

## Objectives of the measure

- **At measure level:**
  - Increase the efficacy of existing financial incentives.
  - Develop a more coherent and effective approach
- **Contributing to city level objectives of:**
  - Increase the attractiveness and the accessibility of public transport and eventually lead to an increase in use.

## Description of the measure

- **Situation before:**

The city provides financial incentives for public transport in the form of free bus passes or reduced prices for certain groups (students, children...) or types of trips (peripheral parking lot to city centre). However, the actual impact of financial incentives currently in place in Leuven are unclear. Moreover, these incentives are not well coordinated and combined effects were hardly considered.

- **General description:**

This measure will make the best use of ongoing technological improvements such as integrated ticketing systems and MaaS applications in order to test smarter incentives that are easier to access for the intended social groups. By reassessing and more focused application of financial incentives for public transport and parking, the uptake of public transport in certain social groups will be increased. Financial incentives currently in place in Leuven are each focused on one particular service and one particular user group of this service. They are not integrated with ticketing systems, they are often not well known, and they are not transparent. In this measure, the current financial incentives will first be analysed: what is their actual impact and efficacy? Building on this analysis, expertise of the UPPER partners and input of an ongoing pilot project on MaaS in Leuven, a policy plan on financial incentives will be drafted. Finally at least one sort of financial incentive that is provider neutral and integrated with MaaS systems will be implemented and evaluated within the project.

- **Measure outputs:**

- Analysis of existing financial incentives
- Policy plan for financial incentives
- Implementation of policy plan: at least one sort of financial incentive that is provider neutral and integrated with MaaS systems. Cooperation with Factual/rideal is being discussed.

- **Supporting activities:**

Focus group with target users: how do they experience current incentives, what could be improved from a user-centric perspective?

- **Interaction with other city measures: UPPER and non-UPPER measures**

- Leuven participates in a project "City of Things – Mobiliteitsbudget" financed by the Flemish government, where we will experiment with financial incentives integrated in a MaaS application in 2023-2024. The results of this project will be an important input for the UPPER measure.
- LEU\_01 will provide additional input for the analysis, especially concerning the target groups
- LEU\_06 will provide the framework for any communication regarding implementation

## Target groups and/or geographical impact areas

- **Target groups:**

Potential recipients of financial incentives/subsidies

- **Geographic implementation area:**

City of Leuven

## Stakeholders

The following stakeholders will be required for the implementation of this measure.

- **Municipality:** responsible for financial incentives policy, financing
- **Mobility service providers**
- **MaaS providers active in Leuven**

## U-tools support

This measure will be actively supported by one IT tool from the UPPER toolkit:

- **U-GOV:** engage citizens, crowdsource ideas

## Link to other UPPER measures

This measure is similar to UPPER measures in other cities, especially:

- **ROM\_09:** To create incentive packages to support multimodality
- **IDF\_07:** To incentivise the use of Public Transport for commuters
- **OSL\_07:** To incentivise the use of PT and shared/active modes of transport
- **TES\_08:** To create new incentive-based services in the MDMS to increase the use of PT
- **TES\_10:** To incentivise the use of PT in combination with active modes
- **HAN\_06:** Incentivise the shift to PT and active modes

## Process of implementation of the measure

Stages	Description	Intermediate milestones
<b>Analysis</b>	Analysis of current incentives	- Analysis report
<b>Policy plan</b>	Translate analysis results in a policy plan for Leuven	- Approvement policy plan - Agreement with stakeholders
<b>Implementation</b>	Application of policy plan.	- Technological implementation - Launch

## Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
LEU_05	NA	<ul style="list-style-type: none"><li>- Number of users reached</li><li>- PT/MaaS use among target groups</li><li>- Cost of incentives</li><li>- Affordability PT</li></ul>