

On the proper behaviour of

People, Parcels and Packets

What can they learn from each other?

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Contents

▶ **How logistics and Public Transport worked together in Amsterdam**

▶ **How people behave in a network**

▶ **How operators and governments try change people's behaviour**

City Cargo Tram in Amsterdam: Not so easy, but we can still learn from each other

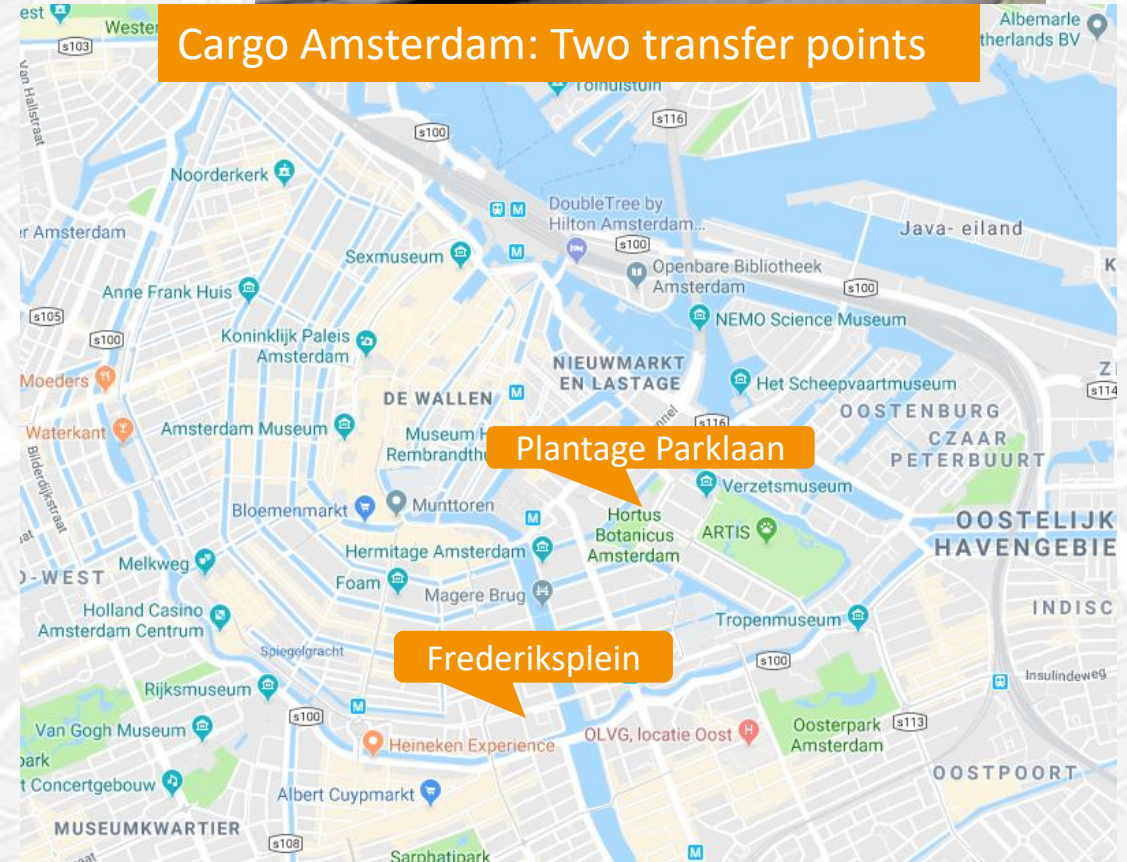
➤ CityCargo was launched in 2007

50 special cargo trams and around 400 E cars to be operated in 2008 in order to supply shops, supermarkets and the catering industry in the center of Amsterdam

➤ Efficiency:

- 1 cargo tram can transport the same amount of goods as 4 (7.5 ton) trucks
- Limited dedicated infrastructure available
- Therefore two transfers required:
Truck – Tram – Delivery vehicle

➤ Amsterdam's cargo tram initiative went bankrupt in 2009 citing lack of public funds



When parcels optimize for themselves

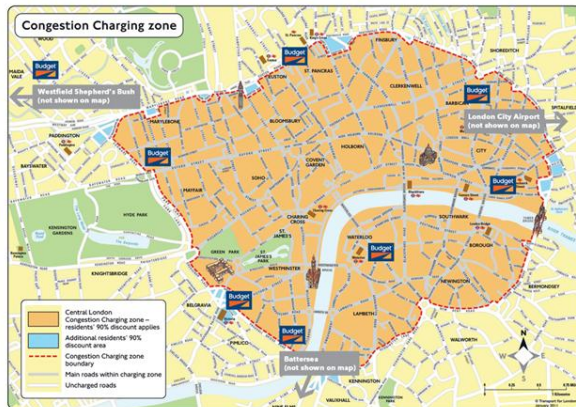
Congestion occurs in the network, because my cost of being in traffic is lower than the cost I incur on others



Trip Costs



Governments try to optimize



SPITS MIJDENA2
NEDERWEERT EINDHOVEN

- ▶ **Road pricing**
 - Charging fees for car drivers in rush hour

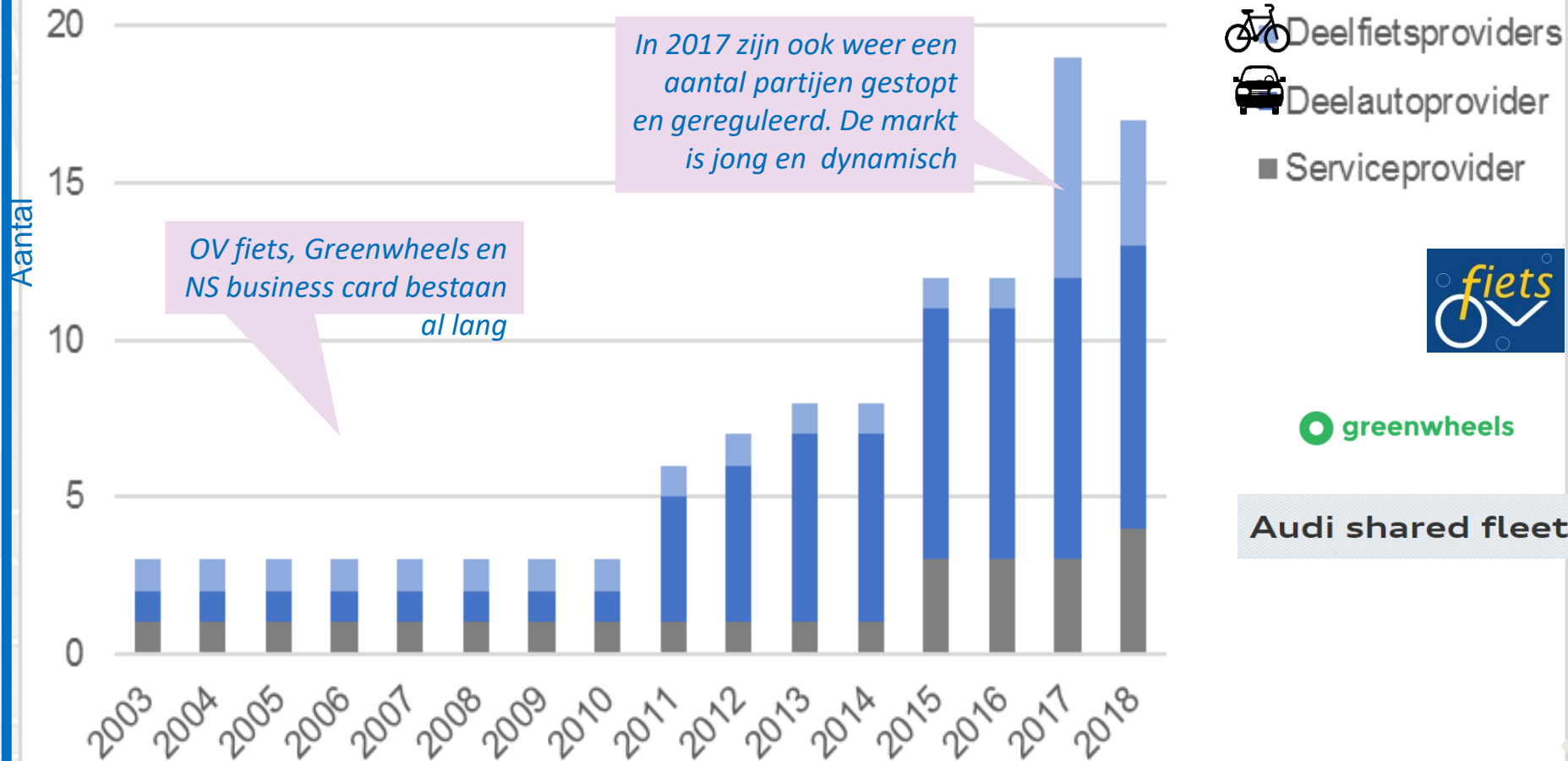
- ▶ **Congestion Charge London**
 - £11.50 daily charge for driving a vehicle within the charging zone between 07:00 and 18:00, Monday to Friday

- ▶ **Project Spitsmijden**
 - Choose alternative options of transportation (public transport, bike or e-bike)
 - Spitsmijden- application: receive points for the traffic jams you have avoided. Exchange these points for gifts

The latest Buzz: Mobility as a Service

Many more sharing providers, what to do?

Mobiliteits en serviceproviders Amsterdam



greenwheels

Audi shared fleet



Serviceprovider



hello-bike.

UBER
















SnappCar

CAR 2GO

Campus Cycle Groningen



And looking forward to autonomous driving

	Development & piloting	Robotaxi 1.0	Robotaxi 2.0	Robotaxi 3.0
Introduction date	Ongoing	2022	2025-2027	2035+
What it can do	Drive with a human present to take control	 Rural Suburban Urban	 Rural Suburban Urban	 Rural Suburban Urban
		 Low speed  High speed	 Low speed  High speed	 Low speed  High speed
			 Inclement weather  Peak hours  Night hours	 Inclement weather  Peak hours  Night hours



Next to mobility providers, there are also new businesses offering integrated mobility

MOBILITYPROVIDERS



CAR2GO

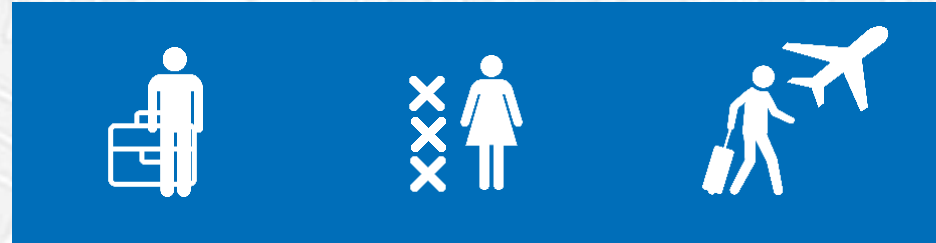
mywheels

UBER

GVB

FlickBike
Find. Ride. Drop.

CUSTOMERGROUPS



MaaS / SERVICEPROVIDERS



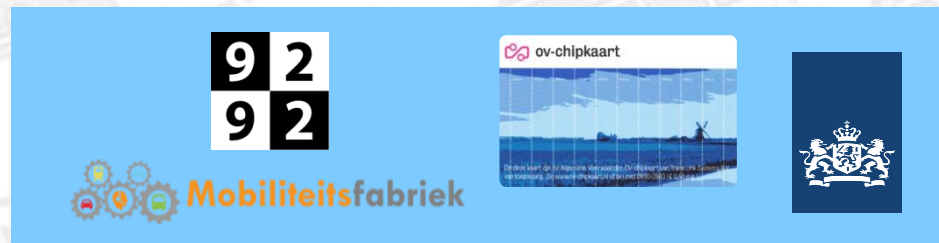
whim

TRANZER

I travel Business Card

Get Your Guide

CONNECTOR BOX



92

92

ov-chipkaart

Mobiliteitsfabriek

- Commercial deals
- Data to information (planning, scheduling, invoicing)
- Registration and Routing (IT)
- Technical specifications (standards)
 - OpenOV, GTFS
 - TransLink (OV-chip) Schemes

As public carrier we have a natural role to offer our own alternative

Possible role for GVB in future landscape

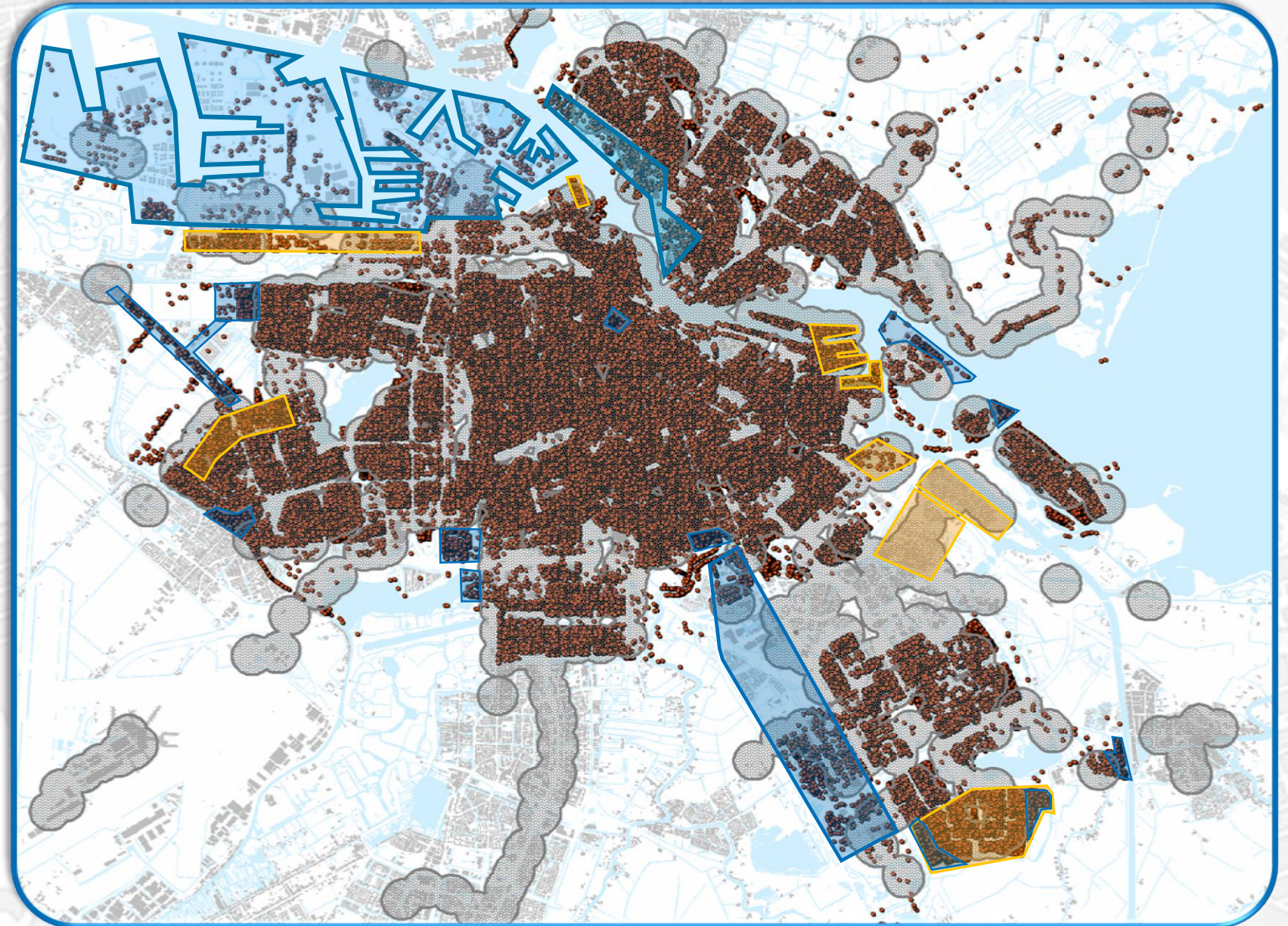


Public carriers offer customers their own alternative, because:

- Public transport is the core of every MaaS concept
- Knowledge of Dutch travellers, networks and cities and ability to develop the best product
- Risks when the market is handed over to foreign parties:
 - The new parties will implement undesired price policies
 - New parties will go bankrupt or exit the Dutch market
- The Netherlands has had a runner-up integral payment- and information system, we want to certify this position
- By means of cooperation we are able to offer a good alternative quickly and to lower costs
- 65% of the respondents indicates that public carriers are the most logical party to provide integral mobility due to quality and integrity
- Public carriers can offer MaaS to everybody, not only the commercially interested travellers

Society demands we also serve the non commercially viable regions

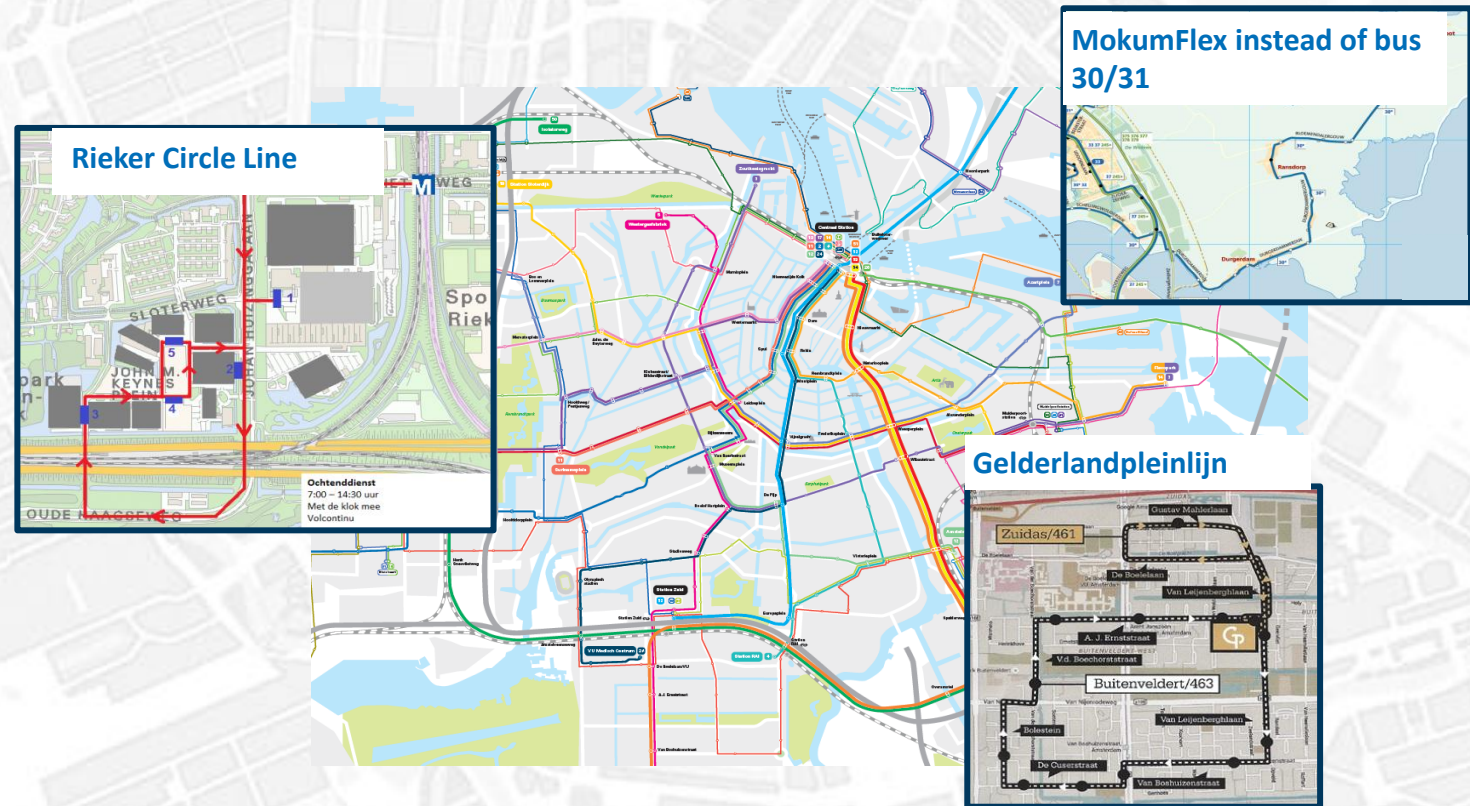
- ▶ The inner city of Amsterdam are well-served for commercial reasons
- ▶ Societal incentives motivate to connect the outer regions of Amsterdam



New financial sources for public transport are arising: Destinations want to pay for accessibility

- ▶ Small scaled public transport tailored to specific desire of business terrain or shopping centre
- ▶ Including special vehicles and applications
- ▶ GVB is hired by commercial parties for the following reasons:
 - Public transport knowledge and professionalism
 - Business guarantee
 - Connection to information (9292) and payment systems
 - Innovation in the form of electrical and self-driving vehicles
 - Costs confirming to market rates

Privately financed customized public transport



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Questions? Remarks?