

Meeting	FORMForum
Speaker	Martijn de Kievit
Date	19/10/2016

The meaning of transportation in an urban context

Urban context

- Challenges for mobility in an urban context
 - Traffic safety → why are humans still driving?
 - Traffic jams → who is on the road and why?
 - Environmental impacts → what impacts do emissions have on e.g. health?
- Innovative solutions necessary, including redesign and/or development of the existing transport system



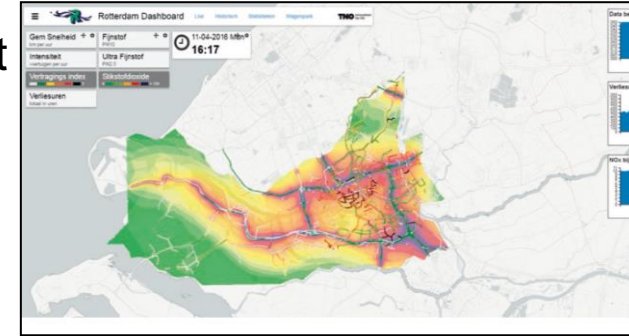
Urban mobility future



- New modalities
- New needs
- New organisation (PPS & BM)
- Data (big, sources, sensors, real-time)
- New solutions (MaaS, Automation, sharing)



- Impacts of these trends and how to implement focus for EARPA → Make the 'right' choice!



Focus EARPA on implementation

- Understanding human behaviour
- Integrated urban planning solutions
- Clear impacts for policy making
- Develop innovative business models



Traffic Inducing Traffic



Frank and Ernest



Questions?





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