

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL
CONFERENCE

2022

30 November
1 December, 2022
Brussels, Belgium



Mobihubs in Flanders: From ambition to realisation

Bram Roelant & Evelyn Wymeersch – Mobipunt vzw
POLIS Conference – 1st Dec. 2022



Source: Mobipunt vzw

Nice to meet you!



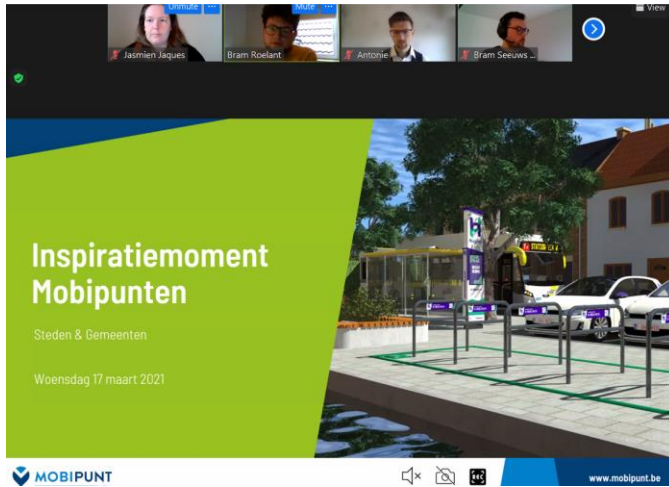
Bram Roelant
Mobipunt vzw



Evelyn Wymeersch
Mobipunt vzw

What we do

eHUBS – Academy & inspiration webinars



Advice to local authorities
(cities & municipalities)



Design guide 'Hoppinpunten'
Support 'Hoppinpuntenmanagement'
(Flemish government)



Software integration
→ Mpact



Mobility hubs: from ambition to realisation

1. **Mobility hubs / eHUBS** and their role in a (future) multimodal transport system

2. **From ambition ...**

'Basic accessibility' in Flanders: connection of public transport & shared mobility & a network of eHUBS

3. **... to realisation**

Governmental framework, responsibility of local municipalities: obstacles & opportunities

Hubs & multimodal transport



Source: Mobipunt vzw

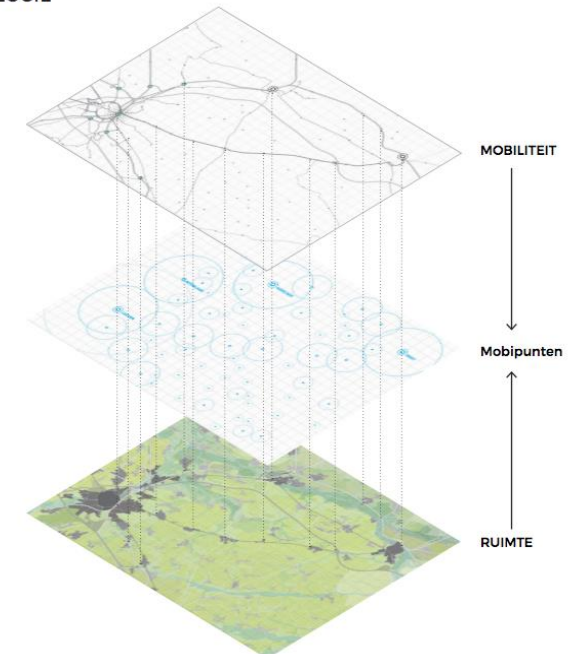
Concept & vision

- Introduction concept in Flanders in 2017
- Main objective: a **modal shift** to sustainable, shared mobility
- Adopted in the Flemish policy vision:
sustainable mobility & link with spatial design

"A mobihub is a recognisable place with a range of diverse, complementary transport options, preferably with additional services and spatially optimally organised, with the aim of facilitating multi-modality (access to and transfer between transport modes)."

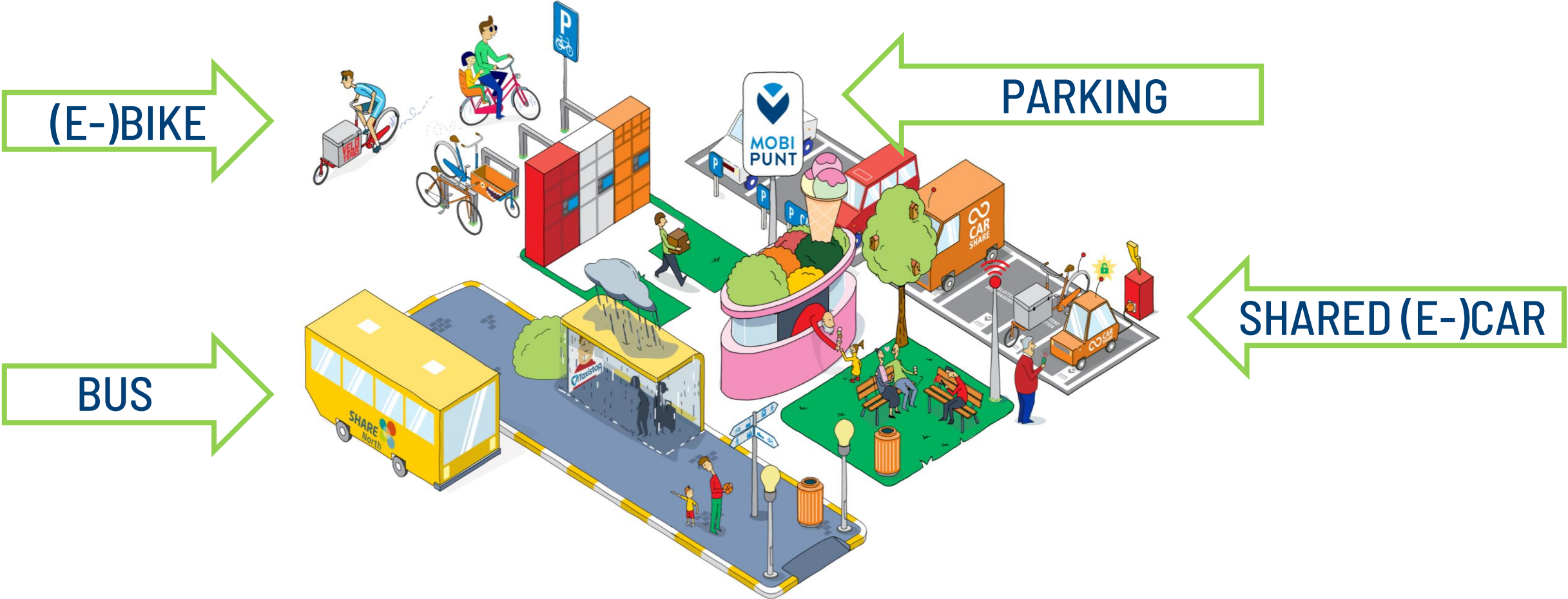
Beleidsvisie Mobipunten, 2019

TYPOLOGIE



Source: Vlaamse Beleidsvisie Mobipunten

Sustainable transport options...

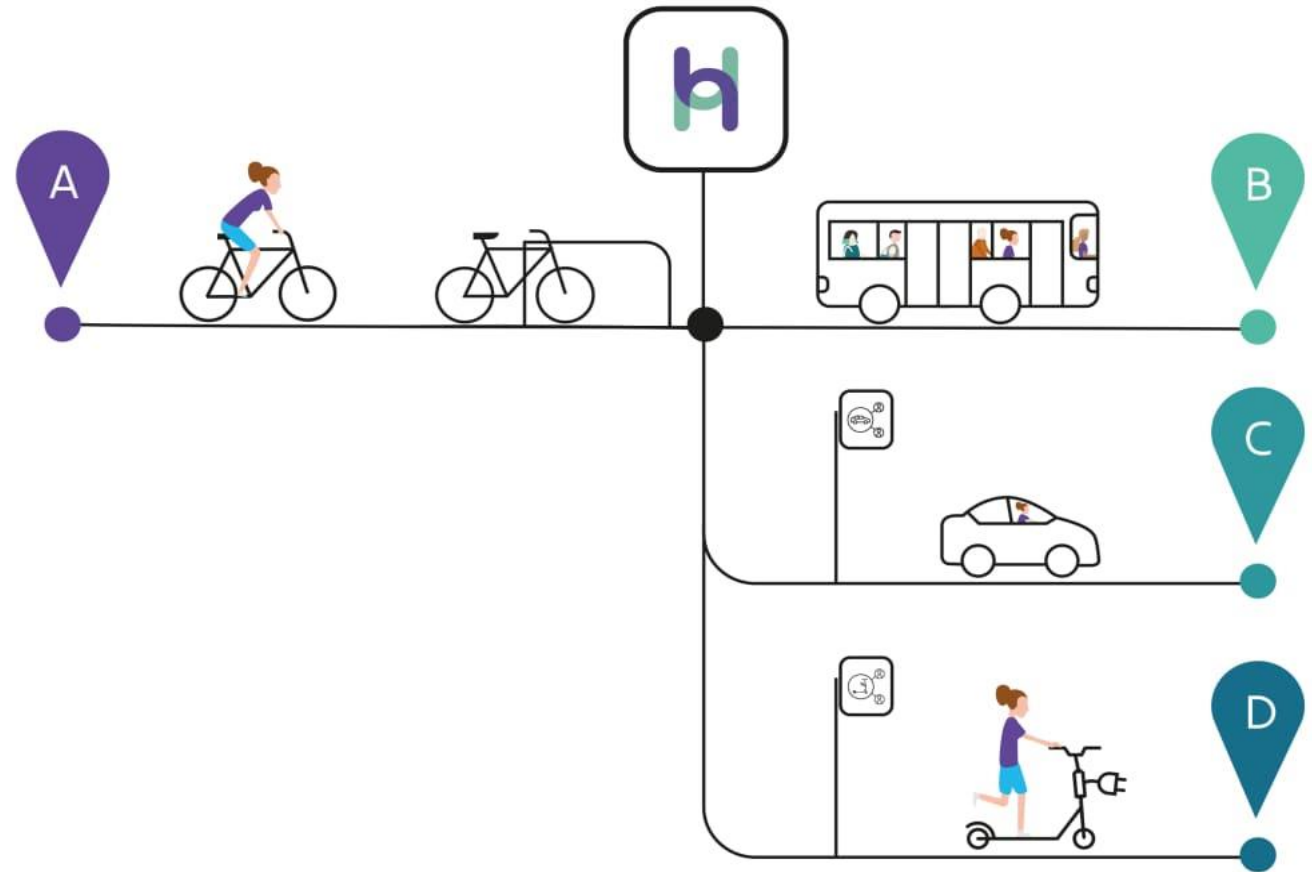


Source: Mobipunt vzw

From ambition...

Flemish policy

Connection of public transport & shared mobility



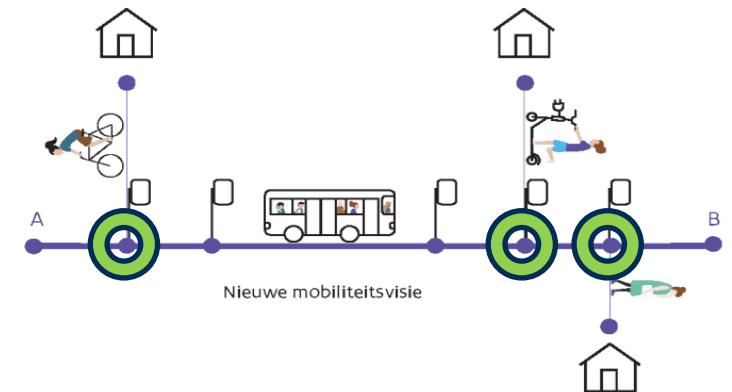
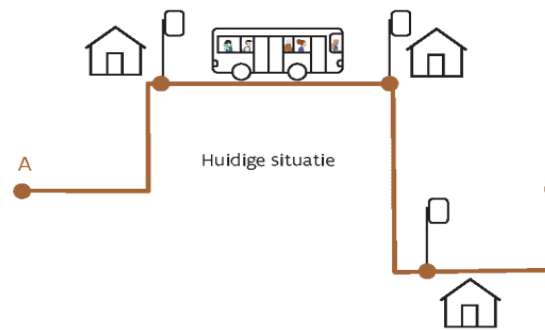
Flemish policy

First hubs in Flanders: pilot cases and projects

2019: new Flemish vision on public transport

- From a supply based system to a demand driven system
- Combining different transport modes (active, public, shared)
- Switch at mobility hubs

Branding: **Hoppin** (2020)

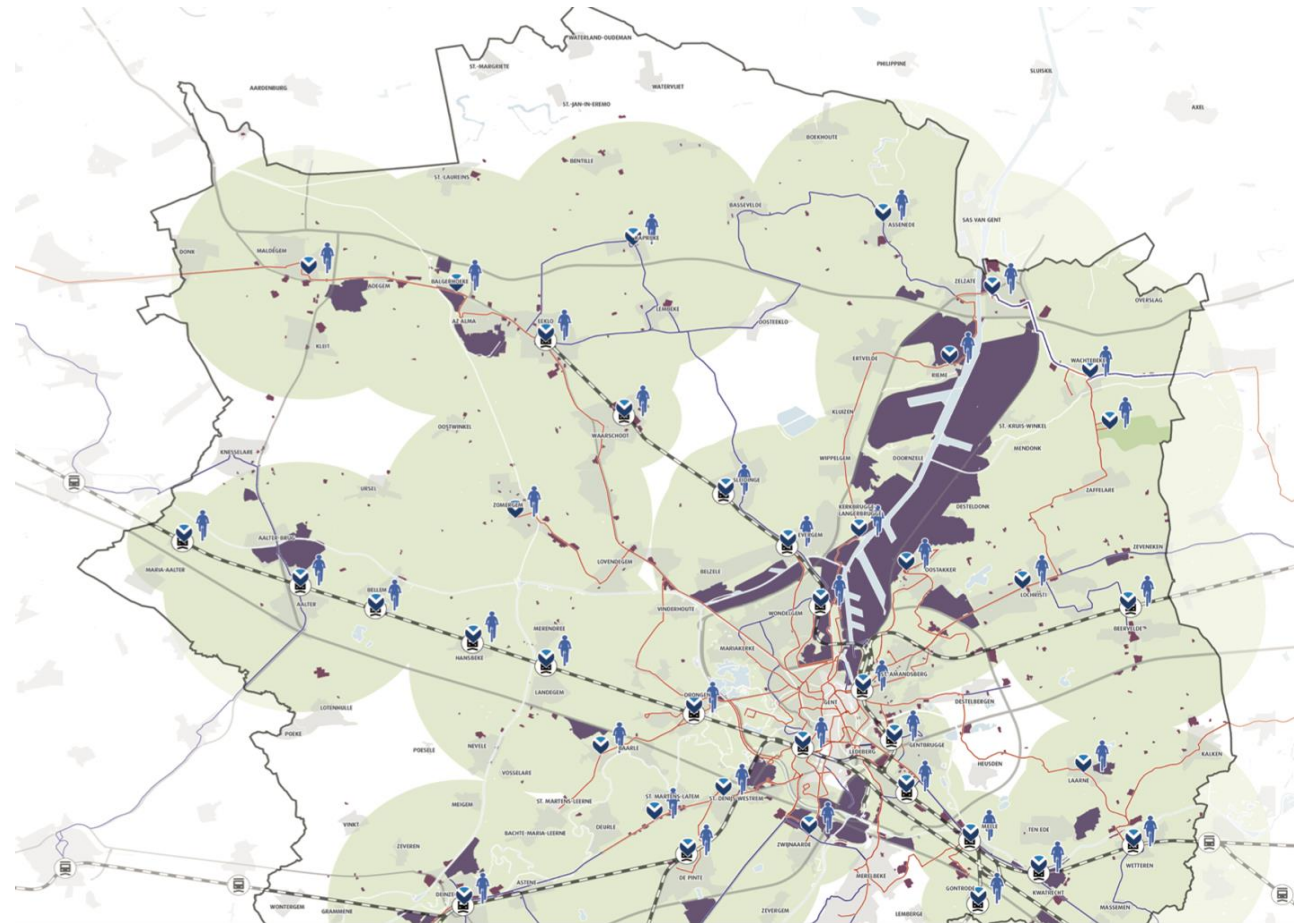


Source: vlaanderen.be

A network of hubs – regional covering

Different types of hubs
with different functions

	Verstedelijk	Randstedelijk	Landelijk	Bedrijventerrein	Bezoekerspool
Interregionaal	1A	1B			
Regionaal	2A	2B	2C	2D	2E
Lokaal	3A	3B	3C	3D	3E
Buurt	4A	4B	4C		

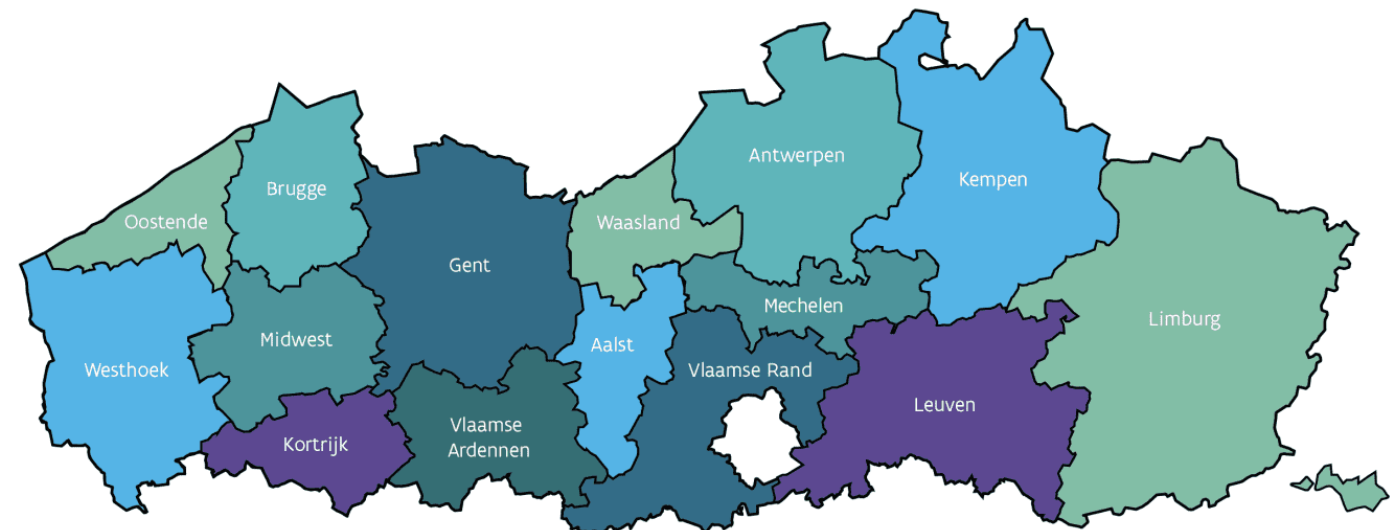


Source: Transport Region Ghent

Network of hubs

The transport region council takes the directing role for the (inter)regional hubs, the local government for the local and neighbourhood hubs.

Beleidsvisie Mobipunten, 2019



Source: vlaanderen.be

... to realisation



Source: Infopunt Publieke Ruimte

Hoppin: regulation

- Parking spaces for people with disabilities if parking spaces are needed
- Bicycle parking with **space for oversized bicycles**
- Information carriers that can be used by all users, with or without visual impairment
- Infrastructure to enable data exchange
- **Accessible** to everyone independently
- Comply with the design rules in the design guide



Source: Mobipunt vzw

Governmental structures

Regulation



Public transport operators (national, Flemish)



Hoppin (callcenter, app ...)



Implementation



Regional roads



Obstacles

- Complexity of policy structures & interdependency
 - Demand driven public transport not fully developed
 - Municipalities waiting for decisions from higher level → slowing innovation
 - Additional task during current legislative term
 - Reallocation of or additional budget
 - Limited capacity in municipalities
 - Lack of time, budget, staff, expertise, ...
- Impact on timing, implementation and quality

Opportunities

- Ambition
 - Strong vision, a network to accelerate a modal shift
 - Support (subsidies 25k – 250k / hub)
 - Climate action plans
 - switch to sustainable mobility made easier & visible (branding!)
- All municipalities have the same task: role for inter-municipal organisations (e.g. through joint procurement at the right level)

Lessons learned – questions to ask

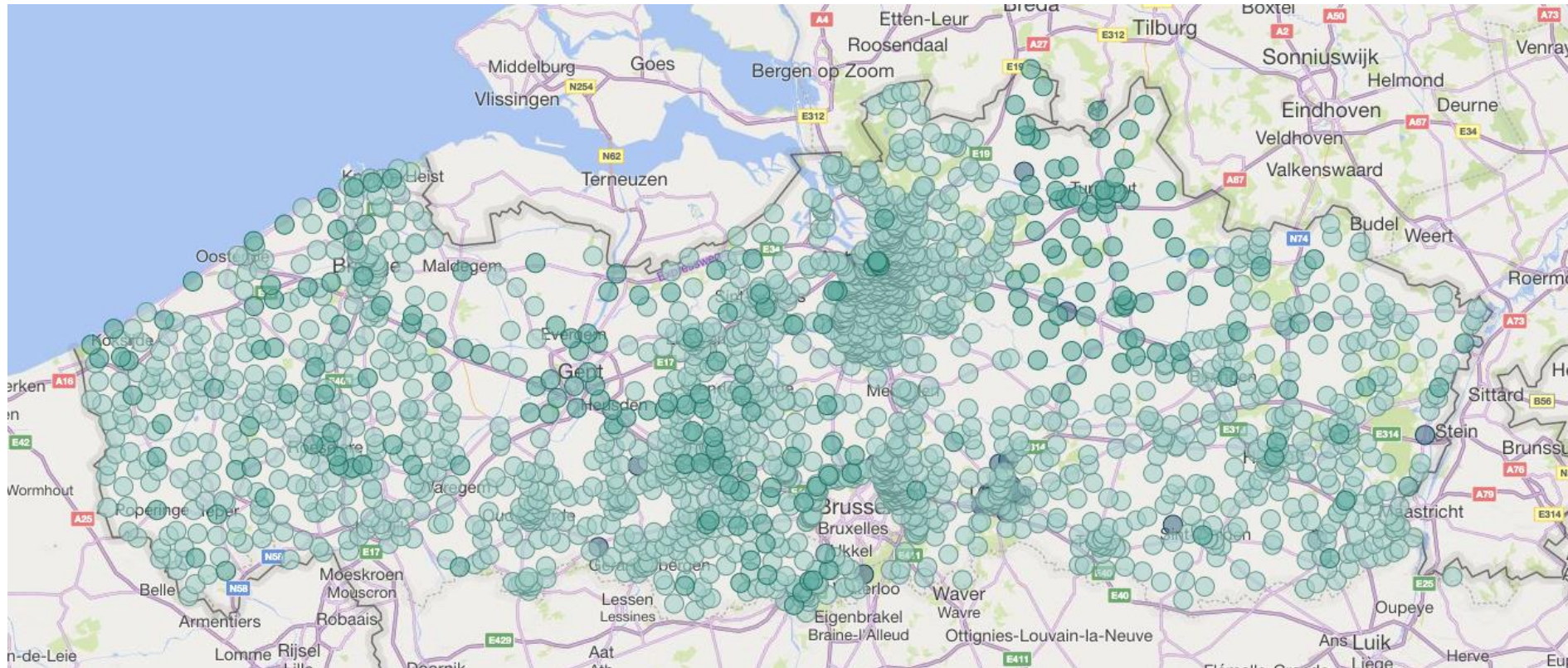
- Is this the right policy level?
 - Yes: network, branding
 - Maybe not: shared mobility on a large scale?
 - Why wait?
 - Start with developing the environment,
make it accessible & attractive
 - Create an offer of shared mobility
 - Start up co-creation with citizens:
what does the neighbourhood need? (bottom-up)
- Do not lose sight of the ultimate objective & vision
- Dare to take the risk?



Source: Mobipunt vzw

Conclusions

- Ambition: +1800 hubs in Flanders are mapped



Source: Flemish Government (dmow)

Conclusions

- Ambition: +1800 ehubs in Flanders are mapped
- Realisation: today +/- 60 realised hubs (Hoppinpunten)
- 5 years in the proces, still at the beginning of the proces
- Potentially big impact, if 300 municipalities take action

Our message:

“Hubs are a **means**, a modal shift towards a more sustainable transport is the **end goal**.”

Questions?

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