

Shared mobility as a shared responsibility

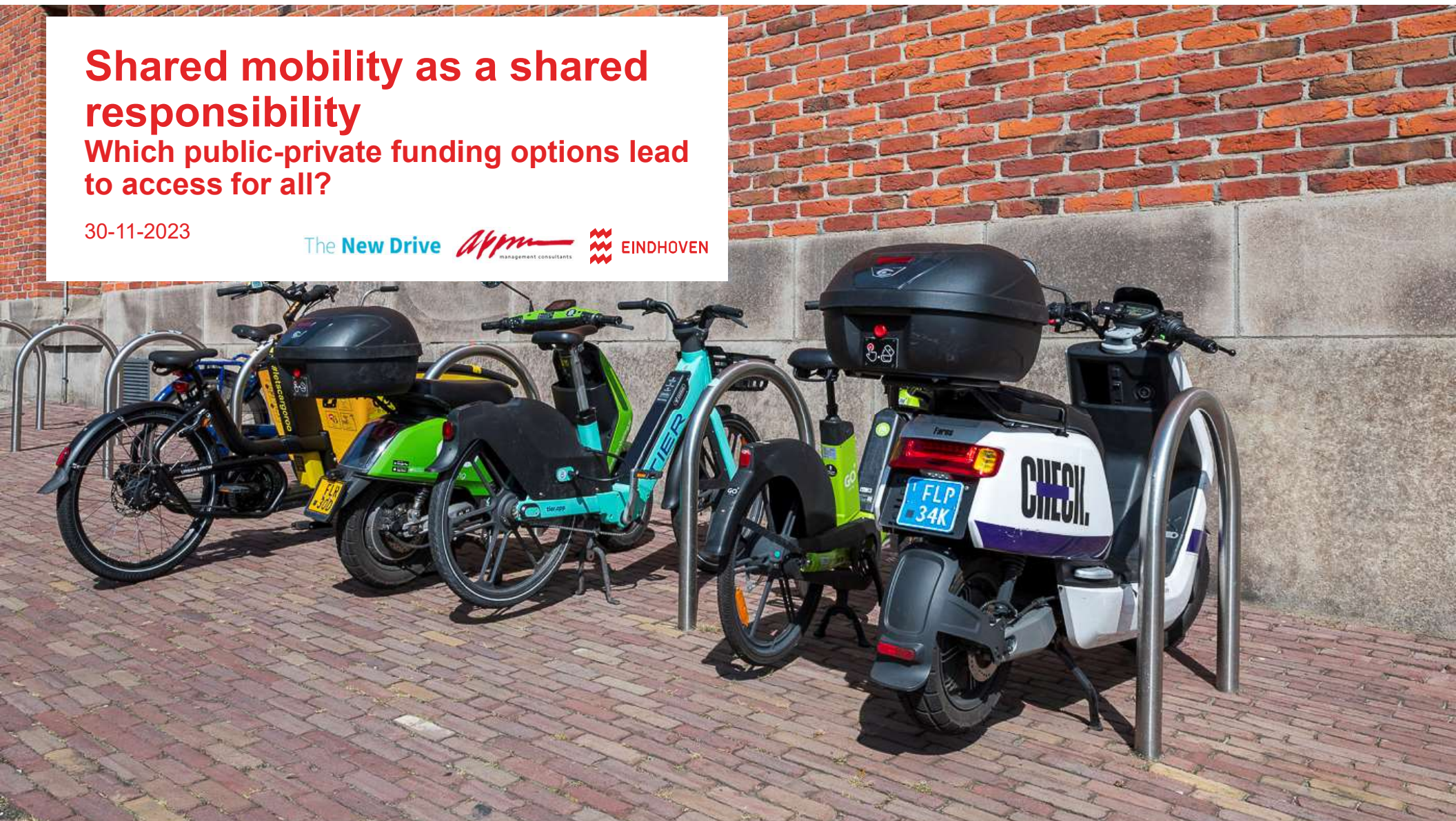
Which public-private funding options lead to access for all?

30-11-2023

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This is us



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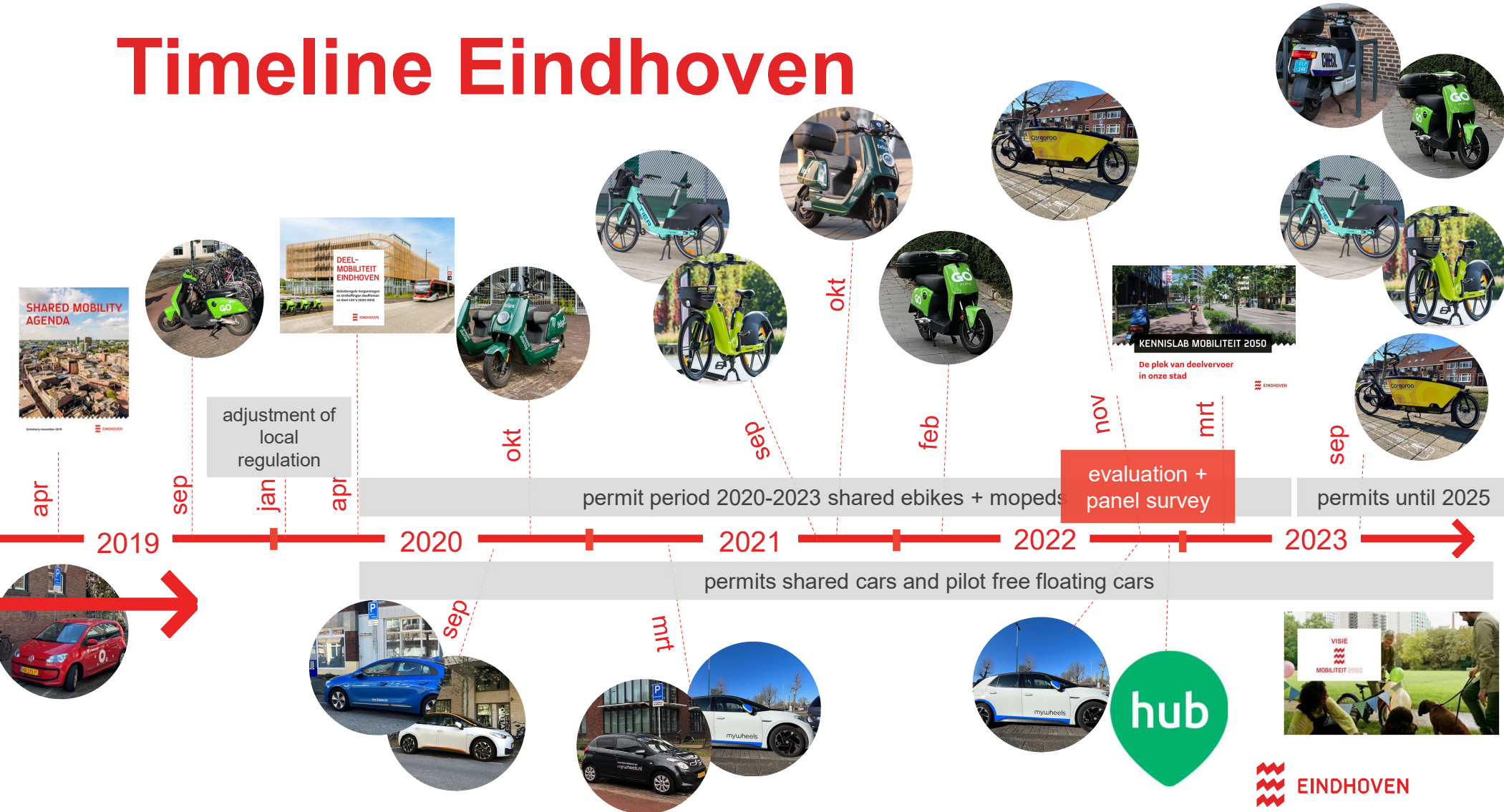


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Consultant Active and Shared Mobility

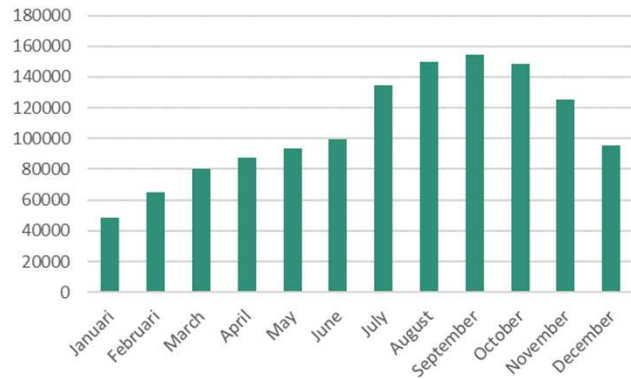
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Timeline Eindhoven

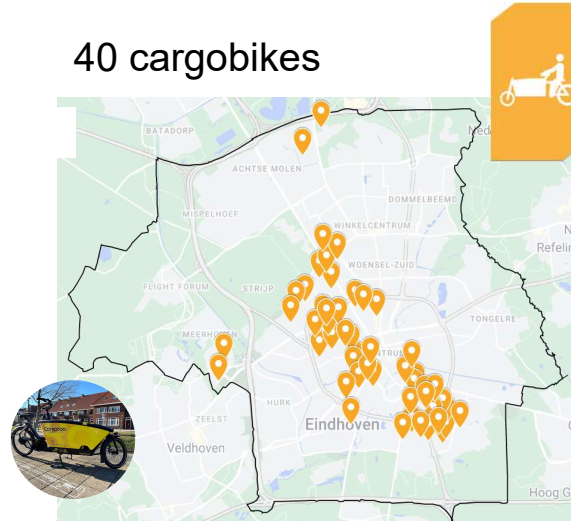


Facts and figures

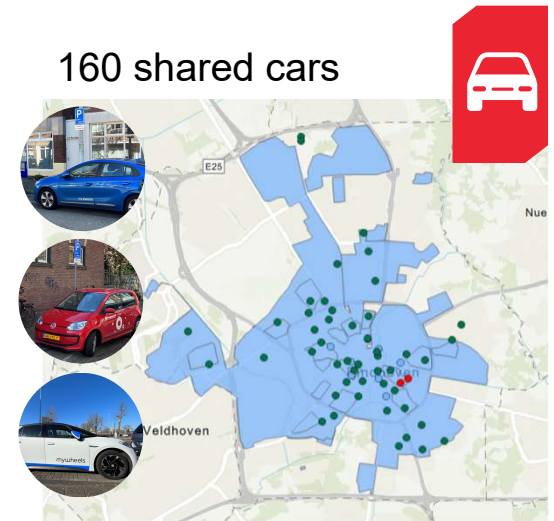
Total trips per month 2022



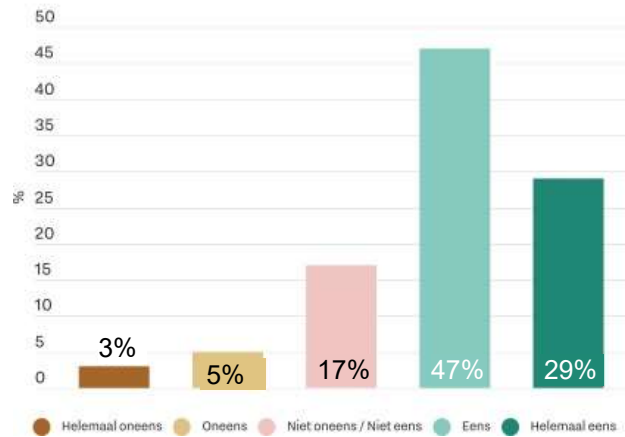
40 cargobikes



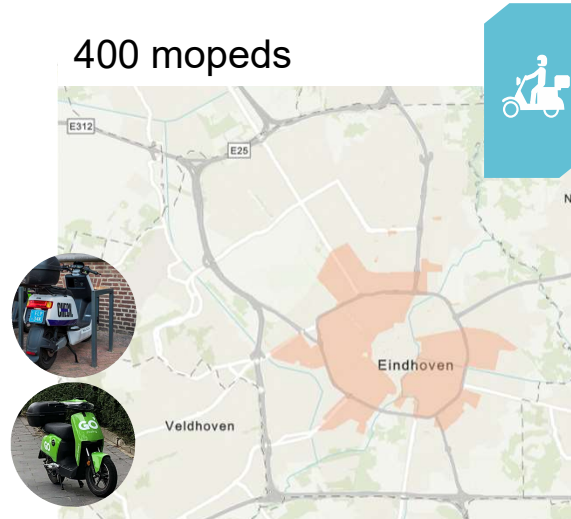
160 shared cars



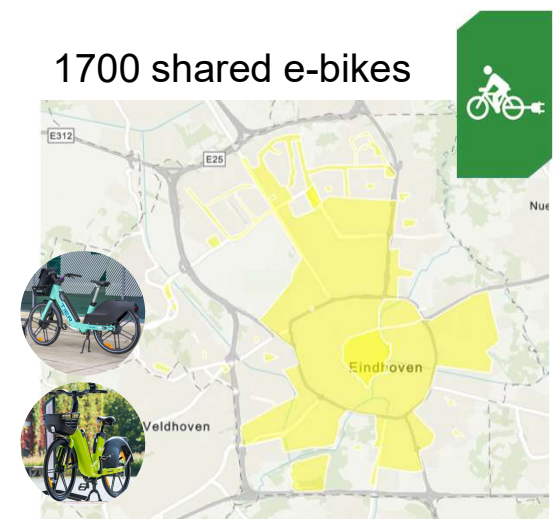
“I think shared mobility is a positive development”



400 mopeds



1700 shared e-bikes



What we want to achieve

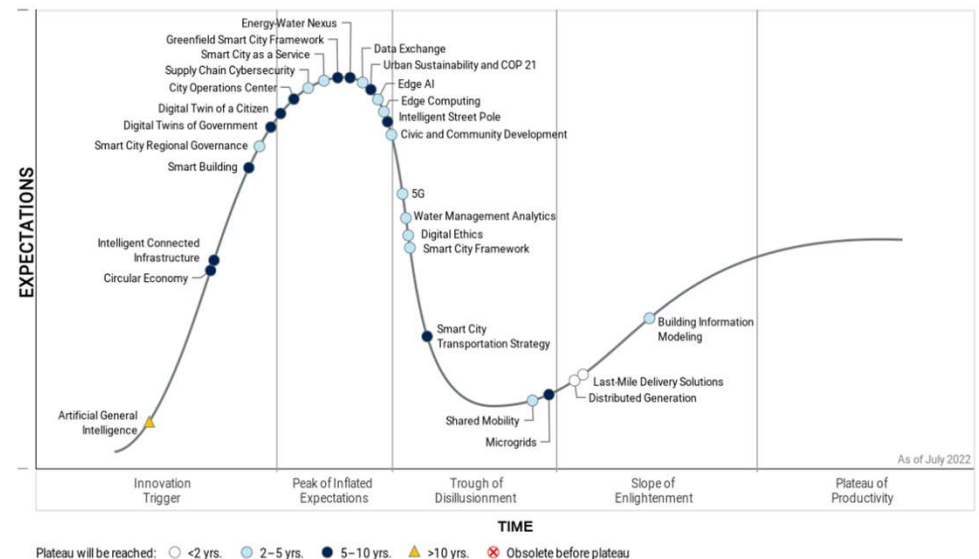
- a **healthy balance** between the interests of the user, market and government.
- shared mobility is a **full part of the mobility system** in Eindhoven. It is available throughout the city and can be used by everyone.
- shared mobility is **logical and attractive** for the user. It is visible on the streets and digitally in the app. Residents experience minimum inconvenience through enforcement



Lessons learned

1. Public interests are not (always) equal to commercial goals. How to achieve this without getting in each other's way?
2. Collaboration through permits has its limitations. How do we focus collaboration on long-term development? And which form suits it?

Hype Cycle for Smart City Technologies and Solutions, 2022



Gartner

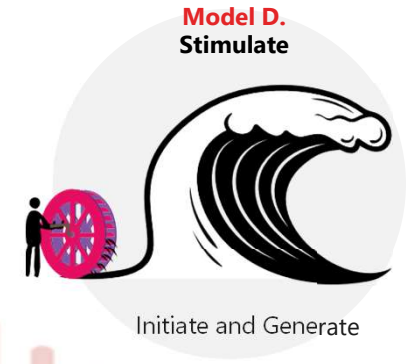
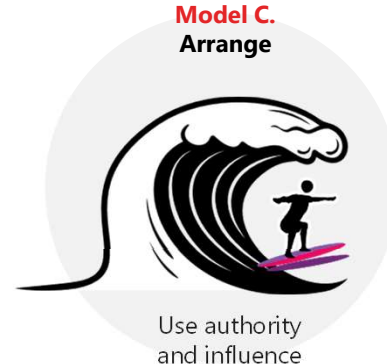
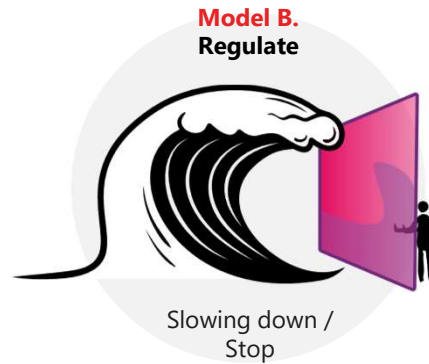
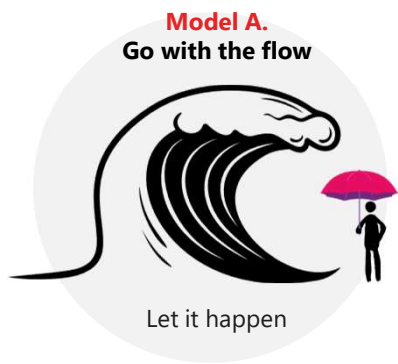
ACCES(IBLE) FOR ALL

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Acces(ible) For All?



Passive / reactive

active

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Access(ible) For All?

FROM

Limited Service Areas

Limited number of vehicles (due to permit)

Rates determined by operators

Limited “scale up options (due to businesscase)

New comer in public space

Non-binding relations between government and operator

Short term certainty of availability of vehicles

TO

Shared Mobility offer ‘on every corner’ and as part of the network

Number of vehicles that matches the (potential) needs and ‘fills’ the network

Agreements and differentiation on rates and packages

‘Grown up network that suits the ambitions and potential

Welcome addition to (urban) mobility network

Contractual agreements between government and operator

Long term certainty of availability of vehicles

Shared Mobility as a Shared Responsibility



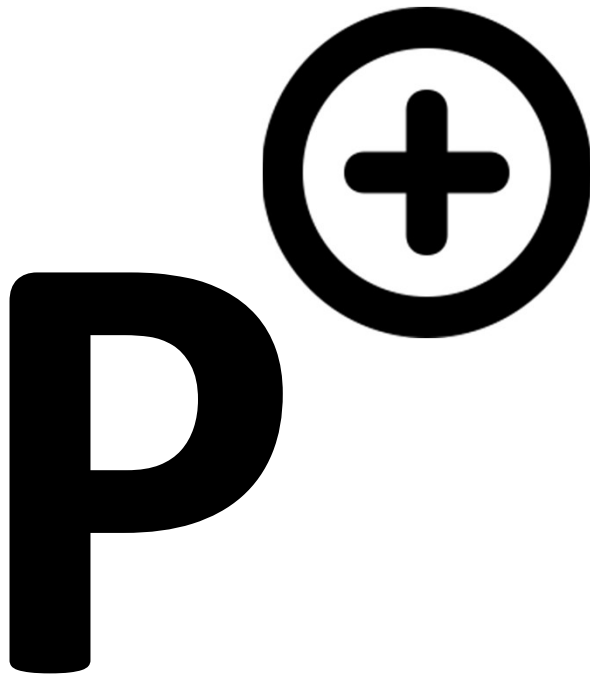
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Shared Mobility as a Shared Responsibility

Public-private funding-options that lead to access for all



Permit +

This model is based on the current permit systems of municipalities for shared two-wheelers (based on general local regulation (APV)) and shared cars (based on the parking permit).

The '+' represents the additional requirements and wishes to a permit, for example:

- Price for the customer
- Spread/network
- Redistribution
- Preventing hindrance

The '+' comes with a financial compensation/subsidy

Shared Mobility as a Shared Responsibility

Public-private funding-options that lead to access for all



Performance Agreement

This model describes the performance that has to be delivered by the operator.

The agreements is expressed in service levels.

A 'bonus' or 'malus' can be linked to the performance of an operator.

Shared Mobility as a Shared Responsibility

Public-private funding-options that lead to access for all



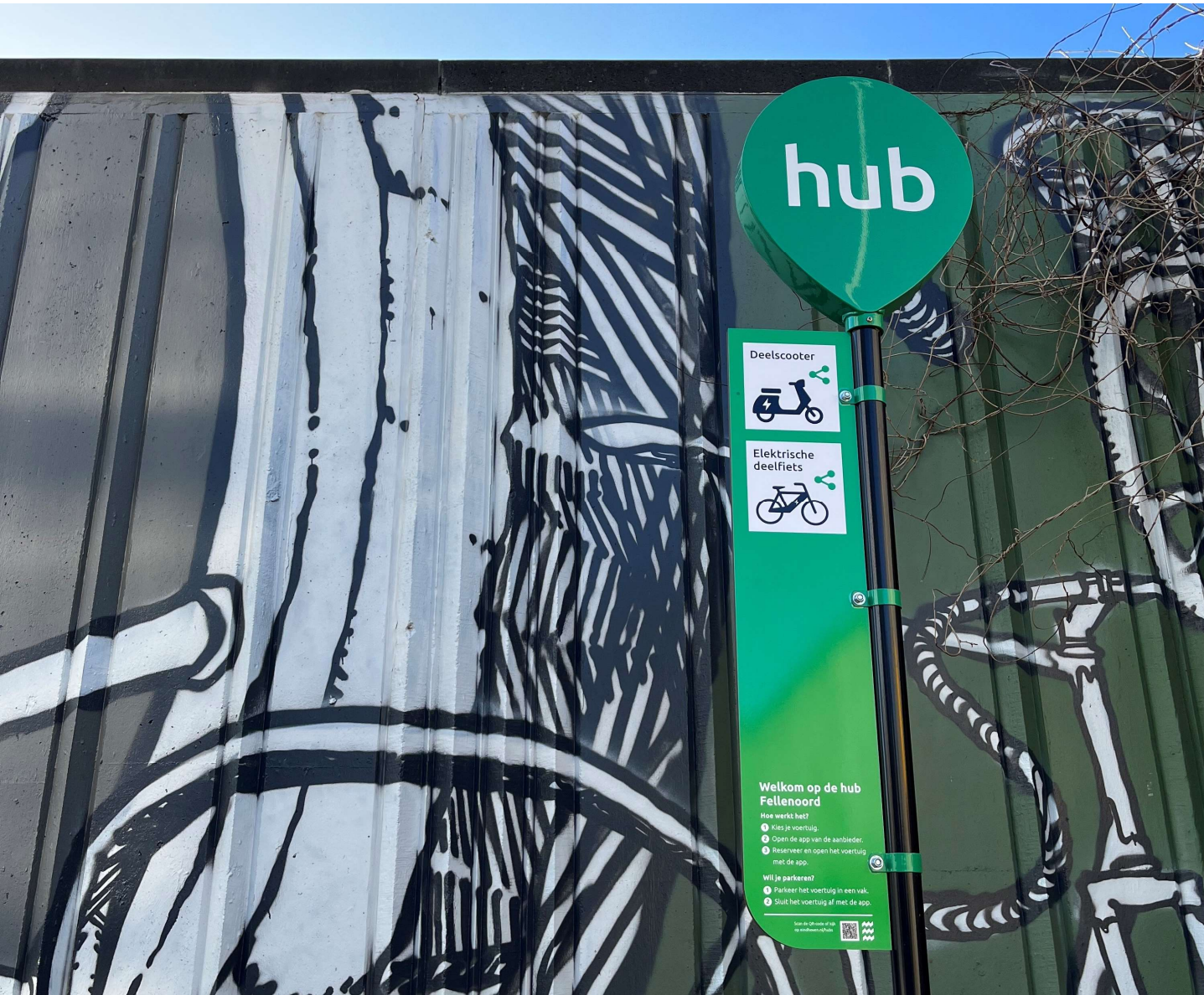
Concession model

Tendering a concession for a longer term (10 years is common in Public Transport). The concession holder has the exclusive right to offer services.

Set requirements for price, quality, availability, etc. Governments provide an annual operating subsidy.

Combining this with the (Provincial) Public Transport concession OR launching a Municipal Urban Shared Transport concession.

The unprofitable top is covered when needed; provider(s) can invest in both the quality and quantity of their services and the network



**We're
taking Next
steps in
Shared
Mobility**

**What are
yours?**

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ARTICLE 1



ARTICLE 2



ARTICLE 3

