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GREENMO WEBINAR

Mobility Hubs of the Future: Best Practices and Insights for Governance and Integration

Creating Efficient, Sustainable, and Inclusive Transport Solutions

The GREENMO project promotes green and inclusive mobility hubs for greener living spaces in the Mediterranean region by addressing the real needs of citizens.

Link to the GREENMO website

PROJECT ACRONYM:

GREENMO

PROJECT TITLE:

Promoting Green and Inclusive Mobility hubs for greener MED living areas by leveraging citizens' real needs

PROGRAMME PRIORITY:

Greener MED

SPECIFIC OBJECTIVE:

RSO2.4 - Promoting climate change adaptation and disaster risk prevention, resilience, taking into account eco-system based approaches

PROGRAMME MISSION:

Green Living Areas Mission

DELIVERABLE NUMBER AND TITLE:

D.1.2.1 - Webinar and roundtable highlighting best practices of governance approaches for mobility hubs

WORK PACKAGE NUMBER AND NAME:

Work package 1 - State-of-the-art

ACTIVITY NUMBER AND NAME:

Activity 1.2 - Governance types of mobility hubs + visualization, focused on the peculiarities of MED living area

LEAD AUTHOR:

bax

Lea Rocholl, Giel Mertens

CONTRIBUTING PARTNERS:

UNIVERSITY OF WEST ATTICA
ΠΑΝΕΠΙΣΤΗΜΙΟ ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ

University of Cyprus

ALOT
INNOVATION FOR SUSTAINABILITY

Grad Ljubuški
Županija Zapadnohercegovačka
Federacija Bosne i Hercegovine
Bosna i Hercegovina

L-Università ta' Malta

DATE:

October 2024

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1) EXECUTIVE SUMMARY

On 24 October, the GREENMO project hosted a webinar focused on best practices for the governance and integration of mobility hubs. Bringing together public transport authorities, mobility providers, researchers, and city representatives, the session explored how to successfully plan, implement, and manage mobility hubs in urban and cross-border contexts.

Discussions highlighted the value of hubs in promoting modal shift, the importance of collaborative planning, and the need for clear governance structures. Speakers emphasised that success relies on early engagement with landowners and private operators, a shared vision for local mobility, and flexible yet clear agreements.
Good practice examples - such as the MOVE21 "Mobility Hub Hotel" in Gothenburg—showed how inclusive processes and open working groups can attract private partners and ensure long-term viability.

The webinar underlined that well-governed, user-centred mobility hubs are essential for the future of sustainable transport—and will inform the next steps of GREENMO's implementation in the Mediterranean region.

2) SPEAKERS

Speakers	
Organisation	**Names**
GREENMO	Vasia Amprasi & Lea Rocholl
Province of North Brabant	Marla van der Horst
Rise Research Institutes of Sweden	Olga Stepanova & Johan Granberg
Vianova	Alex Pazuchanics
POLIS Network	Daniel Herrera

3) WELCOME AND INTRODUCTION

- **Speakers:** Lea Rocholl and Vasia Amprasi.
- **Introduction to the GREENMO Project:** The GREENMO project focuses on green and inclusive mobility hubs tailored to Mediterranean regions, building on practices from northern and central Europe. However, adapting these practices to the MED area requires further study. The project aims to develop strategies and recommendations for inclusive mobility hubs to help reduce traffic congestion and air pollution.The project adopts a dual approach:
  - **Top-Down:** Engaging authorities and stakeholders for expert input.
  - **Bottom-Up**: Involving citizens through workshops and surveys for public feedback.
- **Objectives of the Webinar:**
  - Explore governance models for mobility hubs.
  - Interactive discussions, featuring panelists from the public, private, and research sectors, to gather insights and best practices.
- **Introduction to Governance structures: The Mobi-Mix approach:**
  - The Governance approach was developed during the Mobi-Mix project, which focused on implementing shared mobility and mobility as a service solutions. The main focus was on developing governance models that both serve the public goals while taking the impact on private mobility providers into account. Based on the experiences of cities like Antwerp and Rotterdam, MOBI-MIX developed a decision-making framework that support cities to choose a governance approach regarding the city goals and the business case of mobility providers.

- **The Governance Decision-Making Framework:**
  - A Governance model includes three Governance approaches:
    a. **Regulation**
    b. **Stimulation**
    c. **Free Market**
  - Applied on different **Parameters**: provider, quality of service, terms of use, use of public space, data and monitoring, safety, collaboration/partnership and rules for interoperability

- The Governance Model will be assessed based on its impact on **3 criteria:**
  - **1. Market interest**: Is there market interest and viable business case for mobility providers?
  - **2. City goals:** How do the mobility solutions impact the city goal?
  - **3. Risk mitigation:** Are there any potential risks associated with the mobility solutions?
- A current example in the Netherlands that cities want to improve safety in traffic) by obligating providers to provide helmets. However, this does affect both the business model as the operational complexity of the companies to provide the service.
- The introduction set the stage for a deeper exploration of governance models by experts representing public authorities, research institutions, and private providers.

4) INTRODUCTION OF THE SPEAKERS

The webinar featured an expert panel of speakers representing various sectors, offering diverse perspectives on the governance and implementation of mobility hubs.

1.Marla van der Horst – Representing the public sector, Marla works for the Province of North Brabant in the Netherlands. She has extensive experience in developing mobility governance to encourage alternative transportation choices and managing mobility hub projects in the Eindhoven area.

2. Johan Granberg – A researcher at RISE Research Institutes of Sweden, Johan specializes in policy, governance, and foresight for energy and mobility infrastructure. He leads the governance work package for the Move21 mobility hub project, sharing his expertise on governance innovations and collaborative approaches.

3. Olga Stepanova – Also from RISE Research Institutes of Sweden, Olga is a senior researcher focusing on decision-making, collaboration, and governance in urban development. She provided complementary insights to Johan, especially on cooperative governance models.

4. Alex Pazuchanics – Head of Mobility Innovation at Vianova, a French company specialising in shared mobility management, Alex highlighted the private sector perspective. He emphasized the importance of public-private collaboration to ensure hubs are economically viable and meet user needs.

5. Daniel Herrera – Representing POLIS, a network of cities and regions focused on sustainable mobility, Daniel shared insights into how cities and regions can scale mobility hubs effectively. He brought a European-wide perspective, drawing on his extensive experience with mobility hub projects.

5) PANEL DISCUSSION HIGHLIGHTS

A. Why? Importance of Mobility Hubs

1. **Reducing Congestion and Improving Connectivity**

- Mobility hubs offer alternatives to private car usage, especially for last-mile connections.
- They alleviate congestion in city centers and improve traffic flow on highways, as seen in Eindhoven's approach to parking hubs near highways with shared mobility options.

2. **Sustainability and Air Quality**

- By promoting shared mobility and active transport (e.g., cycling and walking), hubs contribute to reduced emissions and better air quality.

3. **User Convenience and Accessibility**

- Mobility hubs centralize various transport modes, providing users with convenient, reliable options.
- They enhance the sense of security and reliability for users by ensuring that shared services are easily accessible and functional.

4. **Economic Viability for Operators**

- Hubs concentrate demand, making it easier for private mobility providers to operate efficiently and profitably.

5. **Versatility of Hubs**

- Mobility hubs vary in scale and purpose, from small neighborhood hubs to large intermodal hubs connecting different regions.
- They can include facilities like parcel stations, green spaces, and amenities that serve broader community needs.

B. Who? Stakeholders involved – roles & responsibilities

1. **Public Sector (Cities and Regions):**

- Role: Typically leads the planning, development, and governance of mobility hubs.
- Responsibilities: Provide funding, allocate public space, and establish governance frameworks that align with public goals like sustainability and accessibility.
- Challenges: Balancing competing priorities and ensuring long-term viability of hubs, especially when private sector involvement is limited.

2. **Private Sector (Mobility Operators):**

- Role: Operates shared mobility services (e.g., bike-sharing, e-scooters, car-sharing).
- Responsibilities: Ensure service reliability, profitability, and alignment with public transport objectives.
- Challenges: Requires economic viability and long-term security to invest in hubs, particularly in less attractive locations (e.g., rural areas).

3. **Citizens (End-Users):**

- Role: The primary beneficiaries of mobility hubs.
- Responsibilities: Participate in co-creation processes and provide feedback to ensure hubs meet local needs.
- Challenges: Shifting behavior from private car reliance to shared and sustainable transport options.

4. **Real Estate Developers and Property Owners:**

- Role: Key contributors in integrating mobility hubs into urban developments.
- Responsibilities: Provide physical spaces for hubs, often incentivized through reduced parking requirements or other urban planning regulations.

5. **Mass Operators and Data Providers:**

- Role: Provide digital infrastructure and insights into user behavior.
- Responsibilities: Share data with cities to improve hub planning and operations, ensuring smooth integration of transport modes.

Collaboration and Agreements:

- Public-private partnerships are crucial to align goals and share risks.
- Involving all stakeholders early ensures hubs are strategically located and effectively serve community needs.

C. What? Governance Tools – regulations, incentives & market driven approaches

1. **Regulatory Measures:**

- Establish rules and frameworks for mobility hub development and operations.
- Examples:
- Bremen requires all new developments to include mobility hubs.
- Antwerp created a public-private foundation to oversee hub management.
- Challenges: Over-regulation can stifle innovation and flexibility, making co-creation harder.

2. **Incentives:**

- Financial or operational support to encourage private sector participation and public adoption.

- Examples:
- Subsidized rent for private operators at hubs (e.g., Gothenburg Mobility Hotel).
- Offering additional scooter permits for companies operating in underserved areas (e.g., Oslo).
- Incentives reduce risks for private actors and promote adoption in less economically viable areas like rural zones.

3. **Market-Driven Approaches:**
- Allow private sector actors to drive hub development, often with limited public intervention.
- Often used in areas where shared mobility already has proven business viability.
- Challenges: Without public sector involvement, hubs risk being located where profits are prioritized over accessibility.
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Key Takeaways on Governance:
- **Co-Creation:** Negotiated solutions and collaborative frameworks help align public and private sector goals, ensuring hubs are sustainable and equitable.
- **Flexibility:** Avoid overly rigid agreements to allow for adaptability and innovation.
- **Long-Term Vision:** Governance frameworks must plan for sustainability and continuity beyond pilot or project timelines.

D. How? Organisational Models

1.**Public-Led Models:**
- **Description**: The public sector (cities or municipalities) takes the lead in planning, funding, and managing hubs.
- **Example**: Gothenburg's Mobility Hotel, where the city led an open and collaborative process involving private actors and property owners.
- **Strengths**: Ensures alignment with public goals like accessibility and sustainability.
- **Challenges**: Requires public funding and strong leadership to coordinate stakeholders.

2. Public-Private Partnerships (PPPs):
- **Description**: Collaboration between public authorities and private operators, often involving shared responsibilities.
- **Examples:**
  - **Antwerp**: A foundation manages mobility hubs through public-private collaboration, sharing costs and decision-making.
  - **Oslo**: Public incentives for private operators, such as additional scooter permits for underserved areas.
- **Strengths**: Combines public oversight with private sector efficiency and innovation.
- **Challenges**: Requires clear agreements and alignment of goals to avoid conflicts.

3. Private-Led Models:

- **Description**: Private mobility providers or real estate developers take the lead, often incentivized by public authorities.
- **Example**: Mobility hubs integrated into private real estate developments (e.g., Bremen).
- **Strengths:** Reduces public sector burden and leverages private investment.
- **Challenges:** May prioritize profit over equity, requiring careful public oversight.

Best Practices for Organizational Models:

- **Multi-Stakeholder Collaboration:** Include diverse actors, such as public transit agencies, mobility operators, and property owners, in planning and operations.
- **Flexibility in Leadership:** Different models work best depending on local needs and economic conditions. For example, rural areas may require more public involvement.
- **Sustainability Planning:** Plan for long-term ownership and management to prevent hubs from dissolving after pilot phases.

6) Q&A SESSION

1.User Behaviour

- **Question**: Do projects analyze user behavior when designing hubs?
- **Response**:
  - Yes, behavioral profiling is a starting point, often leveraging data from shared mobility providers to understand travel patterns and user needs.
  - Insights include user demographics (e.g., commuters, students, tourists) and seasonal variations, helping to tailor hub locations and services effectively.

2.Mobility Hubs in Rural Areas:

- **Question**: How can hubs be implemented in rural regions where demand is lower?
- **Response**:
  - Public transport can integrate with shared mobility to connect rural hubs to regional transit networks.
  - Regional governments play a critical role in providing funding and support.
  - Strategic locations, such as near rail stations, and incentives for operators are vital to address the challenge of low demand.

3.Integration of Maritime Transport:

- **Question**: Can maritime transport be integrated into mobility hubs?
- **Response**:
  - While maritime hubs present unique challenges, examples from Norway and Ghent demonstrate potential through integrating shared mobility options with waterborne transport.
  - Success depends on aligning with user needs and ensuring operational and digital connectivity.

4.Viability and Economic Models:

- **Discussion**: The economic sustainability of hubs depends on critical factors like location, integration of additional services (e.g., lockers, logistics), and collaborative frameworks.
- **Examples**: Oslo incentivized scooter providers to operate in underserved areas, and Gothenburg's Mobility Hotel succeeded through subsidized rents and multi-stakeholder collaboration.

Key Takeaways:

- **Data-Driven Planning:** Travel patterns and user behavior analysis are essential for designing effective hubs.
- **Collaboration in Rural Areas**: Regional support and strong partnerships are crucial for sustainable rural hubs.
- **Innovation in Maritime Integration**: Waterborne transport can complement mobility hubs with the right infrastructure and services.

7) NEXT STEPS

- Publish a governance structure report (expected early 2025).
- Continue data collection and stakeholder engagement.

8) CLOSING REMARKS

- Acknowledgment of speakers and participants.
- Encouragement to monitor upcoming publications and projects.