

The framework for future mobility

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GVB verbindt Amsterdam

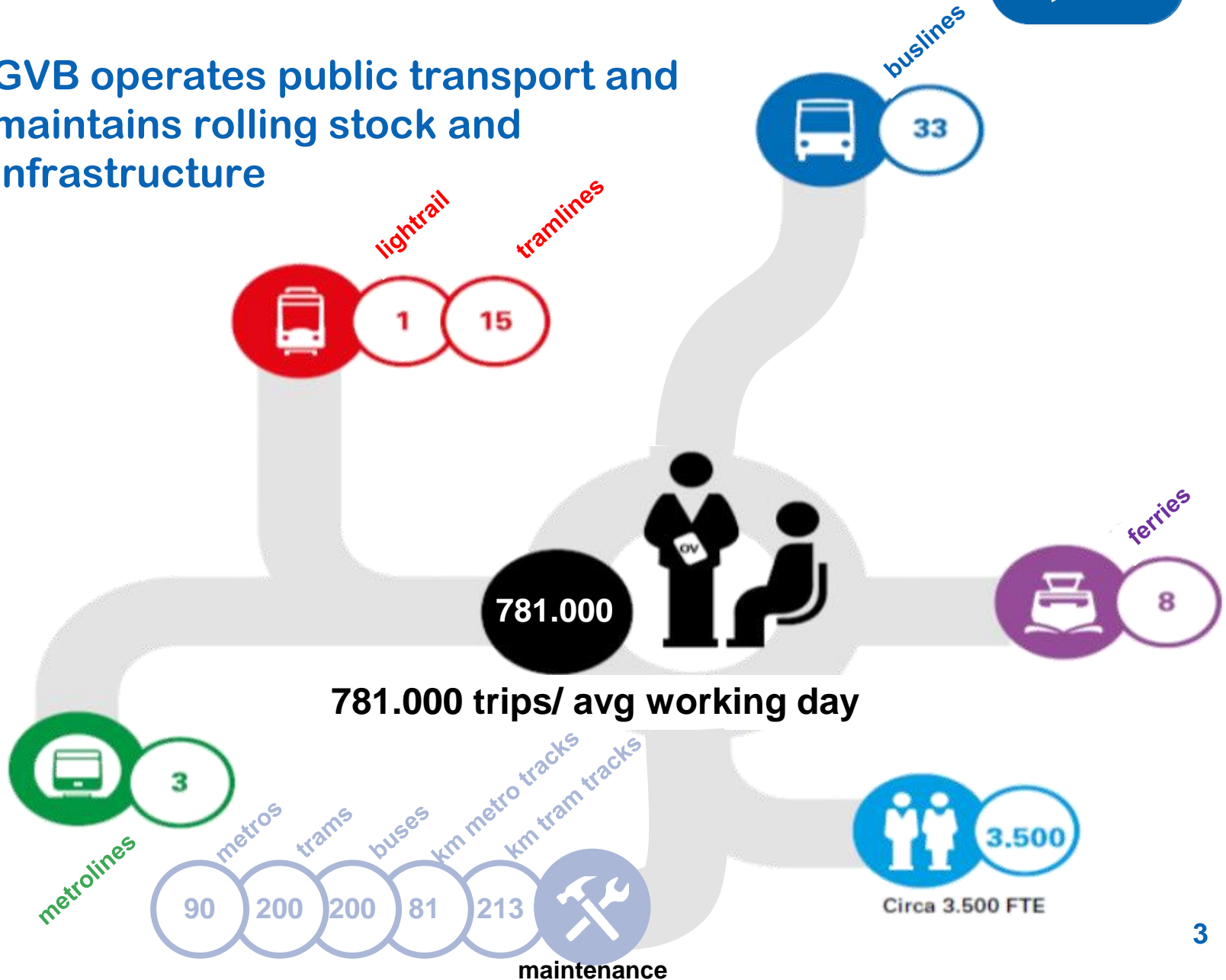
Allow me to introduce myself

Alexandra van Huffelen

- **CEO of GVB since June 1 2014.**
- **Ministry of Housing during the 1990s**
- **Energy company Essent 2000 – 2010**
 - Deutsche Essent business unit
 - New Energy
- **Alderman of Sustainability in Rotterdam 2010-2014**



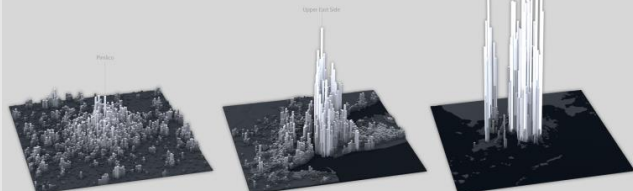
GVB operates public transport and maintains rolling stock and infrastructure



General trends in society, combined with technological trends in mobility point towards a disruption

Demand for Mobility: General trends

City density increases,



Together with demands for sustainability and livability



Supply of Mobility: Technology trends

More forms of transport,



which can be easily combined
And shared



What are our options when everything is changing?

Dense cities require dense forms of transportation, which are customer centric through seamless connection

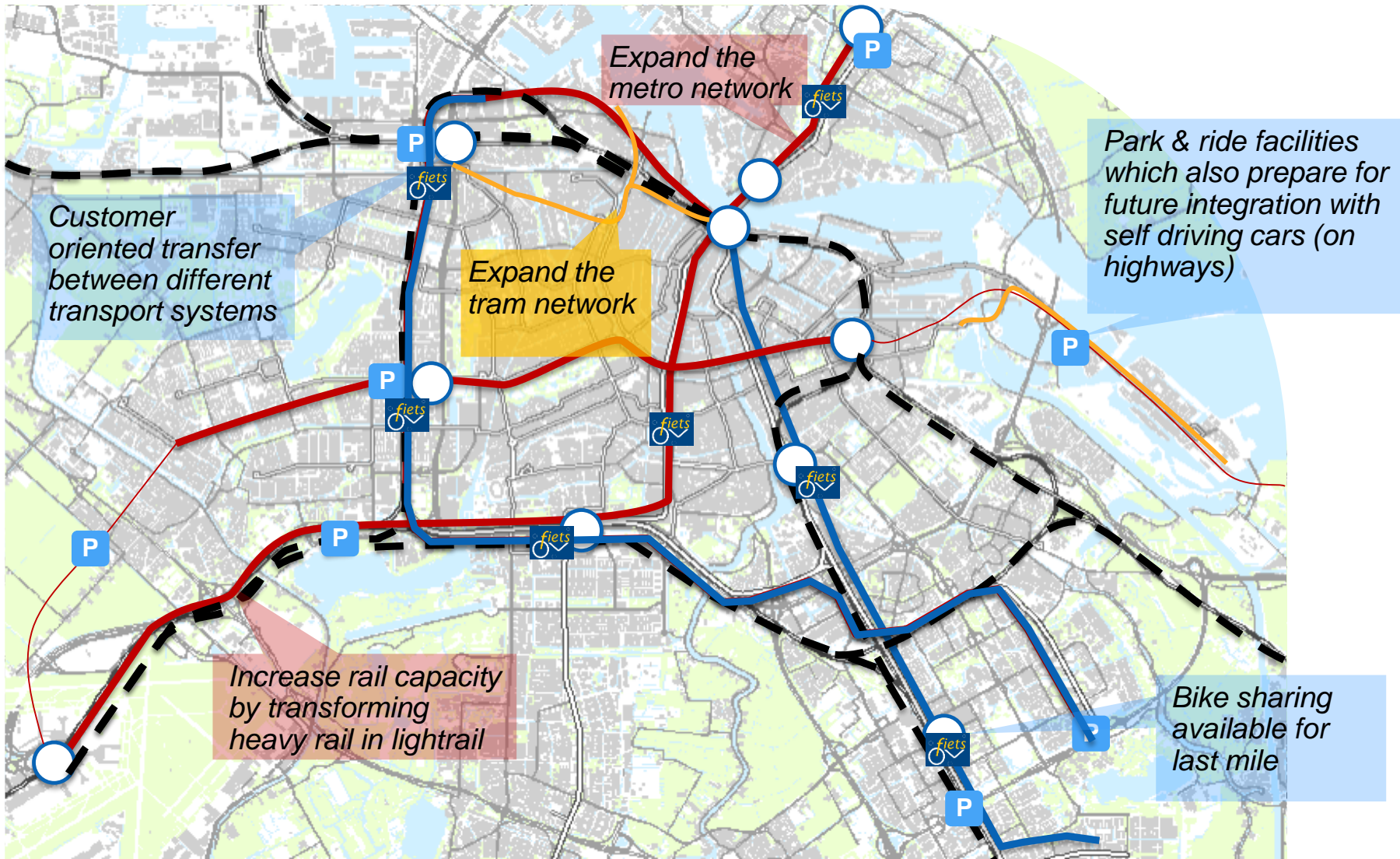
**Demand for Mobility:
more density**



**Supply of Mobility:
seamless mobility**



For Amsterdam, this requires smart expansions of the network, creating fast connections and flexible options



Stations should offer fast and easy transfer between new and existing modes, but they can be much more

- Fast and easy pedestrian routes (how much time do you lose walking?)
- Space for bikes and bike rental
- Taxi space and integrated Uber
- Charging stations for electric car share
- Parcel machines and quality retail
- Give the sense of luxury airports



Combining different modes of transportation in one travel planner is the first step to helping consumers

Plan mijn reis

29-10-2015  vertrek ik van

Van Bossepad, Amsterdam  naar

Keizersgracht 264, Amste  met een

vertrektijd  van 10:39 uur

Ik reis met

  Auto

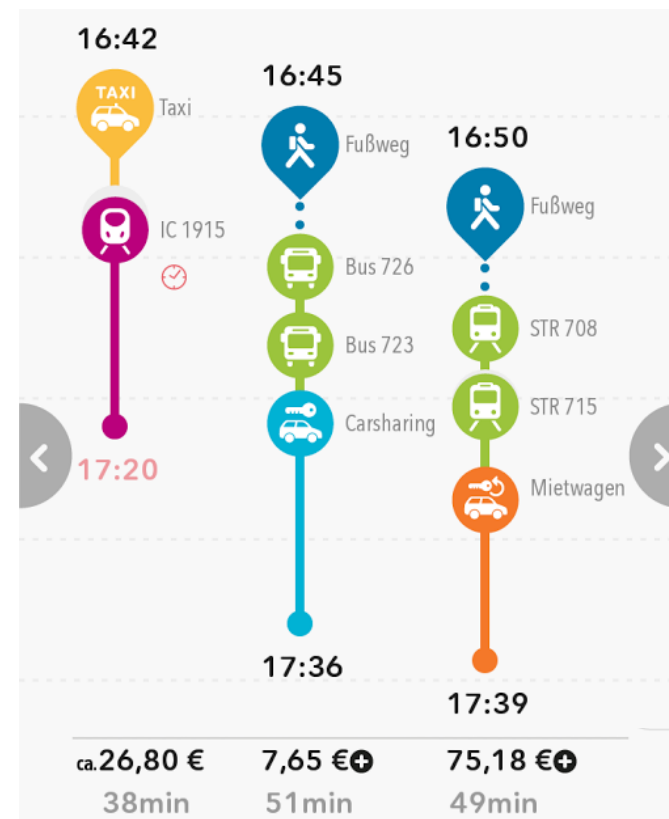
  Fiets

  OV

  E-bike

Auto parkeren ☐ P ☐ P&R

Voortransport OV 



Payment integration is the next step, in Netherlands we already have an all transport chipcard and are now bringing this functionality to mobile

Current OV-chipkaart offering



New option on mobile



We remain the most sustainable form of transport by investing in zero emission buses, probably In motion Charging to facilitate 24h operation



**And our energy will be sourced from additionally
built renewable energy sources, to guarantee a
sustainable future**



Questions??