

Shared Mobility in Housing Developments

ONTWIKKELAARS
VAN IMPACT

Interreg
North Sea



Co-funded by
the European Union

SHARE-North Squared

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Utrecht, May 28 2025

AM⁺

AM – an introduction

- Dutch **Area Developer** with 180 employees (project developers and staff)
- Active in **housing and mixed-use** developments – including public space and mobility
- Sustainable mobility is one of the pillars of **AM Climate Positive** in 2035
- Started with **shared mobility** in 2017
- In the following years: part of multiple projects, research and collaborative efforts to learn about **the opportunities for a sustainable mobility system**
- **2019: sustainable mobility approach**
 - Focus around the window of opportunity of ‘moving’
 - We learned new things along the way



Why do we believe in a sustainable mobility approach for new housing developments?



Because we can make this
(car-free areas with high quality of living)



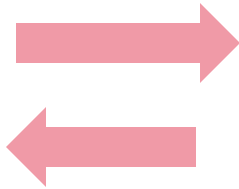
Instead of this



The role of an area developer in shared mobility

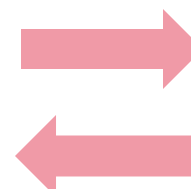
Municipality

- Mobility policy
- Parking norms
- Parking policy



Area Developer

- Mobility plan
- **Decide** on Shared Mobility partner (provider)
- Responsible for starting-up Shared Mobility (support the provider)
- Responsible for assurance long-term availability of shared vehicles
- Promotion and communication



Shared mobility provider

- Provide lease vehicles
- B2B contract with area developer
- Responsible for a working business model (enough rides / km's/users)
- Promotion and communication



In the case of rent: The building owner

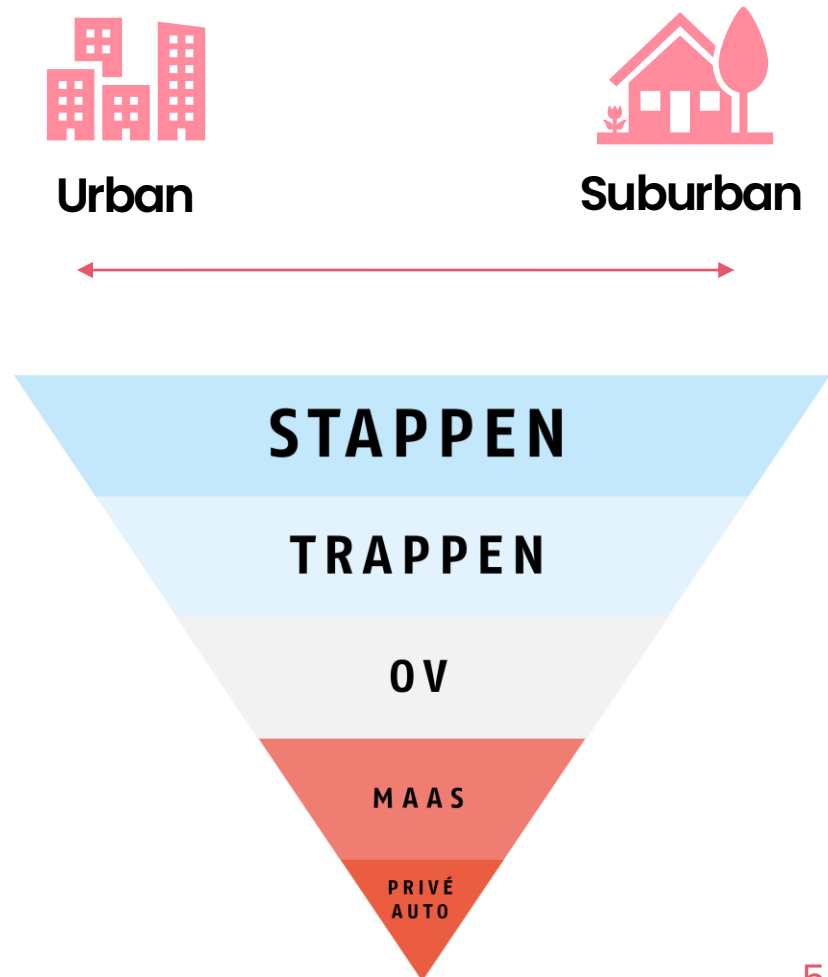
Housing association or institutional investor

- Promotion and communication to their residents or users

How do we approach sustainable mobility?

Development & design phase

1. **Analysis:** location, policy, accessibility of facilities and work locations
2. **Mobility needs**
3. **Design:** implementing the STOMP-principle
4. **Program and measures:** integrating a (shared) mobility offer based on mobility needs and target groups
5. **Proposal:** sharing our proposal with partners (municipality, housing association, investor, transport region)
6. **Verification:** we verify our mobility plan with a third party mobility advisor (legitimacy and good numerical substantiation)



How do we approach sustainable mobility?

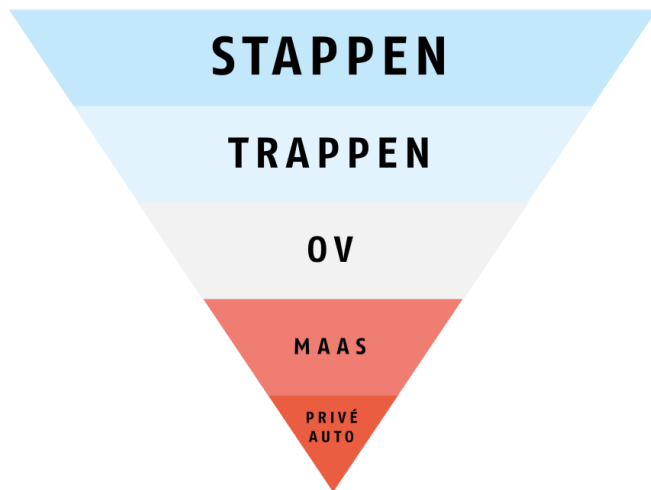
Realisation and monitoring phase

1. **Contract:** contracting the shared mobility provider
2. **Communicate:** inform your target group with suitable information and inspiration with regard to shared and sustainable mobility
3. **Realise:** making sure the shared mobility is there from the start!
4. **Monitoring:** how is the shared mobility used? Should we communicate more? Should we adjust the offer?



Our take on shared mobility

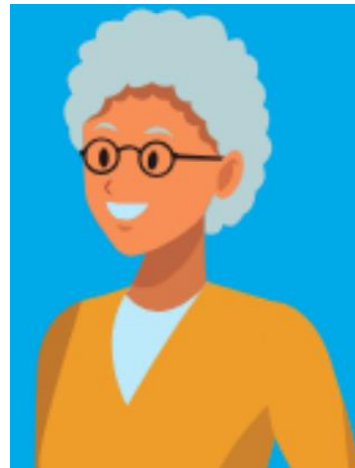
- Shared mobility is **a supplement** to a daily sustainable mobility pattern



Modaliteit	Gebied	Gebouw	Gedrag	Borging	Impact
Stappen	Hoge doorwaabaarheid, deels autoluwontwerp	Entreels landen in hoogwaardig groen gebied. Sociale veiligheid aandachtspunt	lopen en de fiets staan nabij, de auto net iets verder.	Een (lichte) regulering kan het verschil maken om de autoluwe kwaliteit ook te borgen	●
Trappen	Aansluiting fietsontsluitingen	Hoogwaardig Fietsparkeren bij de woning	(elektrische) Fietsstimuleringsmaatregelen met fietsvouchers	Tijdens klantreis en na oplevering communicatie en fietsstimulering doorzetten	●●●
OV	Aantrekkelijker maken van stationsgebied met snelle loop- en fietsroutes	Bij appartementen DRIS-schemen met vertrektijden trein	OV-stimulering met kortingsactie NS (nader uit te werken)	Gebied als stationslocatie promoten voor, tijdens en na ontwikkeling	●●●●●
MAAS	Aantrekkelijke hub locatie aanwijzen	Elk appartementengebouw een elektrische bakfiets om te delen	Korting deelauto in eerste jaar na verhuizing	Mobiliteitsgarantie afpreken met aanbieder	●●
Privé-Auto	Parkeren op afstand	-	Parkeren minder aantrekkelijk maken door blauwe zone met 1 ontheffing per woning	Besluitvorming over blauwe zone, handhaving indien nodig	●●●●

Our take on shared mobility

- To successfully integrate shared mobility, you **need to get to know your target group**
 - **Who** are you developing the project for?
 - **Look further** than age and family composition;
 - What will be their **daily mobility pattern**? Where do they **work**? Where do they go for **groceries or leisure**?
 - Be inclusive: integrate opportunities for **people with disabilities**, try to put yourself in someone else's shoes



Forms of integrating shared mobility

Closed Community Hub



- ✓ Only available for residents in the project
- ✓ People know each other: 'community experience'
- ✓ Usually ambassadors
- ✓ Communication and stimulation by building owner (e.g. institutional investor or housing association) is essential
- ✓ With Hely



- ✓ Stadsveteraan020, Amsterdam

Neighbourhood mobility coöperation



- ✓ With lease cars or private cars
- ✓ We can facilitate starting up the coöperation in early stages
- ✓ With DEEL or OnzeAuto

Free floating offer



- ✓ Outside on the street
- ✓ Shared cars can be parked everywhere in a designated zone
- ✓ Easy for the user: always a car nearby
- ✓ Available for all people in surrounding neighbourhoods
- ✓ Strengthening the city-wide shared mobility offer
- ✓ With ShareNow, MyWheels, Greenwheels or Vloto

Street hubs



- ✓ Outside on the street: vehicles are always brought back to the hub
- ✓ Designated hubs with clear signing and communication essential
- ✓ Attractive, visible and safe locations
- ✓ Multiple modalities in one hub is possible
- ✓ Available for all people in surrounding neighbourhoods
- ✓ Strengthening the city-wide shared mobility offer
- ✓ With Hely or OnzeAuto

- ✓ Schoemakerplantage, Delft
- ✓ Parkrijk, Rijswijk Buiten
- ✓ ENKA, Ede
- ✓ Wickevoort, Haarlemmermeer

Our projects with shared mobility



Urban



Suburban



Amsterdam Stadsveteraan, **no** cars/household



Ede ENKA, 1,5 cars/household



Rijswijk, Parkrijk 1,0 cars/household



Amsterdam Bajeskwartier, 0,4 cars/household



Utrecht Merwede, 0,3 cars/household



Wickevoort, 1,8 cars/household



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