

Promoting sustainable mobility for low-income groups through cross-sector collaboration

Mobility tests in Brussels



Observations based on the LEZ4ALL study

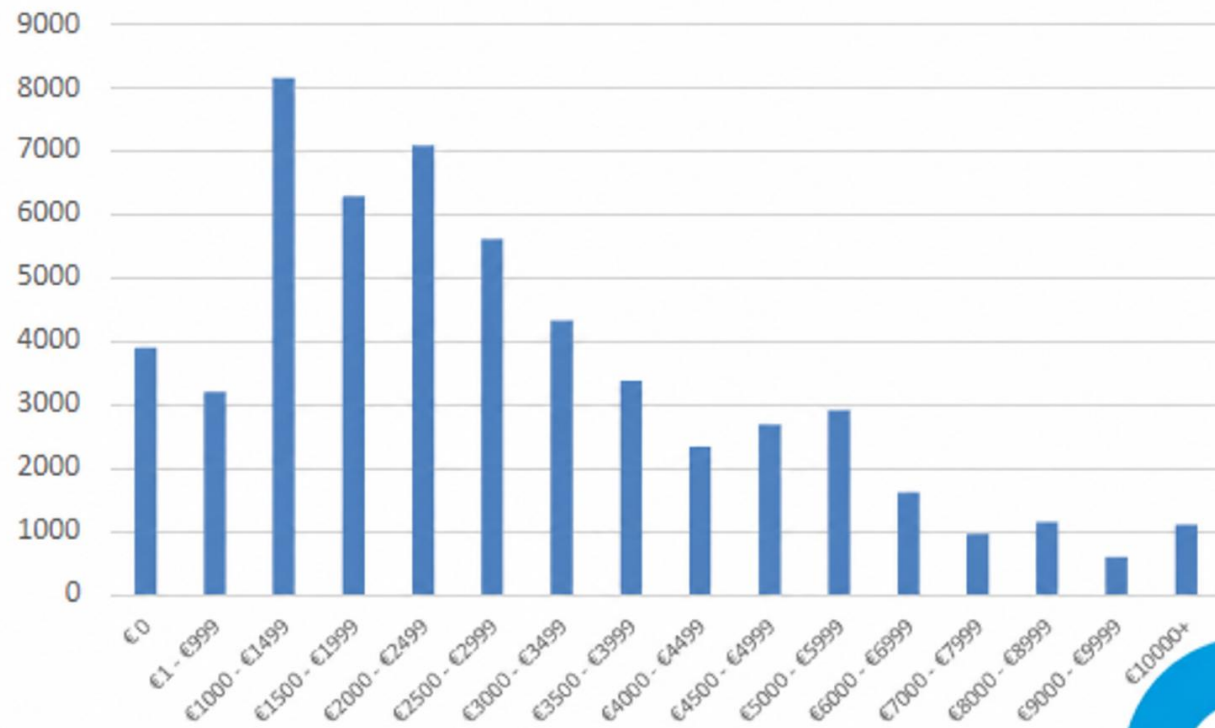
Collaboration between the mobility sector and the social sector:

- 57% of professionals concerned with LEZs who work in back-office roles are not used to regularly collaborating with professionals from other fields.
- 35–37% of the relevant back-office professionals would like to integrate more social expertise into their work. 14–16% do not know how to integrate this expertise.
- **49% of professionals in contact with the public do not easily or systematically identify the mobility difficulties faced by the citizens they support.**
- **Only 45% of professionals in direct contact with the public report knowing where to find comprehensive and up-to-date information on LEZs and support measures.**

Source : Needs assesment : Synthesis of a quantitative & qualitative study on vocational training opportunities for LEZ professionals, Lisa De Vos, Thomas Vanoutrive & Jana Deforche – November 2025

However...

Absolute number of vehicles not compliant with the 2025 LEZ,
by household income (Statbel: DIV, BELCOTAX, 2022)



In absolute terms, low-income households make up the largest number of households affected by the latest LEZ milestone.

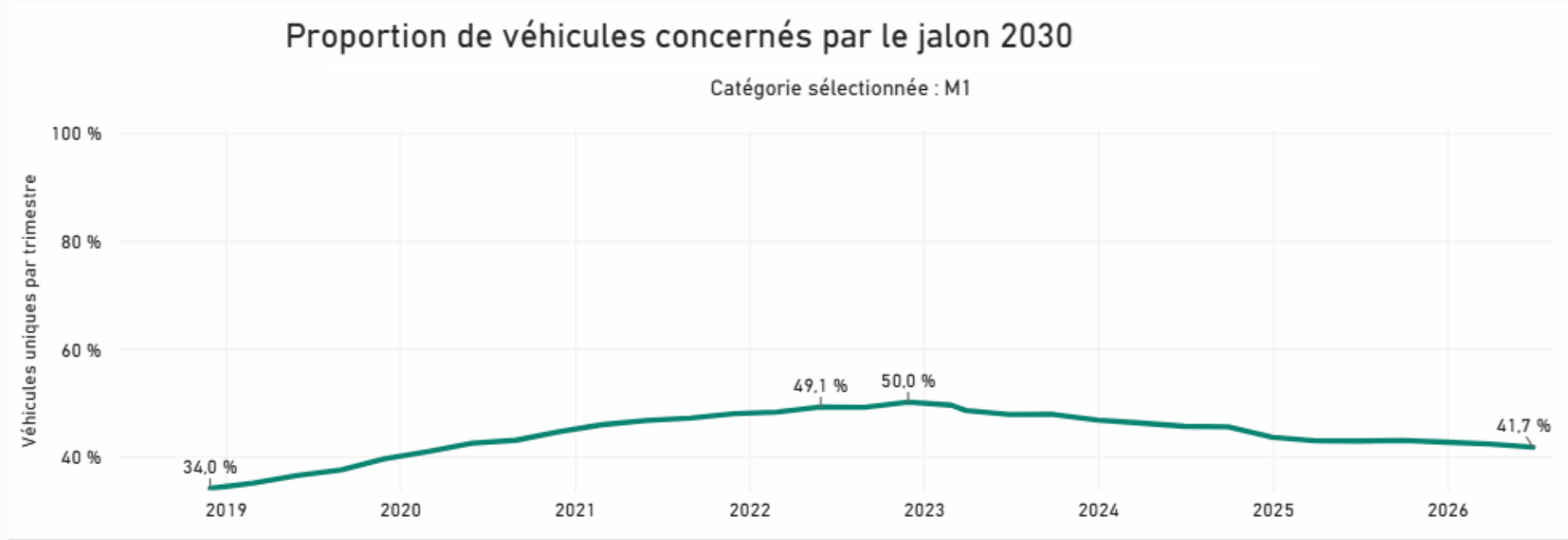
In other words, even though they do not represent the majority of car owners, a higher proportion of the vehicles they own have just become non-compliant, meaning that they are disproportionately affected.
(Potentially “forced car owners”)

Causes:

Car prices / vehicle replacement rates
The absolute number of people living in poverty in Brussels

Why develop support services?

Beyond addressing the current need, there is also a need to develop solutions for the future: approximately **635,000 vehicles**, or **41% of the vehicles currently circulating in the Brussels Region**, will be excluded from the LEZ by 2030.



Building on an existing service and existing expertise...

Mobility coach

Free, personalised advice to help identify the best solution—or combination of solutions—for getting around without your car:

- The benefits of alternative transport modes
- Exploring new routes
- The costs and how shared mobility services work
- Information on the Bruxell’Air grant, other mobility support schemes, and available training
- Navigation apps and mobility assistance services



PHONE (CALL-
BACK)



MAIL



CALL-
CONFERENCE



APPOINTMENT



BIKE TESTS

**DES CONSEILS
POUR VOUS
DÉPLACER
À BRUXELLES
SANS VOTRE
VOITURE?**

Contactez le Mobility Coach

02 808 48 11

**laissons
respirer
.brussels**

...and developing a new support model in collaboration with the social sector

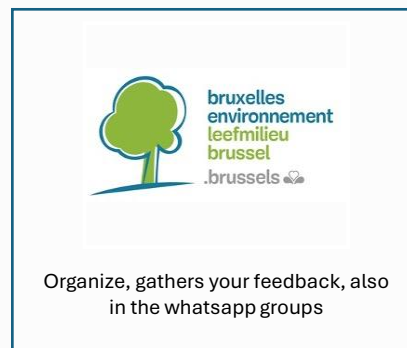
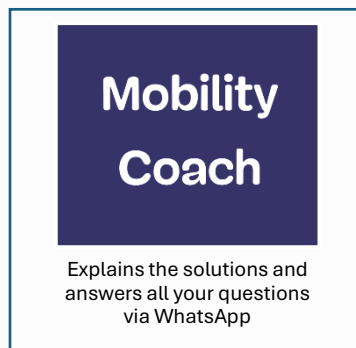
Part 1 – “Mobility Visit”: training session on shared mobility solutions for social workers (optional)

1. Provision of a mobility budget (adaptable)
2. One-month trial period (adaptable)
3. Testing shared cars, bikes, scooters and e-scooters, taxis, and public transport
4. Support from the Mobility coach via a WhatsApp group

Part 2 – “Mobility Visit”: training session for interested beneficiaries of the organisation (mandatory)

Same steps + support from social workers

- Collective evaluation



In practice

Trial arrangements :

Shared mobility options:

- Car sharing: Cambio, Poppy, Getaround...
- Public transport subscriptions and tickets: STIB, De Lijn, TEC
- Shared e-scooters and bikes: Dott, Bolt, Voi, Blue-bike, Monkey Donkey, Villo!...
- Felyx scooters
- Different types of bikes made available: e-bikes, folding bikes, cargo bikes...

Modalizy card = Visa card

Cambio account

Simplified registration through a business account
Insurance included



In practice

Community center Bockstael

2 social workers

15 participants

Process:

- Training session for the social workers + €400 budget per person
- One month to test mobility solutions
- Remote support from the Mobility Coach
- Communication with the target group and development of their own support schedule
- Training session for participants + €200 budget per person
- Two months to test mobility solutions
- Remote support from the Mobility Coach, including the production of tutorials
- Debriefing session with the whole group



SE DÉPLACER AUTREMENT À BRUXELLES - LEZ4ALL

 Calendrier d'accompagnement avec
Nabila et Nadia

 **Mardi 12 mai** : découverte de Bolt, Dott,
Voi, Blue Bike (vélos électriques)

 **Mardi 19 mai** : découverte de Bolt, Dott,
Voi, Villo! (trottinettes électriques et vélos)

 **Mardi 26 mai** : découverte de Félix
(scooter)

 **Mardi 2 juin** : découverte de Cambio,
Poppy et Getaround (voitures partagées)

 **Jeudi 11 juin** : découverte abonnements
SNCB et transports en commun

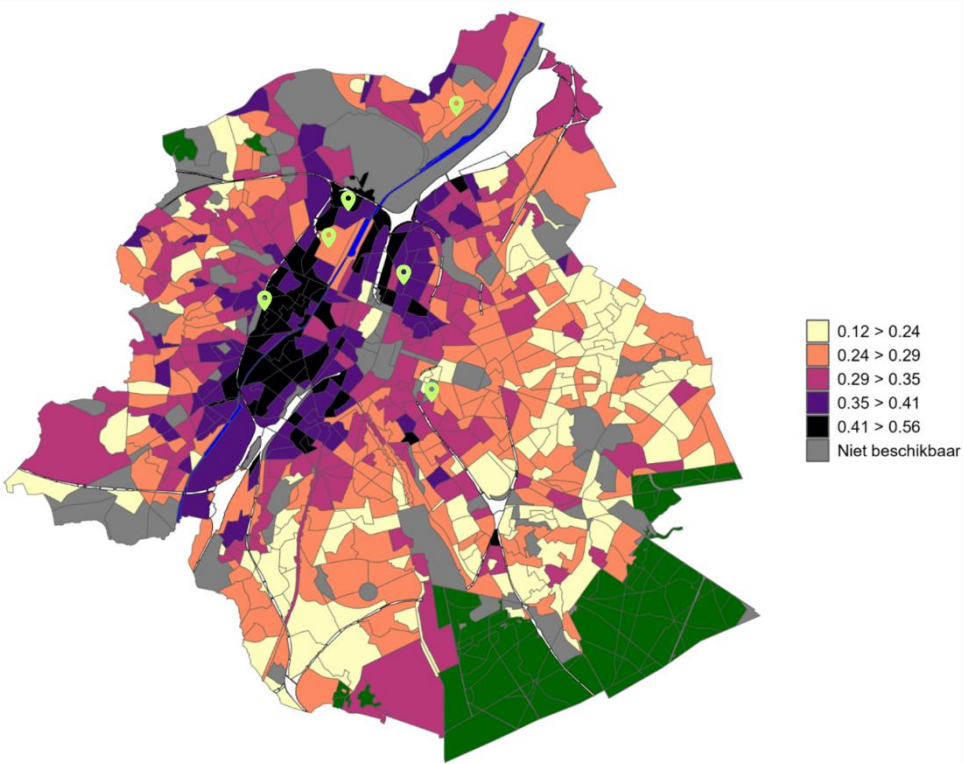
Plus d'informations : 0490 14 15 57 ou
rendez-vous à la Maison de Quartier Bockstael



Social partners

Trial	Participants		Involvement of the social partner
Social partner organisation	Employees	Beneficiaries	
Community center Nohva	3	4	Selection of participants and participation in the trials
Molembike (cycling school)	3	5	Selection of participants and cargo bike testing for staff
CLTB (social housing management company)	5	8	Partial selection of participants and participation in the trials
Refresh (Training in the hospitality sector)	0	10	Connecting participants with Brussels Environment
Community center Bockstael	2	15	Structuring and coordinating the support programme, and participation in the trials.
Total	13	41	

Geographical distribution of vehicles not compliant with the 2025 milestone



Profils des participants

Participant recruitment criteria:

- People who report difficulties with their mobility or express an interest in shared mobility.
- (If possible), people who own a car or live in a household that owns a combustion-engine car.
- People with limited financial resources.

Participant profiles:

- No verification of participants' occupation or income, but some profiles were typical of people vulnerable to transport poverty: shift workers, low-income workers, social benefit recipients, people in training, and parents (including stay-at-home parents) with several children.
- 61% women.
- 41% owned a car shared one own by their household.
- 82% held a driving licence.
- Limited knowledge of the mobility support measures available in the context of the LEZ.
- Limited use of shared mobility solutions.



Advantages of the model:

- Strengthen collaboration between the social and mobility sectors and build a sustainable network between “back-office” mobility professionals and “frontline” social workers.
- Temporarily remove the **financial barrier** and, conversely, highlight the financial benefits of multimodality.
- Help overcome the **digital barrier** through remote support.
- Help address **lack of knowledge** through training.
- Overcome **psychological barriers** through demonstrations and personalised support: stress when using an unfamiliar vehicle, fear of additional costs and fines, and lack of confidence or feeling of legitimacy in using certain mobility solutions.
- Provide an opportunity to directly explain and raise citizens’ awareness of the objectives of the LEZ, thereby strengthening its acceptability.

Remaining limitations:

- Legal or age-related barriers: restrictions for young drivers, foreign driving licences not always accepted, etc.
- Some practical barriers remain difficult to address without the involvement of mobility operators, particularly the specific needs of families with children: limited availability of cargo bikes, lack of child seats, etc.

Examples of information provided during the Mobility Visit

On average, what percentage of the day does a car spend parked?

- 50%
- 75%
- 85%
- 95%

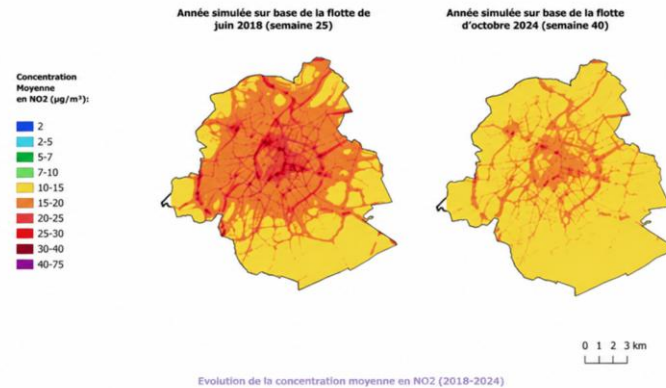
What is the average monthly cost of owning a car? (including the loan, fuel, insurance, repairs, etc.)

- €250 per month
- €400 per month
- €600 per month
- €750 per month

Examples of information provided during the Mobility Visit

Why an LEZ?

- Fewer premature deaths caused by air pollution;
- Fewer respiratory diseases (asthma, chronic bronchitis) and cardiovascular diseases;
- Savings on healthcare costs.



Kilometre-based costs between services

	Poppy	Getaround*	Cambio*
		*excluding booking fee	*excluding subscription fee
3 hours 50 km	€45	€46	€25
6 hours 50 km	€45	€54	€32
6 hours 200 km	€90	€84	€75
1 day 100 km	€75	€71	€63
1 day 300 km	€140	€114	€113
2 days 200 km	€140	€133	€113
2 days 300 km	€190	€147	€138
3 days 300 km	€190	€191	€164
3 days 400 km	€220	€244	€189
Additional cost per km	€0.50	€0.16	€0.25

Before moving on to the results...

Brussels has three main car-sharing operators: a station-based model, Cambio (the cheapest per km); a free-floating model, Poppy; and a peer-to-peer model, Getaround (the most expensive per km).

Which option do you think was tried by the largest number of participants?

- Poppy
- Cambio
- Getaround

Before moving on to the results...

Bruxelles a trois opérateurs principaux de car sharing : un modèle station-based, Cambio (le moins cher au km), un modèle free-floating, Poppy, un modèle de partage particulier à particulier, Getaround (le plus cher au km). Which option do you think was tried by the largest number of participants?

- Poppy
- Cambio
- Getaround

Before moving on to the results...

Which type of mobility solution was most widely tested and used by participants?

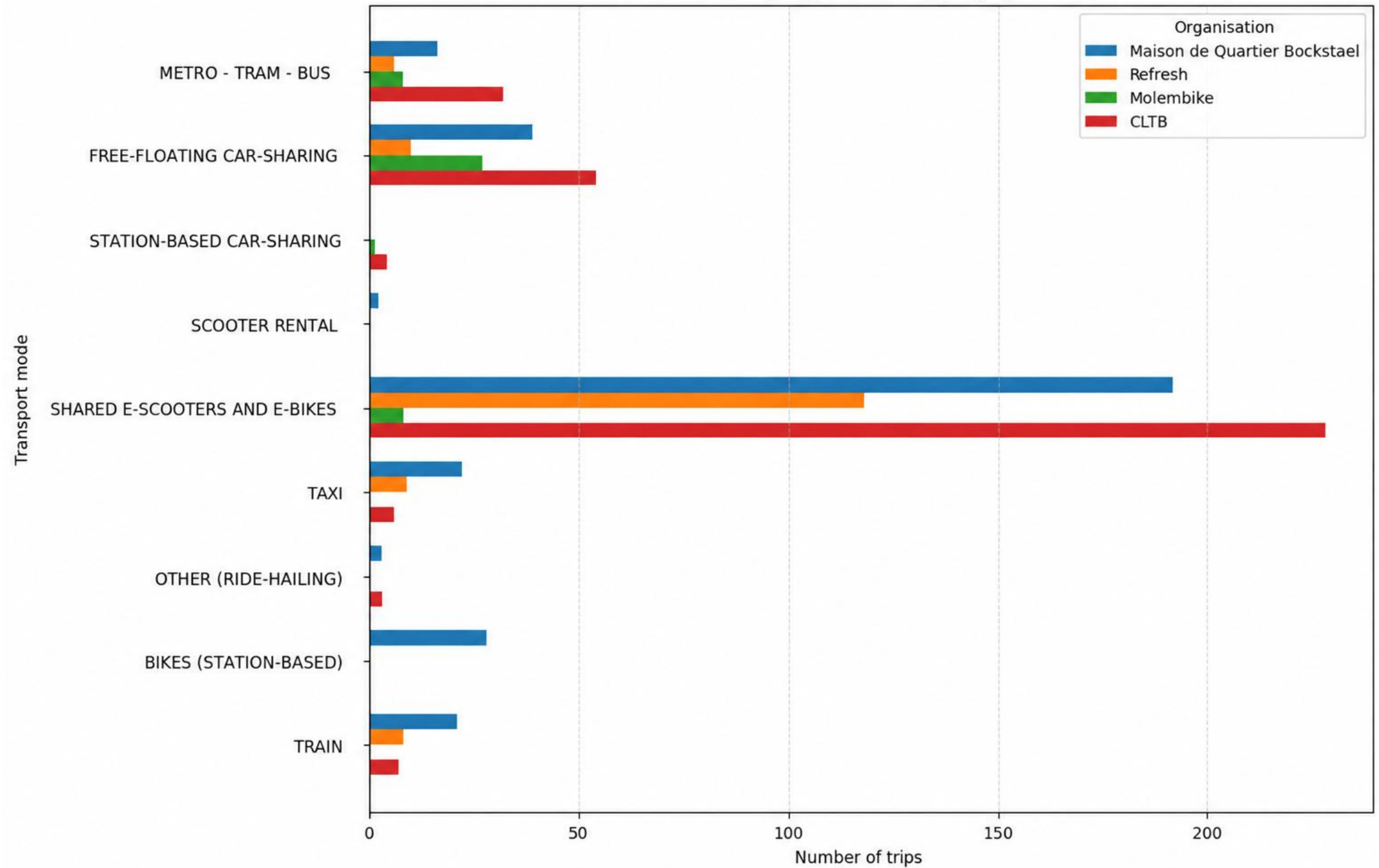
- Public transport
- Shared bikes and e-scooters
- Car sharing

Before moving on to the results...

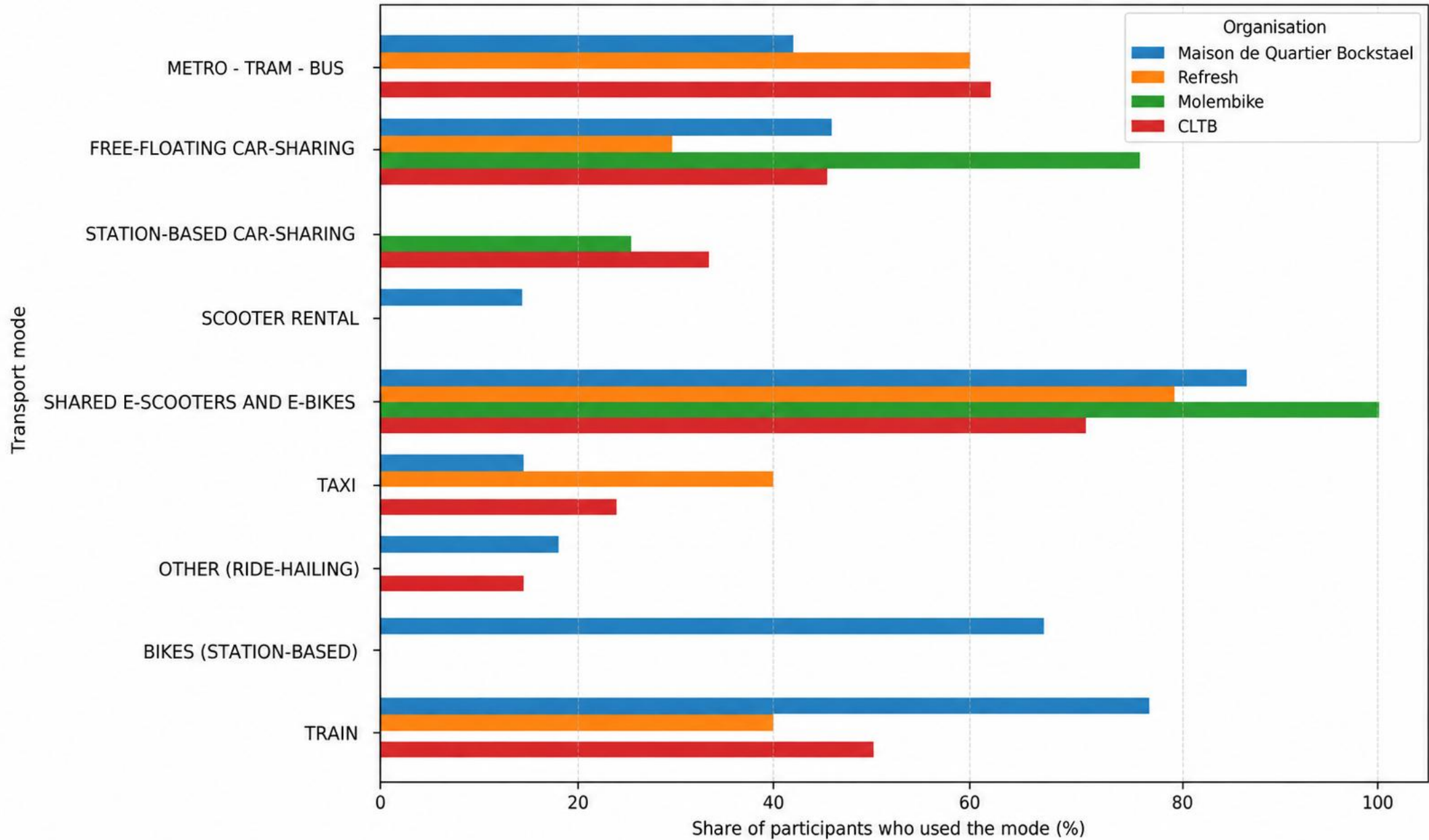
Which type of mobility solution was most widely tested and used by participants?

- Public transport
- Shared bikes and e-scooters
- Car sharing

Distribution of trips by mode and by organisation



Use of transport modes by test (% of participants)



Lessons

Social-sector organisations: an essential intermediary

- They do make it possible to reach audiences that are difficult to engage through traditional communication channels.
- The more detailed their **knowledge of individual situations and needs**, the more relevant the targeting of participants.
- Their active involvement can help reduce barriers related to trust, legitimacy and fear of trying new solutions.
- However, simply taking part in the test at the same time as participants is not enough: it is above all their **ability to remain involved and provide support over time** that strengthens participants' engagement.

Lessons

Social-sector organisations: choosing the right partners

- There is no single type of “good partner”: the ability to identify and support people with mobility needs is key.
 - **Small organisations:** more precise targeting, but limited reach.
 - **Large organisations:** strong potential for wider outreach, but beneficiaries need to be targeted in advance.
- **Co-design the approach and clarify roles:** combining social expertise with mobility expertise is essential.
- Involve the right staff profiles — with an interest in both social issues and mobility — to build the relationship and, for more intensive support models, potentially fund the time spent by social workers.

Lessons

Selecting vulnerable participants:

- There is no single profile of mobility/LEZ vulnerability: income, working hours, family situation, location, driving licence, digital skills and mobility habits all interact.
- The most engaged participants are those facing a concrete mobility need or a moment of change: considering buying or selling a vehicle in the near future, being directly affected by the LEZ, etc.
- Targeting should therefore also take mobility needs into account, rather than focusing only on income or car ownership.

Lessons

Vulnerable groups: remaining barriers and identified enablers for multimodality

Barriers

- Digital barriers and complex registration processes.
- Pricing that is difficult to understand and compare.
- Psychological barriers: attachment to having “your own car”, convenience and social status.
- Structural barriers: mental load, geographical coverage, travelling with children, fear of cycling, deposits, etc.

Enablers

- The “Mobility Visit” sessions were unanimously perceived as **very useful**.
- Access to easily available support and opportunities to try solutions together as a group.
- Beyond providing a mobility budget, informing participants in advance about potential issues and unexpected costs.
- Offering a range of multimodal options rather than a single solution.
- The most flexible mobility solutions, requiring the least planning, are clearly preferred.

Lessons

Testing methods and proposed improvements:

- For these groups, changes in mobility behaviour are very rarely immediate or radical. The trials did not result in any immediate modal shifts, such as selling a car.
- Increasing multimodality is a more realistic objective than the complete and immediate replacement of the car.
- The impact occurs further upstream: improved knowledge, confidence, autonomy and openness to new mobility solutions, as well as sharing information with friends and family.
- The combination of training + demonstrations + a mobility budget + human support resulted in strong participation: only 4 participants completely disengaged or tested almost nothing.
- One month may be too short; more time may be more useful than a larger budget.
- Cost of one trial + one to two months of follow-up: on average €6,000 incl. VAT per group.

Lessons

Proposed evolution of the methodology for greater long-term sustainability:

- Offer social-sector organisations **several levels of support**, depending on their needs:
 - Awareness-raising for participants through a stand-alone Mobility Visit.
 - Training for social workers on transport poverty and mobility support measures, combined with a Mobility Visit for participants.
 - Mobility trials with personalised support.
- Strengthen the **digital support** component.
- Plan a **follow-up a few months after the trial**.
- Simplify mobility budget management and provide even clearer information on operators' pricing.
- Maintain **Mobility Coach expertise** while strengthening the skills of social-sector organisations.
- Complement individual support with structural improvements to the mobility system: **service availability, pricing transparency, family-friendly solutions and geographical coverage**.

Questions

Time to share and discuss our respective experiences:

- Any suggestions regarding the model presented and how it could be further developed?
- Other approaches, besides partnerships with social-sector organisations, to reach people experiencing mobility difficulties?
- Other preferred communication channels to reach these groups?
- Other examples of initiatives in your respective cities or countries to support people negatively affected by the LEZ?
(e.g. *the Maison des Mobilités in Lyon*)