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**ShareDiMobiHub**

## **Shared Mobility Pilot – Hub Selection**

**WORK PACKAGE 1 DELIVERABLE 4**

**August 2024  
(City of Rotterdam)**

## Summary sheet

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## Project partners

<b>Organisation</b>	<b>Abbreviation</b>	<b>Country</b>
<b>Province of Utrecht</b>	ProvU	Netherlands
<b>Capital Region of Denmark</b>	CRD	Denmark
<b>Vestfold and Telemark county</b>	VTFK	Norway
Subpartner: Statens vegvesen	SVV	Norway
Subpartner: Tønsberg kommune	TK	Norway
Subpartner: Porsgrunn municipality	PK	Norway
Subpartner: Skien municipality	SK	Norway
<b>Promotion of Operation Links with Integrated Services</b>	POLIS	Belgium
<b>City of Amsterdam</b>	AMS	Netherlands
<b>City of Leuven</b>	LEU	Belgium
<b>University of Antwerp</b>	UAntw	Belgium
<b>Transport Authority for the Amsterdam Region</b>	VRA	Netherlands
<b>Mpact</b>	Mpact	Belgium
<b>Autodelen.net</b>	Auto	Belgium
<b>City of Rotterdam</b>	ROT	Netherlands
<b>Hamburg University of Applied Sciences</b>	HAW	Germany
<b>University of Applied Sciences Utrecht</b>	HU	Netherlands

Document history

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Table of Contents

- Summary sheet ..... 2
- Project partners ..... 3
- Document history ..... 4
- 1. Introduction ..... 6
  - 1.1. Context Rotterdam ..... 6
  - 1.2. General selection process ..... 6
  - 1.3. Selection of hubs ShareDiMobiHub ..... 7
- The ShareDiMobiHub Consortium ..... 9

## 1. Introduction

In this document, we outline the process for selecting locations for shared mobility hubs in Rotterdam (ROT) within the ShareDiMobiHub project. This report corresponds to Activity 4 (Work Package 1) and builds upon, among other things, Activity 2 (Plan Pilot Implementation).

### 1.1. Context Rotterdam

Rotterdam offers a broad and diverse range of shared transport services, which are well-organized across various neighbourhoods. Many areas are developing transport hubs to curb the nuisance caused by shared bikes, scooters, and cargo bikes cluttering the sidewalks. Additionally, these hubs ensure that shared mobility options are always available at a fixed location for finding, renting, and parking. Shared mobility presents opportunities to reduce the pressure of mobility on public spaces and enhance the mobility options available to Rotterdam residents. Currently, shared mobility is primarily concentrated in urban locations and used by 'early adopters'; groups that are already aware and capable of using shared transport. There is no insights on the potential use of shared mobility among groups that are less familiar with it and reside more in the city's neighbourhoods or suburbs.

Therefore, the question arises:

*"How can shared mobility be offered in such a way that Rotterdam residents see it and start using it as an enhancement to their own transport?"*

To answer this question, a selection of new and existing hubs will be identified where the municipality will experiment with offering residents access to shared mobility through a mobility budget<sup>1</sup>. With this we aim stimulate the use of shared mobility amongst groups that are currently less familiar with shared mobility.

### 1.2. General selection process

For the selection of new mobility hub locations, multiple factors are taken into consideration. These are the primary two:

- Firstly, we consider the need for mobility hubs in every neighbourhood. Some neighbourhoods experience more nuisance and have more shared mopeds and bikes parked. Our goal is to have enough hubs so that 80% of all shared mopeds in the neighbourhood can be parked in hubs. When the number of new hubs is chosen, a heatmap of all parked shared mopeds and bikes is analysed (see figure 1).
- Secondly, Together with locations with a lot of complaints from inhabitants and input from people working in the neighbourhood, this allows us to determine a longlist of potential hub locations.

These potential locations are then visited by the hub team, a traffic designer and a landscaper of the municipality to determine where there is space to place a new mobility hub. Afterwards, a shortlist is created and the designer starts making designs of the shortlist locations. These locations are then presented to the shared mobility providers and multiple stakeholders in the neighbourhood. When everyone approves of the new locations, we give orders to place new mobility hubs.

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<sup>1</sup> See pilot implementation plan (activity 2, WP1) for more information

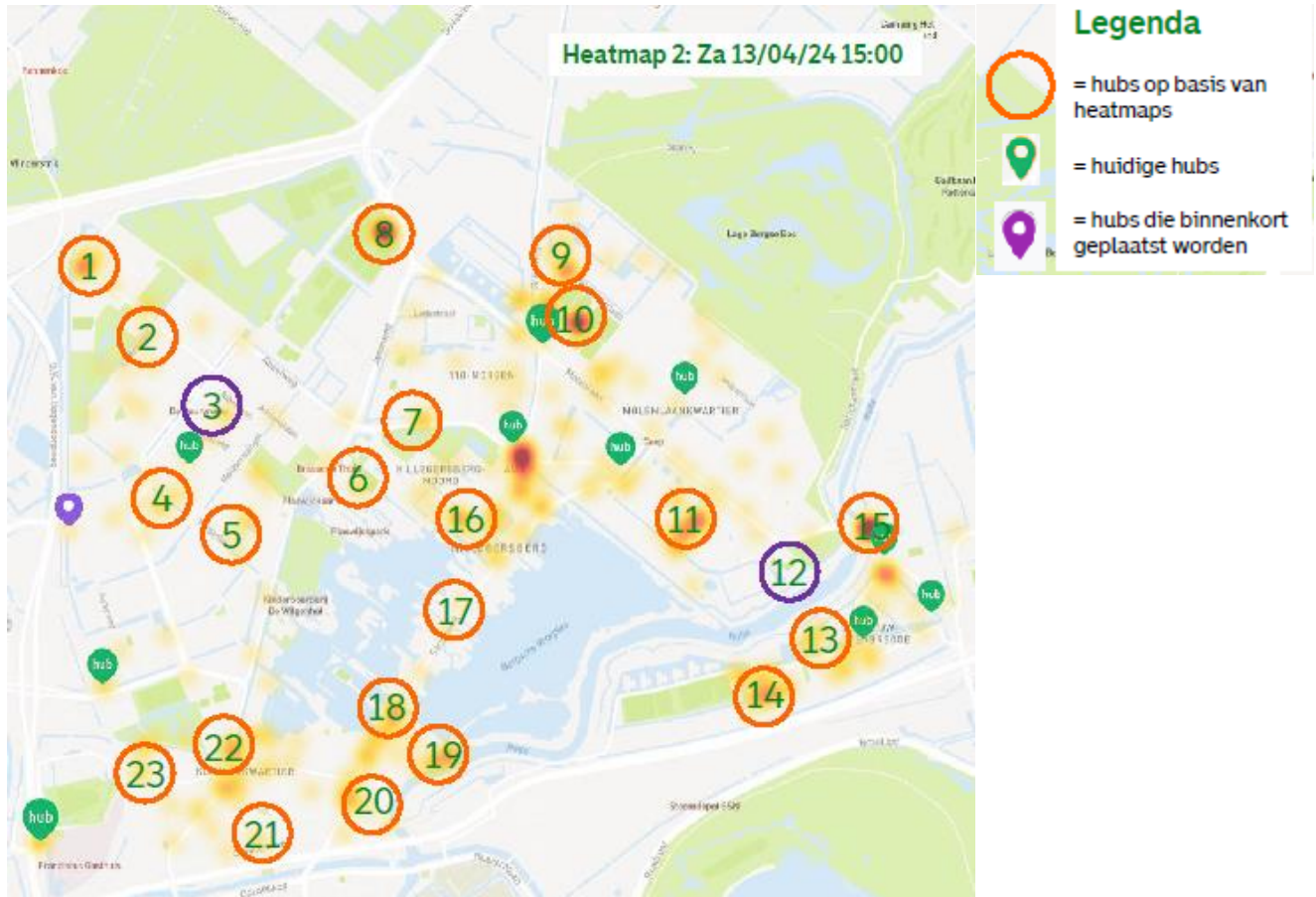


Figure 1: Heatmap of shared mopeds and -bikes in a random neighbourhood in Rotterdam.

### 1.3. Selection of hubs ShareDiMobiHub

Within the project, the city for Rotterdam decided to focus on two different areas where currently little shared mobility is used:

- Oud Mathenesse en het Witte Dorp (OMWD)
- Oosterflank

Each neighborhood has different demographics and travel patterns. And are also different from other areas in Rotterdam, for example there are here more low income, low educated inhabitants. Both areas are integral to the 'Mobility in Neighbourhoods' program. This program aims to enhance mobility options for residents by fostering close collaboration with them. It involves gathering and sharing insights, addressing localized issues, and jointly developing a vision and action plan for future investments in the neighbourhood. This provides the opportunity to shape the rollout of the mobility budget as effectively as possible.

The following hubs are included in the implementation in OMWD (as shown in the left image):

- Franselaan
- Kraaierstraat
- Engelsestraat/Schiedamseweg beneden
- Marconiplein (outside pilot area but included as it is an important transport hub in this part of the city)

The following hubs are included in the implementation in Oosterflank (as shown in the right image):

- Station Alexander
- Metrostation Oosterflank
- Metro Prinsenlaan

The green areas are the main pilot areas, encompassing a 500-meter radius from selected hubs in the respective neighbourhoods. People from outside these areas are welcome to participate in the pilot, however, our evaluation will primarily focus on the residents living within the green areas.

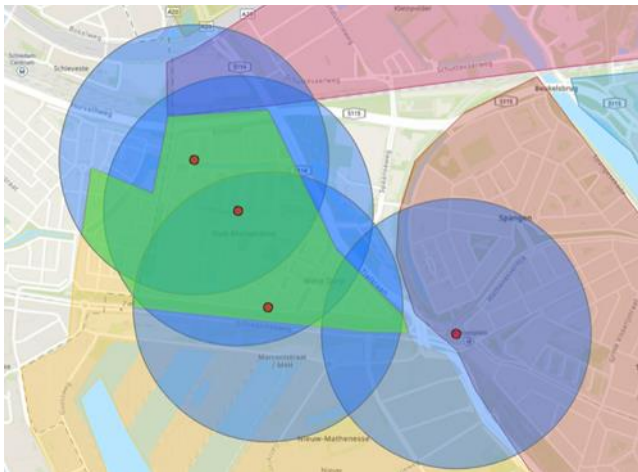


Figure 2: Selected hubs and pilot area OMWD



Figure 3: Selected hubs and pilot area Oosterflank



## The ShareDiMobiHub Consortium

The consortium of ShareDiMobiHub consists of 13 partners and 4 subpartners with multidisciplinary and complementary competencies. This includes European cities and regions, universities, network partners and transport operators.

<p><b>Regional authorities and cities</b></p>	<p><b>Universities</b></p>
<p><b>Transport authorities</b></p>	<p><b>Network organisations</b></p>

For further information please visit <https://www.interregnorthsea.eu/sharedimobihub>

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