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.
Governments try to optimize

- **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?

In 2017 zijn ook weer een aantal partijen gestopt en gereguleerd. De markt is jong en dynamisch.

OV fiets, Greenwheels en NS business card bestaan al lang.

Mobiliteits en serviceproviders Amsterdam

Aantal
And looking forward to autonomous driving

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

- **MaaS / SERVICEPROVIDERS**
  - Commercial deals
  - Data to information (planning, scheduling, invoicing)

- **CUSTOMERGROUPS**

- **CONNECTOR BOX**
  - 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 professionality
  - Business guarantee
  - Connection to information (9292) and payment systems
  - Innovation in the form of electrical and self-driving vehicles
  - Costs confirming to market rates
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Questions? Remarks?