

# Cash-back system for kick-starting new mobility services with a high service level

Hilke Evenepoel, city of Leuven  
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**Interreg  
North Sea**

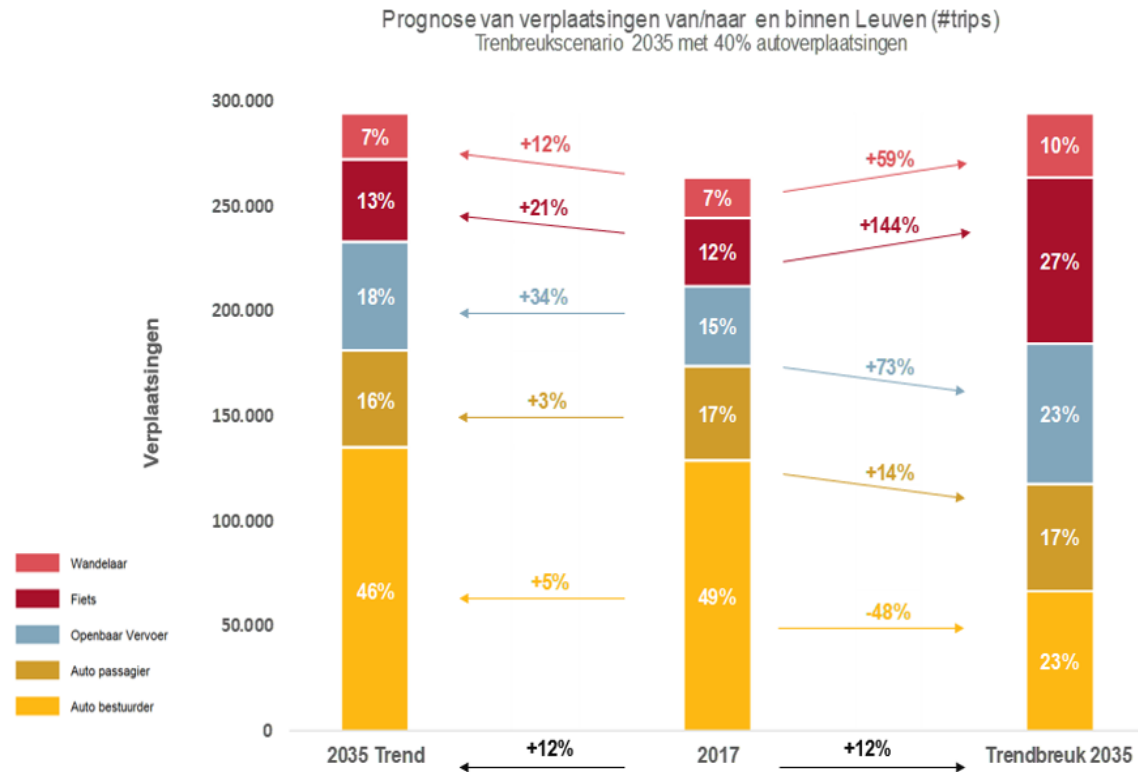


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ShareDiMobiHub



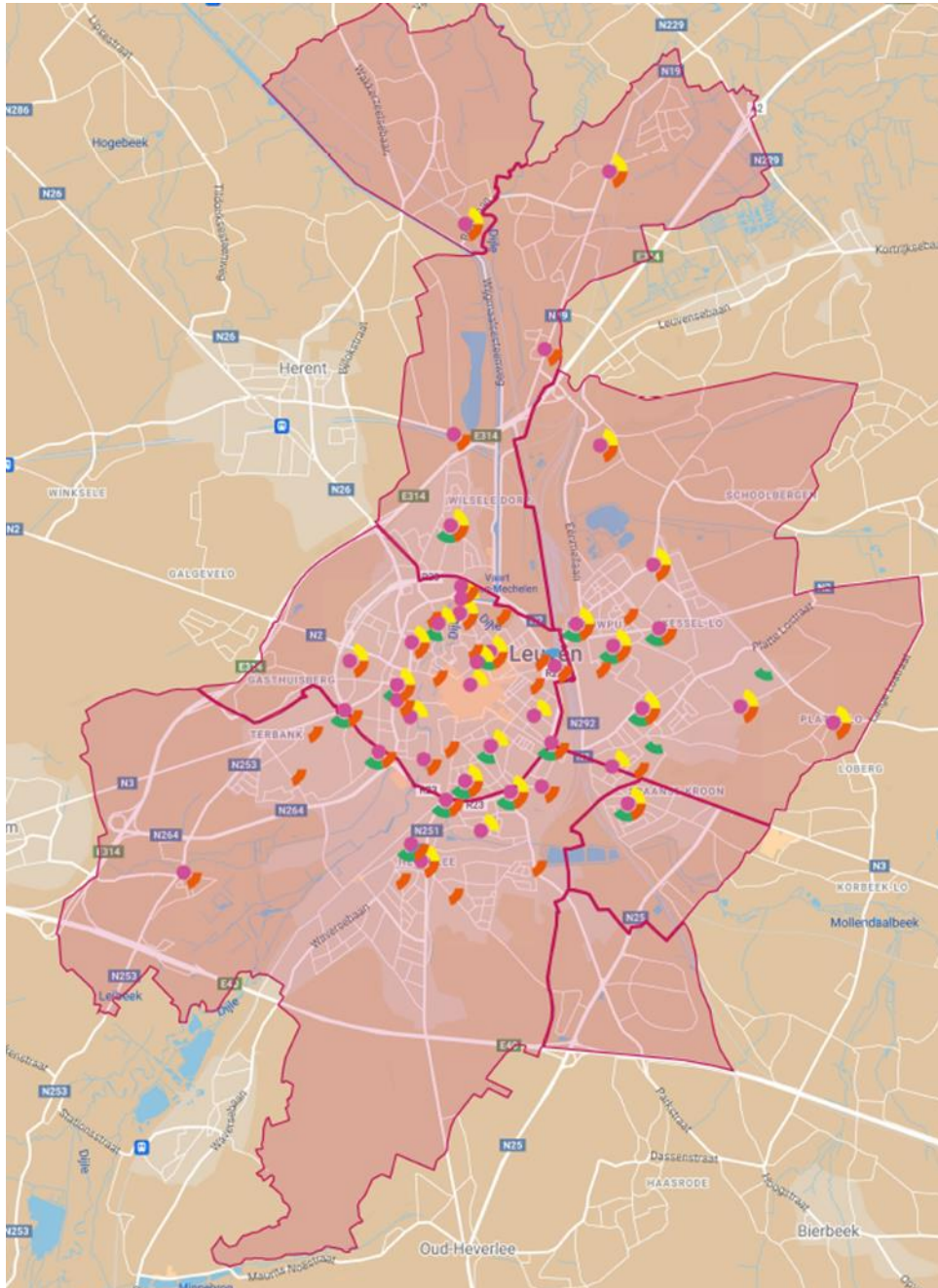
# Modal shift



Ambition Leuven 40% car / 60% sustainable transport modes 2030

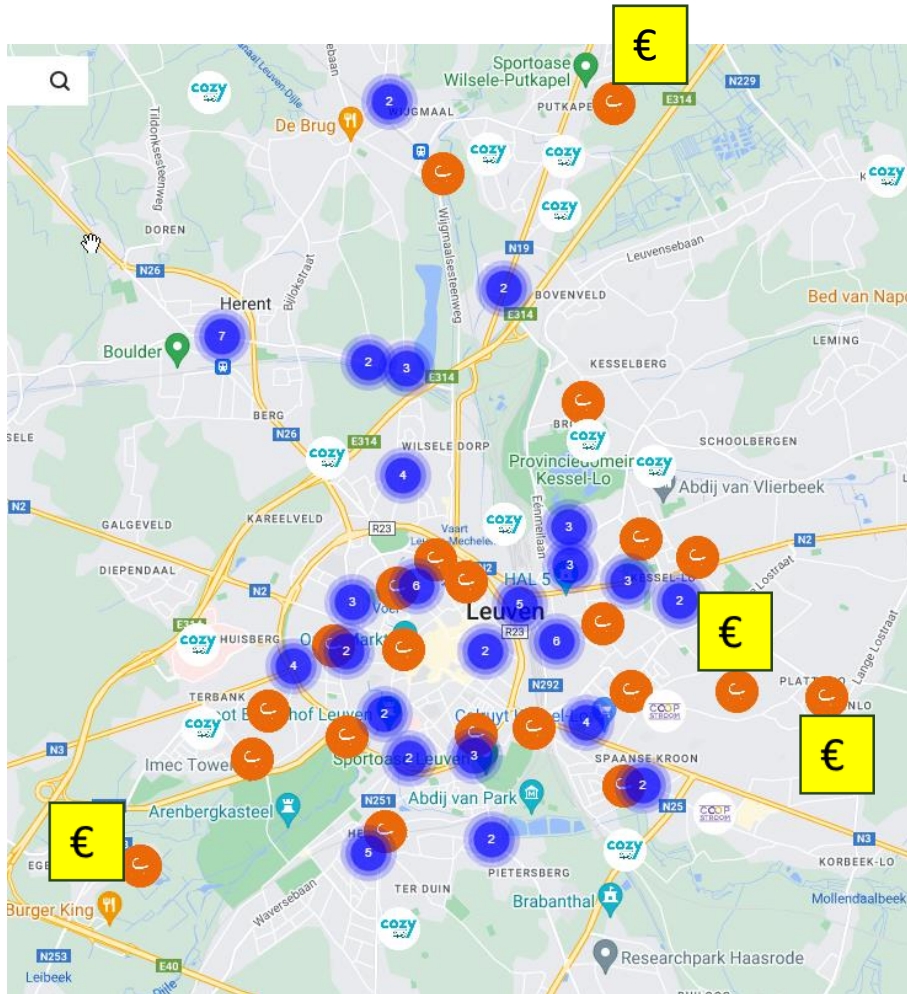
# Mobility hubs

- 43 hubs (Hoppin)
- Transport modes
  - PT: bus and train
  - Shared bikes: 190 blue-bikes
  - Shared e-cargo bikes : 30 + 20 Cargoroos
  - Shared cars (EV): 180
  - + privately owned shared vehicles
  - + free floating shared cars
- Extra services :
  - Charging infra
  - Bike + car parking
  - Parcel lockers
  - Buggies
  - Luggage lockers, bike repair tools, ..





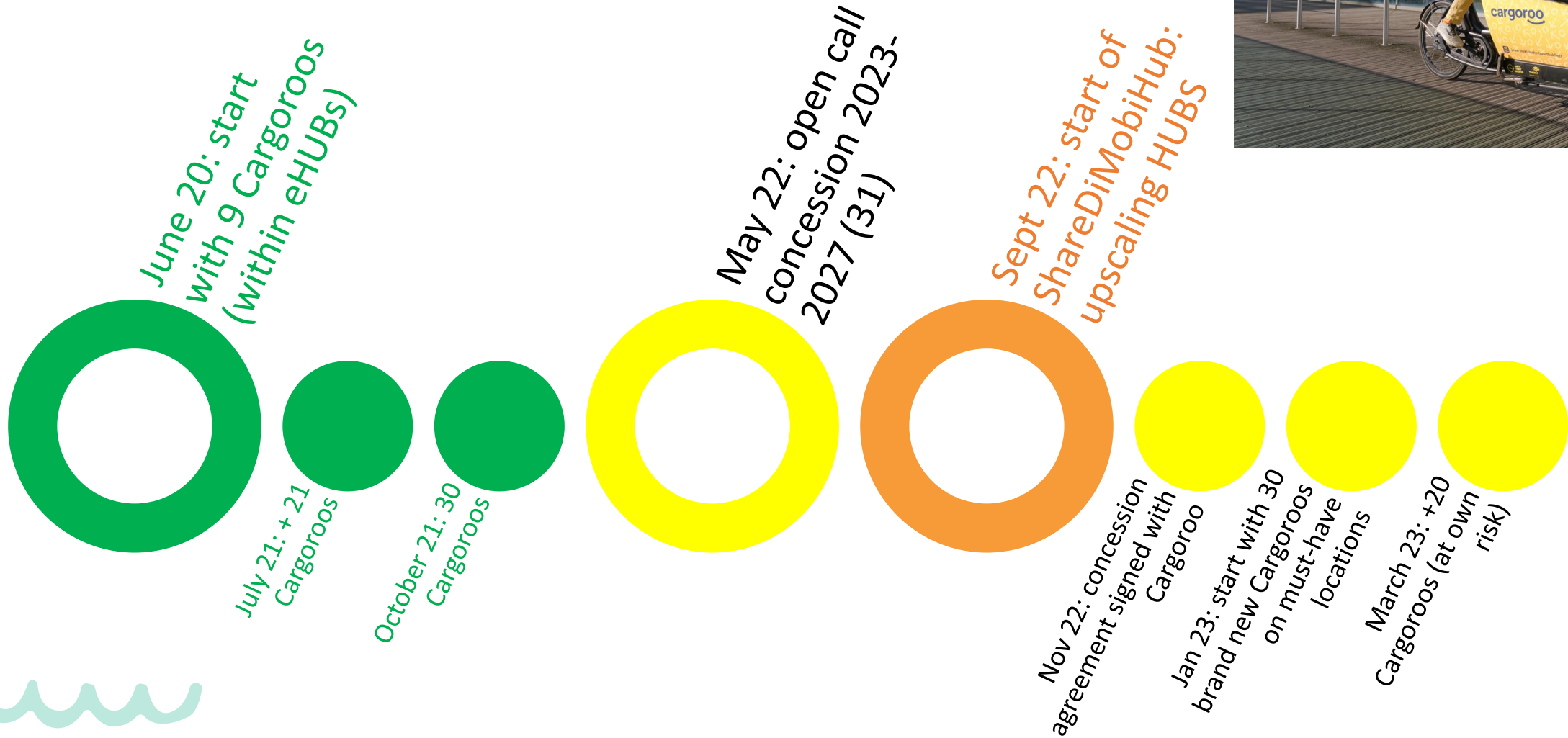
# Upscaling



- **More hubs**
  - **More focus on shared mobility services with high potential impact on modal shift**
    - **shared car**
    - **shared cargo bike**
  - **Higher occupancy**
    - **More inclusive services**
    - **Broader user profiles**
- **Better business case for SMPs**
- **Complementary offer of mobility services**
- **commercial vs cost sharing**
  - **station-based vs free floating**
  - **types of vehicles**



# Timeline shared cargo bikes



# Partnership Leuven - Cargoroo

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## High service level

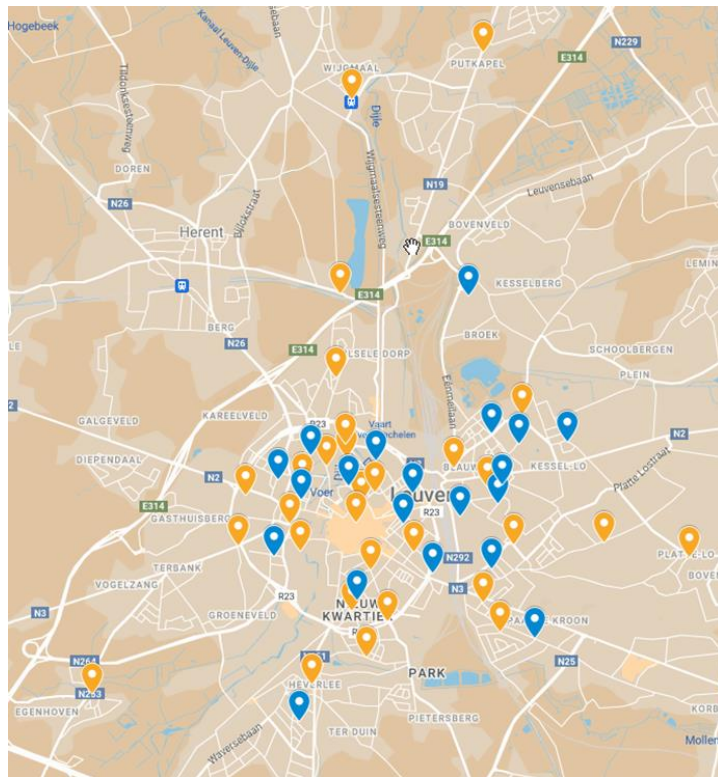
- **Must-have locations**
- **Quality: >90% supply of fleet on year basis**
  - **Technical requirements**
  - **User friendliness and service**
  - **Local operational management**
- **Readiness for data exchange**
- **Readiness for digital integration (MaaS, Tomp-API)**
- **Extra offer (on top of subsidized offer)**
- **Reasonable cost for user (< shared car and < other cities)**



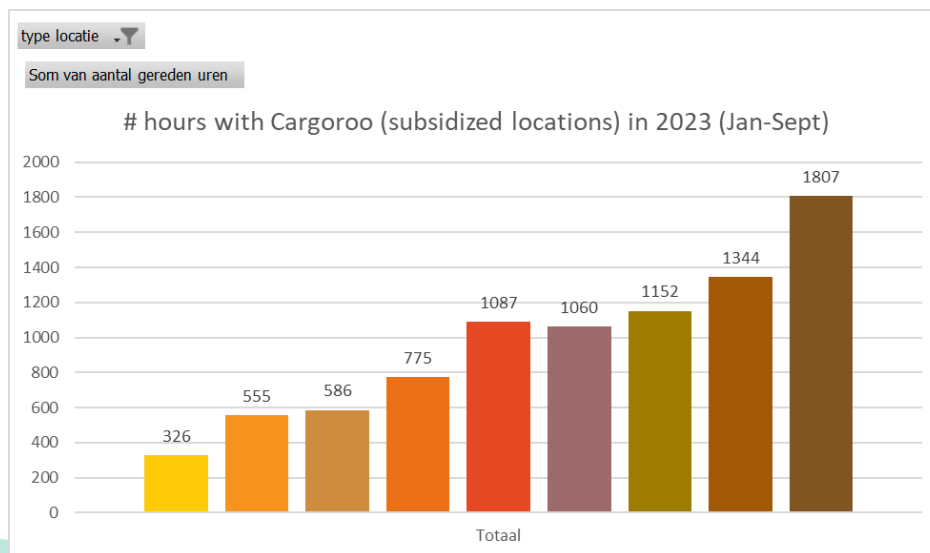
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# Subsidy scheme



- **Concession of public service → limited risk for the mobility provider**
- **Temporary (maximum 3 years)**
- **Only for part of the fleet (30 cargo bikes at must-have locations)**
- **Based on usage**
  - **Fixed monthly amount per bike (10 hours/bike/month)**
  - **Yearly settlement of costs based on agreed cost table: more trip hours → more cashback**
- **Focused on transition period**
  - **Kick-start for**
    - **Marketing**
    - **Investments (hardware and software)**
    - **Operational costs**
    - **Pilot → upscaling**
  - **2026 → : Cargoroo at own risk**
- **Estimation of > 80.000 km in 2023**



# Challenges



- **Shared responsibility to further increase usage**
- **Insights in impact**
- **To get a broader group of users on the cargo bike**
- **To keep it democratic**
- **Location is key**





# Open questions to reflect

ShareDiMobiHub

- **How do you get the best kick-start for new shared mobility services?**
  1. Keeping the price low for the user? (cfr blue-bike)
  2. Reducing the risk for the SMP by providing a subsidy (Cargoroo)
- **How does P2P cargo bike sharing fit into the transition to further modal shift?**
- **What's the impact of shared cargo bikes on car ownership, parking pressure, public space ...?**



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# Thank you



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