

40 eHUBs in Leuven: Insights and the way forward





1. Context

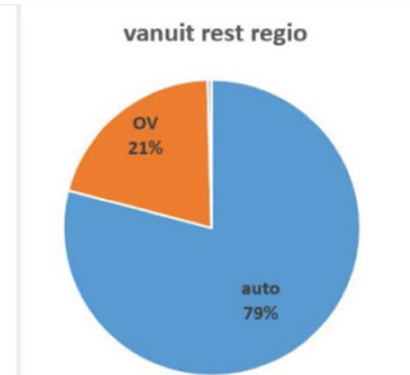
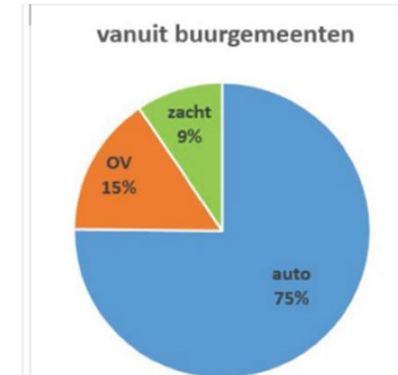
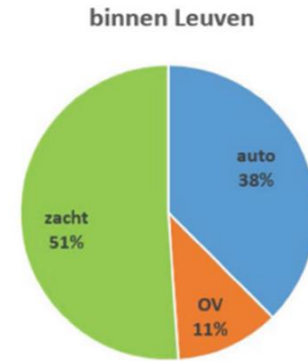
- 20 km east of Brussels
- 102.000 inhabitants
- 70.000 students
- Fast growing city in Belgium
- Pol: Employment – education – health care – tourism
- Climate neutral by 2030

**NET
ZERO
CITIES**

EU MISSION PLATFORM
CLIMATE NEUTRAL AND SMART CITIES

2. Challenge

Modal split



Ambitie 2030



AUTO
-20%



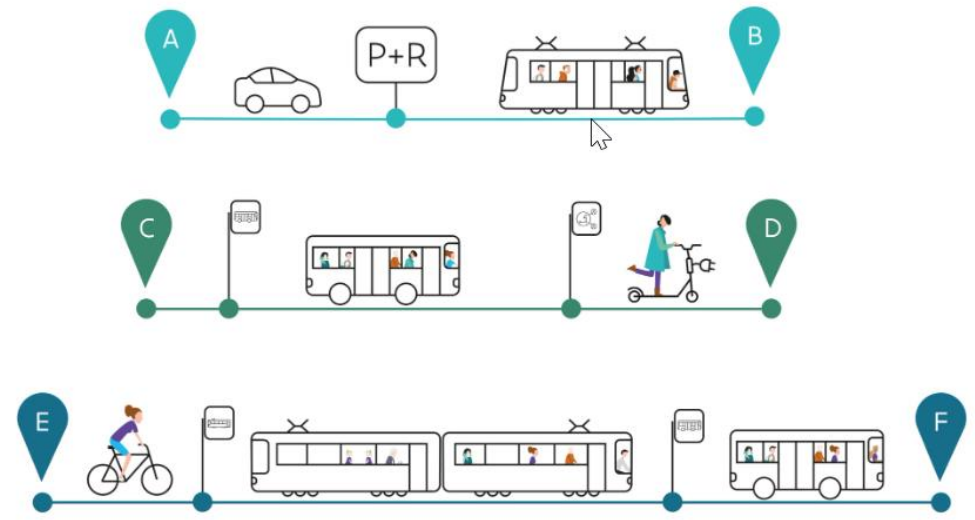
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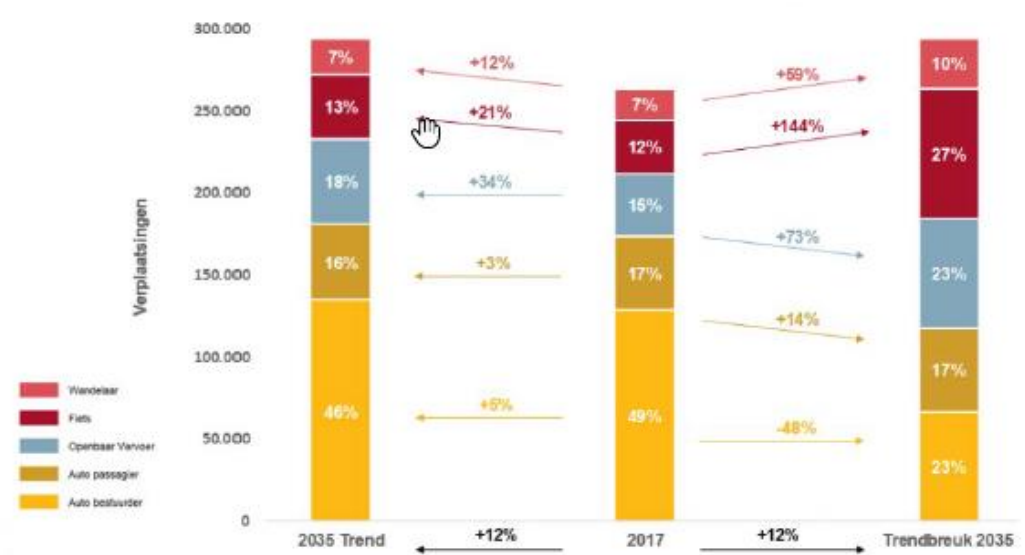
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3. Policy

Five ambitions for sustainable mobility

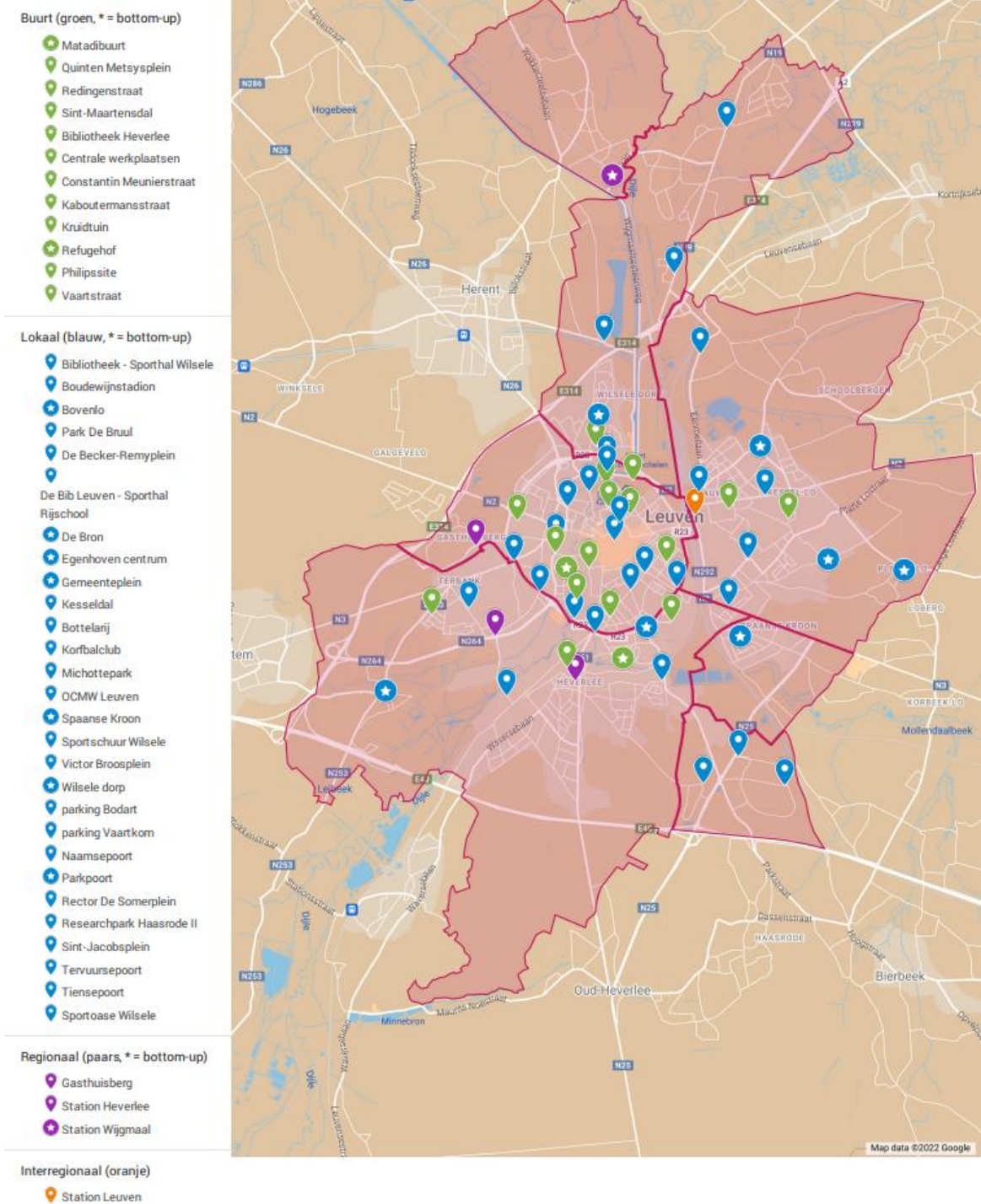


Prognose van verplaatsingen van/naar en binnen Leuven (#trips)
Trendbreukscenario 2035 met 40% autoverplaatsingen

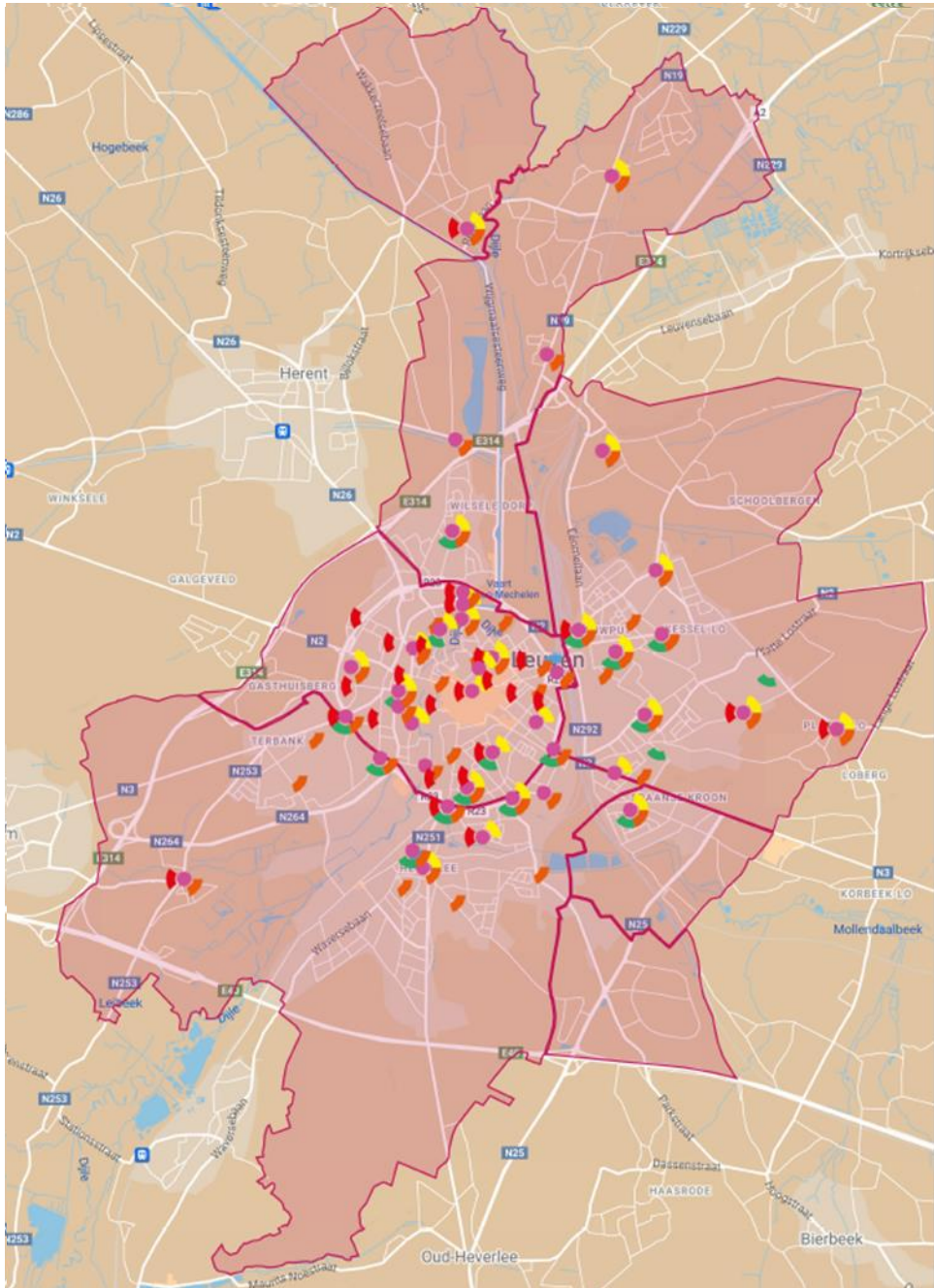


4. Mobility hubs as strategy

Approaches



- 43 +1 HUBS (38+1 eHUBS)
- Target groups:
 - ◆ Citizens
 - ◆ Commuters
 - ◆ Visitors
- Network logic – multimodal trips
 - ◆ Top-down
 - ◆ Connection with PT: train and/or bus
 - ◆ Types: **Interregional** – **regional** – **local**
- Neighbourhood logic – monomodal trips
 - ◆ Bottom-up (*)
 - ◆ Types: **Neighbourhood**



5. Offer

Mobility and extra services

- 44 hubs
- Transport modi
 - ◆ PT: bus and train + shared bikes: 139 (+48) blue-bikes
 - ◆ Shared e-cargobikes: 30 + 1 Cargoroos (31 stations)
 - ◆ Shared e-cars: 24 (cambio + partago)
 - ◆ Shared cars: 130 (cambio)
 - ◆ (Shared e-bikes) [40 Urbees (5+1 stations, 2 with charging infrastructure) (till 30/6/22)]
 - ◆ [60 P2P cars + 1 P2P e-cargo bike]
- Additional services:
 - ◆ Charging infrastructure
 - ◆ Parcel lockers
 - ◆ Buggy's
 - ◆ Lockers, bike repair tools

6. Look and feel

Heverlee Station: train, bus, bikes, e-bikes, e-cargo bike and cars



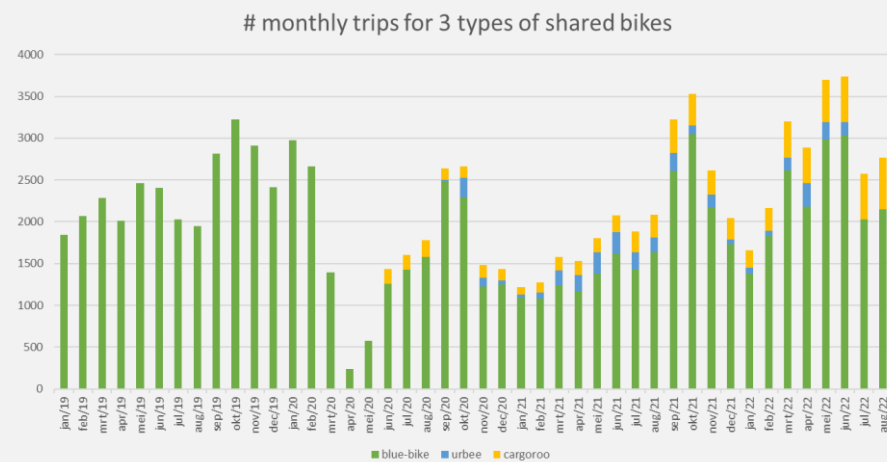
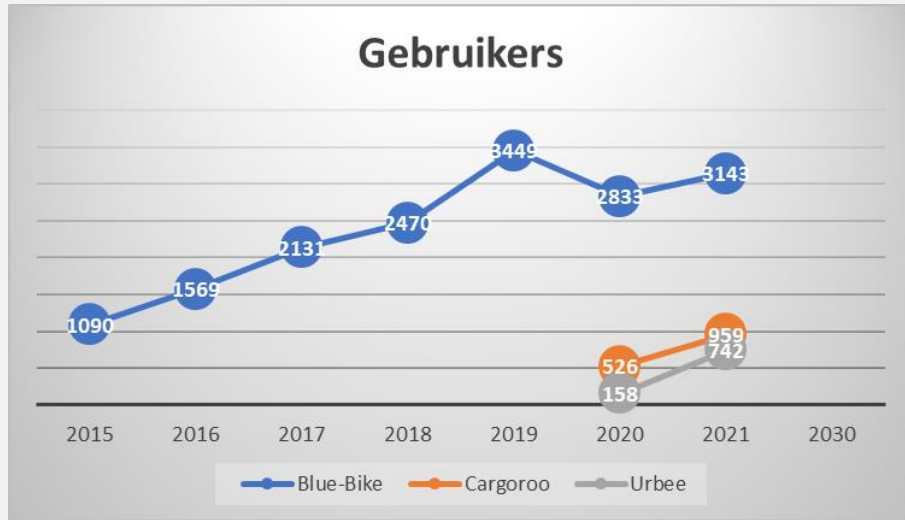
7. Usage

Status on 1/11/2022

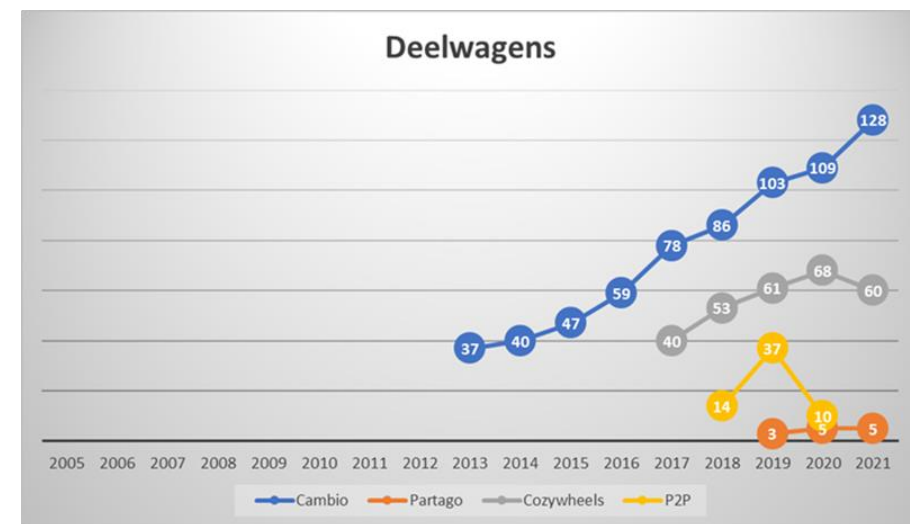
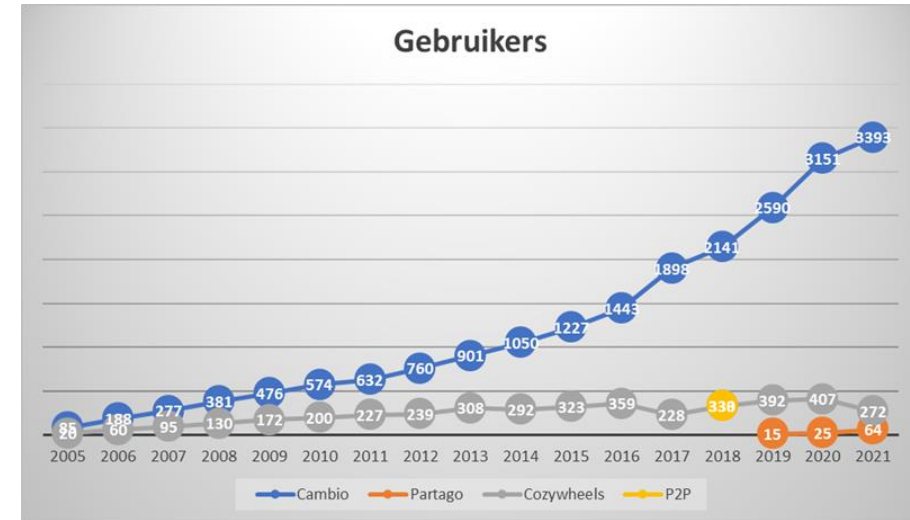
| Mobility provider | Fleet size | Rides per vehicle per day | # users |
|-------------------|------------|---------------------------|---------------|
| Cargoroo | 31 | 0,53 (09/21-08/22) | 1.885 (08/22) |
| Cambio | 150 | 1,25 | 3.812 |
| Partago | 5 | 0,52 (2021) | 64 (2021) |
| Blue-bike | 139 | 0,6 | 4.304 |

7. Usage

Shared bikes

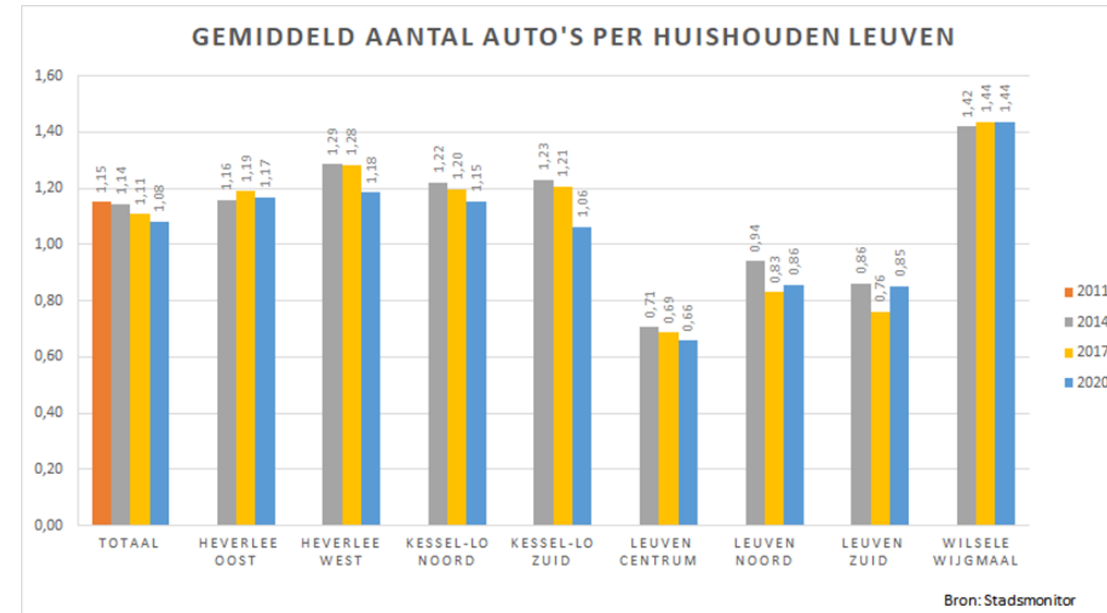


Shared cars



8. Best practices

- A strong, clear and flexible **vision** regarding mobility is key to the success of getting started with eHUBS
- Reflect about the specific **target groups** you are aiming at on the short, medium, and long term
- Define well your **role** as local government and the role of the other stakeholders and make sure you are clear about it to the citizens.
- Engage the relevant **internal and external stakeholders** from the start.
- **Involve the citizens** in the planning of the eHUBS if the roll-out of the eHUBS is not so urgent, because this implies a better uptake.
- Consider well the **preconditions** in order of effective implementation, such as power supply.
- Be realistic in the **business model** of shared mobility and foresee a subsidy
- Focus on the **visibility** and on the **first use** of the eHUBS to promote the uptake of the eHUBS.

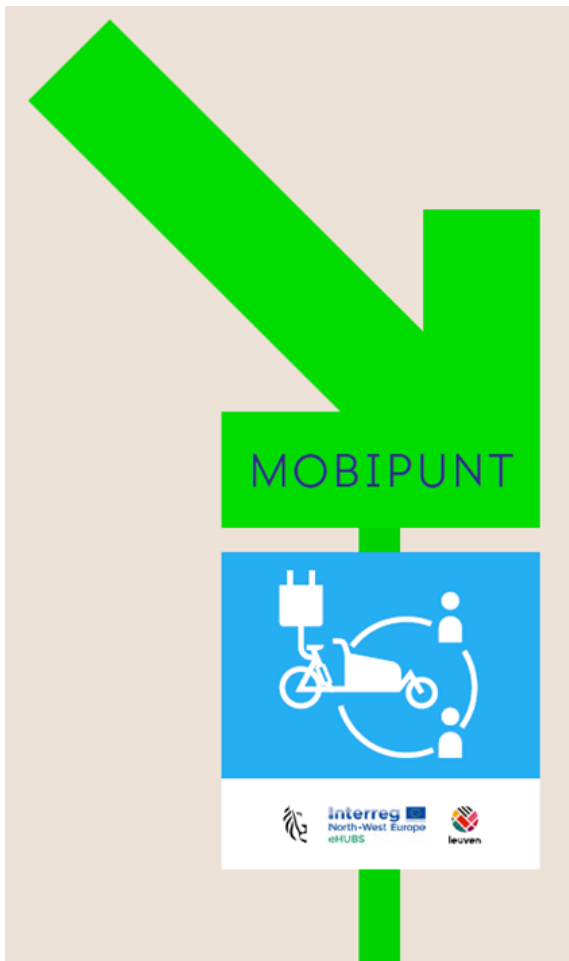


Focus on cargo-bikes: For surely 36% of respondents, **car trips are replaced** by e-cargo bike trips. (survey July 2022)



9. Challenges

- To increase uptake
- More and better offer
 - ◆ EVs – testing smart subsidy scheme → transition
 - ◆ E-cargo bikes – testing smart subsidy scheme → transition
 - ◆ E-bikes – testing in PPP
 - ◆ More eHUBS on the longer term
- More demand
 - ◆ Nudging
 - ▶ Look-and-feel of eHUBS → visibility
 - ▶ Nudging interventions/communication campaign
 - ▶ Incentives
 - ◆ MaaS
 - ◆ Specific target groups
 - ▶ inclusiveness (vs transport poverty)
 - ◆ Mixed user groups (efficiency increase): enterprises + citizens + commuters/visitors
- Policy
 - ◆ More data → evidence-based policies
 - ◆ More integration (e-mobility, shared and multi-modal mobility, urban logistics, smart city, public works)





Thanks!

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