

MaaS: Biggest Lessons Learned in Rotterdam and The Hague

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Content of the Presentation

- Urban Challenges
- Our Approach
- Examples

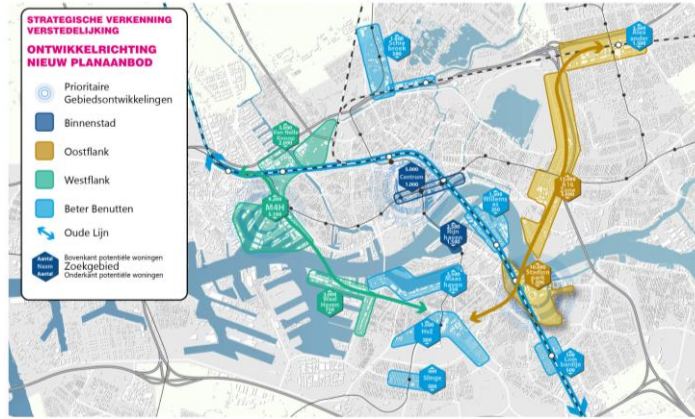


Rotterdam & The Hague Area

- 2.2 million inhabitants
- 2nd and 3rd city of the Netherlands
- Largest port of Europe
- International city of peace and
- Old and new city centers

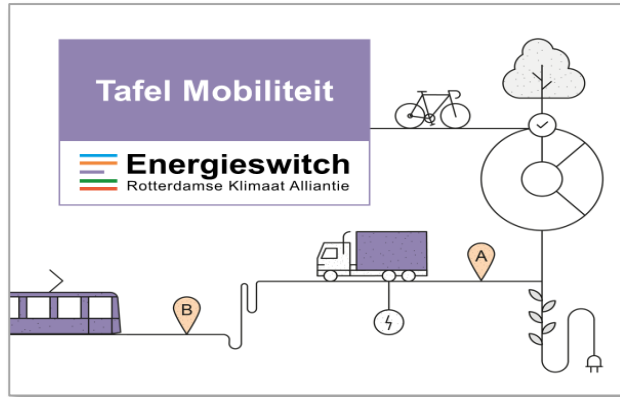


Urban Challenges



Handling Growth Densification and organisation of the City

Urban Challenges



Climate And Air Quality



Urban Challenges



Liveability
Green
Health

Walk21

Urban Challenges



Inclusiveness



New Priorities in your City



Smart Mobility in Layers



Smart Mobility Proces

1. Proactive searching opportunities
2. Assigning new initiatives to one owner
3. Checked with our principles
4. How to act
5. Privacy and security check
6. Database update

Examples



- MaaS-pilot Rotterdam The Hague Airport
- E-scooters
- Light Electric Vehicles (LEV's)
- Mobility hub The Hague

7 Dutch MaaS-pilots



Limburg

Realiseren van duurzame mobiliteit door het bieden van multimodale, grensoverschrijdende deur-tot-deur vervoersoplossingen.

Utrecht Leidsche Rijn

Bewoners van Leidsche Rijn verleiden tot alternatieve vervoersopties om de hoeveelheid auto's en congestie in de wijk te verminderen.

Amsterdam

Het verbeteren van de bereikbaarheid van de Zuidas en het beter benutten van de openbare ruimte in de stad door het bieden van alternatieve vervoersopties.

Eindhoven

Duurzame en emissievrije mobiliteit voor medewerkers van de gemeente Eindhoven. De stad Eindhoven wil een CO2-neutrale stad worden.

Noord-Nederland

Verbeteren van de bereikbaarheid van het Drentse en Groninger platteland en van de betaalbaarheid van het vervoerssysteem, mede door het combineren van het doelgroepenvervoer met regulier openbaar vervoer.

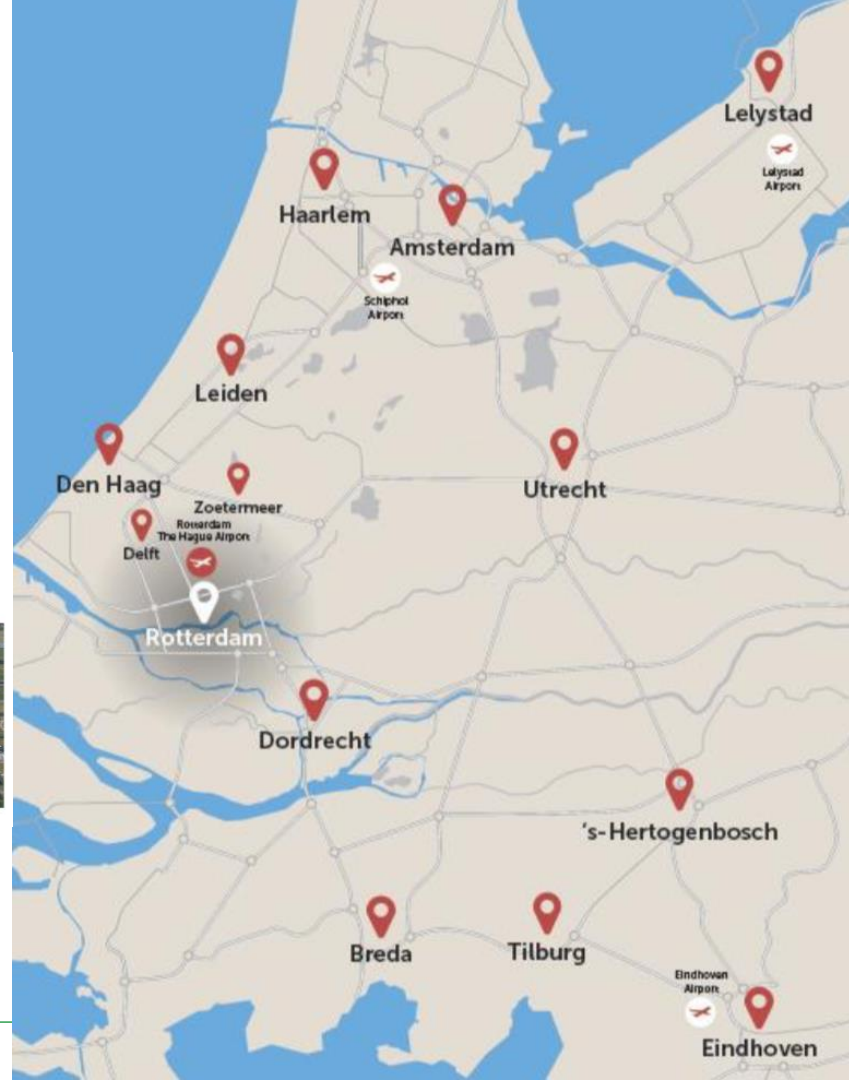
Twente

Beter en goedkoper uitvoeren van het doelgroepenvervoer en het kleinschalig OV door het slim combineren van vervoersstromen.

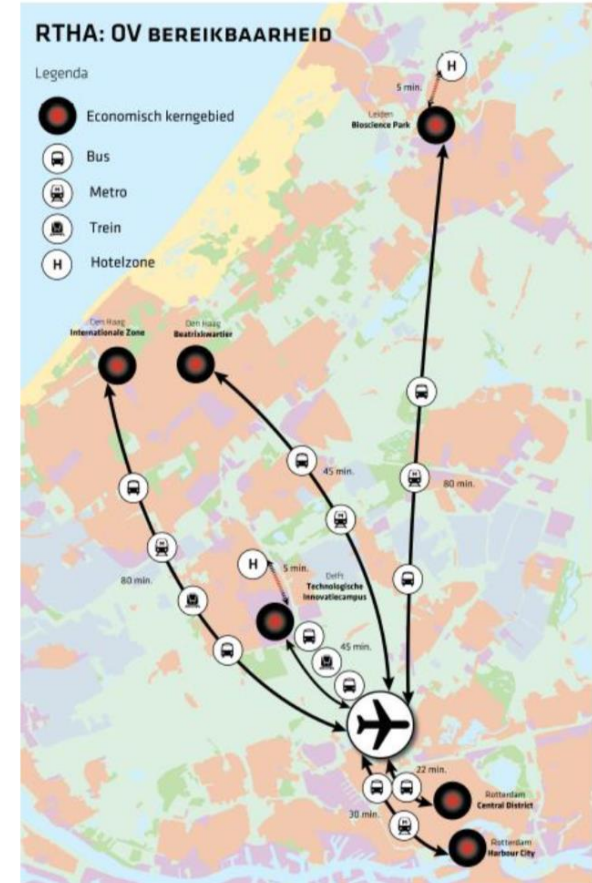
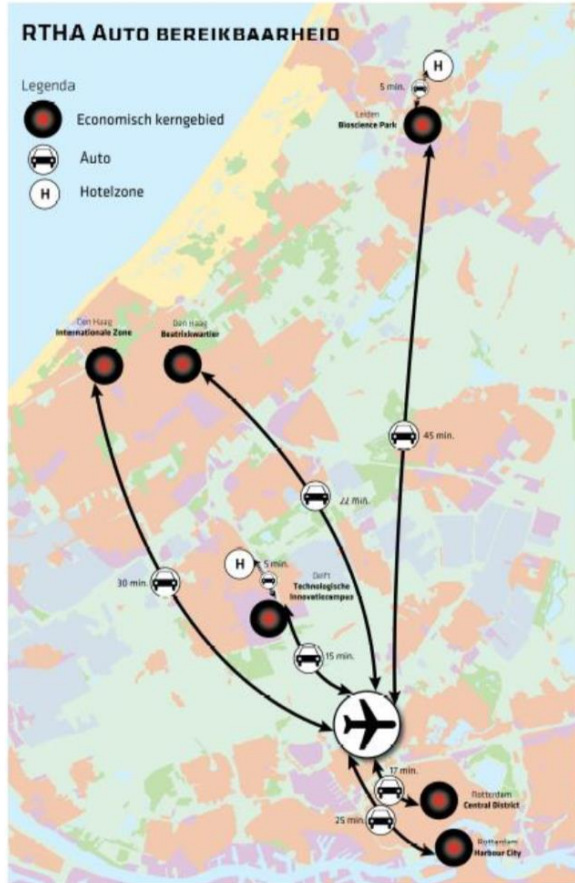
Rotterdam - The Hague Airport

Verbeteren van de landzijdige bereikbaarheid van Rotterdam-The Hague Airport voor reizigers en werknemers door de ontsluiting van de luchthaven op duurzame en multimodale wijze te verbeteren met behulp van deur-tot-deur oplossingen.

One is focused on Rotterdam / The Hague and our airport



Bad accessibility by public transit



Innovative Public / private partnership



Public parties



Private parties



Where are we now?



- 1 plan
- 2 book
- 3 travel
- 4 pay

3 key learnings:

- Get all the involved parties ‘around the table!’
No offer in shared mobility = MaaS will **never** work
- Try to make appointments about MaaS in yearly public transit concessions.



Rotterdam and The Hague: E-scooters!



3 key learnings

- Work together and learn from other cities.
- During the implementation: stay in close contact with different parties to solve possible problems quick
- During the start Corona pandemic: e-scooter felt as a 'safe' alternative



Rotterdam: Pilot Light Electric Vehicles (LEV)



2 key learnings



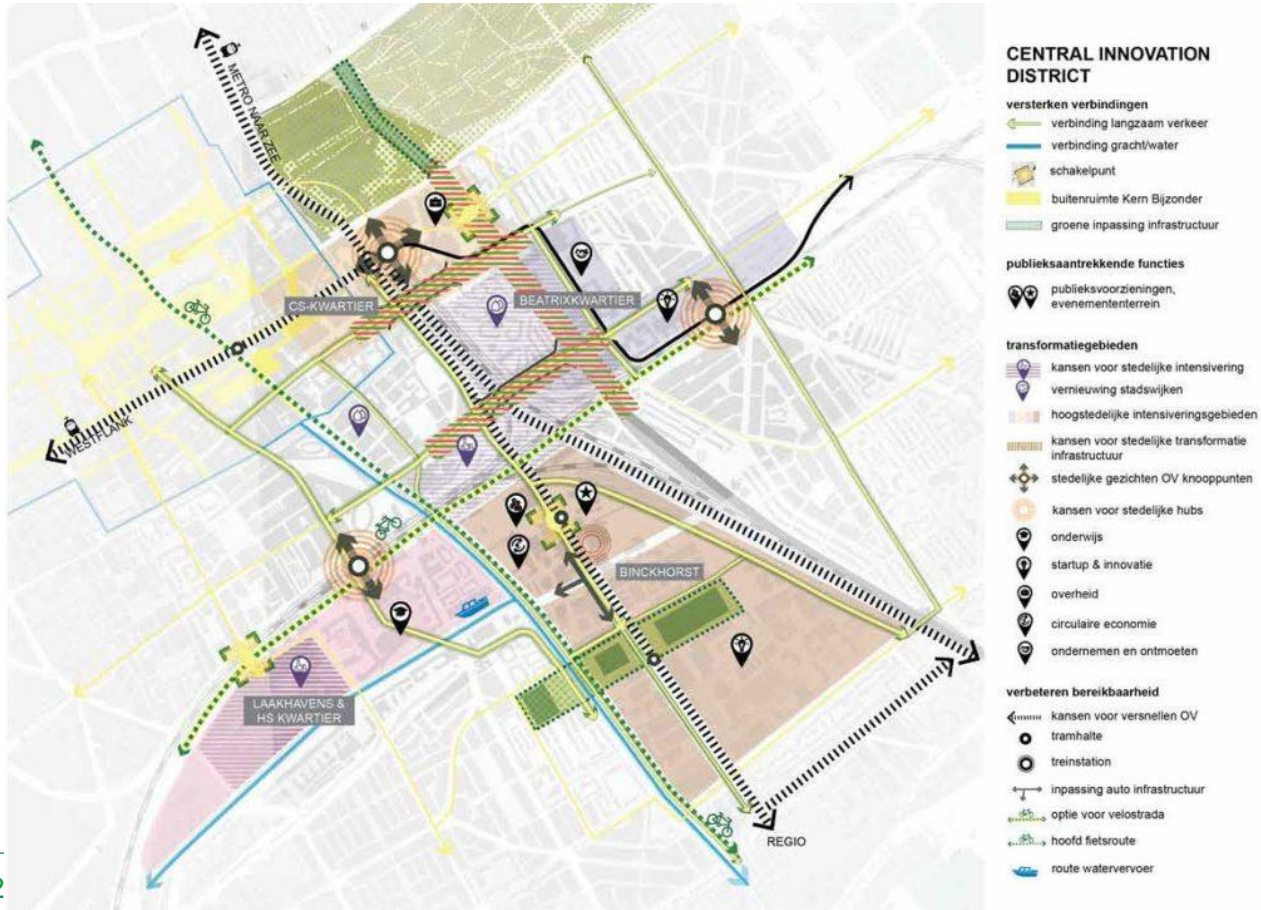
- Make good and clear appointments before the service starts in the city
- Users react sometimes undesirable



The Hague: Shared Mobility hub Binckhorst: Brilliant Failure



CID Binckhorst



2 key learnings

- Realize your shared mobility hub near public transit stations
- Think really well about your target group and define a good communication strategy



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Please take notice of the EU funded Mobi-Mix project:

Partners are working in the Mobi-Mix project together to decarbonise road transport by making it easier for innovative businesses to implement shared mobility and MaaS solutions!

An implementation guide has been developed

Tools and examples for cities on how they can improve this collaboration can be found here:

<https://www.futuremobility.expert/shared-mobility-guide>

The project will run until September 2022

