

How Mobility Hubs will upgrade mobility characteristics and urban environment

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Mobility Hubs

Background

Mobility Hubs...

- ✓ Connect shared and active transport options within the public transit network
- ✓ Enable smooth transitions between different transportation modes
- ✓ Include parking, food and drink kiosks and other useful amenities
- ✓ Simplify access to public transit, supporting first and last-mile connections
- ✓ Promote digital integration, apart from physical

Objective

- ✓ To investigate the design and implementation strategies of successful mobility hubs, highlighting best practices and potential challenges
- ✓ To achieve this objective thorough literature review/ desktop research in parallel with stakeholders mapping that underscore the importance of stakeholder collaboration, technological innovation, and policy support in realizing the full potential of mobility hubs.



Hub elements

Transport models

- Public Transport
- Shared Mobility
- Active Mobility
- On-demand service

Mobility relates services

- Car E-charging Infrastructure
- Car parking spaces

Non-mobility relates services

- Layout Areas
- Food/drink Kiosks
- Delivery Lockers
- Shops
- Playground
- WiFi
- Public toilets

Types of Hubs

Urban Mobility hubs

- Located in densely populated areas → compact design
- Designed to integrate multiple transport models
- Promoting multimodal and active mobility
- Reducing private car use and traffic congestion

Suburban Mobility hubs

- Found in moderately populated, mixed-use areas with limited public transit
- Offer plenty of space for car and bike parking, charging stations etc.
- Improves first and last mile connectivity with regional networks
- Reduces the need for private cars

Rural Mobility hubs

- Serving low- density, dispersed communities with lack of public transit
- Utilize available space for car and bike parking, charging stations etc.
- Offer shared mobility , on-demand services, public transport
- Enhance first and last mile connectivity and link regional networks

Benefits

- Centralized transport options simplify transfers, making mobility more convenient and accessible
- Improved walking and cycling infrastructure enhances safety, physical health, and urban quality of life
- Non-mobility services foster social interaction and community bonding

People



- Mobility hubs reduce private car use and traffic congestion, cutting greenhouse gas emissions
- Less traffic leads to better air quality and lower noise pollution, enhancing community well-being
- Green technologies and sustainable infrastructure in hubs minimize environmental impacts

Environment



- Mobility hubs create economic opportunities for local businesses by attracting more foot traffic
- Services like park and ride, shared mobility, and transit hubs increase convenience and accessibility
- Increased user traffic supports local commerce, generating more business for nearby shops and services

Socio-Economic



Stakeholders (1/2)

- **City/Regulators:** Cities are responsible for policy-making, regulation, and funding allocation for mobility infrastructure and services, often leading mobility hub initiatives by providing strategic direction, coordinating stakeholders, and managing urban spaces as project owners
- **Transport Operators:** Public transport services are being served by the operators (e.g. bus, tram, subway, or rail), aiming to achieve reliable connections and seamless transfers between different modes of transportation.
- **Technology Companies:** Their efforts involve creating a unified mobile app that integrates all services, facilitates ticketing, provides real-time transport information, and plans for future enhancements.
- **Construction Companies:** Design and plan the physical layout of mobility hubs by considering land use, transportation networks, pedestrian access, and amenities to ensure efficient and user-friendly environments

Stakeholders (2/2)

- **Investors:** Investors play a crucial role in financing the development, construction, and operation of mobility hubs by providing the necessary resources for infrastructure, facilities, and services within these hubs.
- **Service Providers:** Service providers offer a range of transportation options, including shared mobility solutions like bike and scooter sharing, on-demand transport services, courier companies, and retail businesses that cater to the needs of commuters.
- **Citizens/End User:** Citizens and end users are vital to the success of mobility hubs, actively participating by using transportation services, providing feedback, and advocating for improvements, which helps shape the design and operation of the hubs to better serve community needs.



Public & Private collaborations (1/2)

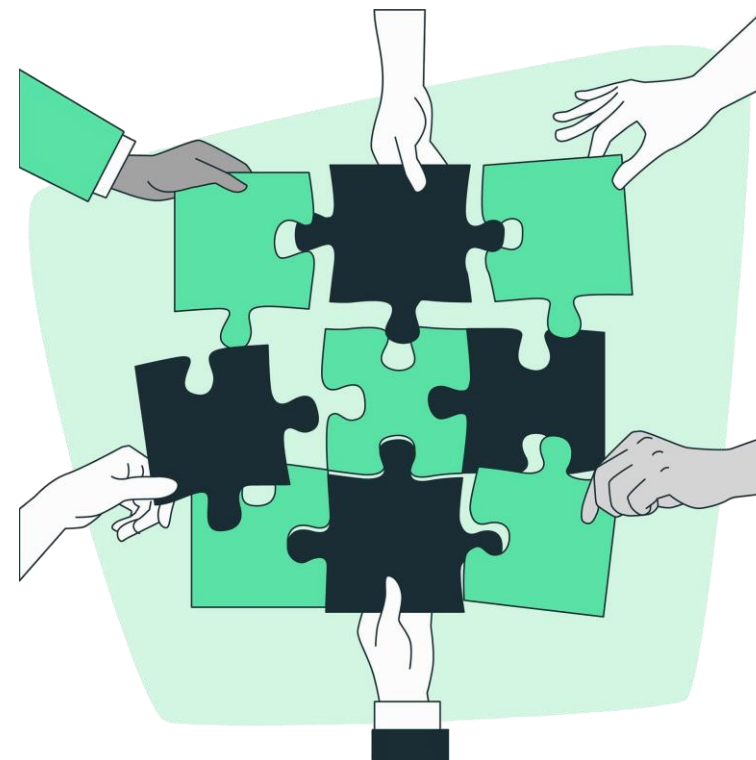
Public-private collaboration is crucial for effective and sustainable transportation solutions in mobility hubs, involving partnerships between government and private entities to plan, develop, and operate them.

- **Planning and Development:** Plan & design mobility hubs that cater to commuters and businesses by identifying suitable locations, selecting transportation services, and designing the necessary infrastructure and facilities.
- **Funding and Investment:** Involve shared funding and investment from government agencies, private investors, and transportation companies to finance the development and operation of mobility hubs.



Public & Private collaborations (2/2)

- **Operation and Management:** Collaborate to efficiently operate and manage mobility hubs by coordinating transportation services, maintaining infrastructure, and ensuring a seamless user experience
- **Technology and Innovation:** Enables the integration of innovative technologies and services into mobility hubs, such as smart mobility solutions, digital payment systems, and real-time information platforms to enhance accessibility and convenience
- **Community Engagement:** engage local communities and stakeholders to ensure mobility hubs meet their needs and preferences by gathering feedback, hosting events, and involving the community in the planning process



Barriers

While traditional mobility points like bus and train stations and park-and-ride facilities exist in Mediterranean countries, none are officially designated as mobility hubs, and there are no initiatives underway for their development.

- ✓ **Lack of adequate public transport**
- ✓ **Challenges** to the adoption of shared mobility
- ✓ **Limited awareness and acceptance** of alternatives to private car
- ✓ **Involving citizens:** understandings their preferences and needs
- ✓ **Inadequate Information and Communication Technology(ITC):** digital integration
- ✓ **Fare policy** between different modes to help reconcile the two
- ✓ **Bridging connectivity gaps** for rural areas
- ✓ **Infrastructure development:** cycle paths, public transport vs. shared mobility
- ✓ **Cooperation** between different levels of government
- ✓ **Lack of policies** to support alternative modes of transport
- ✓ **Integration** of territorial and mobility planning



Conclusions

Conclusions (1/3)

Are there any similarities or differences between the under-study Mediterranean countries?

SIMILARITIES

- **Traditional Central Station Setup:** Mobility hubs generally follow a traditional central station model with public transport (buses, taxis) widely available (except in Bosnia and Herzegovina).
- **Integrated Features:** Most hubs provide car parking and e-charging stations (except in Greece), along with waiting areas, Wifi and info points in some cases.
- **Digital Support:** Digital signs for real-time info, including departure times, exist.



Conclusions (2/3)

DIFFERENCES

- **Lack of Innovation:** Few shared mobility options are integrated, and an all-encompassing app is missing.
- **Additional Services Needed:** Featured like pick-and-drop facilities and other amenities for creating safe, vibrant spaces are not yet fully realized.



Conclusions (3/3)

A solution to Mobility Challenges:

- Mobility hubs address pressing issues like congestion, pollution and inefficient transport by integrating public transport, shared mobility, and active travel, offering sustainable and seamless travel options.

Hubs as Urban Anchors:

- Beyond transportation, these hubs foster urban development, economic growth, social interaction, and environmental sustainability.

Path to Implementation:

- Though not yet realized in Mediterranean countries, raising awareness and establishing governance frameworks are essential for their successful adoption.

Collaborative Potential:

- With joint efforts, mobility hubs can help create more resilient, connected, and livable communities across the Mediterranean towards sustainability.

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- Through its dedicated workplan, GREENMO adopts a **holistic approach that involves both public Authorities and local communities** to implement the concept in order to adapt the concept of mobility hubs to the specific needs of Med areas while drafting relevant policy recommendations.
- Project’s official website: <https://www.interregeurope.eu/smape>
- Project’s Linkedin: [GREENMO project](#)

Thank you

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