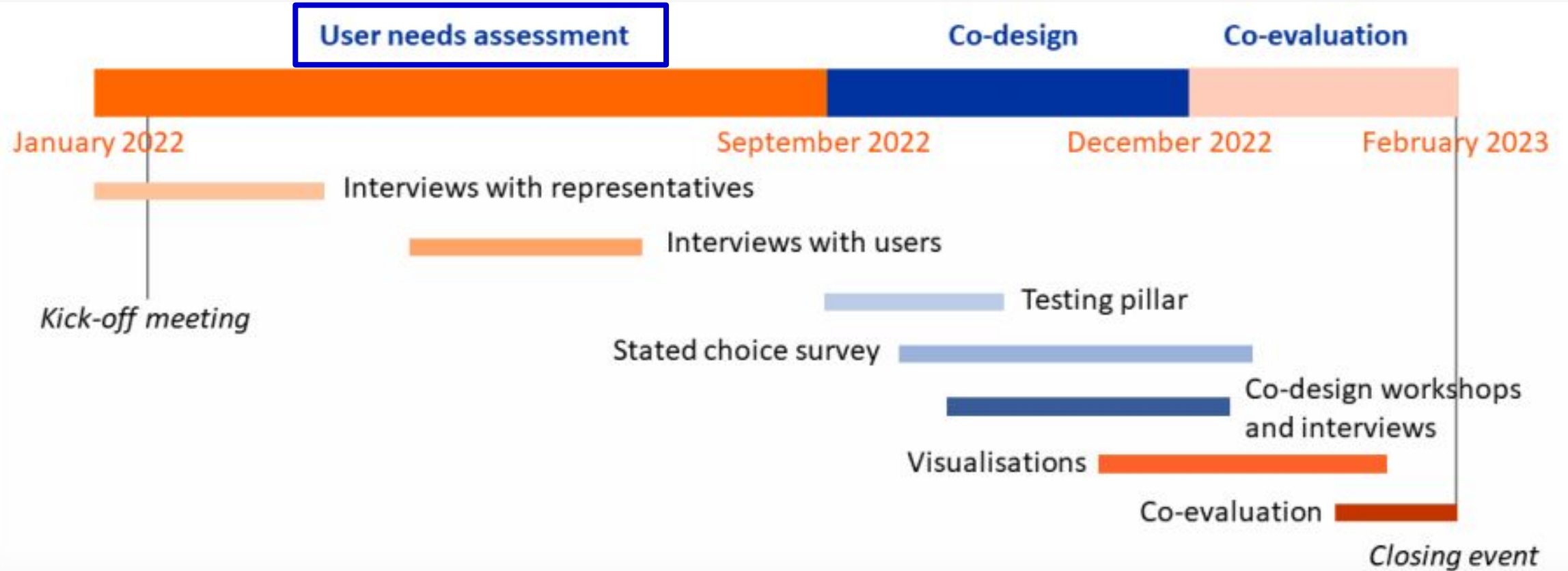
1. **Co-designing a mobility hub**

# Context

# Context

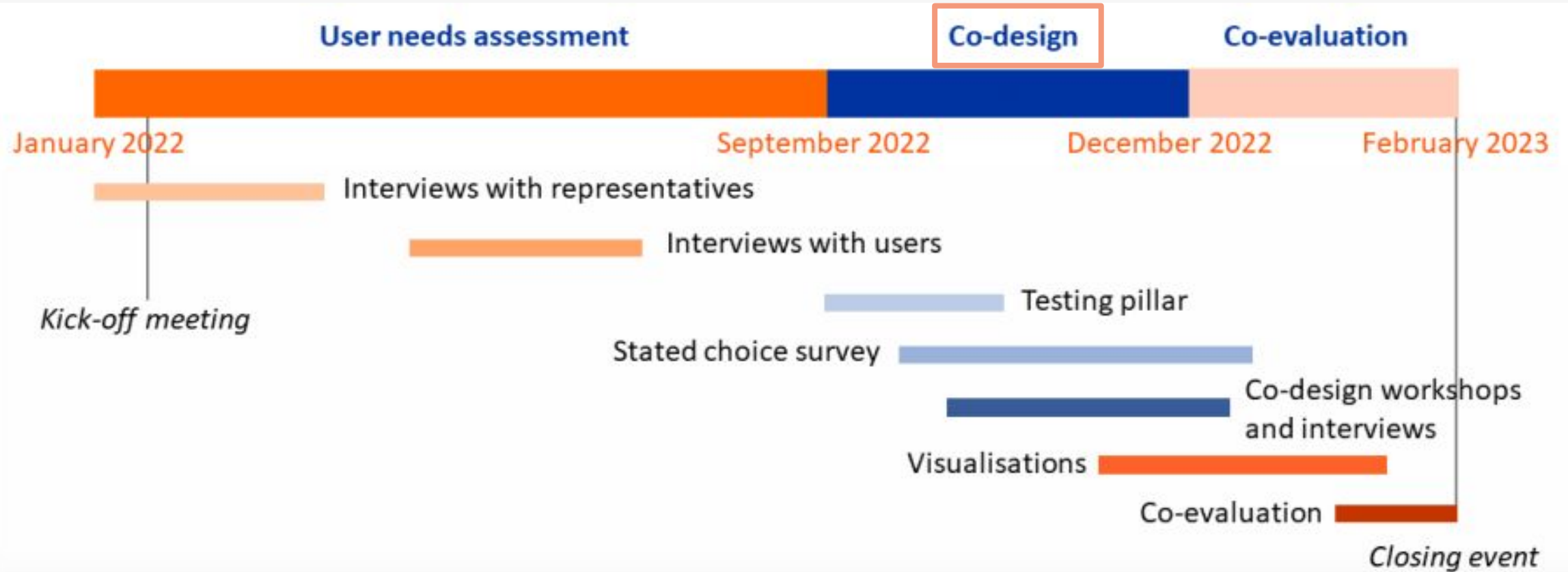| | Kuregem | Brussels Capital Region |
|---|---|---|
| **Population density (per km2)** | 20 679 | 7 501 |
| **Median taxable income** | € 15 518 | € 19 723 |
| **Share of inhabitants with non-Belgian nationality (EU, Turkey, Sub-Sahara, North-Africa)** | 34.8 % | 29.1 % |
| **+25-year-olds with higher education degree (Anderlecht)** | 16.3 % | 28.1 % |

# Research question (VUB, Mpact, Anderlecht)

*How can the design of neighbourhood mobility hubs incorporate the needs and motivations of (vulnerable) citizens?*

# Living Lab Brussels

# Living Lab Brussels



User needs assessment | Co-design | Co-evaluation

January 2022 — September 2022 — December 2022 — February 2023

Interviews with representatives

Interviews with users

Kick-off meeting

Testing pillar

Stated choice survey

Co-design workshops and interviews

Visualisations

Co-evaluation

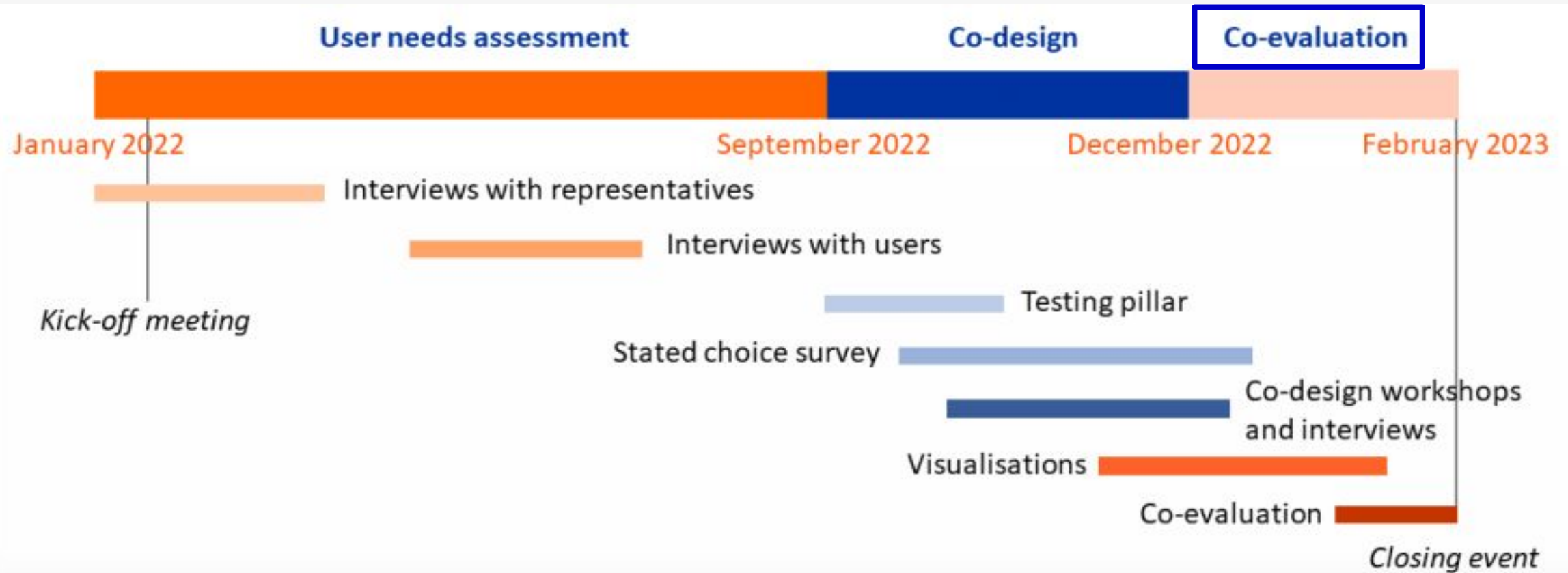Closing event

# Ready, set,... setback

# Co-design: digital pillar

# Co-design: survey

# Living Lab Brussels

# Co-evaluation

# Co-evaluation

# What worked?

- Provide a multilingual setting

- Create some buzz / visibility to attract attention (e.g. bus in Brussels)

- Offer something in return, food always works

- Have activities for children while parents are participating in research

- Collaborate with local organizations to reach your target groups

- Adapt timing of activities (avoid office hours, market days = ideal)

- Make things tangible: test tools or services, explain why

# My takeaways

Understanding user's needs allows you to develop tailor-made campaigns that focus on the specific needs of some underserved groups who do not (yet) make use of shared mobility.

Initiating co-creation processes is time-consuming, but can be helpful to develop mobility hubs that cater for local needs. It also allows you to gain trust and support for this concept in neighbourhoods that are not familiar with - or even against - alternatives to privately owned vehicles.

# Relevant output

- Living Lab Reports
  - [Brussels](#) (Mpact, VUB)
  - [Rotterdam - The Hague](#) (University of Twente)
  - [Munich](#) (Technische Universität München)
  - [Eastern Austria / Vienna](#) (TU Wien)

- [Deliverable: needs of vulnerable users](#) (VUB)

- [Deliverable: digital integration and signposting](#) (Mpact)

- [Mpact-blog](#)

# Vulnerable Users. Insights from the SmartHubs project

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