

# Hinderance prevention- the Rotterdam approach



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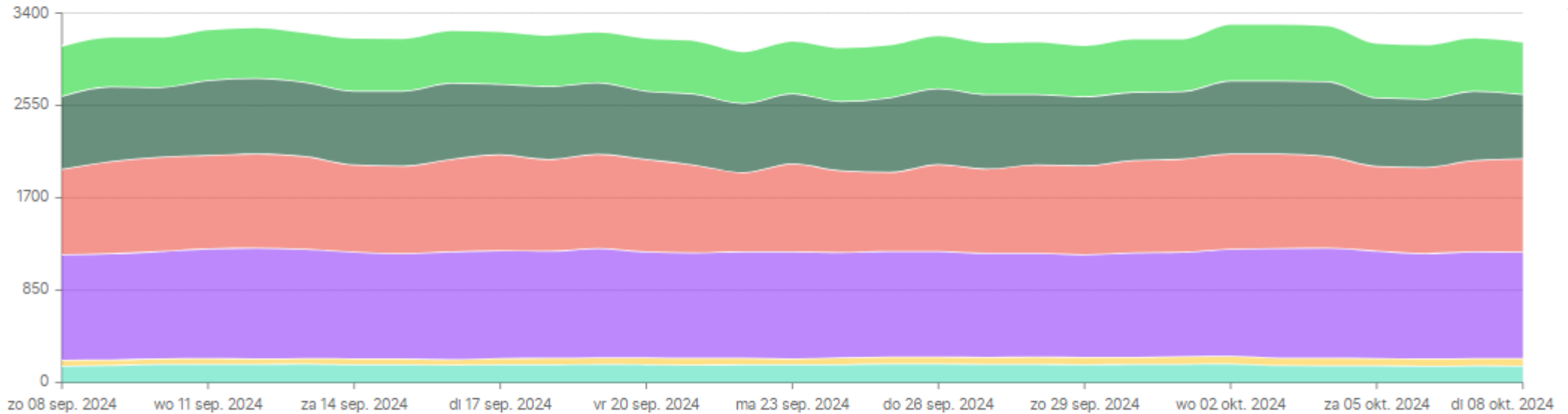
ShareDiMobiHub

October 2024



**Gemeente**  
**Rotterdam**

# 1 | Shared mopeds, (e)bikes and cargo bikes in Rotterdam



**~ 3750 vehicles**

**~ 50.000 rides a week ~ 2,6 mln/y**

baqme cargoroo check donkey felyx ~~gosharing~~ lime

# 1 | Shared mopeds and bikes in Rotterdam

**~ 2000 shared mopeds**



**~ 1000 shared bikes**



**~ 500 shared e-bikes**

**~ 250 shared cargo bikes**



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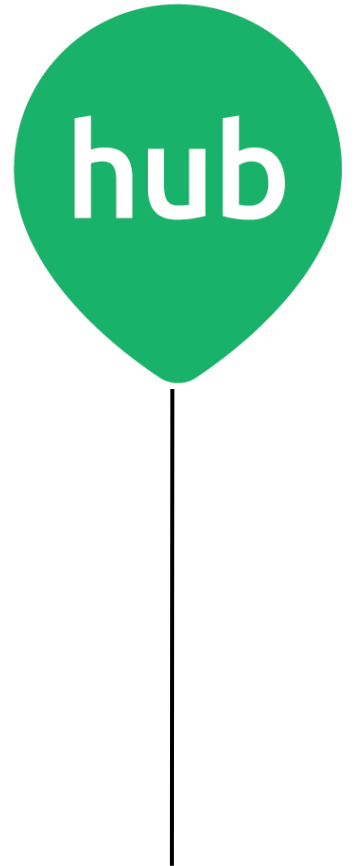
**~ 250 shared cargo bikes**



**> Please note: relation between number of complaints and number of rides**

## 2 | Prevent hinderance

- 1. Creating hubs at concentration spots**
- 2. Maintaining the rules**
- 3. Collaboration with operators**
- 4. Influencing parking behaviour**






# 3 | Physical hubs at concentration spots

## Goal

- To concentrate > 50% of shared mopeds in an area in a hub

## Physical

- Virtual hubs
  - are difficult to find (uhh.. Is it here?)
  - Still are messy (esp. mopeds)
- Hubs in the street are  created in line with the Dutch hub identity





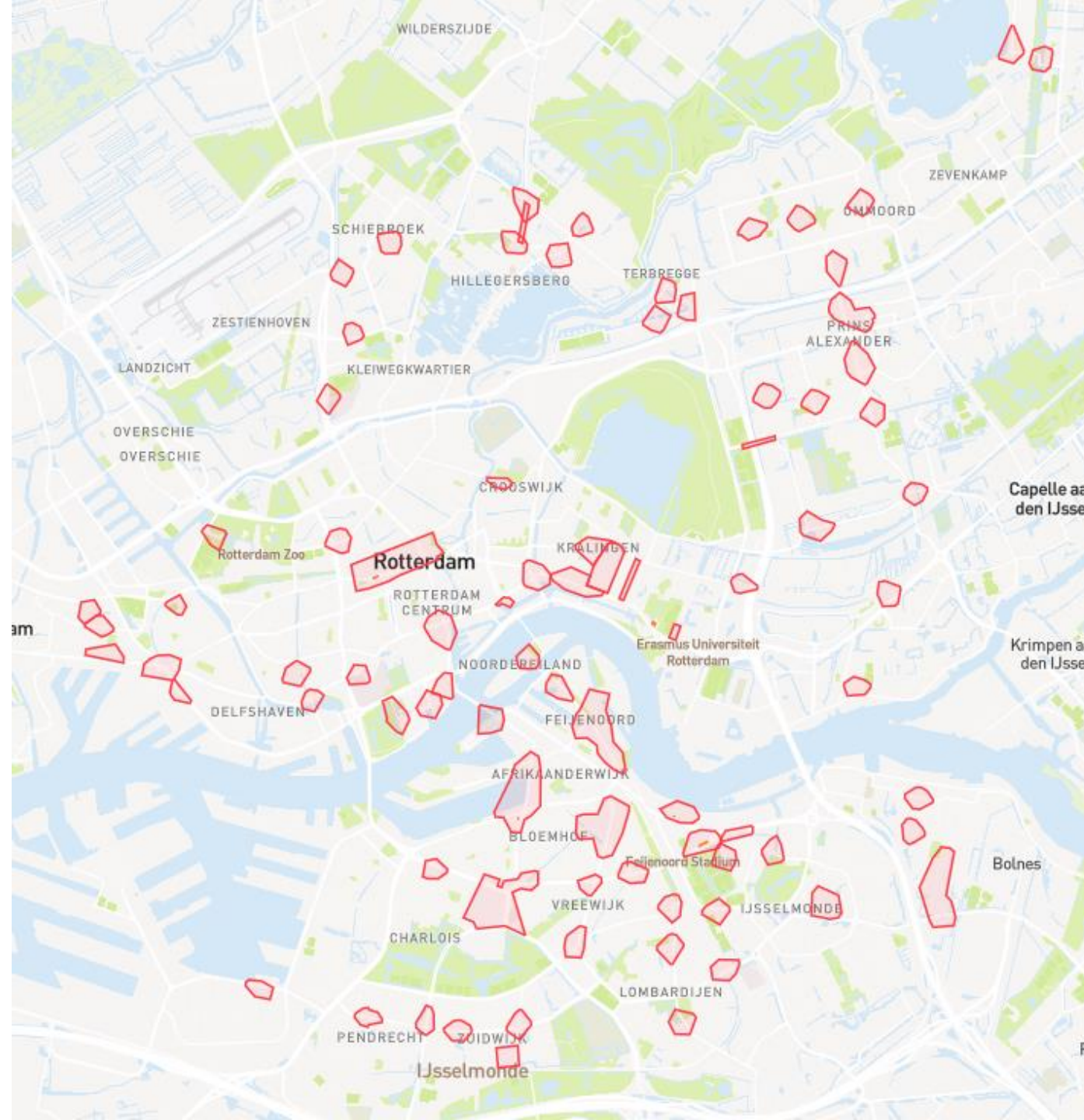
# 3 | Hubs at concentration spots

## Locations

- Currently 108 hubs in place
- Dec: 200+ hubs in place
- Then (almost) all concentration spots will be covered

## Digital design

- 200m geofencing around
- In case of overlap, geofencing is stitched together
- Large part of the city will remain free-floating

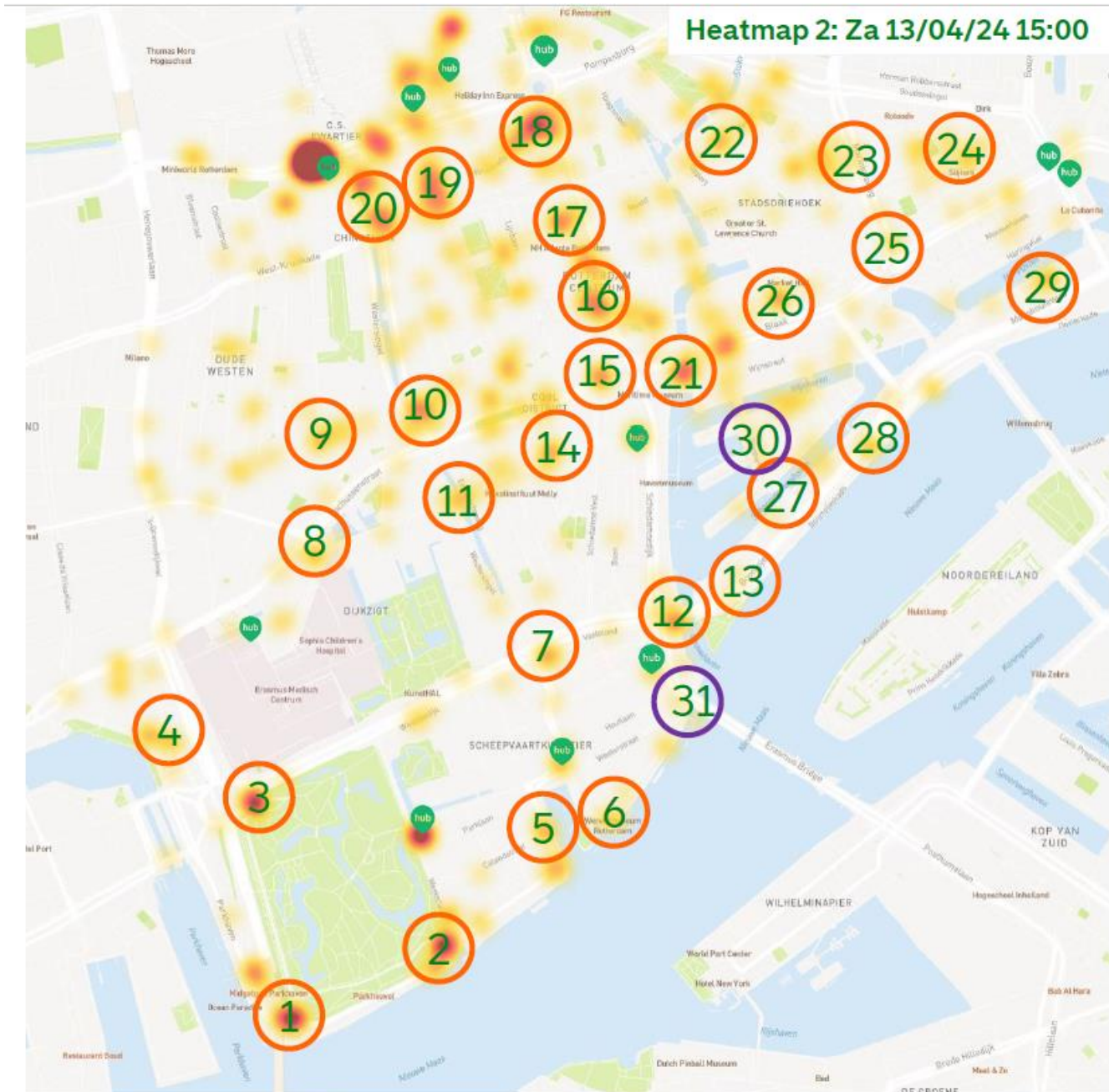


# 3 | Hubs at concentration spots

## Approach

- An analysis for each area
- Prioritizing of locations based on:
  - 1) Concentration data
  - 2) data on complaints
  - 3) Input of those working in the quarters *and* of quarter councils

“Follow the parking behaviour”





# 4 | Maintaining the rules

## Excel dashboard including KPI's

- Input = CROW dashboard> this is a fictional example
- KPI 1 = number of rentals per vehicle per day
- KPI 2 = standstill > 4 days
- KPI 3 = standstill > ays7 dgn

## Process

- Update every month
- Blow the whistle in case of outliers

KPI's Beleid			2				10%		5%		
Maand	a aantal beschikbare voertuigen	b verhuringen per dag	c aantal verhuringen per voertuig per dag.	d aantal >24 uur te huur	e % > 24 uur te huur	f aantal > 4 dagen te huur	g % > 4 dagen te huur	h aantal >7 dagen te huur	i % > 7 dagen te huur	j Gemiddelde verhuurduur in minuten	
Jan											
Feb											
Mrt											
Apr	750	1525	2,0	96	15%	21	3%	12	2%	17,0	
Mei	744	1450	1,9	65	10%	14	2%	6	1%	34,1	
Jun	746	1723	2,3	74	12%	22	4%	12	2%	40,3	
Jul	738	1580	2,1	122	17%	55	8,0%	49	7,0%	52,8	
Aug											
Sep											
Okt											
Nov											
Dec											

# 5 | Collaboration with operators

No shared mobility without operators. They bear the risk and develop the market.

We maintain the rules while at the same time conduct a constant dialogue with the operators to improve the shared mobility system.

## Examples

- Exclude areas with too many complaints; pavements that are too narrow
- Use insights in data to select and evaluate hub-locations
- Behavioral campaigns



## 6 | Influencing parking behaviour

In 2025:

Start of behavioral campaign on parking

- in spring
- When notification process will be improved

Soon:

banners at CS/ Weena hub





## 6| Influencing parking behavior

