



eHUBs Nudging
Dreux
DELIVERABLE D.T1 9.1

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Summary sheet

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Project partners

Organisation	Abbreviation	Country
Gemeente Amsterdam	AMS	The Netherlands
Promotion of Operation Links with Integrated Services aisbl (POLIS)	POLIS	Europe
Taxistop asbl	Taxi	Belgium
Autodelen.net	Auton	Belgium
Bayern InnovativGmbH	BI	Germany
Cargoroo	CA	The Netherlands
URBEE (E-bike network AmsterdamBV)	URBEE	The Netherlands
Gemeente Nijmegen	NIJ	The Netherlands
Transport for the Greater Manchester	TfGM	Great Britain
Stad Leuven	LEU	Belgium
TU Delft	TUD	The Netherlands
University of Newcastle uponTyne	UN	Great Britain
Ville de Dreux	DR	France
Stadt Kempten(Allgäu)	Kemp	Germany
Universiteit Antwerpen	UAntwerp	Belgium

Document history

Version	Date	Organisation	Main area of changes	Comments
0.1	July 2022	City of Dreux	Completed entire phase of eHUBs	

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I. Introduction

Dreux has been taking actions for years to revitalize its city center and to offer services, economic possibilities, and high-quality life environment. Convinced of the need to initiate environmental, social and economic transition through these actions, the city is pursuing an active policy in favour of renovating housing in the city center and in favour of the development of new modes of transport with less CO2 emissions.

It is in this context that the city has chosen to modify the place of the car in the city (paid parking in the city center, speed reduction in the city center (zone 30 km / h), to give place to active mobility (construction of 16 km of cycle paths in 2019, and another 20 km in 2020 and establishment of eHUBS shared mobility stations).

The municipality decided to implement two types of shared electrical mobility services :

- E-bike service, in partnership with French mobility provider Green-On
 - 3 eHUBs (Mobipoints), 15 e-bikes, 3 e-cargo bikes
- E-car service, in partnership with French mobility provider Citiz
 - 2 eHUBS (Mobipoints), 3 e-cars

II. Preparation phase

A local communication plan has been elaborated in cooperation with Polis in 2019 to help the City promote its activities related to the eHUBS project, by various means : events, workshops, festivals, webinars, in a local, regional and even national context to complement European level communications. This helped Dreux to define and prepare communication actions toward users.

In order to draw attention to the future eHUBS, a brand identity has been defined with the City communication department, with specific name and logo. The report realized by Autodelen “Visuel branding materials” inspired us to create our own brand identity from the proposed guidelines. The City chose to use the “Mobipoint” name to adapt from the other names used in various European countries : “Mobipunt”, “pointmob”.... French inhabitants of Dreux will then be more keen to remember the name of the service. A specific logo (see below) was also created using the same colour frames as the ones from the consortium.



Figure 2 Brand Identity for Dreux Mobipoint



Figure 1 Brand identity for Dreux Mobipoint

The communication department also published several articles to introduce the project before the official launch of the project.

Des vélos électriques bientôt en ville!

Engagée en faveur de la mobilité active, Dreux a été sélectionnée pour expérimenter un projet européen de transport durable et partagé: le projet eHUBS. Objectif: réduire la place de la voiture en ville et limiter les émissions de CO2. Courant décembre, un service de location libre-service de vélos électriques et vélos cargo sera donc mis en place en centre-ville.

■ UN DISPOSITIF EUROPÉEN INNOVANT

On les appellera les stations MOBIPOINT. Dans quelques semaines, elles s'installeront dans trois points centraux du centre-ville (Gare, Mésirard et Champ-de-Foire) et proposeront aux habitants un mode de transport attrayant, durable et surtout économique. **Dreux peut être fière puisqu'elle est la seule ville de France à avoir été retenue pour participer à ce projet européen!** La cité d'urocasse rejoint ainsi les six autres villes partenaires de ce dispositif expérimental parmi lesquelles Amsterdam, Manchester, ou encore Louvain en Belgique. Pendant trois ans, ces villes sélectionnées bénéficieront notamment de subventions européennes pour tester ce dispositif eHUBS. Cette expérimentation de plusieurs années visera à comprendre les forces et les faiblesses de ce mode de transport, et permettra d'ouvrir la voie à d'autres villes en matière de mobilité partagée.

■ UNE ALTERNATIVE SIMPLE ET ACCESSIBLE

Les stations seront implantées dans 3 points centraux de la ville et proposeront chacune vélos et vélocargos (équipés de ceinture de sécurité). Une belle manière de pédaler seul ou en famille!

Station Gare: 5 vélos et 1 vélo cargo
Station Mésirard: 5 vélos et 1 vélo cargo
Station Champ-de-Foire: 5 vélos et 1 vélo cargo

Dans un premier temps, les eHUBS seront limitées au centre-ville afin d'y développer les déplacements tout en réduisant la place de la voiture. Mais ce dispositif voit déjà grand! En fonction des besoins de utilisateurs, il pourra à s'étendre à d'autres secteurs de la ville, voire même de l'agglomération.

À venir

Retrouvez prochainement toutes les informations sur ce dispositif sur le site internet www.dreux.com ou sur l'application Dreux ma ville, rubrique « Mobilité ».

Mobilité: une voirie pour tous!

ZONE 30: de nouveaux aménagements

Dans le cadre de sa politique de développement durable, Dreux a décidé d'apaiser progressivement la vitesse de circulation en cœur de ville. **Le périmètre de la zone 30 en cœur de ville sera donc prochainement étendu du centre-ville jusqu'à l'avenue du général Leclerc.**

Objectif: faciliter la mobilité de tous!

À cette extension s'ajoutera un **renforcement de la signalétique au sol**. La Ville de Dreux a ainsi pris le parti d'un marquage fort de ses zones 30 par des aménagements systématiques et très identifiants en entrée de zone et/ou sur des axes où les usagers ont tendance à ne pas respecter la vitesse en vigueur. Seront par exemple concernés les boulevards Jean-Henri et Louis-Terrier.

Pour toute question, contactez le service mobilité au 02 37 38 87 83

Figure 3 Article published in city newspaper, November 2020

Louez un vélo électrique !

À compter de la mi-janvier, vous pourrez désormais profiter d'un système de location en libre-service de vélos à assistance électrique. L'occasion pour vous de découvrir cette alternative à la voiture mais aussi de participer à une expérimentation européenne en matière de mobilité durable. Comme nous l'expliquions dans les pages de notre précédent numéro, Dreux est la seule ville de France à avoir été retenue pour mettre en place et tester un projet de transport durable et partagé : le dispositif eHUBS.

VILLE VERTE

15 vélos électriques
3 vélos cargos

seront disponibles à la location (avec ou sans abonnement).

Retrouvez les 3 stations baptisées MOBIPOINT dans des sites centraux de la Ville :

- STATION GARE
- STATION MÉSIRARD
- STATION CHAMP-DE-FOIRE

Simples d'utilisation, économiques et écologiques, ces vélos s'adressent à tous, aux cyclistes seuls et aux familles !

Pour en savoir plus sur le dispositif eHUBS, rendez-vous sur le site de la Ville et consultez en ligne notre magazine municipal de novembre/décembre 2020 (pages 24-25).



Figure 4 Article published on future Mobipoint launching in city newspaper, January 2021

In order to favor future uptake of the services, the City held a stand during 2 days for the Saint-Denis, a local commercial fair on Place Mésirard on October 3rd and 4th 2020, from 10am to 6 pm. Main objective of the stand was to promote the eHUBS project, introduce the future implementation of the stations and the service functioning modalities. Citizens could ask questions on the payment system, the price and potential help to learn to ride an e-bike.

More than 100 people visited the stand and about half of them tried an e-bike, and were delivered information on future shared e-bike service (see Figure 6).



Figure 5 Picture of Mobility Stand during Saint-Denis fair, october 2021

STAND MOBILITE DURANT SAINT DENIS – BILAN

Dates de l'événement : Samedi 3 et dimanche 4 octobre 2020 de 10h à 18H.

Objectif du stand : Faire la promotion du projet expérimental européen eHubs/ MOBIPOINT, annoncer le déploiement des stations de vélos partage et autopartage à Dreux, leur modalité de fonctionnement...

Les chiffres de fréquentation :

	Nombre visiteurs stand	Essais Vélos électriques	Information sur stations eHUBS/Mobipoint
SAMEDI	65 + équipe municipale (+30)	23	32
DIMANCHE	41	29	16

Figure 6 Reporting on attendance of mobility stand during Saint-Denis fair, October 2020

In parallel to these traditional communication actions, the City worked on a eHUB totem model, but was facing issues with the French national service responsible of protected historical monuments called “Architecte des bâtiments de France or ABF”. A totem similar to the one presented in the Autodelen document was foreseen, with some adaption to the City of Dreux colors.

DECISIONS PRISES LORS DE LA REUNION

- Mise en place d'un **TOTEM** à chaque endroit (soit 5 dans le cadre de la phase 1)
- Modèle (voir photo) entre 2 m et 2,5 m de haut
- Couleur : **RAL 7031 (gris bleu, mobilier urbain de la ville)**
- Nom officiel « **MOBI POINT** »
- Logo (voir photo)

(Nous avons opté pour le vert dans le logo et garder le gris pour le totem)



Composition du Totem comme la proposition du groupe projet eHUBS :

- Totem : Partie haute : logo
- Partie centrale : plan de la zone géographique pour repérage + indication de la localisation des autres stations
- Partie basse : indication du nombre de véhicules et orientation vers les autres types de véhicules et transports en commun alentours.
- Tout en bas : Logo Ville de Dreux, Interreg, ADEME (vérifier si on n'oublie pas des financeurs KD/JA)



Figure 7 Final decision for the Totem model, october 2020

Our goal was for the eHUB totem to be seen, while the ABF rejected our proposal, considering that it was degrading the view on Place Mesirard and the Royal Chapel located up the hill. We then chose to implement small informative plastic panels in replacement to inform about the service rate, booking system etc. Being much less visible than the initial ones, the panels give at least all required information to process a booking.



Figure 8 Informative Panel on e-car Mobipoint "Dreux Gare" rue des Rochelles, June 2021

III. Launch of services

Our 2 services were launched during first semester of 2021 :

- 12th february for the e-bike service
- 18th May for the e-car service

A. Local press

Press material was elaborated and sent to the local media to invite them to the launch of the services, leading to several articles within the local press.



Figure 10 Screenshot of press release for the e-bike service, February 2021

les 3
premières
stations



Figure 9 Screenshot of press release for e-bike service inauguration, February 2021

This led to several articles in the local press, introducing the new e-bike service and its operating system.



Figure 11 Article published in regional newspaper "L'écho Républicain", 12/02/2021

Mobilité

Comment bien utiliser le prêt de nouveaux vélos électriques à Dreux

Publié le 01/03/2021 à 09h05



Le vélo électrique s'implante à Dreux. Le projet, baptisé eHubs, s'inscrit dans le cadre du programme Interreg Europe du Nord Ouest (ENO). © Agence DREUX

LIRE LE JOURNAL

LES + PARTAGÉS

1

Fait divers Une élève de CM2 de l'école élémentaire de Saint-Denis-Lanneray décède après un malaise

2

Santé Piqûre de tique et maladie de Lyme : les conseils d'une infectiologue de l'hôpital de Chartres

3

Santé Les soignants réticents face au vaccin anti-Covid : "Quel est l'intérêt de me faire injecter un produit que je ne connais pas ?"

Figure 12 Article published in regional newspaper "L'Echo Républicain" on e-bike service operation, 01/01/2021

Vie locale

Des vélos de location en libre-service à Dreux

PARTAGER

TWEET



Figure 13 Article published in regional newspaper "M ta Ville" on e-bike service operation, 17/02/2021

B. City newspaper

The city newspaper is a magazine distributed to each Dreux inhabitant every month. Various articles dedicated to end-users were published while Mobipoints were inaugurated to boost the uptake.



Figure 15 Magazine cover dedicated to the launch of first eHUBS



Figure 14 Magazine article dedicated to e-car service, June 2021

C. Social medias

D.T.5.1 EHUBS Implementation – Dreux

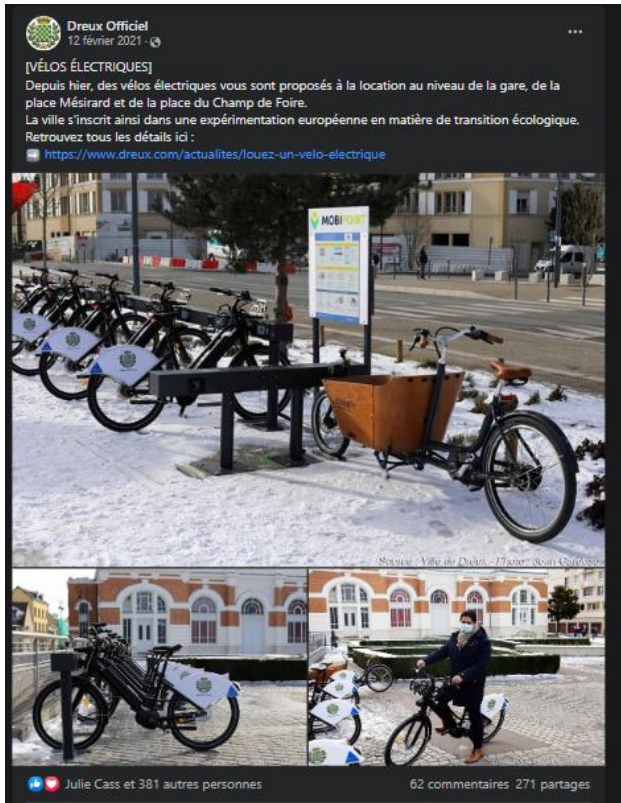


Figure 18 Screenshot of Facebook publication, February 2021

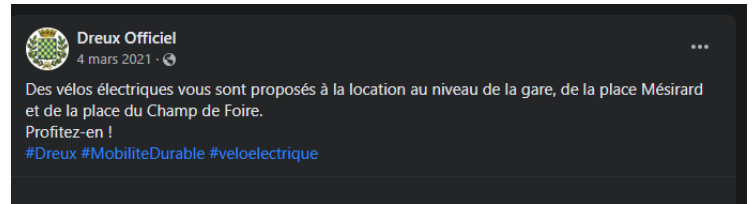


Figure 19 Screenshot of Facebook publication, March 2021

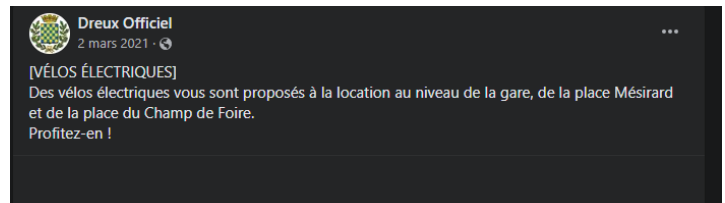


Figure 17 16 Screenshot of Facebook publication, March 2021



Figure 16 Screenshot of Facebook publication, May 2021

D. Opening events

An experimentation session was held on March 15th 2021 with Green-On, our e-bike mobility provider to introduce the new services to the general public. Around 20 people were taught on how to use the e-bikes. Another trying session on how to ride an e-bike was organized on February 18th 2021 with a professional coach to make people feel more comfortable with e-bikes and nudge them to use the e-bike service. 5 people benefited from this free-session.



Figure 22 Poster of e-bike service learning session, March 2021

E. Communication material

The city worked on proper communication material to be disseminated on public spaces and local businesses. Flyers and posters were elaborated to introduce the Mobipoint and the two services. Every inhabitant of the downtown neighborhood of Dreux received a flyer of each service, targeting potential end-users living closely to the 3 Mobipoints.



Figure 21 Picture of opening event, March 15th 2021



Figure 20 Youth trying e-bike during opening event, March 15th 2021



Figure 23 Screenshot of e-bike service flyer



Figure 24 Screenshot of e-car service flyer

IV. City mobility strategy

A. Pre-operational phase

Alongside with the eHUBS project, the city of Dreux elaborated a global mobility strategy aiming at structuring its actions on mobility. A senior consultant in mobility policy was recruited in 2020 to conduct first a diagnosis, and then to elaborate an overall strategy in terms of mobility. The general idea of this strategy was to favor the development of sustainable mobility within the city of Dreux, including eHUBS project as a key asset to reach the objectives pursued.

Une politique mobilité structurée en 3 volets :

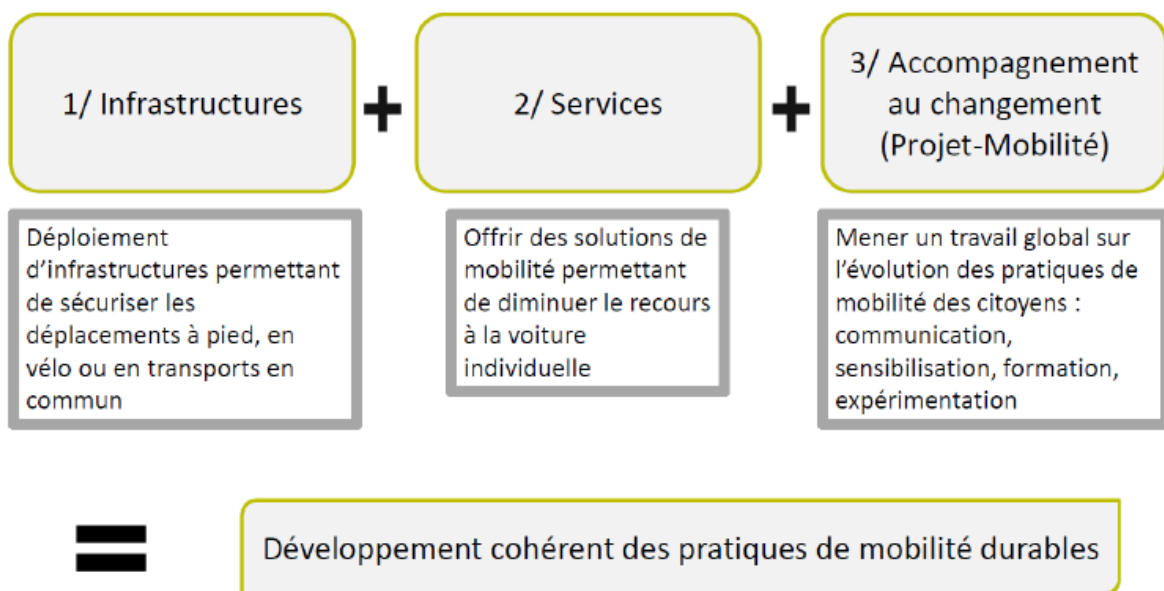


Figure 25 The 3 axis of the mobility strategy

1st pillar of the strategy was focused on developing infrastructures allowing sustainable mobilities (walk, bike, public transport). The shared mobility services are part of the 2nd pillar, offering alternative solutions to the use of private car. 3rd pillar is focused on behavior change and sustainable mobility uptake throughout various means : awareness reason campaigns, experimentation, communication.



Figure 26 Screenshot of mobility page on Dreux's temporary website

Our municipal councilor gave also gave an interview of

B. Behavior change actions

First action took place during the European Mobility Week in September 2021, as the City offered a range of training sessions on various topics, including e-bike training, to nudge people to use the e-bike service.



Figure 28 Poster on European Mobility Week and sessions offered by the City of Dreux, September 2021



Figure 27 Session on new cycling lanes, September 2022

Various e-bike sessions were held and people were invited to use the uHUBS. This brought people to feel more comfortable on a bike and eventually use the e-bikes, which were also presented along with the e-car service. New cycle paths and lanes were also explained to raise awareness on how to cycle safely in Dreux.



Figure 29 Bike training session, October 2021



Figure 30 Self-repair bike session, June 2022

C. Communication during local events

The city of Dreux displayed the services and its equipments during various local event :

- Local fair Saint-Denis in October 2021 : display of e-car and dissemination of information material to 120 people.
- Local event on sustainable development in Dreux October 2021, with more than 80 attendees.

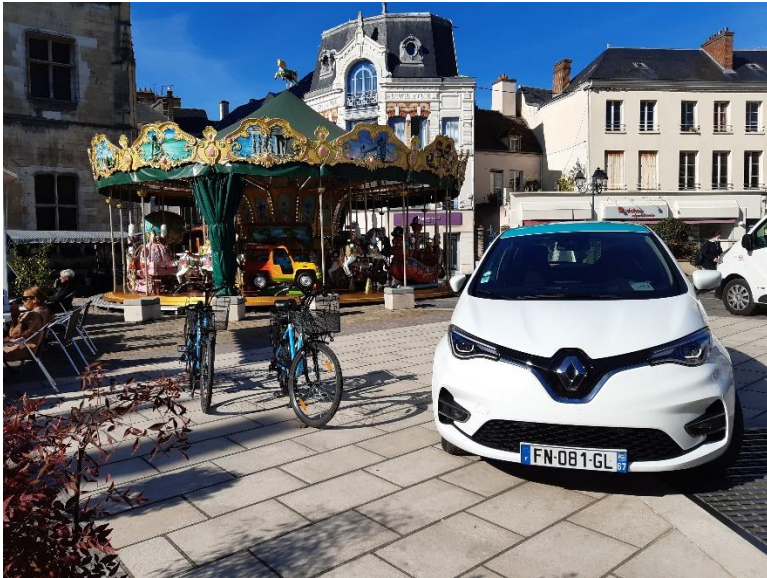


Figure 31 Display of e-car during local fair Saint-Denis, October 2021

V. The eHUBS Consortium

The consortium of eHUBS consists of 15 partners with multidisciplinary and complementary competencies. This includes European cities, leading universities, networks and electric and shared mobility providers.





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For further information please visit <http://www.nweurope.eu/ehubs>



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