

# Towards sustainable mobility

## PROBLEM STATEMENT

Sustainable mobility is important for the liveability of cities. Residents are encouraged to walk, cycle, use public transport or use a shared bike, scooter or car. Cities are taking various measures to influence the various transportation modes towards sustainable mobility.

## QUESTIONS

- How can cities get insight in the current use of transportation modes (modal split)?
- And how can they measure the impact of various interventions?
- What kind of system is needed for measuring the modal split and the change in the use of transportation modes?

## CONTEXT

To improve Hilversum's accessibility, the council chose in the Mobility Vision 2040 to focus on a city with green, sustainable, innovative and safe mobility. Hilversum wants a city with cool green streets, smaller and cleaner transport and smart technological solutions that contribute to better traffic flow, and good and safely designed roads and facilities for all road users. The use of shared transport is encouraged, parking pressure within the outer ring road is reduced and freight traffic is kept to a minimum and facilitated by means of logistics hubs. In addition, traffic education and information are used to raise road users' awareness of their own influence on traffic safety. The combination of measures will make green, sustainable, innovative and safe mobility a reality. To provide insight into the effects of the measures to be taken, we are working on a robust measurement system. This measurement system includes intelligent traffic control systems.

## PROJECTS THAT OFFER LEARNING OPPORTUNITY

### Robust measurement system

By 2026, a robust measurement system has been set up that can facilitate the flow of mobility and monitor the effects of infrastructural choices. The knowledge gathered will also help in making data-driven choices when deploying alternative and cleaner transport.

### Speed limit reduction

Lowering the speed limit at selected locations decreases the speed difference between slow and fast traffic. This improves road safety and liveability. In addition, it is necessary to design the road in such a way that driving faster than 30 km/h is not possible. One point of attention is accessibility for emergency and emergency services.

### Expansion of bicycle parking spaces

Cycling is a healthy alternative to driving. But to make cycling more attractive, improvement of cycling facilities in Hilversum are needed. These include free bicycle parking facilities in the city centre that are covered, as well as at schools and sports parks or other places where bicycles are parked in a designated location. This way, visitors can park their bikes safely and out of sight.

### Creating mobility hubs

Residents, commuters and visitors can park their cars here and use shared transport such as bicycles and electric scooters to travel on to their final destination. In time, this will include fine-mesh transport; mini-buses that drive around. The proposal is to place mobility hubs on the outskirts of the city with the possibility of offering park & bike at these locations.

### Encourage and facilitate the use of shared transport

The shared transport should be electric which makes it cleaner and contributes to a healthy city. In addition, shared transport can be a solution for people who do not have their own means of transport. They can use a shared car or bicycle in the neighbourhood. There will be more shared cars, shared scooters and shared bikes in the neighbourhoods.

### Investigate opening logistics hubs for delivery vehicles and freight traffic on the edges of the city

At these small-scale logistics transshipment hubs, freight and delivery traffic can deliver goods. From the hub, goods are transported by electric transport (e.g. by a cargo bicycle) further into the city. Not only to private individuals but also to companies. The locations and features are being researched and scaled based on financing and feasibility, as well as the role the municipality can play in this in the short and long term.

### **HILVERSUM**

Hilversum is a city with more than 90,000 inhabitants in the Dutch province of North Holland and the largest town in the Gooi region. At the beginning of the twentieth century, many national broadcasting companies established themselves in the city. These are now concentrated on the Media Park, profiling itself as the 'media city'. Hilversum is also a 'garden city' not only because of the green environment, which is part of the Goois Nature Reserve with the largest ecoduct in Europe, but certainly also because of the early urban development plans of the city architect Dudok. Hilversum therefore has many architecturally interesting buildings, including the current town hall, various schools and a number of working-class neighborhoods. Hilversum is therefore a city of young monuments. Hilversum wants to become a green, sustainable, innovative and safe city.

### **IMPRESSIONS**

