



Operation plan Amsterdam

DELIVERABLE 4.1

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City of Amsterdam

Summary sheet

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Project partners

Organisation	Abbreviation	Country
Gemeente Amsterdam	AMS	The Netherlands
Promotion of Operation Links with Integrated Services asbl (POLIS)	POLIS	Belgium
Taxistop asbl	Taxi	Belgium
Autodelen.net	Auton	Belgium
Bayern Innovativ GmbH	BI	Germany
Cargoroo	CA	The Netherlands
URBEE (E-bike network Amsterdam BV)	URBEE	The Netherlands
Gemeente Nijmegen	NIJ	The Netherlands
Transport for the Greater Manchester	TfGM	Great Britain
Stad Leuven	LEU	Belgium
TU Delft	TUD	The Netherlands
University of Newcastle upon Tyne	UN	Great Britain
Ville de Dreux	DR	France
Stadt Kempten (Allgäu)	Kemp	Germany
Universiteit Antwerpen	UAntwerp	Belgium
Mpact vzw	Taxi2	Belgium
Mobipunt vzw	Mobipunt	Belgium
Electricity Supply Board	ESB	Ireland
The Highlands and Islands Transport Partnership	HITRANS	Great Britain
Service Public de Wallonie Mobilité et Infrastructures, Autorité Organisatrice du Transport	SPW MI, AOT	Belgium

Document history

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1 About the eHUBS project

One of the main outputs of the eHUBS project is to design and deploy/adapt 92 eHUBS in 6 pilot cities with in total 2,395 shared LEVs (Light Electric Vehicles) and 672 EVs (Electric Vehicles). At the end of the project, Amsterdam has deployed 18 eHUBS in 9 neighborhoods.

1.1 eHUBS approach in Amsterdam

Each pilot city has its own approach in implementing these eHUBS. eHUBS is one of the projects in Amsterdam that work on a more attractive, accessible, liveable and unpolluted city for everyone with less private vehicle ownership and use. The city will research whether eHUBS are a full-fledged alternative for the private car which results in reaching the cities goals.

In Amsterdam the eHUBS were be deployed on neighbourhood level, focussing on the first mile. The approach in Amsterdam focuses on eHUBS realised in close cooperation with inhabitants in neighbourhood districts; *a bottom-up approach*. eHUBS will be designed and realized at request of the neighbourhood, accustomed to their needs. Amsterdam has developed a process that aims for the highest level of transparency, inclusiveness, democracy and objectivity, this is described in the finalized Deliverable 2.1: *Method / procedure for selection / implementation of eHUBS in Amsterdam*.

2 Location determination in Amsterdam

2.1 Background information on location selection

As described in *Deliverable 2.1: Method / procedure for selection / implementation of eHUBS in Amsterdam*. In the beginning of the project we envisioned that a request for an eHUB in a neighbourhood will solely be done by neighbourhood citizens. During the project, we found that the neighbourhood manager is a well connection to local residents and they have proven to be of great value to the project. They are familiar with local -, context, stakeholders and challenges and are the eyes and ears of these residents. They could point out possible interested groups and link them to the project.

Even though the selection of location is done on soft criteria, several 'checks' have been built in the process in order to make sure the process is transparent and accountable for up front. First an official check will be executed on:

- parking pressure in that neighborhood should not exceed 90%;
- planned construction works;
- other projects with claims on public space in that neighborhood;

Furthermore, when no risks/objections can be found to continue in this neighborhood, the municipality will develop a set of rules for this specific neighborhood:

- User area of the eHUB is set at 500 meters around the eHUB
- The upper limit of the vehicle ceiling
- Charging infrastructure possibilities;

2.2 eHUBS location's in Amsterdam

In table 1, the status per neighbourhood eHUB can be found.

(Potential) eHUBS	Initiative enlist	Initiative submits plan	First official's check and set of rules	Exploration potential + organising support	Initiative submits final plan	Second official's check	City District approval	Placing the eHUBS	eHUB in operation
1 Frans Hals buurt // Daniël Stalperstraat 28	x	x	x	x	x	x	x	x	LIVE
2 Frans Hals buurt // Gerard Douwstraat 13	x	x	x	x	x	x	x	x	LIVE
3 Frans Hals buurt // Quellijstraat 39	x	x	x	x	x	x	x	x	LIVE
1 Watergraafsmeer // Johannes van der Waalstraat 81	x	x	x	x	x	x	x	X	LIVE
2 Watergraafsmeer // Max Planckstraat 29	x	x	x	x	x	x	x	X	LIVE
1 Elzenhagen // J.H. Hisgenpad 2	x	x	x	x	x	x	x	x	LIVE
1 Elzenhagen // J.H. Hisgenpad 400	x	x	x	x	x	x	x	x	LIVE
1 Chassebuurt // Chasséstraat	x	x	x	x	x	x	x	x	LIVE
2 Chassebuurt // M. H. Trompstraat	x	x	x	x	x	x	x	x	LIVE
3 Chassebuurt // Pieter van der Doesstraat	x	x	x	x	x	x	x	x	LIVE
Marineterrein	x	x	x	x	x	x	n.a.	x	LIVE
1 Zuidas // Boelelaan 30	x	x	x	x	x	x	x	x	LIVE
2 Zuidas // Boelelaan 529	x	x	x	x	x	x	x	X	LIVE
3 Zuidas // Parnassusweg 126-128	x	x	x	x	x	x	x	x	LIVE

Osdorppelein	x	x	x	x	x	x	x	x	LIVE
1 Science Park // Carolina Macgillagrylaan 1672	x	x	x	N.a.	x	x	n.a	x	LIVE
2 Science Park // Carolina MacGillavrylaan 3066	x	x	x	N.a.	x	x	n.a	x	LIVE
3 Science Park // Science Park 900	x	x	x	N.a.	x	x	n.a	x	LIVE

Table 1: Status potential neighbourhood eHUBS

2.2.1 Frans Hals Hubs – 3 eHUB Locations

Neighborhood vision

The Frans Hals initiatives envisions a city in which mobility is shared to reduce the number of unused cars in their city, their neighborhood. A few years ago the neighborhood already went through a large transformation because of the development of an underground parking garage with a total of 600 places. In 2019, residents of the Frans Halsbuurt neighbourhood joined with their District Alderman Rocco Piers and city planners to create public amenities in the space freed up by the removal of 600 parking spots. Placing a hub was a logical choice for this neighbourhood as the idea of a car-free neighbourhood is widely held in this area. At three strategic locations in the neighborhood, small hubs are placed.

Final plan Daniel Stalperstraat 28:

- 2 e-bikes
- 1 cargo bike
- The location are placed closely together and work like a back to many system

Final plan Gerard Doustraat 13:

- 2 e-bikes
- 1 cargo bike
- The location are placed closely together and work like a back to many system

Final plan Quellijnstraat 39:

- 2 e-bikes
- 1 cargo bike
- The location are placed closely together and work like a back to many system

2.2.2 Watergraafsmeer Hubs – 2 eHUB locations

Neighborhood vision

Meerdelen is a neighborhood initiative in the 'Watergraafsmeer' area. The inhabitants here want to start sharing e-mobility with each other through means of an eHUB in order to create greener, cleaner air and more room for children to play. They want to organize the eHUB through a cooperation, meaning that they will organize their own mobility (lease) and share this. As a government we will treat them as any other shared mobility company for safety, fiscal en permit regulation. However we do find it interesting to research together with them and some other initiatives to organize a shared mobility organization without profit targets, but merely social targets. In this way we increase resilience of the shared mobility network as well as reducing costs making the eHUB more accessible for different income levels.

Final plan Johannes van der Waalstraat 81

- 2 EV's
- 1 cargo bike

Final Max planckstraat 29

- 1 EV's
- 1 cargo bike

The meerdelen eHUB is live. We are now experimenting with different pricing strategies. Because the citizens own the modes themselves they get a lot more freedom about the business model. For example: people who use the car for trips below 5km pay an extra fee which then is used. Of the four eHUBS in the plan now 3 have been realized

2.2.3 Elzenhagen – 2 eHUB locations

Neighborhood vision

The community block consist of 500 houses for young people of diverse backgrounds (status holders, students and starters) who share the same goal: make a great start in Amsterdam. People living in this community actively contribute to maintaining the grounds, the communal living spaces and outside areas. They see the eHUBS project as another way to contribute to communal living: sharing mobility and improving accessibility to the city. A group of residents was actively engaged in the design process of the hub, facilitated by an organization that is specialized in citizen's engagement and cocreation. To increase the engagement and enthusiasm of the community and to introduce them to the concept of shared mobility, a 'trial day' was organized in cooperation with three mobility providers (Bondi, Check and ShareNow).

Final plan J.H. Hisgenpad 2

- 1 EV

Final plan J.H. Hisgenpad 400

- 1 cargo bike
- 2 emopeds
- 4 ebikes

2.2.4 Chasse – 3 eHUB locations

Neighborhood vision

The chasse neighborhood is a busy, lively and historic area in Amsterdam with limited parking space and busy roads. These characteristics make it a logical area for eHUBS. This neighborhood also contains a mixed group of residents; from students to entrepreneurs and from young families to elderly people. To engage and inform the residents, a 'trail day' will be organized. Furthermore, a questionnaire will be distributed to collect the resident's mobility needs. Based on the input from the questionnaires and the try out day, three eHUBS have been realized at three different locations in this neighborhood. Together they hold:

Final plan Chasséstraat

- 2 e-bikes
- 1 cargo bikes
- 1 e-mopeds

Final plan M.H. Trompstraat

- 2 e-bikes
- 1 cargo bikes
- 1 e-mopeds

Final plan Pieter van der Doesstraat

- 2 e-bikes
- 1 cargo bikes
- 1 e-mopeds

2.2.5 Marine terrain

The Marineterrein is an old base of the navy. Now it's used by the city, startups and knowledge institutes as living lab. This eHUB is framed to be 'an flagship' eHUB where we could demonstrate the new innovations regarding eHUBS in NEW. The modes in this eHUB are provided by a vertical integrated MaaS provider called Hely.

Next to the mobility we also demonstrate charging infrastructure for privately owned LEV'S. There is a green wall of MuurAs. This is a selection of special plants contributing to the ecosystem, but also

watering programs and such. On the roof of the eHUB we are looking to place solar panels so that we can charge the LEV's in the eHUB. This hub will be continuously in development.

Final plan

- 4 e-bikes
- 1 cargo bike
- 1 EV

2.2.6 Zuid Hubs – 3 eHUB locations

Neighborhood vision

The hub at the Boelelaan 30 is situated in a business area. In this area, there are limited parking space provided, resulting in high parking pressure. Placing several eHUBS in this area for both residents as well as commuters and visitors of the area may help further reduce parking pressure by providing a suitable alternative to the cars entering the area.

Final plan Boelelaan 30

- 4 e-bikes
- 1 cargo bike
- 2 EV's
- 1 EV charging station (and the use of an existing charge station)

Final plan Boelelaan 529

- 4 e-bikes
- 1 cargo bike
- 2 Biro's (mini cars)
- 1 EV charging station

Final plan Parnassusweg 126-128

- 4 e-bikes
- 1 cargo bike
- 2 Biro's (mini cars)
- 1 EV charging station

2.2.7 Osdorppelein

Neighborhood vision

A few years ago Osdorp was known for its bad reputation ('probleemwijk'), but in recent years the neighborhood is going through a transformation due to social investments and financial aid that have

turned things for the better. Osdorp is improving rapidly, and new developments - often pricier than older real estate in the area - have triggered the interest of a new, crowd from the city center. This makes it a challenging yet interesting area for introducing shared mobility options. A questionnaire has already been distributed and a surprisingly high rate of residents have already completed the questionnaire.

Final plan

- 2 ebikes
- 1 emoped
- 1 cargo bike
- 1 car

2.2.8 Science Park – 3 eHUB locations

Neighborhood vision

Amsterdam Science Park is an area where companies collaborate with students, scientists and fellow entrepreneurs. In addition, the area contains many living blocks for students, starters and status holders. The aim is to implement several hubs in close cooperation with the University of Amsterdam and the Dutch Research Council (NWO). In cooperation with the UvA and the DRC, an online questionnaire has been shared on multiple websites and through different networks. Based on the input three eHUBS have been realized at three different locations in this area holding:

Final plan Carolina Macgillagrylaan 1672

- 1 EV
- 3 e-bikes
- 1 cargo bike
- 1 e-mopeds

Final plan Carolina Macgillagrylaan 3066

- 3 e-bikes
- 1 cargo bike
- 1 e-mopeds

Final plan Science Park 900

- 4 e-bikes
- 2 e-mopeds

5 Communication

The city of Amsterdam -in close collaboration with the neighbourhood initiative, participation organisation and mobility providers- will provide several communication moments during the development for each eHUB.

Creating awareness about the project

The city will inform the neighbourhood through a general communication campaign. In the first hubs this was through 3 official residents letters that were sent to all citizens around plus minus 500 meter around the eHUBS. Besides the information letter, a digital social media campaign was targeted within 500 meters of the eHUB. Later in the project the official letters were replaced for flyers. Because the means of an information letter was not found to meet the purpose of the eHUBS communication. We received that as feedback from several residents. This information flyer was developed in multiple languages to inform and make people enthusiastic about the creation of eHUBS in their neighbourhood.

Besides communication door-to-door, an animation movie was developed in order to explain the concept of eHUB more clearly and invite people to actively take part in the creation of the eHUB in their neighbourhood.

Parallel this: informative evening sessions were held, where interested neighbourhood citizens are further informed about the project, the process and are invited to play a more active role in the creating of the eHUB.

Besides official channels, the neighbourhood initiative behind the eHUB will use its own communication channels to promote and inform the neighbourhood on the development of the eHUB. A clear call to action will be to join one of several informative evenings, or sign up for more information about the project.

Also, the neighbourhood initiative (together with the participation organisation) will start a campaign to further inform and engage neighbourhood citizens to join the planning phase of the creation of the eHUB. The neighbourhood will be asked (by official letter) to take a vote to determine the mobility providers to receive the permit for the eHUB. The result of this vote will be presented in a final plan.

Informing about the eHUB


In later stages of the development of the eHUBS, the offer and usage of the modes of mobility are promoted to (potential) users. Besides official's communication mobility providers promoted the opening of the hub through their own channels.

Also, the AUAS has done further research that was used and tested how to get the message of 'using shared mobility and reducing car trips' could best be told. This was done by A-B testing various communication messages. This insights were further implemented in the communication campaigns. Furthermore, together with AUAS we started the 'Fynch' pilot. Here 400 car owners got different behaviour interventions to make more use of shared mobility offered in the city. Also we did together with a partner named Marvel a social media campaign where we could track the different messages and click through rates. More about the A-B testing and nudging experiment can be found in deliverable 9.1: *"D.T1.9.1 - Nudging campaigns in cooperation with the network organisations and the public transport providers, having a direct connection with the (potential) end-user"*.

The eHUBS Consortium

The consortium of eHUBS consists of 15 partners with multidisciplinary and complementary competencies. This includes European cities, leading universities, networks and electric and shared mobility providers.



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For further information please visit <http://www.nweurope.eu/ehubs>



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