



**MAAS**

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# Heijmans

Shared Mobility

Heijmans is a listed company that combines activities related to property development, construction & technical services and infrastructure in the fields of Living, Working and Connecting.

Started in 1923  
Turnover: 2 billion

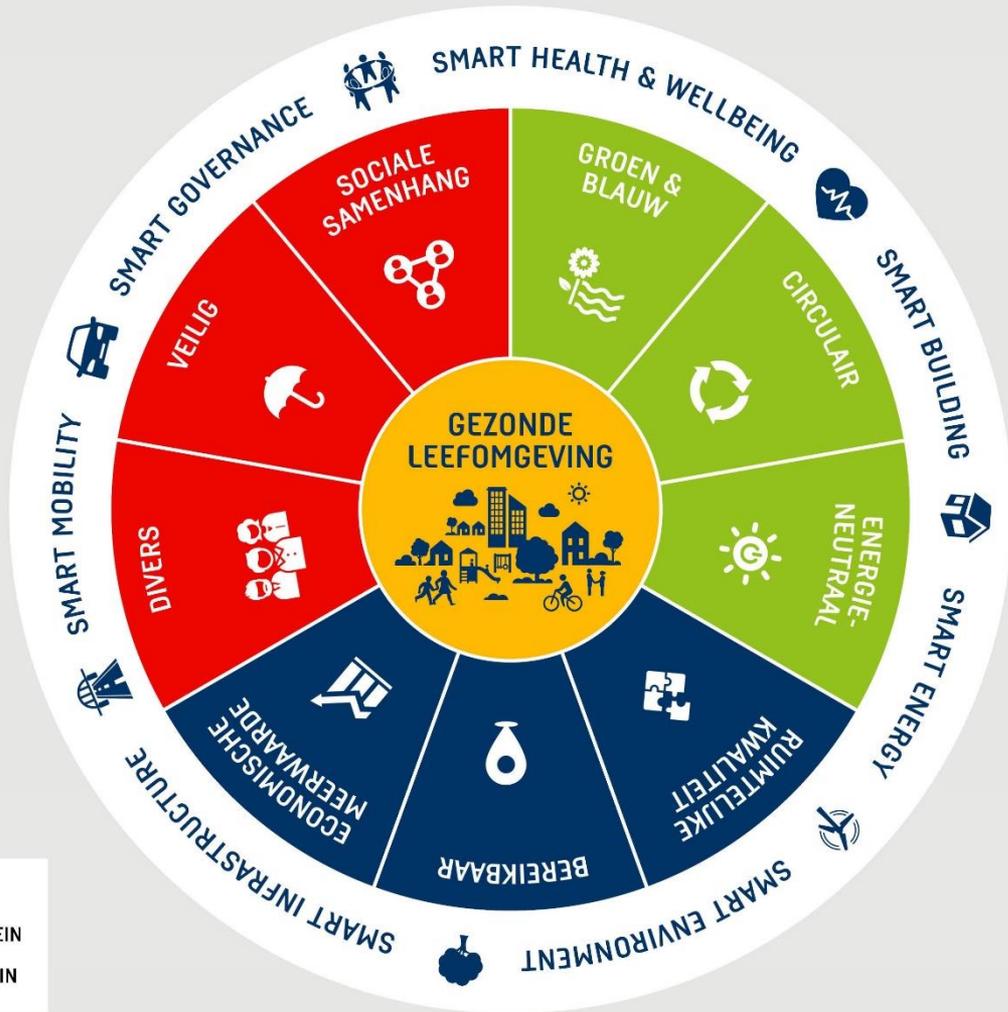
# Strategic context

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**Our ambition** is to achieve a healthy living environment. We want to make healthy living possible and accessible for everyone. Everyone wants clean air, to live in a nice area, to work in a decent workplace and to get from A to B safely.

We are working towards this for **various target groups**, such as residents, visitors, employees, entrepreneurs, managers, directors and all other users and stakeholders in our sphere of operations

We are working towards this from the perspective of our knowledge and experience in terms of **living environment design**. That is our expertise, that is our added value. We distinguish ourselves in our domain due to our integrated approach, focused on social task(s)



# Accessibility

## TODAY

‘There have been several revolutions in the way in which people get around: from on foot to animal-drawn mobility, to vehicles powered by combustion engines. The next mobility revolution is under way today: that of shared mobility aka Mobility As A Service’ (OECD)

Urbanisation is on the increase in the Netherlands, putting additional pressure on public space. Cars are parked 95% of the time. This is prompting the government to use shared mobility as a means of reducing the number of parking spaces. Various studies and articles suggest that 1 shared car can replace 10 private cars.

Most people are proud of having their own car. ING carried out a study into shared mobility at European level. What was striking is that Dutch people have relatively little emotional investment in their cars.

# MARKET IN THE NETHERLANDS

## SHARED MOBILITY

- Many parties are struggling with the question: what is the future of Mobility?
- Robust demand on the part of local authorities & Developers for (Shared) Mobility and HUBS
- Lots of minor parties (start-ups) offering individual products and services
- Major parties such as Shell and DHL are exploring this market
- Few successful solutions as this is regarded as a product & problem
- Transformation from mobility to MAAS = Service

# THE WISH

WHO WOULDN'T WANT TO LIVE BY A PARK,  
A SQUARE OR A LAKE?  
THERE IS A REASON WHY THESE LOCATIONS ARE THE MOST EXPENSIVE.  
SO WHY DO SO MANY PEOPLE LIVE BY A CAR PARK?



<https://www.collegevanrijksadviseurs.nl/projecten/panorama-lokaal/blog-minze-walvius>

# REALITY

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# Thinking differently

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# NEEDS

## SHARED MOBILITY

- Local authorities: Strategic partner doing this, more in the hubs, P&R, parking availability: **Making things hassle-free**
- Developers: Solving a problem: **No Hassle**
- User: **Accessibility**. From A to B, as safely, dry and quickly as possible. And **Saving costs**
- Car park operators: **New Business Models**
- Other parties such as Shell and DHL: **expanding their services**



# THE SWAPFIETS GENERATION

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# When MAAS will be successful

## SHARED MOBILITY

### Characteristics location:

- Low parking availability / high density
- Close to public transport hub
- Paid parking
- Charging infra
- Concession on energy and mobility

### Characteristics project:

- Parking publicly accessible.
- Distinctive housing supply (with high-quality mobility)
- Number of properties (20 – 50 properties per shared car)
- Phaseability
- Owners' association construction
- Green project, sustainability a high priority

### Characteristics everywhere:

- Do not regard MAAS as a plot solution, but integrated
- Offer MAAS instead of shared mobility, deploy according to need
- Capitalise on trend from owner to user
- Guide people from start of sale to delivery and beyond

# EXPERIENCES HEIJMANS

## SHARED MOBILITY

- We are using shared mobility in >10 of our area developments.
- The cars are used on a daily basis in our projects. The proportion of users varies from 10% to 60% of the residents that one of our ongoing projects encompasses. This is largely determined by location, target group and number of parking spaces per residential property.
- Accessible to all, by means of free introductory offer.
- Wide-ranging use of cars and they are even used to go on holiday for a fortnight.
- The range is being expanded in several projects.
- The number of parking spaces has been reduced in several projects, with no parking issues arising as a result.
- SKO improvement

# EXPERIENCE



TIMMERHUIS, ROTTERDAM

ENERGY QUARTER, THE HAGUE



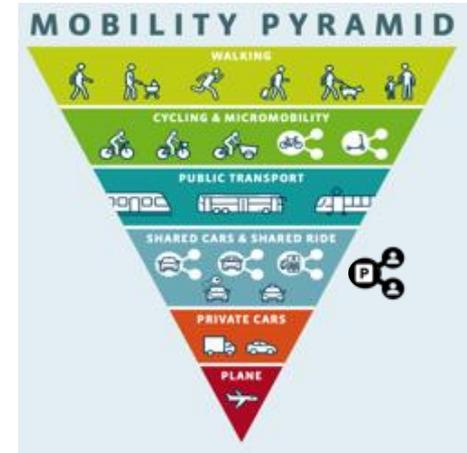
MAANWIJK, LEUSDEN



# OPPORTUNITIES MOBILITY HUBS

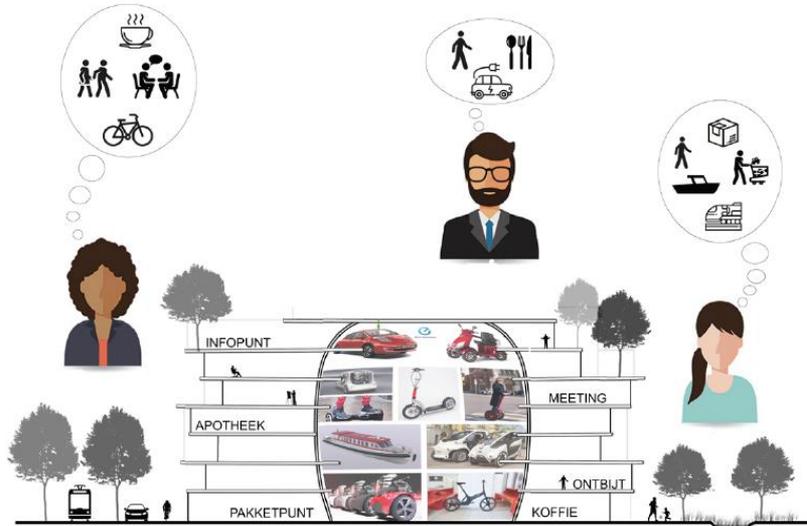


COMPOSITION OF A DISTRICT  
BASED ON BEHAVIOUR AND  
SAVINGS ON  
(PARKING AND  
TRAFFIC) SPACE



# OPPORTUNITIES MOBILITY HUBS

## SHARED MOBILITY



Doorbalkafiets, waarmee ondernemers hun eigen goederen bij klanten/andere winkels kunnen bezorgen



Pakketkluisen (24 uur per dag zelf ophalen)



Stop en drop voor horeca beleving in combinatie met terrassen (dubbel ruimtegebruik)



App van Confy: buurtwerk waarin je bepaalt met wie je tegelijk (gebundeld) pakketjes ontringt



Bezorging van pakketten bij een ophaalpunt bij een ondernemer of bewoner uit de buurt



Pakkehuba buiten binnenstad met gebundelde beleving in de straat (schoon vervoer)



Sleutelbevoorrading horeca: maakt bundeling door zelfde leverancier in de straat mogelijk



# MOBILITY HUBS

## SHARED MOBILITY

- Rise of sharing
- Mobility innovations
- **ENERGYTRANSITION**
- Urbanisation
- Demographic developments



**ANY QUESTIONS?**

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heyjans