



NEW MOBILITY IMPACTS

URBANISM NEXT EUROPE
2021



Achieving Healthier Mobility and Public Spaces through Digital and Physical Integration

The MaaS Responsive City: How Integrating Mobility Services & Infrastructure Can Contribute to a Better Urban Environment

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“Sustainable Urban Mobility Plans” advocate for Healthier Urban Lifestyles and more Space for People



200 PEOPLE IN 177 CARS SWITCH TO BIKES, BUSES & METRO

AVOID
Avoid and reduce the need for motorised travel

SHIFT
Shift to more environmentally friendly modes

IMPROVE
Improve energy efficiency of transport modes

Transport Demand Management

Urban Public Transport

Railways

Walking and Cycling

New Mobility Services

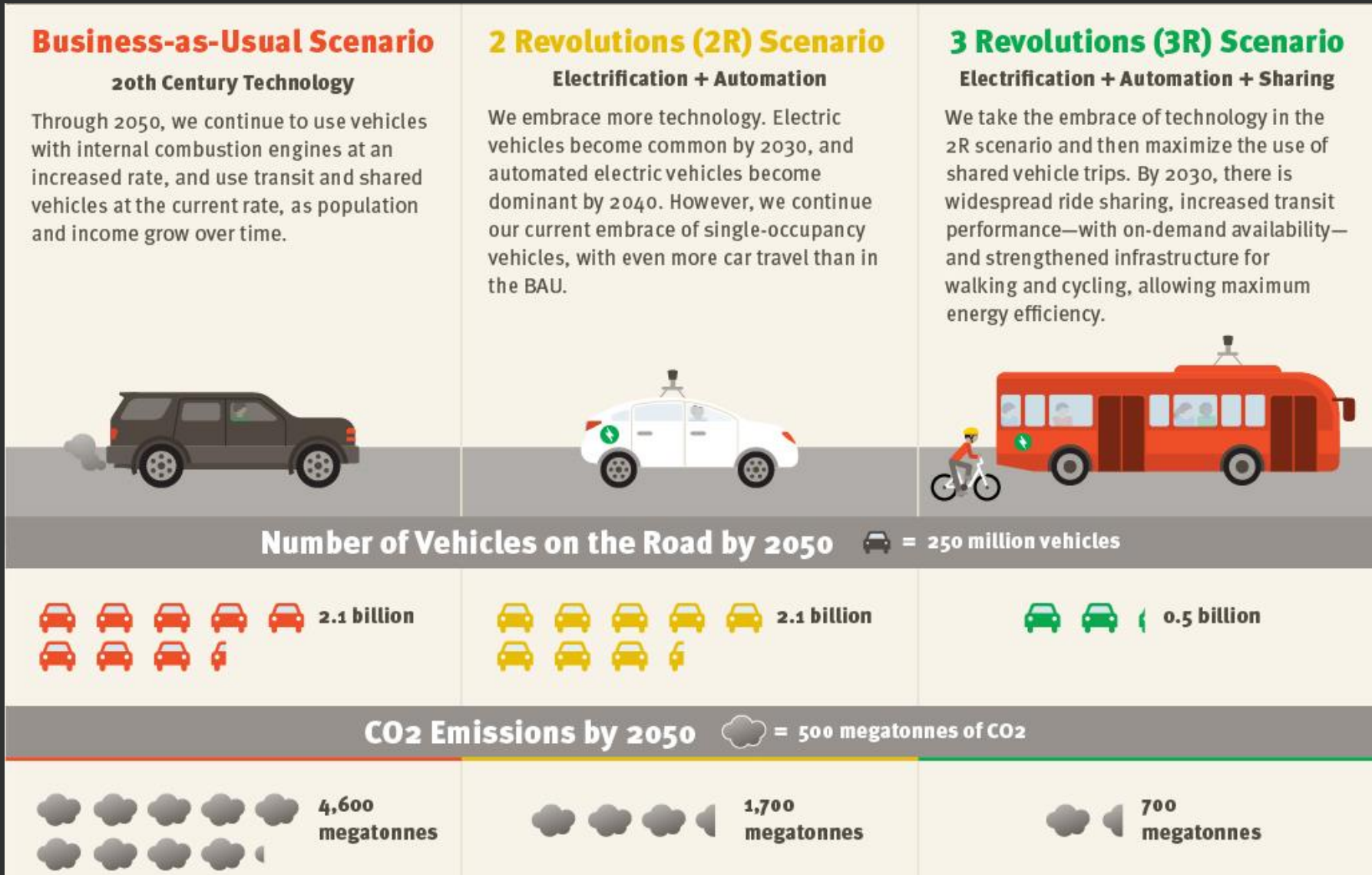
Fuel Economy

Electric Mobility

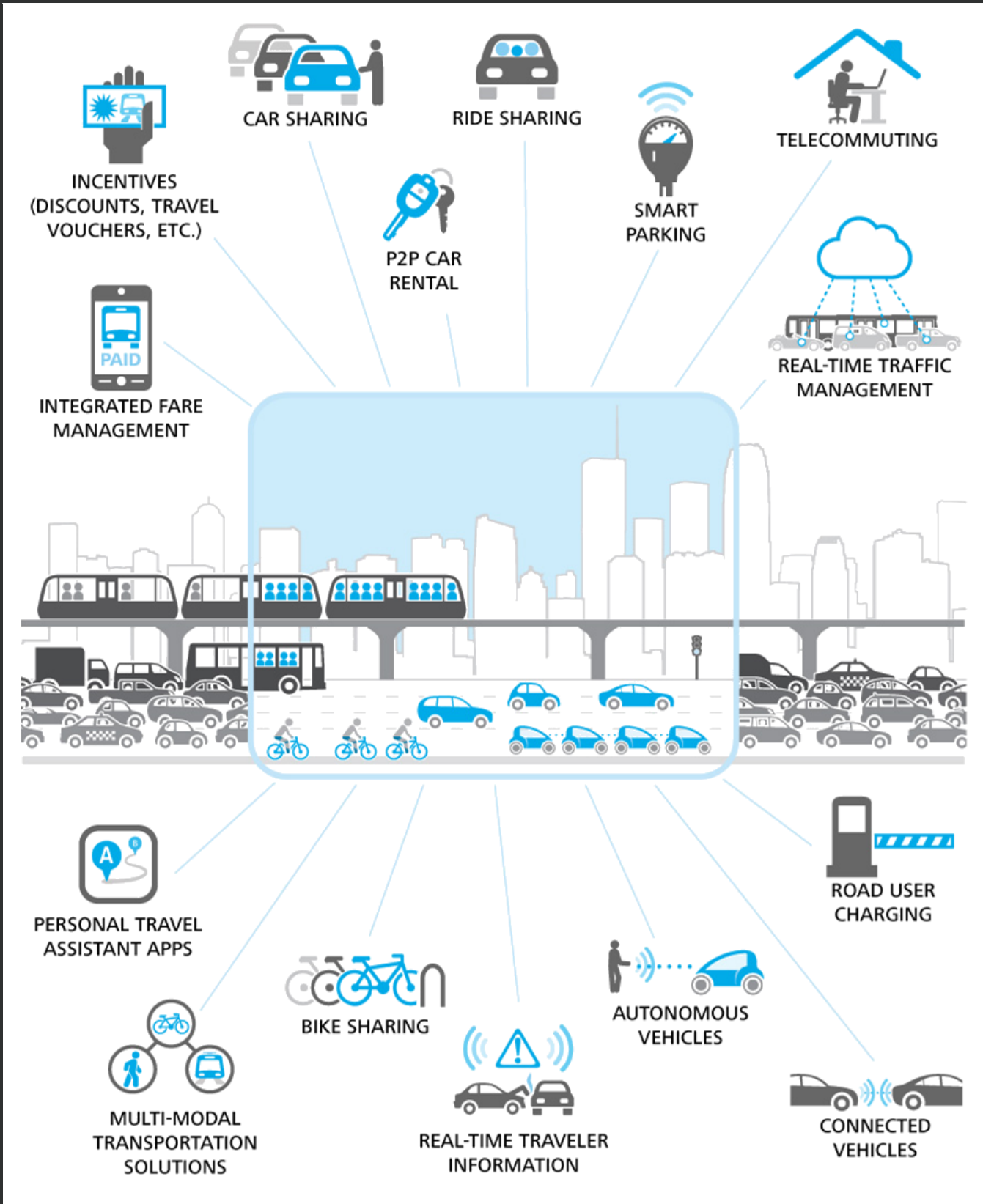
Renewable Energy

Meanwhile, data-informed citizens and commuters in a post-Covid era are influenced by digitization, sharing and “15 minutes city” expectations when they make decisions for their daily mobility.

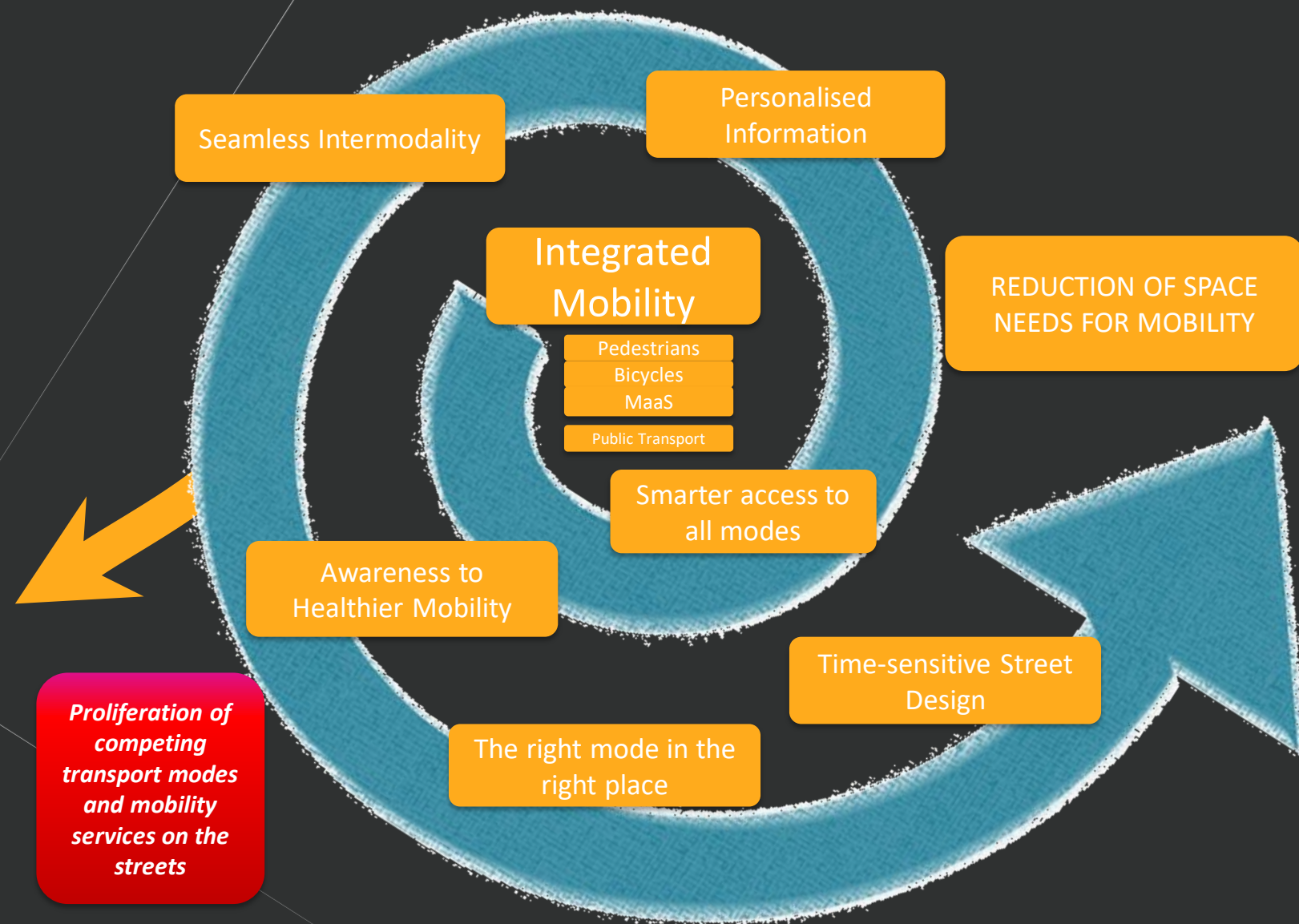
And Digitization, Sharing, Automation & Electrification give to MaaS its full Potential & Complexity



In 2021, commuters have real-time access to more information, more options and more knowledge about their impacts. In a perfect world, that would mean better quality of life, less carbon footprint and more space for people.

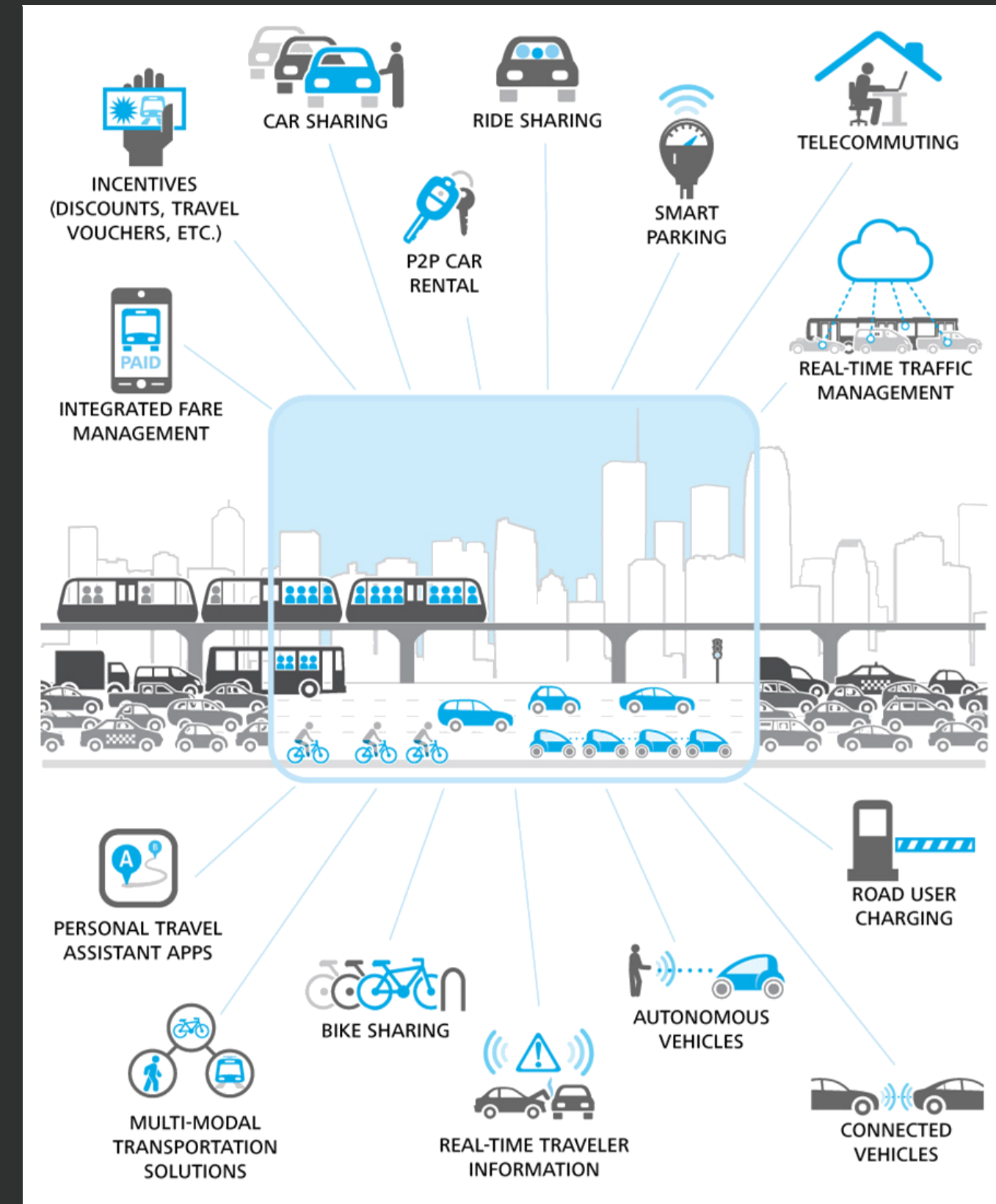


And Digitization, Sharing, Automation & Electrification give to MaaS its full Potential & Complexity



More technologies and services lead to more consumption of space and time, unless ...

Integration and Consensus for Liveable Cities Happen
But how?



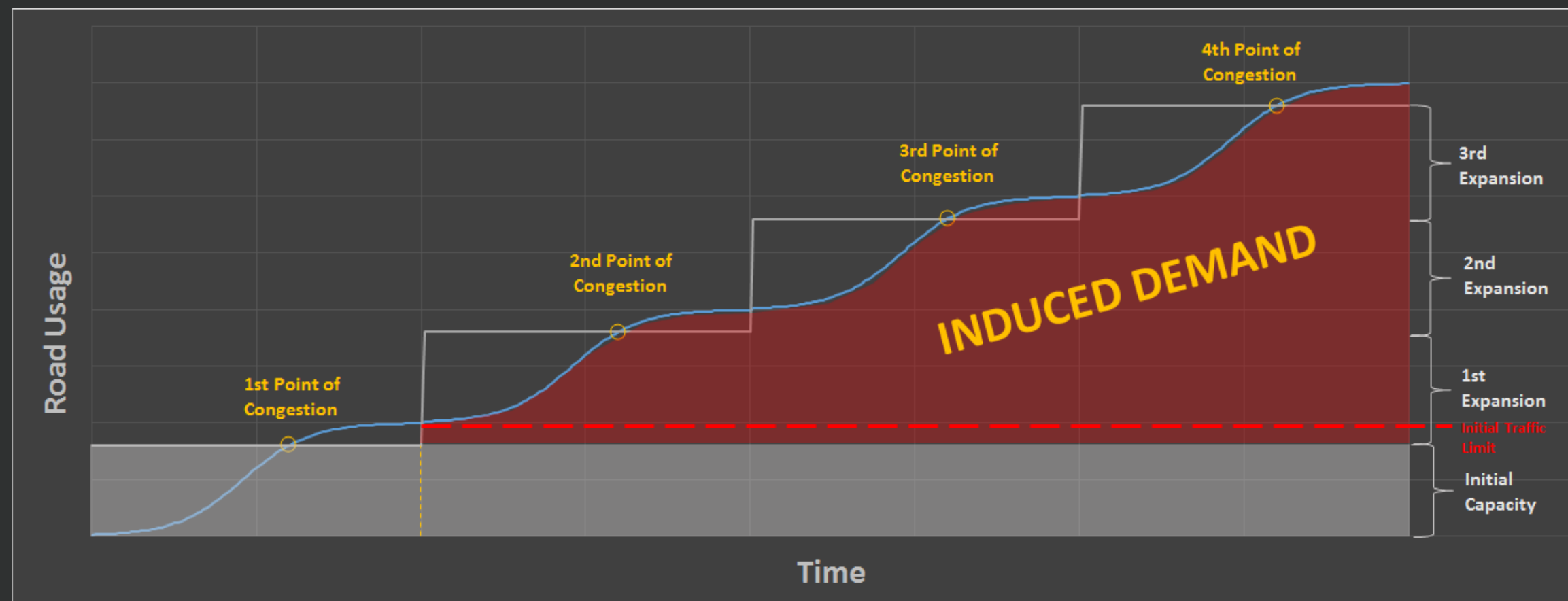
But MaaS without Proper Urban Governance Leads to another Layer of Induced Mobility Demand



Every new technology and service has naturally led to induced demand, ... until Integration happens.

That is where a proper urban governance and consensus between public and private stakeholders happen.

INTEGRATED URBAN MOBILITY GOVERNANCE



How to Achieve Digital and Physical Integration for Healthier and Sustainable Mobility?



SHANGHAI MaaS Responsive Street Pilot Project

Compact & Walkable City
Public Transport & TOD
Integrated MaaS Ecosystem
Shared Parking & Services
Low Impact Urban Logistics
MaaS Responsive Public Space
Smart & Green Streets
15 Minutes City
Automated Mobility Services
URBAN MOBILITY GOVERNANCE
INTERMODALITY 2.0

MOBILITY REVOLUTION + DIGITAL INTEGRATION FOR SMARTER
CITIES + PHYSICAL INTEGRATION FOR HEALTHIER CITIES

How to Achieve Digital and Physical Integration for Healthier and Sustainable Mobility?



Public space use ratios:
2018

Motorized traffic:	79%
Car parking space:	8%
Pedestrian space:	12%
Public transport:	1%
Bicycle Lanes:	0%
Multimodal stations:	0%
Green spaces:	0%
Playgrounds:	0%

How Digital & Physical Integration of the Mobility Ecosystem can
Transform a City for a Healthier Urban Environment.

NEW YORK WHYDRIVE PILOT ZONE

How to Achieve Digital and Physical Integration for Healthier and Sustainable Mobility?



Public space use ratios:
2028?

Car traffic:	24%
Car parking space:	2%
Pedestrian space:	45%
Public transport:	5%
Bicycle Lanes:	5%
Multimodal stations:	3%
Green spaces:	10%
Urban Agriculture:	4%
Playgrounds:	2%

NEW YORK WHYDRIVE PILOT ZONE

Walking/Cycling Space + Public Transport + MaaS Operators + Mobility Automation



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Thank you!

Do you have any question?

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