

Approach to regional shared mobility

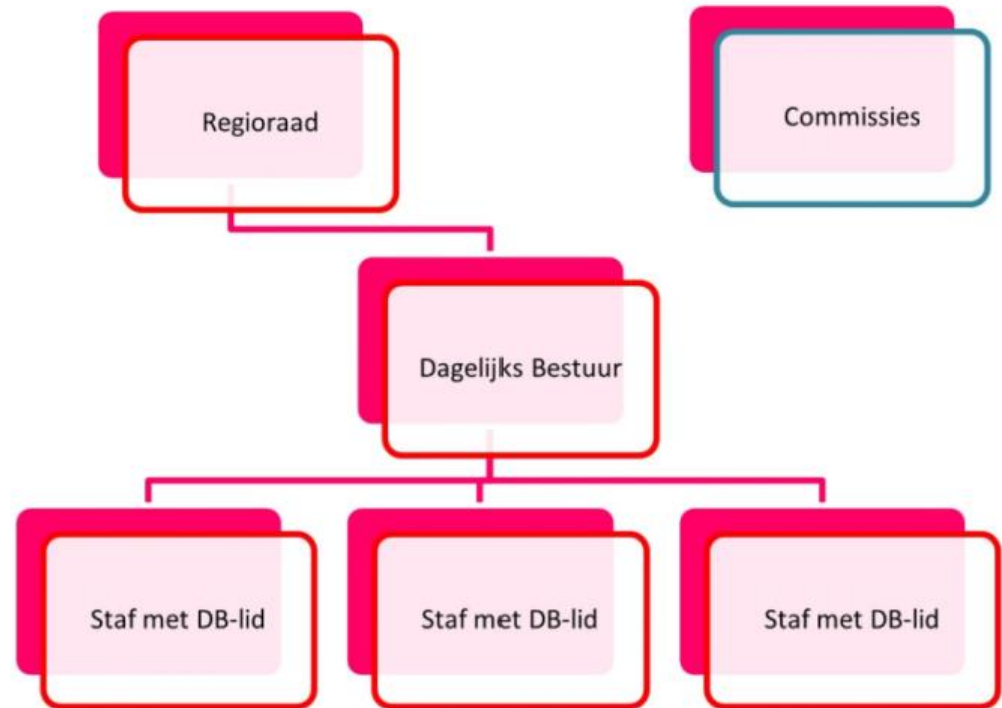
Region Hovedstaden

Bram Nieuwstraten | Advisor Public Mobility VRA
Dayna Blokhuis | Assistent projectleader VRA

Content

- The administrative bodies of the Transport region of Amsterdam
- The municipalities
- Support
- TNO

Administrative bodies within the Transport region of Amsterdam



The regional council

- The regional council exists especially for transport related topics
- Delegates from each adjoined municipality are a part of the regional council
 - There are 14 municipalities affiliated.
 - Each has representatives in the regional council
- They decide about our propositions by voting
- As the regional transport authority of Amsterdam, we report to them

The board of directors

- Each director is in charge of its own themes
- We report to Marja Ruigrok with the our regional shared mobility project.



Council of the municipality

- 14 municipalities are affiliated to our
 - That means a lot of communication!
- These municipalities are in charge of the
 - Every municipality has to individually agree
- Each municipality has its own administration
- We want to inform the municipal council
 - Tip!: Municipal councils are always busy, so
 - Tip: Keep track of all these meetings in an



Who does what?

Municipality

- Public space
- Enforcement
- Other topics besides mobility
- Council and aldermen

Regional council

- Exploitation of transit
- Finances for mobility
- Vision on mobility
- Regional council and daily board

Create political support

- Our strategy is to collect as many points of attention and opportunities for RSM.
 - To create enthusiasm
 - To reassure the municipalities
 - Answer questions
- Therefore we will be going to every municipal council
 - Number one: Oostzaan

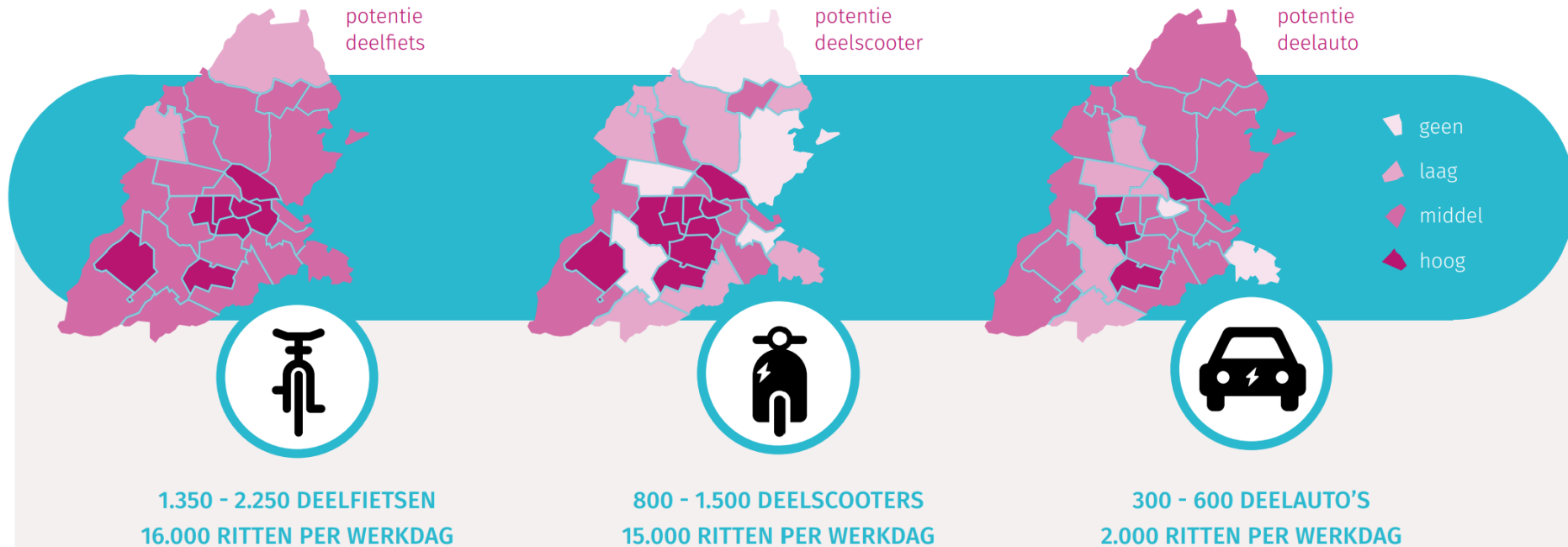


Civil servants

- We must also update the civil servants (people like us!) of the municipal councils
 - To prepare the sessions
 - Get them excited and on board.
 - To adjust our approach to the different needs of each municipality
 - They need to help us get the regional approach deployed

Now a bit more indepth information!

DEELMOBILITEIT IN 28 KARAKTERGEBIEDEN



TNO – Dutch Scientific Office for Government

- We asked to measure the impact of adding shared mobility
- Made on the basis of characterized areas and not per municipality
 - Number of citizens
 - Type of citizens
 - Wealth
 - Origin- destination modelling
- Added features onto the Regional Transport Model

Outcomes

- Solution: a range of 100-466 hubs (capacity 5-15 vehicles) in the region to calculate 5 scenario's (calculation restraints, and regional scale)
- No 'cannabalization' of PT found, instead a small growth,
And.. A small decrease of car usage
- Shared Mobility within Modal Split: 1%

Tabel 3.4: Total kilometrage with shared mobility

	Basis	Subsidie	Buurthubs	Alle hubs	Basis zonder overstappenalty
Shared Car	10042	8391	16017	49093	10782
Sharebike	658	2915	1046	2555	753
Moped	615	3736	805	2380	737

Tabel 3.5: Average triplenght (km), only shared mobility part
afgelegde

	Basis	Subsidie	Buurthubs	Alle hubs	Basis zonder overstappenalty
Shared Car	21,69	23,74	21,08	20,39	21,62
Sharebike	1,25	1,40	1,21	1,02	1,28
Moped	1,46	1,99	1,41	1,18	1,48
Bike-PT 1st mile	1,31	1,54	1,32	1,08	1,32
Moped-PT 1st mile	1,47	2,02	1,41	1,19	1,50
PT-Bike last-mile	1,32	1,56	1,34	1,09	1,34
PT-Moped last-mile	1,29	1,52	1,21	1,02	1,33

Tabel 3.3: Number of shared mobility rides in each scenario

	Basis	Subsidie	Buurthubs	Alle hubs	Basis zonder overstappenpenalty
Shared Car	319	244	524	1660	344
Sharebike	464	1681	737	1993	515
Moped	24	170	46	188	30
Bike-PT 1st mile	17	112	33	139	20
Moped-PT 1st mile	60	363	114	453	73
PT-Bike last-mile	42	247	81	337	48
PT-Moped last-mile	379	1751	478	1584	439
Total trips	1306	4567	2013	6354	1468
% Modal Split	0,18%	0,63%	0,28%	0,87%	0,20%
Unserved demand in trip numbers	1146	2867	1948	3412	1503
Number of trips, adjusted for a full workday	9500	33200	14600	46200	10700

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What would we do differently? What to take into account?

- Every municipality is different, you must really take that into account.
 - Do not think that your interpretation of their problems is correct but ask them specifically.
- Planning, planning, planning
- Municipal elections
- More stakeholder engagement is always better
- TNO research earlier next time