

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL
CONFERENCE
2024

27-28 NOVEMBER 2024

KARLSRUHE (DE)



Baden-Württemberg
Ministry of Transport



Karlsruhe

Adopting innovations: Enhancing social feasibility of the implementation of active travel by incorporating the concept of “General Wellbeing”

Session 4A 09:00 AM 28 November 2024

Ir Anne Kok MSc, City of The Hague



Den Haag



Introduction

Anne Kok

Urban Designer

Policy advisor on mobility

Aiming for resilient cities

Mobility transition is key





Active travel

- Enhancing social feasibility
- Concept of “General Wellbeing”.



The challenge

Two trends:

- The self-reinforcing character of the car dominated society.
- More and more people are living in cities.

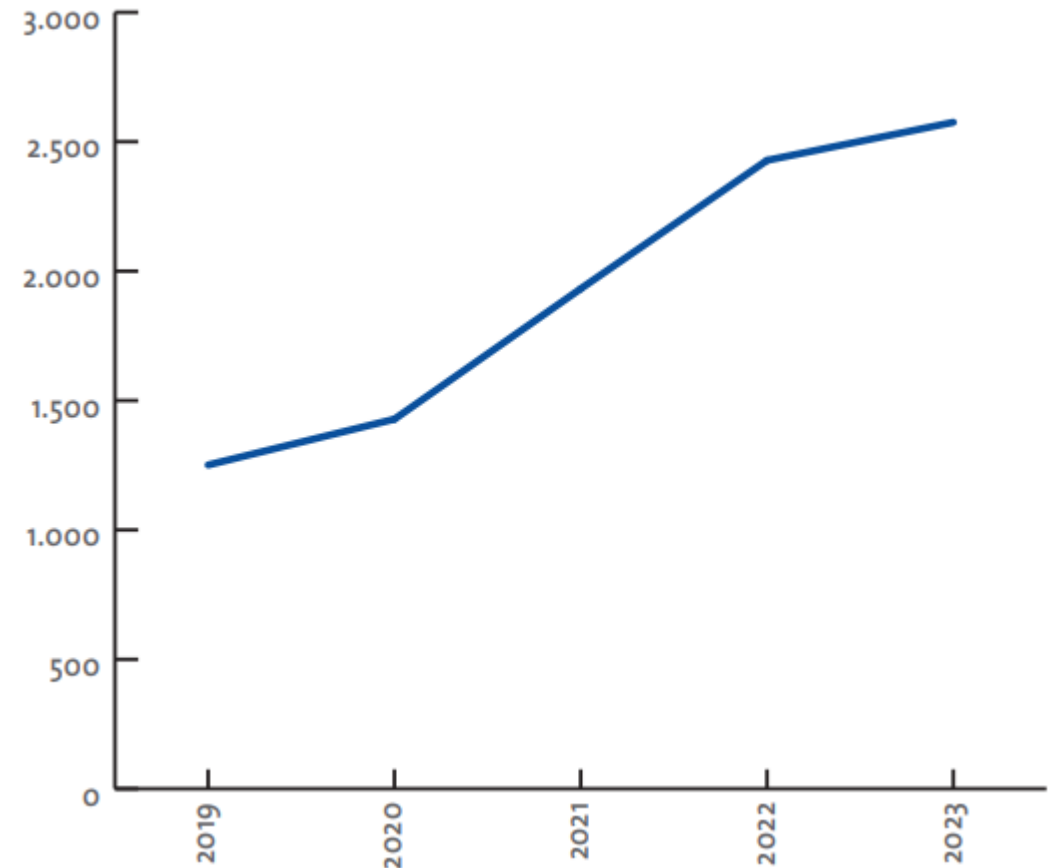


Social costs

Examples:

- Accidents
- Unsafety
- Loneliness
- Bad air quality
- Transport poverty
- Bad spatial quality

Development of casualties in traffic



General wellbeing

- material or economic prosperity,
- mental and physical health,
- social and road safety,
- education,
- social cohesion,
- purpose/fulfilment,
- personal development,
- quality of the environment.

To assess and underpin measures

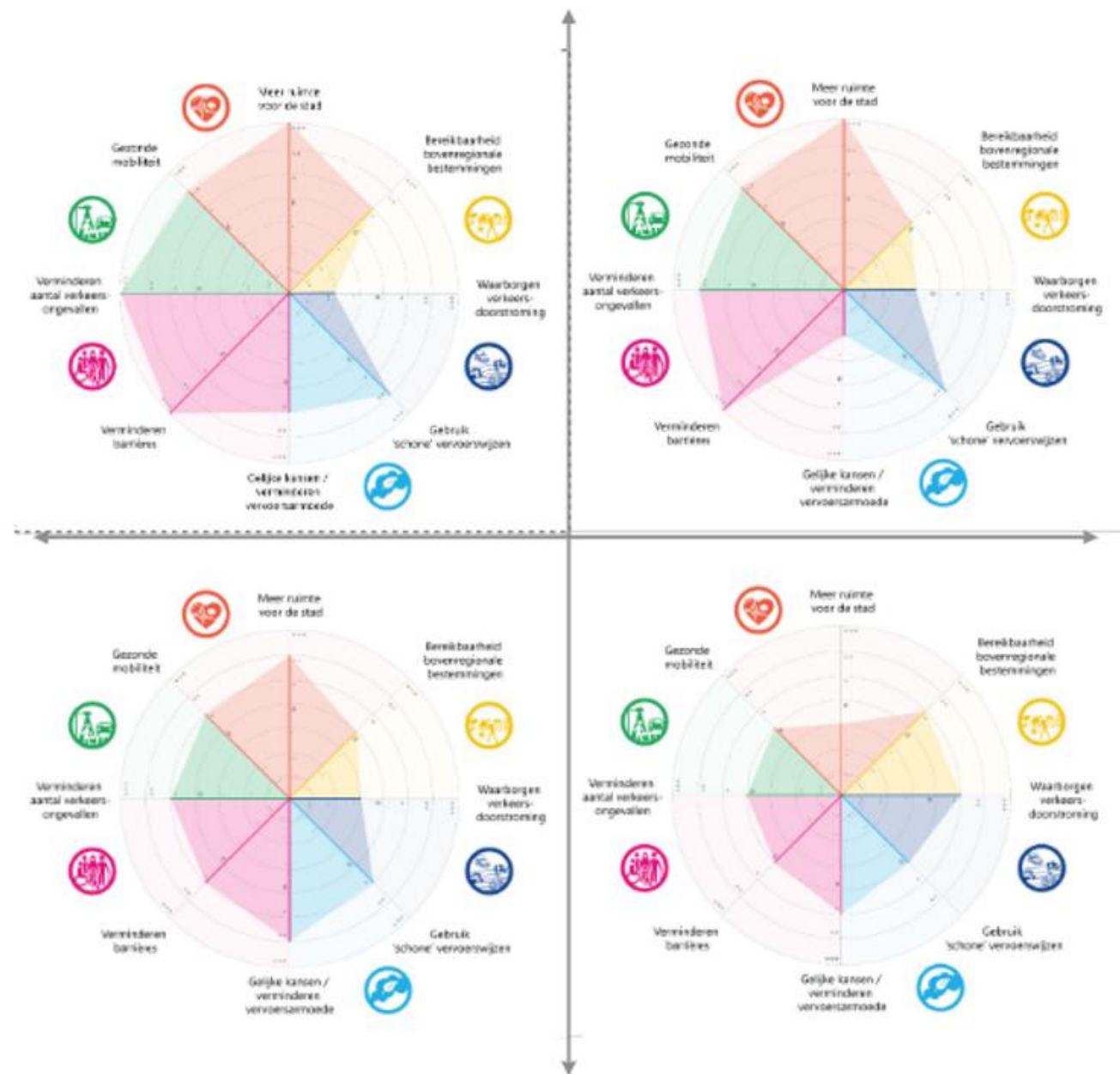


Assessing measures

- Multimodal network strategy
 - Walking, biking, public transport and cars
- Assessed on
 - Safety, emissions, space efficiency, affordability, connectivity and traffic flow



Four scenarios





Preferred multimodal Network

- Still work in progress
- Political feasibility?



Experiments

- To learn from the effects
- Cocreation with stakeholders





Thank you for your attention!



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For more information:

anne.kok@denhaag.nl



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