



Mobility Hubs as a Regulative Instrument?

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4G. More multimodal moves? The potential of mobility hubs

Presenting: Julia Hansel



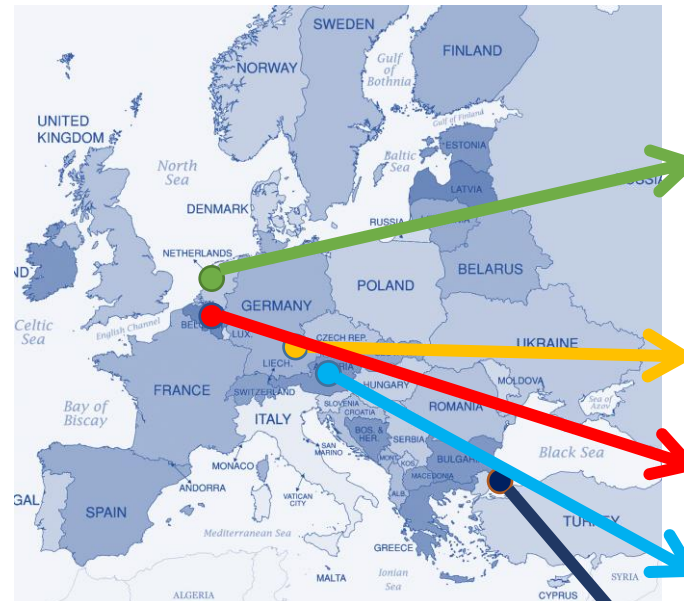
Content

1. SmartHubs Project
2. Research on Governance of Mobility Hubs
3. Methodology and Cases
4. Theoretical Framework
5. Empirics from Munich
6. Conclusion

SmartHubs Project

Overall aim

to examine if a co-creation process in the development of mobility hubs (involving users, governments and businesses) can enable mobility hubs to act as a game changer towards inclusive, sustainable urban mobility and accessibility in European cities (05/2021 – 04/2024)



Living Labs and Associate partners

- **Rotterdam-The Hague (NLD):** Gemeente Rotterdam, Gemeente Den Haag, MRDH, HTM, RET, NS Stations, CROW
- **Munich (GER):** Munich PT (MVG), City of Munich, UPS
- **Brussels (BEL):** Anderlecht, Brussels mobility
- **Vienna (AUT):** Fed. Govt. Lower Austria, ITS Vienna region, Aspernmobil LAB, Mobility Lab Graz, Stadt Umland Management Wien, 3420AG
- **Istanbul (TUR):** Istanbul Metropolitan Municipality

UNIVERSITY OF TWENTE.



Governance Frameworks of Mobility Hubs

Mobility hubs from a political science perspective:
no hubs without governance

Research question: How does the governance framework influence the implementation and operation of mobility hubs?

In which way do cities use mobility hubs as regulative instruments?

Mobility hub (minimal requirements):
“is a physical location where different shared transport options are offered at permanent, dedicated and well-visible locations and public or collective transport is available at walking distance”
(Geurs et al. 2022)

Methodology and Cases

Empirical Data

- 29 semi-structured expert interviews
- 15 Policy documents (i.a. SUMP)

Method

- Qualitative content analysis with MAXQDA
- First order code system, additional inductive codes

Vienna,
Bruno-Marek-Allee



Anderlecht (Brussels),
Place du Conseil



The Hague,
Haagse Markt



Munich,
TUM Campus



Source:

Anderlecht, Conseil & The Hague, Haagse Markt: Google Maps / Street View (13.05.2022)

Munich, TUM Campus & Vienna, Bruno-Marek-Allee, ODP SmartHubs Project

https://data.smartmobilityhubs.eu/wiki/Main_Page (13.05.2022)

Theoretical Framework

International and national mobility politics as a multi-level, -actor and -sector governance field (Tschoerner 2016, Sack 2014, Marsden and Reardon 2018)

Understand governance of mobility hubs as policy arrangements

Policy Arrangements: “the temporary stabilisation of the content and organisation of a particular policy domain at a certain policy level or over several policy levels -- in case of multi-level governance” (own emphasis, Leroy and Arts 2006)

→ own analytical framework in combination with additional literature

Policy instruments: “techniques of governance that, one way or another, involve the utilization of state authority or its conscious limitation” (Howlett 2005 cited from Paulsson and Hedegaard Sørensen 2020)

Overview Munich

City of Munich, Capital of the federal state of Bavaria

Goal: Climate neutrality by 2035

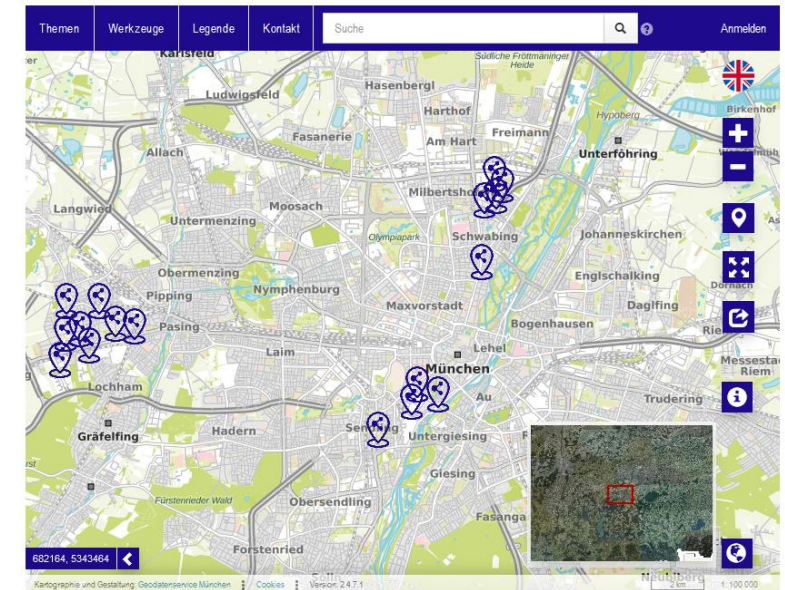
Goal mobility hubs: 200 hubs by 2026

‘Mobilitätsstationen’

- Currently 17 stations (online)
- Our case study: temporary mobility hub nearby TUM Campus initiated by TUM



Telefon: 0 233-24718 Telefax: 0 233-669 24718	Mobilitätsreferat Strategie MOR-GB1.12
Mobilitätsstrategie 2035 Eintrag in die Teilstrategie Shared Mobility Etablierung von Mobilitätsstationen und Angebotsausweitung in München	
Produkt 43512300 Strategie, Bezirksmanagement und Projektentwicklung Produkt 43123000 Straßenverkehr Produkt 35123100 Ökonomie Produkt 35123110 Verkehrsüberwachung Produkt 32541100 Städtische Verkehrsflächen	
Änderung des MIP 2021 - 2025 Beschluss über die Finanzierung für die Jahre 2022-2026	
Carsharing-Angebote attraktiver gestalten und Anreize für die Anbieter schaffen St: Antrag Nr. 20-26 / A 02072 von Herrn SRF Manuel Pretzl vom 02.11.2021	
E-Scooter: MVG-Kooperationspartner zu mehr Rücksicht verpflichten Antrag Nr. 20-29 / A 01876 von Herrn SRF Fabian Ewald, Herrn SRF Jens Luther, Herrn SRF Andreas Barbor, Herrn SRF Hans Hammer vom 10.09.2021	
Rücksichtsloses Abstellen von Leih-E-Scootern und anderen Kleinstfahrzeugen ahnden Antrag Nr. 20-29 / A 01877 von Herrn SRF Fabian Ewald, Herrn SRF Jens Luther, Herrn SRF Andreas Barbor, Herrn SRF Hans Hammer vom 10.09.2021	
Zentrale Online-Meldemöglichkeit für falsch abgestellte Leih-E-Scooter und -Fahrräder Antrag Nr. 20-29 / A 01876 von Herrn SRF Fabian Ewald, Herrn SRF Jens Luther, Herrn SRF Andreas Barbor, Herrn SRF Hans Hammer vom 10.09.2021	
Auswirkungen des neuen Personenbeförderungsgesetzes auf das Mobilitätsangebot in München darstellen Antrag Nr. 20-25 / A 00944 der SPD/Voll - Fraktion Die Grünen - Rosa Liste vom 02.02.21	
Verkehrswende konsequent bürgernah gestalten II: Förderung von Shared Mobility durch Mobilitätsstationen Antrag Nr. 20-29 / A 00716 von der SPD / Voll - Fraktion, Fraktion Die Grünen - Rosa Liste vom 27.11.2020, eingegangen am 27.11.2020	
Massstände bei E-Scootern beseitigen Antrag Nr. 20-29 / A 00102 von Herrn SRF Anton Barbor vom 04.09.2020	



Source: <https://muenchenunterwegs.de/angebote/verkehrsmittel/sharing>

Munich, Mobilitätsstationen

Organization

Structural components & Policy Instruments

Institutionalization after first pilots, institutional changes

Intensive regional and inner-communal coordination

Mobility plan and shared mobility strategy include (regional) network of mobility hubs

+ aim: reducing 500 parking spaces per year

Survey on potential regulation of shared micro-mobility

“In order to further increase the use of vehicles as a "last mile feeder" to PT, it would be desirable to further promote corresponding connection points at PT stops with parking areas for micro-mobility”
(own translation, team red, 13)

Munich, Mobilitätsstationen

“[...] and that through mobility points the street scene is simply more organized and thus traffic safety is then higher” (own translation, Munich Interview 1)

“The problem is [...] that people don't dare to ban things. So that's the problem, everyone always wants to create a lot of offers and [...] get people to do it voluntarily, but these push measures, nobody really dares. Because that is not very well appreciated” (own translation, Munich Interview 4).

Content

Normative drivers & Discursive negotiations

Self-perception of city administration as an enabler for private companies

‘Efficiency of space’ (“Flächeneffizienz”)

Increase traffic safety and order in public space

Conflict over priorities & public space:

- Conflict and debates on principles are being avoided
- Lack of courage for unpopular decisions

Conclusion

Summary from Munich:

- Comprehensive strategy (including human and financial resources)
- Organisational dimension of policy arrangement highly fragmented → producing vetoing or hindering players
- Experts' critique: implementation too slow & only focussing on additional mobility options (pull measures)
- Public space highly contested → Plan to convert parking spots into mobility hubs, but conflictive implementation

Lessons learned

- Install working groups/institutions with decision-making authority
- Create comprehensive mobility strategy: strengthen environmental alliance (walking, cycling & PT), redistribute public space & limit (car) privileges
- Need to overcome 'taboos' or 'don't dare's' → conflict that is unavoidable?
- Address fears by creating alternatives and emphasizing advantages (quality of stay, traffic safety, healthier environment, modal shift ...)

→ Thus, mobility hubs can be used as regulatory instruments combining push and pull measures and making hard changes in the urban infrastructure

Thank you!



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