

Selection of NSM location for their efficient use

SUM – WP4 Expert Session

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31 July 2025



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New Shared Mobility (NSM)

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Definition

New Shared Mobility (NSM) refers to modern, technology-enabled transportation services that provide **short-term access** to vehicles or **modes of transport** without requiring **ownership**.

It includes services such as bike-sharing, **e-scooter sharing**, **car-sharing**, and **ride-hailing platforms**, typically operated through **digital applications** for **booking**, **payment**, and **real-time use**.

Key Features

- Short-term, on-demand access to mobility services
- Managed through mobile or web-based platforms
- Flexible and often integrated with public transportation
- Aims to reduce traffic congestion and environmental impact

Key Criteria for Selecting NSM Locations

1. High Demand Areas

- Near transit hubs (train stations, bus terminals)
- Commercial districts, universities, and workplaces
- Densely populated residential zones

2. Connectivity to Other Modes

- First-/last-mile connection to public transport
- Integration with pedestrian paths and cycling lanes

3. Safety and Accessibility

- Well-lit and visible locations
- Close to bike lanes or low-traffic roads
- Accessible, safe, and usable by people with disabilities

Key Criteria for Selecting NSM Locations

4. Infrastructure Availability

- Space for docking stations or geofenced parking zones
- Availability of power for electric options (e.g., e-scooters)
- Maintenance and rebalancing logistics

5. User Behavior & Patterns

- Data from existing mobility services (heatmaps, trip patterns)
- Survey responses or pilot program feedback
- Time-of-day usage trends

6. Policy and Urban Planning Alignment

- Compliance with municipal regulations
- Alignment with sustainability and smart city goals
- Community support and stakeholder input

Key Criteria for Selecting NSM Locations

7. Operational Efficiency

- Proximity to service zones for maintenance/recharging
- Clustering to reduce redistribution effort

Selection Criteria for Efficient Use

1. Demand & User Density

- **High foot traffic areas:** transit stations, shopping districts, campuses
- **Residential and mixed-use zones:** where people live and work
- Use **mobility data** or **surveys** to identify popular origin-destination pairs

2. First-/Last-Mile Integration

- Locations near **public transit stops** for seamless modal transitions
- Enables **multi-modal trips** and **increases transit accessibility**

3. Infrastructure Readiness

- Existing **bike lanes, sidewalks, or drop zones**
- Available public or commercial space for parking, docking, or charging
- **Safe, visible, and accessible** for all users

Key Criteria for Selecting NSM Locations

4. Operational Efficiency

- Proximity to **maintenance** hubs or **rebalancing** routes
- Logical **clustering** to reduce redistribution costs
- Minimizing **idle time** and **vehicle downtime**

5. Policy & Regulatory Support

- **Local government cooperation** and **clear guidelines**
- Alignment with **urban mobility plans** and climate goals
- **Community support** to avoid resistance

6. Equity & Inclusion

- Ensure NSM services reach **underserved communities**
- Avoid concentrating only in **affluent or central areas**
- Promote **transport justice** and **universal access**

Key Criteria for Selecting NSM Locations

7. Environmental & Safety Considerations

- Avoid **high-traffic** or **unsafe areas**
- Prefer zones with **lower emissions goals** or **green infrastructure**

Key Messages:

- To ensure the efficient use of NSM services, location selection should prioritise areas with **high demand, strong multimodal connections, safe infrastructure, and operational feasibility.**
- **Data-driven analysis** and **stakeholder input** can help identify optimal deployment zones.



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Larnaca Living Lab

SUM Living Labs



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Larnaca
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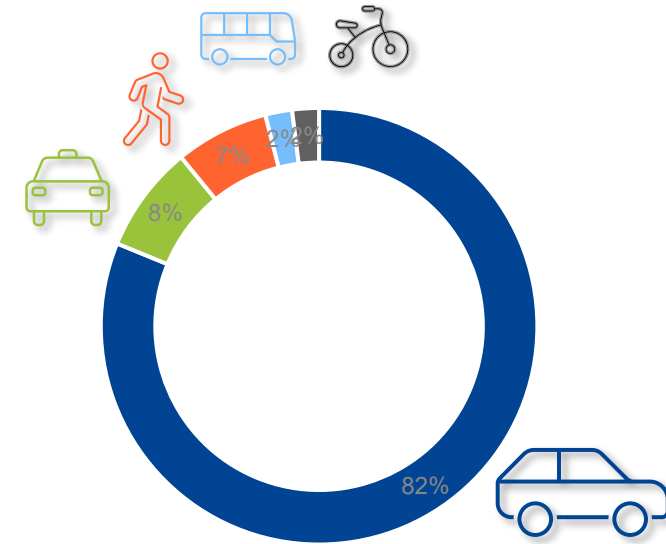
Larnaca Profile and Mobility Challenges

City Characteristics

- Coastal city of the island of Cyprus
- Population: 144,000 (2025)
- Headquartering of several companies
- Cyprus's primary airport: 8,7 million passenger traffic (2024)



Modal Split before SUM



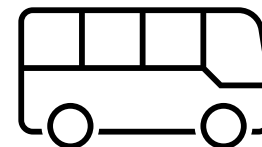
Mobility Challenges

- Primary usage of personal cars
- Micromobility non-existent
- Lack of infrastructure
- Lack of bike-sharing services

Larnaca Objectives and Stakeholders

Objectives

- Coordinating shared modes with public transport
- Co-designing mobility hub infrastructure
- Integrating new mobility into public transport ticketing systems



Key Stakeholders



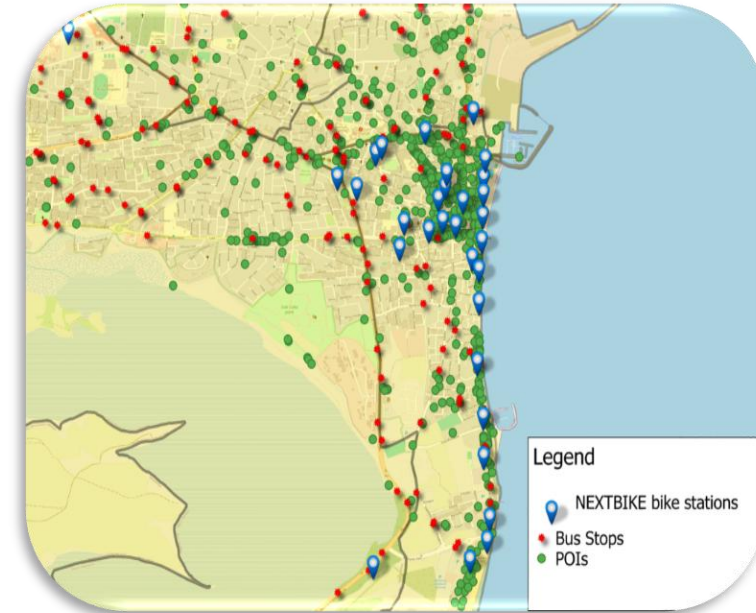
New Shared Mobility Mode in Larnaca

Bikesharing!

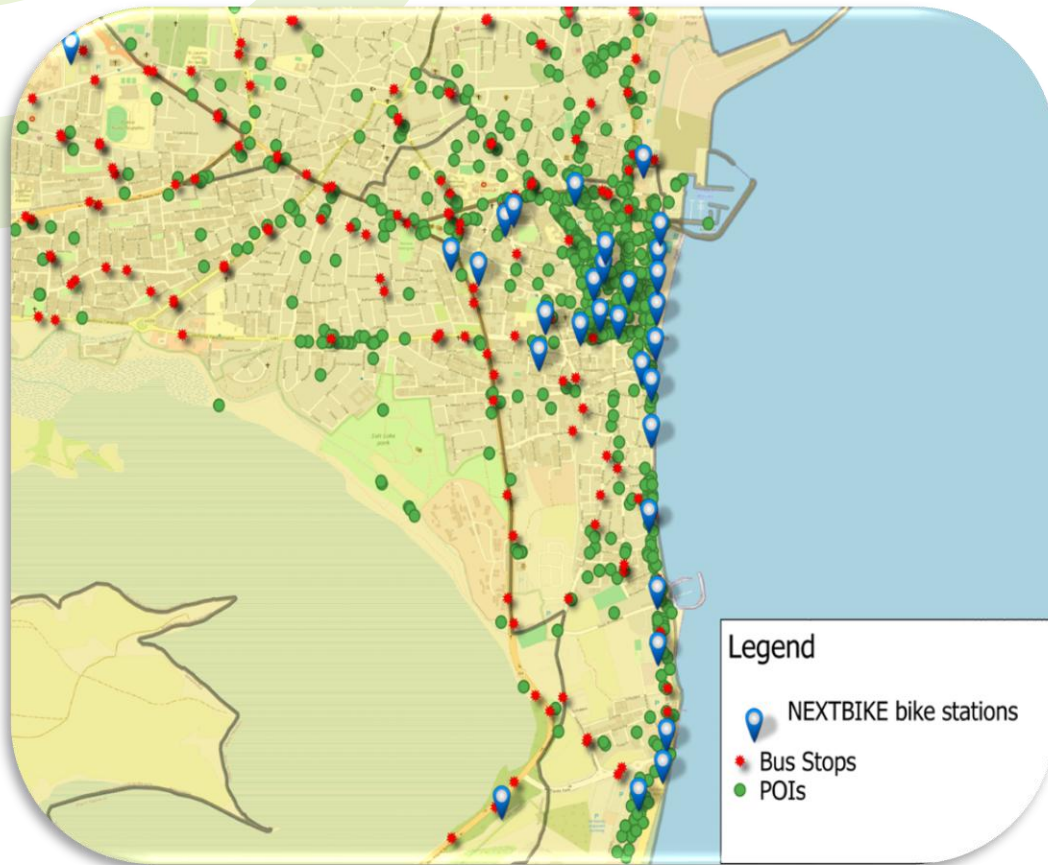


100
bikes

20
locations

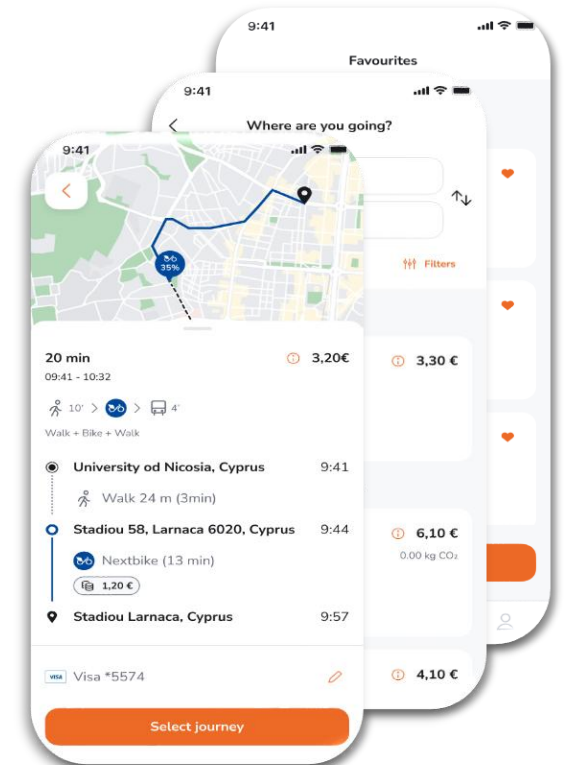
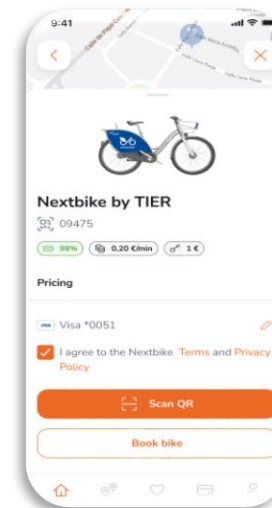


Selection of NSM Locations in Larnaca



- SUM Survey responses
- LPT Data from heatmaps and trip patterns
- Last-mile connection to public transport (bus stops)
- Commercial districts and workplaces
- Integration with pedestrian paths and cycling lanes
- Space for docking stations
- Cooperation and Guidelines from Municipality of Larnaca
- Alignment with Larnaca's urban mobility plans
- Infrastructure development

New Service in Larnaca: BUS & BIKE



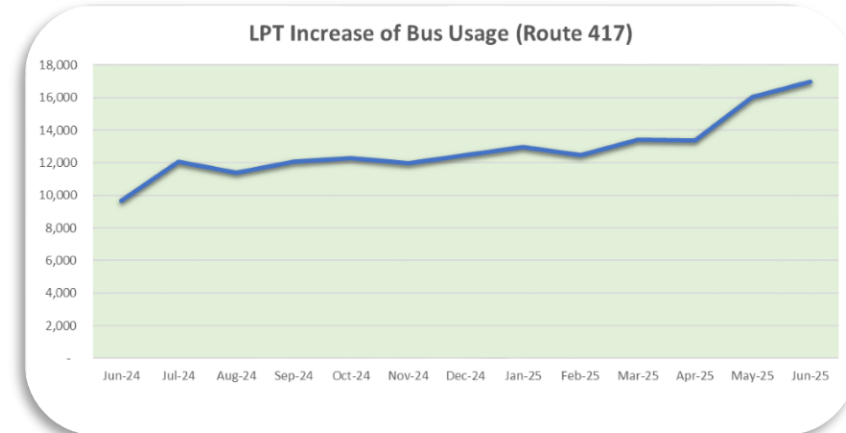
Bus Frequency Increase



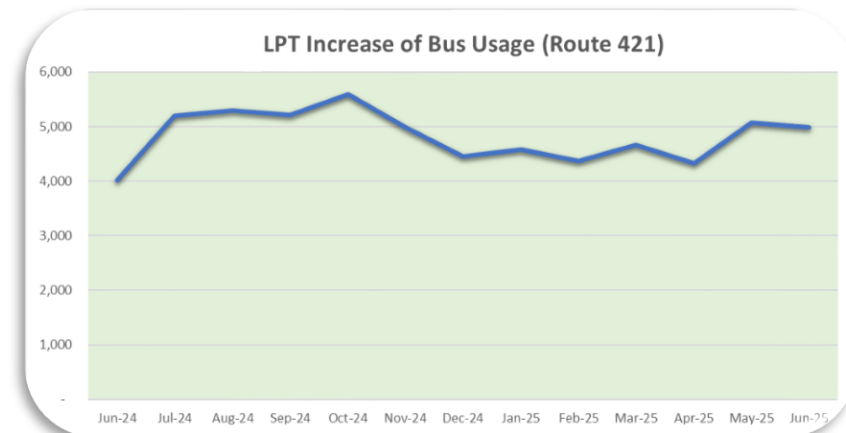
In red west route 417 & route 421

↑18 trips ↑193.25 km/weekday

↑16 trips ↑140.75 km/weekend day



76%



24%



Larnaca Living Lab

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