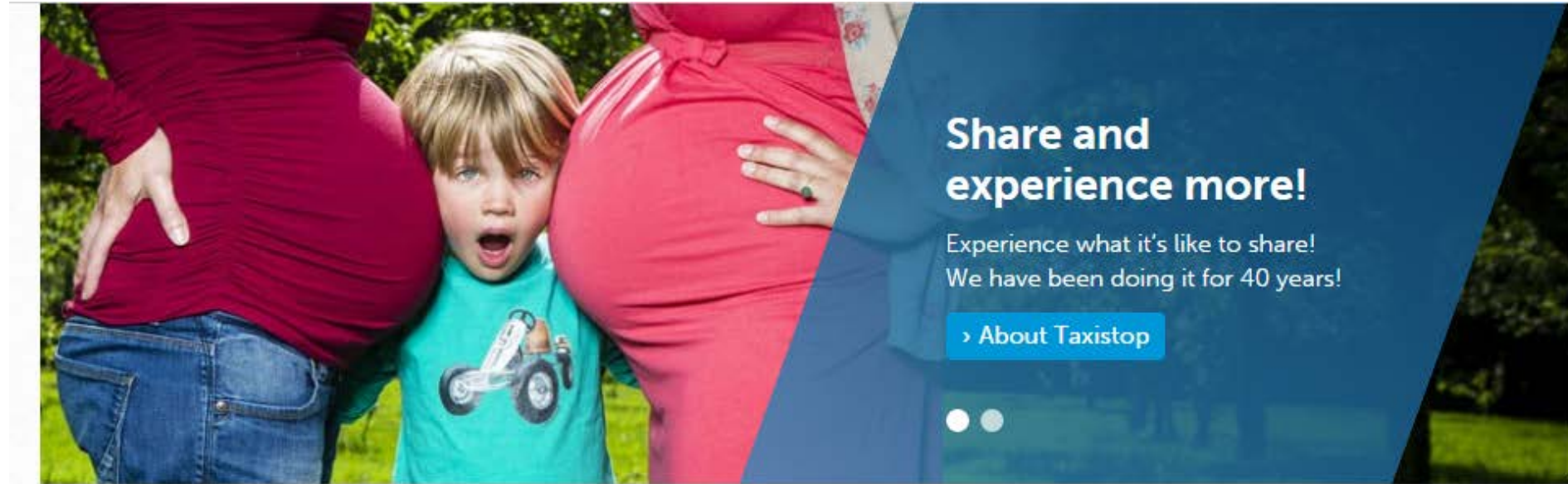




Connected Transport, Mobi-hubs and Mobility as a Service

Sestran Integrated Mobility Forum - 2018.10.12
@Angelo_Meuleman





Concrete solutions

- ❖ Carpool-app
- ❖ Car-Sharing
- ❖ On-demand transport

Innovation

- ❖ Technical
- ❖ Social

Awareness

- ❖ Political
- ❖ Public campaigns

Impact of Shared Mobility?



"TaxiBots combined with high-capacity public transport could remove 9 out of every 10 cars in a mid-sized European city."

Urban Mobility System Upgrade

How shared self-driving cars could change city traffic

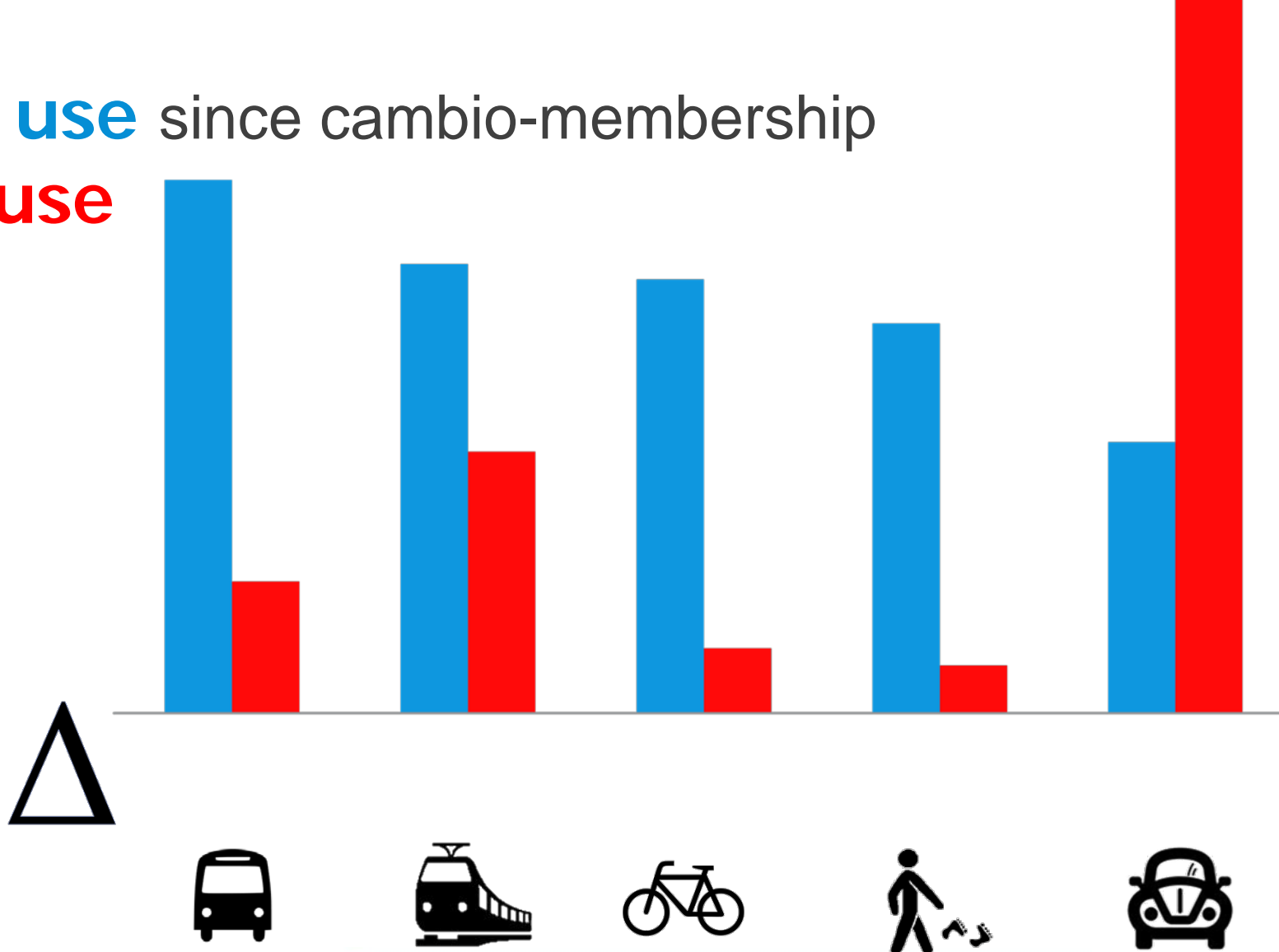


Corporate Partnership Board Report



More use since cambio-membership

Less use



Vlaanderen
verbeelding werkt

Interreg
North Sea Region
SHARE-North
European Regional Development Fund



PwC: '80 million cars less in Europe by 2030'

 belga POSTED ON SEPTEMBER 12, 2017

 0


SHARES

 Share On Facebook

 Tweet It









This means going from 280 million cars to 200 million.



But traffic will still rise, because shared cars are used more frequently.



Let's talk about the brains!



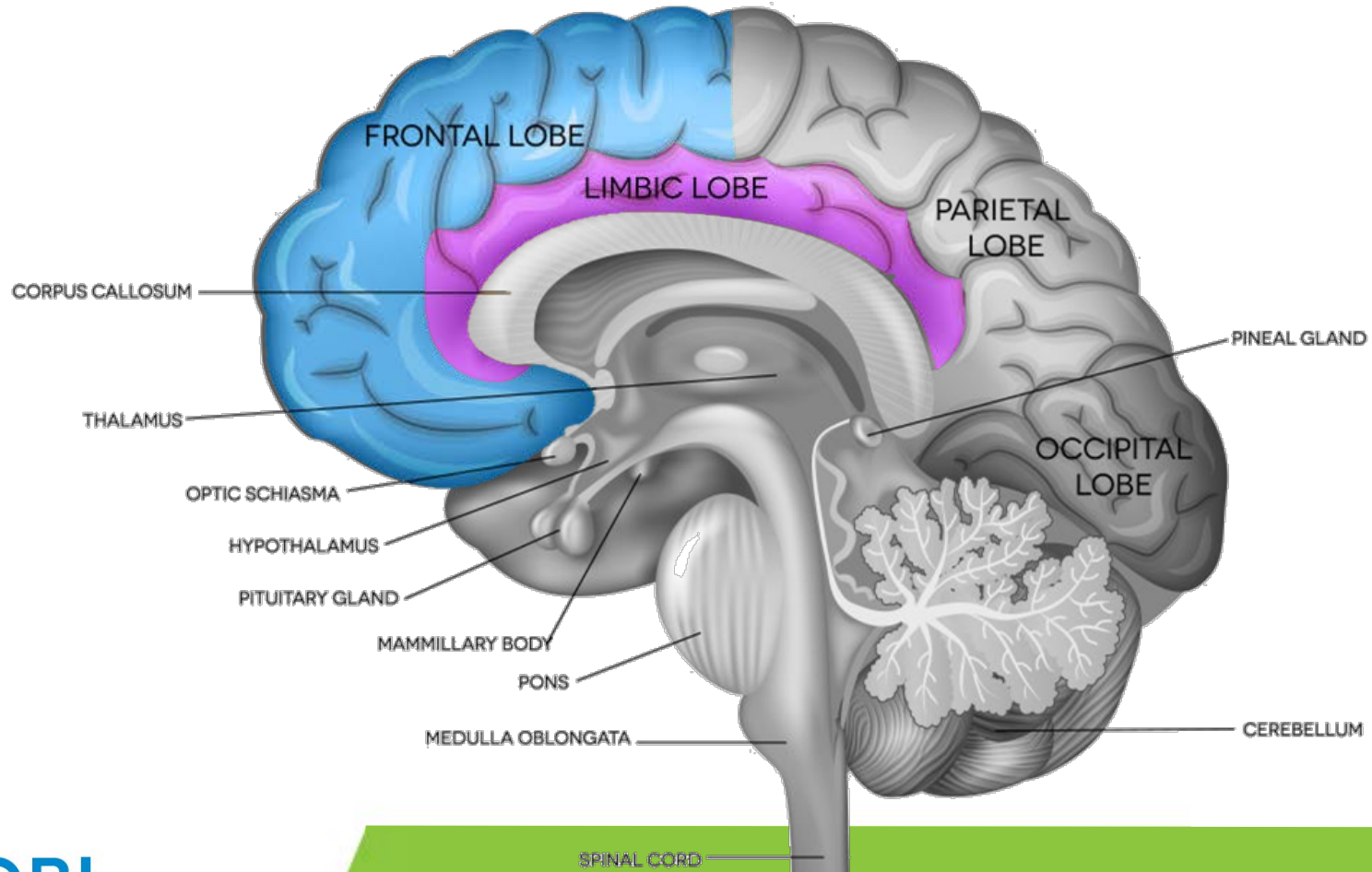
Brain training. Ready?

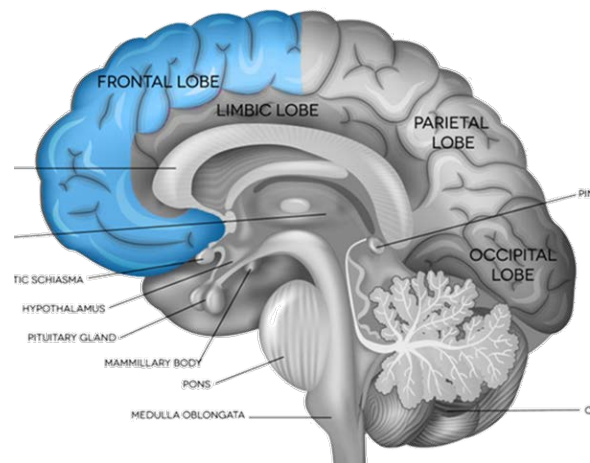
YELLOW, BLACK, RED, GREEN
BLUE, RED, YELLOW, BLACK
BLACK, YELLOW, RED, GREEN
RED, BLACK, GREEN, BLUE
BLUE, GREEN, YELLOW, RED
YELLOW, RED, BLACK, RED

Brain training. Ready?

YELLOW, BLACK, RED, GREEN
BLUE, RED, YELLOW, BLACK
BLACK, YELLOW, RED, GREEN
RED, BLACK, GREEN, BLUE
BLUE, GREEN, YELLOW, RED
YELLOW, RED, BLACK, RED

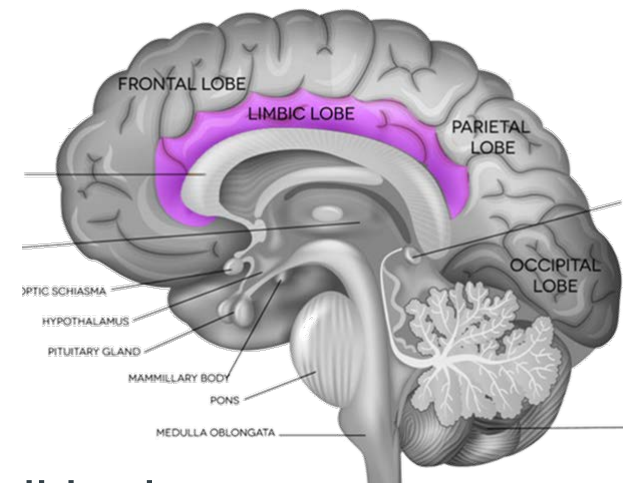
What's happening?





Frontal lobe

- ❖ Planning
 - ❖ Organising
 - ❖ Decision making
 - ❖ Problem solving
- Control

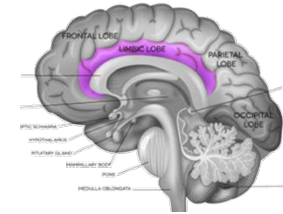


Limbic lobe

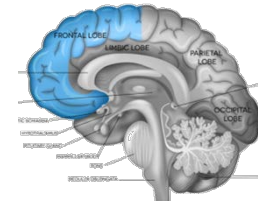
- ❖ Learning → Conditioning
 - ❖ Emotions
 - ❖ Automatic pilot
- Habits

Evolution of car usage

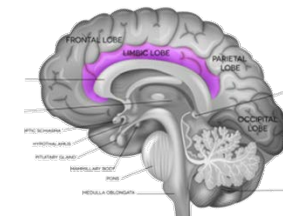
▽ Traditional car-ownership



▽ First generation of car-sharing

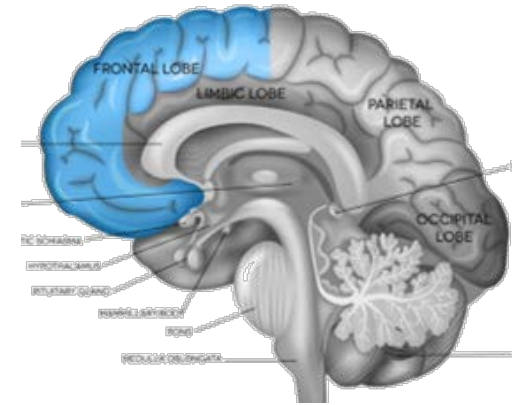


▽ 2nd generation: ride-sourcing, free-floating car-sharing



Mobility challenge of the future

Keep car usage in the frontal lobe



305 £



Vlaanderen
verbeelding werkt

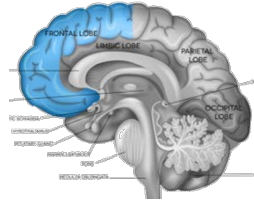
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Mobility challenge of the future

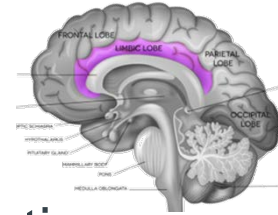
Car usage in frontal lobe

- ❖ Price/km instant visible
- No free km
- ❖ Benchmark with other modes
- ❖ Not closer than other modes



Sustainable modes in limbic system

- ❖ Incentives/Gamification
→ Conditioning
- ❖ MaaS and Multimodal transport as habit
- ❖ Shared and collective transport nearby



Most efficient mobility

Offline - Bricks

✔ Connected

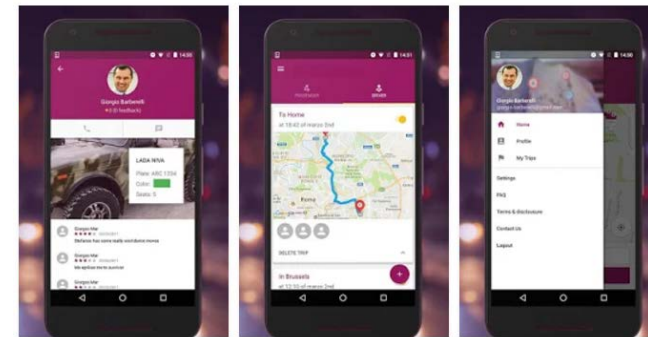
- Mobihubs



Online - Bytes

✔ Connected

- MaaS + multi-modal routeplanning



Mobihubs: Every transport solution nearby



Vlaanderen
verbeelding werkt

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Op MobiPunt stapt u van bus in deelauto

Taxistop en Autodelen.net lanceren nieuw concept voor vervoersoplossingen

07-09-17, 06.00u - Cathy Galle

LEES LATER ★



Naar analogie met het mobil.punkt in de Duitse stad Bremen, pleiten Taxistop en Autodelen.net voor MobiPunten bij ons, een plaats waar allerlei voorzieningen samenkomen. © rv

2

Hoe maken we het mensen die vervoersmiddelen combineren makkelijker? Door alles wat hen daarbij kan helpen samen te brengen op één plaats, menen Taxistop en Autodelen.net. Zij lanceren vandaag een nieuw concept en roepen gemeenten op om MobiPunten te voorzien.



Vlaanderen
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Basic criteria

- ✓ Car-Sharing (car club)
- ✓ Bicycle facilities
- ✓ Collective transport stop
- ✓ Accessible



Vlaanderen
verbeelding werkt

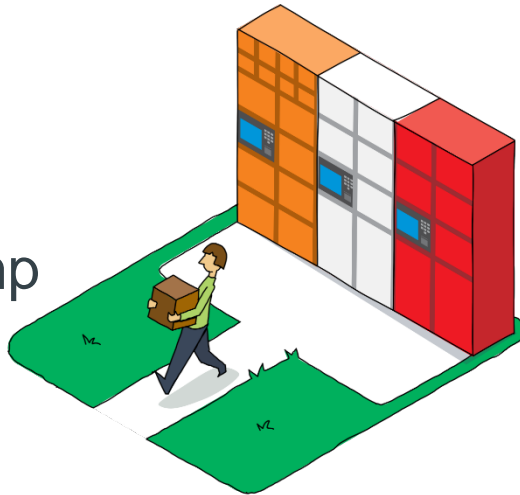
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Optional functionalities

Transport related

- ❖ EV charging
- ❖ Package wall
- ❖ Public bike pump
- ❖ Step parking
- ❖ ...



Anything else:

Practical and fun!

- ❖ WIFI
- ❖ Smartphone charging
- ❖ Post box
- ❖ Fitness
- ❖ ...



Objectives

- ✓ To enable inter- & multimodality in every neighbourhood
- ✓ Recognisability
- ✓ Reflex for urban designer
- ✓ Digital and physical connectivity



www.mobipunt.be (mobihubs.eu)

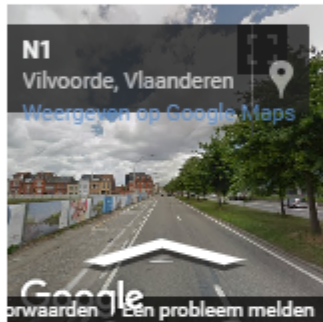
The screenshot displays the Mobipunt website interface. On the left, a green sidebar contains the following elements:

- ← Mobipunt info
- 4 FONTEINEN
- VILVOORDE
- MP-1800.1
- Zencar (with car icon)
- Mobit (with bicycle icon)
- Fietsenstalling
- Bushalte
- Autoparking

The main area shows a map of Belgium with several circular icons indicating mobility hubs. The icons are labeled with numbers: 7, 5, 3, and 3. The map includes a search bar at the top with the text "Kies een locatie" and a "SEARCH" button. The map shows major cities like Antwerpen, Brussel, and Leuven. At the bottom of the map, there is a copyright notice: "Kaartgegevens ©2018 GeoBasis-DE/BKG (©2009), Google Gebruiksvoorwaarden Een kaartfout rapporteren".

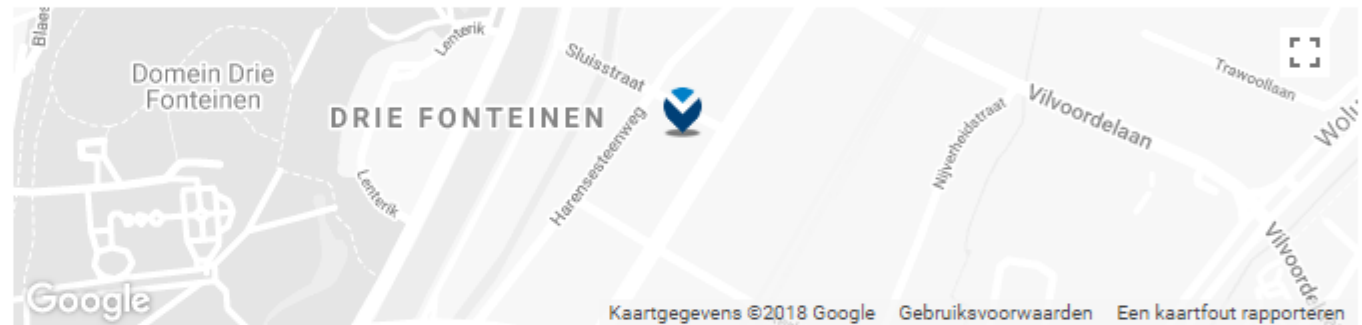


HOME // VILVOORDE // **4 FONTEINEN**



4 FONTEINEN

VILVOORDE
MP-1800.1



Zencar



Mobit



Halte 3 Fonteinen - buslijn
58 (MIVB)

Overige functies:

Are new mobility services asking for hubs?

Gridlock

Services like UberPool are making traffic worse, study says



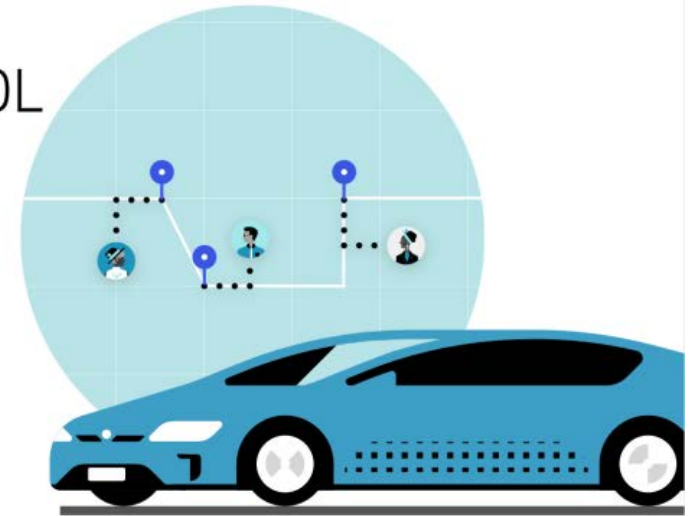
A new report from a New York consultant says services such as UberPool do not significantly reduce vehicle miles. (Lucy Nicholson/Reuters)

By Faiz Siddiqui
July 25

The explosive growth of Uber and Lyft has created a new traffic problem for major U.S. cities and ride-

The
Washington
Post

Express POOL





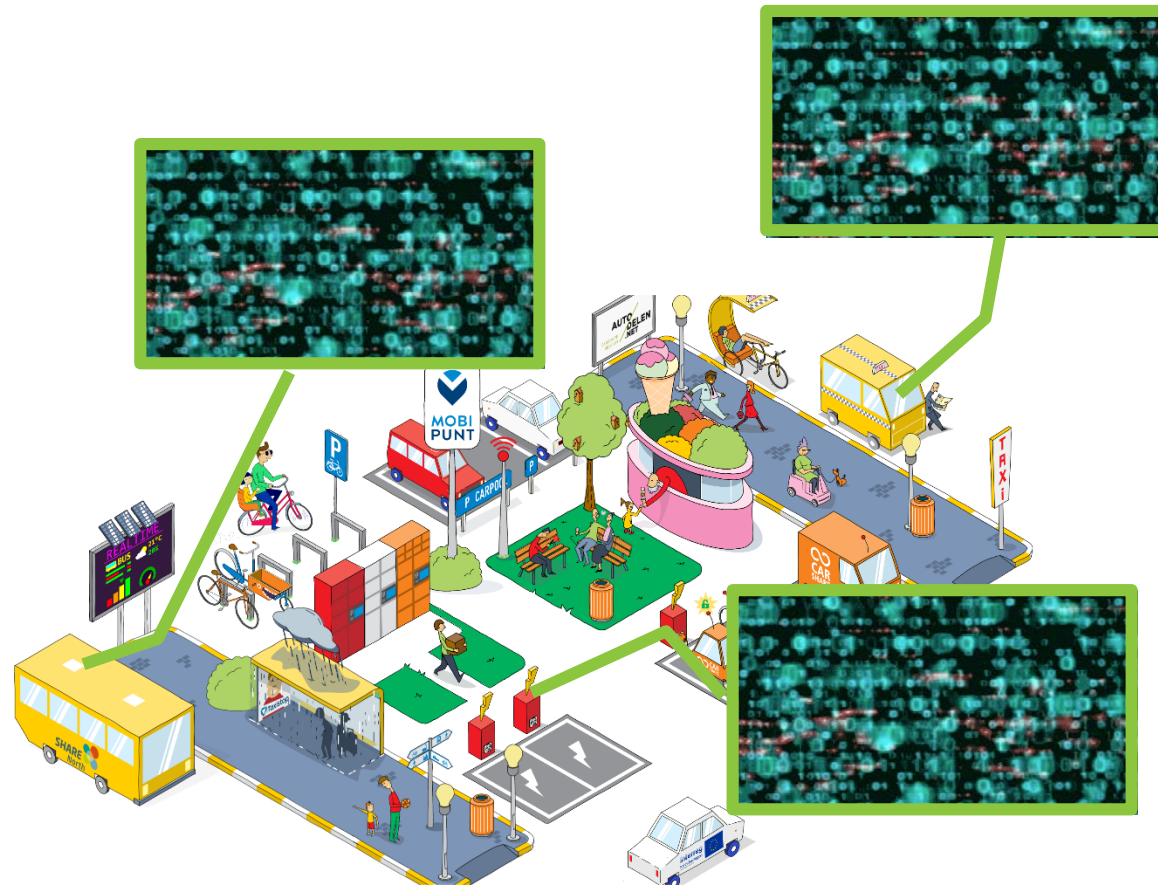
Mashable

E-scooter startups need to do way more about sidewalk litter



Connect bricks & bytes

- ✔ Connectivity by
 - Realtime info (API's)
 - Data (monitoring)
- ✔ Stimulates app innovation
- ✔ Dashboard for municipalities





Summary:

MaaS – digital and physical will make transport more efficient!

We will regain street space and make cities more accessible!

Thanks for listening
@angelo_meuleman

