



Vervoerregio
Amsterdam

A new public transport business model for quality of life

*Mark Degenkamp & Constance Winnips
Transport Authority for the Amsterdam Region*



New mobility policy for the Amsterdam Transport Region:



From system oriented towards human centered





Applying 4 principles

Public transport: a driver for quality of life! But: it can also become an obstacle

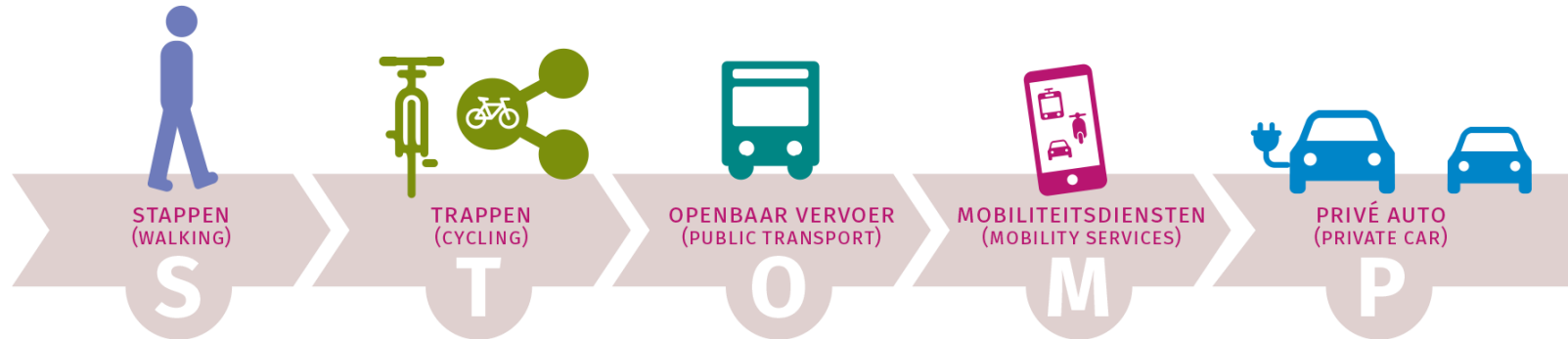


How to build a new business model for public transport and quality of life

Limited space: PT gives way to active mobility



Focus on shift from car to PT is necessary: high-quality PT from outskirts to city centres



City centre for people High-quality PT stops at the gate



Accessible outskirts: public mobility connecting to high-quality PT



Better walking & cycling routes: Not an obstacle, but the key to better PT





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Constance Winnips

c.winnips@vervoerregio.nl

Mark Degenkamp

m.degenkamp@vervoerregio.nl

*Download our new policy framework
“Connecting through diversity” at
www.vervoerregio.nl/regionalSUMP*

