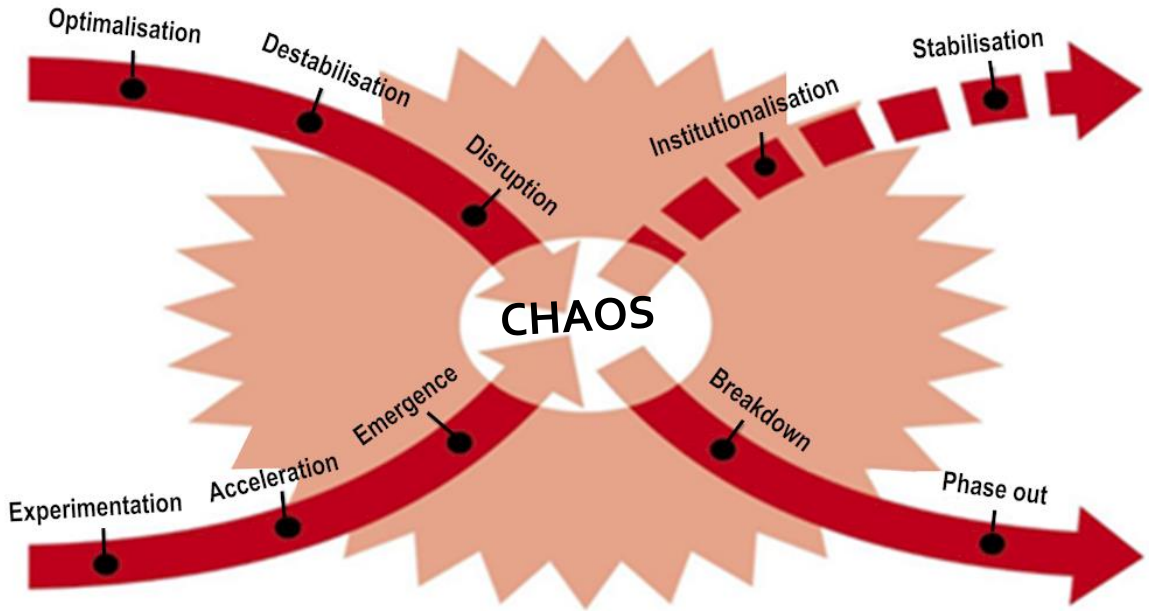
City of Amsterdam

Shared Mobilty and Hubs City of Amsterdam

City Managers Meeting Tomorrow Mobility World Congress
16 november 2022, Willem van Heijningen

4-11-2022

The Challenge



Transitions

- Climate
- Energy
- Resources
- Mobility
- Urbanisation
- Inclusive/social
- Digitization
- Internet of Things/Artificial Intelligence/Self driving
- Ownership → usage
- .....

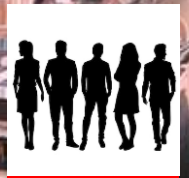
Meanwhile deal with scarcity

Space

Energy

Infrastructure

Resources



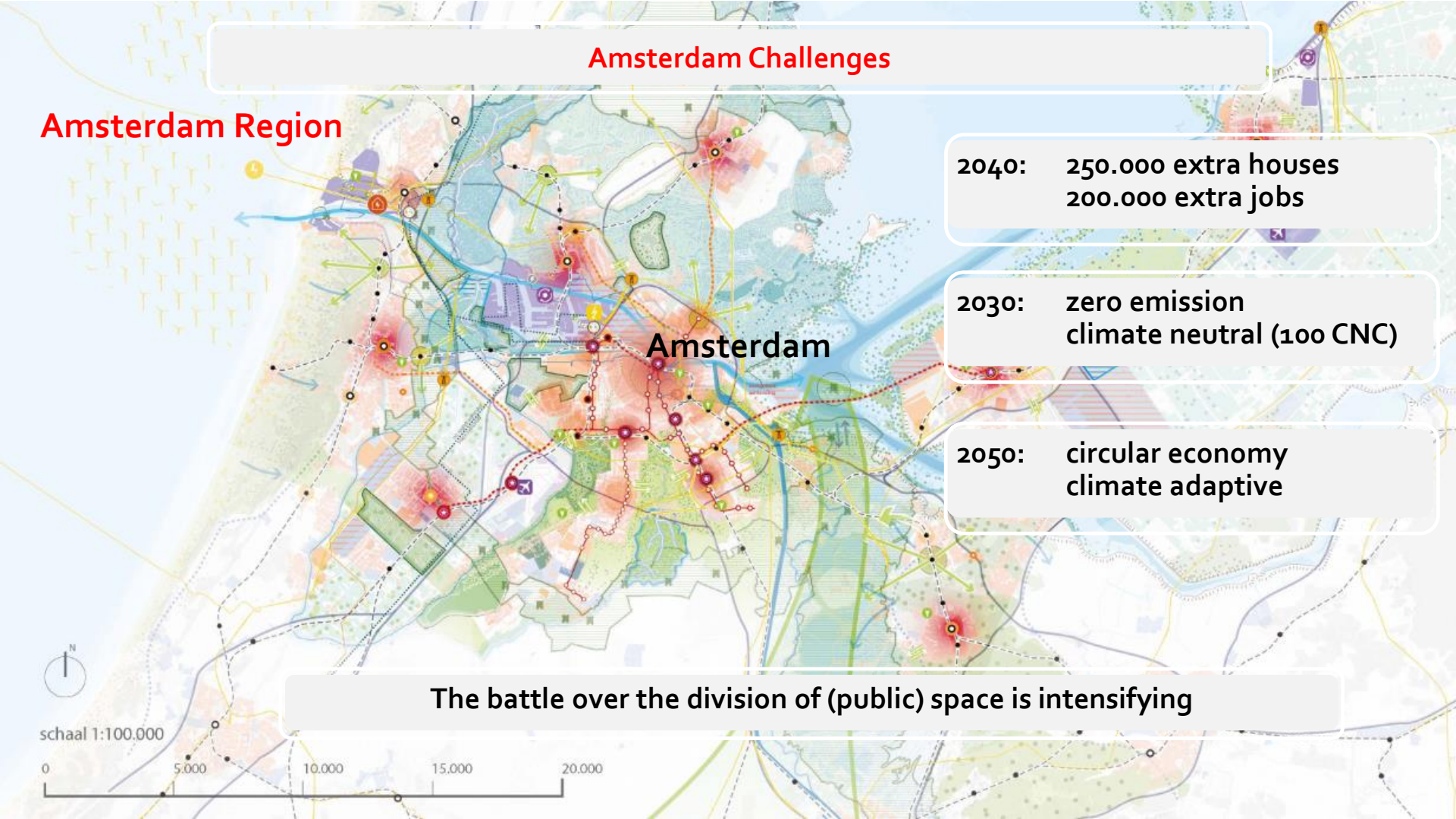
Capacity

Money

Time

Amsterdam Challenges

Amsterdam Region



2040: 250.000 extra houses
200.000 extra jobs

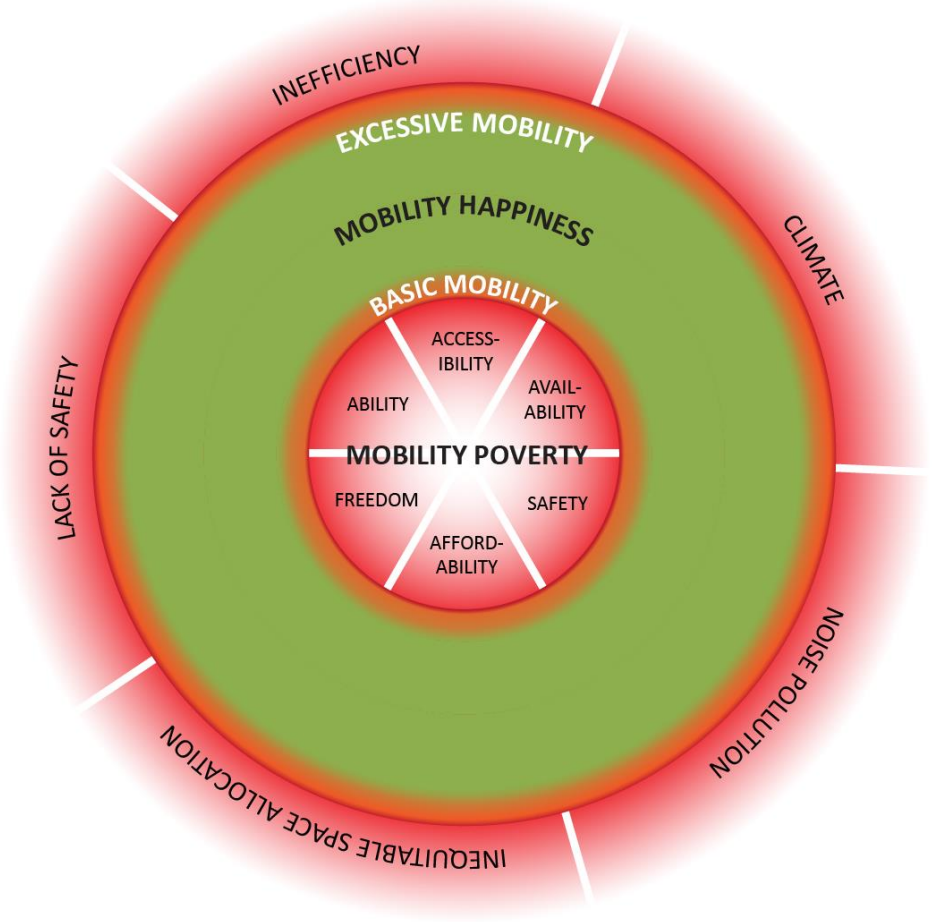
2030: zero emission
climate neutral (100 CNC)

2050: circular economy
climate adaptive

The battle over the division of (public) space is intensifying

Vision

New and other values for mobility and public space

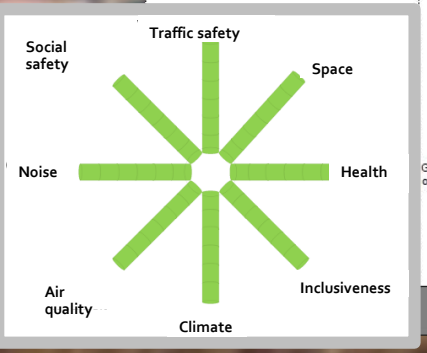


We need to look at mobility differently

LESS **CLEANER** **DIFFERENT**

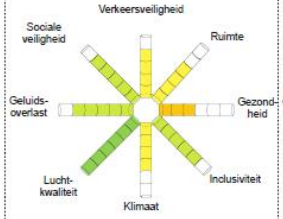
Looking for the just priorities

walking

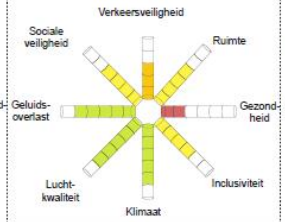


cycling

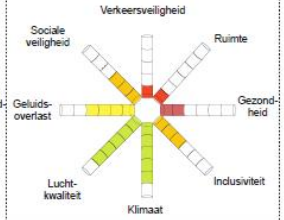
public transportation



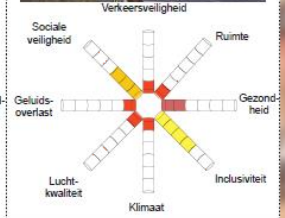
small electric/shared



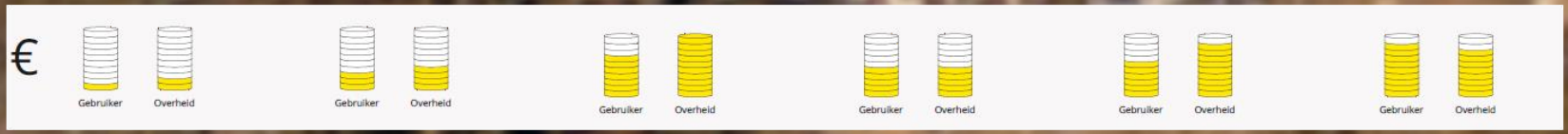
large electric/shared



large fossil



Nabijheid / digitale connectiviteit

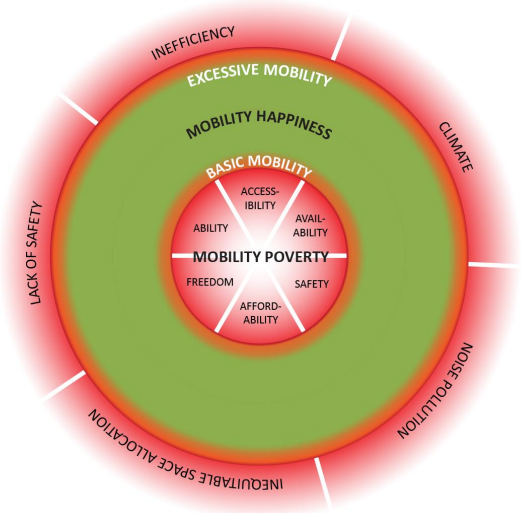


Shared mobility

Situation in the street

- What happened?
- Shared bikes and mopeds ban
- Steps are not allowed on street (national law)

Shared mobility



Vision

What we want
- Car light
- Multimodal mobility system
- Shared mobility in addition to Public Transport
- Mobility poverty and mobility options

Requirements
- Sustainable (emission free)
- Smart with space (hubs)
- No nuisance
- Inclusive
- Active?
- Conversion from private car to shared mobility

Now:
- Regulation
- Pilots
- Upscaling

Shared mobility

modalities

- Bikes: 2+1 year experiment max. 1300 bikes and 100 cargo bikes
- Electric mopeds: 2+1 year experiment 700 + 10% (renovating Piet Heintunnel)
- Cars: +/- 3.250 (p-2-p, roundtrip, free-floating, intercity trips) and counting! => 50%+ is electric. In 2025 100%

- NB. no scooters!

Shared mobility

What we see: evaluation

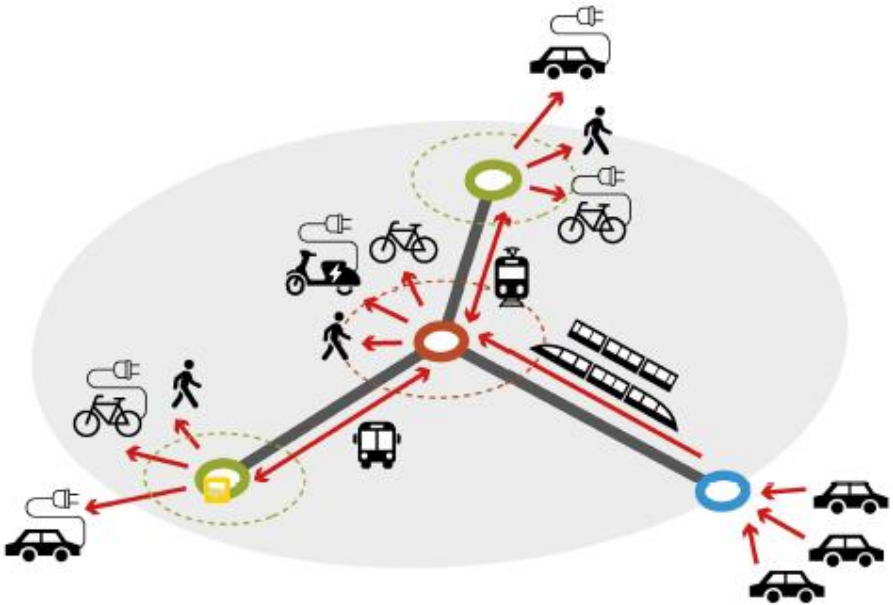
- **Mopeds:**
  - 21.750 unique users per month
  - 6.000 rides per day (2.000 2 person)
  - Biggest group: male students
  - Average ride: 4 km, 1 to 5 times a month, specific reasons (faster, nicer)
  - 37% combines it with public transport
  - Conclusion: no direct replacement of public transport of cycling

- **Cars:**
  - Biggest group: male, 25-49 years
  - 75% users owns no car
  - Broad varity of reasons: shopping, visiting friends/family, events etc,
  - Round trip car: 840 users a day, car 1,3 times a day, longer trips outside the city (65,5 km)
  - Free-floating: 2100 users a day, car 4,5 times a day, short trips in the city (15,5 km)

- Moments of change:
  - Drivers license,
  - Moving in/to/from the city
  - New job, study

Hubs

Hubs: essential link in the mobility transition



- "A hub is a node in a multimodal mobility network. Hubs bring different transport modes, functions, their infrastructure, sizes and scales together."
- Hubs are an essential element towards realising Amsterdam's ambitions within the mobility transition.
- Smart: space, infrastructure, energy, social, resources, labour, money

5 types of hubs

A shared network for passenger transport in the city

Private hub

Shared mobility on private property, operated by users, owners or cooperatives.

Neighbourhood hub

Small-scale offer of shared transport in neighbourhoods, always within 5 minutes walking distance.

District hub

Central location in the district where different transport modes and functions come together.

City hub

Convergence of transport modes on (inter)urban nodes, mostly at train stations.

Regional hub

Transition of urban and regional transport network, central role for parking.

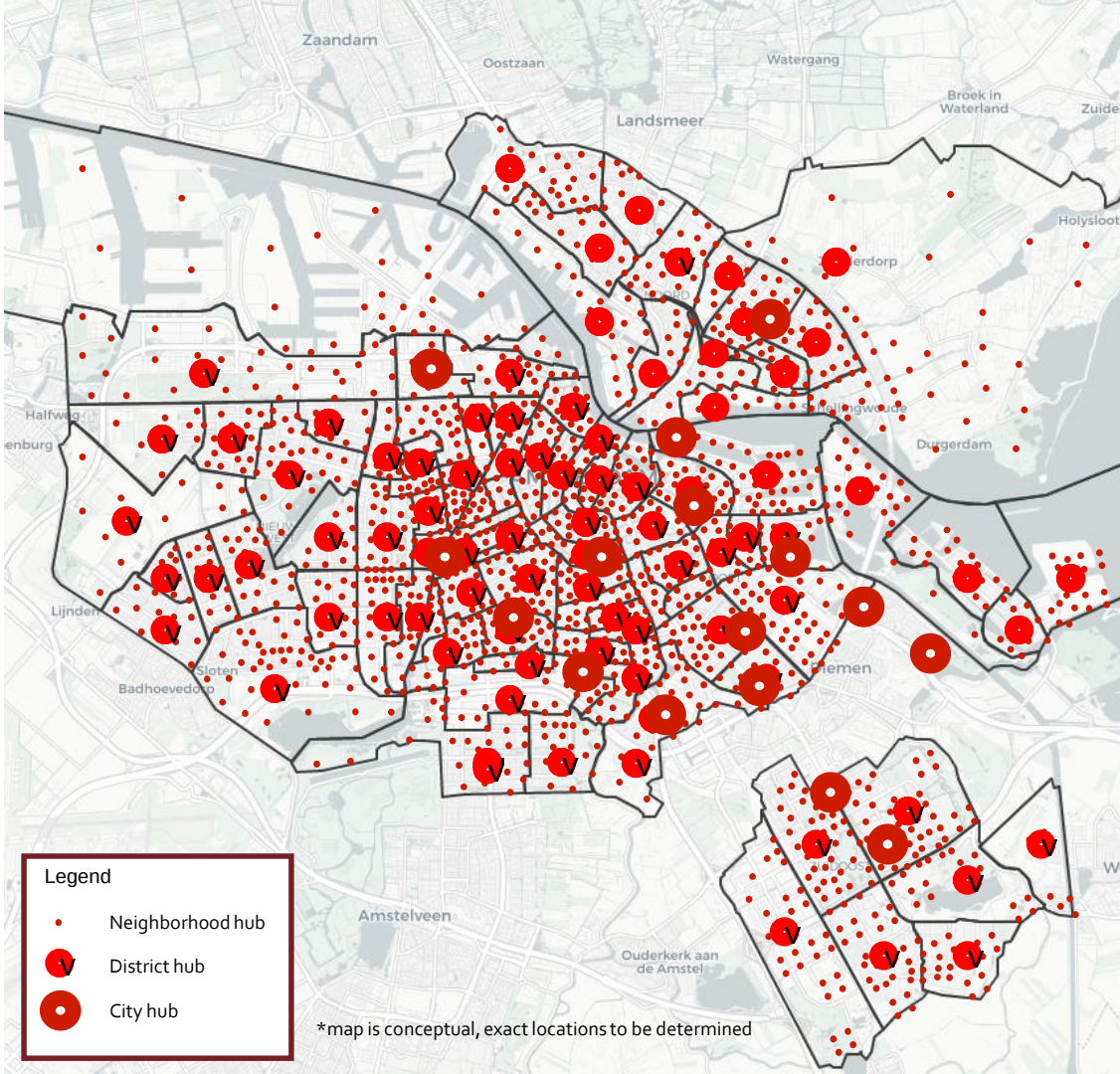
Key requirements for the future hubs system

- One system, one infrastructure
  Connected by one language
- Recognisable and uniform
  Designed according to design principles
- Digitally connected and interchangeable
  Transport is interchangeable between hubs
- Accessible and within reach
  Anyone can use hubs

Map

Location per hub type:

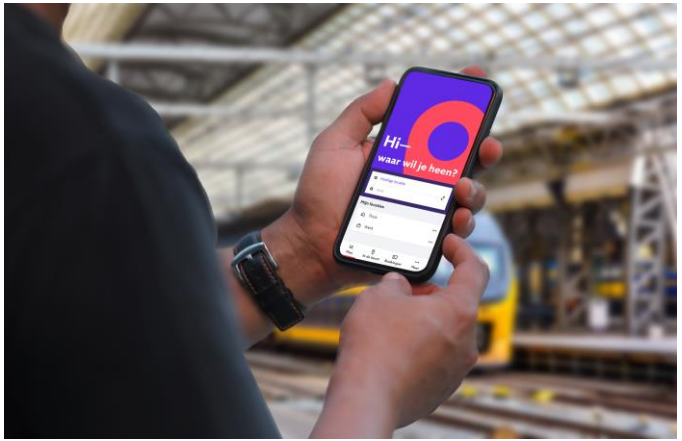
- Private hubs: new and existing apartment buildings and company car parks.
- Neighbourhood hubs: fixed, flexible or digital points in the public space where shared transport can be parked.
- District hubs: central locations in city districts.
- City hubs: built on regional/national public transport hubs.
- Regional hubs: along city borders and outside the city at P+R locations and plazas where regional traffic is handled.



Maas

Shared Mobility + Hubs + Maas = system

- Amaze: one of 7 national pilots
- CDS-M standard
- Amsterdam conditions



Questions

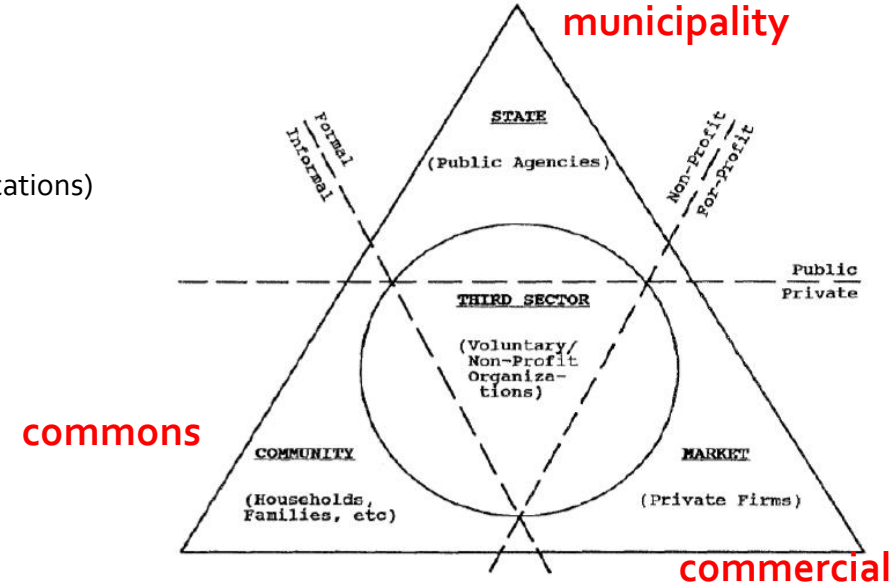
Roles

System

- Operation physical and digital (user, social goals, financial implications)
- Governance and finance (especially when high investment)

Mobility hubs

- Who owns the hub?
- Who develops the hub?
- Who exploits the hubs?
- Business case and/or value case?



Questions

- Is shared mobility a part of public transportation? Is it pure commercial? Or community (commons)?
- Is a parking garage extension of public space or commercial service?
- Is MaaS a commercial service or a public service?