An alternative discussion on mobility management

31 May 2018 | Hidde Westerweele
Searching for the benefits
Stimulating the interaction between these three stakeholders can help to improve the (cycling) environment.
Provide network
Improve network

Corporate social responsibility

Healthy employees have fewer health claims
Searching for proper tooling
NHTV Breda

<table>
<thead>
<tr>
<th>Data</th>
<th>N-GEBOUW</th>
<th>H-GEBOUW</th>
<th>G-GEBOUW</th>
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</thead>
<tbody>
<tr>
<td>Gemiddelde Reisafstand</td>
<td>25 km</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aantal Werknemers</td>
<td>412 werknemers</td>
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<tr>
<td>Gemiddeld aantal Werkdagen</td>
<td>4 dagen</td>
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<tr>
<td>Aantal Parkeerplaatsen</td>
<td>400 parkeerplaatsen</td>
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</tr>
</tbody>
</table>

Rapportcijfer

4.5 Mobility score

Aantal deelnemers enquête

350/412
mobility score

- Difference between score for employees, employers and government?
- How to determine the score?
potential modal split
• collect/validate data
• stakeholder involvement
• WHY
Tailored fit measures
Suitable solution for all parties
- More effective moma measures
- Alternative discussion
- Stakeholder involvement
- Policy based on data
The proof of the pudding is with the eating
Enhance policy making in the domain of mobility and spatial planning by developing research innovations based on new technologies which are directly applicable in practice:

- A VR simulator for cycling
- Online cycle network performance toolkit