Stockholms stad

Mobility stations in Europe

Introduction

This document is a short English translation of an 8-page memo titled "Mobilitetshubbar i omvärlden" which outlines experiences and lessons from mobility stations in European cities. The memo provides input to the "CNCA Mobility Hubs" project on different approaches to planning and implementing mobility stations.

Background

Stockholm is a member of the Climate Neutral City Alliance, which is a network of world cities working to drastically and urgently reduce carbon dioxide emissions. The network facilitates many activities including exchange and cooperation on the topics of energy and transport.

The City of Stockholm is working together with the City of Minneapolis in a project on the topic of mobility stations that is funded by one of CNCN's funders, the McKnight Foundation. The project runs from 1 January 2020 until 30 June 2021. Local participants in Stockholm include the Environment & Health Administration, the Traffic Office and the municipally-owned company Stockholm Parking. The Departments of Development and Urban Planning are also observing the project.

The project includes the following activities in Stockholm:
- Analysis of parking availability in a district and market analysis informing establishment of a mobility station
- Launch of a mobility station and related information campaign to raise awareness
- Data collection and analysis
- Host study visit from Minneapolis.

Mobility stations – definitions

There are many concepts and definitions of mobility stations. Briefly, the main trends are:

- *Mobility stations should support multimodal lifestyles*
  Facilitation of multimodal travel (travellers shift between modes) and in best cases enabling multimodal lifestyles. This means mobility stations are the physical place where travellers choose and access the mode which best suits their specific journey. Adding complementary "non-mobility" services can add value (e.g. collection points for parcels, dry cleaning, etc).

- *Varied format and services*
  There are many kinds of mobility station, from e-hubs that only offer electric vehicles to conventional hubs offering e.g. traditional cycles and fossil fuel vehicles. In many cities, mobility stations are located in public spaces or kerbside, but in some instances they are located in parking garages or as part of property developments. This may occur on public or private land, depending on local rules. In most cases, mobility stations are planned for or included within municipal strategies or development plans, yet in a few cities have been launched by private entrepreneurs or associations without municipal involvement.

- *Not only mobility*
  Mobility stations are not just a physical location with vehicles and services – issues such as energy supply and IT are important to consider in planning. It is also important to plan communication actions to inform the public about mobility stations and explore the pre-requisites for long-term continuity, e.g. ensure high service standards. Many cities choose to develop a clear brand identity linked to service range and reliability.

- Important questions

From this background emerge several important questions, e.g. how can mobility stations be integrated within the current system? Who should be responsible for the system and its respective parts? Coordination and cooperation between public and private stakeholders is important but the roles are unclear and vary depending on the local conditions in cities. In Stockholm it may be appropriate that, for example, the municipality identifies locations

for mobility stations and develops guidelines and rules on how these locations should be used (including e.g. requirements that companies stationing vehicles/services at attractive locations also do so at less attractive locations in deprived areas in order to ensure accessibility for all citizens).

Mobility stations – plans and practice

Sweden
Various Swedish municipalities have discussed and in different ways introduced mobility stations or are planning to do so in the near future (Skellefteå, Umeå, Uppsala, etc). Gothenburg has tested a mobility station and MaaS-app in a private housing association. Linköping and Nacka have worked with private stakeholders to develop processes and plans for mobility stations.[i] These processes include various steps to gather and analyse knowledge and data, then involve stakeholders and choose modules including non-mobility services, and to describe desired effects.[ii]

Several companies offer mobility packages including multiple vehicle types. For example, subscriptions in which customers have access to e-bikes, e-mopeds, e-cargo bikes and e-vehicles.[iii] Such companies target customers including property developers or owners, companies, private housing associations, municipalities and other public clients.[iv]

Belgium
MobiPunt[v] has established in cities across Belgium. Their stations include several services with minimum of car-sharing and cycle storage. Their network has a hierarchy based on the planning strategy of the Flanders region that prioritises:

> (1) Stations on the train network
> (2) Other important corridors or hubs
> (3) Feeder network (e.g. local buses feeding 1 + 2)
> (4) Call / on-demand services

MobiPunt speak of "bricks" and "bytes", public spaces and digital spaces which are key cornerstones of effective mobility stations. Good signage, easy navigation and accessible information are considered important.[vi]

Netherlands
Amsterdam is a participant in the E-Hubs project, which aims to establish e-mobility stations and has developed technical specifications, contract templates and more that can be used in other

cities.[vii] Arnhem, Nijmegen and several other Dutch cities are introducing mobility stations. In Utrecht, a new district for 9,000 residences is being constructed with 0.1 – 0.3 parking spaces per resident. Cars cannot drive into the area but must park at underground garages, with MaaS and mobility stations serving journeys in the area. A mobility fund may be introduced (revenues from parked cars or polluting travel funds investment or maintenance of sustainable alternatives).

Norway

A two-year pilot is underway in Filipstad, Oslo, in which an e-mobility station is being operated in partnership with MoveAbout. The objective is to learn about pre-requisites for permanent stations, as the pilot is located on a lot which will later be developed.

Spain

Pick & Drive is a private "mobility association" in Madrid. Members pay a €30 annual fee and charges per rental. The mobility stations comprise of e-bikes, e-mopeds, e-vehicles, plus hybrid and gasoline vehicles which are situated in parking garages around the city. Members can reserve vehicles using an app, and the parking spaces are hired by the association on normal terms.[viii]

Germany

Bremen

Bremen has worked with mobility stations for around 20 years.[ixx]. The first station was launched in 2003 and there are now 25 large stations in the city. The stations have been vitally important in the promotion of car-sharing and an evaluation has shown that every car-sharing car replaces 16 private cars in Bremen (meaning a reduction of around 5000 vehicles)[xi]. There are also smaller stations which are maybe best described as car-sharing streets, in which a number of parking spaces are reserved for car-sharing.

According to Bremen, the most important steps in the establishment of mobility stations are:
1. Distance – mobility stations should not lie further than 300 metres from public transport or other vital nodes
2. Location – it is important to make parking harder, and to actively identify locations where travellers are frustrated about parking (fees, penalties, search times, etc). Remove and complicate parking! Also focus on areas with high levels of walking and cycling and invest to improve conditions for walking and cycling in other areas. Make the right choices more visible!

3. Locate stations close to residences, workplaces, destinations, etc. Create ongoing dialogue with property owners, retailers, etc. Various studies have shown that mobility station users purchase more frequently in local shops than non-users[xii].

4. Provide customers with good information in multiple formats – digital and e.g. on maps, through signage etc. Combined ticket systems or services e.g. MaaS can help.

5. Multi-modality is a lifestyle but maybe not a mode for all. Ensure that all possible customers can choose the right mode/vehicle for the journey they want to make. If they want to switch modes, enable them to do so. Make use of cars complicated so it is unattractive to own cars, but sometimes attractive to use shared cars.

6. Create a clear brand identity for the stations. Don't forget that branding is not just about visibility, but also about trustworthiness and reliability!

7. Market the services! [xiii] [xiv]

Cologne
Within the GrowSmarter project, Cologne opened nine mobility stations with a varying range of services including public transport, traditional and e-bikes, electric and fossil-fuelled car-sharing, dynamic pricing of parking spaces, parking space-sharing, etc. Car-sharing was integrated into public transport tickets, and Cologne developed signage which has become standard in the State of North Rhine-Westphalia. Cologne has identified 200 sites for mobility stations (some already exist but lack branding, some will be new).

Cologne's advice to other cities has been to plan the choice of modes and locations with care. All relevant parts of the municipal organisation should be engaged early in the planning process and the links between impact targets and project targets should be clarified. It is very important to consult with likely customers whilst undergoing the process of identifying appropriate and visible locations for mobility stations, and important to remember that the choice of different modes will give different effects and indicate a variety of related challenges (e.g. low-quality cycle lanes, etc).

Just as in Bremen, Cologne suggest offering different-sized mobility stations and with a range of service offerings. Smaller stations may only need cycles, scooters or car-sharing, whilst medium-sized or large stations may need more services, or proximity to public transport nodes. The more actors that are involved, the more complicated this can be. In addition, stations

have to be made visible and functional through e.g. introduction of routines to ensure reliability or smart pricing, use of apps, etc.

Munich
Munich have several parallel projects working to introduce e-mobility stations to different districts. Often these offer e-bikes, e-cargo bikes, e-carsharing, and public transport with support services including charging and delivery boxes (which are bookable and include various functions). [xv] In CIVITAS Eccentric mobility stations have been introduced in the new district of Domagkpark, where the parking allowances are lower than in other parts of the city, along with the neighbouring business district of Parkstadt Schwabing. Munich's advice to other cities in similar to Bremen and Cologne, although Munich also emphasise the need to monitor use of parking spaces in districts with mobility stations and the importance of establishing mobility services on existing parking spots in order to avoid construction.

Lärdomar och slutsatser
Mobility stations are increasingly accepted as a necessary component of urban planning. The advantages of mobility stations include more efficient urban planning and a focus on quality, sustainability and multi-modality rather than the dominance of highways over other interests. Clear patterns include planning for diversity, meaning mobility stations should offer a varied range of services that reach different customer segments whilst including public transport as the backbone and in a clear way enabling and complementing walking and cycling (e.g. by increasing accessibility in conjunction with existing pedestrianised areas and walkways). In addition, there is a need to locally adapt services to meet local needs; "non-mobility" services should be integrated where possible, e.g. deliveries, storage, maintenance, etc.

It is also important to offer mobility stations in different sizes. The order of priorities used in Belgium is instructive, where larger stations are established at key points on the existing train and public transport networks, with a network of smaller stations feeding into and complementing this to enable multi-modal journeys even in places where public transport is absent.

There appear to be four key steps in the planning of mobility stations. First, to engage stakeholders in planning, identify clear objectives, impact targets and project targets, and to make use of all

existing possibilities when planning new stations. In step two, locations should be chosen to enable a dense network of stations no more than 300 metres from each other and other public transport stops. Proximity to customers (residents, visitors or workplaces) is important and dialogue is needed to meet the demands of these groups. Complementary investments can improve existing infrastructure for walking and cycling and complicate street parking for all vehicles that do not belong to a vehicle pool / shared service.

In step 3, the choice of services can be defined (starting from the principle that multi-modality is a lifestyle but not a mode for all). Customers should be able to choose the ideal mode for their specific journey. It is thus important that the dialogue in steps 1-2 is carried out and enables development of a trustworthy, reliable and relevant service offer. In step 4, communication/marketing should take place and customers should have access to good information in various formats. This should not only include marketing but also e.g. customers services, possible introduction of shared ticket systems, etc.

[i] https://www.infrasweden2030.se/kalender/transportforum-2020-mobility-hubs-ett-ramverk-for-en-ny-generation-av-mobilitetsstationer/
[ii] https://www.ri.se/sites/default/files/2019-06/MobilityHub%20konferens%2012juni_v4.pdf
[iii] https://www.sydsvenskan.se/2019-06-11/skanska-aktorer-lanserar-hubbar-for-hallbara
[iv]
https://ourgreencar.se/?gclid=EAIaIQobChMIo92v2bLw6QIVQqwYCh37MgqAEAAYASAAEgIbUvD_BwE
[v] https://mobihubs.eu/vision/
[vi] https://share-north.eu/wp-content/uploads/2020/04/200422_PART-1_Mobihub-Strategies_Belgium.pdf
[vii] https://www.nweurope.eu/projects/project-search/ehubs-smart-shared-green-mobility-hubs/undefined#tab-7
[viii] https://www.pickanddrive.es/
[ix] https://sharedusemobilitycenter.org/build-your-own-mobility-hub-7-lessons-for-cities-from-bremen-germany/
[x] https://share-north.eu/wp-content/uploads/2020/04/200422_PART-1_Context-and-Political-Strategies_Bremen.pdf
[xi] https://share-north.eu/wp-content/uploads/2018/08/Analysis-of-the-Impact-of-Car-Sharing-in-Bremen-2018_Team-Red_Final-Report_English_compressed.pdf
[xii] https://share-north.eu/wp-content/uploads/2018/08/Analysis-of-the-Impact-of-Car-Sharing-in-Bremen-2018_Team-Red_Final-Report_English_compressed.pdf
[xiii] https://sharedusemobilitycenter.org/build-your-own-mobility-hub-7-lessons-for-cities-from-bremen-germany/
[xiv] https://share-north.eu/wp-content/uploads/2020/04/200422_PART-2_The-Planning-Process_Bremen.pdf
[xv] https://www.muenchen.de/leben/orte/quartiersbox.html