

# Transition towards sustainable mobility:

the Sustainable Mobility Action Plan  
's-Hertogenbosch

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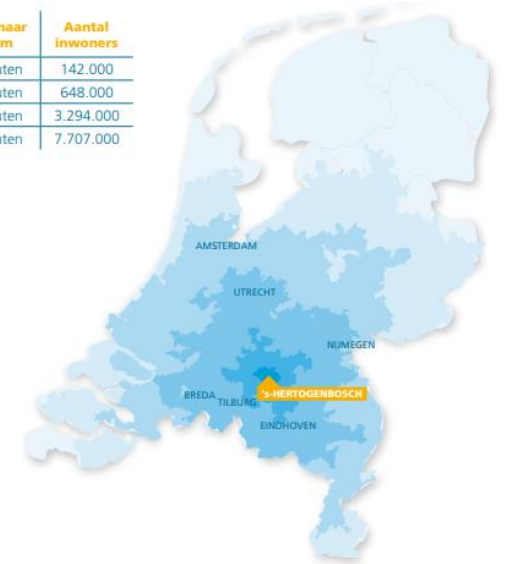
# 's-Hertogenbosch

- **150.000 inhabitants**
- **100.000 jobs**
- **30.000 students**
- **1.500.000 visitors**

## ■ Urban Mobility Environment

- Top 5 historical and economic inner-city of the Netherlands with lot of cultural heritage, cultural festivals and tourism
- Strategic location: connected with national rail and road corridor; 2 million citizens within 1 hour travel time
- Transition to walking, cycling, shared mobility and Mobility as a Service in the historical inner city.

Reistijd naar centrum	Aantal inwoners
15 minuten	142.000
30 minuten	648.000
60 minuten	3.294.000
90 minuten	7.707.000





# Sustainable Mobility Action Plan

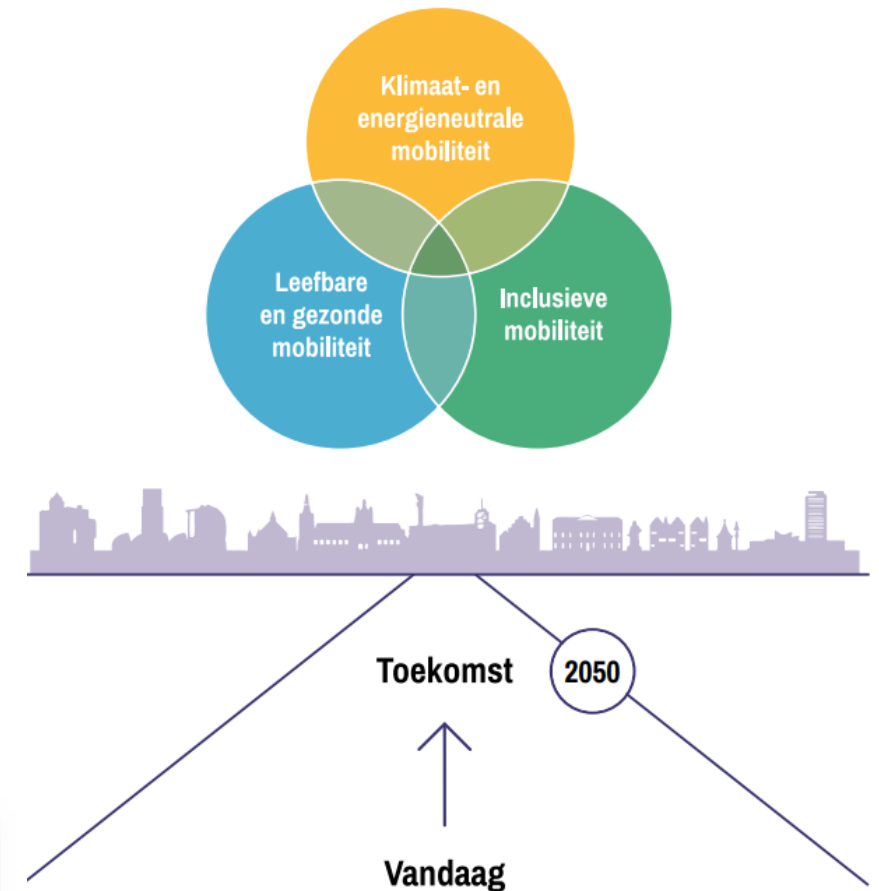
- Focus on transition to sustainable mobility
- Actor & Action based approach
- Based on many sessions, interviews, benchmarks, ambitions
- Approved in municipal counsel in January 2020
- Focus on actions, not visions
- Part of broader sustainability goal 2050



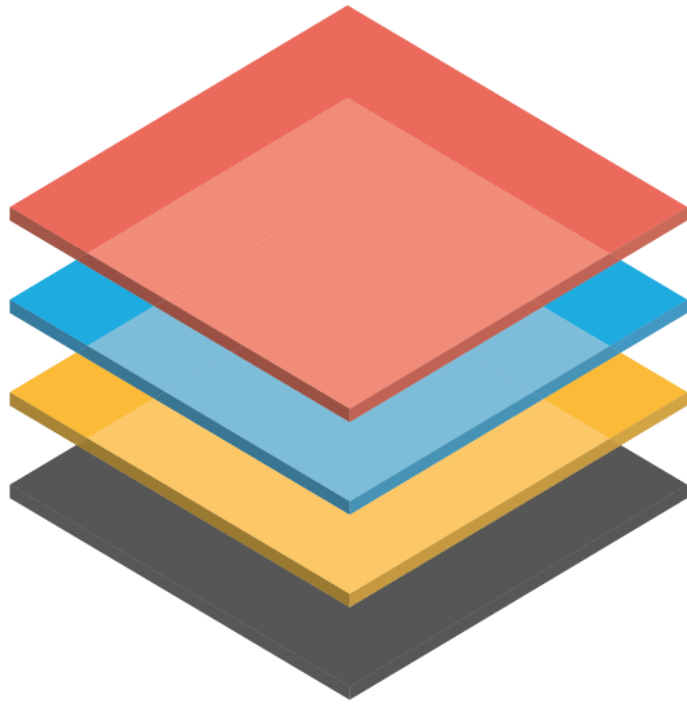
# Sustainability goals: 3x transition

- The Sustainable Mobility Action Plan focuses on three transition paths:
  - **The mobility transition;** in which we aim to broaden the range of sustainable mobility options for everyone (more options).
  - **The energy transition;** in which we focus on a transition from a fossil mobility system to a mobility system based on clean forms of energy;
  - **The social transition;** in which we focus on mobility for everyone who contributes to the achievement of personal development, independence and the preservation and strengthening of social cohesion in the city.

*Adapted from UN SD goals*



# Our 4-layer mobility plan approach



Mindware: behavioral approach



Orgware: cooperation with stakeholders

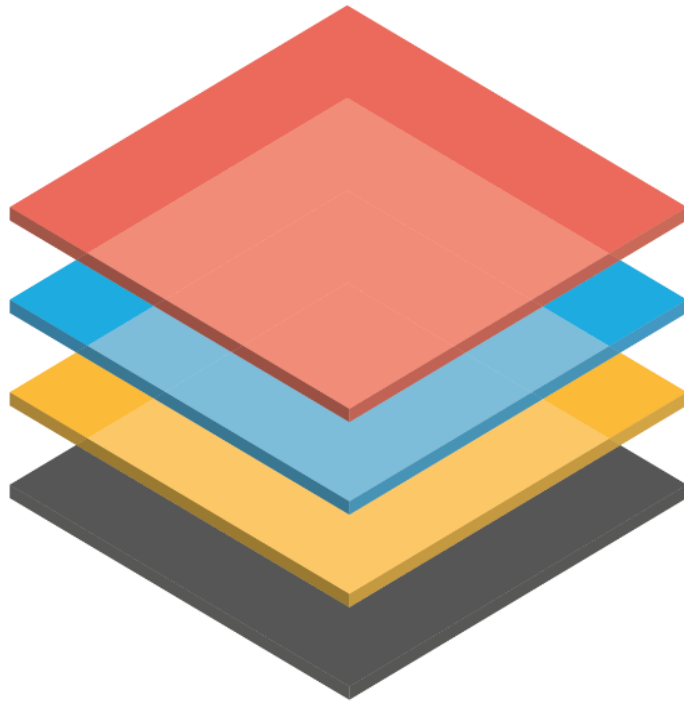


Software: technology



Hardware: infrastructure

# Our 4-layer mobility plan approach



## **Gedrag (Mindware):**

1. Gedragscampagnes
2. Inclusieve Mobiliteit
3. Duurzaam vitaal vervoer voor medewerkers



## **Samenwerking (orgware):**

4. Community duurzame mobiliteit
5. Zero-emissie vervoer
6. Slimme schone bevoorrading



## **Technologie (software):**

7. Smart mobility
8. Deelmobiliteit
9. Challenges & innovatietrajecten



## **Infrastructuur (hardware):**

10. Fiets
11. Energie & Laadinfrastructuur
12. Duurzame Infrastructuur

# 12 action theme's

mindware



- 1. Gedragcampagnes
- 2. Inclusieve mobiliteit
- 3. Duurzaam vitaal vervoer voor medewerkers



- 7. Slimme mobiliteit
- 8. Deelmobiliteit
- 9. Challenges & Innovatietrajecten



software



- 4. Community Duurzame Mobiliteit
- 5. Zero-emissie vervoer
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orgware

- 10. Fiets
- 11. Energie & Laadinfrastructuur
- 12. Duurzame infrastructuur

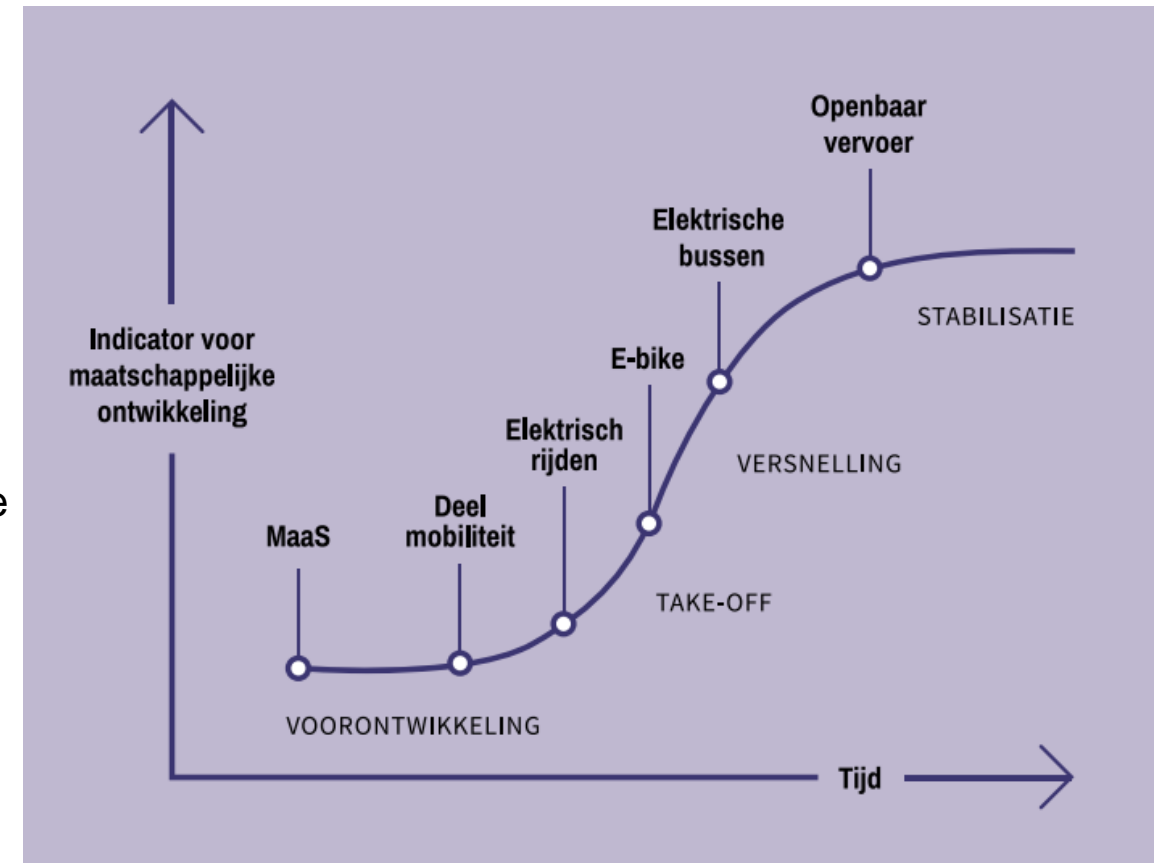


hardware



# Mobility transition

- The municipality's role in sustainable mobility differs per phase:
- **Development phase:** helping to set up new yet unknown developments that are major can make a positive contribution to the goals.
- **Upscaling phase:** properly guiding and upscaling successful initiatives that have already achieved some exposure and mass.
- **Acceleration / stabilization:** Helping people who find it difficult to keep up with new developments.





# Example 1: Community Sustainable Mobility (orgware)

- Platform of actors
- Connecting demand and service offering
- Developing new ideas
- Transition arena
- Developing new projects



## Example 2: Behavioural approach (mindware)

- Multimodal behavioural approach focussing on a city-wide marketing and communication approach stimulating sustainable modes of urban transportation.
- Three target groups: Inhabitants, Employees, Tourists
- For each target group a specific campaign focussing on the motivations and barriers specific for these groups instead of an “one-size-fits-all” approach.



# More information?

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