MOBI-MIX - Project Overview

Iris Ruysch – City of Rotterdam

Solutions+ MOBI-MIX Workshop

May 2022

Interreg
2 Seas Mers Zeeën
MOBI-MIX
European Regional Development Fund

MOBI-MIX key info

- Start date: **02/03/2020**

- End date: **30/09/2022** (potential extension by 6months)

- Project budget: **3 141 763 €**

- ERDF Amount: **1 885 058 €**

- Lead Partner: **City of Rotterdam**

Objectives & consortium

Overall objectives: help cities **decarbonise road transport**, focusing on car-related emissions:

o   Facilitate the private sector to more **effectively implement Shared-Mobility** and **MaaS solutions**

o   **Reduce CO2 emissions** and **avoid/replace fossil-fuelled car trips** with sustainable shared mobility options

Consortium composition:

o   5 Cities: Rotterdam, Antwerp, Norfolk, Mechelen, Valenciennes

o   2 knowledge partners: Ghent University & Gustave Eiffel University

o   Partners: POLIS, CoMoUK, Transalley Tech Park, and Cambridge Cleantech

Pilot Overview: Antwerp

B2B MaaS Pilots

Antwerp: B2B MaaS solutions

Focus: smart solutions for work-related travel, tailor-made for companies in search of a sustainable corporate mobility model

Three different operators developed different B2B MaaS pilots:

1. **Olympus4Antwerp**: MaaS app, Management Portal for employers & simplification of administration

2. **Skipr**: Skipr MaaS app, Skipr debit card and web platform for employers

3. **CAR(r)educe Antwerp**: a combination of services to reduce car use

   • Commuty: Management of parking space

   • Whim: MaaS operator where travel budget can be spent

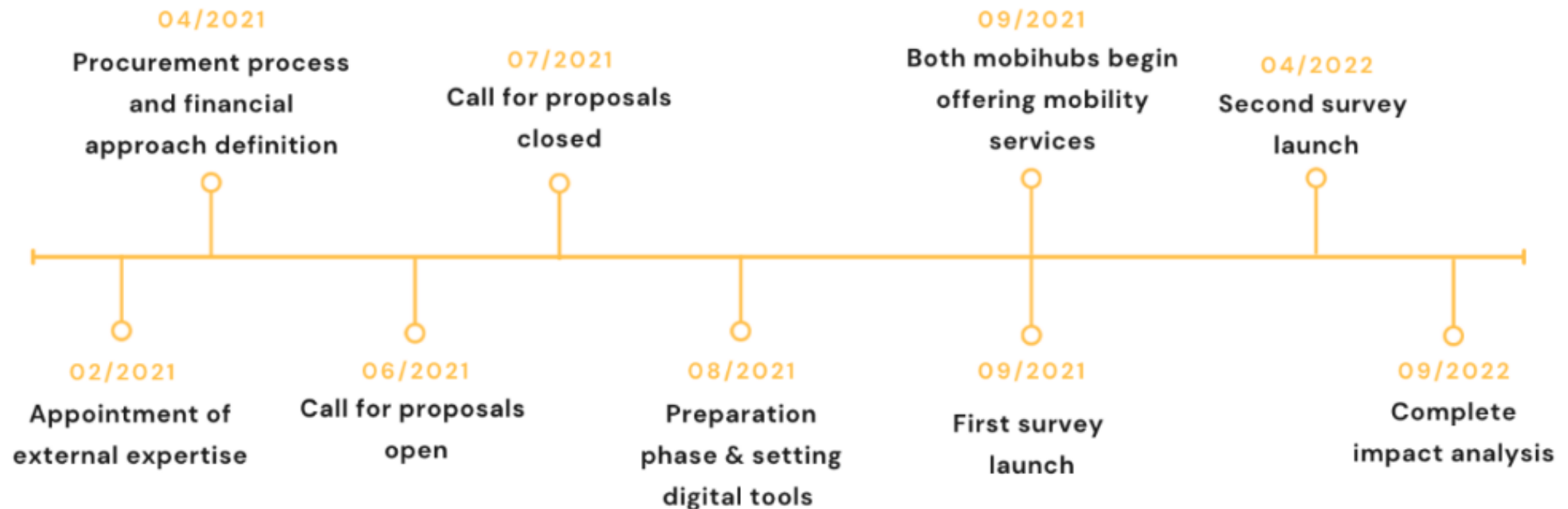   • Vaigo: connection with payroll administration

Antwerp: Timeline

- All MaaS Projects started in November 2020 and last for 18 months

04/2021
Procurement process and financial approach definition

07/2021
Call for proposals closed

09/2021
Both mobihubs begin offering mobility services

04/2022
Second survey launch

02/2021
Appointment of external expertise

06/2021
Call for proposals open

08/2021
Preparation phase & setting digital tools

09/2021
First survey launch

09/2022
Complete impact analysis

Pilot Overview: Mechelen

Shared E-Cargobikes & free access to shared mobility

Mechelen: Shared E-CB & free access to mobility

1. Shared e-cargobikes - Cargoroo:

o   Affordable station-based shared bikes

o   Extension of a pending collaboration from 2 to 9 e-cargobikes.

2. Sharing neighborhoods:

o   An offering of free access to public and shared transport modes for 26 people

o   Challenge participants to leave their private cars aside for 60 days

WWW.DELENISVOORIEDEREEN.BE

Photo credits: www.futuremobility.expert

Mechelen: Timeline

05/2021
Cargoroo develops proposal for 9 e-cargobikes

07/2021
E-cargo bikes pilot starts

04/2022
Second survey launch

09/2022
Complete impact analysis

11/2020
Tender for e-cargo bikes launch

06/2021
Tender for Sharing Neighbourhoods

09/2021
First survey launch

03/2022
Sharing Neighbourhoods pilot launch

04/2021
Sharing Neighbourhoods pilot ends

Pilot Overview: Norfolk

E-Scooters, Training & Mobihubs

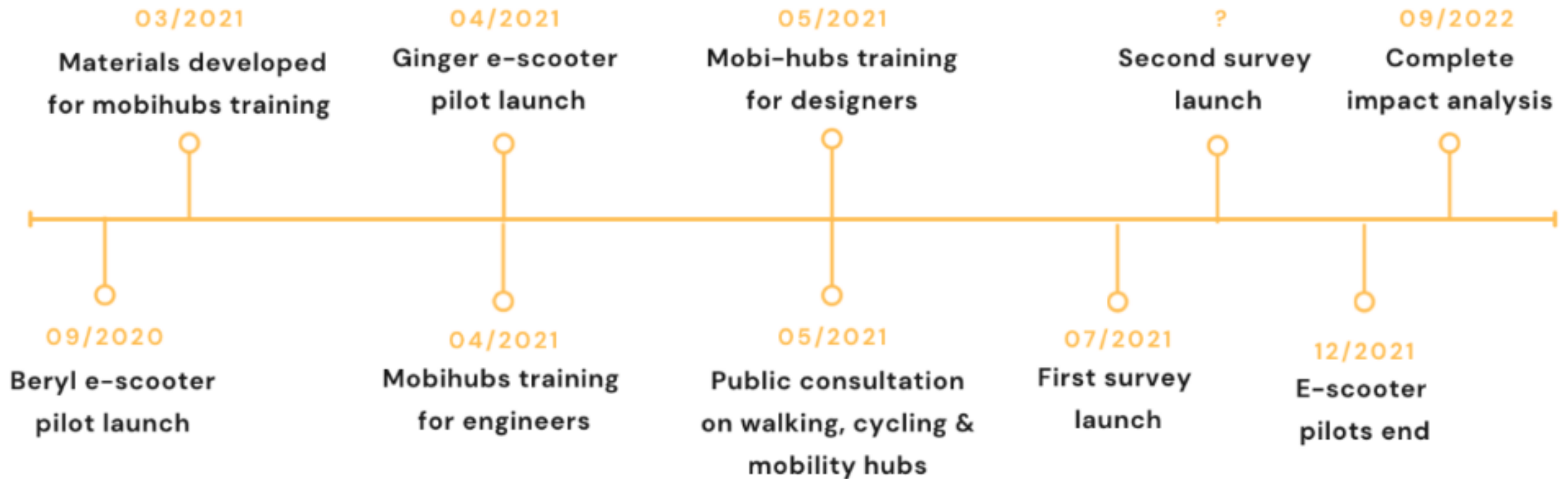# Norfolk: E-Scooters, Training & Mobihubs

1. E-Scooters and training:

o Looking to support a 'green restart' of local travel, Norfolk County Council launched **two shared e-scooter pilots**, one in Norwich and the second in Great Yarmouth.

o In addition, the city developed an e-scooter training in partnership with Bikeability Trust.

2. Community-designed Mobihubs:

o Public engagement through consultation on the walking and cycling strategy

o Partnership with Healthy Streets, experts of people-focused design, to train key personnel in the local authority for the design of the mobihubs

Norfolk: Timeline

03/2021
Materials developed
for mobihubs training

04/2021
Ginger e-scooter
pilot launch

05/2021
Mobi-hubs training
for designers

?
Second survey
launch

09/2022
Complete
impact analysis

09/2020
Beryl e-scooter
pilot launch

04/2021
Mobihubs training
for engineers

05/2021
Public consultation
on walking, cycling &
mobility hubs

07/2021
First survey
launch

12/2021
E-scooter
pilots end

Pilot Overview: Rotterdam

Free-floating, Station-based and Cooperative Carsharing

City of Rotterdam

Interreg
2 Seas Mers Zeeën
MOBI-MIX
European Regional Development Fund

Rotterdam: Free-floating, Station-based and Cooperative car-sharing

3 models of carsharing were proposed to understand which one is most likely to **reduce the number of private cars** and **improve air quality**

1. **Free-floating model:**
   - Deployment of 150 Electric Vehicles (out of the 600 aimed for due to global chip shortage)

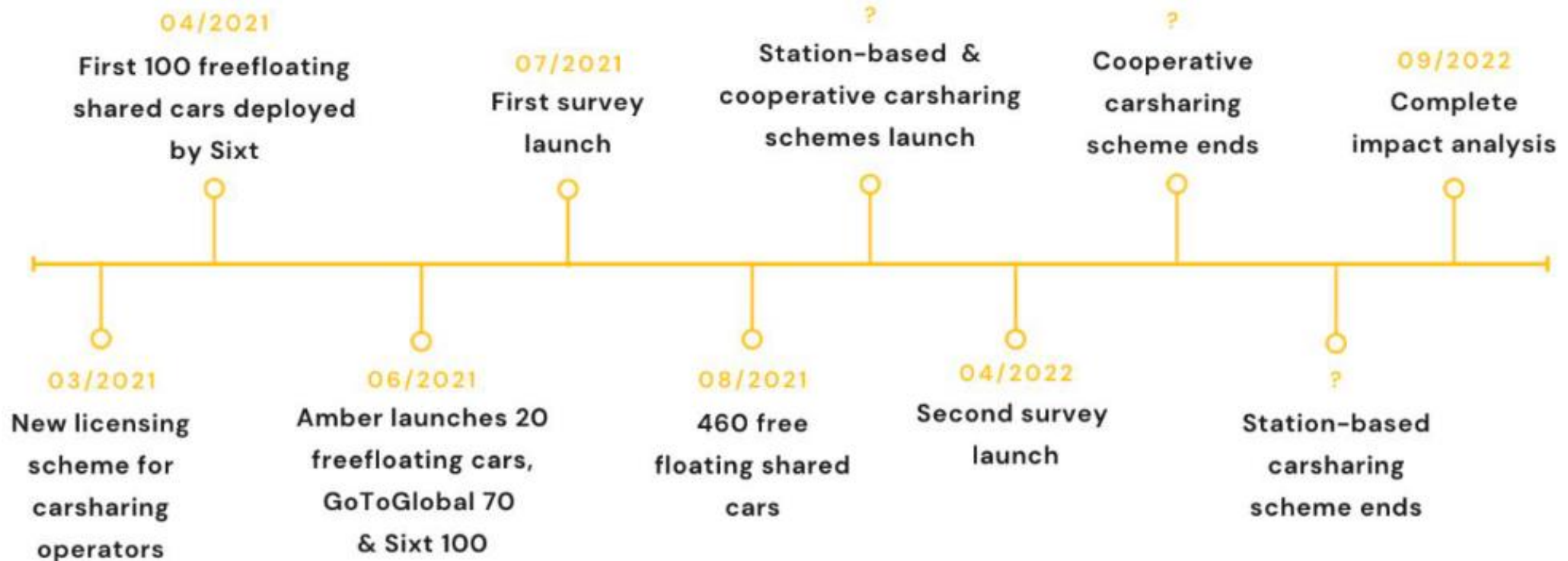2. **Station-based model:**
   - Around 10 shared cars (out of 20 planned)

3. **Neighborhood-based cooperative model:**
   - Small-scale cooperative model, but very few users interested (7-8/500-1000)
   - Unsuccessful deployment due to a mix of hurdles (COVID, lack of 'common aim' in a neighbourhood chosen by city, lack of capacity for the provider to sustain stakeholder engagement)

Rotterdam: Free-floating, station-based and cooperative car-sharing

04/2021
First 100 freefloating shared cars deployed by Sixt

07/2021
First survey launch

?
Station-based & cooperative carsharing schemes launch

?
Cooperative carsharing scheme ends

09/2022
Complete impact analysis

03/2021
New licensing scheme for carsharing operators

06/2021
Amber launches 20 freefloating cars, GoToGlobal 70 & Sixt 100

08/2021
460 free floating shared cars

04/2022
Second survey launch

?
Station-based carsharing scheme ends

Pilot Overview: Valenciennes

Mobihubs

Valenciennes: Mobility hubs

Within MOBIMIX, Valenciennes Métropole is implementing **two mobility hubs** to **improve access to sustainable and shared mobility** and provide users with:

- o Easy access to public transport,

- o Shared mobility options: bikes, e-scooters, cars, carpoolings

- o A range of services to improve the mobility offer and user experience

- o A range of other extra services such as restaurant/café/snack, lockers, etc.

Illustration of the target service offer of the mobility hubs

Source : EM Services – AMI MOBI-MIX

Public transport offer	Tramway access
Bicycle services	Installation of bicycle shelters and setting up of a repair service
Shared bikes	Extension of the existing service
Shared e-scooters	Extension of the existing service
Carsharing	Marking of dedicated carpooling spaces
Electric charging stations	Scheduled installation
Travel information	Information board and app
Snacks kiosks	Local partnership

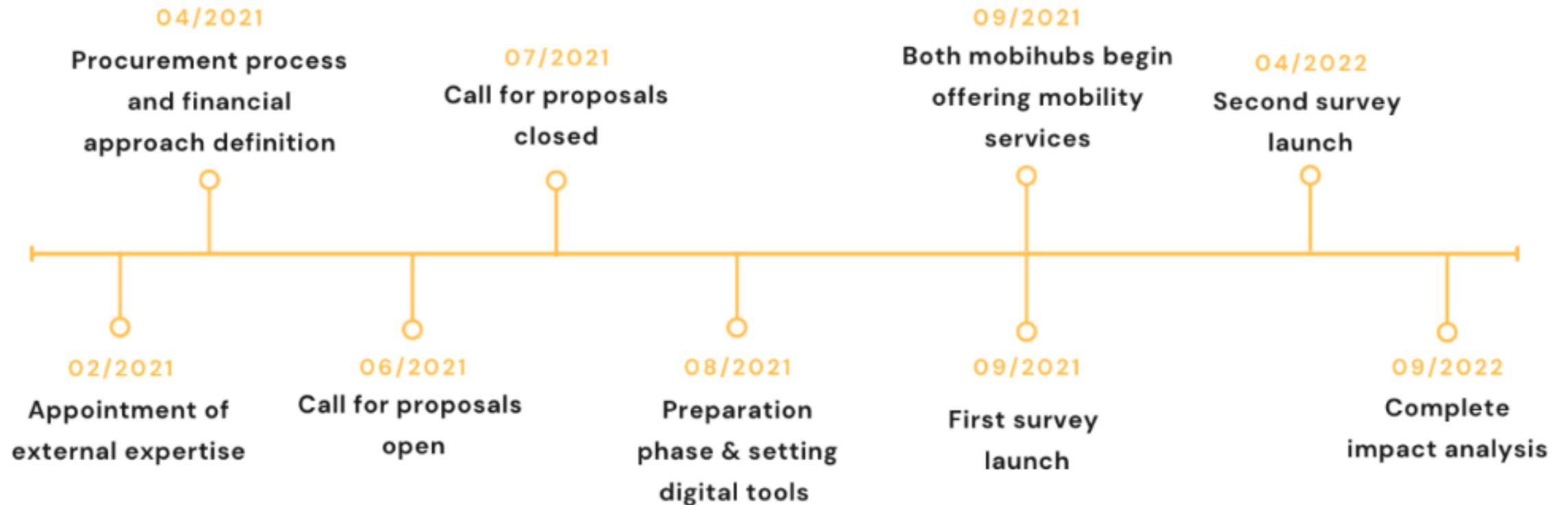**Setting up a forum for discussion between local mobility stakeholders**

Improving knowledge of the Shared Mobility market and business models

Sourcing, results of call of proposals : exchange with 9 companies

Valenciennes: Timeline

04/2021
Procurement process and financial approach definition

07/2021
Call for proposals closed

09/2021
Both mobihubs begin offering mobility services

04/2022
Second survey launch

02/2021
Appointment of external expertise

06/2021
Call for proposals open

08/2021
Preparation phase & setting digital tools

09/2021
First survey launch

09/2022
Complete impact analysis

Interreg
2 Seas Mers Zeeën
MOBI-MIX
European Regional Development Fund

Project achievements

Insight reports, impact assessment methodology, guide for public-private collaboration in smart mobility

Insight reports

1. The MaaS Scene

2. Carsharing

3. Mobility Hubs (upcoming)

4. (tbd) How to use shared mobility data for policy making

MODE framework for impact assessment of mobility decisions

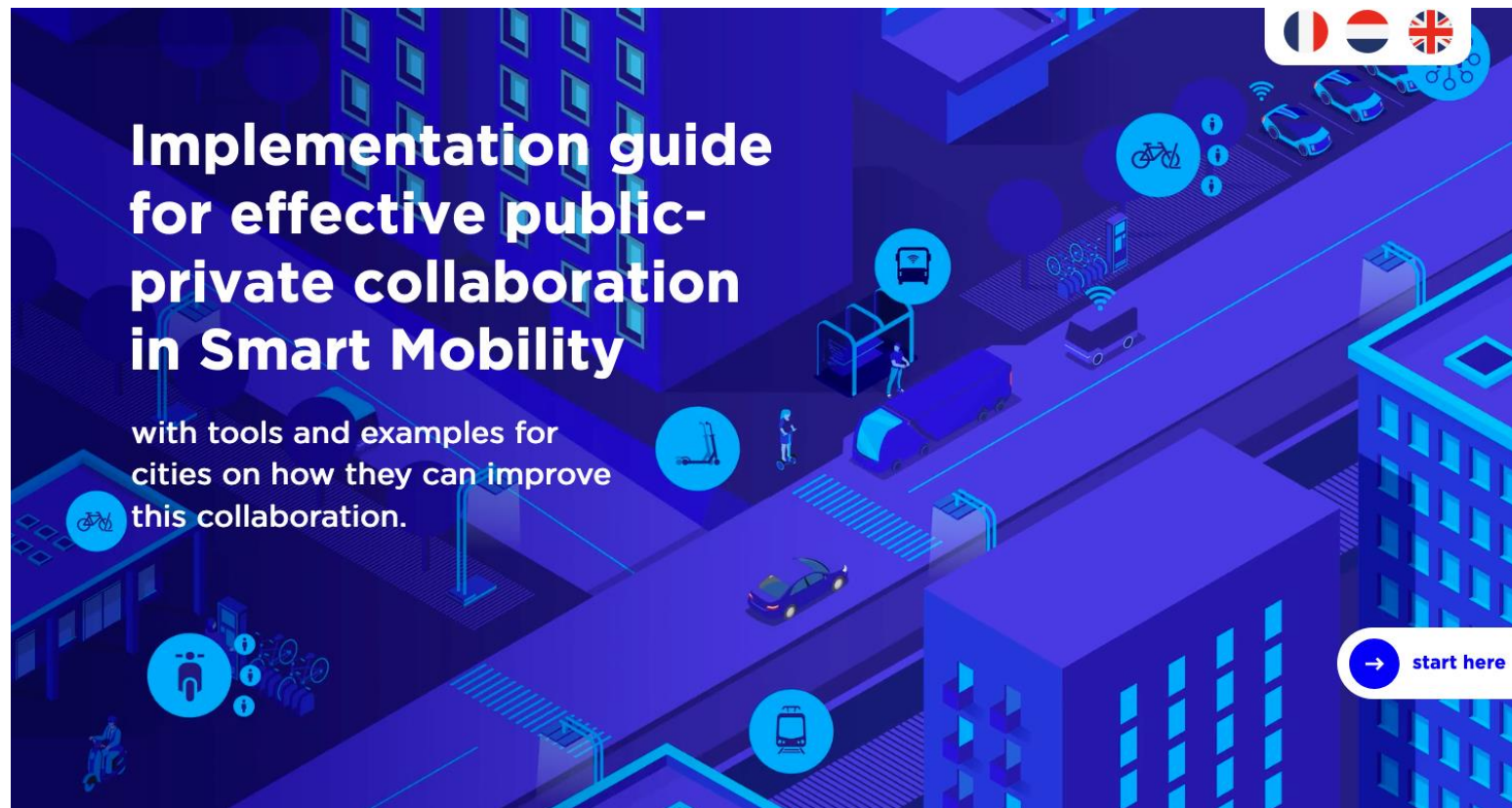A step-wise approach to shared mobility impact assessment:
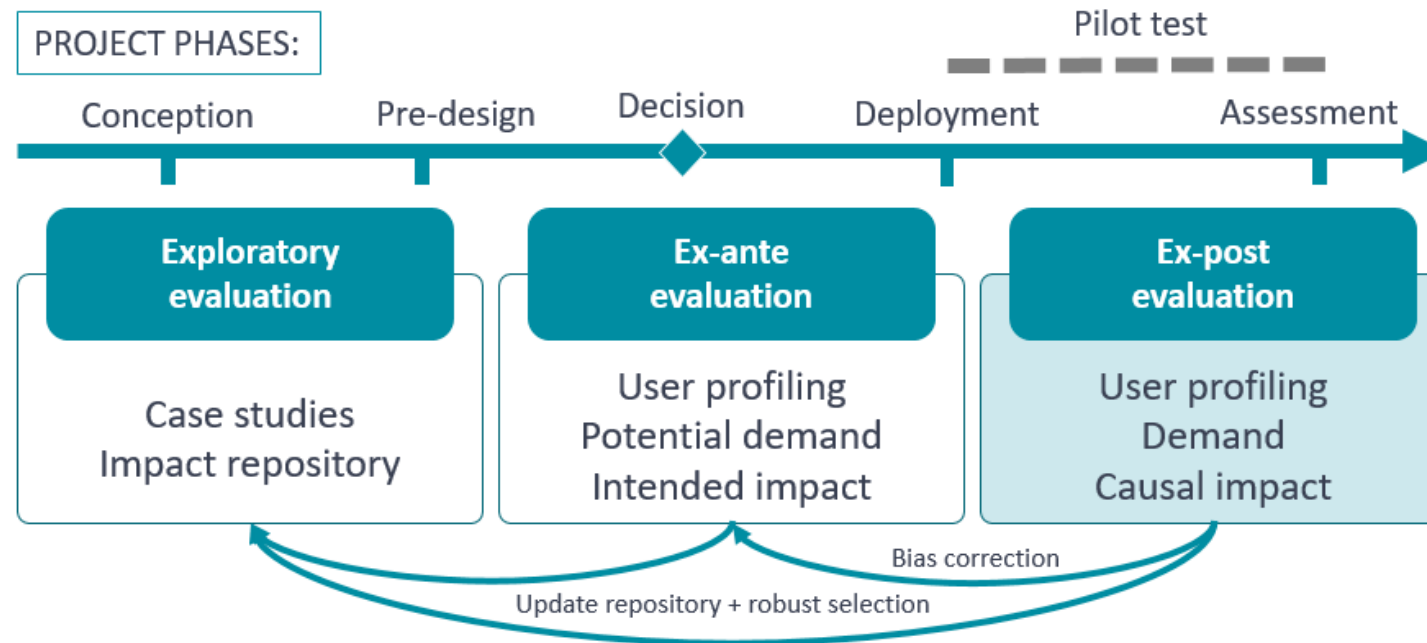
Project achievements: Smart Mobility Guide

Aiming an **improvement of collaborations between mobility operators and public authorities**, a smart mobility guide was developed, providing insights on strategy, procurement, and partnerships.

THANK YOU!

Iris Ruysch - i.ruysch1@rotterdam.nl