Project name:	Mobility hubs
Date:	7 May 2020
Notes:	Kurt Marquet & Peter Van der Perre
Location:	Zoom webinar

Name	Organisation	Present
Participants list attached		

Agenda

1. Introduction

   Peter Van der Perre - director ITS.be & Sven Huysmans senior expert The New Drive
2. From park & rides towards mobility hubs in Brussels

   Eric Dubois - director-general Parking.Brussels
3. Mobility plan MODU2.0

   Guido Savi - Public affairs Febiac Luxembourg
4. Mobility hubs in Luxembourg

   Pierre-Paul Bertiaux - consultant & former director BMC/Mobib
5. Ambitions and opportunities in Belgium

   Jeffrey Matthijs - co-founder Mobipunt vzw
6. Discussion & lessons-learned

   Simon Neyt - Interim Manager – Vervoerregio Antwerpen & Senior Manager EY

Notes & decisions

1\.
Peter Van der Perre (ITS.be) welcomes all participants in this webinar and introduces the topic for today (see presentation). This webinar is replacing the technical visit to Luxembourg which was foreseen. Together with the Luxembourg ministry ITS.be is searching for a new date (probably 2021).

All presentations and audio file can be found via this link.

Many questions were asked in the chat. Some of them were discussed at the end of the webinar.

2\.
Eric Dubois highlights his vision on how current P+R's can be transferred into mobility hubs. Coovi-CERIA is a first step.

Questions and remarks:

- Does the rate include public transport? (-> answer: no, people also need to register and pay for the parking)
- What are the first results of the occupancy rate of the coovi/ceria parking. How do you make the P&R attractive to use?
- From 2718 spaces now to 13916 in 2024 (> factor 5), will this effectively be realised?
- How can you ensure that guests will have availability?
- I firmly believe in this concept, but as long as parking is cheap around the commercial areas (parking on Avenue Louise/Louizalaan, Vossenmarkt) this will be a hard case price-wise
- Impressive P&R infrastructure; however, infrastructure is just one part of the puzzle; how will people be incentivized/directed towards using them? (behavioral shift)
- In which way has the link towards the public transport itself be included? The quality of the waiting accomodation, etc?
- Given low initial rates, how is finance organised?
- Is there any flexibility in the design of these large parking buildings? Due to the reduction in privately owned cars, the use of parking areas will be more diverse in the future.
- Is there any interaction with the parking rates in the inner-city? This is crucial!
- We hope one day there will be (more effective) communication.
- In NL you pay 5 - 10 euro per day including PT.
- Yes, excellent solution and maybe best practice is Amsterdam arena
- What is the real estate (and parking) industry thinking about it?
- Ideally P+R should be located before accessing the ring: this means Flanders should take care of the infrastructure and Brussels should reach these locations with its transport systems ... also we should make good benchmarks with other European cities
- If the public transport, and the walk/bikelanes were of a better quality, with a better feeling of being secure in your travel, the P&R will have an appeal. At the moment however the commute at night to the P&R is deemed unsafe/low quality. Just elevating a parking rate in the city won't solve this. People pay for quality and _security_.

3. & 4.
Guido Savi and Pierre-Paul Bertiaux present the Luxembourg strategy which can also be viewed in this short movie.

Questions and comments:

- The Luxemburg context gives a good an realistic view of what can be achieved. Well done!
- As in the presentation of Brussels, these are rather big parking facilities, but still just almost nothing compared to the (public and private) parking numbers in the city itself … So, is this a real gamechanger?
- It is all about availability and frequency ... which should be less than < 7min. Luxemburg has shown that it works.
- And speed and capacity.
- And nudging from within the car
- Does Luxembourg also, in parallel, have a policy on diminishing the number of parkings in the center?
- Coordination is the gamechanger

5.
Jeffrey Matthijs explains who Mobipunt vzw is and what the current situation is regarding mobility hubs in Belgium.

Questions and comments:

- Is your organisation approved / paid by e.g. the Flemish administration to build local multimodal hubs in Flanders? (-> answer: no, we mostly advise)
- Don't forget that the Flemish OSLO standard is only a first step. Indeed, how is TOMP linked to OSLO? TOMP has been used only as an inspiration; the OSLO standard has only been mapped to MDS and GBFS in a POC.
- How is payment organised for all services at the Mobyhub? (-> answer: still being studied)
- Paris ("Metropolitain") & London ("Underground") both use M for Metro but also have different (creative) look & feel -> this should be possible for hubs as well
- You don't need one logo: you need mutual concepts; principles;... User experience and recognisability is not only about logo and colors (the Mobipunten-logo could refer to minimum requirements).

6.
Simon Neyt handles some more questions and comments and summarises conclusions for the webinar.

Other remaining questions and comments:

- How to create healthy market dynamics - cfr earlier comment "should the real estate sector become involved"?
- Who should take the lead: authorities & politicians or the market. The success in Luxembourg shows " authorities are crucial ...
- User centric: important to stress that there is a clear relation of mobi-hubs with MaaS mobility services
- From my perspective I have learned that parking operators do not like to invest in P+R facilities. This is in the NL a government project. Payment is based on other KPI's than € for parking.
- Integration with Mobipunten is important in the context of the Flemish soft regulation (“MaaS Afsprakenkader”)
- Wider integration in urban planning is necessary as well
- And last but not least: get the basics right in terms of parking policies, company cars, fiscality …

KEY TAKE-AWAYS:

1. Networked thinking: location is everything

· Clear multimodal focus (OV, bike, car, sharing systems) and connections within a bigger network

· Location is a defining factor:

  · Availability of public transportation (nearby tram, train, metro network) for hubs with a (inter)regional function, to connect with the bigger network

  · For P+R locations: close-by highway exits and before the critical congestion point

· More than a mobility focus - spatial integration: hubs will be challenged on “liveability” and safety.

2. User centric design & origin-destination focus

· Offline infrastructure design & online customer journey (Jeffrey: bricks and bites): obstacles to make it more seamless and user-friendly have been known for a while (ticket integration with public transport, data sharing, integrated information, etc.) --> It will require decisiveness ("daadkracht"), or users will turn their backs on the combimobility / mobi hub strategy

· The combi-mobility strategy requires more than well-developed hubs: public transportation performance will be a big factor in the success of mobility hubs.

<u>3. A shared vision, but different branding: how to make it 'easy to read'?</u>

· Element that also been tackled by Jeffrey - use of a common minimum denominator
· A combimobility vision should be shared
· Look and feel for its users' needs to be somewhat similar
· One branding won't happen, but need to align on the storytelling and make it recognisable
· Big mental gap need to be closed.

<u>4. "How in hell" will we get this financed?</u>

· Need to prioritise investments (not a rat race for money, but need to make smart decisions)
· Make shared investments, solidarity between governments to share costs and benefits
· Are there any profitable financing modals for private investors (real estate interest)?
· Create business cases to increase Return on Investment (via parking fees?)

<u>5. Coordination: who will take the lead?</u>

· Coordination requires a lot of things: rates, policies
· Lots of actors/authorities involved (Pierre-Paul): local, regional, interregional
· Requires management of the hubs (like Eric mentioned)
· Some takeaways:
  · Not about who will take the lead: it won't be 1 actor, but need to make decisions on who will be in charge of what (in order to gain speed)
  · Inter-regional governance structures are required (more than just the mobility region).

AOB:
Other ITS.be events in 2020 – detailed information & Google calendar/Outlook links in this brochure.

- 13/5 10-12h: ITS for pedestrians and cyclists -- *concall*

- 28/5 14-16h: MaaS all hands meeting -- *concall*
- 10/6 10-12h: Interoperable ticketing & payment for public transport -- *concall*
- 17/6 10-12h: Follow-up webinar MoDi-project -- *concall*
- 24/6 10-12h: Supporting end-users via (a market for personalised) mobility advisors and by sharing end-user experiences -- *concall*
- **24/9 14-17h: Belgian ITS.be congress Bluepoint Brussels (virtual)**
- 4-8/10 all day: World ITS congress Los Angeles
- 21/10 10-12h: Towards a common C-ITS profile
- 18/11 10-12h: Harmonisation of electromobility information & payment
- 3/12 14-16h: MaaS all hands meeting *@Dep MOW Flanders*
- 16/12 10-12h: Towards common MaaS APIs - Need for a competence center

Participants list:

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