



Gemeente  
Amsterdam

Visions for the future:  
How can we win society  
for the necessary change?



**Amsterdam Creates Space**

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Responsible for the implementation of our vision on mobility and public space:

**Amsterdam Creates Space**







# We enrich our vision through a conversation with the city



# How we work: two examples from 2024



1) Broadening the support base:  
participatory value evaluation



2) From paper to practice:  
connected neighborhood approach

# Broadening the support base: participatory value evaluation

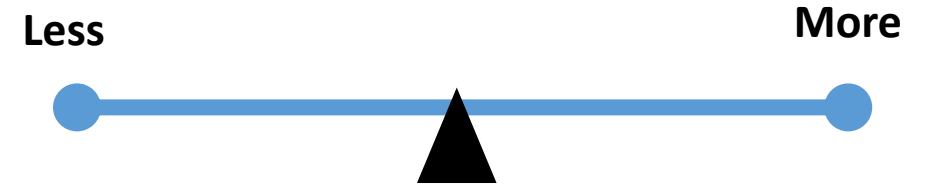
- A **digital consultation** that was launched among residents, entrepreneurs and visitors of the city.
- Approximately **5000 participants** took part.
- A consultation in which participants were allowed to divide the space in the city themselves.
- **Taking into account the scarcity** of available space and scarce resources.
- A way to gain broad insights into which values participants consider important.





# “What do you think is important for the future of Amsterdam?”

- Many parks, squares and terraces
- Safe outdoor play for children
- Affordable parking
- Less inconvenience from drought or heavy rain
- Safe traffic, especially for vulnerable road users
- Fast and frequent public transport
- A green city with many trees, parks and nature
- All neighbourhoods easily accessible by public transport
- Important facilities can be reached by bike
- Parking your bike close to your destination
- Travelling through the city quickly and pleasantly by bike or on foot
- Space for loading and unloading for entrepreneurs
- Parking your car close to your destination
- Many taxis and good accessibility for taxis
- Accessibility for wheelchairs, walkers and prams



**Available space**



**Available resources**

# The added value of this consultation

- By letting participants **choose in scarcity**, you place them in the seat of the city government.
- Participants indicate that they gain **more insight and understanding** into the choices that the city government is faced with.
- For politicians, the outcome of the research **provides a firmer foundation for making difficult choices**; it shows which topics have a large support base and which do not (yet).

## More space for..

1. Safe outdoor play for children.
2. Safe traffic, especially for vulnerable road users.
3. Fast and frequent public transport.

## Less space for..

1. Parking cars close to the destination.
2. Good accessibility for taxis.
3. The city center quickly and easily accessible by car.



# From paper to practice: connected neighborhood approach

- In neighborhoods that need maintenance work done, **we deploy an extra team of designers and communication staff to work with the neighborhood** to see how the quality of life can be improved.
- **No long, formal, bureaucratic procedures.** Focus on conversations with residents about what improvements they need.
- Ideas come from the neighborhood for **more greenery, more bicycle parking, more space to meet each other, wider sidewalks**, etc.
- When residents see what we can make space for, there is more support for **eliminating car parking or even closing off parts of the street.**







The process:  
residents work  
together on  
new ideas for  
their street.







Current situation

# The results..

New design







Current situation

# The results..

New design





# Let's get to work!

1) What practical tools are available to reach large groups of people and broaden the support base?

2) Which methods are successful in bringing about local change? And how can these successes be scaled up?





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