



*In 2016 Autodelen.net and Taxistop started with the project **Quality Neighbourhoods**. The purpose of this project was to get residents of a district on board for the 1-month-without-car campaign and testing out a wide range of sustainable alternatives.*

Share-North Living Lab Quality neighbourhood: Sint-Amandsberg (Ghent)

Since Ghent is a larger city, it's way less convenient to make your way around town in a car, nor having it in front of your door. The idea to choose for sustainable mobility, and especially the practice of carsharing, is generally more propagated here.

The district Sint-Amandsberg was facing redesigning of a central square (Heilig-Hart-square). Due to loss of available parking space, there also was a great **necessity** to look for alternatives. So from the start, there was a great **support and willingness from residents** to participate.

Together with this **sharing mentality**, this formed a great base to launch the call for participants for the 1-month-without-car campaign.

Next you need to find out what your interested potential participants are looking for in the project. What are their wishes, desires and maybe even frustrations about mobility in their district? If you don't know, you'll need to conduct one-on-one interviews, work with a short survey questioning regular mobility habits, or even host a general assembly with the neighbourhood.

According to needs and wishes gathered from the neighbourhood, you'll need to provide **personal travel advice** with a range of **sustainable alternatives** to try out.

- ☐ Introduce or promote a shared bike system
- ☐ 1-month rental of an electrical bike (preferably with the possibility for extra options: give cycle bags, provide a children's seat, protective clothing etc.)
- ☐ Introduce or promote a shared car system (e.g. www.cozycar.be)
- ☐ Promote carpooling (with a carpool software e.g. www.carpool.be)
- ☐ Show best options for public transport and provide a subscription: bus, train, ...

To gain better buy-in from your participants, it proves an extra stimulant to offer a package of mobility incentives (discounts, free subscriptions, free app use etc.)

Taxistop and Autodelen.net even used a mascot, *sharing Danny*, to hand out the mobility boxes with incentives: great film footage, big smiles and extra visibility in the neighbourhood!

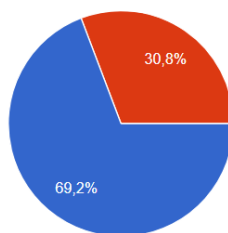
Tips & tricks

- ☐ Though you might have a solid communication strategy, there is always a possibility that you haven't reached everyone in the neighbourhood. If you have a handful of enthusiastic participants, you could start with handing them their incentives during an official activity. It provides greater **visibility** by showing the residents what you're offering and maybe get more people on board like this. Also note that enthusiastic participants will be your best advocates to spread the word of how successful your action is.

- For all the efforts you're taking, it would be good to know how effective the undertaken activities and measures really are. Taxistop and Autodelen.net worked with an app from University Ghent for tracking mobility behaviour. By using the "Connect Autodelen.net edition" app we had a better chance to know how behaviour changed over time and what alternatives seemed successful or not.



results



Will you switch to a carsharing system?

Blue: 69.2 % of 13 respondents answered "yes".

red: 30.8 % of respondents answered "no".

attribute	value
users	15
trips	1.249
legs	1.717
distance	10.240 km
duration	27.150 min

Gemiddelde per persoon per dag:	
Aantal trips	4,1
Aantal trip legs	5,6
Aantal km	33,6 km
Verpl.duur	89 min
Aantal km/trip	8,2 km

