



THE IMPACT OF NEW MOBILITY CONCEPTS

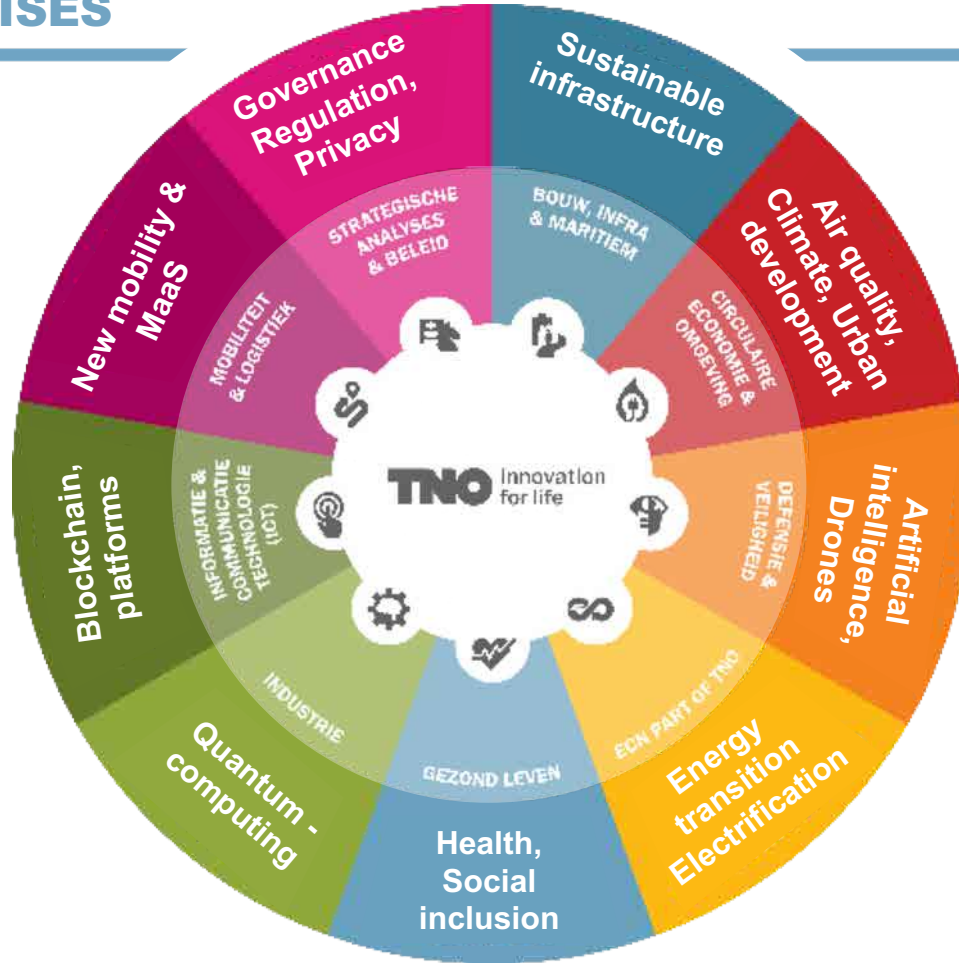
Geiske Bouma – Senior Consultant, lead Urban Innovation | 09-05-2019

TNO innovation
for life

VISION – NEW MOBILITY

- › In 2030 we can have a better living environment for society and individuals
- › New Mobility can potentially solve problems → preconditions need to be set now
- › How to scope with uncertainties? → investment decisions are long term and large
 - › Explore scenarios & reduce uncertainty

TNO has an integral, future oriented, multidisciplinary focus (technologies and social innovation) and a neutral precompetitive role



FOCUS AREAS

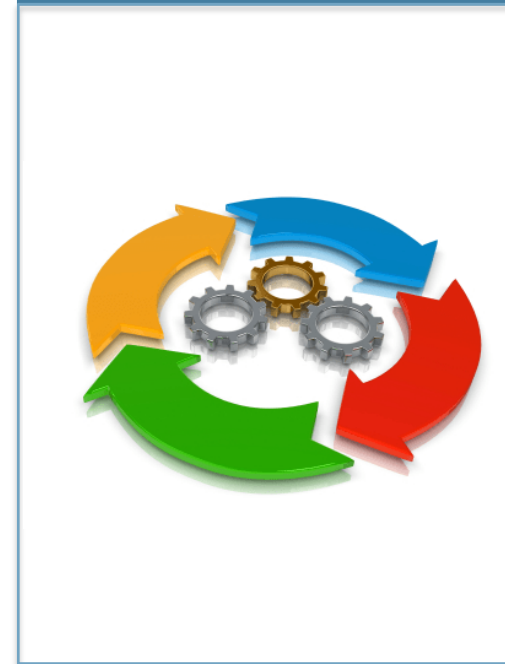
Strategy



Impacts



Governance



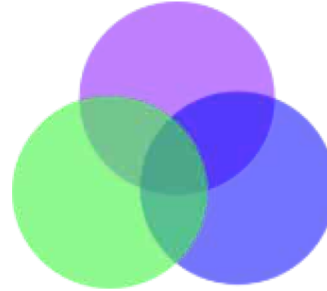
DIGITALIZATION: IMPROVING DECISION MAKING IN CITIES



using worldwide
knowledge



fact-based using
different data sources



an **integral** approach
avoid sub-optima



adaptive, use
experience to improve



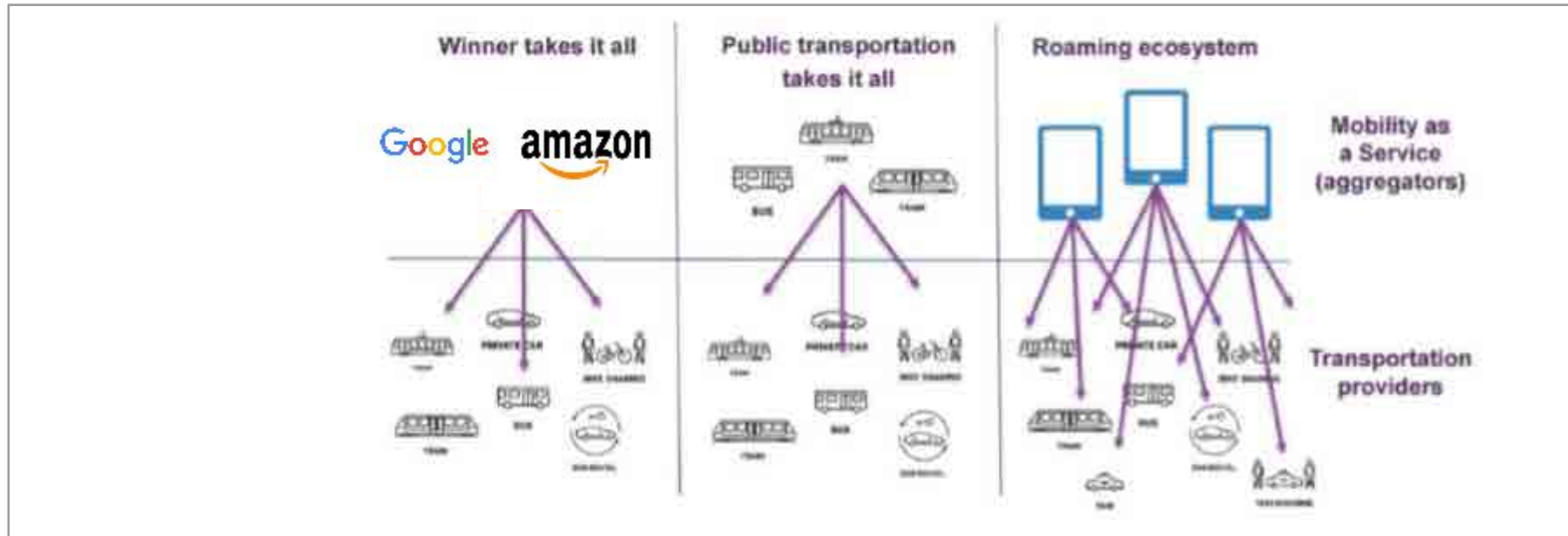
in **collaboration** with stakeholders

MARKET COMPETITIVENESS

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DRIVERS AND BARRIERS

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Drivers

- Efficiency en Reliability
- Usability
- Receptive Public
- Fragmented Market
- Worldwide Competition
- NL Government involvement

Barriers

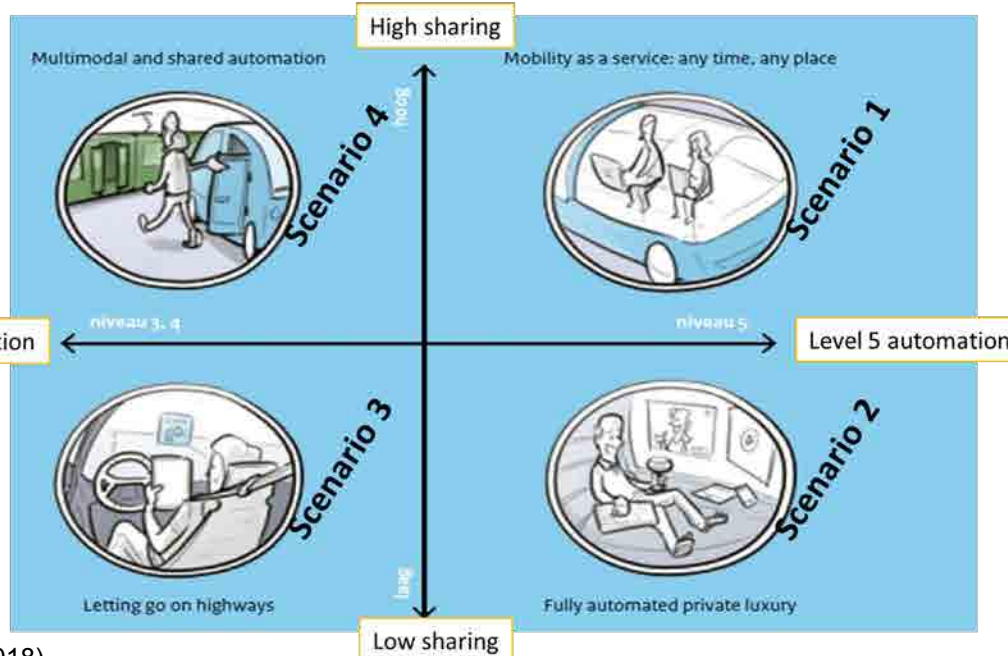
- Fear for change
- Lack of knowledge
- NL not ideal market
- OV chipcard
- Path towards integrated platform

SCENARIO PLANNING

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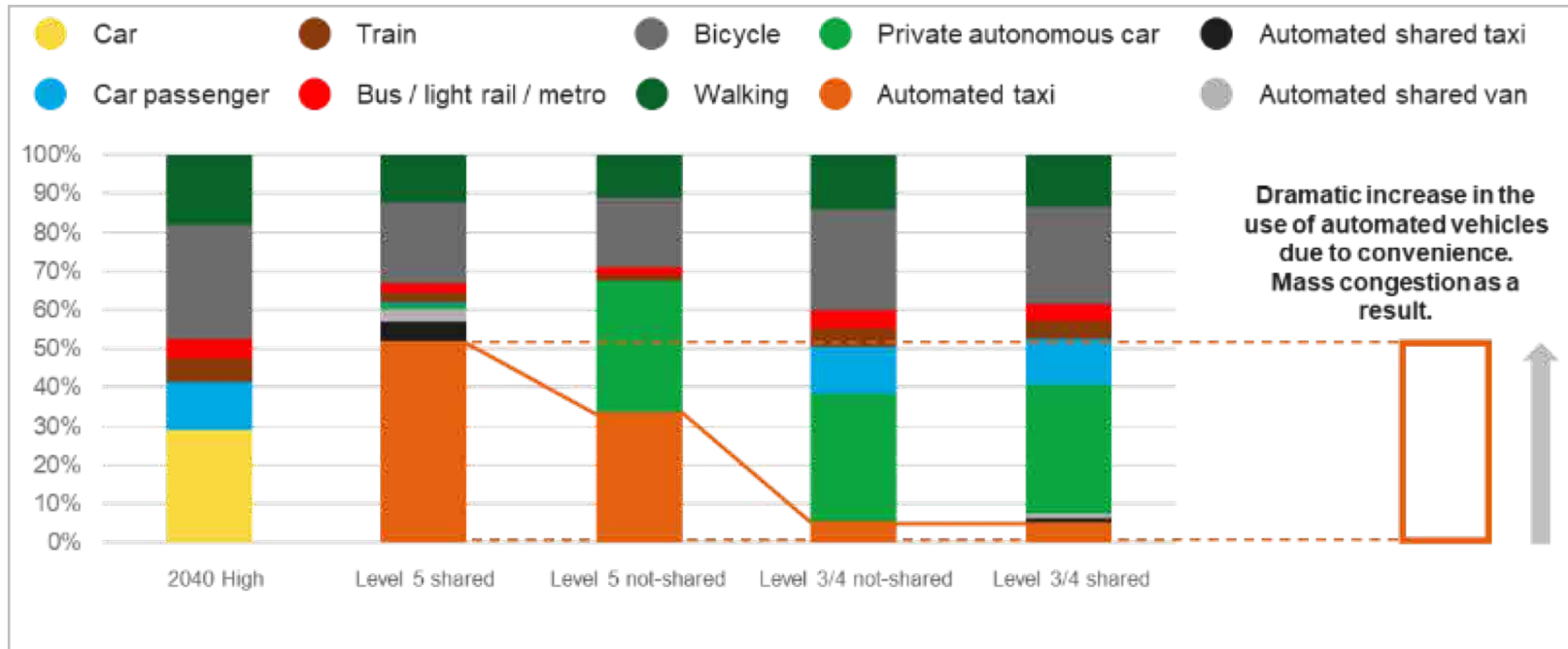


TRANSPORT IMPACTS

Strategy

Impacts

Governance



TRANSPORT IMPACTS

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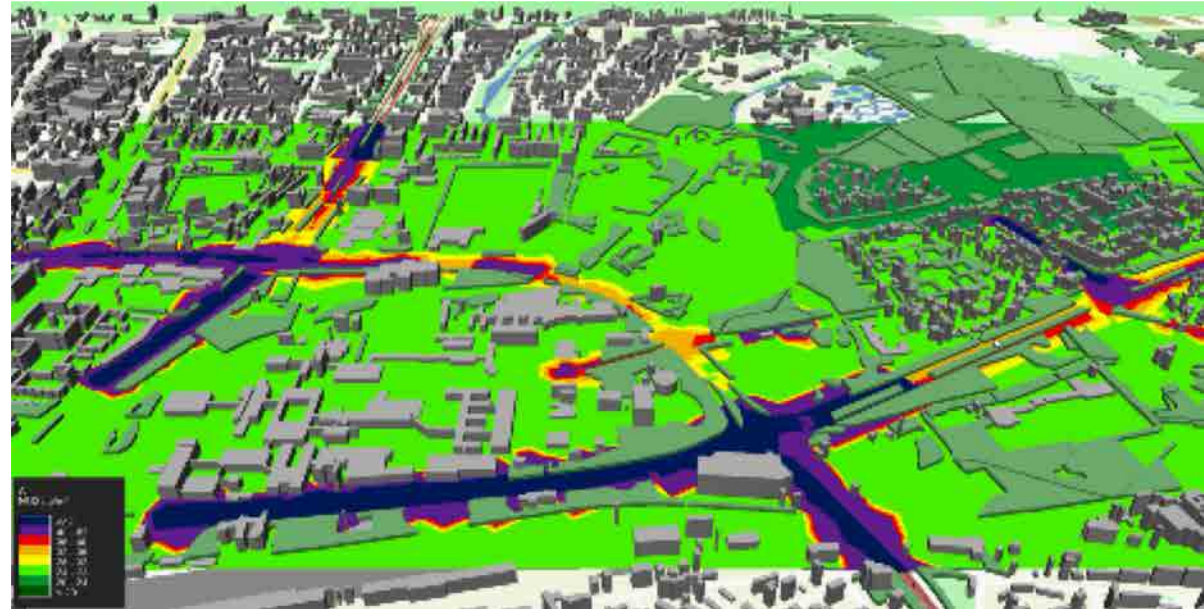
AVs = Congestion X 2,5

SPATIAL PLANNING – URBAN STRATEGY

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INTEGRAL INTERACTIVE PLANNING

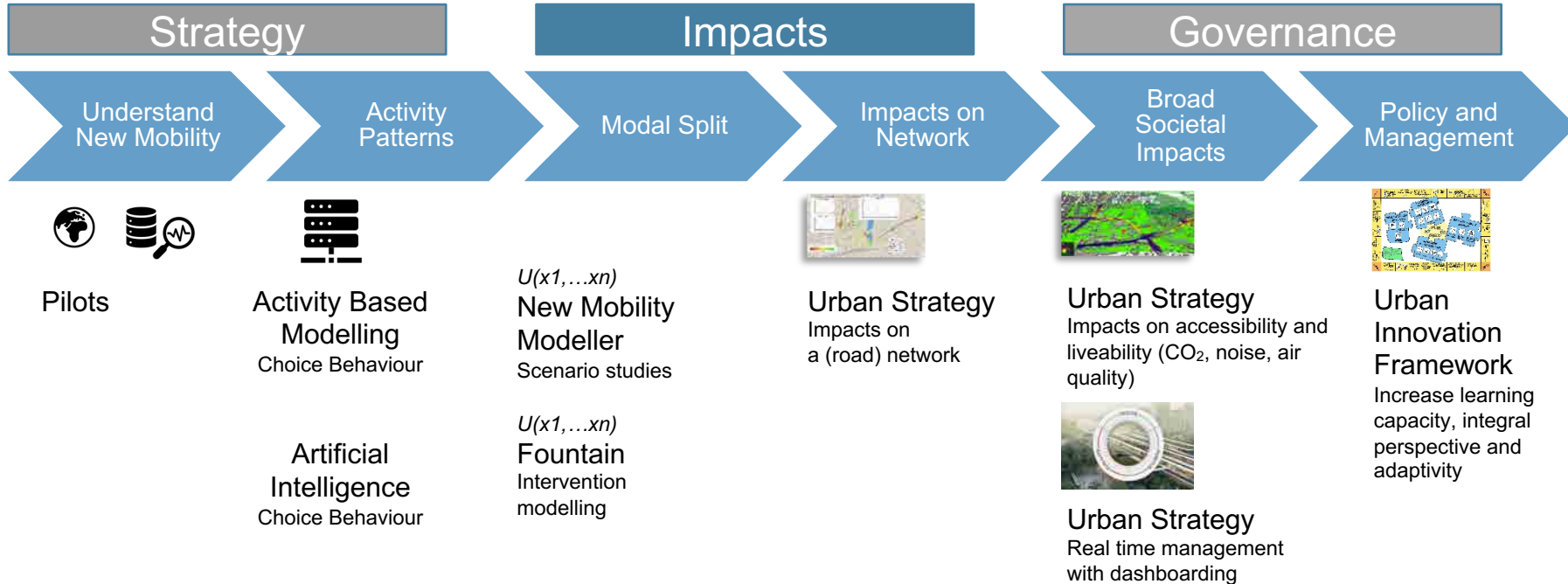
- › There is a need for:
 - › Strategic spatial planning
 - › Traffic & Environmental impacts
 - › Urban (re)development
 - › Solutions for Bottlenecks

- › Use of various data sources and simulation models

- › Need to cooperate between various departments and levels of decision making



KNOWLEDGE CHAIN OF NEW MOBILITY



Accelerating insight in scenarios, decision making and implementation

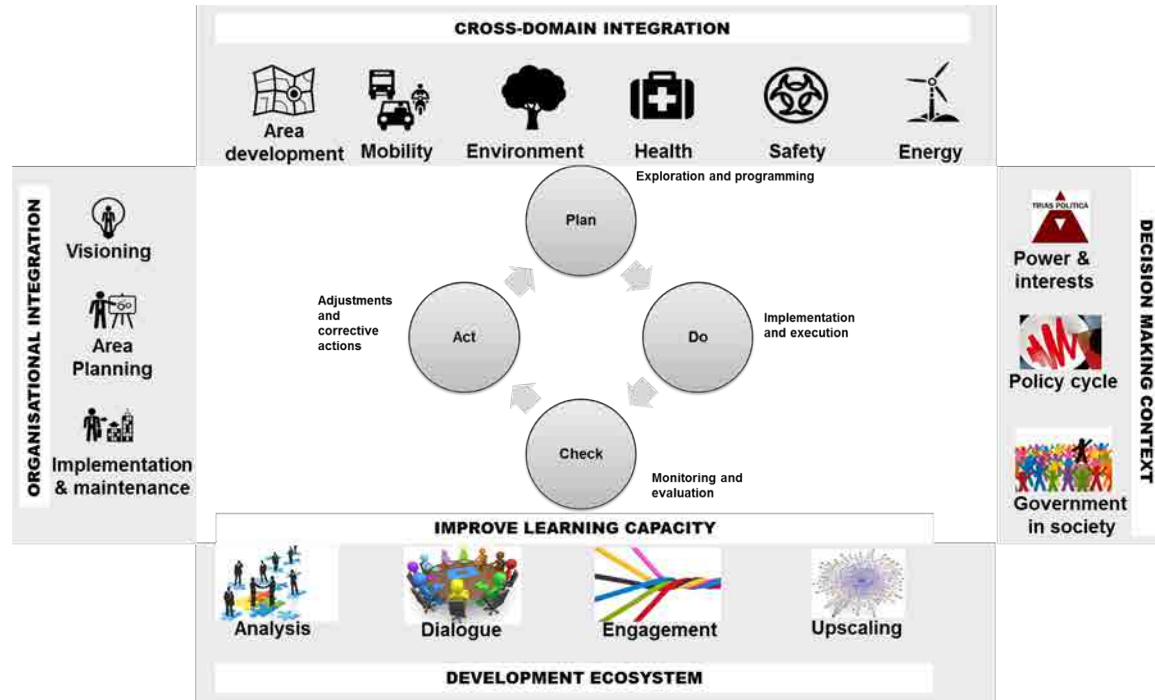
GOVERNANCE

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- Adaptive Policy Making
- Implementation of Pilots & Strategies for scaling-up
- Decision-making structures



TNO NEW MOBILITY STRATEGY

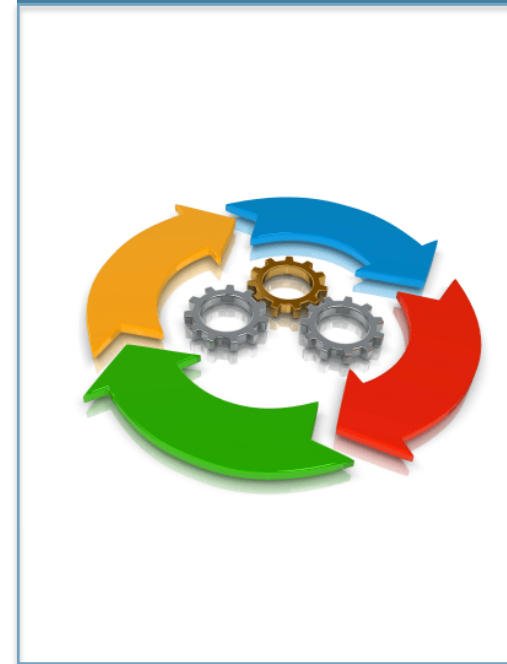
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› THANK YOU FOR YOUR ATTENTION

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