

Presentation: “Mobihubs in Flanders”

WHAT'S A “MOBIHUB”

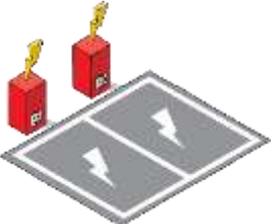
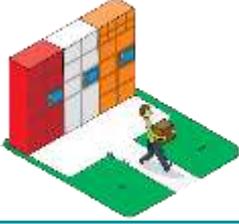
A mobihub (mobipunt in Dutch) is a transport hub based at a neighbourhood level, where different sustainable and shared transport modes are linked. It is designed to enable and promote multimodal transport on a local level and can be tailored for different neighbourhoods.

Mobihub's act as the main mobility hub for a neighbourhood, in the same way that train stations currently do for cities. Multiple 'hubs' could be spread across various neighbourhoods within a city and can easily be integrated into route planning facilities as each hub would have its own name.

Although the main function of a mobihub is mobility, other services could also be included. For example, they could provide opportunities for people to access information about neighbourhood activities, form meeting points, provide mobile food units, act as delivery and collection points for parcels and provide locker and storage facilities for bike helmets when using shared cars, etc. Depending on the features and needs of a neighbourhood, a mobihub may also be useful to apply to business parks, shopping areas or housing projects.



FUNCTIONS

Essential	Extra Mobility
<ul style="list-style-type: none"> Carsharing parking lots: At least 2 parking lots, preferably for different types of shared cars. These shared cars can be used by businesses during office hours and by employees and people from the neighbourhood outside of working hours. Carports would provide protection from the weather and should consider incorporating green technologies such as solar panels. Bicycle parking: For commuters or carshare users, ideally with the bike park being sheltered. A public transport stop nearby An accessible stop for people with reduced mobility Quality (LED)-lighting 	<ul style="list-style-type: none"> Bikesharing docks: with company bikes for work, or private use and also electric bikes and speed pedelecs. EV-charging: for cars (shared and private) and/or scooters or bicycles (E-wall) Kiss and ride zone and/or a lane for taxis and carpooling (easy accessible parking lot) Signage for hiking trails and cycle routes Safe places to store (expensive) bikes Public bicycle pump Distribution point of prams <div style="text-align: center; margin-top: 20px;">  </div>
Extra comfort	Additional features
<ul style="list-style-type: none"> A bench/table Bins and local recycling points Shelter for carpoolers and users of public transport Drinking water supply unit Public toilets with baby care facilities Rumble strip/rod safety features to aid visually impaired and blind people WIFI <div style="text-align: center; margin-top: 20px;">  </div>	<ul style="list-style-type: none"> ShareLocks (Lockers with digital access code for online purchases, child seats for carsharing, storage for bike helmets, key transfers for Air BnB or peer-to-peer carsharing, Cooled lockers for distribution of food Closet for free books or other community donations Digital notice board for neighbourhood activities, real-time information for public transport, (these boards are powered by solar panels). Charging points for smartphones Integration of green technologies on shelters and around the mobihub Mailbox Distribution of free papers and magazines <div style="text-align: center; margin-top: 20px;">  </div>

CRITERIA

- At least five functions, of which carsharing, the proximity of a public transport station and the quality of bicycle storage is essential. Good lighting and accessibility is self-evident.
- Proximity of other neighbourhood functions e.g. a maximum of 10 minutes walking distance (10-minute-hood)
- Quality facilities (size of parking spaces, technical requirements i.e. charging stations, accessibility, lighting, sustainability of materials). Taxistop and Autodelen.net recommend consulting with experts in order to achieve the quality required.
- Infrastructural investments are part of a more general plan for shared mobility in the municipality or city
- Every mobihub has a unique name.
- Clear and visible mobihub branding and signage.



*Mobihub:
essential*

BRANDING



Currently in Flanders there are already many carsharing stations with additional features, which are essentially mobihubs. However, there is little recognition of the mobihub concept, both for city planners and users. A clear recognisable image used throughout Flanders, must lead to increased quality, use and accelerated implementation across the region.

Taxistop and Autodelen.net have therefore opted for a clear name and image to help facilitate and promote multimodal travel behaviours through shared mobility.

The name *mobipunt* is registered as a trademark, designed to help monitor its effectiveness as a brand and also prevent the name being used for other initiatives. The use of the name 'mobihub' and the

logo is free. However, Taxistop and Autodelen.net, do expect the criteria surrounding the use and application of the name and logo to be met and properly applied.

A key condition regarding the use of the brand is that the location and main features are reported to Taxistop and Autodelen.net. This information and data will be processed and stored in an open database to help inform other features e.g. for route planners, etc.

PROCESS

A mobihub can be installed quickly by renaming **existing parking spaces for shared cars** as mobihubs as long as they meet the aforementioned criteria. They can also be installed quickly on a short term basis by setting up a high-quality bicycle parking facility.

Establishing **new mobihubs** however, can take time and requires careful planning. The following steps are designed to highlight what considerations are needed to help with the set up:

1. What are the available resources?
2. Who are the main stakeholders in the neighbourhood and what are their wants and needs from a hub of this kind? Ideally the key stakeholders should include representatives from:
 - Mobility service of the municipality
 - Political representatives (members of the mobility committee)
 - Neighbourhood organisations
 - Transport operators
3. What is the most suitable location? Site visits carried out by key personnel can provide useful intelligence about local traffic trends and help generate support for the scheme. Mobihubs should ideally be installed at a location where there is a speed limit.
4. When setting up a new mobihub, feedback from the consultation with stakeholders should be included. It is recommended that consideration is given to the possibility of future developments which could include extensions to multiple places and additional features. It is also worth exploring where improvements could be made to the surrounding areas by investing in plants and greenery and/or increasing the quality of cycling and pedestrian facilities so that it looks attractive.
5. Once a draft plan has been completed, residents and local shopkeepers can then be informed and will receive information that should include the following:
 - What the proposed mobihub will look like
 - What the benefits are to the neighbourhood and users (e.g. impact on car ownership, benefits for users)
 - Contact details to enable questions, comments and feedback
6. Opening a mobihub: Invite the local media and all stakeholders to an official opening ceremony.

Urban re-designing: Refurbishment of city squares, establishing a new SME zones and major urban development projects all provide ideal opportunities to install mobihubs. They should form a key part of planing and budget considerations to help ensure that such hubs can be fully integrated into the infrastructure and environment.

MORE INFO

The work to develop the concept, logo, illustrations and further promotion is part of the Interreg North Sea Region project Share-North and is co-financed by the Province of East Flanders. The whole concept is a result of the international collaboration between industry experts and professionals as part of the Share-North consortium, providing a valuable platform in which to share experiences and ideas about shared mobility.

The Share-North project includes sharing and transferring knowledge between the cities of Bremen (Germany) and Bergen (Norway). Both cities currently have a policy on 'mobihubs'



Mobihub Bremen



Mobihub Bergen

www.share-north.eu

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