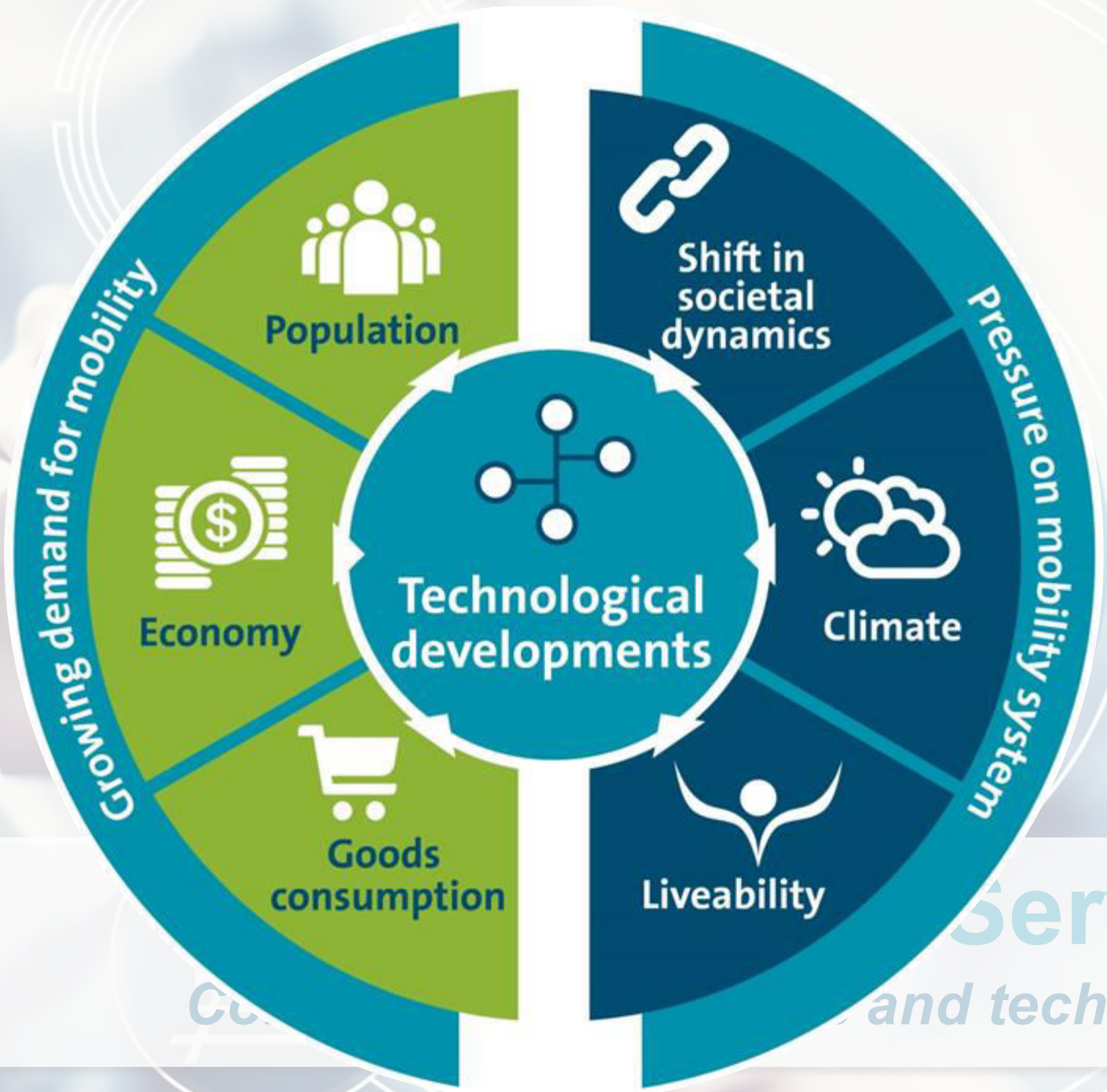


Mobility in transition

Incorporating Cycling & Mobility as a Service
Lessons from the Netherlands




Service
and technology





The mobility transition & MaaS

Traditional aspects of mobility


Users 

Service Service Service

Infrastructure & Public Space 

New aspects of mobility


Users 

Service **UBER** Service

Infrastructure & Public Space 

Mobility as a Service

Users 

Mobility as a Service 

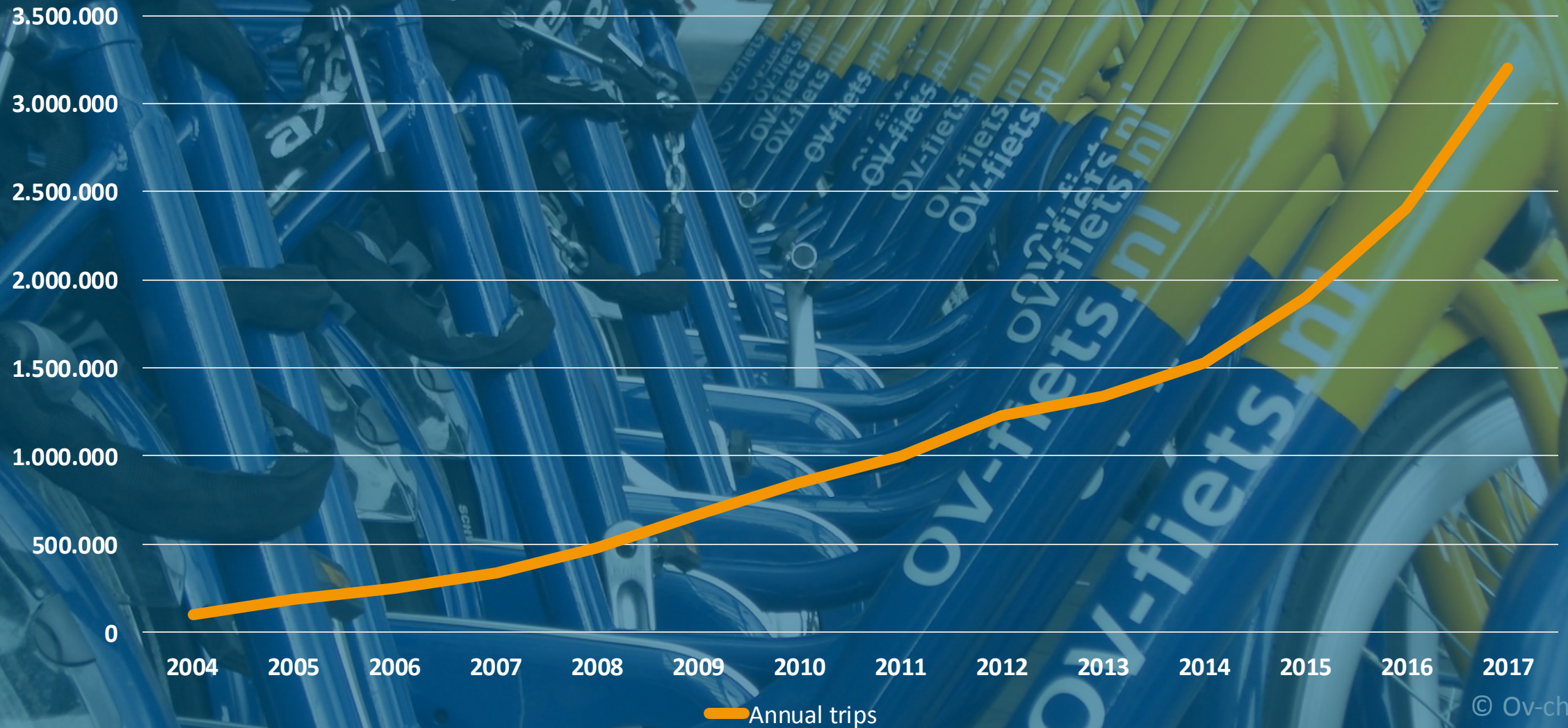
  

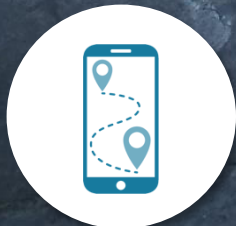
Infrastructure & Public Space 

The mobility transition



Bike sharing





Bike sharing



Bike sharing





Integration of travel modes





Physical space for bikes



Guiding the mobility transition

Framework of minimal requirements

Learning and testing

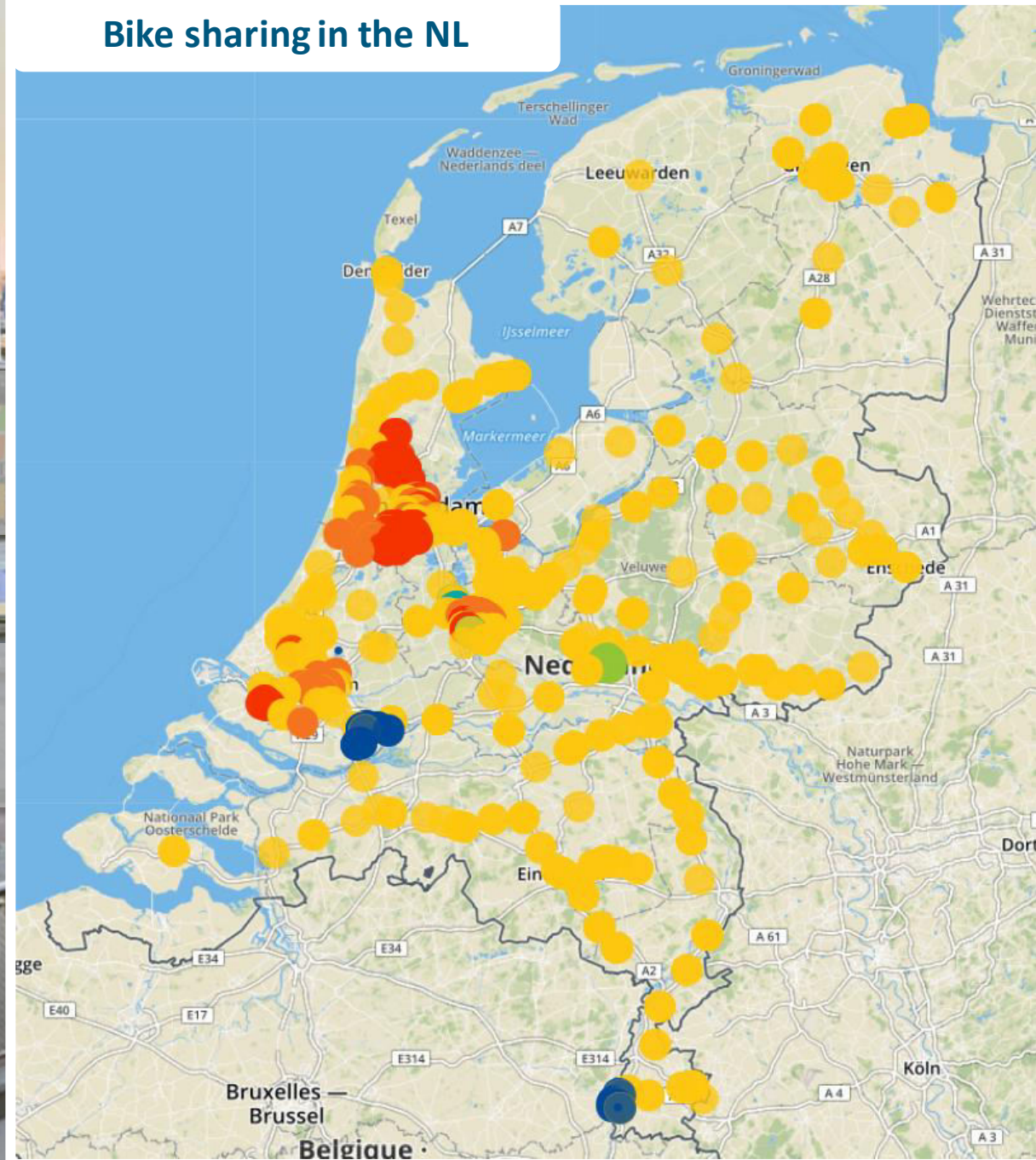


Bike sharing

Open bike

Guidelines

Bike sharing in the NL





Integration of travel modes

7 pilots

Similar framework, different context

Central learning space

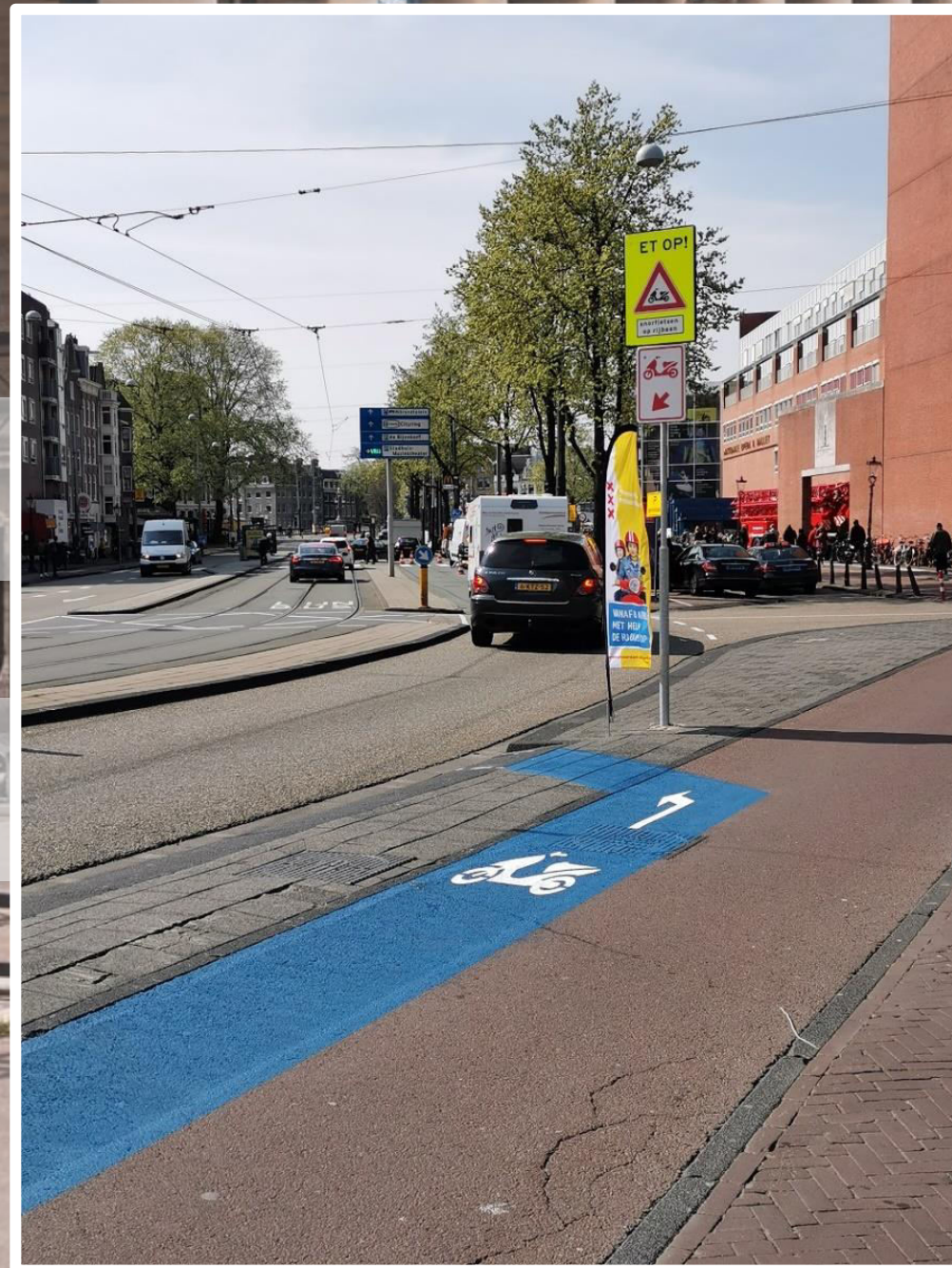


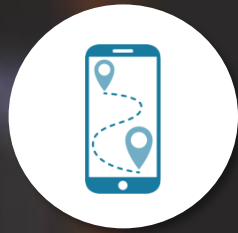


Space for bikes

Speed pedelec off the bike path

Moped off the bike path





Shaping the mobility transition

Understanding

Framework

Learning and testing



A nighttime cityscape with various smart city icons overlaid. The icons include a Wi-Fi symbol, a train, a group of people, a car with Wi-Fi, a traffic light, and a bus. The background is a city at night with lights and a network overlay of white lines and dots.

Thank you



**Royal
HaskoningDHV**

Jasper Homrighausen
Jasper.Homrighausen@rhdhv.com