

ONTWIKKELAARS  
VAN IMPACT

# Shared Mobility In new neighbourhoods

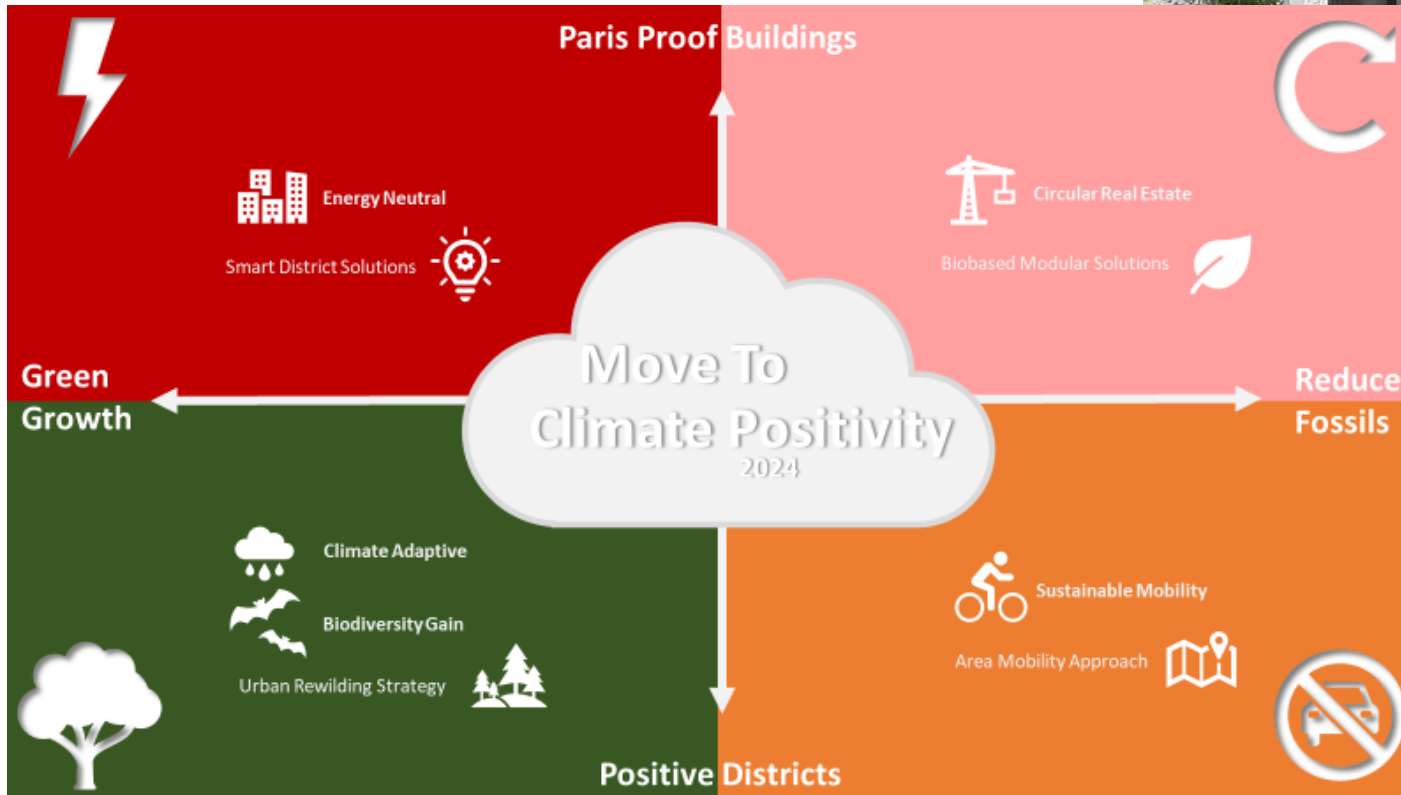
Maarten Markus  
Gent, maandag 22 april

AM<sup>+</sup>



# Who?

- Neighbourhood Developer
- Buildings and landscape
- High sustainability goals



Shared Mobility in new neighbourhoods



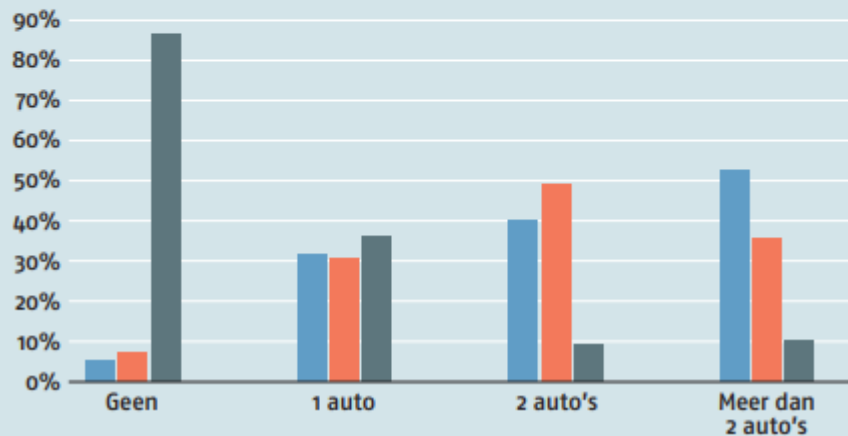


# Why?

1. Car ownership is not necessary
2. Second car's are rarely used
3. The benefits are huge
4. People know this as well

## Privéauto bezit

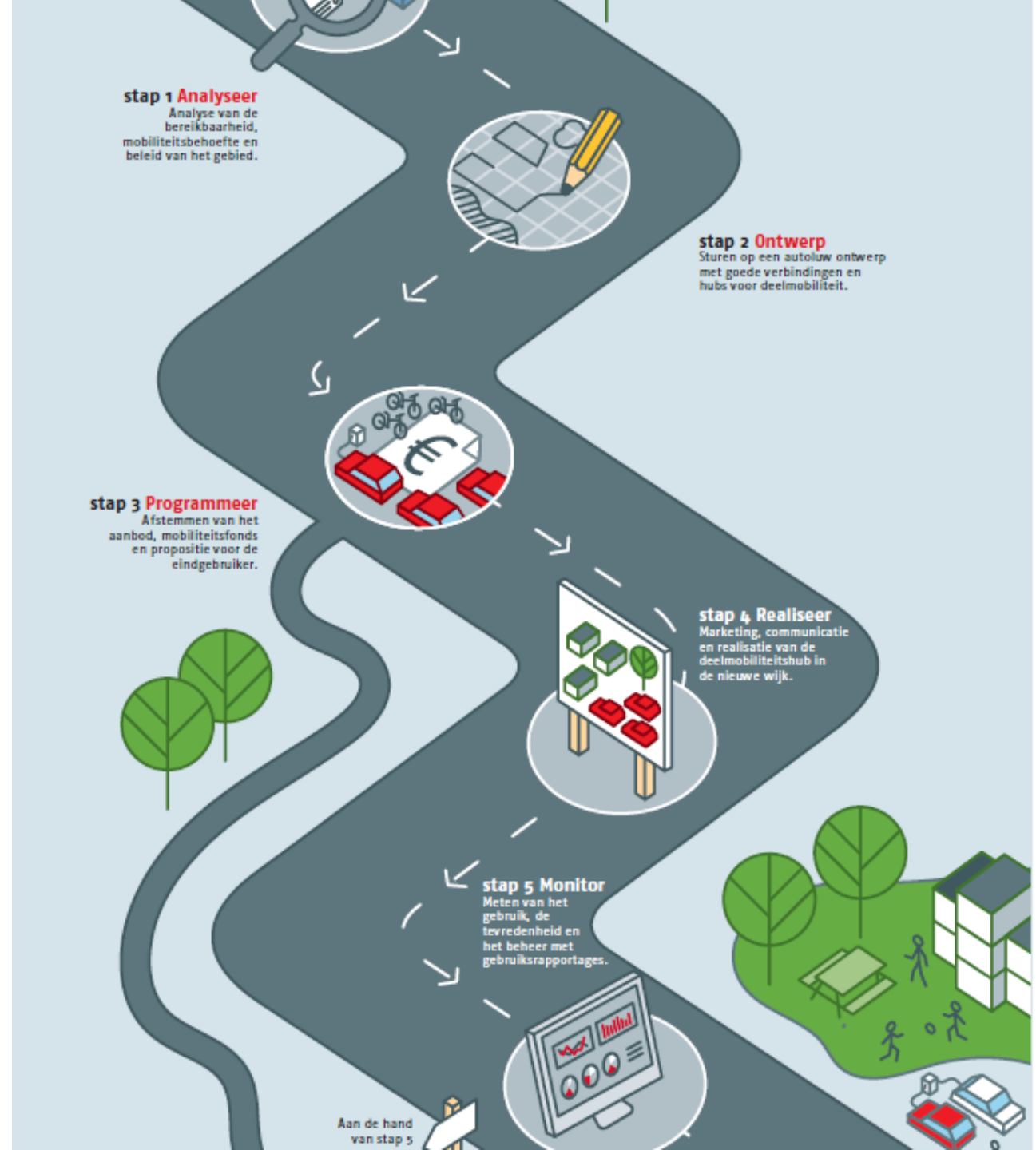
- Ik verplaats mijzelf enkel met een privéauto('s) of leaseauto
- Ik heb een privéauto of leaseauto en maak voor de tweede auto gebruik van een deelauto
- In wil enkel nog maar gebruik maken van deelauto's, deelmobiliteit en/of OV en bezit geen auto meer



# Practical Implementation

- AM's Mobility approach
- Location and target group based
- Applied over 20-new neighbourhoods

Shared Mobility in new neighbourhoods





# Shared Mobility

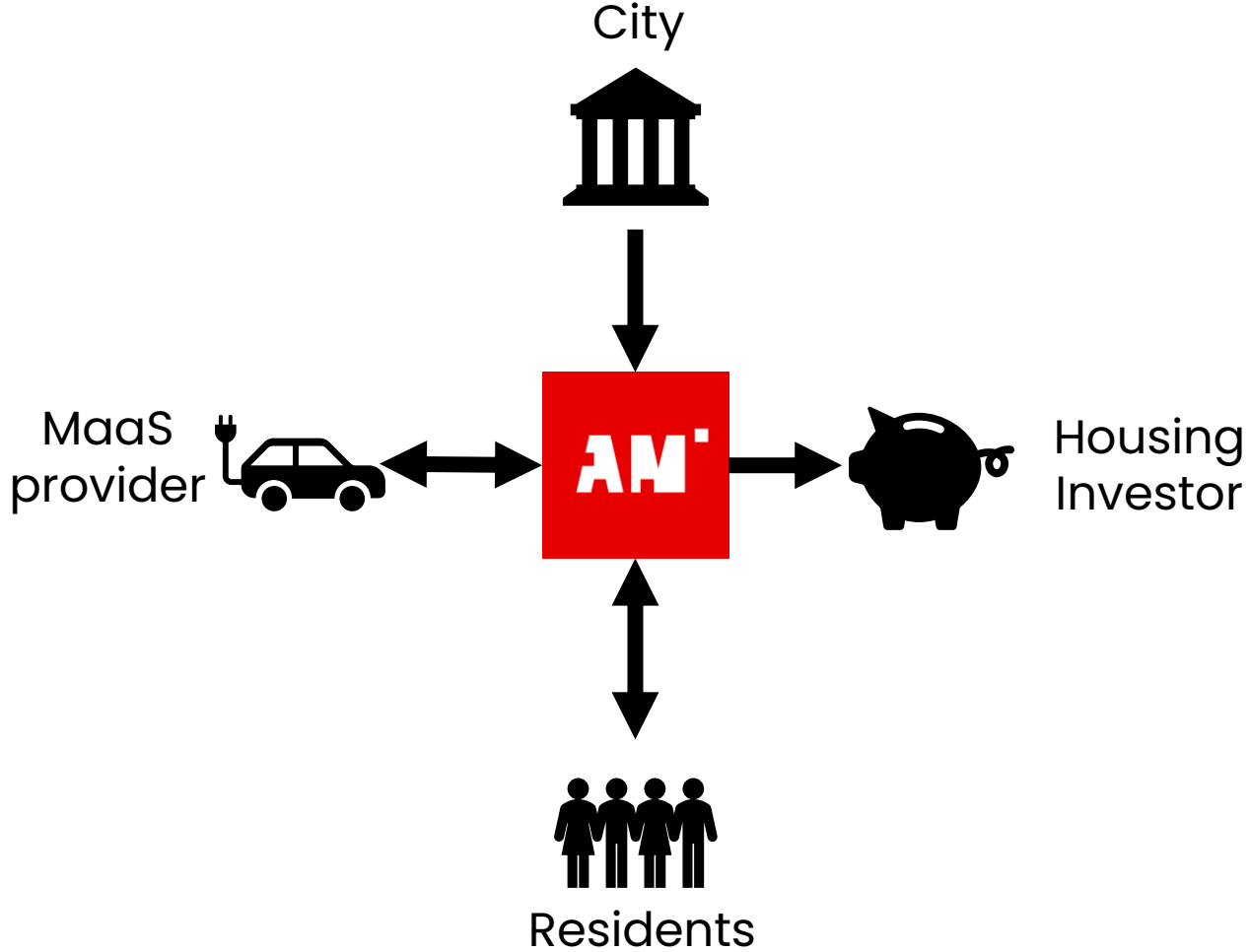




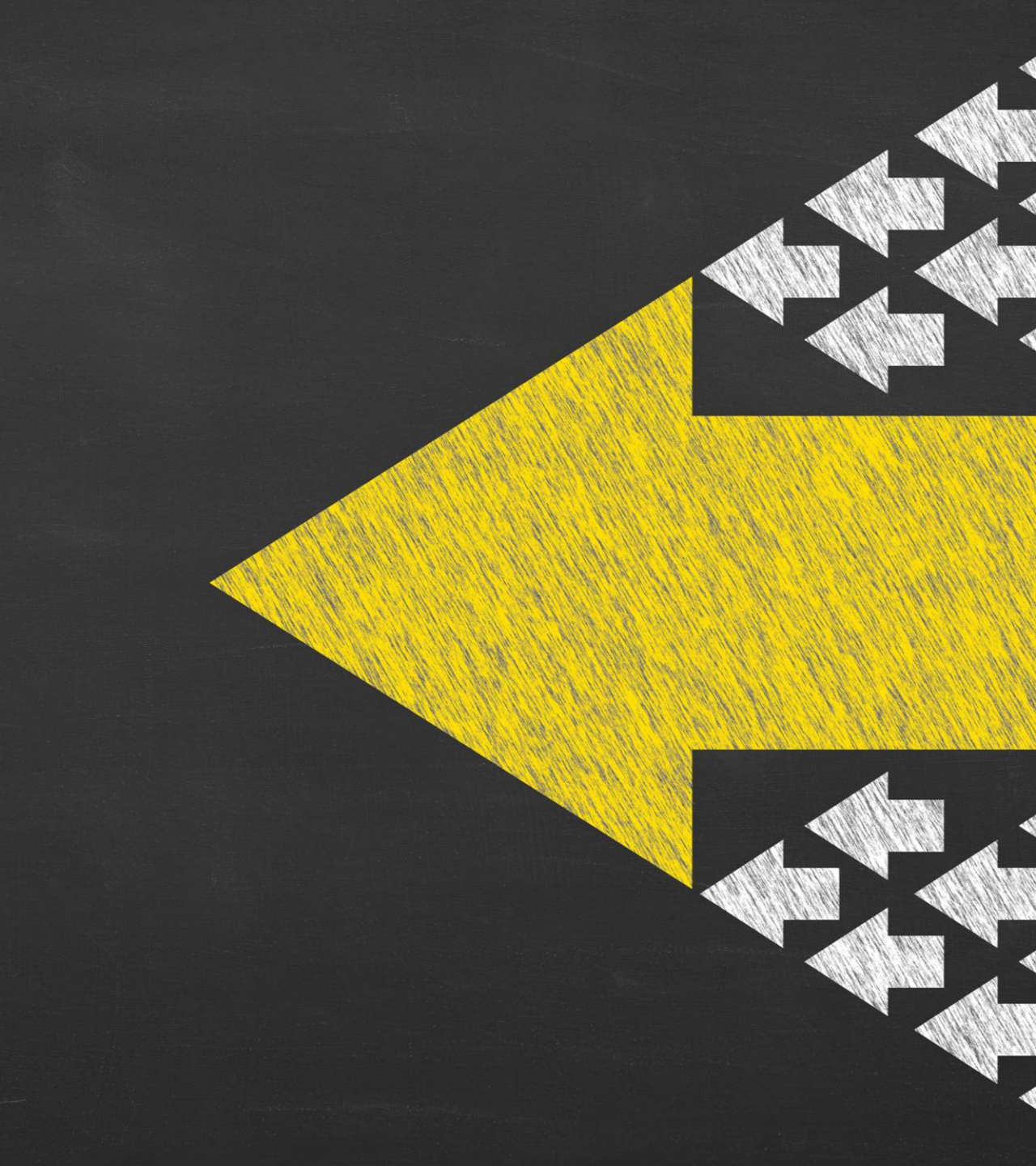
# Building vs. Neighbourhood



# Public-Private

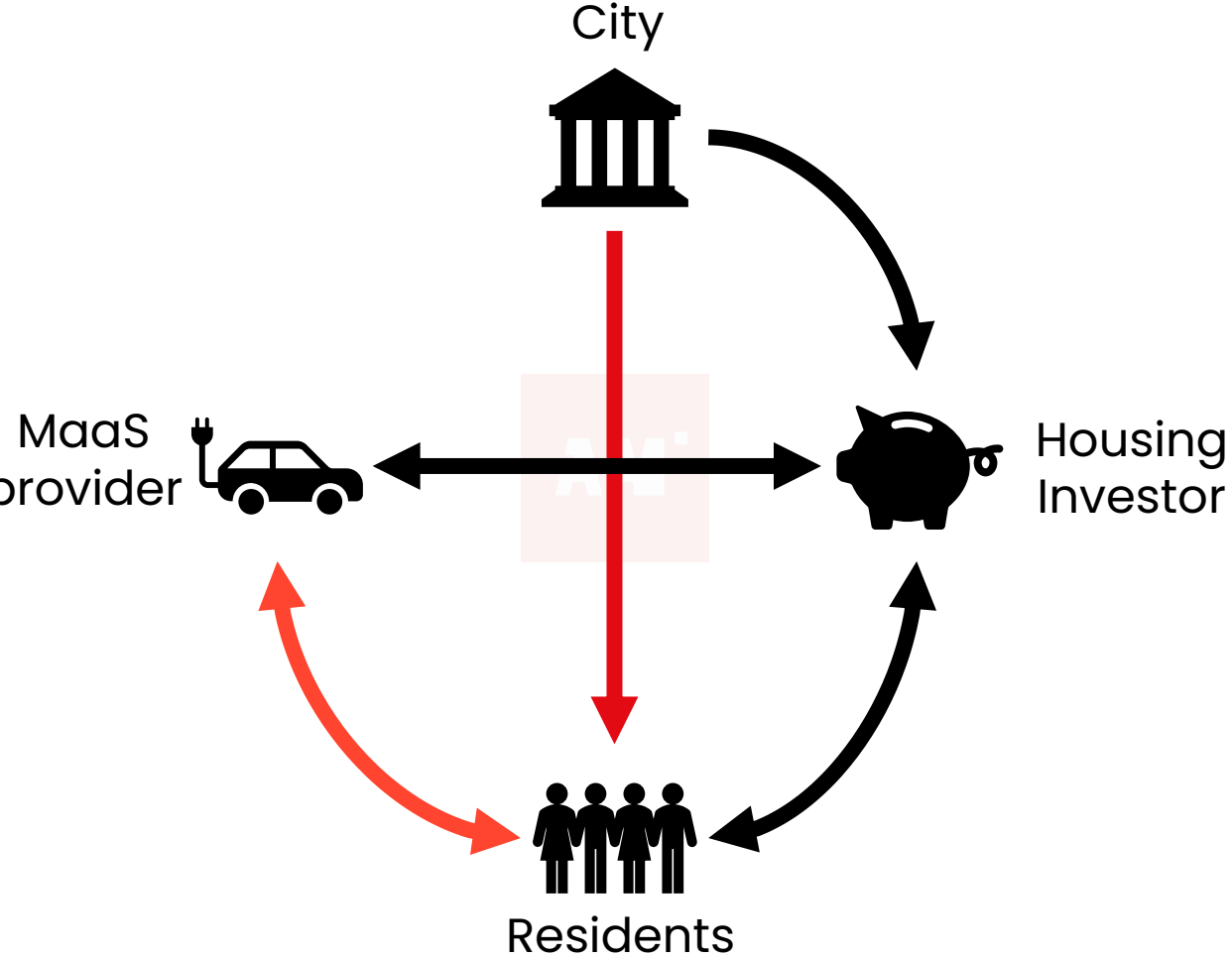


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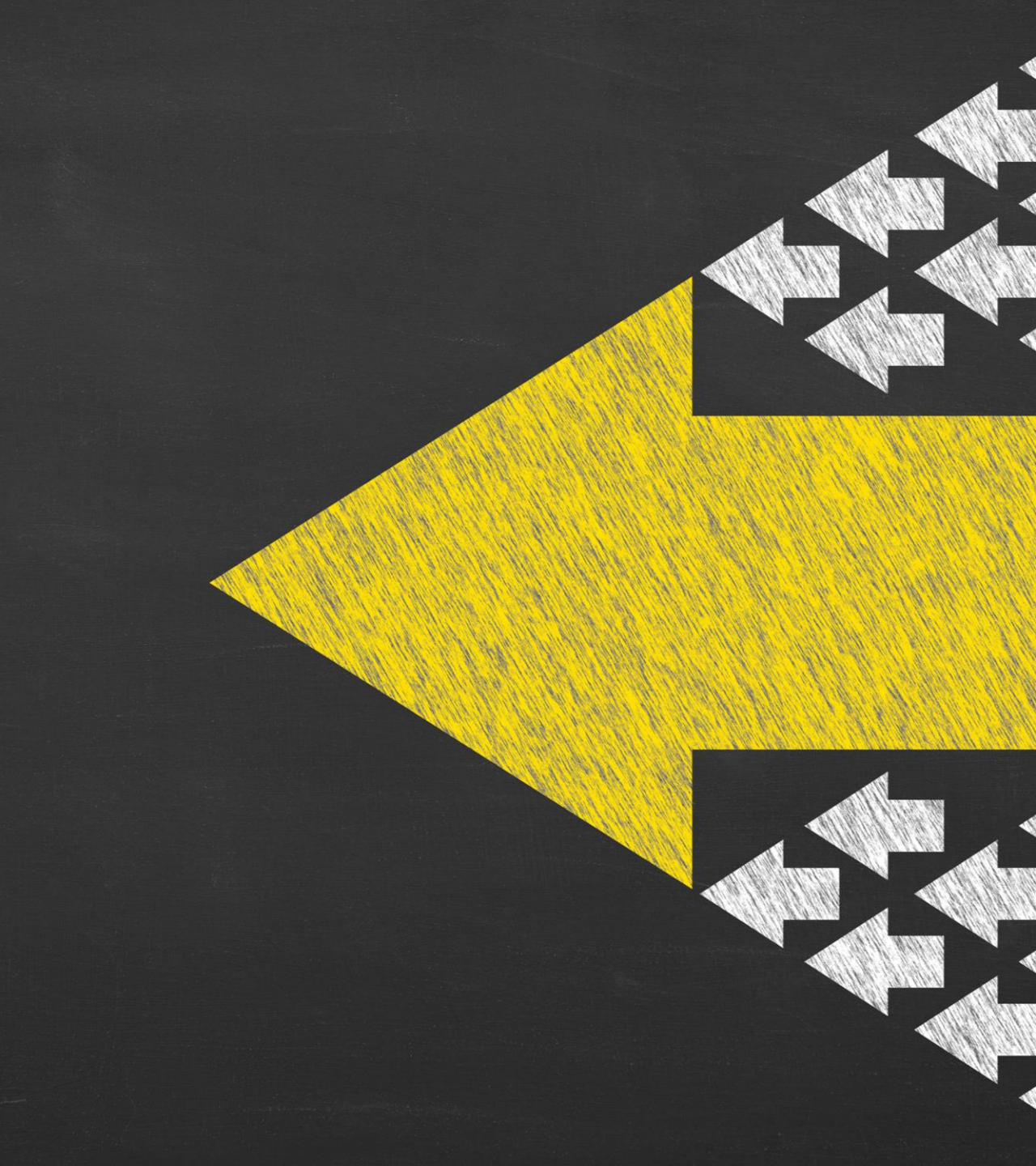




# Public-Private



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# Successfactors

## What we as AM arrange



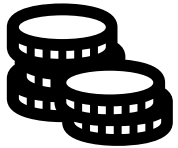
Location Analysis and  
Crowdsourcing



Mobility hub in project design



Mobility fund for start-up phase



Mobility budget for residents



Contracts for in-use phase

Shared Mobility in new neighbourhoods





# Bajeskwartier, Amsterdam





Ik geloof dat het financieel voordeliger is alleen te betalen voor de mobiliteit die ik daardwerkelijk afneem

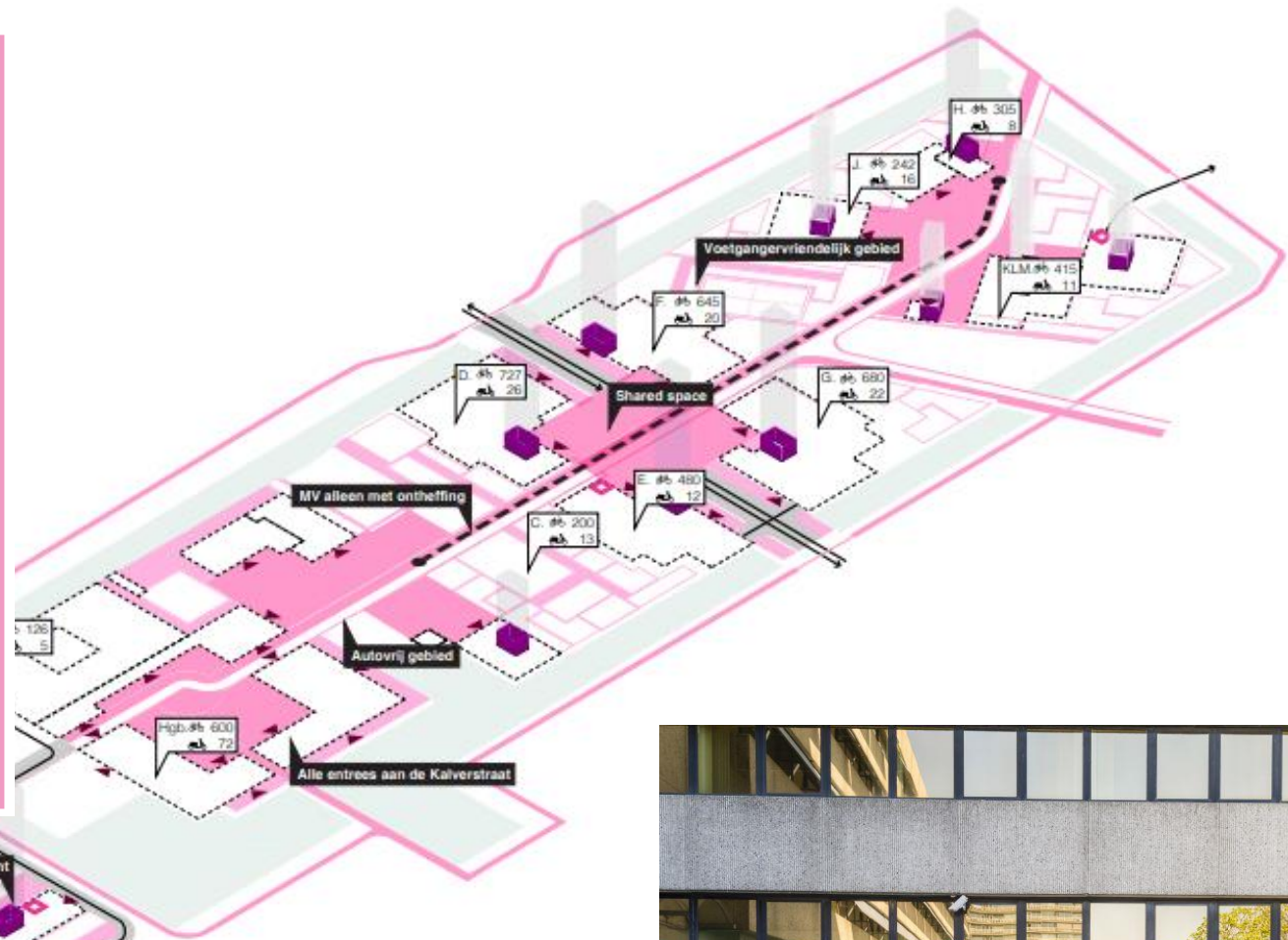
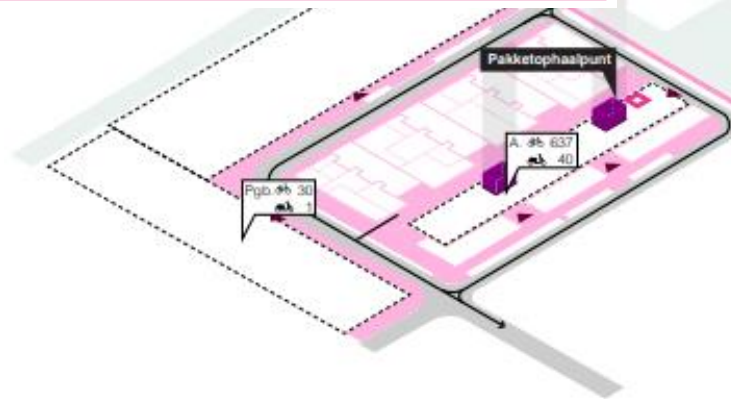
82%

Ik vind dat het goed is om het autogebruik- en bezit te beperken.

78%

Ik vind het eigendom hebben van een eigen auto belangrijk

42%





# Wickevoort, Haarlemmermeer







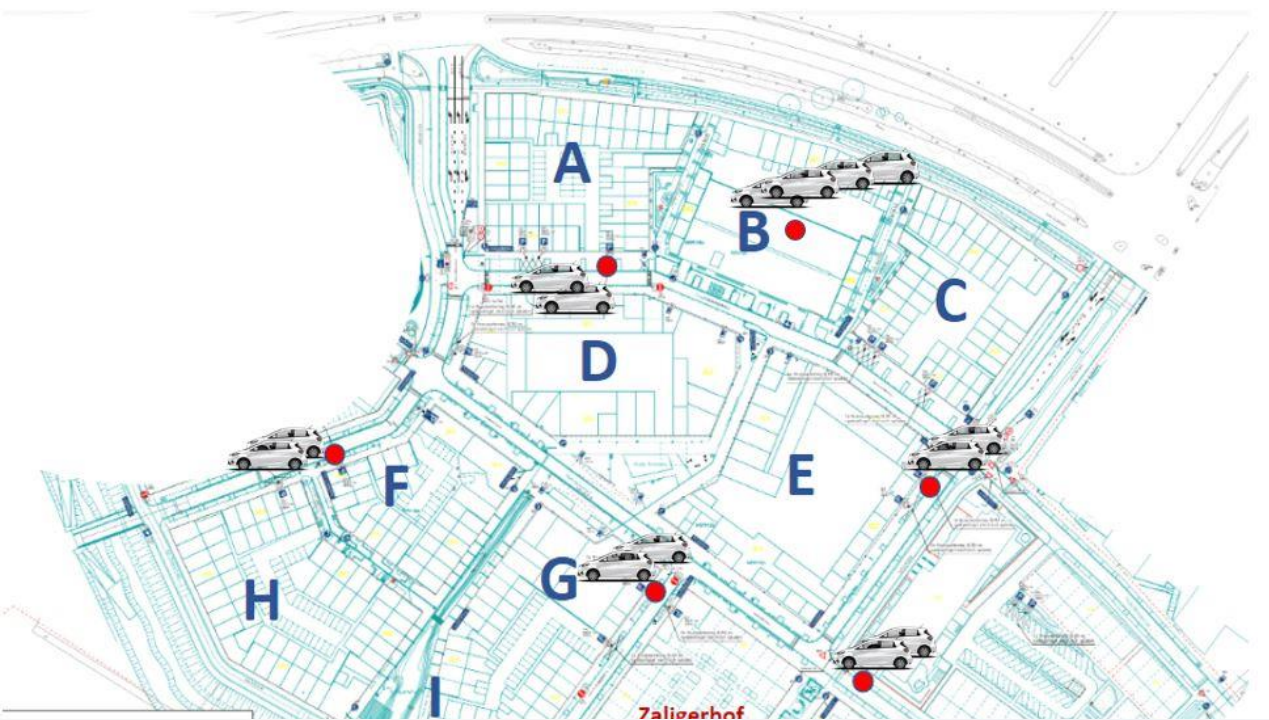


# Hart van de Waalsprong, Nijmegen

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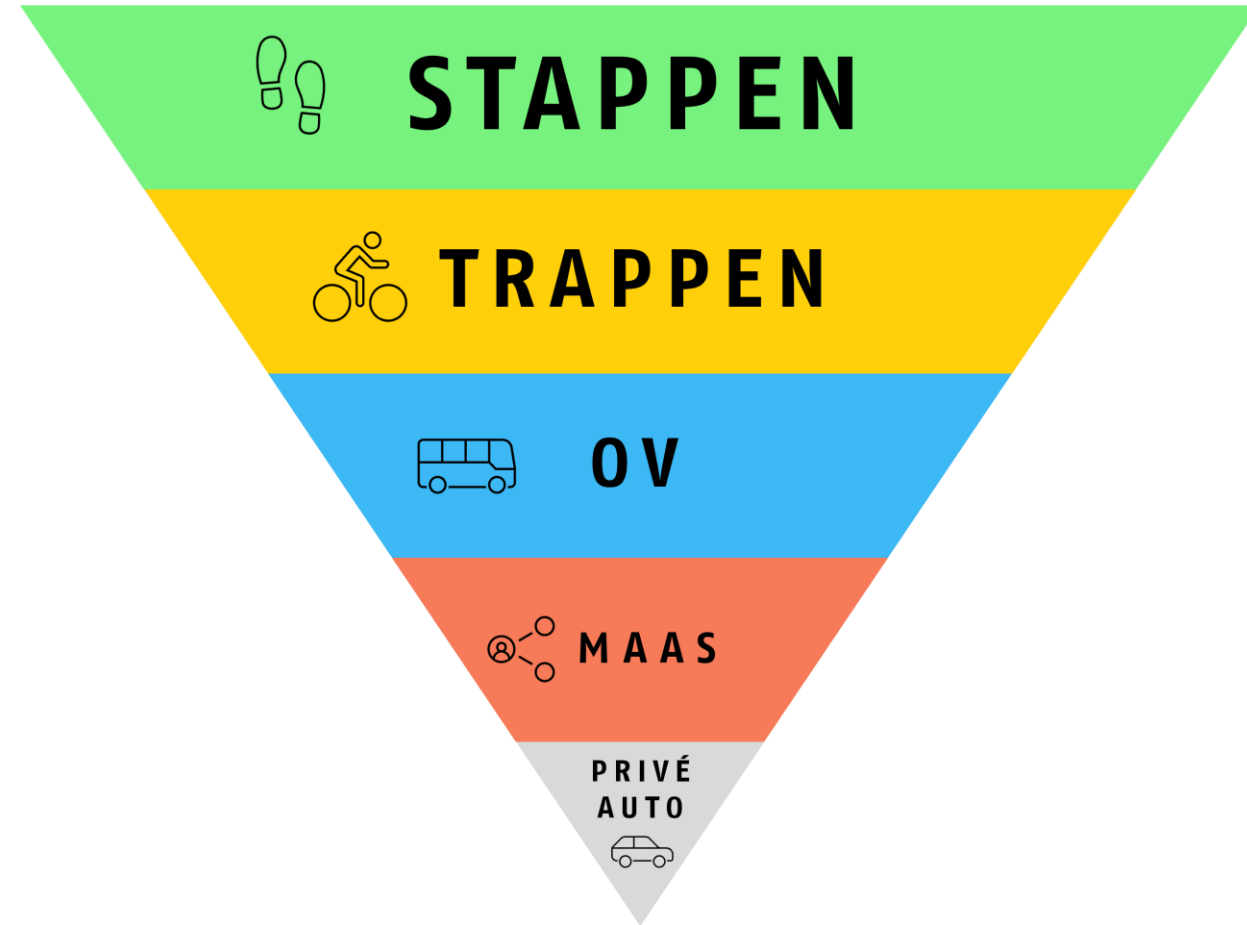
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# Learnings

## Start with a high ambition!

- We can go with fewer cars than often expected
- Ask future residents about the possibilities and conditions
- Make a good mobility (communication) plan
- Work together
- Follow a project specific mobility hub strategy
- Don't forget the basics: public transit and the bike









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