CODE THE STREETS

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Transitions ask for a new role of the city

- **Digitalization**: how to manage the public space in a digital age?

- **Climate change**: how do we make sure we live in harmony with the environment and create a liveable and sustainable city?

- **Connected city**: how can we create a 'social' city where people like to live, meet and feel connected with each other?

Why Code the Streets?

- Digitalization offers opportunities and can help in managing public space & mobility better

- Therefore, we explore the potential of new digital tools and concepts, like 'code the streets'

- Code the streets: policy via coded streets/curbs for (desired) use of the public space

- Current use of UVAR: zero emission zones, restriction zones heavy traffic, ..
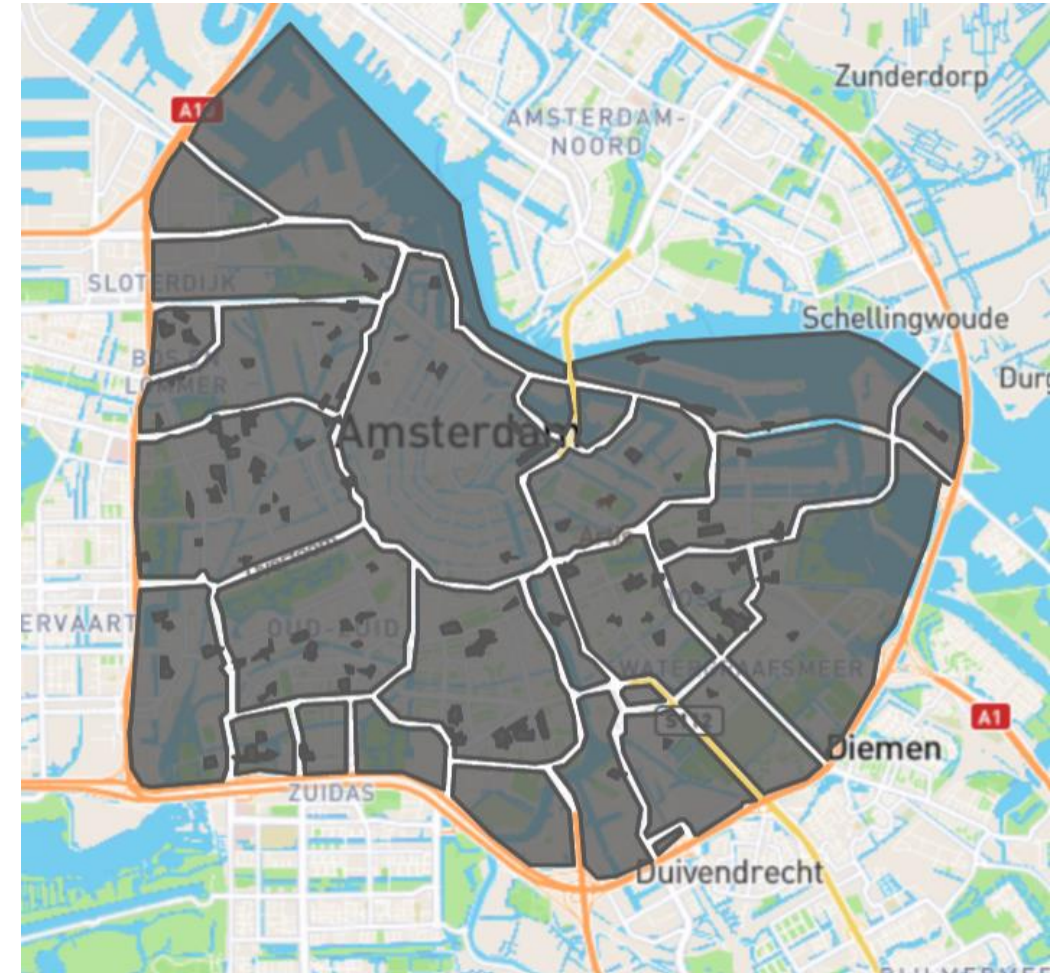
Code the Streets (EIT project, 2021)

Develop a 'way of working' to communicate information on desired use of the public space to service providers
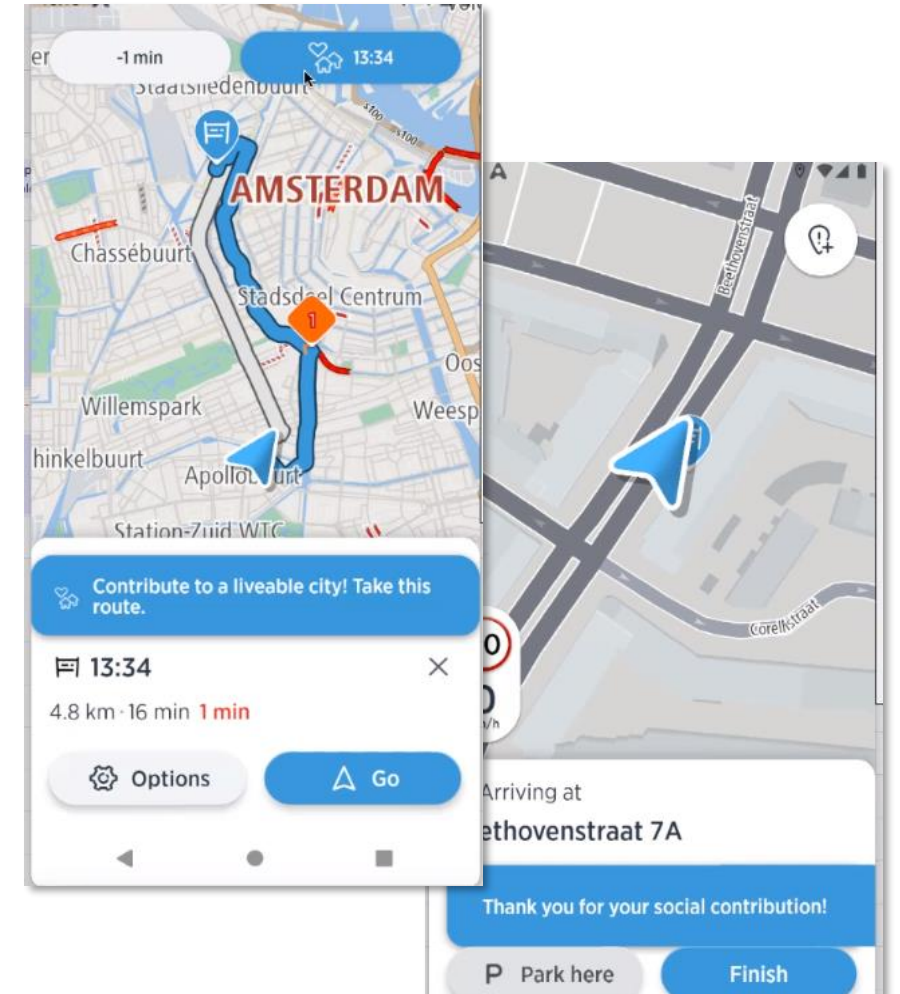
- Integrate societal values in (navigation) software of service providers

- Nudge/incentivize people to use the more 'social' route

- And stimulate different behaviour by users/citizens
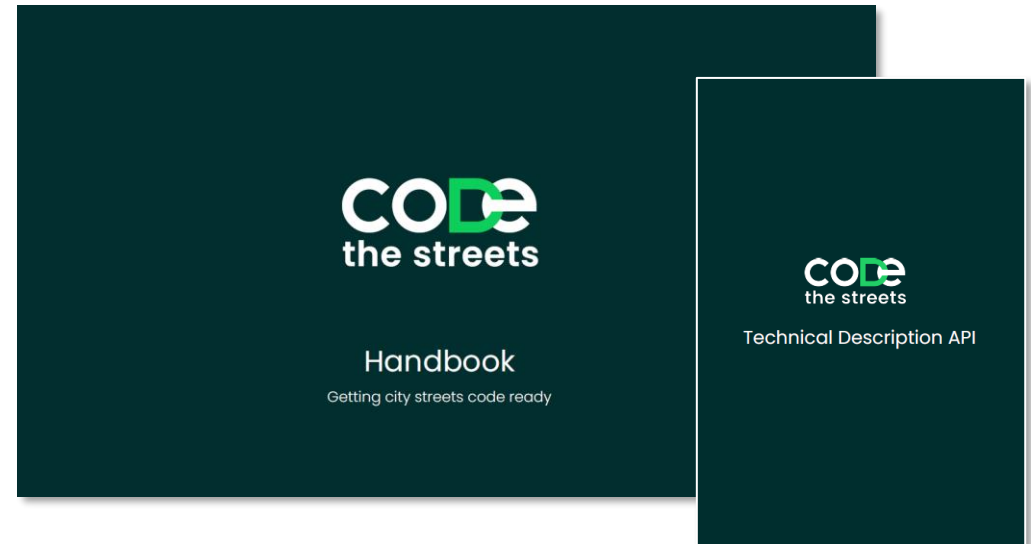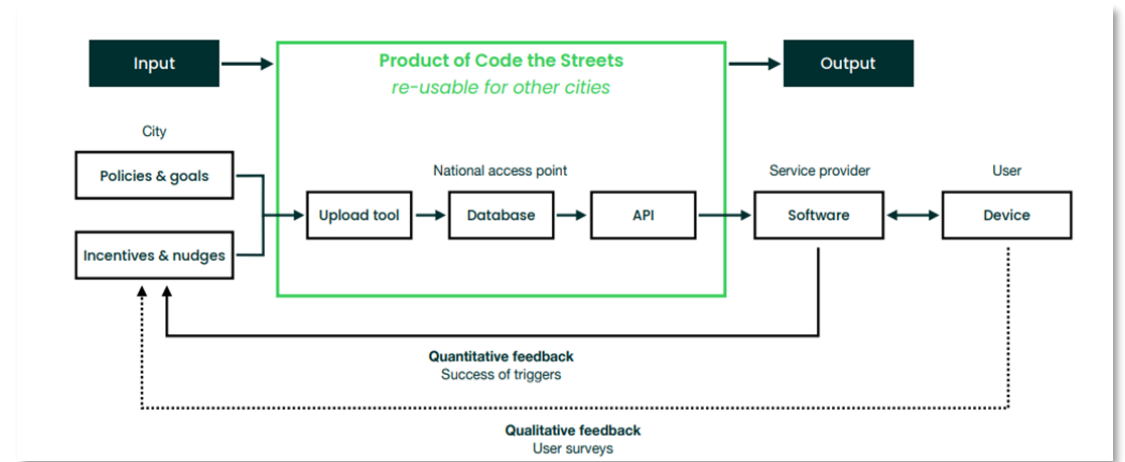
Code the Streets (EIT project, 2021)

Both pre-trip (TomTom) and on-trip (Mercedes-Benz)

Results Code the Streets (EIT project, 2021)

- Provided the basis for a tool / mechanism for cities to be able to influence the use of the public space and the mobility system in line with the city's values

- An API for communication to service providers, including documentation on its implementation

- First insights in how willing people are to receive digital information on desired use of public space

- A handbook for scaling up to other (European) cities

- Showcasing and starting the discussion on the opportunities for cities to digitally influence the use of their public space

What's next? ISA speed pedelecs & e-bikes (2022, 2023)

Current Situation: Technology is allowing bikes to go faster and faster. This results in unsafe bike lanes /paths

Test: Can Intelligent Speed Adaptation (ISA) help in improving safety on the bike lanes?

Intelligent Speed Adaptation
"ISA is a system which informs, warns and discourages the driver to exceed the statutory local speed limit".

(European Commission - Mobility & Transport Road Safety)

Future vision

- Dynamically change and communicate different rules or desired behaviours to the various modalities and users of the public space

- Information on policies and (desired) use of public space publicly available in European standards for service providers, mobility providers, logistic operators, etc.

- Structural solution for communication from city to service providers via national access points (this avoids many one-to-one collaborations)

- Let's create liveable cities together!

City of Amsterdam

Thank you

www.amsterdam.nl/smartmobility