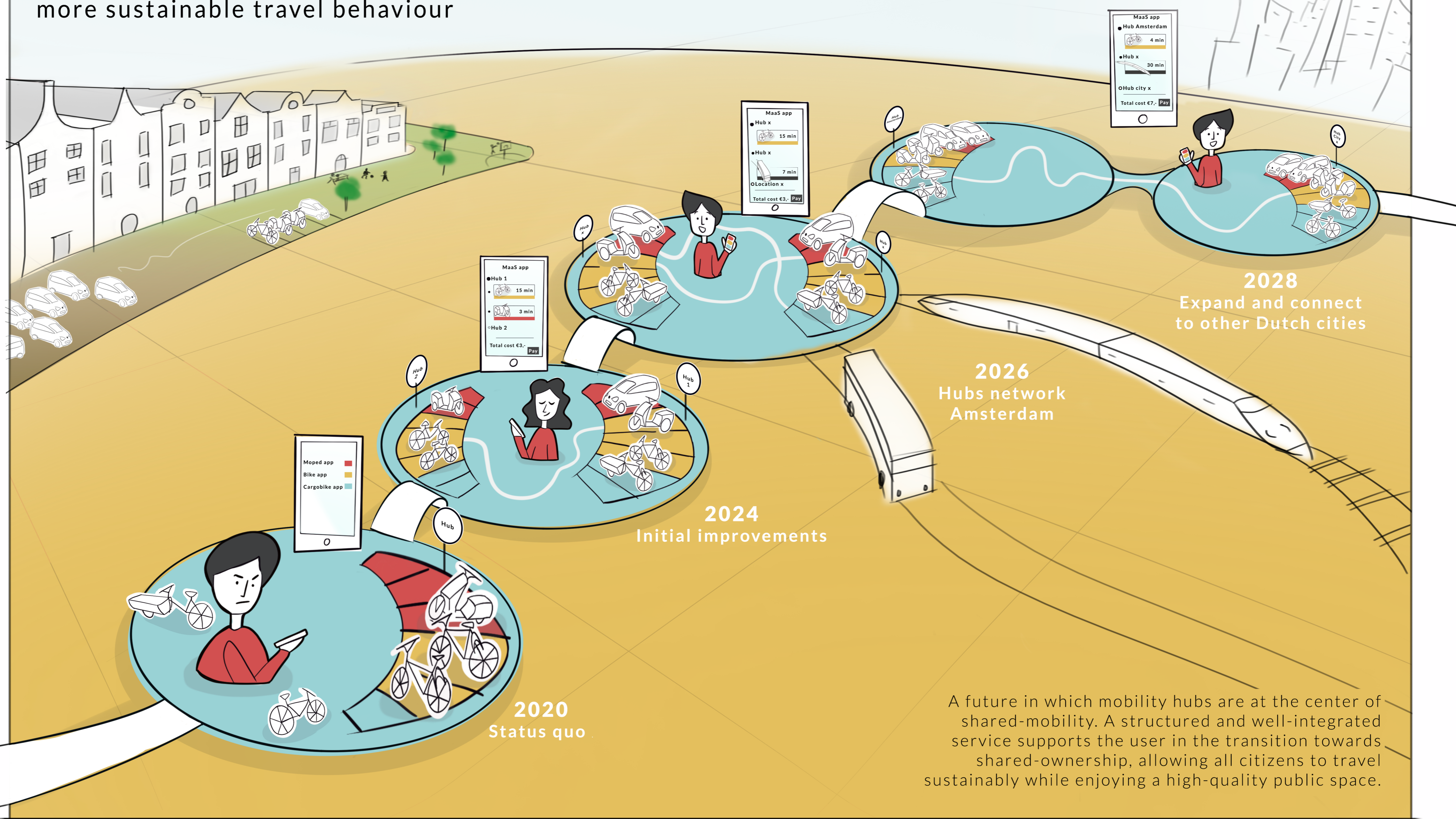


A roadmap for the implementation of mobility hubs to support citizens towards more sustainable travel behaviour



A future in which mobility hubs are at the center of shared-mobility. A structured and well-integrated service supports the user in the transition towards shared-ownership, allowing all citizens to travel sustainably while enjoying a high-quality public space.

	Horizon 1 Initial improvements	Horizon 2 Hubs network Amsterdam	Horizon 3 Expand & connect hubs to other Dutch cities	
Challenge				
Digital and physical accessibility of the hubs	<ul style="list-style-type: none"> Developments MaaS Developments OV Data sharing Spatial development 	<ul style="list-style-type: none"> RiVier Pilots ABT & OVPay TOMP-API Strategy for hubs design Selection location of hubs 	<ul style="list-style-type: none"> National MaaS approach OV as backbone to multimodal travel Growth hubs network Hubs in G4 with a unified look & feel 	<ul style="list-style-type: none"> MaaS app in NL Eco-system for data sharing Hubs in NL with a unified look & feel
Actions to take by the municipality	<ul style="list-style-type: none"> Ensure a united look&feel of the hubs in Amsterdam Initiate integration hubs in MaaS follow-up plans Set up a growth strategy for a hubs network 	<ul style="list-style-type: none"> Ensure a central role of hubs in national MaaS plans Agree with G4 municipalities on a united look&feel 	<ul style="list-style-type: none"> National agreements between: MaaS, OV, mobility providers and municipalities Initiate national agreements on look&feel of the hubs 	
Availability of modalities in the hubs	<ul style="list-style-type: none"> Agreements mobility providers Data monitoring 	<ul style="list-style-type: none"> Local agreements with mobility providers CDS-M developments 	<ul style="list-style-type: none"> Regional agreements with mobility providers Mobility dash-board with real-time data 	<ul style="list-style-type: none"> Back -to- many = norm Mobility dash-board NL
Actions to take by the municipality	<ul style="list-style-type: none"> Collaborate with mobility providers to ensure availability of modalities in hubs Ensure a higher return rate from a user's perspective Advise on concession to limit free-floating mobility 	<ul style="list-style-type: none"> Monitor availability of modalities at the hubs with real-time data 	<ul style="list-style-type: none"> Make returning modality to hub mandatory for the user 	
Behavior change towards shared mobility	<ul style="list-style-type: none"> 'push factors' Personas 'pull factors' 	<ul style="list-style-type: none"> Parking permits restrictions Higher parking prices 10.000 less parking Emission-free zones 	<ul style="list-style-type: none"> Influencing behavior change 	<ul style="list-style-type: none"> Fulfill common needs Investment in customer trust Provide a wide range of modalities Attractive pricing strategies Make receptive before encounter hubs Provide knowledge & experience

Future vision

A future in which mobility hubs are at the center of shared-mobility. A structured and well-integrated service supports the user in the transition towards shared-ownership, allowing all citizens to travel sustainably while enjoying a high-quality public space.

..... (Gaby Ghusen)
 (A roadmap for the implementation of mobility hubs to support citizens towards more sustainable travel behaviour)
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Committee
 (Dr. ir. S. Hiemstra- van Mastrigt)
 (Dr. ir. S.C Mooij)
 (Company mentor: Diederik Basta)
 Gemeente Amsterdam

Company

