



CHECK.

Interreg
North Sea  Co-funded by
the European Union

ShareDiMobiHub

CARS IN THE CITY = NOT EFFICIENT.

~20%

of city surface for cars

96%

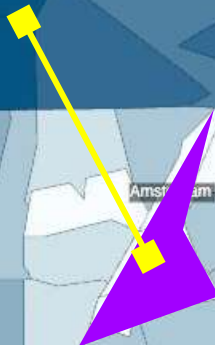
idle time per car

35%

of cartrips is <2 km



11.000 Cars here



= 33% of the surface.

Park: 6% / Drive: 27%

Cars per km2

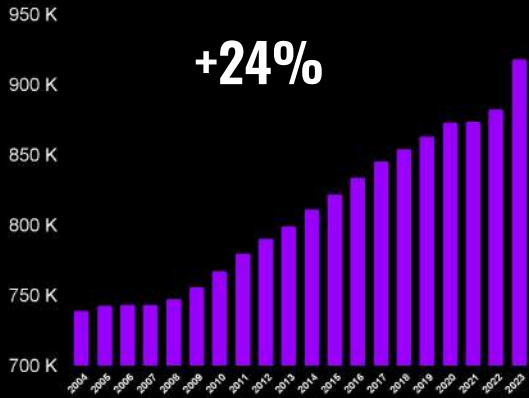
0	- 306
306	- 764
764	- 1.276
1.276	- 1.886
1.886	- 2.524
2.524	- 3.289
3.289	- 4.271
4.271	- 5.093

Bron CBS. Bewerking KIM

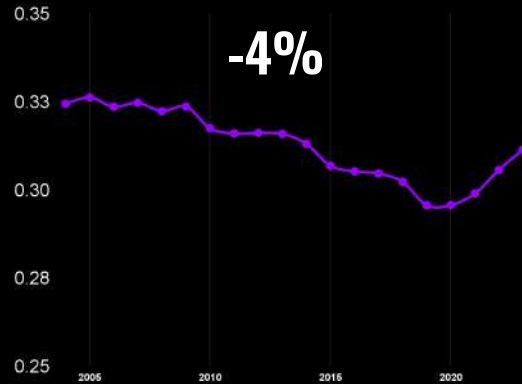


CARS IN AMSTERDAM WILL INCREASE FROM 286K TO 354K (+68K) CARS IN THE NEXT 20 YEARS.

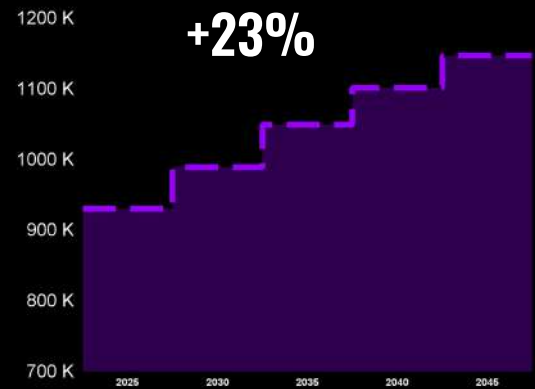
PAST 20 YRS



CAR OWNERSHIP



NEXT 20 YRS





**THE EASIEST WAY
IN THE CITY.**





>1M

signups

20

municipalities in NL

120K

Monthly active users

20M

trips since start

5K

Vehicles

PROFITABLE.



C

**“DATA DRIVES THE
MOST EFFICIENT WAY
THROUGH CITIES.”**





DEMAND & SUPPLY.



WE GEO-RECORD EVERY APP OPEN.

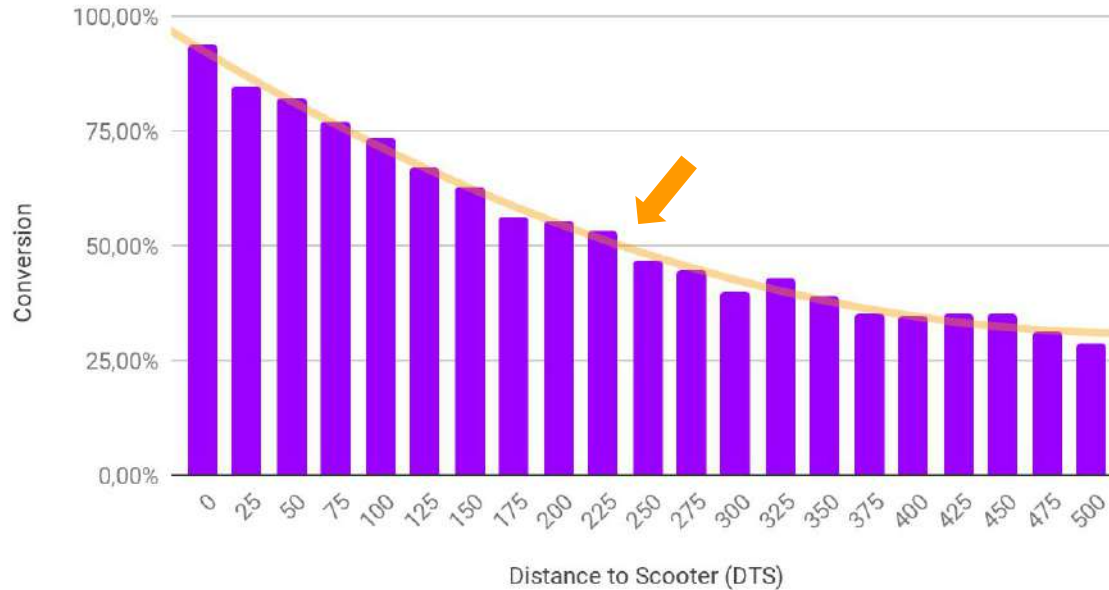
6:00



C

225 METERS IS A CRUCIAL 'BARRIER'.

Conversion versus Distance to Scooter (DTS)





COMPLAINTS

IT ALL STARTS WITH DATA. (RTD <12 MONTHS)

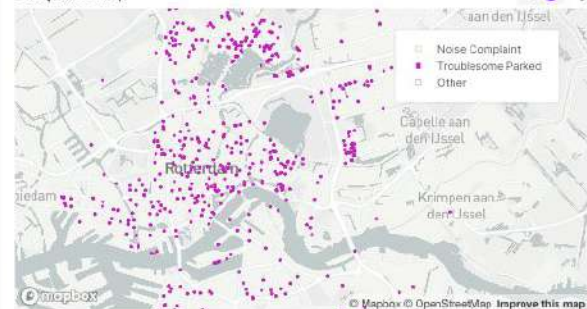


1098
Unique Complainers

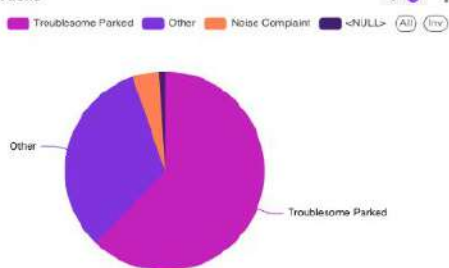


1604
Complaints

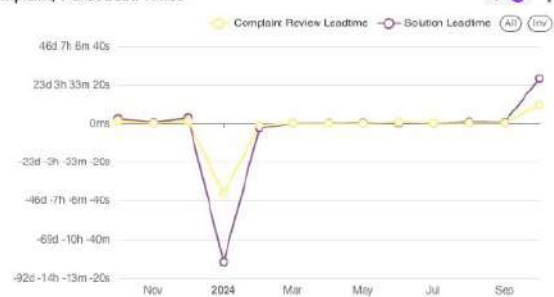
Complaints Map



Complaints Proportions



Complaint/Ticket Lead Times



WE INCENTIVISE **POSITIVE** BEHAVIOR.



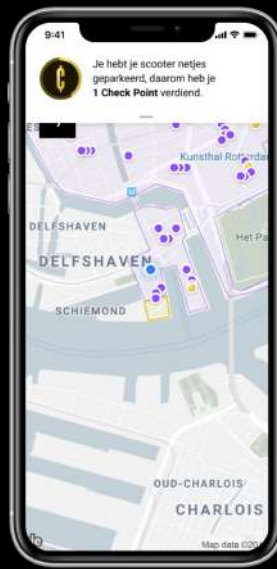
10 COINS = 50%
DISCOUNT.



INCENTIVISE
COMMUNITY.



REWARD GOOD
BEHAVIOR.



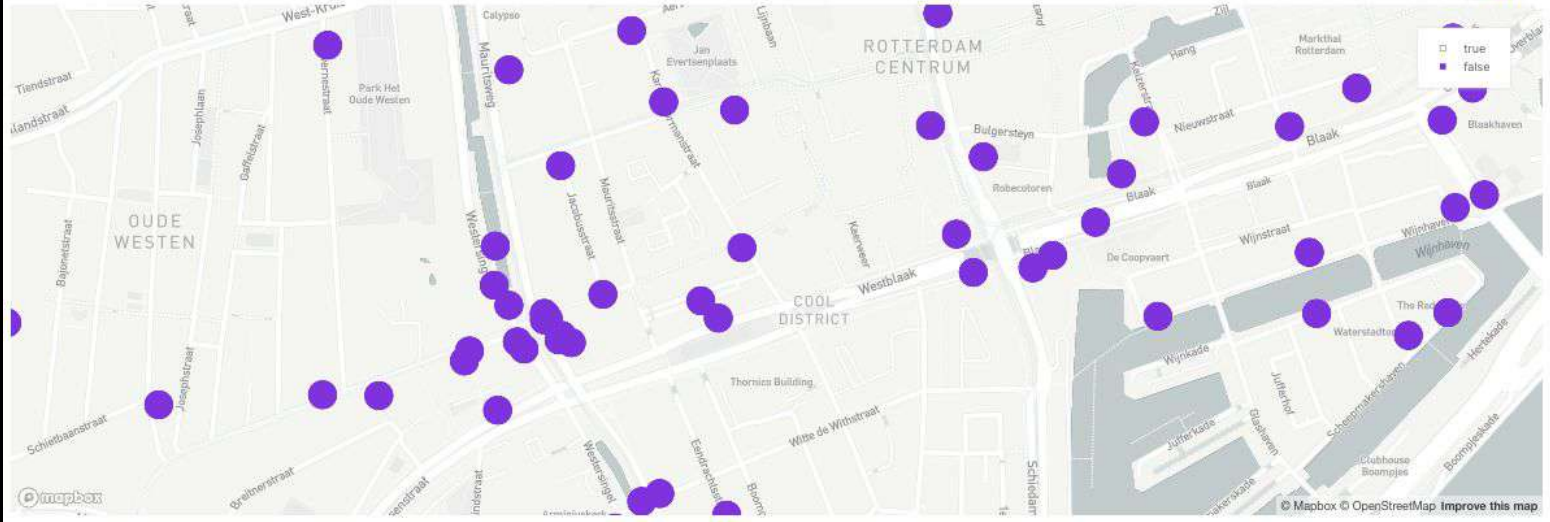
USER ACTIVITY

+15% ↑

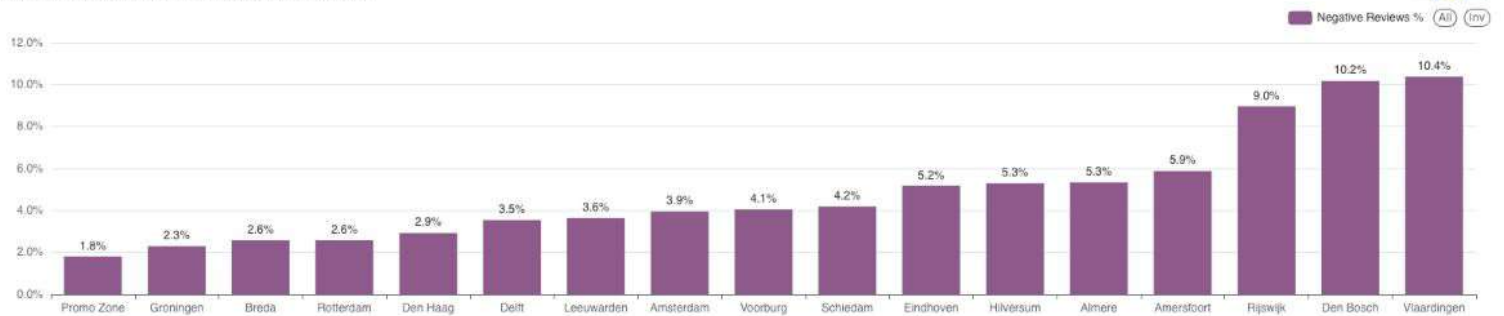
COMPLAINTS

↓ -40%

PARKING REVIEW HEAT MAP



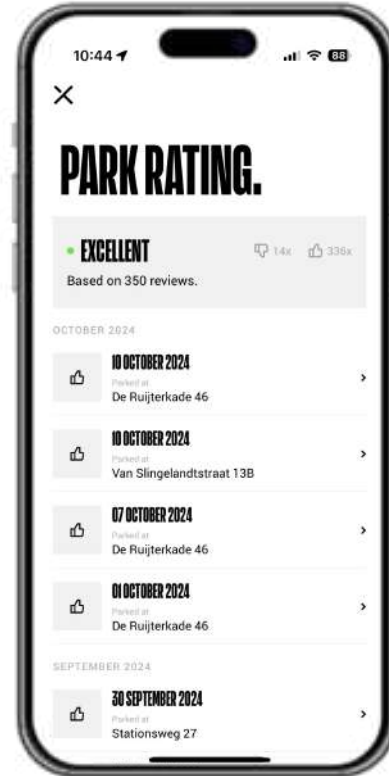
PROPORTION OF NEGATIVE PARKING REVIEW PER CITY



INSIGHTS IN USERS.



INSIGHT FOR USERS.



UPCOMING: "HINDER-TINDER"

Rate Check 🕒



After trip photos



👍 Paul van Merriënboer
15-10-2024 09:46:17



👍 Paul van Merriënboer
15-10-2024 09:46:20



👎 Paul van Merriënboer
15-10-2024 09:46:21



👎 Paul van Merriënboer
15-10-2024 09:46:23



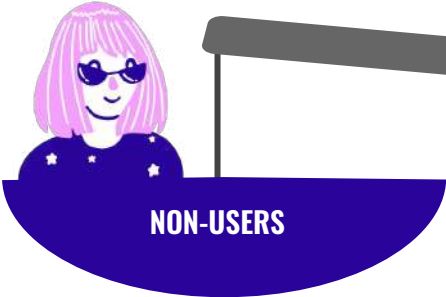
👍 Paul van Merriënboer
15-10-2024 09:46:26



HUBS

PROBLEM: A BALANCING ACT.

I want...
...no nuisance

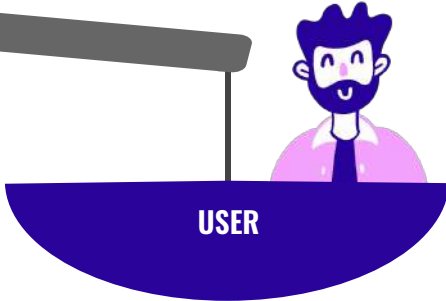


I want...
...a sustainable
business model



OPERATOR

I want...
...ease of use



PHYSICAL + DIGITAL

ONLY DIGITAL

POI
(station, shopping)

NEIGHBORHOOD

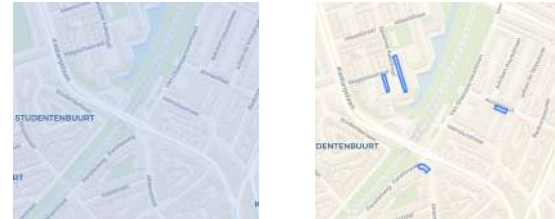
Archetype 1

- Rotterdam Centraal



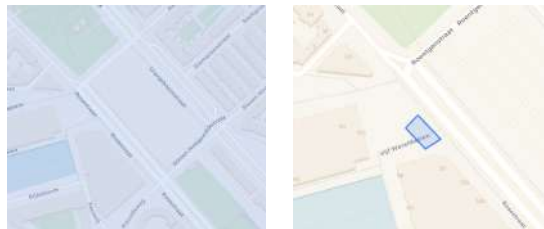
Archetype 2

- Groningen North



Archetype 3

- Rosestraat (Rotterdam)



Archetype 4

- Groningen - diverse neighborhoods



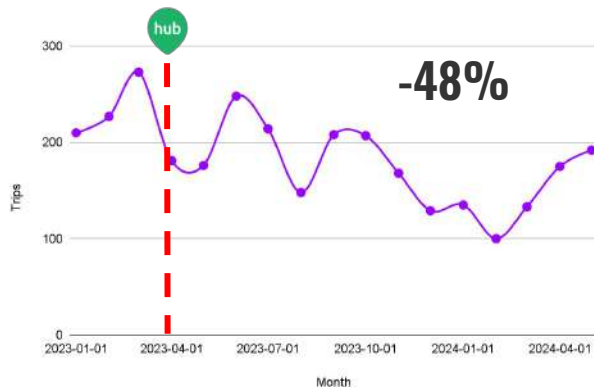
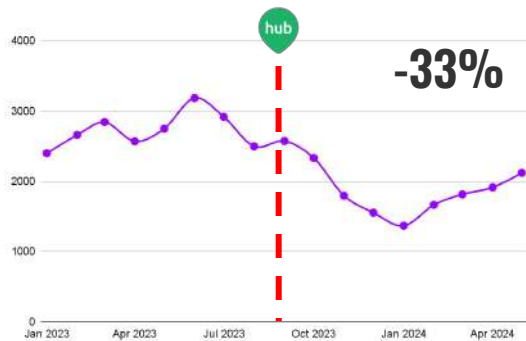
DIFFERENT IMPACT OF ARCHETYPES.



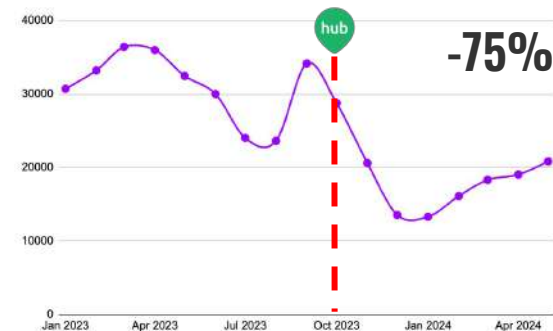
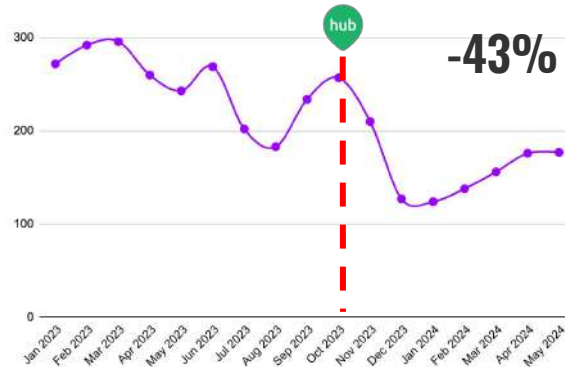
POI
(station, shopping)

NEIGHBORHOOD

PHYSICAL + DIGITAL



ONLY DIGITAL



HOW WE CAN COLLABORATE W/ MUNICIPALITIES.



1.

NEED FOR A HUB

2.

**ANALYSIS +
RECOMMENDATION**

3.

IMPLEMENTATION

4.

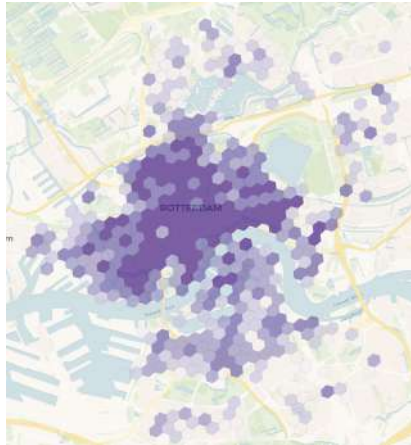
**ANALYSIS &
OPTIMIZATION**



BEFORE HUB.



DEMAND



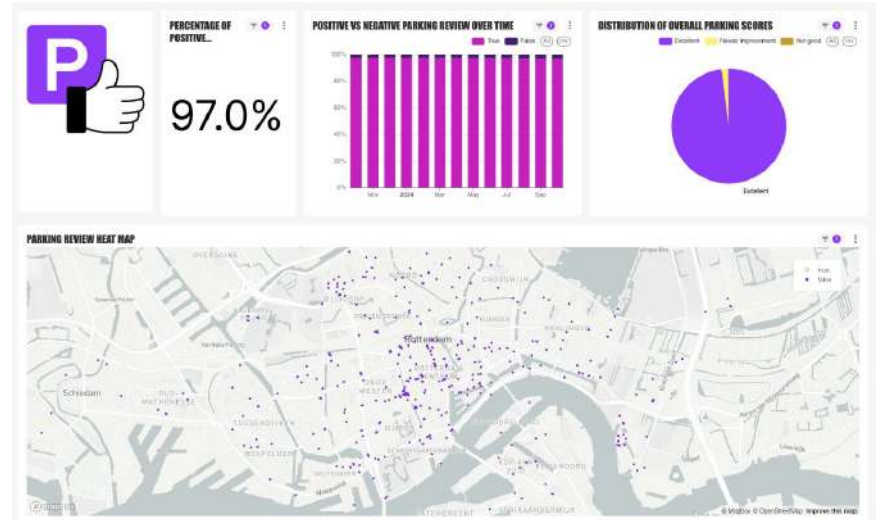
app-opens

DESTINATION.



end-locations

PARKING BEHAVIOR..



MICRO MOBILITY = MICRO MATTERS.

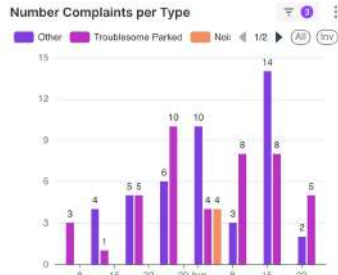
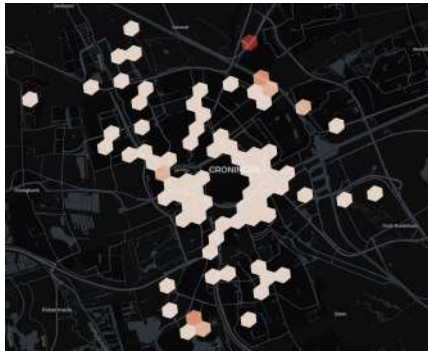
Name	Geometry	centroid_lng	centroid_lat	trip_ends_hh	trip_starts_H	app_opens_H	complaints_H	parking_score_H	supply_H_percentile	Hub Category	Comment
				% Trip Ends inside hub compared to 200m around the hub	% Trip starts inside 200m around the hub compared to the city	% App Opens inside 200m around the hub compared to the city	% Parking Complaints inside 200m around the hub compared to the city	% Positive Parking score in the 200m area around the hub	80th Percentile of vehicles present in the 200m around the hub		
Arbohofplan	POLYGON (5.516329114	51.60746194	51.60746194	0.00%	0.00%	0.04%	0.00%	0.00%	0	Okay (new area)	New area, we would like to evaluate after opening to see how it performs.
Beatrix de Rivier	POLYGON (5.3959	52.09420944	51.45591981	100.00%	9.59%	0.29%	0.00%	58.04%	11	Okay	Okay to move forward
Beigheplan	POLYGON (5.4780	51.47801836	51.48000960	0.00%	0.00%	0.02%	0.06%	0.00%	0	Isolated New Area	Proposed hub location is too far away and isolated from our current service area. We do not see any potential demand there and therefore, would recommend not opening a hub here.
Biederplein	POLYGON (5.0837	5.083735528	51.03663740	11.49%	1.64%	1.66%	0.78%	64.74%	3	No change recommended to current service area	The location is a high demand area. Need more hubs to accommodate the demand. See the examples tab for hotspots of trip ends in this location.
Boulevard Zuid Hoozerveeg	POLYGON (5.4089	5.408902351	51.42293827	29.62%	1.17%	0.77%	0.78%	96.02%	3	More hubs needed	New area, we would like to evaluate after opening to see how it performs.
Breelakkersweg	POLYGON (5.5216	5.52156772	51.44643302	0.00%	0.00%	0.07%	0.06%	0.00%	1	Okay (new area)	The location is a high demand area. Need more and bigger hubs to accommodate the demand.
Busstrak Woonst	POLYGON (5.4755	5.475470568	51.40708147	56.69%	1.69%	0.96%	1.17%	64.53%	7	Proposed hub is small	Proposed hub location is too far away and isolated from our current service area. We do not see any potential demand there and therefore, would recommend not opening a hub here.
De Merel	POLYGON (5.4428	5.442842795	51.46784936	0.00%	0.00%	0.01%	0.00%	0.00%	0	Isolated New Area	Okay to move forward
Festemijn 1	POLYGON (5.4765	5.476461022	51.43742756	87.66%	2.66%	2.87%	0.06%	64.64%	4	Okay	Okay to move forward
Festemijn 2	POLYGON (5.4759	5.475897771	51.43733923	0.13%	2.69%	2.94%	0.06%	54.59%	3	Okay	The location is a high demand area. Need more hubs to accommodate the demand. See the examples tab for hotspots of trip ends in this location.
Geat Adorfstraat	POLYGON (5.4622	5.462187615	51.43681712	33.99%	0.53%	0.52%	0.78%	92.66%	1	More hubs needed	Proposed hub location is too far away and isolated from our current service area. We do not see any potential demand there and therefore, would recommend not opening a hub here.
Hagelwilleke	POLYGON (5.5201	5.520141747	51.46788927	0.00%	0.00%	0.04%	0.06%	0.00%	0	Isolated New Area	Okay to move forward
Kastanjeplein Oost	POLYGON (5.4617	5.461536748	51.41010269	42.22%	0.54%	0.37%	3.13%	95.28%	3	Okay	Okay to move forward
Kastanjeplein West	POLYGON (5.4368	5.436805532	51.41664456	53.63%	0.50%	0.36%	2.73%	93.75%	3	Okay	Okay to move forward
Kerckhofplein	POLYGON (5.4047	5.404708171	51.42008913	0.00%	0.74%	0.64%	1.17%	94.71%	2	No change recommended to current service area	Do not do it because the area is high demand area with high parking scores, suggesting no issues with current system.
Koudebovensingel Zuid	POLYGON (5.5172	5.517174952	51.49011384	0.00%	0.00%	0.04%	0.06%	0.00%	2	Okay (new area)	New area, we would like to evaluate after opening to see how it performs.
Methusalemplein	POLYGON (5.4065	5.40650131	51.43481231	70.41%	1.59%	1.34%	0.29%	55.85%	3	No change recommended to current service area	Do not do it because the area is high demand area with high parking scores, suggesting no issues with current system.
Mimosaoplein	POLYGON (5.4968	5.4968415	51.4212705	4.64%	0.94%	0.66%	1.17%	94.63%	3	No change recommended to current service area	Do not do it because the area is high demand area with high parking scores, suggesting no issues with current system.
Ottenbad	POLYGON (5.4570	5.456916828	51.47684156	0.00%	0.00%	0.08%	0.06%	0.00%	3	Isolated New Area	Proposed hub location is too far away and isolated from our current service area. We do not see any potential demand there and therefore, would recommend not opening a hub here.
Parktheater	POLYGON (5.4652	5.465091017	51.42094448	2.42%	0.68%	0.60%	0.39%	93.01%	2	More hubs needed	The location is a high demand area. Need more hubs to accommodate the demand. See the examples tab for hotspots of trip ends in this location.
Paterskerk	POLYGON (5.4627	5.462570917	51.43814703	48.70%	1.98%	2.01%	0.06%	90.79%	3	More hubs needed	The location is a high demand area. Need more hubs to accommodate the demand. See the examples tab for hotspots of trip ends in this location.
Pinxtenhof	POLYGON (5.4676	5.46761	51.43559305	3.91%	0.46%	0.66%	1.56%	97.21%	2	More hubs needed	Proposed hub location is too far away and isolated from our current service area. We do not see any potential demand there and therefore, would recommend not opening a hub here.
Sprongelbeek	POLYGON (5.4854	5.485626372	51.48683216	0.00%	0.00%	0.01%	0.06%	0.00%	0	Isolated New Area	The location is a high demand area. Need more and bigger hubs to accommodate the demand.
Stadhoudersplein Oost	POLYGON (5.4774	5.477428238	51.495843021	63.08%	0.73%	0.99%	0.39%	64.82%	4	Proposed hub is small	The location is a high demand area. Need more and bigger hubs to accommodate the demand.
Stadhoudersplein West	POLYGON (5.4731	5.473111257	51.468819653	0.00%	1.00%	0.77%	0.39%	95.27%	5	Proposed hub is small	The location is a high demand area. Need more and bigger hubs to accommodate the demand.
Stadhoudersplein Zuid	POLYGON (5.4760	5.4760310241	51.46764932	0.99%	1.72%	1.01%	1.17%	64.72%	8	Proposed hub is small	The location is a high demand area. Need more and bigger hubs to accommodate the demand.
Stadswaardijk Zuid	POLYGON (5.4797	5.479690797	51.42468483	0.00%	0.68%	0.11%	0.39%	100.00%	0	Isolated New Area	Proposed hub location is too far away and isolated from our current service area. We do not see any potential demand there and therefore, would recommend not opening a hub here.
Streekluis	POLYGON (5.4616	5.461621574	51.43884935	3.54%	0.37%	0.46%	0.96%	91.34%	1	No change recommended to current service area	Proposed hub is small and in a narrow street, which might lead to complaints recommending to keep it non-facing.
t Karpeit	POLYGON (5.5213	5.521201754	51.44554479	0.00%	0.00%	0.06%	0.06%	0.00%	1	Okay (new area)	New area, we would like to evaluate after opening to see how it performs.
Trompsstraat	POLYGON (5.4764	5.476403393	51.45145764	4.22%	1.12%	1.15%	0.06%	93.90%	2	Proposed hub is small	The location is a high demand area, but the proposed hubs are small. Need bigger hubs to accommodate the demand.



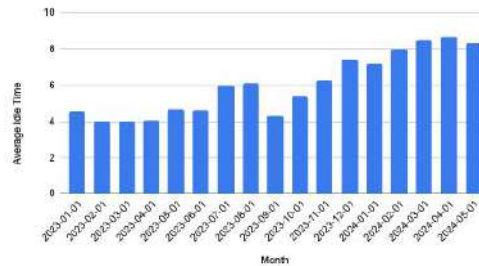
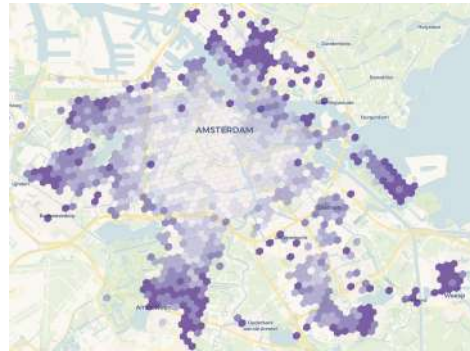
AFTER HUB IMPLEMENTATION.



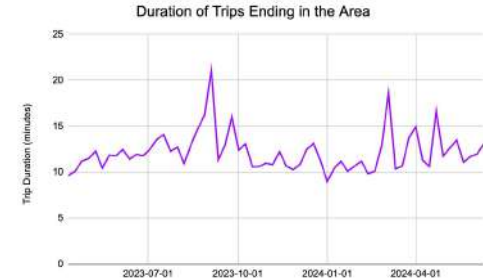
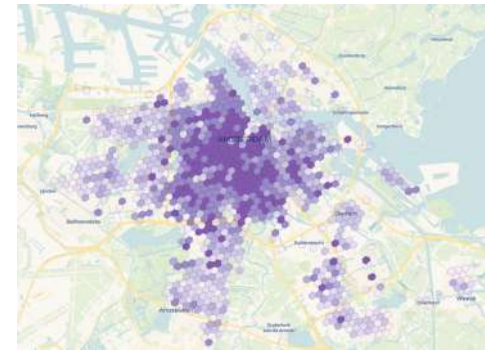
COMPLAINTS.



IDLE TIME.



TRIPS.



INTEGRATION OF NATIONAL IDENTITY IN APPS.

