Tackling mobility poverty
Could shared mobility be a solution?

Civitas Training Bremen – 11/04/2016

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Road map

• Some words on Mobiel 21
• More about mobility poverty
• A glance at shared mobility
• Looking for connections
MOBIEL 21
Mobiel 21
Organisation for sustainable mobility

Motivates
- Campaigns
- Participatory projects
- Education & formation

Informs
- Insights & downloads
- Blogs & policy work
- Information centre

Researchs
- Action-oriented research
- Innovative pilots
- Evaluation & accreditation

Broad network of partners
Mobiel 21
Organisation for sustainable mobility
Mobiel 21
Our definition of sustainable mobility

It’s all about
Safe
Ecological
Affordable
Accessible
Fair
Mobility
MOBILITY POVERTY
Mobility poverty
or transport-related social exclusion

The process by which people are prevented from participating in the economic, political and social life of the community because of reduced accessibility to opportunities, services and social networks, due in whole or in part to insufficient mobility in a society and environment built around the assumption of high mobility.”

(Kenyon et al, 2003: 210)
Mobility poverty

Who
Mobility poverty

Why

0. Affordability of transport modes
1. Inadequate regional coverage of public transport
2. Low frequency/quality of public transport
3. Lack of safe and accessible infrastructure
4. Health problems
5. Lack of knowledge and information
6. Cognitive or competence-based barriers
7. Psychological barriers
Mobility poverty
Hard-to-reach destinations

- Job
- Family & friends
- Health care
- Leisure
- Education
- Others
Mobility versus accessibility
Mobility poverty
Impacts

Socially unaware land-use planning → Limited transport options → Limited access to jobs, education and services → Economic, social and cultural exclusion → Increased inequality & cost for society → Limited demand for transport
Mobility poverty
Possible solutions

- Offer
- Competences
- Cost
- Information
SHARING IS THE NEW BLACK
Shared mobility
an energetic sector of the sharing economy

Big green door
The greatest areas of opportunity for new sharing businesses are those where a lot of services do not currently exist within a specific industry category and where a large number of people are currently either a) sharing casually (not through an organized community or service) or b) not sharing at all but would be interested to share. They include transportation, frequent-use items, and physical spaces.
Shared mobility
Usual suspects
Shared mobility
Newcomers
Shared mobility
Opportunities

✓ Efficient use of public space
✓ More multi-modality
✓ Step up to modal shift
✓ Environmental benefits
✓ Transport savings

For more: read CIVITAS Insight Shared mobility
The answer for transition to real sustainable mobility?
CONNECTIONS
Sharing: new options for those who cannot afford to buy and/or maintain a vehicle?!
Shared mobility
by/for vulnerable groups

“Old” sharing

• Sharing as a necessity
• Sustainable but willy-nilly
Shared mobility
by/for vulnerable groups

“New” sharing is NOT (yet) fair

• Price-setting and deposits
• Location of public systems
• Digital gap
• Information
• Socio-cultural reserves
**Regular Fare** is designed for casual use. You pay £10 for your starting credit, but there is no annual subscription. Each rental costs £1.00 per 30 minutes up to a maximum of £10 in any 24 hour period.

**FARES**

<table>
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<th>regular fare (£0 annually)</th>
<th>annual subscription (£60 annually)</th>
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<tbody>
<tr>
<td>first 30 min per ride</td>
<td>£1</td>
<td>free of charge</td>
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<tr>
<td>every additional 30 min</td>
<td>£1</td>
<td>£0.50</td>
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<td>5-24 h</td>
<td>£10</td>
<td>£5</td>
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Registration is free of charge. You will be required to deposit credit of £10. This amount can be used in both fare types.

**Multiple Rentals**

You can rent up to 4 bikes at any one time. Please note that if you are an annual subscriber, your reduced rates will only apply to 1 bike at any time. If you rent more than one simultaneously, the regular fare will apply to the others.

**Customer Cards**

Whichever tariff you decide is right for you, the Customer Card makes the process of rental and return at the terminal easier. Cards can be ordered at registration for £2.00. You can also order a card by logging into your account.

**£10 Credit on Payment Activation**

Before renting your first bike we need to verify your payment method. To do this we charge £10.00 when you register for any account. This becomes starting credit which is offset against future charges. We accept most credit and debit cards and direct debit soon. Credit/debit cards: as soon as the customer account shows a negative balance, a minimum of £10 will be deducted. The remaining balance will remain as credit on the account indefinitely. You can change your preferred payment method at any time.
**De handige fiets van ‘t Stad**

**Inschrijven**
- DAGPAS: 3,80€
- WEEKPAS: 9,00€
- JAARKAART: 37,00€

**Velo Antwerpen**
Verplaats je snel binnen Antwerpen en op Linkeroever met de stadsfietsen van Velo Antwerpen. Pak een Velo uit een van de Velostations, fiets naar je bestemming en plaats daar je stadsfiets terug in een station. Handig en snel!

**Nieuws**

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Omwille van werken zal Velo-station 111 Van Der Meyden om veiligheidsredenen vanaf zondag 3 april tijdelijk niet meer bereikbaar zijn. We laten weten wanneer het station terug bereikbaar is. Als alternatief kan je terecht aan Velo-station 006 Premetro Plantin, 104 Mercator en 105 Plantin en Morus.
Shared mobility
by/for vulnerable groups

Second-line needs

• Mobility competences
• Guiding network
From Mobility poverty to Inclusive Mobility

What do YOU think?
Thank you!

All your feedback and ideas are welcome!
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