



GREEN | INNOVATIVE | SUSTAINABLE | SAFE
Mobility 2040 Implementation Programme

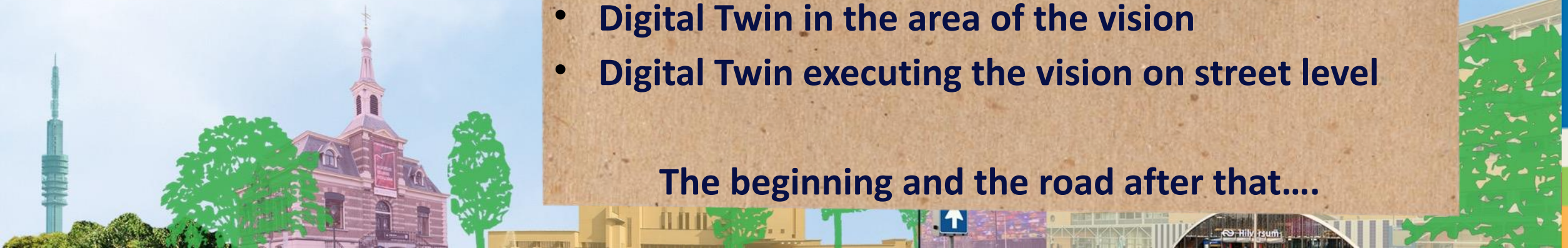
Programme



**From mobility vision 2040
To
executing of the mobility vision 2040**

- **Digital Twin in the area of the vision**
- **Digital Twin executing the vision on street level**

The beginning and the road after that....



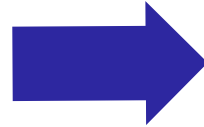


Where are we now?

MOBILITY VISION 2040

2021

- Mobility Vision 2040 set by the council
- Commitment to environment, innovativeness and sustainability



IMPLEMENTATION PROGRAMME MOBILITY 2040

2022 – 2023

- 11 sub-studies
- Creating an interactive map
- Participation



IMPLEMENTATION PROJECTS MOBILITY 2040

2024 – 2040

- Various implementation projects



Mobility vision 2040..




Ingrediënts:

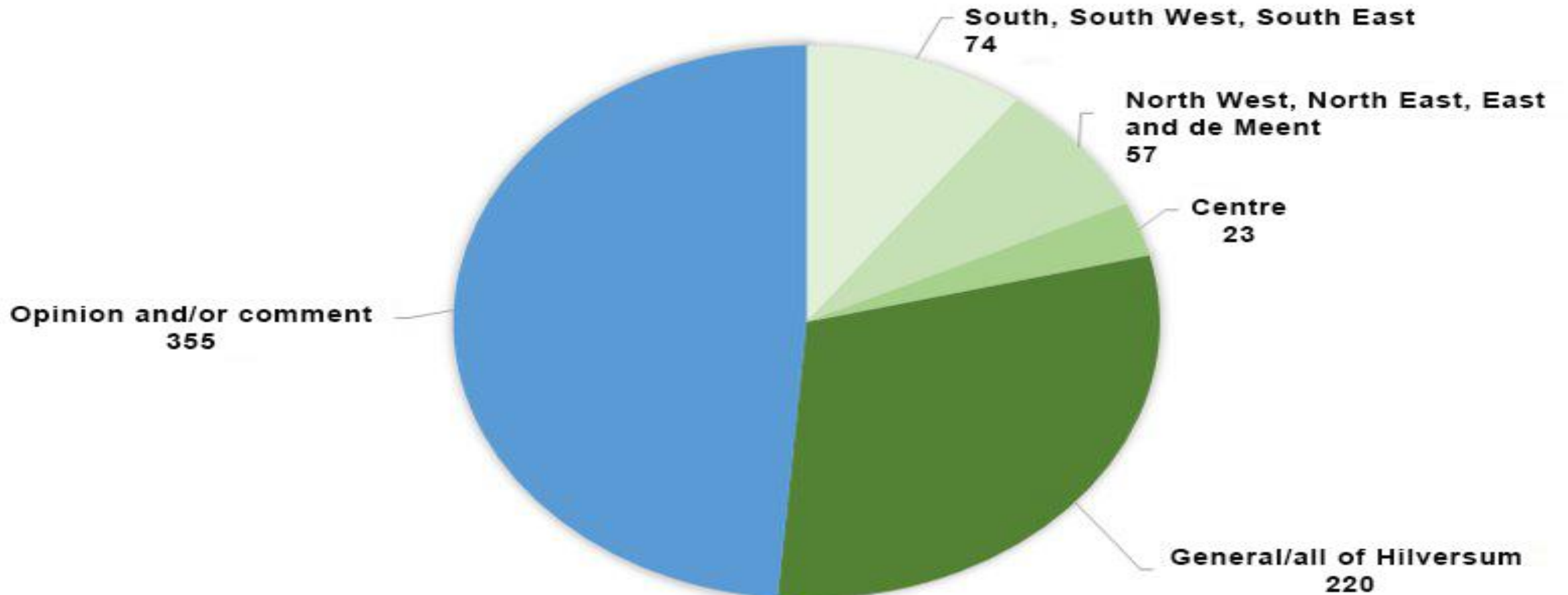
- **Participation**
- **Determination on what kind of city you wanne be in 2030/2040?**
- **Sustainable, liveable and green city**



Executing Mobility vision on a street level

- 
1. Creating a car-free city centre and expanding the 30 km/h zones
 2. Improving access to peripheral roads and expanding the 60 km/h zones on provincial roads
 3. Better facilities for slow transport
 4. Creating chain mobility and development of public transport hubs
 5. Creating shared transport, including from public transport hubs
 6. Determining zero-emission zones
 7. Phased creation of three logistics hubs
 8. Working with companies to reduce both outbound and inbound commutes (hybrid working)
 9. Parking policy including norms
 10. Introduction of a finely meshed transport network
 11. The possibilities of smart mobility

The municipality worked on 374 of the 729 points



Proposed measures | all of Hilversum



autoluw

CAR-FREE CITY CENTRE
inner ring / all of Hilversum?

Substantive



minibussen

FINELY MESHED TRANSPORT NETWORK

Process



30 km

30 KM
All of Hilversum?

Partially substantive and process



fietsroute

HIGH-QUALITY CYCLING NETWORK
regional

Partially substantive and process



connected hub

CONNECTED HUBS urban logistics
E-transport/hydrogen

Partially substantive and process



deelscooter

SHARED TRANSPORT

Partially substantive and process



SLOW TRANSPORT
Residential and pedestrian streets including pavements

Process



Zero emissie zone

ZERO-EMISSION ZONE(S)

Partially substantive and process



parkeer

TIGHTENED PARKING POLICY
Incl. innovative norms

Partially substantive and process



Park and Bike

PARK & BIKE
PARK & RIDE

Partially substantive and process



Park and Ride

CHAIN MOBILITY
PUBLIC TRANSPORT HUBS

Partially substantive and process

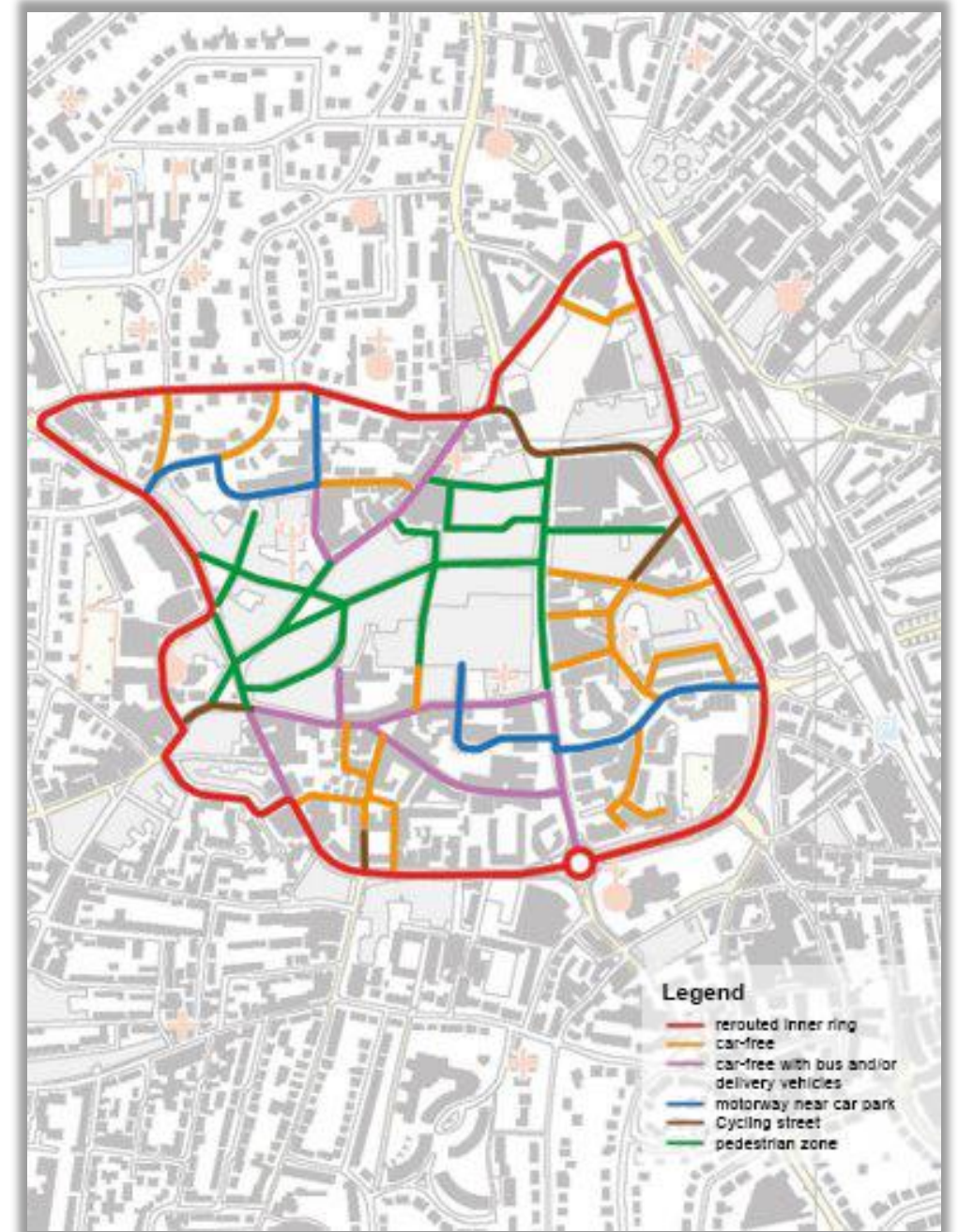


TRAFFIC SAFETY

Partially substantive and process

1. Creating a car-free city center and expanding the 30 km/h zones

- Speed limit reduced to 30 km/h inside the central ring
- This concerns streets including Groest, Herenstraat, Veerstraat and Langestraat
 - Herenstraat will be set up as a designated cycle route
 - Bussumerstraat will be set up as a designated cycle route where cars are seen as guests
- Research into options for reducing the speed limit to 30 km/h in other parts of the central ring, for example from Spoorstraat to Naarderstraat, and from 's-Gravelandseweg to Gooilandplein.



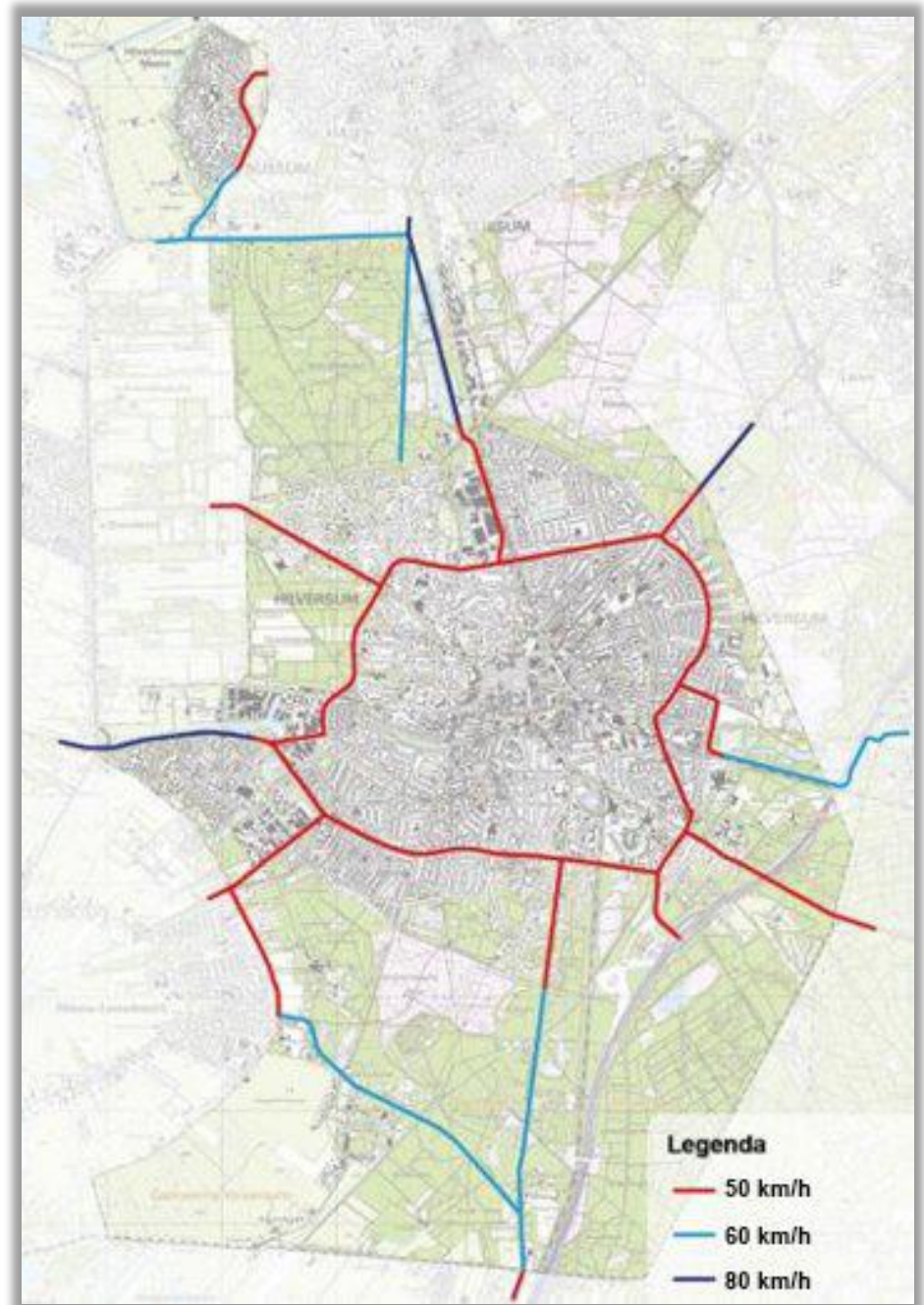
Implement 30
km/h
everywhere; the
radial roads will
stay at 50 km/h
until 2030.

Why?

- Research has been carried out on the 30 km/h zone
- The infrastructure needs to be adapted
- More than just putting up signs is needed
- More space for cyclists is needed
 - a separate cycle path or parallel road
 - a safe crossing
 - clear separation of the direction of traffic, preferably without parking spaces
- Asphalt must be replaced
 - speed bumps cause an increase in noise pollution
 - increase in CO2 emissions due to the need to brake for every speed bump
- Emergency services must be taken into account
- Supplying supermarkets must be able to be done properly and efficiently
- This is supported by organisations like the SWOV (National scientific institute for road safety research) and ANWB (Royal Dutch Touring Club).

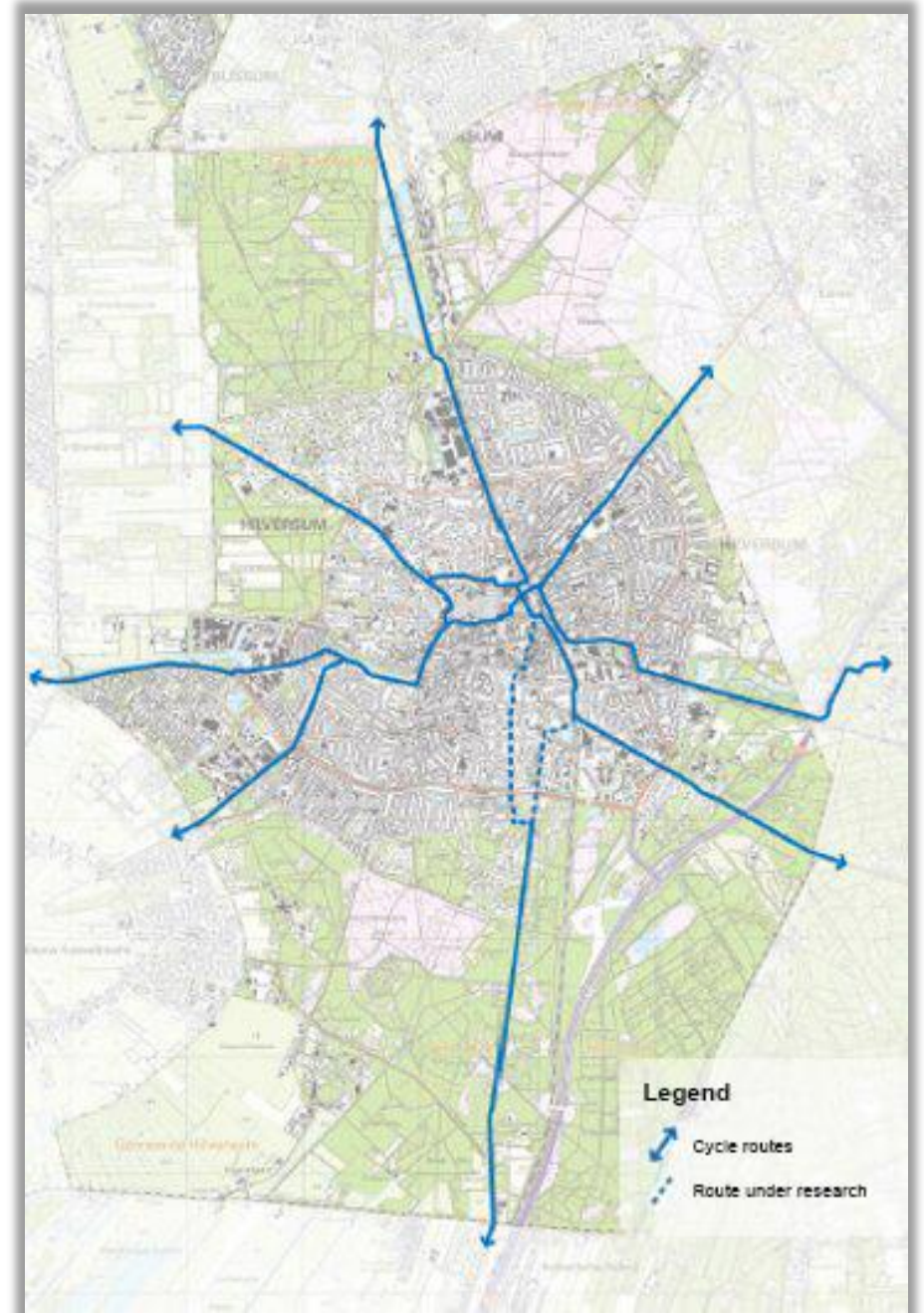
2. Improving access to peripheral roads and expanding the 60 km/h zones on provincial roads

- Intersection optimisation at Den Uylplein and optical road narrowing of Johannes Geradtsweg
- Deepening the railway underpass viaduct in combination with the closure of Sumatralaan-zuid along with the Insulindelaan
- Further research into adjusting digital information in navigation systems for a better traffic flow
- Research into downgrading provincial roads from an 80 km/h zone to a 60 km/h zone, including the N201
- Research into the possibility of removing cyclists from the Diependaalselaan / Utrechtseweg roundabout and having them cycle via the Pieter de Hooghlaan



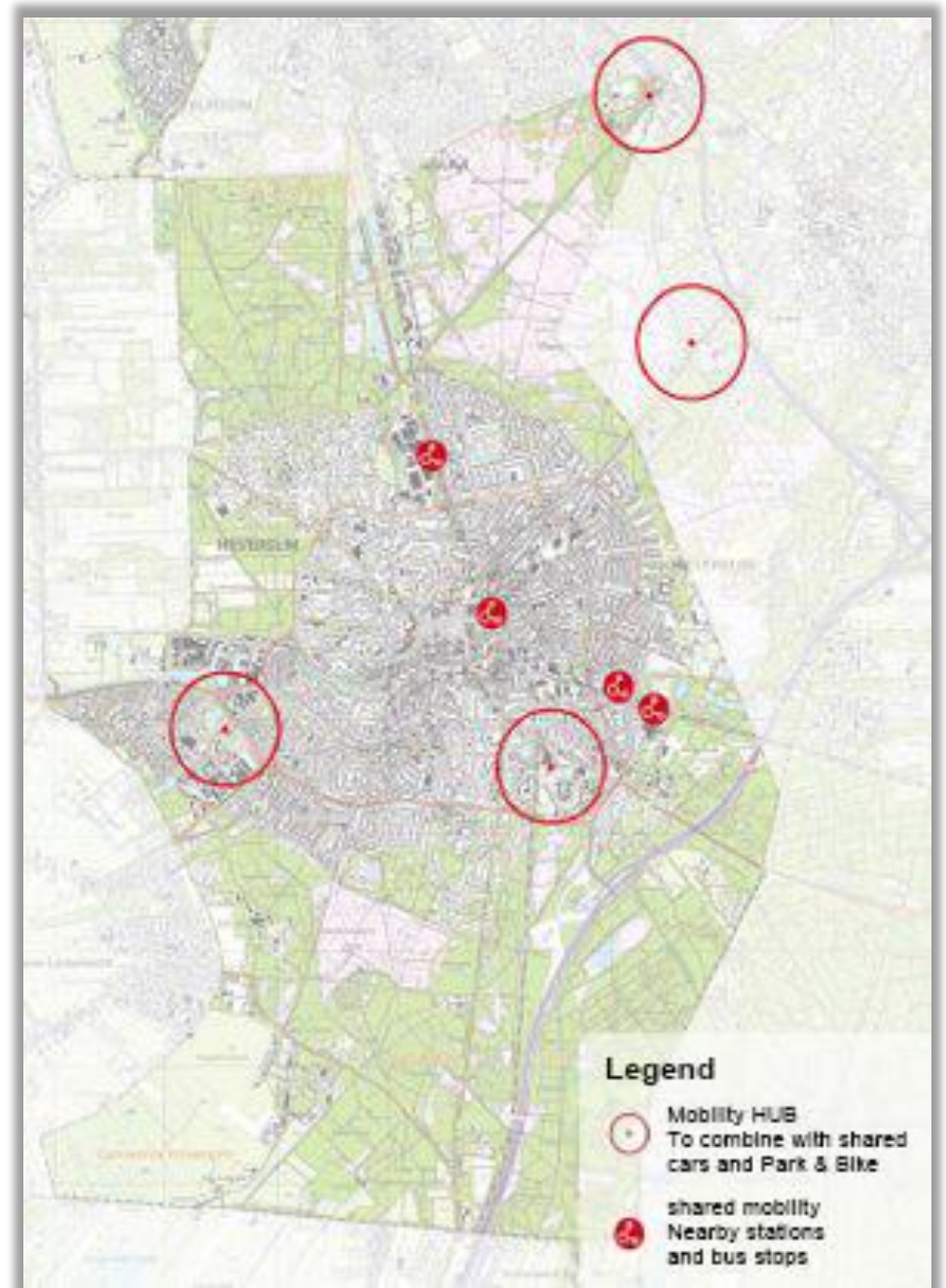
3. Better facilities for slow transport | Dutch "STOMP principle"; walking, cycling, public transport, MaaS (Mobility as a Service)

- Walking and cycling routes that are social, safe, easily accessible and comfortable, supported by good facilities
- Optimisation of the mobility network
- Collaboration agreements with schools aimed at changing behaviours and, where necessary and possible, tailored to the physical layout
- Research into and provision of 4,000 additional bicycle parking spots
- Improving traffic safety near schools and sports parks
- Creation of five cycle routes. Namely: Hilversum to Huizen – Loosdrecht – Amsterdam – Amersfoort – Utrecht



4. Creating chain mobility and development of public transport hubs

- Research into four mobility hubs, namely:
 1. Crailo neighbourhood / bus station / carpool site (Tergooi) Blaricum
 2. La Place – Larenseweg
 3. Arenapark, near Sportpark station
 4. Circusterrein / Kerkelanden
- Encouraging chain mobility: door-to-door travel using a combination of all possible modes of transport, including walking, cycling and public transport.
- Encouraging shared transport both from transport hubs and from different districts



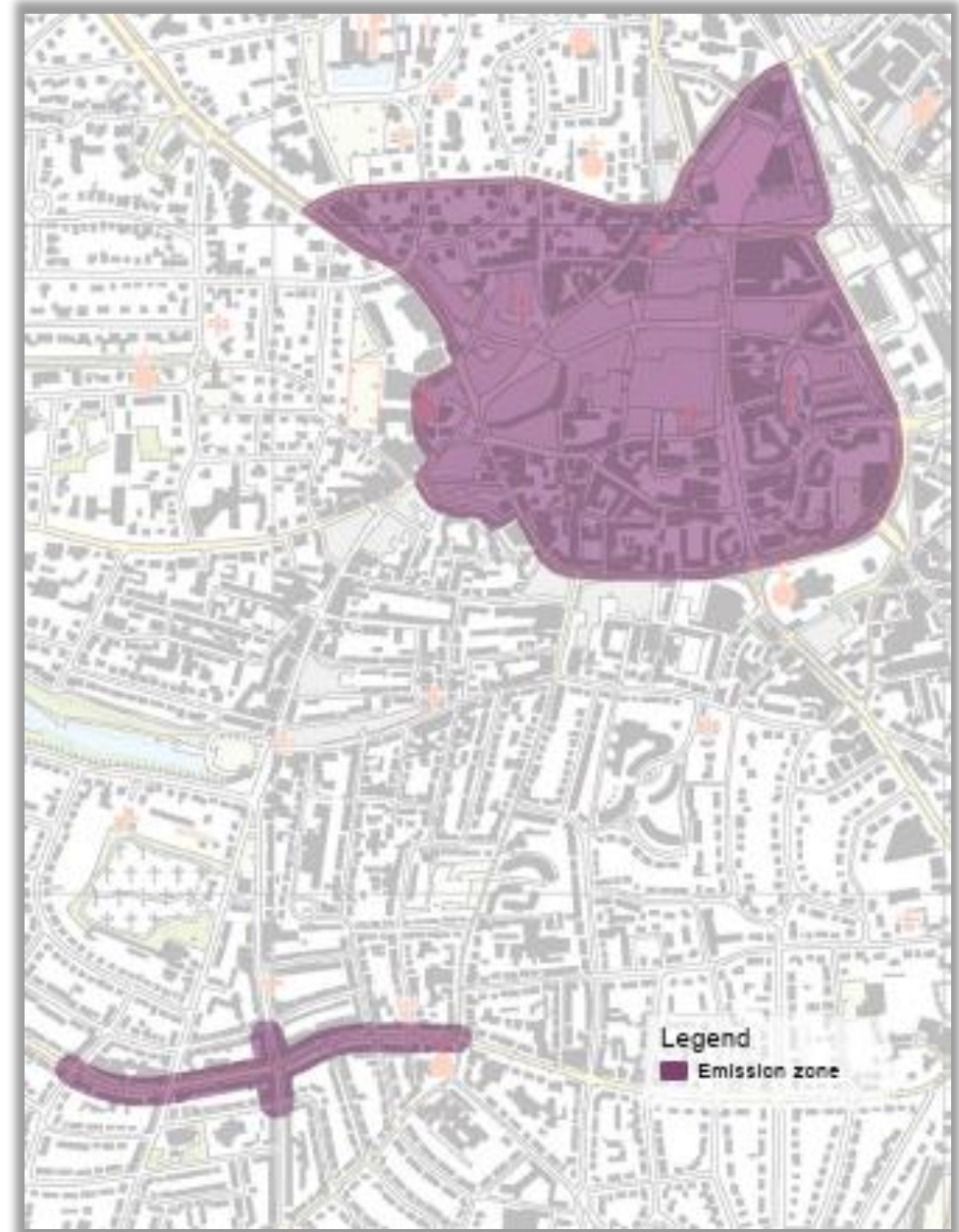
5. Creating shared transport including from public transport hubs

- Shared cars, scooters, foot scooters and bicycles are all means of transport that can be put to use where needed in Hilversum:
 1. Encouraging shared transport
 - The starting point and objective is to have two parking spaces for two car-share cars for every four streets in Hilversum by 2030.
 - By 2040, every street in Hilversum should have two car-share spaces.
 2. Regulating shared transport (shared transport policy)
 3. Expanding shared transport at public transport hubs



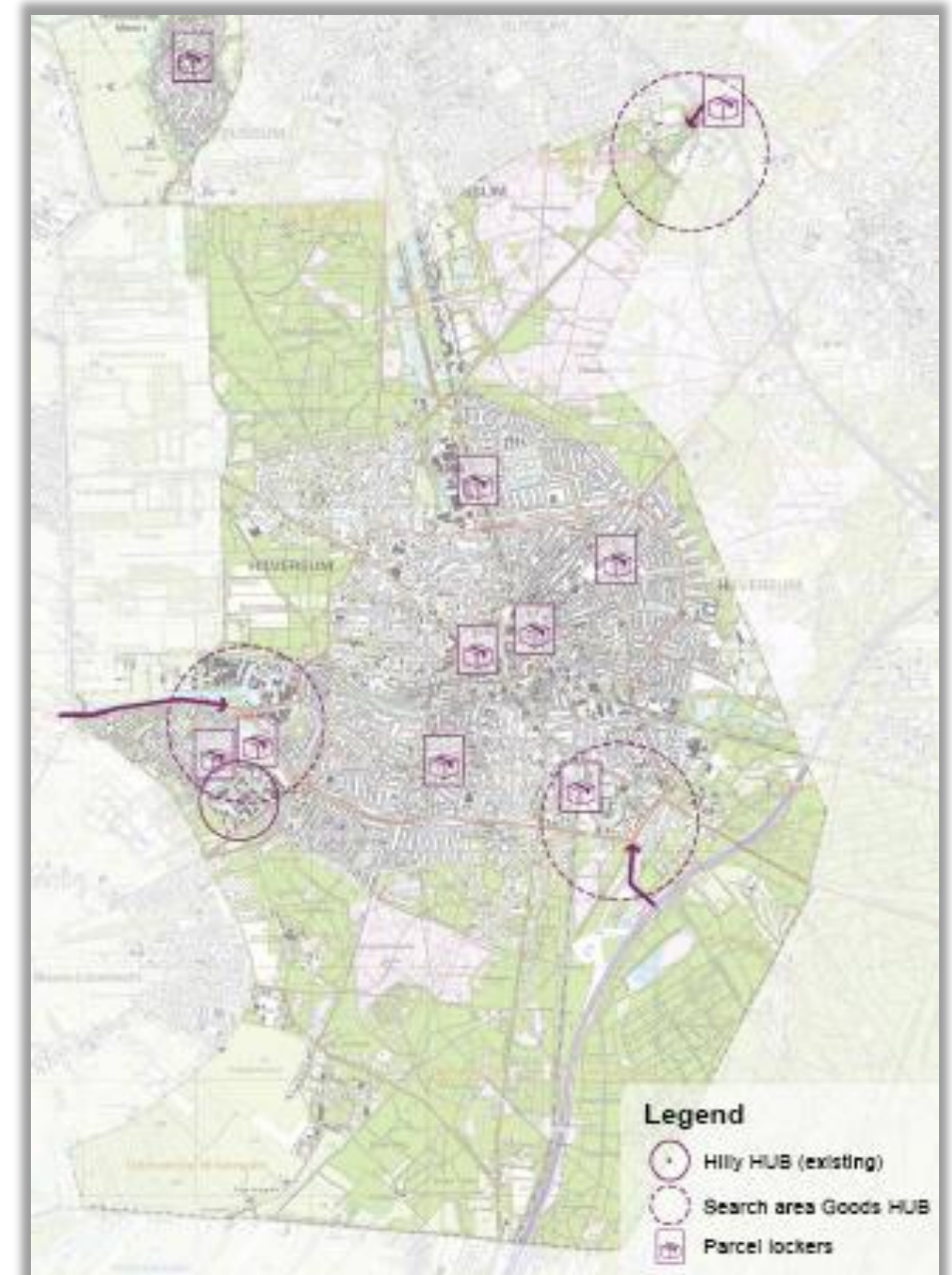
6. Determining zero-emission zones

- Encouraging shop deliveries by electric transport
- From 2023, preparations will be made for the implementation of a zero-emission zone in the centre and Marktpluin
- Expanding the zero-emission zones including Gijsbrecht van Amselstraat
- Implementation of the zero-emission zone on 1 January 2027
- Transitional arrangements for vans and lorries running on fossil fuels: the zero-emission zone can enter into force in 2027 or 2028 for van traffic and in 2030 for lorry traffic



7. Phased creation of three logistics hubs

- The following locations will be studied during 2024 – 2026:
 1. Zuidwest industrial estates (this where the Hillyhub is currently located)
 2. Arenapark and the area around it (close to the A27)
 3. Crailo neighbourhood (close to the A1)
- Drawing up a policy for parcel lockers and their locations
- Reducing the number of traffic movements for parcel deliveries, particularly in residential streets



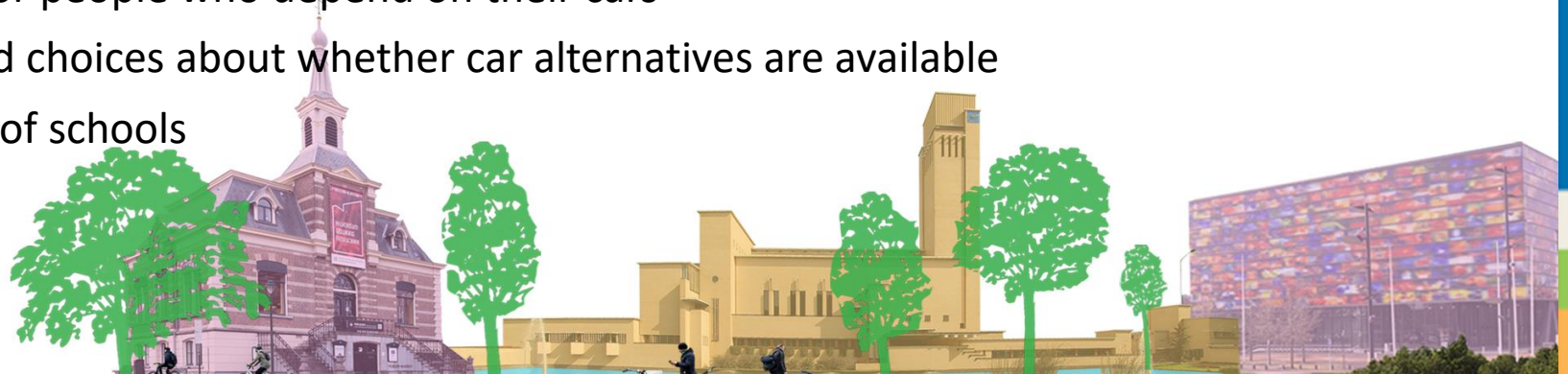
8. Working with companies to reduce both outbound and incoming commutes (hybrid working)

- Actively focusing on mobility management by and for companies
- By encouraging alternative transport and hybrid work, the number of traffic movements in the town, for both residential and work purposes, will be reduced
- Industrial estates such as the Arenapark and Media Park, but also industrial estates that are under development such as Werf35 and the Circusterrein



9. Parking policy and norms

- Reduce the amount of space occupied by parked cars; create more space for greenery, play areas, better cycling facilities and footpaths
- Encourage the use of existing (unused) parking spaces
- Step-by-step approach
- New developments must provide on-site parking (no parking permits)
- Encourage walking, cycling, public transport and car sharing
- No changes to current parking permits
- Parking must remain available for people who depend on their cars
- Enable people to make informed choices about whether car alternatives are available
- Custom solutions in the vicinity of schools



9. Parking policy and norms

Note on parking norms

- Applies to new urban developments!
- Objective: less space taken up by cars
- Lower basic norm
- Lower visitor norm for residential housing
- Compensation option for small projects up to 3 parking spaces
- Compensation option of up to 50% in regulated parking areas
- Responsibility lies with the property owners
- No parking permit rights

Parking policy

- Extend regulated parking to the outer ring
- New parking permit requests restricted to 1 per address
- Except inside the expansion areas (initially 2 parking permits)
- Visitors of residents get 50% discount through a visitor scheme
- Implementing licence-plate parking
- Intensifying enforcement
- Progressive rates for shopping streets to foster traffic flow

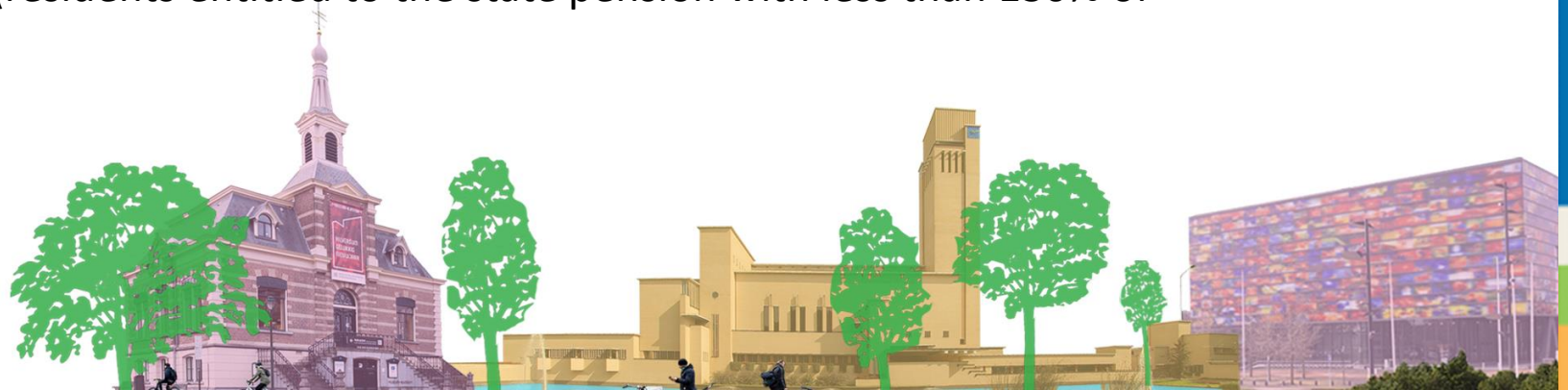
9. Speeding up/expansion of charging stations in public spaces

- Encouraging the use of (clean) electric transport
 - From ca. 160 public charging stations to ca. 320 dual-connection charging stations (in 2026) in public spaces
- Implementing a double charging station policy
 - Reactive (upon request) and proactive to meet (future) requirements
 - By 2035, circa 1,000 charging stations in public spaces
 - Active discussions are being held about increasing charging facilities at real estate owned by the municipality of Hilversum



10. Introduction of a finely meshed transport network

- Finely meshed public bus transport
 - Smaller buses in and around the town; to be ordered 'on request'
 - More accessible offerings
 - Include as a potential part of the public transport offer in discussions with the province about the new concession in 2030
- Voor NIXX met de bus (Hilversum's free Saturday bus service)
 - Making accessible bus transport readily available to senior citizens in Hilversum.
 - At the end of 2024, bus transport will be made free-of-charge for 2 years for senior citizens of limited financial means (residents entitled to the state pension with less than 130% of the social minimum)



11. The possibilities of smart mobility

- Traffic flow in Hilversum could be improved by installing intelligent traffic systems (ITS) and the associated sensors.
- Nine additional ITS in various places in Hilversum
- Licence plate survey at the end of 2023



The human factor

- Participation
- A huge life style survey among citizens, including knowledge, behaviour and attitude.
- A huge survey among companies; mediapark, Arenapark like Nike headoffice, other cities in the neighbourhood, knowledge and environmental institutes.
- The human factor is integrated in the Digital Twin.



Participation | briefing process and general

The main complaint is about participating and then not hearing anything back from the municipality of Hilversum

Ambitious plan, good that sides have become clear – be brave!

Lack of understanding for other political choices made

What happens with the input that has been gathered?

As well as "intense" meetings, there were also good constructive meetings with plenty of food for thought

Link to the "cool green routes". Green programme is viewed as positive; however, it should be noted that in some parts of Hilversum, this comes at the expense of safety (green versus bicycles and cycle paths).

Growth in the number of residential housing causes unrest; increase in the volume of traffic movements

Addressing the 'how', 'where' and 'when' questions!

Participation | 35 meetings

- Districts and neighbourhoods with a focus on the district and neighbourhood chairs
 - 15 meetings with 90 participants in total
- Young people / schoolchildren
 - Children's municipal council and the children's mayor (15 primary schoolchildren)
 - Secondary education 75 pupils
- Various stakeholders and interested parties – 39 participants in total
 - Governmental organisations, neighbouring municipalities, Rijkswaterstaat, Ministry of Infrastructure and Water Management, etc.
 - Stakeholder associations including the ANWB (Royal Dutch Touring Club), VVN (Dutch road safety lobby group), the Dutch Council of the Elderly, etc.
 - Industrial estates including Mediapark, Arenapark, Circusterrein, Werf45, etc.
 - Business associations and shopkeeper associations, such as Zuid West, de Gijsbrecht, the Centrum
 - School boards
 - Sports parks

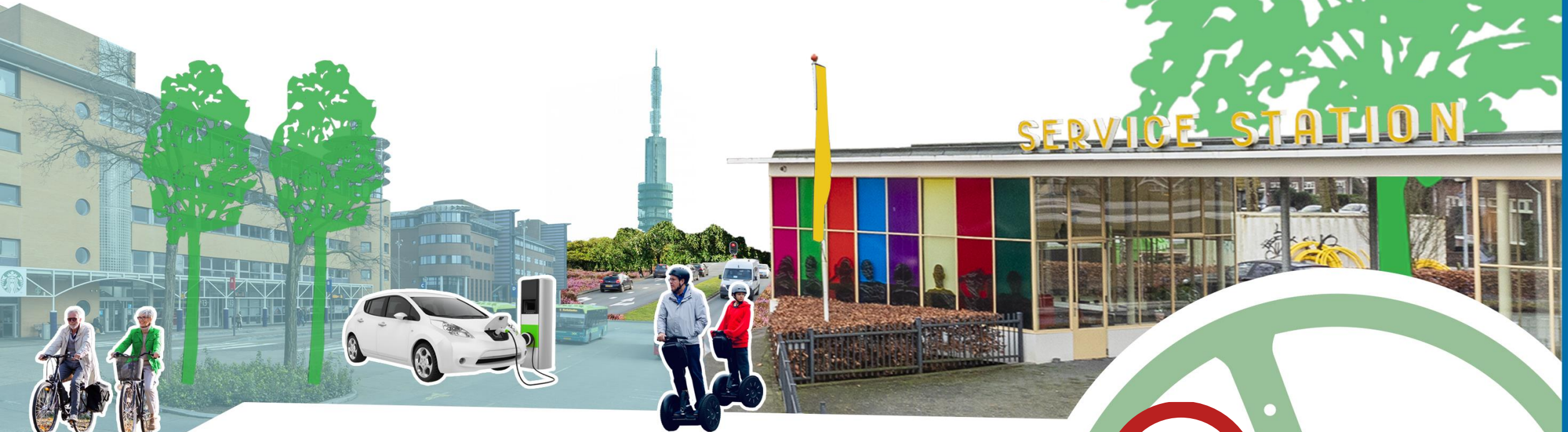


Participation | input gathered

- Reports on all decisions taken in the meetings
- Reports sent as attachments to the Council
- Processing of all suggestions and comments: 729 comments, points of interest, suggestions and opinions received



Participation approach



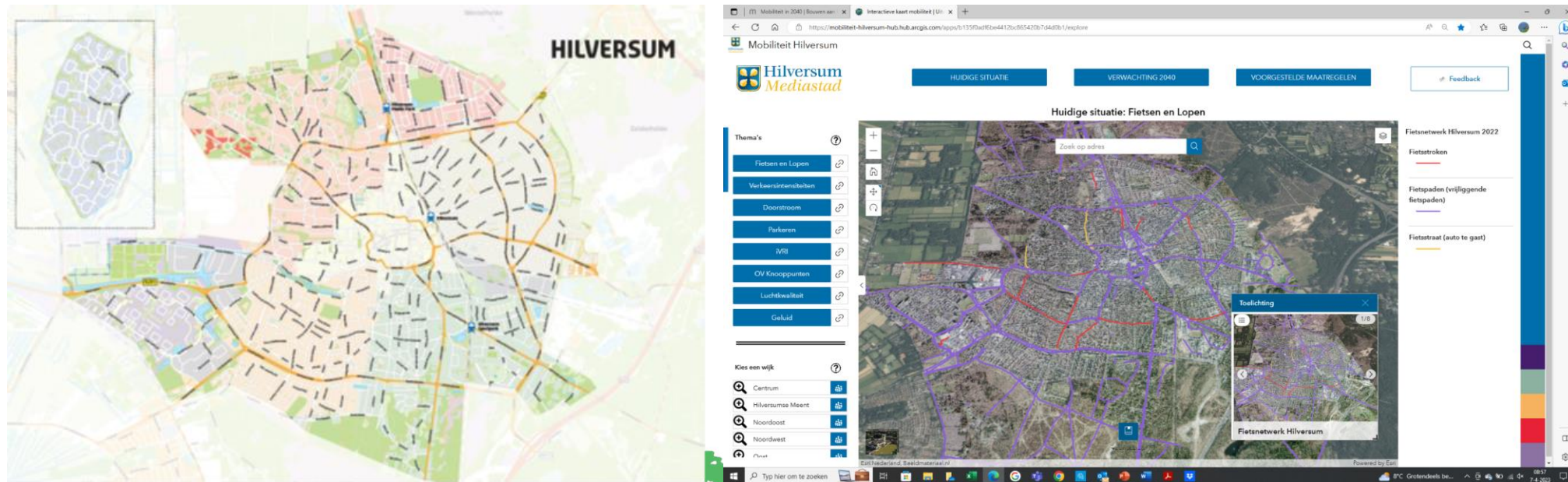
- Interviews by phone
- Neighbourhood meetings
- ‘Stakeholder’ meetings
- In-depth meetings on the integral ring road
- Youth participation
- Online participation (soundings and polls)



* Prepare online meetings as a back-up in case of new Covid-19 measures

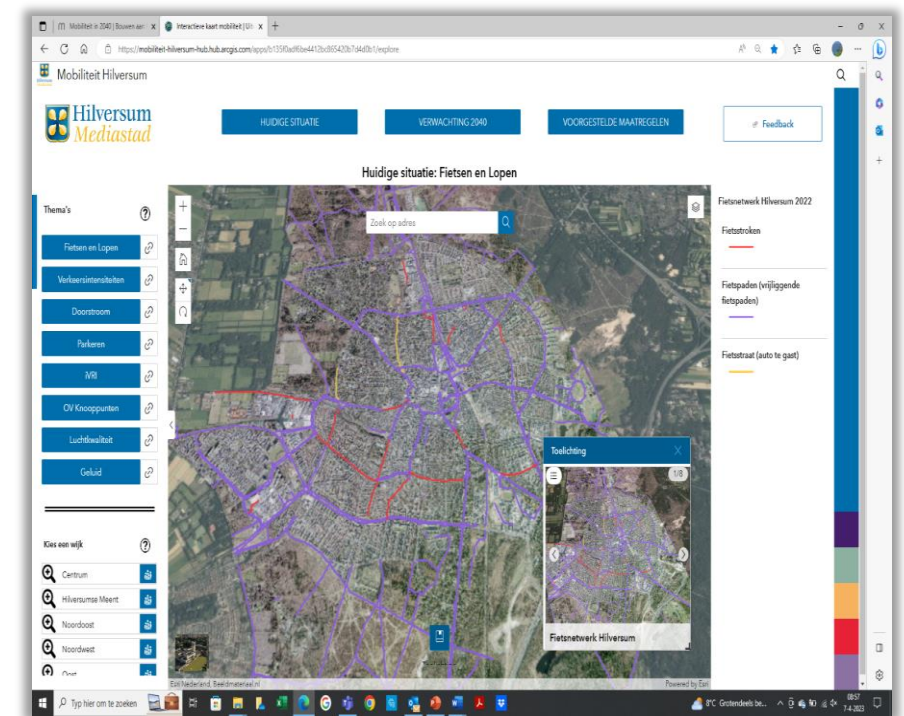
Neighbourhood meetings

- Who: residents and residents associations, entrepreneurs, business community, schools, local organisations and associations
- With what: interactive map, posters, stickers citing measures, records




Participation | input gathered

- Reports on all decisions taken in the meetings
- Reports sent as attachments to the Committee and Municipal Council
- Processing of all suggestions and comments: 729 comments, points of interest, suggestions and opinions received, 374 of which are being actively worked on in the Execution programme



Participation | communication

COMMUNICATION – ENGAGEMENT AND REACH

Website	Bouwenaanhilversum.nl/mobiliteit2040
Town hall at home	6 articles on the Gooi and Eembode municipality page (circulation 40,000)
Social media channels of the municipality of Hilversum	
 Instagram	9 stories, reach of 6,503, 69 clicks to the pages with the arrangements
 Facebook	10 posts, reach of 11,508, 96 interactions, 71 clicks
 Twitter	6 tweets, reach of 4865, 238 interactions, 55 clicks
 LinkedIn	3 posts, reach of 8920, 124 interactions, 281 clicks
 YouTube	1 film, watched 84 times
Neighbourhood and district association channels (via district managers)	
Digital screens	6 locations in the town between 19 Nov 2022 – 1 Feb 2023
Newsletter	2 newsletters, reach of 390
Posters and Flyers	Hilversumse Meent, South East and library





For the 2040 mobility implementation program,

The end!

