

Mobi-hubs Workshop Outcomes Summary

QUESTION 1
<i>What role might Mobi-hubs have in delivering sustainable transport solutions within the SEStran area?</i>
<ul style="list-style-type: none"> • Mobi-hubs can promote intermodality and encourage a modal shift. • We can use European best practice examples • Mobi-hubs can address equality & access issues by offering more choice and increasing awareness of options: ride-sharing, car-sharing, reduce social isolation • Mobi-hubs can promote health benefits of active travel modes and encourage people to try bikes/e-bikes • Mobi-hubs can function as a visual or face to face contact point, provide information and contribute to town centre improvements • Mobi-hubs can provide last mile solutions and there is a potential to integrate mobi-hubs with click + collect type systems and/or incorporate other services such as an ATM • It is important to create a good hub with good links to onward travel and services; a travel hub won't work without these links • Moreover, there is a pressure on public funding available for these mobi-hubs and it is yet unclear who will be responsible for the operation of these hubs.
QUESTION 2
<i>Identify factors that you consider will impact on the delivery of Mobi-hubs? Is one single factor the most important for Mobi-hubs to be effective?</i>
<ul style="list-style-type: none"> • User convenience and cost • Funding will be an essential element in creating mob-hubs • Legislation necessary regarding ticketing and operators (provision of data, number of operators) and the integration of mobi-hubs with planning and new housing developments • Identifying suitable locations: planning considerations • Integrated payment system/subscription • Buy-in from operators required for the hubs to function effectively
QUESTION 3
<i>In what ways might Mobi-hubs improve connectivity between travel to work areas in and around Edinburgh?</i>
<ul style="list-style-type: none"> • Mobi-hubs will be key to future planning & development considerations • Mobi-hubs have the potential to reduce single-occupancy travel and therefore reduce congestion in and around Edinburgh • Mobi-hubs exploit multi-modal travel options: e.g. electric vehicle for 'last mile' • Mobi-hubs might enhance employment opportunities by closing 'transport gaps' and improving the public transport network • Mobi-hubs provide a sustainable alternative to private cars for the 1/3 of workers travelling into Edinburgh from areas outside

Mobi-hubs Workshop Outcomes Summary

- Sustainable travel can be further encouraged by linking the provision with Mobi-hubs with hard measures or 'sticks', such as the workplace parking levy.
- Evidence for demand is needed to develop a hub in the right location
- Better integration is needed between new residential and/or workplace developments

QUESTION 4

Are Mobi-hubs the answer to improve sustainable transport modes in rural areas?

- There will be different challenges in creating mobi-hubs in rural areas
- There is a higher unit cost and lower economy of scale
- People living in rural areas are more dependent on cars and have fewer alternatives which will make it hard to change behaviour
- Mobi-hubs in rural areas would therefore have to be more car oriented and create the missing link with bus & rail services
- There is a risk that mobi-hubs will not be commercially viable in rural areas
- Nevertheless, it might make borderline cases work commercially through consolidation of public transport and other sustainable transport modes
- Mobi-hubs have the potential to create a social hub enabling communities to interact