



Shared mobility in every SUMP

02/12/2016 – POLIS Conference - Rotterdam
@angelo_meuleman



Share and experience more!

Experience what it's like to share!
We have been doing it for 40 years!

[> About Taxistop](#)

Sustainable services to satisfy your needs? Taxistop develops many innovative ideas... Dare to do more with less!

BlaBlaCar Raises A Massive \$100 Million Round To Create A Global Long Distance Ride-Sharing Network

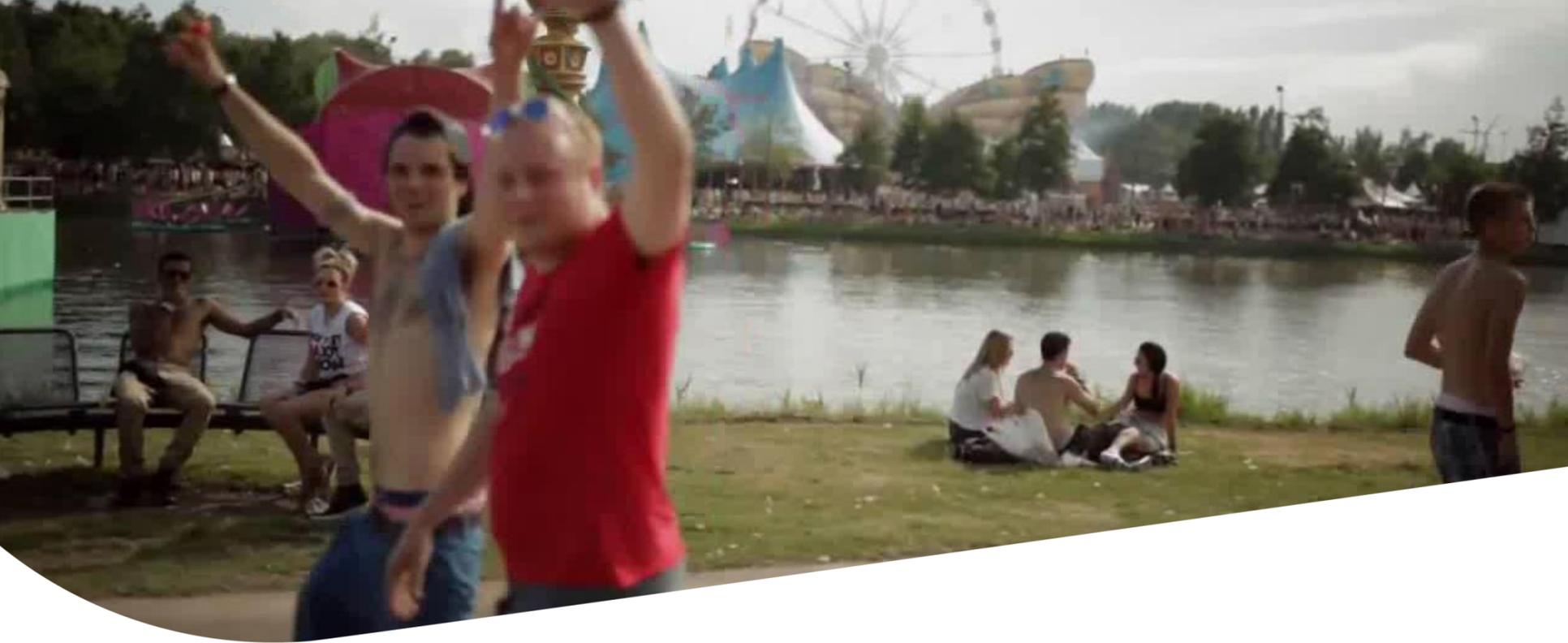
Koolicar raised \$3,707,760 on September 9th, 2014, from Maif.

P2P CAR SHARING COMMUNITY SNAPPCAR CROWDFUNDS €560K

After Raising \$10M From USV, SideCar Pivots To Offer A Ride-sharing Marketplace

Lyft Raises \$250 Million From Coatue, Alibaba, And Third Point To Expand Internationally

Transports : Uber valorisé 40 milliards de dollars



Generation Y – Digital natives

loves to be connected

Always connected with their social network, en has acces to any kind of information



A new generation

- ▽ Is using technology
- ▽ Is looking for efficiency
- ▽ Has trust in peer-reviews, not that much in brands
- ▽ Is ready for a shift!

They will become sharers, or even super-sharers!



Impact shared mobility

Urban

One-way
car-sharing



Urban bike-sharing

Station based car

Overall: Long-term impact on space consumption and mobility patterns
ownership → mobility = reflex
sharing → mobility = ratio



Low Impact

Last-mile
bike-sharing

High Impact

Monetized
ride-
sharing

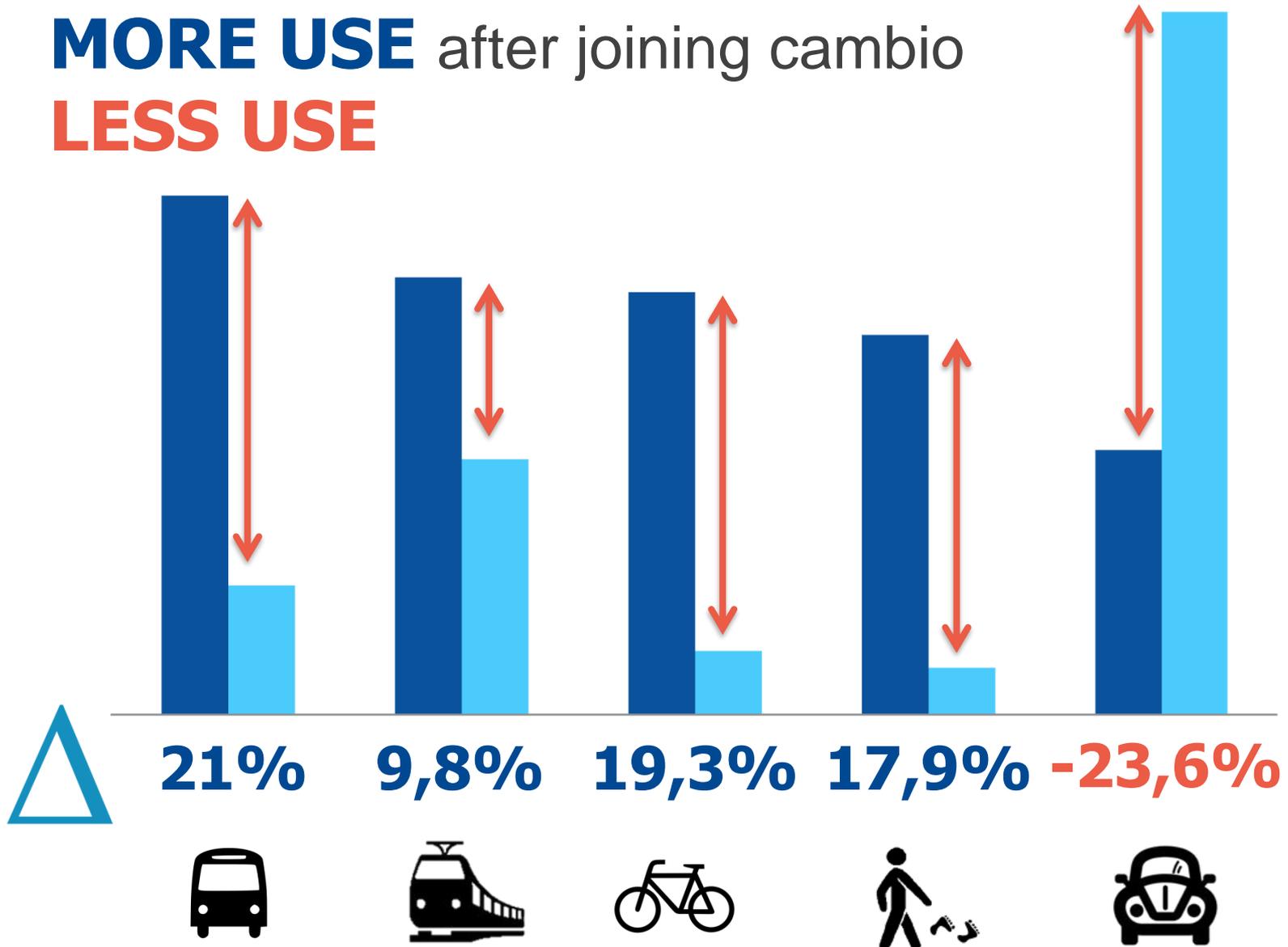
Car-sharing with
municipality fleet

Corporate
ride-sharing



Rural

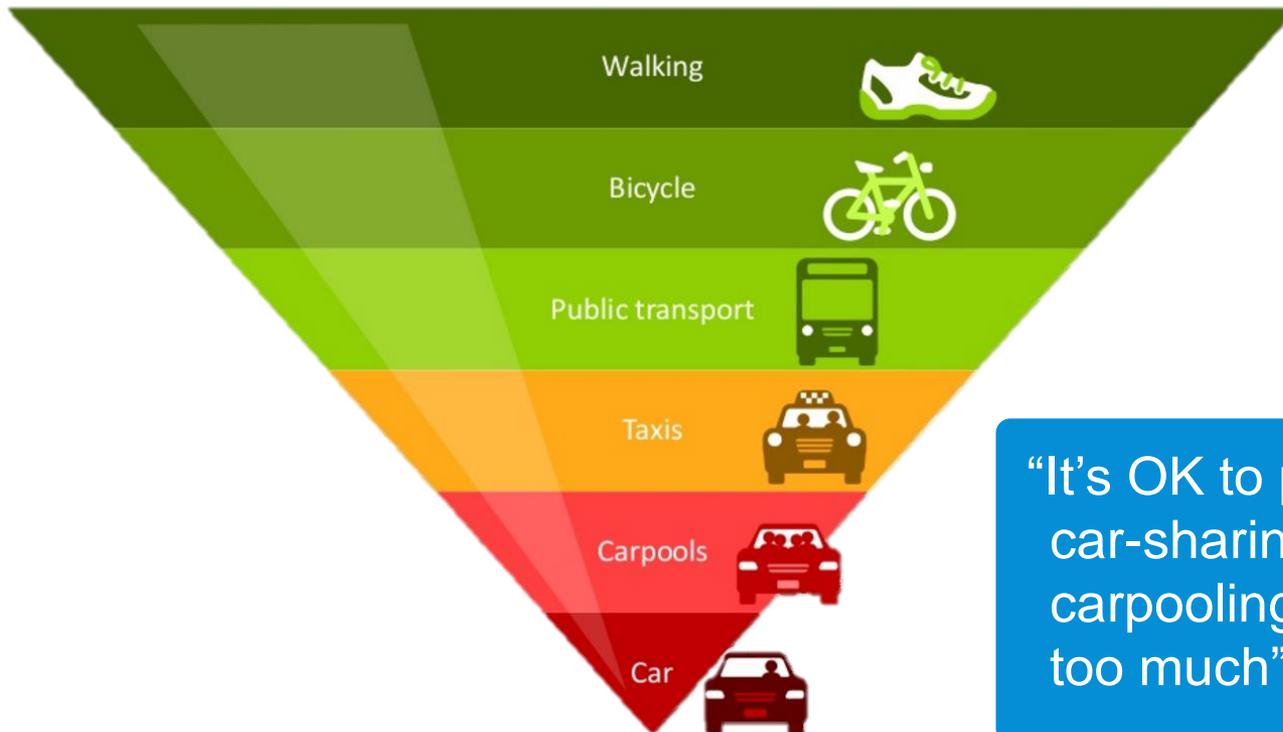
MORE USE after joining cambio
LESS USE



Conditions for more shared mobility

- ▽ Technology-development **V**
- ▽ Mobility culture **V**
- ▽ Political awareness **V**
- ▽ Political ambition and strategy **V**

Political barrier: The transportation pyramid



“It’s OK to promote car-sharing or carpooling, but not too much”

Try to find carpooling in a SUMP

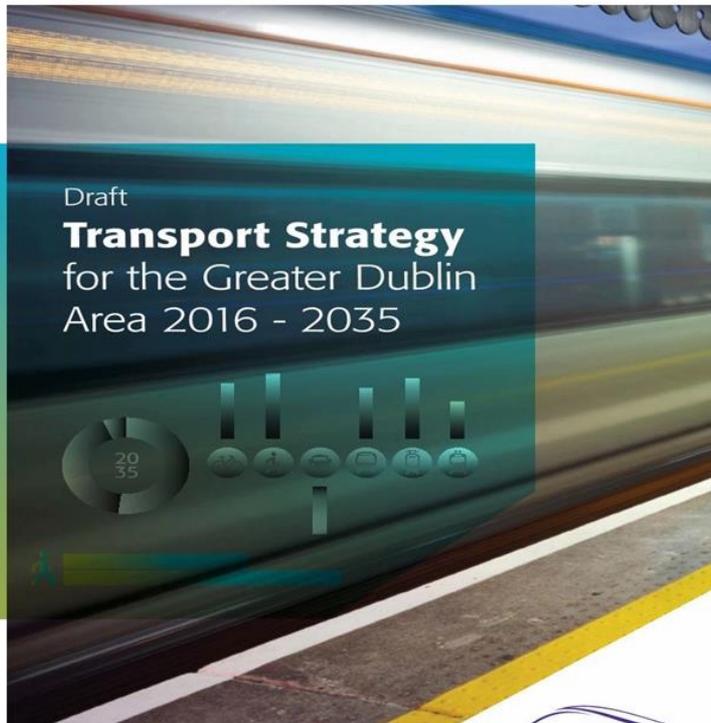
Walking



Car



Example: Transport Strategy for the greater Dublin Area 2016 – 2035 (112 pgs).



Udarás
Náisiúnta Iompair
National Transport Authority

5.9 Demand Management

- › Support and facilitate the implementation and expansion of:
 - › Workplace Travel Plans for all large employers;
 - › Tailored travel planning information provision for residential areas;
 - › Travel Plans for schools, colleges and all education campuses; and
 - › Car club schemes and car sharing.

How we often promote shared mobility



How we often promote shared mobility



How we could promote it also

The screenshot shows the website for KAA Gent, a football club. The main navigation bar includes links for HOME, SUPPORTER, TICKETS, STADION (highlighted), BUSINESS, JEUGD, COMMUNITY, and CONTACT. There is also a link for ENGLISH VERSION. The page title is 'Mobility'. Below the title is a sub-navigation bar with links for Fietsen, Supportersbussen, Openbaar vervoer, Pendelbussen, Parkings & Carpool, Route, and FAQ. The main content area features three columns of information:

- Fietsen:** 2u30 voor de aftrap vertrekken? Gratis met de bus. (Icon: bus)
- Parken voor de deur? Kom met de fiets.** (Icon: bicycles)
- Toch met de wagen? Zorg voor een bakske vol.** (Icon: car and people)

Below these columns is a paragraph of text: 'Het nieuwe stadion brengt voor de supporters heel wat veranderingen met zich mee. Zeker op het vlak van supportersmobiliteit. KAA Gent vraagt haar supporters op wedstrijddagen zo vroeg mogelijk naar het stadion te komen (ten laatste één uur voor de wedstrijd) en dit op duurzame of alternatieve manier. Voor wie toch met de wagen komt wordt autodelen de norm.' To the right of this text is another paragraph: 'KAA Gent en haar partners maakten om dit te bereiken een uitvoerig mobiliteitsplan op. Daarbij worden fietsen, collectief en openbaar vervoer, P&R en carpooling aangemoedigd. Wie van deze mogelijkheden geen gebruik maakt zal op wedstrijddagen met een personenwagen moeilijk tot in de omgeving van het stadion geraken.'

At the bottom of the page, there is a row of icons: a hand holding a trophy, a bicycle, a bus, a carpooling icon (car and people), a car and people icon, and a stadium icon.

The left sidebar of the website contains the following menu items: Actueel, Foto's, Toegankelijkheid, **Mobiliteit** (highlighted), Ghelamco Arena Events, and KAA Gent horeca. The KAA Gent logo and 'LANDSKAMPIOEN 2014 - 2015' are also visible in the sidebar.

Shared Mobility action plan Ghent





"TaxiBots combined with high-capacity public transport could remove 9 out of every 10 cars in a mid-sized European city."

Urban Mobility System Upgrade

How shared self-driving cars could change city traffic



Corporate Partnership Board
Report

Belgian federal resolution on 100% car-sharing

Meerderheidspartijen leggen extreme vorm van autodelen op tafel

22-03-16, 07.23u - Ann De Boeck

LEES LATER ★



Vandaag staan we 80 procent van de tijd stil. Een extreme vorm van autodelen zou dat kunnen veranderen. ©BELGA



(Source: www.demorgen.be)

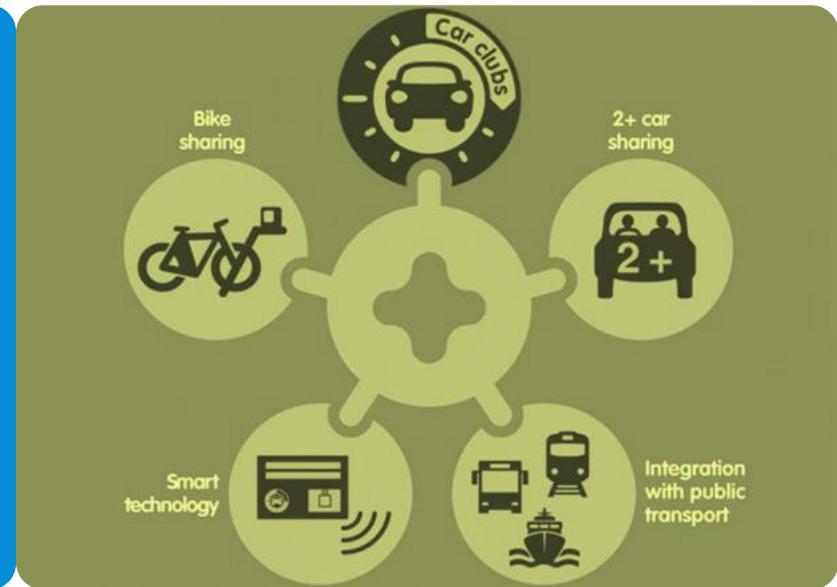


“A society where all cars are shared: That’s the dream of the government’s parties “

What about a Shared Mobility action plan in your city?



- ▽ www.share-north.eu
- ▽ Share-North is about shared mobility, but also about sharing great ideas!
→ Toolbox shared mobility



Picture: CarPlus



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 636427.