Sustainable transport

Mobility in the region of Interleuven, Belgium

Centralized Training for Supporting Structures

City of Zagreb

March 10, 2016
Sustainable transport

Mobility in the region of Interleuven

- Interleuven, a support structure for local governments
- Regional mobility problem: an approach named Regionet Leuven
- A concrete action: group purchase electric bikes
- Future actions
Empowering Covenant of Mayors Coordinators and Supporters to assist municipalities in implementing and monitoring their Sustainable Energy Action Plan

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Strategisch project Regionet Leuven – bron BUUR Bureau voor Urbanisme

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Regionet Leuven - Challenges

Sustainable mobility: 4 priorities

- Develop efficient public transport
- Reduction road traffic
- Increase bicycle use
- Adjustment urban planning

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Regionet Leuven - Challenges

A sustainable modal shift

Ambitie 2030

Auto -20%

OV x2.5

Fiets x2

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VISION REGIONET LEUVEN

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Group purchase electric bikes for citizens

An intermunicipal initiative for a sustainable modal shift

http://www.mayorsinaction.eu
Group purchase electric bikes for citizens

Objectives

- Encourage the modal shift to cycling
- Reduce CO$_2$-emissions by less conventional car rides
- Promote e-mobility especially e-bicycle traffic
- Awareness raising among citizens and employers
- Cooperation with local companies
- Lower the threshold for purchase
- Energy savings

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Group purchase electric bikes for citizens

Main steps of the action

• First call for interested residents
• Organization of a work group
  • Presentation of different types of bikes
  • Final choice of the e-bikes
• Municipal communication with second call for interested buyers
• Organization of test drives in the presence of the supplier
• Bikes delivered to the local dealers
• Final purchase
Group purchase electric bikes for citizens

Costs and timing

• **Costs** for the municipality: only organization of the project, meetings of the work group, test moments, ...

• **Timing**
  • September 2014 first call
  • October 2014 work group
  • December 2014 final choice of the e-bikes
  • February 2015 test moments
  • Ordering till June 2015

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Group purchase electric bikes for citizens

Results

• 8 Municipalities
• More than 800 interested residents
• 600 participants for the test moments
• Finally 140 buyers
  • 1/5 of interested people (group purchase ≠ free, unfamiliar with e-bikes)
  • Some types of e-bikes no longer available
  • Promotional actions of other dealers

http://www.mayorsinaction.eu
Group purchase electric bikes for citizens

Future actions

• Supporting the continuation of the modal shift
• Other intermunicipal initiatives for the 30 municipalities
• Cooperation with the DNOs
  • Roll out of charging infrastructure for e-cars
• Trainingsession March 11, 2016
  • Electric and CNG vehicles for local authorities
• Repeat this group purchase – other group purchases
• Not only electric mobility, also other actions for a sustainable mobility

http://www.mayorsinaction.eu
THANK YOU

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