

What, how, where? A vision on hubs for Rotterdam



1 December 2022



City of
Rotterdam

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Forming a vision

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The need for a vision

Reason

- SUMP (2020): hubs as means for the mobility transition
- Area development: how to include hubs?
- Questions from designers: can we set up a hub?

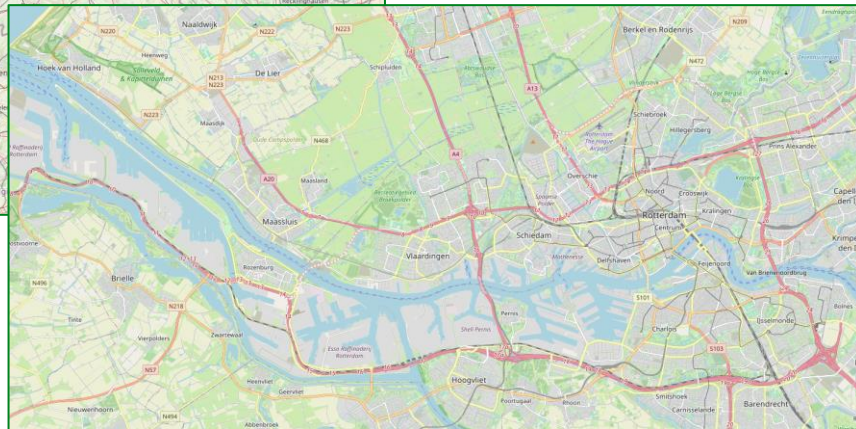
Questions

- Definition of a mobility hub
- What goals should it serve?
- What types of hubs?
- How many hubs in the ideal situation?
- Who's in charge and who pays for them?
- Any accompanying measures?
- How to set up a hub? Guide for help

Support: Rebel and PosadMaxwan helped us to create this vision

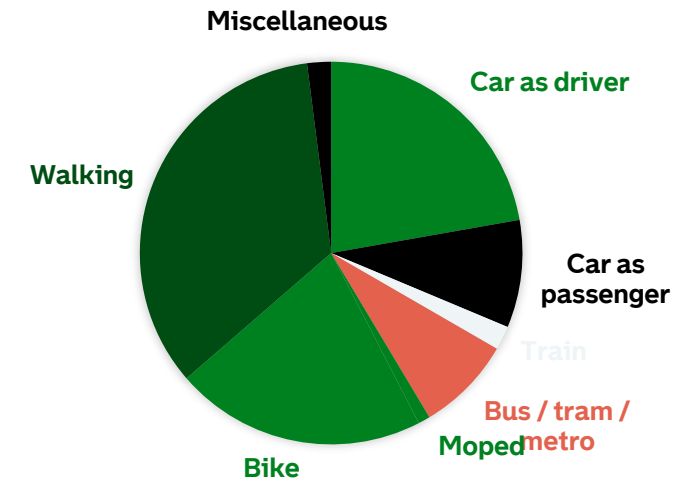


About Rotterdam



- 650.000 inhabitants; second largest city in NL
- Private car as per household: 0,7
- 6.500 shared bikes, mopeds and cargo bikes
- 1.100 shared cars

MODAL SPLIT



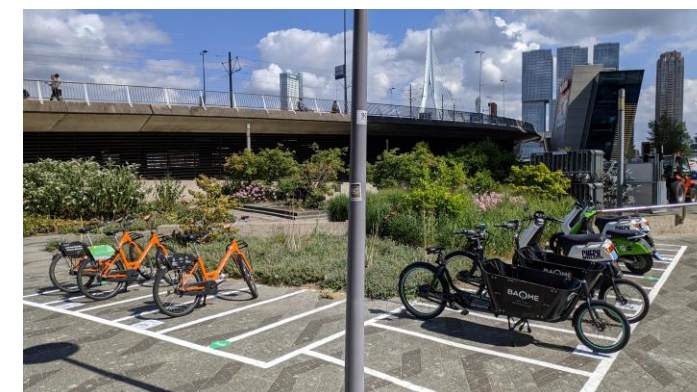
We agreed upon a definition and defined goals

Definition

A mobility hub is physical place where one can find various modes of transport, among which public transport (but not per definition), and among which at least one form of shared mobility. The supply of shared mobility and (in time) public transport are emission free. The hub is an answer to the mobility question of both inhabitants and visitors and functions as a starting point, endpoint and transfer point. Apart from other mobility facilities it's possible to find other facilities for inhabitants and visitors as well at a mobility hub.



No, not a hub

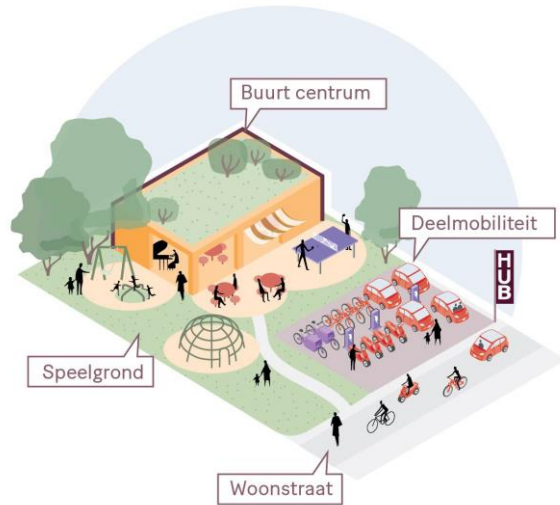


Yes, a hub!

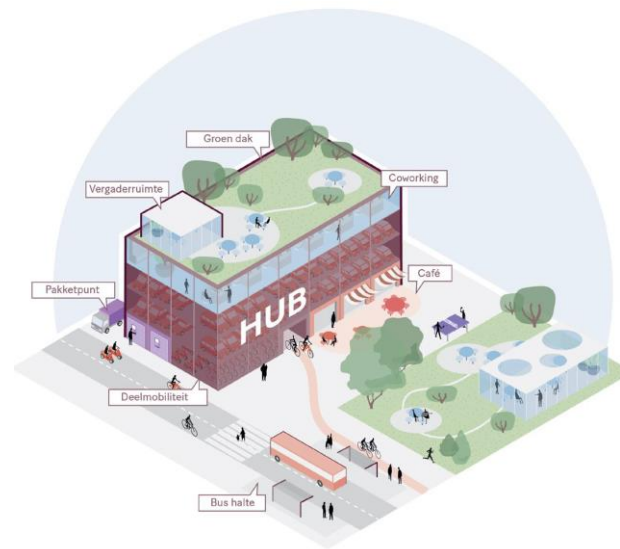
Goals

1. Realise the mobility transition
2. Decrease transport poverty
3. Improve spatial quality
4. Contribute to the energy transition
5. Improve spots where there is insufficient public transport

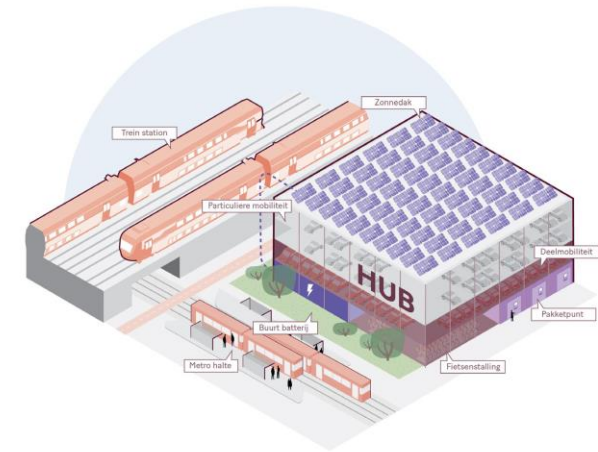
We see 5 types of hubs



- Micro/medium hub (neighbourhood)



- Large hub (quarter)

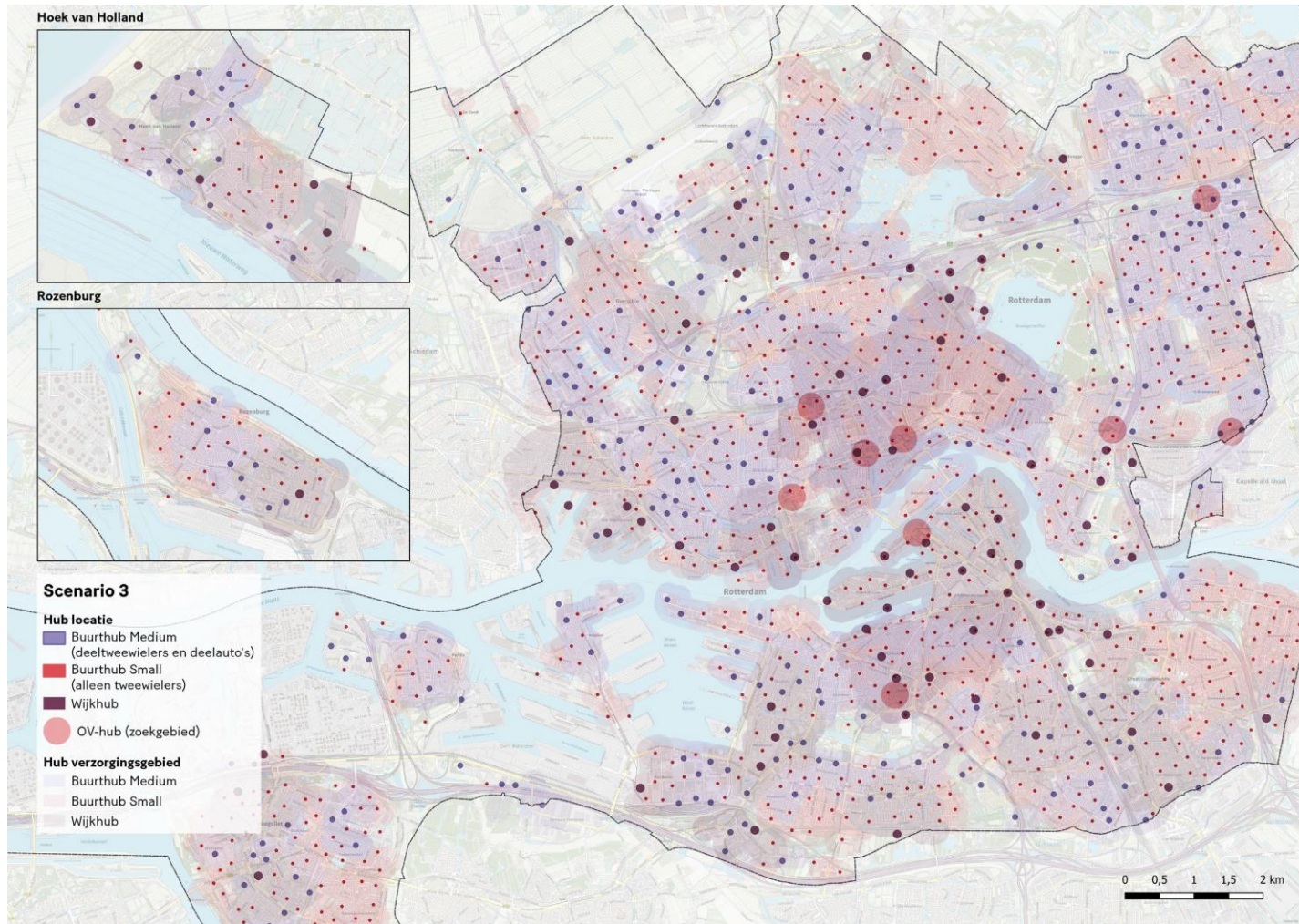


- Public transport hub

And:

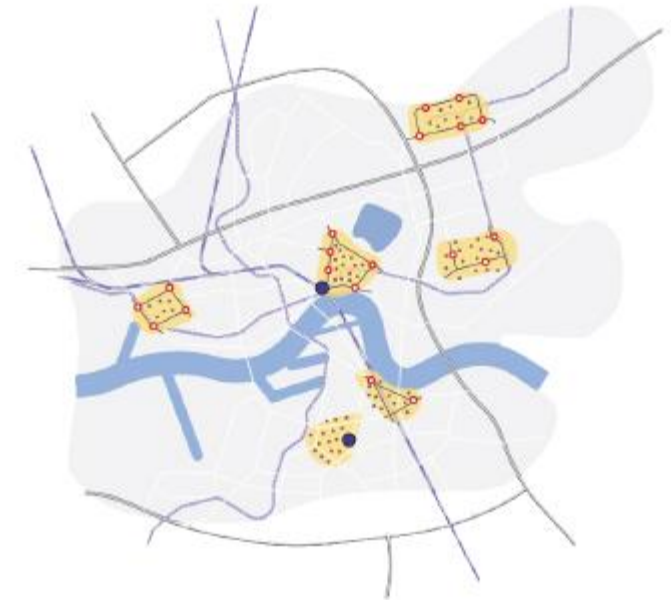
- private hub
- regional hub

We *may* end up having 1500 hubs in Rotterdam



Optional final situation

Starting point: bunches of hubs



Governance and finance: city involvement is needed

- Large hubs are required to make the network of hubs a success
- There is not yet a solid business case for large hubs
- City involvement is needed, but not yet clear how to do so

	micro/ medium hub	Large hub	PT hub
Facilitate	n.a.	n.a.	n.a.
Set up framework	Neighbourhood initiative	n.a.	All
Develop	Those seen as necessary	All	n.a.

Possibilities for influence and control. Blue = not applicable



Accompanying measures are a condition to make hubs work

- Participation and communication to ensure support and use
- Low parking ratio, no free parking in the neighbourhood
- Enough gridcapacity
- Pricing: reductions for inhabitants with low income
-



Hoe ervaar je de bereikbaarheid van het Scheepsvaartkwartier tijdens de werkzaamheden aan de trambaan?

Heel erg slecht

Slecht

Niet slecht/ niet goed

Goed

Wat vind je het grootste voordeel van de hubs?

Een opgeruimd straatbeeld

Het verminderen van files

Een betere bereikbaarheid van de wijk

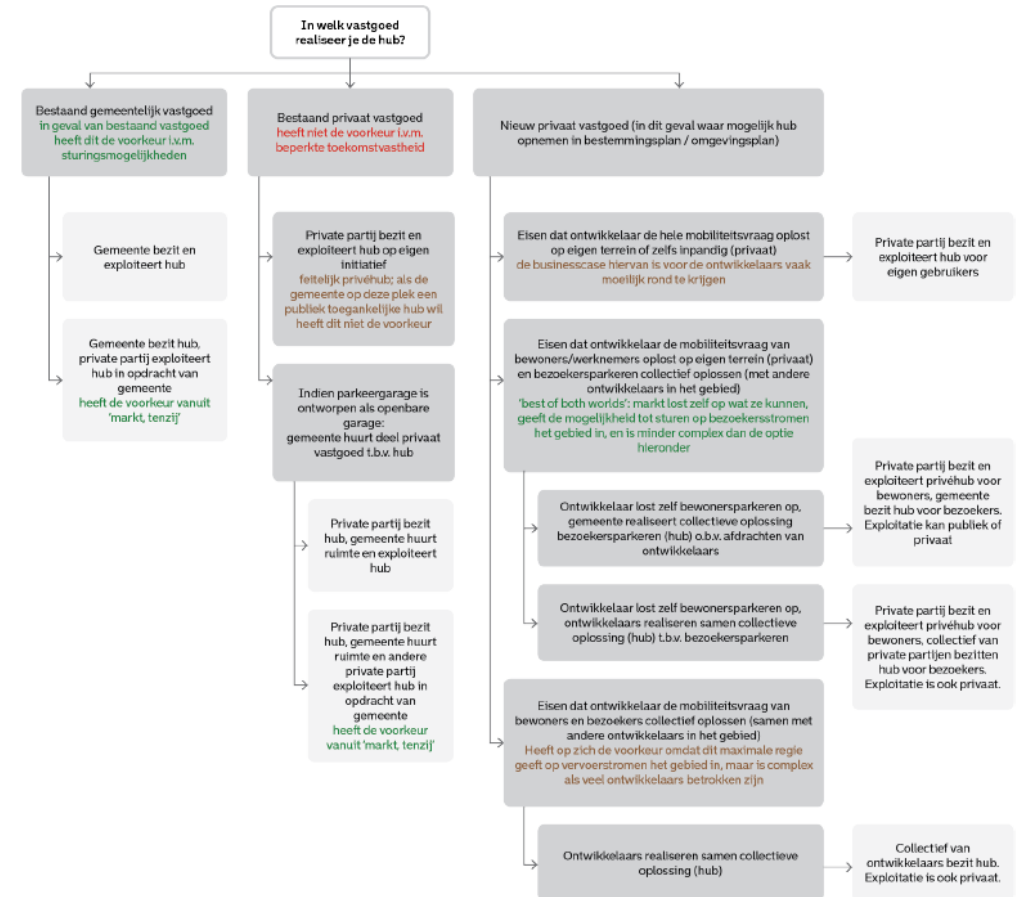
Ik ervaar er geen voordeel van

Anders, namelijk

qfreeaccountssjc1.az1.qualtrics.com

A guide was written to help colleagues to set up hubs

- Checklist at the start: is a hub a good idea?
- Workpackages to go through
- Can be used with limited involvement of hub team



Have we made any progress?

- | | | | |
|----------------------------------|-----------|-------------------------------------|-----------|
| 1. Elections and new coalition | 14 | 4. Support for micro & medium hubs! | 17 |
| 2. Nuisance from roadworks.. | 15 | | 18 |
| 3. Nuisance from shared mopeds.. | 16 | | |

Elections and a new administration

- Vision ready in **April**; elections in March, new coalition in June, first meeting with the alderman **August 29**
- A new, different coalition with different priorities from the latter
- More focus on accessibility, and improving the current situation for the people of Rotterdam
- Although the new coalition has different priorities, the hubs still fit in this perspective



2021: success from experiments with micro hubs during roadworks...

- Hubs provided first/last mile transport to metro and tramway, and an alternative for destinations that were difficult to reach by car
- 111 trips a day on average for 4 hubs
- 50% says shared mobility is a good alternative for the car

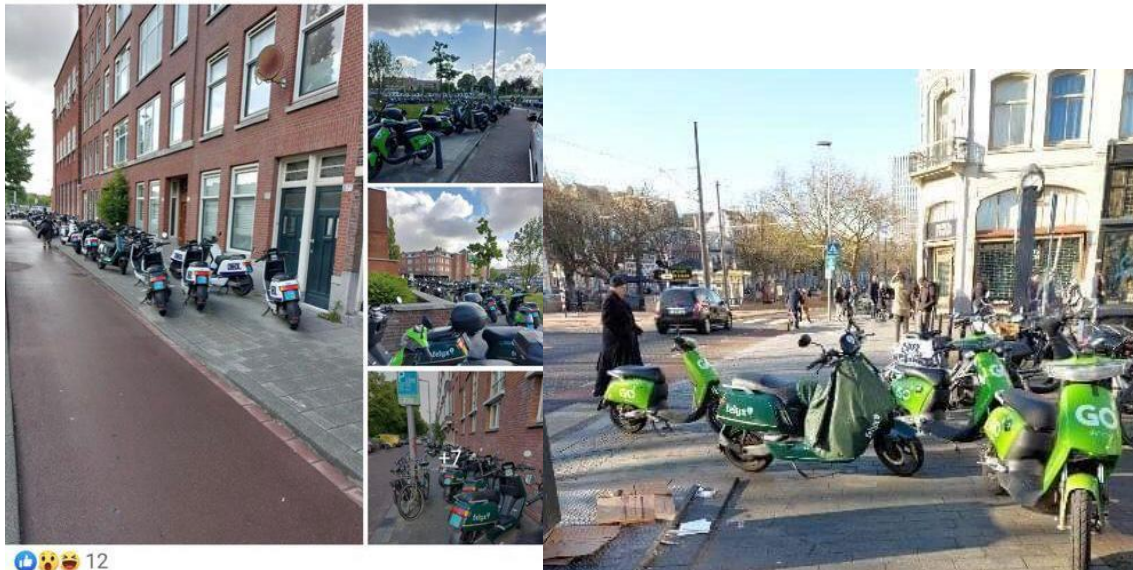


.. Led to new temporary hubs that were again appreciated

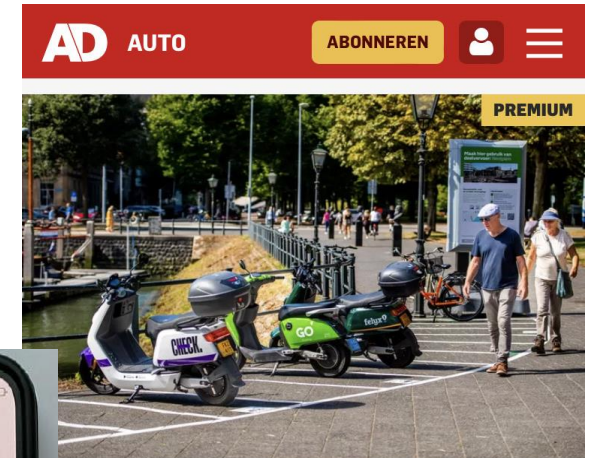
- Nuisance of shared mopeds is a big issue
- Hubs help to get them ordered
- Hubs are appreciated by the people of Rotterdam



Toffler Festival Roel Langerakpark.
Niemand zal iemand een feest ontzeggen maar dit is
waanzin !
Echt waanzin !!



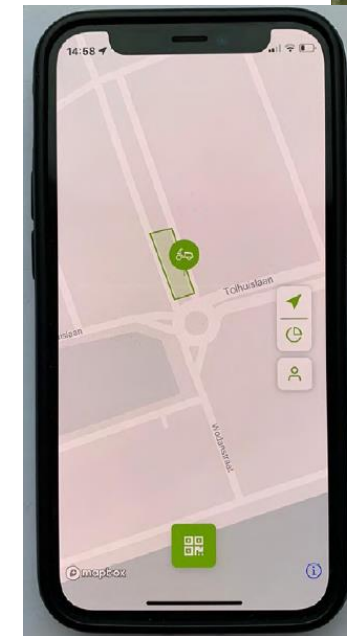
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In het Rotterdamse Scheepvaartkwartier staan de huurscooters en -fietsen nu netjes in vakken, zoals hier bij de Veerhaven. Om parkeeroverlast van deelfervoer tegen te gaan, komen er meer vaste plekken in Rotterdam. © Frank de Roo

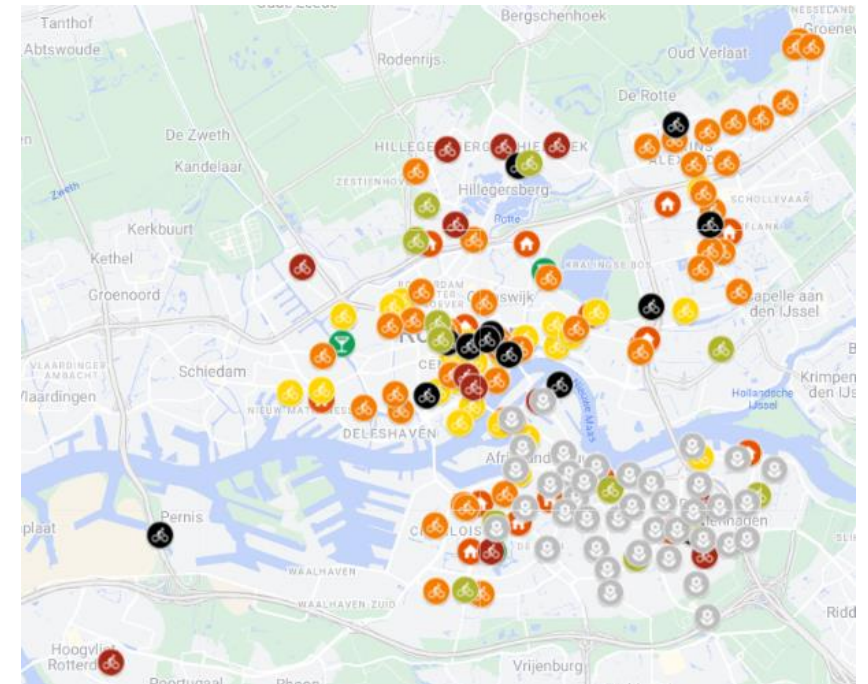
Het kan dus wél: huurscooter niet dwars op stoep, maar netjes in het vak

liet overal schots en scheef op de stoep, maar netjes naast elkaar in parkeervakken. In het Rotterdamse



Support expected for roll out of ca. 70 micro/medium hubs

- Started in 2022, to be finished in 2024
- Multiple hubs in the South because of huge roadworks
- Cofinanced as part of national project
- In line with new 'national' design



How micro/medium hubs may be spread over Rotterdam

We make progress, though not in the way expected



An aerial photograph of Rotterdam, Netherlands, taken during a vibrant sunset. The sky is filled with warm, orange and yellow clouds, with the sun low on the horizon. The city's skyline is visible, featuring a mix of modern high-rise buildings and traditional European architecture. In the foreground, there are several multi-story brick buildings with dark roofs and white window frames. The word "Rotterdam." is written in a large, bold, white sans-serif font across the center of the image.

Rotterdam.

Thank you for your attention.

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Rotterdam