Connecting through Diversity

Mobility Policy Framework
Part A: Vision

31 OCTOBER 2023

CONTENTS

FOREWORD

OUR AMBITION

We want to be an accessible region for the people who live, work, learn and spend their leisure time here. Now and in the future. This calls for responsible choices that are best for people, our environment and the planet.

More than ever in this busiest region in the country, we must provide clean and healthy transport options that suit the different areas. This is necessary to ensure that all our residents and visitor can reach their destinations.

That is why we work with our partners to create a sustainably accessible region where our travellers can travel from door to door in a safe, affordable, effortless and pleasant manner.

Various developments and new themes within mobility have led us to review our 2017 policy framework. It concerns matters such as sustainability, the housing shortage, increasing crowding on the streets, increasing focus on a healthy and traffic-safe living environment, and an inclusive society. While this new policy framework builds on the previous policy framework, the way we look at mobility has changed significantly.

A necessary exercise to ensure that mobility genuinely aligns with what people in our region need. We want to be a region where young people can meet their friends, children can get to school safely, families can get to the cinema or the beach without much effort, and where elderly people can continue to do their rounds of the shops a their own pace. Where people can get to work to earn an income. Tailored mobility that suits the area you are in, as well as the wishes of residents and visitors.

To achieve all the above, we take people as the starting point for our policy. After all, people's choices and behaviours determine the traffic on the streets. And people's preferences determine whether they perceive the journey as pleasant and relaxed. Insight into what drives people and how we can encourage certain choices is therefore important. So we start from the human point of view first, and the system comes after. For us, this means a different way of thinking and working (with others), for our travellers it means a nice travel experience, and for our residents it means a pleasant living environment. Bearing in mind the personal needs of travellers and different areas in our region, we are going to connect through diversity with this policy framework. We do this together with our 14 municipalities, transport operators, residents, and other agencies. We would like to take them by the hand to work on our common objectives for mobility, so that everyone in our region can continue to travel comfortably and safely.

Melanie van der Horst
Transport Authority for the Amsterdam Region
executive committee chair

Mobility Policy Framework 2023

OUR PRINCIPLES

PEOPLE ALS STARTING POINT
People's travel experience as the starting point for comfortable, safe and relaxed travel

STOMP IS THE BASIS
A better balance between modes:
1 Walking, 2 Cycling, 3 Public transport, 4 Mobility services, 5 Private car

MOBILITY AND SPACE REINFORCE EACH OTHER
Mobility solutions integrated in spatial planning from the start

THE DIVERSE REGION
Each area requires a different solution

OUR GOAL

A SUSTAINABLY ACCESSIBLE REGION FOR THE PEOPLE WHO LIVE, WORK AND RECREATE HERE

FIVE GOALS

1 ACCESSIBILITY
Reach your destination within an acceptable time, at acceptable costs and in an enjoyable manner

2 SUSTAINABILITY
A neutral ecological impact by 2050

3 INCLUSIVITY
All people can use the mobility system to get where they want to go

4 ROAD SAFETY
Ambition: zero fatalities and serious casualties by 2050

5 HEALTH
Mobility contributes to health

Vervoerregio Amsterdam

SUMMARY

THE TRANSPORT AUTHORITY FOR THE AMSTERDAM REGION CONNECTS 14 MUNICIPALITIES, AND TOGETHER WITH THESE MUNICIPALITIES, WE ARE WORKING ON A REGION WHERE PEOPLE CAN MOVE AROUND PLEASANTLY AND EASILY THE MOBILITY POLICY FRAMEWORK IS THE CENTRAL, STRATEGIC POLICY DOCUMENT OF THE TRANSPORT AUTHORITY FOR THE AMSTERDAM REGION. IT REFLECTS OUR OBJECTIVES AND GIVES DIRECTION TO ALL OUR ACTIVITIES, SPENDING, AND THE CHOICES WE HAVE TO MAKE ALONG THE WAY.

BROAD PROSPERITY

Transport Authority for the Amsterdam Region is tackling the mobility challenges from the concept of 'Broad Prosperity'.

A well-designed mobility system creates a powerful and appealing region for living, working, and recreation. This makes mobility a tool for increasing our broad prosperity for travellers and non-travellers. We consider the human point of view first, and the system comes after. This changes the objectives and challenges in our mobility policy. We have translated these into five cohesive objectives: accessibility, sustainability, road safety, health and inclusivity.

● ACCESSIBILITY

Our objective is optimal accessibility for our residents, employees, visitors, and businesses. This has always been the case, but the interpretation has changed. We have broadened the definition of accessibility to 'the opportunity for everyone to reach the destinations they want in a reasonable time and at reasonable cost, and in a manner that is pleasant and easy.

● INCLUSIVITY

Everyone must be able to participate in social activities, regardless of age, physical or mental condition, socioeconomic status, or where they come from. Mobility plays an important role in this. We want everyone to have plenty of options for visiting amenities, social contacts, a course or workplace. When this is not sufficient, we look for solutions.

● SUSTAINABILITY

Our climate is changing rapidly, biodiversity is declining and our raw materials are running out. For the Transport Authority this means we will have to take major steps in the coming years towards a mobility system with a neutral ecological impact by 2050. We are working on a carbon-neutral mobility system, reduced nitrogen emissions, reduced raw material usage, reduced impact of our mobility system on the environment, prevention of biodiversity decline, and climate adaptation.

● ROAD SAFETY

The number of traffic fatalities and serious casualties is on the rise. By 2050, the Transport Authority for the Amsterdam Region wants to be as close as possible to the objective of no traffic fatalities and serious casualties. By being more risk-led, we aim to break the trend in the short term and turn the increase into a decrease. We are focusing on road modification and road users' behaviours.

● HEALTH

The right mobility solutions and choices contribute to our physical and mental health. This can be done by encouraging people to choose active modes of transport (walking, cycling) more often. And we are working towards fewer harmful emissions, less noise and as little stress as possible.

BROAD PROSPERITY IN THE AMSTERDAM TRANSPORT REGION

Accessibility · Inclusivity · Sustainability · Health · Road safety

PRINCIPLES AND GUIDELINES

We support the vision with four principles that form the common thread of the Policy Framework.

People as the starting point for comfortable, safe, and relaxed travel

STOMP is the basis (non-travel, active, shared, clean)

Mobility and space reinforce each other

Each area requires a different solution

PEOPLE AS THE STARTING POINT FOR COMFORTABLE, SAFE AND RELAXED TRAVEL

Travellers in our region should be able to reach their destinations comfortably, safely, smoothly and carefree. Insight into what drives people and how we can encourage certain choices is therefore important. We take behavioural influencing and the demand side of mobility as a starting point and look at which infrastructure measures best align with this.

STOMP IS THE BASIS

We want to reduce and transform the mobility in our region and make it more sustainable. **Reducing** means committing to smart spatial choices, avoiding rush hours and working from home. For **transforming**, we use the STOMP principle (Stappen/Steps – Trappen/Peddles – Ov/Public transport - Mobiliteitsdiensten/Mobility services – Privéauto/Private cars): we encourage the method of transport that is most suited to our objectives, and appropriate to the area where you are travelling. This means we will simplify and incentivise those transport options that take up less space, and are safer, healthier and more sustainable. Without banning certain transport options or making them impossible. Consistent use of STOMP also contributes to **enhanced sustainability**. What's more, we are committed to reducing emissions of harmful substances, to using clean energy, and to utilising as few raw materials as possible.

EACH AREA REQUIRES A DIFFERENT SOLUTION

The Transport Region is a diverse region in every respect. That is why we distinguish between five different area types, from highly urban to rural. Each area type requires a different interpretation of mobility according to the STOMP principle: cars will continue to play a bigger role in rural areas, but the alternatives have to be improved too; lots of space for walking and cycling in city centres and through traffic to be routed around them. We also look at the correlations between the area types, whereby hubs - a mong other things - enable transfers between transport modes. So, we offer our inhabitants choices that fit the setting and that align with our objectives.

MOBILITY AND SPACE REINFORCE EACH OTHER

The Transport Authority for the Amsterdam Region does not control public space and is not a road authority, but it does have a strong interest in good spatial planning and good, pleasant and climate-proof public space. After all, this determines how people can and want to travel. Together with our partners, we strive for proximity of daily activities and pleasantly structured districts, neighbourhoods, and streets. We help municipalities to give accessibility a proper place within spatial planning.

STEER, COLLABORATE AND ADJUST

New policy demands new choices and considerations and a new way of working. As such, steering, collaborating, and adjusting are vey important.

TOGETHER FOR AND WITH THE REGION

We need all parties in the region for the implementation of activities and projects. That is why we seek collaboration, especially with our municipalities. To achieve our objectives, we will better engage residents, visitors, employees, educational institutions and businesses.

PLAN-DO-CHECK-ACT: STEER AND ADJUST

Because the future is always unknown and unpredictable, we must ensure we are agile and focused. We are choosing a clear direction, but will adjust as the situation changes or new opportunities arise. We do this by way of the **Plan-Do-Check-Act cycle**: we create a vision, implement it step by step, measure the effects and adjust if necessary. In doing so, we work **value-driven** and focus on what is important in daily life for residents and travellers in the region. We will develop a **evaluation framework** that links broad prosperity to efficient use of space, energy and finance, and that we can use to evaluate and compare projects. We will translate the five broad prosperity objectives into easily measurable indicators. We will use these in a **monitoring plan** to track whether policy choices and investments contribute to objectives sufficiently, or whether we need to make adjustments. We also want to create more room for **experiments** that, if successful, could be continued, and be at the forefront of useful **innovations**. We are open to **initiatives** from external parties, such as residents or market parties. Finally, working from the new goals within this plan-do-check-act cycle requires a **culture change** among Transport Authority employees. From a focus on infrastructure, transport, travel time and speed, we are moving to a broader view in which sustainability, health, safety and inclusivity as just as important.
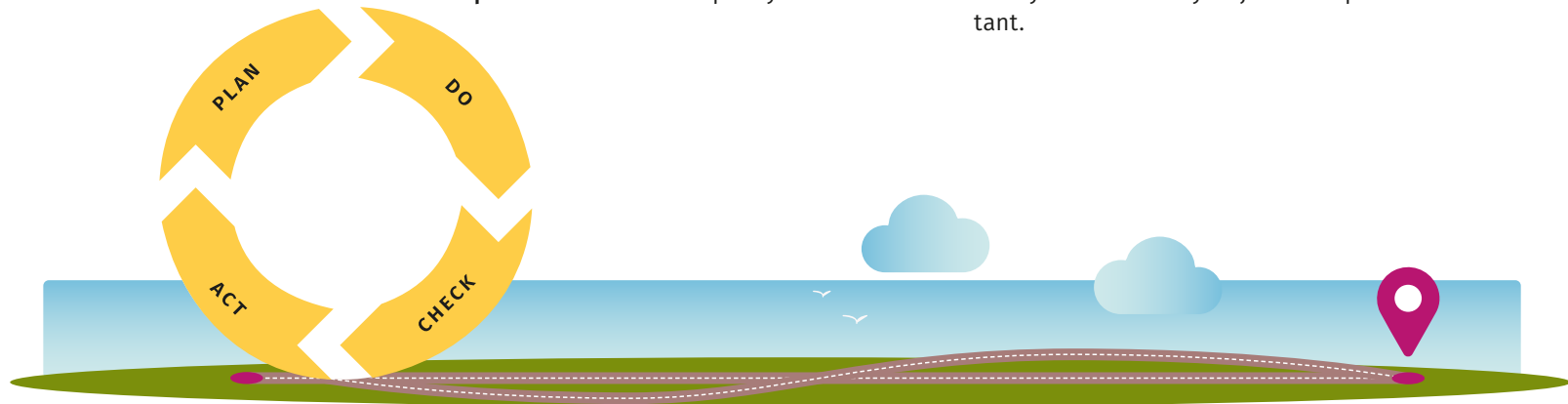
READING GUIDE

This document describes our long-term vision for mobility and accessibility.

BROAD PROSPERITY

First, we will present the broad prosperity concept. This is translated into five objectives: accessibility, inclusivity, health, road safety and sustainability. We will also touch on the trends and developments that have encouraged us to review our policy.

PRINCIPLES AND DIRECTIONS

Then, we will explain the four principles that form the common thread of this paper. This is how people, groups, and travellers are at the forefront of our policy. This is where we look at the STOMP principle in more depth (when implementing steps, the order of our thought process is as follows: Stappen/Steps – Trappen/Peddles – Ov/Public transport – Mobiliteitsdiensten/Mobility services – Privéauto/Private cars), which has largely determined the choices in this policy document. This principle is a good tool for achieving our objectives. This chapter also explains that the mobility issues are not the same everywhere, and that different solutions are needed for each area. Finally, space is an important resource too, as mobility starts with good spatial planning.

STEER, COLLABORATE AND ADJUST

In the last chapter, we focus on how we intend to make the policy a reality. We believe it is important that we do this together with our travellers, transport operators, municipalities and other agencies and collaborate to achieve our common objectives. We will take you through how we plan to deploy Plan-Do-Check-Act and tell you what this means for the culture of our organisation and the way we work.

MOBILITY POLICY PRAMEWORK PART B

For an elaboration of this vision for our subregions and for various subtopics such as behaviour, cycling, public mobility and spatial planning, please refer to Part B of the Mobility Policy Framework.

1

1 CHALLENGE AND OBJECTIVES

The Transport Authority for the Amsterdam Region connects 14 municipalities, and together with these municipalities, we are working on a region where people can move around pleasantly and easily. This policy framework is intended not only to improve the connections between places and people, but also the connection with other task areas such as space and housing, for which province and municipalities are responsible. All this in a region with various areas and with residents and visitors who have different abilities and wishes. Which brings us back to the title of this policy framework: Connecting through Diversity.

A change in mobility is needed and this demands more acute choices

The Mobility Policy Framework is the central, strategic policy document of the Transport Authority for the Amsterdam Region. It reflects our objectives and ambitions, and gives direction to all our activities, our investments, and the choices we have to make along the way. More specifically, the policy framework serves as a regional traffic and transport plan[1] - currently required by the Traffic and Transport Plan Act - and as Sustainable Urban Mobility Plan (SUMP[2]): desirable to qualify for European subsidies. As such, it is the substantive basis for the decisions taken by the Amsterdam Transport Region's executive committee and our executive committee and Regional Council.

1.1 LARGE TASKS REQUIRE A DIFFERENT, BROAD APPROACH

The social challenges we are facing in terms of climate, energy, housing development, employment, road safety and increasing inequality in society are major and far-reaching. See also the trends and developments in Annex 1. Mobility plays an important role here and continuing on the old path is not an option: the region will hit standstill. And we don't mean (just) the traffic comes to a standstill. We would not meet our climate objectives, cannot build enough homes and the quality of life would deteriorate.

A change in mobility is needed and this demands more acute choices. This includes: which modes of transport do we deploy in certain situations, how can we ensure we are providing suitable mobility in the different areas, where do we spend our money as a Transport Authority. Choices that link challenges and take into account our region's diversity. The Mobility Policy Framework defines these more acute choices for the different themes and for the various modes of transport.

1 As referred to in Article 6 of the Transport Authority for the Amsterdam Region Common Scheme.

2 As referred to in the Urban Mobility Framework (European Commission, 2022): a SUMP will become mandatory for hubs in the Trans-European transport network and will be a prerequisite for various EU subsidies.

This requires a broader approach to mobility than we have been used to so far. More and more authorities are choosing to tackle the social tasks from the standpoint of the 'Broad Prosperity' concept (see box). Transport Authority for the Amsterdam Region joins the ranks with this Policy Framework. Because a well-designed mobility system creates a powerful and appealing region for living, working, and recreation. A well-designed mobility system is a tool for increasing our broad prosperity for travellers and local residents along the infrastructure. It is how we can safeguard the ecological upper limit and the social lower limit (see image below). As we prioritise prosperity, wellbeing and sustainability, we substantiate our choices differently: we look at people and the area first, and use this as the basis for decide on appropriate solutions (systems). In doing so, we believe it is more important that mobility contributes to ensuring that the wellbeing of each person is adequate, rather than making mobility even better in places where it is already (very) good.

Working on mobility from a broad prosperity standpoint also changes the challenges arising from our mobility policy. We have translated these into five cohesive objectives: accessibility, sustainability, road safety, health and inclusivity.
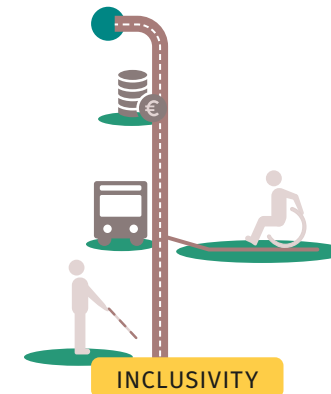
BROAD PROSPERITY

Broad prosperity involves everything that affects our welfare and wellbeing. As well as material prosperity, it also means our health, safety, education, social contacts, meaning, care, personal development, leisure activities, and the quality of the living environment. Mobility makes an important contribution to broad prosperity and people's wellbeing. It allows us to reach important destinations, such as work, shops, sport, and our social contacts. What's more, mobility can improve our physical and mental health, for instance when we take a walk outside or go for a bike ride. It also ensures that people can have the products and services that enhance their wellbeing. However, mobility can also reduce broad prosperity, through unsafe road conditions, noise pollution, stress, and pollution.

Figure 1: Application of broad welfare in the Amsterdam Transport Region

ACCESSIBILITY

INCLUSIVITY

Accessibility

Accessibility is directly linked to the Transport Authority for the Amsterdam Region's tasks and responsibilities. Our objective is to keep the Amsterdam region accessible for our residents, employees, visitors, and businesses. The same as before, but the interpretation is changing. We are broadening the definition of accessibility to 'the opportunity for everyone to reach the destinations they want in a reasonable time and at reasonable cost, and in a manner that is pleasant and easy'. This is about having good access to daily amenities and recreational options and having sufficient employment and education opportunities. For goods transport, we interpret this as 'the opportunity for businesses to receive their goods or offer their goods to a sufficient number of potential customers in a reasonable time and at reasonable cost, and in a manner that is pleasant and easy'.

Inclusivity

Inclusivity means that everyone must be able to participate in social activities, regardless of age, physical or mental disability, socioeconomic status, or where they come from. Mobility plays an important role in this. Legislation even stipulates that our mobility system must offer physical and mental access to all. Can anyone board the vehicle properly, find their way around properly, and is payment possible for everyone? The Transport Authority for the Amsterdam Region invests in this and will continue to do so in the coming years, with solutions that are suitable for the various target groups. We look at whether everyone has plenty of options for visiting amenities, social contacts, a course or workplace. If there are locations in our region where this is not the case (for certain groups), for example due to a mobility impairment, age, income, or due to barriers or insufficient provision, then there is accessibility inequality. This requires better, socially safer and/or more affordable solutions. Inclusivity is a relatively new topic within mobility, and we do not have sufficient knowledge yet. That is why we will undertake more research into specific target groups in the coming years and into the possible solutions for their issues.

SUSTAINABILITY

ROAD SAFETY

HEALTH
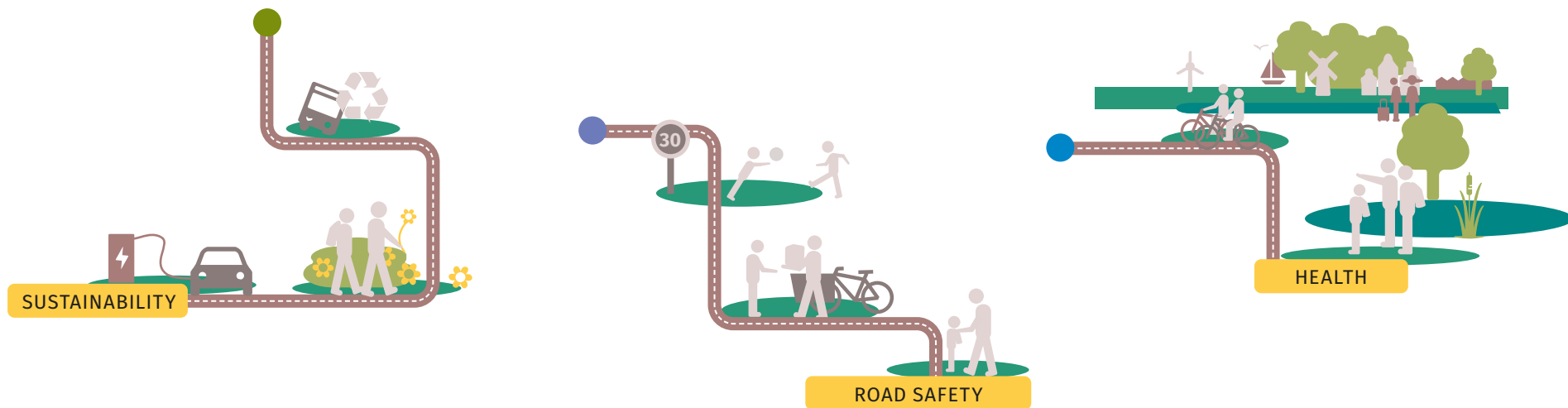
Sustainability

The third objective is sustainability. Our climate is changing rapidly, biodiversity is declining and our raw materials are running out. Together, we have to pull out all the stops to counter these developments and reduce their negative consequences. For the Transport Authority for the Amsterdam Region this means we will take major steps in the coming years towards a mobility system with a neutral ecological impact by 2050. This doesn't just means a mobility system that, on balance, does not emit any CO_2. It is also about reducing nitrogen emissions, our raw material usage, the impact of our mobility system on the environment and the prevention of biodiversity decline. In a world where the climate is already changing, we can already see the need to reduce the impact on our mobility system. This

includes reducing flooding on roads and at stations, for instance, during prolonged rain or a dike breach, and providing cooling and shadow during prolonged heat.

Road safety

Road safety is am important objective because of the personal suffering road accidents cause: every victim is one too many. What's more, the social cost of unsafe roads are much higher than those – for example – of daily traffic jams or harmful emissions. After years of decline, the numbers of fatalities and serious casualties is on the rise again lately. We are concerned about this. The Transport Authority for the Amsterdam Region wants to be as close to zero fatalities and serious casualties as possible by 2050. This means doing more than we do now. By being more risk-led, in line with the

national Strategic Road Safety Plan, we aim to achieve a turnaround in the short term and be more successful in achieving our objectives. We are focusing on road modification and road users' behaviours (education and enforcement aimed at safe behaviour, attention for vulnerable groups).

Health

The last objective is health and the fact we can make a positive contribution through mobility solutions and choices. On average, the health situation in the Netherlands is good, and this is true for our region too. Yet there are some points for attention: the number of elderly people is growing, several cities in our region score poorly in the Healthy City Index (Arcadis, 2022) and more and more people have issues with their mental health.

Therefore, we want to design the mobility system and our public spaces in such a way that they ensure healthy lifestyles. This can be done by encouraging people to choose active modes of transport (walking, cycling) more often. But working on a healthy region also means reducing the impact of harmful substances, noise, and crowding by aligning mobility with the physical and mental health of local residents. We want to travel safely and without much stress, and that is quite difficult in a region that is increasingly busy. When we achieve this, it will also contribute to other objectives such as sustainability, inclusivity or road safety. This again shows that, when we apply broad prosperity in the mobility policy, we can link the different objectives.

Objectives translated into measurable results

We have to be able to measure our objectives to know whether we are achieving them all over. We do this by translating the objectives into measurable outcomes. For example, one measurable outcome for road safety is: "By 2050, we will be as close as possible to zero road fatalities and serious casualties". And for health, we can measure the share of walking and cycling in the total number of journeys. We also believe it is important to measure whether people are satisfied with or feel comfortable with the mobility. So as part of the accessibility objective, we also measure - for example - how highly people rate the accessibility of where they live. We have included a preliminary set of measurable outcomes for a five objectives in Annex 2.

1.2 THE BALL IS IN THE TRANSPORT AUTHORITY'S COURT

From the aspect of our statutory tasks[1], the Transport Authority for the Amsterdam Regionn can play an important role in improving mobility and as such, increasing broad prosperity in the Amsterdam region. As the contracting party for public transport, we are responsible for city and regional transport. We issue contracts (so-called public transport concessions) and subsidies to transport operators to run public transport. Since 2022, we are also (fully) responsible for the management and maintenance of metro and tram lines and (together with the transport operator) the designated party for local rail safety[2].

We receive the Broad Objective Payment (Brede Doel Uitkering, BDU) from the state, which allows us to invest in accessibility solutions all across the region, from new tram lines and accessible bus stops to cycle paths, road safety campaigns and charging posts for clean vehicles. Other than municipalities or provinces, for example, the Transport Authority for the Amsterdam Region is not a road authority (but we are responsible for management and maintenance of metro and tram lines), and we do not have any spatial tasks. As such, collaboration with other parties is important to achieve our objectives. For instance, we draw up regional policies and organise projects we implement together. We also develop and share knowledge, for example via the MRA Smart Mobility platform. This policy framework is our explanation of how we intend to fulfil these roles and tasks in the coming period in order to achieve our objectives. In particular, we will focus on locations where this is still insufficient, instead of improving what is already (very) good.

The Transport Authority for the Amsterdam Region can play an important role in improving mobility and as such, increasing broad prosperity in the Amsterdam region

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1 See Annex 3 for a more in-depth description of our tasks and roles
2 Local or interlocal railways for public passenger transport: metro or tram lines.

2 PRINCIPLES AND DIRECTIONS

We want to optimise the contribution of mobility to broad prosperity in our region. We do this by applying the following principles:

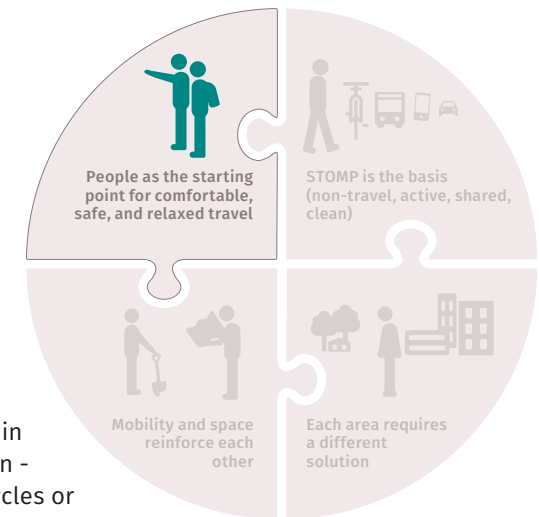### 2.1 PEOPLE AS THE STARTING POINT FOR COMFORTABLE, SAFE, AND RELAXED TRAVEL

Travellers in our region should be able to reach their destinations comfortably, safely, smoothly and carefree. We ensure that travelling is an enjoyable experience. Regardless of physical and mental condition, age, and income. The mobility provision should enable everyone in our region to move intuitively and without constraints from door to door, at any place and any time (although this does not mean that each mode of transport is available everywhere and at any moment and/or has all the space, see the nest two principles in paragraph 2.2 and 2.3). We have an increasing number of options to make this possible. We will also design the surroundings in such a way that vulnerable groups will also 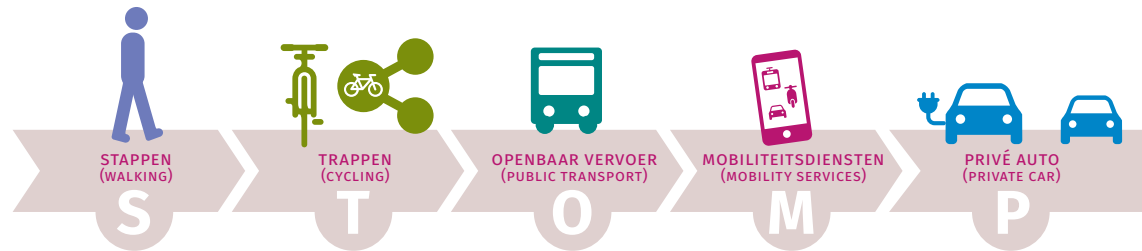feel welcome and are able to make good use of the mobility system. Our criterion is: if it can be used by vulnerable groups, anyone can use it.

This requires using people as the starting point for our policy. After all, people's choices and behaviours determine the traffic on the streets. And people's preferences determine whether they perceive the journey as comfortable and relaxed.

Insight into what drives people and how we can encourage certain choices is therefore important. Based on (behavioural) insights, we can take measures that influence the demand for mobility, that make people think about whether they really need an (extra) private car and ensure more sustainable and safer mobility behaviours. For example, by way of education and campaigns, but also by using knowledge of behaviours when designing streets and determining fares for the various modes of transport. This way, we can help people - young and old, from any background and in any part of our region - start using their bicycles or public transport safely, and be mindful of each other as they do so.

We also take the people's perspective as a starting point later in this policy framework. We start with influencing behaviour and the demand side of mobility, after that we will look into infrastructure. What's more, when determining our commitment to infrastructure, mobility services and spatial choices, we also take the user as our starting point: what does the user need to be able to make certain mobility choices and demonstrate certain traffic behaviour?

People as the starting point for comfortable, safe, and relaxed travel

STOMP is the basis (non-travel, active, shared, clean)

Mobility and space reinforce each other

Each area requires a different solution

| STAPPEN (WALKING) | TRAPPEN (CYCLING) | OPENBAAR VERVOER (PUBLIC TRANSPORT) | MOBILITEITSDIENSTEN (MOBILITY SERVICES) | PRIVÉ AUTO (PRIVATE CAR) |
| S | T | O | M | P |

People as the starting point for comfortable, safe, and relaxed travel

STOMP is the basis (non-travel, active, shared, clean)

Mobiliteit en ruimte versterken elkaar

Each area requires a different solution
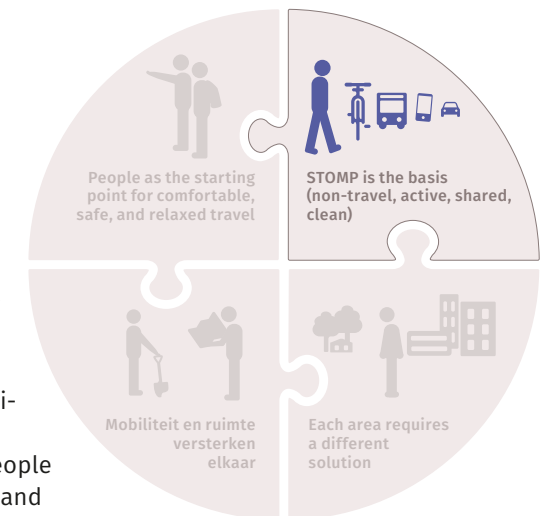
2.2 STOMP IS THE BASIS

To achieve our goals, we want to reduce and transform the mobility in our region and make it more sustainable.

We will start by **reducing** mobility. This is the most effective measure as it prevents unnecessary energy use and reduces crowding on the streets. This reduction can be achieved in several ways. Not making certain journeys, by working from home, for example. Making certain journeys at a different time, reducing rush hour congestion. The peaks on Tuesdays and Thursdays in particular are so busy, that a better spread genuinely is necessary. And making shorter journeys. Smart spatial choices are very important in this. This involves reducing unnecessary journeys. After all, we want to ensure that everyone can each the places they want to or have to travel to.

Change is about the choice of for the mode of transport. We encourage the mode of transport that is most suited to our objectives. We do this according to

the STOMP principle. This means we will simplify and incentivise those transport options that take up less space, and are safer, healthier and more sustainable. Without banning certain transport options or making them impossible. Instead, we want to offer more options and make people less dependent on a single transport mode. This would allow for the most suitable mode of transport to be selected, depending on the type of area and a person's personal situation and health. The active modes of transport (on foot and by (e-)bike) ae the basis here, especially for shorter distances. (E-)bikes are an opportunity to replace short (and medium) distance journeys by car and public transport. For longer distances, public transport (or even transport by water) is more important, and should be an increasingly appealing alternative for cars. And in certain cases and in certain areas, cars are still the most logical. For goods transport, this means transport over longer distances by water and rail, wherever possible. A combination is preferable in built-up areas, as well as small vehicles (more often but not always).

This means ensuring a region where space is designed in such a way that destinations are close by and that it invites people to opt for the active and shared mobility devices. Cycling infrastructure should be inviting and of high quality too, and we have to ensure that the high-quality public transport is sufficiently fast on the important routes. This could also mean that another route for the (through) car around the outskirts is needed, or that parking in a city centre area is more expensive and inconvenient than on the outskirts. What's more, when people walk, cycle or use public mobility more often, more space is created on the roads for people of businesses dependent on cars. These could be people with certain disabilities, special vehicles such as concrete trucks, midwives who need to get on the road urgently at night, etc. STOMP further means that we do not want to solve all problems with one mode of transport, because every situation is dif-

ferent. In fact, we are looking for the ideal combination. In rural areas, for instance, where people can travel to a hub by car and then transfer to public transport. This way, people can easily travel the longer distances using the modes of transport of their choice, but which suit the conditions and area. We will also take into account that for some people with disabilities, walking and cycling are not an option. In these cases, there has to be a good alternative, also in areas where cycling and walking are preferred by most people.

Thanks to new transport options and services, new opportunities arise for this too, which is very noticeable in bicycles. More and more people won an electric bicycle. This allows people to cycle more often and further within our region. So we want to encourage this and make it even more appealing. And it is also clear in public

transport. For example, good and affordable provision is difficult in rural areas or on the edges of residential neighbourhoods. But by linking public transport with new flexible transport solutions and shared mobility, we can work towards a better and more accessible provision of public mobility[1].

In addition, price incentives are very useful to further encourage change. This could include tax rules for commuting, excise duties, kilometre charges and parking policy. The Transport Authority for the Amsterdam Region has no authority here, but would like to offer its knowledge and expertise. We are also happy to engage with our municipalities, MRA partners and the state on this.

Finally, we are committed to **sustainability**. That is why we are focusing on walking

and cycling first. However, in many cases, it is actually the motorised transport modes or transport with (peddle) assistance that offer the user the best options. As such, we also want those vehicles to emit as few harmful substances as possible, use clean energy, and for their production and management and maintenance to have as little impact on the environment as possible. We do this by, among other things, taking zero emission and clean energy as a starting point and including requirements around circularity (reuse) as the contracting party for public transport. We encourage municipalities to implement zero-emission zones for city logistics, with only vehicles that do not emit harmful substances allowed to enter. And we ask our partners to use price incentives to encourage clean transport.

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1 A cohesive, good-quality provision of transport modes that is accessible to everyone and appropriate to the area and the target group. This includes - as well as bus, tram, metro and train - flexible transport and sharing schemes for bicycles, mopeds, and cars. For more, see Mobility Policy Framework part B - Elaboration.

We ensure that the mobility solutions align with the diversity of our region

2.3 EACH AREA REQUIRES A DIFFERENT SOLUTION

The transport region is made up of fourteen municipalities that are very different from one another. From highly urban to rural. From neighbourhoods with few amenities, city centres with a combination of living and working, to business parks and industrial estates. The available space, layout and the available infrastructure vary wildly and as a result, so do the most suitable mobility solutions. Yet there are similarities between the different areas. For instance, in the extent of urbanisation or type of amenities. That is why we distinguish between five different area types (see part B, chapter 1). Each area type requires a different interpretation of its mobility.

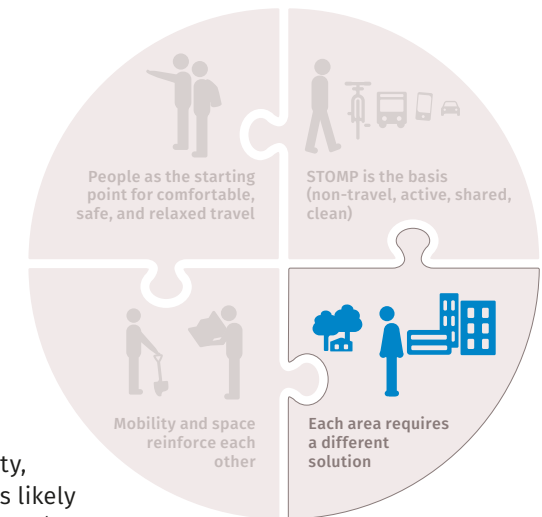As a result, the STOMP principle is interpreted differently everywhere. We try to offer our residents choices that fit the setting and that align with our objectives. In doing so, we also look at journeys between the areas and will offer direct connections and transfer options onto other modes of transport.

As such, we ensure that the mobility solutions align with the diversity of our region.
The distances are often longer in rural areas, for example, which means cars the best solution more often, like when you need to go from one rural area in our region to another rural area. But e-bicycles also increase the possibilities of cycling in rural areas. This is an alternative we want to improve. And we will use hubs to link rural areas to other types of areas.
In the larger villages, but also outside the centres in cities, there is an increasing quest for balance, partly caused by housing development attracting more people. Here, shared mobility, as part of public mobility, can make people less likely to buy a (second or third) car.
In city centre areas and highly urban areas, much attention needs to be paid to residential quality. That is why walking and cycling are paramount there, as well as accessibility by public transport. More frequently, residents choose not to own a car. You can get there by car, but we want to avoid through traffic.
For more on this, see part B of the Policy Framework, Chapter 1.

People as the starting point for comfortable, safe, and relaxed travel

STOMP is the basis (non-travel, active, shared, clean)

Mobility and space reinforce each other

Each area requires a different solution

We need to ensure a region where space is designed so that destinations are close by and which invites people to choose the active and shared mobility choices

2.4 MOBILITY AND SPACE REINFORCE EACH OTHER

The Transport Authority for the Amsterdam Region does not control public space and is not a road authority, but it does have a strong interest in good spatial planning and good, pleasant and climate-proof public space.

Good accessibility depends first and foremost on how close destinations are. In the urban area, we achieve this, for example, by building homes, offices, businesses and amenities close together, preferably near (public transport) hubs and, if possible, also with nature and recreational areas nearby. Residents and visitors would have less far to travel, and walking and cycling would be more logical. Costs for investing in and implementing public transport would be lower as a result. Wha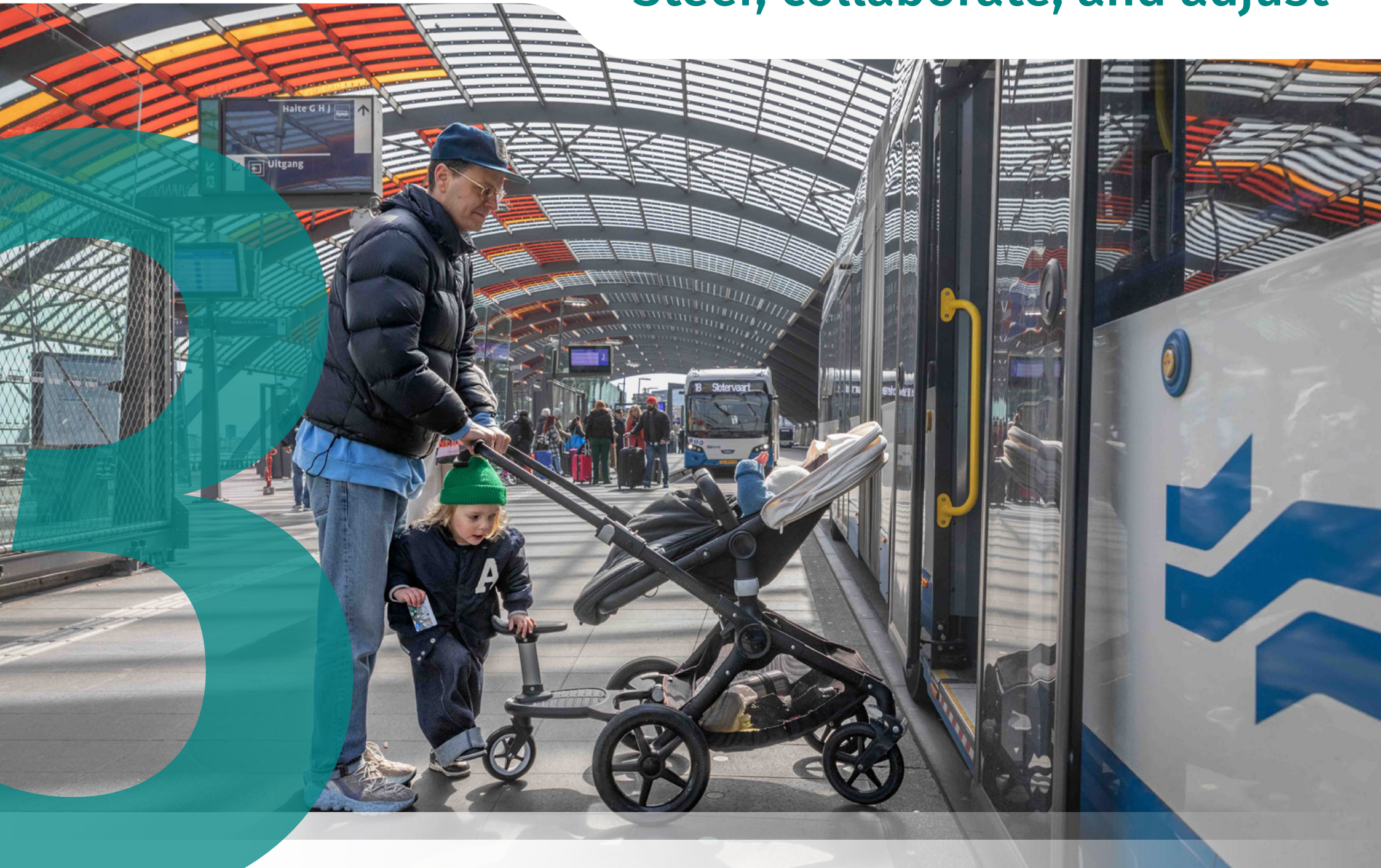t's more, we want the region to be designed in such a way that living and working locations are situated in logical places for public transport. In particular, ensuring more jobs at hubs outside Amsterdam is very important for more balanced mobility in the region. We also support compact construction outside the metropolitan area to increase support for good cycling routes and fast and frequent public transport connections towards the city.

Within neighbourhoods and districts, pleasant layout is desired with a focus on residential quality and active forms of mobility. Walking and cycling routes should connect well with public transport stops, hubs and mobility hubs. Here, greenery would provide both a better experience and climate adaptation. As such, we would contribute not only to a safe, but also a green and climate-proof design of public spaces, appropriate to the area type.

To achieve this, the Transport Authority for the Amsterdam Region actively offers knowledge and expertise to municipalities, MRA partners and developers so that the possibility of comfortable and sustainable travel is included in new plans right from the start. By doing so, we can then agree on joint funding in mobility programmes for development areas with municipalities as well. It is how the Transport Authority for the Amsterdam Region contributes to good accessibility within spatial plans, and engage in urbanisation agreements.

People as the starting point for comfortable, safe, and relaxed travel

STOMP is the basis (non-travel, active, shared, clean)

Mobility and space reinforce each other

Each area requires a different solution

3 STEER, COLLABORATE, AND ADJUST

New policy demands new choices and considerations and a new way of working. After all, this policy framework will only succeed if we can genuinely translate our policy choices into activities. For example, in our Mobility Implementation Programme and public transport concessions and contracts, but also with municipalities. As such, steering, collaborating, and adjusting are vey important.

3.1 TOGETHER FOR AND WITH THE REGION

Engaging people
The Transport Authority for the Amsterdam Region works for the residents, visitors, employees and businesses in our region. We want to connect with what people care about. That is why we try to involve all these people in our decisions, both directly and through our municipalities and transport operators. This is difficult sometimes, because we can often only reach part of the people. Usually the part that feels personally involved in the topic and has the time and opportunity to speak out about it.

For the projects we as a Transport Authority are responsible for (such as this policy framework), we already involve people in many ways: through the Travellers' Advisory Council, the travellers' panel, the public transport customer barometer and with the use of mystery guests. We also engage experience experts in our policy choices. And for major projects, we make environment managers responsible for proper engagement of people in the region. In order to arrive at even better proposals and solutions, we do want to look at whether we can trial additional new forms of participation and engagement.

Together with all parties in and outside the region
We need all parties in the region for the implementation of activities and projects, big and small. This includes municipalities, the province, water boards and the Department of Public Works as road authorities. And municipalities and province due to their spatial planning responsibilities, because we can further strengthen cooperation here too. We could also do more and better in our collaboration on other topics, such as climate or plans that go beyond our region. We already do this on some themes with the province, the MRA Smart Mobility Platform and MRA-Electric. But many of the people who work or shop in our region come from outside of the region. Our region also has through traffic flows. This means municipalities and provinces outside the borders of the Transport Region also need us regularly and we need them.

RESIDENT SURVEY RESULTS
- 874 residents and travellers from different parts of our region completed the survey;
- 67% say they are satisfied with travelling in the region;
- Congestion on roads, cycle paths and public transport are rated relatively poorly;
- Improving public transport is a key improvement point: participants would prefer lower prices and more, better and more convenient public transport. They indicate that this could also help them to use public transport more often instead of their cars;
- People want more space for cyclists and pedestrians, as well as more local amenities and fewer traffic casualties;
- 6% said they wanted more roads for cars;
- Reasons to go by car are: flexibility, dependence and fun. Reasons for going by public transport are: practicality, comfort and speed. Reasons to go by bicycle are: practicality, flexibility and comfort;
- At neighbourhood level, a large majority say they would like more space for public spaces and greenery and less for things like parking. They are also in favour of lowering the speed limit to 30 km/h in built-up areas. And 96% think children should be able to cycle to school by themselves, even if this makes school environments less accessible to cars.

Together with businesses and institutions
Employers, educational institutions and shops have a direct impact on the mobility of their employees, pupils/students and customers. In addition, transport operators and other mobility providers strongly determine transport options in our region. That is why we involve them in our policies and projects and are open to initiatives from outside parties.

Package deal agreements
In doing so, we also want to agree on a cohesive package of measures for a particular area more often. This could include the combination of making an area more attractive for cycling and walking with measures to divert car traffic more to the outskirts. Or linking behavioural measures to infrastructure adaptations. In this, we link our ambitions and agree on measures that suit them and how we finance them. Financing for the complete package does not have to be in order right from the start: we can work towards the desired result step by step. The area paragraphs in the elaboration of this Mobility Policy Framework could be a prelude to agreements for the subregions. The agreements could be about any type of area. However, our starting point is and always will be the regional mobility interest, because that is our job.

Helping municipalities move forward as a partner
What's more, we are always looking at how we can help our municipalities, especially the smaller ones, to achieve shared objectives. Knowledge development and exchange is part of this, for instance by developing support for policy rules. Where appropriate, we want to help with joint procurement. We do so mainly if it means we can achieve our goals faster, if economies of scale allow us to achieve lower costs or if it offers more opportunities for innovations. In addition, it saves municipalities work. Exploring options for a regional concession for shared mobility is also part of this.

The Transport Region and the surrounding area
There are also matters we cannot handle ourselves within our region. This is because people travel beyond the Transport Region's boundaries. Good cooperation within the greater Amsterdam Metropolitan Region and with the province of North Holland and, in some cases, other provinces is therefore necessary. This could include joint choices on housing development and employment and their translation into a good mobility system for the entire metropolitan region. For example, we are working with the provinces of North Holland and Flevoland and the municipality of Amsterdam on the Regional Mobility Programme (RMP). In doing so, we aim to achieve the Climate Agreement goals for mobility. We interpret this further by way of the Policy Framework. In addition, we have jointly adopted the MRA Multimodal Vision for the Future, together with the provinces of North Holland and Flevoland and the state. In it, we jointly identified seven principles for mobility. We elaborate on these in this Policy Framework for mobility within our region (taking what the MTB for (inter)national and transit mobility states as a starting point). But even for 'our' part of the MTB, we desperately need the state and province. Because the state and the province invest money in major projects, but the state also helps determine whether we can achieve our objective through fiscal and spatial legislation, for example.

> **THE 7 PRINCIPLES OF THE MRA MULTIMODAL VISION FOR THE FUTURE (MULTIMODAAL TOEKOMSTBEELD, MTB)**
> 1 Harmonise urbanisation with the quality of accessibility and proximity
> 2 Slow down and spread mobility growth
> 3 Improve urban and regional cycling networks
> 4 Develop regional hubs for each corridor, near cities as well as further away
> 5 Include goods traffic as an integral part of the accessibility and urbanisation challenge
> 6 Scale up public transport by step-by-step unbundling of public transport
> 7 Keep the circulars flowing

We are always looking at how we can help our municipalities to achieve shared objectives

3.2 PLAN-DO-CHECK-ACT: STEER AND ADJUST

Because the future is always unknown and unpredictable, we must ensure we are agile and focused. So we need a clear direction we want to take, but one that can be adjusted as the situation changes or new opportunities arise.
We do this by using the Plan-Do-Check-Act cycle:

- In this policy framework, we describe the desired improvement and what is needed to achieve it ('Plan');
- We implement the measures ('Do');
- We measure whether the measures deliver what we want and track whether the situation changes or new opportunities come along ('Check');
- We adjust the plan if necessary ('Act'). The end goal will still remain the same, but we regularly adjust the path towards it based on this cycle when necessary.

With this Plan-Do-Check-Act cycle, we also meet the European requirements associated with a sustainable urban mobility plan. The policy framework is the vision. We put it into practice through (among others) the Mobility Implementation Programme (Uitvoeringsprogramma Mobiliteit, UPM). And the annual update of the UPM uses input from monitoring to ensure that it continues to contribute properly to our goals.

We believe a number of points are important in the application of the Plan-Do-Check-Act cycle.

Value-driven policy
With this Policy Framework, the Transport Authority for the Amsterdam Region chooses to focus on what is valuable (important) in daily life for residents and travellers in the region. We call this 'value-driven policy'. That is why, the impact of our five goals – accessibility, safety, sustainability, inclusiveness and health – must become central to the plan-do-check-act cycle.

Considerations to evaluate and compare projects

Our goals should always be clearly visible in all our activities, projects and concessions, but also in our communication and in the distribution of resources across the budget. This creates recognition among our municipalities and other collaboration partners. The best projects contribute to multiple goals. But the cost of a project should match its impact on the goals.

As such, we are developing an evaluation framework that not only includes broad prosperity, but also offers insights into spatial efficiency, energy efficiency and financial efficiency - as this remains important too. Here, we also look at how we can sharpen or expand tools such as traffic models and - for larger, complex projects - SCBAs (social cost-benefit analysis) so that they are even more in line with our five broad prosperity objectives. This may also require adjustments to, for example, considerations and prioritisation in the budget, which in turn will lead to other considerations to evaluate and compare projects. We think more from the perspective of people and the environment and less from the system perspective. For example, we put more emphasis on providing more mobility options, especially options that are sustainable and take up little space. We are also paying more attention to why people make certain mobility choices and how we can respond to these choices. And we are putting more focus into the effect mobility has on the quality of life.

As a result, the Mobility Implementation Programme, the budget and the framework memorandum will also look different. And the projects themselves are also implemented slightly differently and more broadly, according to the new objectives. Where we ourselves are the contracting party, we can require that work meets these objectives and our principles. If we are a partner in a project, we can encourage that work is in line with our objectives and principles, for instance by linking the level of our financial contribution to it. In doing so, experience has taught us that working on large projects is always a risk. This is no reason to avoid them, but rather to deal with them as wisely as possible. For instance, we build in more intermediate steps, and decision moments.

Monitoring and evaluation

The plan-do-check-act cycle is important in monitoring and evaluation. We will translate the five broad prosperity objectives into easily measurable indicators, and use these to track whether policy choices and investments contribute to objectives sufficiently, or whether we need to make adjustments. We are developing a monitoring plan for this purpose. We also want to have a better understanding of the things people value and how we as an authority (can) contribute to this through mobility.

Experiments and innovations

We want to create more room for exper-

> *Where we ourselves are the contracting party, we can require that work meets these objectives and our principles. If we are a partner in a project, we can encourage this*

iments that, if successful, could be continued, and be at the forefront of useful innovations. We are open to initiatives from external parties, such as residents or market parties. This fits the idea of adjusting based on changing surroundings and new opportunities. We actively seek strategic partners from other fields to collaborate with.

For the Transport Authority for the Amsterdam Regionn, innovations are not an end in themselves, but an important means of achieving our objectives. We do this, for example, by focusing on smart mobility. For example, paying by a debit card on public transport offers passengers more convenience. With intelligent traffic control systems (iVRIs), the flow of different target groups can be organised even better. Different concepts around shared transport are also linked together and offered to travellers. This presents the government with opportunities but also major challenges, such as amending laws and answering the question of whether the government should only encourage it or also regulate it. It may also involve innovations in processes and organisations, such as the combination and possible financial de-funding (removing the separation between different cash flows) of public transport with forms of target group transport. We encourage the sharing and use of mobility data, but with privacy protection and data minimisation (collect no more data than strictly necessary for the intended purpose) as a starting point.

Way of working and culture
Finally, working from the new objectives within this plan-do-check-act cycle requires a new way of working and culture among our employees. From a focus on infrastructure, transport, travel time and speed, we are moving to a broader view in which sustainability, health, safety and inclusivity as just as important. We seek connections with other policy areas and look for and see opportunities to reinforce each other's objectives, (especially) also outside our trusted partners. We ensure that the mobility system functions well and contribute to the infrastructure needed to do so, while thinking first from the perspective of human needs and behaviour. We are looking at how we can connect to this, with behavioural measures but also in infrastructure design. And we are always looking at what the areas demand and how we can balance this with objectives for the entire region. Apart from adapting forms and the implementation programmes, for example, this also requires a different way of working for employees and possibly training for additional knowledge and skills. We can also identify exemplary projects to make employees more aware of how to shape the new way of working.

We want to create more room for experiments that, if successful, could be continued, and be at the forefront of useful innovations

ANNEX 1 TRENDS AND DEVELOPMENTS

There have been rapid changes in mobility over the past three years. Trends and developments that had started before suddenly became visible. Just think how – forced by temporary coronavirus lockdowns – we learned to work from home for a day en masse. Groceries are delivered to homes more often and we make more time for a stroll in our own neighbourhood. New themes within mobility, such as increased focus on sustainability, health and an inclusive society, make the playing field wider but also more difficult than before. This annex outlines key trends and developments. With this new policy framework, we want to be better able to respond to this.

MOBILITY

We see a growing preference for individual transport. This has caused public transport usage to fall, while we choose to walk more often, for example. Bicycle and car use remains roughly the same, with some increased use of new services such as private lease. For example, lease bicycles are very popular, with users often valuing the service concept more highly than the ownership itself. The number of (shared) mobility providers is growing, and apart from increasing the provision for travellers, this also leads to drawbacks such as parking congestion. Research also shows that travellers have different priorities: where we used to see congestion as the biggest annoyance, we are increasingly finding comfort and reliability more important than speed. The number of recreational journeys is increasing, and this includes both car journeys and walks or bike rides. This increased recreation can sometimes negatively impact the rural areas).

HEALTHY AND TRAFFIC-SAFE LIVING ENVIRONMENT

One clear development is the increasing focus on health and a better living environment. For instance, road safety is becoming increasingly important, especially with congestion on the rise. While we have increasing numbers of vulnerable road users in our region, we are seeing the emergence of all kinds of new means of transport (Light Electric Vehicles, LEVs). This creates more speed differences and crowding on cycle paths. The children cycling to school independently are getting older. To turn this picture around, municipalities are increasingly opting for 30km/h and paying more attention to the design of public spaces and the quality of the living environment. In doing so, cars are given less and less space in crowded urban areas.

POPULATION AND DEMOGRAPHIC

Inequalities in society are increasing, at social and financial-economic levels but also in health, for example. Most of the municipalities in the Transport Region will grow substantially in the coming years. Amsterdam is expected to pass the one-million population mark by 2030. Population numbers are also increasing in municipalities such as Amstelveen, Diemen, Ouder-Amstel, Haarlemmermeer, Zaanstad and Purmerend. Our working age population is decreasing and ageing, a trend that is slower in the big cities than in the rest of the region. Mobility patterns are changing as a result.

## ECONOMIC DEVELOPMENTS AND LOGISTICS

Within the Netherlands, our metropolitan region remains the economic hotspot, with Amsterdam as its core city. We mainly see growth of jobs in places where they are already. This creates more traffic jams during rush hours. Business suffer from this. Larger employers will also face a mandatory scheme from 2023 to reduce CO_2 emissions from their transport. As such, businesses are working with governments to look for smart mobility solutions, such as modern working conditions with mobility budgets and home-working arrangements. Logistics remains an important theme, and we can see changes taking place. Large vehicles are increasingly being kept out of busy city centre areas. Internet ordering is growing with direct (and especially small) home deliveries. The use of clean alternatives such as LEVs and bicycles (cargo bikes) is becoming increasingly economical in this regard. This personal service does lead to different mobility patterns and more journeys. We also see an increase in parcel collection points (lockers or counters) at central locations such as supermarkets, for example.

HOUSING MARKET

The pressure on the housing market has increased a lot recently: there are not enough houses and flow in the housing market is sluggish. To meet demand, at least 175,000 to 240,000 homes must be added in the Amsterdam Metropolitan Region by 2040, according to agreements. This will have major implications for pressure on our already congested mobility networks. In addition, higher house prices have forced people to live further and further away from their jobs, resulting in a skewed commuting balance. The region has calculated that billions of euros are needed for the necessary investments in accessibility. We are increasingly seeing parking standards being lowered in new housing developments.

CLIMATE AND SUSTAINABILITY

We are increasingly seeing the effects of climate change: our summers are hotter and drier, and rainfall is becoming more intense, resulting in (localised) flooding. The transition to cleaner forms of transport is accelerating. As a result, we increasingly see electric cars and buses on the road. That is not all: even the production of zero-emission vehicles and infrastructure still has negative environmental impacts, Making the challenges even bigger.
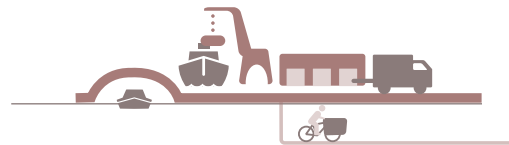
SCARCITY

Global developments, such as the war in Ukraine, are causing shortages of raw materials for key production tools (e.g. microchips) and energy (oil and gas), and therefore rising prices. Due to labour market shortages, transport companies are facing understaffing and projects are slower to be implemented. Scarcity also shows itself in another way, in that we have too little space on our energy grids and it is difficult to find enough space for housing development, power generation and recreation. At the same time, we see an increasing challenge from overdue infrastructure maintenance, and this will make a big claim on budgets in the coming years. Circular production could an help combat scarcity here.

RISING DIGITISATION

The digitisation of our society continues and this has implications for how we move around. During coronavirus times, working from home became normal, and we (somewhat) continued to do this afterwards. This has reduced the use of public transport. Various digital developments are making our lives easier: think of ordering food, travel and planning, debit card payments on public transport and artificial intelligence (smart cameras in vehicles). Because of online orders, for example, we see that there are more vehicle journeys and traffic is becoming more unsafe. There are also concerns about our privacy and the security of digital systems. A new task is to make our digital assets (such as websites and apps) accessible to all audiences.

RESIDENT ENGAGEMENT

We see two developments around residents' involvement in politics and decision-making. On the one hand, residents are involved: they stand up for a pleasant living environment, climate, clean air and (inclusive) mobility. There is increasing political attention for these issues, and residents, advocates and experts are increasingly involved in decision-making processes. On the other hand, trust in the government is declining. We see this in demonstrations on the streets, but also online on social media. The distance between different groups of residents also seems to be increasing.

ANNEX 2 **FROM GOALS TO MEASURABLE RESULTS**

The Policy Framework is the Transport Authority for the Amsterdam Region's contribution to broad prosperity. We can achieve this by working towards five goals: road safety, sustainability, health, inclusiveness and accessibility. We want to translate these five objectives into easily measurable indicators, and use these to track whether policy choices and investments contribute to objectives sufficiently, or whether we need to make adjustments. We are developing a monitoring plan for this purpose. We also want to use monitoring to get a better understanding of the things people value and how we as a government (can) contribute to this through mobility.

MONITORING

As a basis for monitoring, we attach some sub-targets with indicators to each of the five goals of broad prosperity. These should outline progress within these targets. In addition, we will develop further sub-targets and indicators showing progress in more detail in a separate monitoring plan.

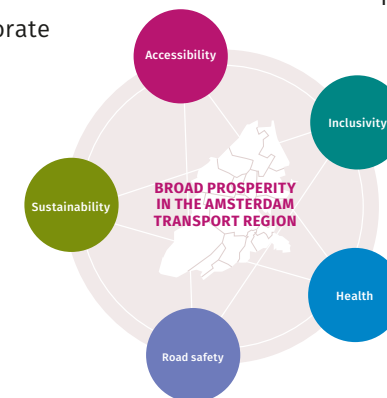In this, we will use two types of indicators:
- We use objective indicators to visualise actual developments and compare them with previously set targets.
- We use subjective indicators to capture the value judgements, opinions and experiences people have. We also compare these with pre-set targets. For this form of monitoring, we plan to use surveys, including through our passenger panel.

● ACCESSIBILITY

- Everyone in the region can reach the amenities important to them within an acceptable time and to a sufficient extent (sufficient educational opportunities, sufficient work, healthcare, shopping, sports/recreation, social contacts). Where this is not yet the case, we want this to keep improving. We will outline an acceptable time-frame for each type of area, amenity and mode of transport. In any case, we want as many amenities as possible to be no more than 15 minutes away by bicycle or on foot. We will also further elaborate on the term 'sufficient'. We will be looking at suitable options here, among other things.
- Everyone in the region can reach the amenities important to them at acceptable costs (education, work, healthcare, shopping, sports/recreation, social contacts). Where this is not yet the case, we want this to keep improving. We will further elaborate on the acceptable costs by type of area, facility and mode of transport.
- Everyone in the region has access to public mobility within an acceptable distance. Where this is not yet the case, we want this to keep improving. We will further elaborate on the acceptable distance by area type and mode of transport.
- Every company in the region is able to reach (potential) customers within the region, supply the (potential) customers with their own products or services, or receive products and services purchased, within an acceptable time and at acceptable costs. We will further elaborate on the acceptable travel time and cost by area type and mode of transport.
- Mobility (cars, public transport, and bicycles) is increasingly spread across the (working) week and day and the hyper rush hour for public transport is disappearing.
- More and more travellers are satisfied or very satisfied with their journey through the region.
  - The overall rating of passengers in the public transport customer barometer is at least 8.0 for each concession (and in Amsterdam for bus, tram and metro).

BROAD PROSPERITY
IN THE AMSTERDAM
TRANSPORT REGION

Accessibility · Inclusivity · Sustainability · Health · Road safety

● INCLUSIVITY

- A suitable mobility provision is available to everyone in the region.
- A physically accessible mobility provision is available to everyone in the region.
- A comprehensible mobility offer is available for everyone in the region.
- By 2040, we will be as close as possible to equal accessibility for all groups (e.g. men-women, various income groups, ages) who want to travel.
- More and more residents and travellers in the region experience the mobility provision understandable
- More and more residents and travellers in the region experience the mobility provision as physically accessible
- More and more residents and travellers in the region experience accessibility as equal

● SUSTAINABILITY

- The aggregate share of public mobility, cycling and walking in total mobility in the region continues to increase.
- Public transport in our concessions will emit zero CO_2 by 2025.
- By 2030, mobility in the Transport Region will emit at least 16% less, but preferably 55% less CO_2 compared to 1990 (RMP target).
- By 2050, we will be as close as possible to a zero-carbon mobility system.
- By 2050, we will be as close as possible to a mobility system without emissions of harmful nitrogen compounds.
- By 2050, we will be as close as possible a mobility system free from (residual) waste, with all raw materials used being reused eventually.
- By 2050, we will be as close as possible to a climate-proof mobility system.

- Changes in the use of, and investments in, our mobility system must not, on balance, worsen biodiversity.

● ROAD SAFETY

- By 2050, we will be as close as possible to zero fatalities and serious casualties.
- By 2030, we will have achieved a trend break from an increase in road casualties to a decrease.
- Residents and travellers perceive road safety during their journeys in the region to be at least adequate.

● HEALTH

- The share of journeys on foot and by bicycle in total mobility in the region continues to increase. This applies to walking and cycling as the main means of travel, but also as part of a journey by other mode of transport.
- Air quality along infrastructure in the region will meet WHO advisory values by 2030.
- Noise levels along infrastructure in the region will meet WHO advisory values by 2030.
- Residents and travellers experience the mobility system as inviting to make journeys by walking or cycling.
- Residents and travellers experience little to no stress when travelling in the region.
- Residents and travellers perceive the air quality in/near their homes and while travelling as at least adequate.
- Residents and travellers do not perceive the noise level in/near their homes and during their journey as burdensome.
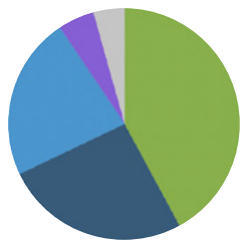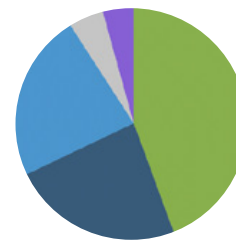

MODAL SPLIT WATERLAND ZAANSTREEK 2021
CAR 42% | CYCLING 26% | WALKING 23% | PT 5% | OTHER 4%
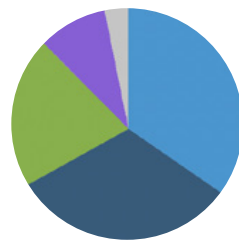
MODAL SPLIT AMSTERDAM 2021
CAR 21% | CYCLING 32% | WALKING 35% | PT 9% | OTHER 3%

MODAL SPLIT AMSTELLAND MEERLANDEN 2021
CAR 44% | CYCLING 23% | WALKING 23% | PT 4% | OTHER 5%

Modal split (each mode's share of total trips) in 2021 in the Transport Region's three subregions.
Source: Regional Mobility Thermometer, https://vervoerregio.nl/rtm

ANNEX 3 TASKS AND ROLES OF THE TRANSPORT AUTHORITY

With the Mobility Policy Framework, we fulfil one of the statutory tasks of the Transport Authority for the Amsterdam Region. In this appendix, we describe all the statutory tasks of the Transport Authority for the Amsterdam Region and how – in which roles – they can be fulfilled in practice.

STATUTORY TASKS OF THE (EXECUTIVE COMMITTEE) OF THE TRANSPORT REGION

1. Setting out the main lines of the desired development of the Transport Region area through planning, steering and coordination, in order to promote the interests related to the traffic and transport task of the Transport Authority (Joint Arrangement Transport Authority for the Amsterdam Region). This includes the adoption of a Regional Traffic and Transport Plan (Traffic and Transport Planning Act, which will expire when the Environment Act comes into force (for now, 1 January 2024) This policy framework concerns this plan.
2. Granting public transport concessions and subsidising them, including all related tasks arising from the Passenger Transport Act 2000 and regulations based on this scheme (or its successors).
3. Care for the management and construction of local railway infrastructure (Local Railways Act or its successor: the Railway Act and regulations based on it), including:
   – appointing the manager (GVB Infra B.V.), adopting a management vision and making agreements with the manager on the management of the local railway infrastructure;
   – commissioning local rail infrastructure, providing access to local rail infrastructure (such as platforms) as well as authorising the commissioning of local rail infrastructure and rail vehicles;
   – establishing the spatial profile/restriction area of the railway infrastructure and licensing work around the local railway/enforcement;
4. Making expenditures – in addition to those related to the tasks under 2. and 3 – on the basis of the BDU Traffic and Transport Act (Wet BDU) for the preparation and implementation of regional traffic and transport policy as well as disbursing part of these BDU funds to
   a a participating municipality for the costs of implementing the municipal traffic and transport policy,
   b a water board for the cost of construction, expansion and road safety on roads and
   c to a province for the cost of building provincial roads in the Transport Region

Performing municipal statutory tasks - such as the role of road authority - is not part of the Transport Authority for the Amsterdam Region's remit. The participating municipalities have not transferred this task to the Transport Authority. However, at the request of one or more participating municipalities, the Transport Authority may, subject to conditions, provide services for the benefit of one or more participating municipalities or cooperate.

ROLES THAT ARISE FROM THE (STATUTORY) TASKS

Advocate traffic and transport for Amsterdam Transport Region

The Transport Authority for the Amsterdam Region represents the interests of the cooperation area of the Transport Region with regard to traffic and transport. This is done at the various consultation tables, by responding to national and provincial memorandums and plans, which are relevant to the cooperation area or by issuing advice.

Frontrunner in mobility challenges

The Transport Authority for the Amsterdam Region, as a Joint Arrangement implementing the umbrella task, acts as coordinator, knowledge broker and director on behalf of and mainly for the benefit of the participating municipalities. As a frontrunner in the mobility challenge, the Transport Authority brings parties together so they can take on regional traffic and transport challenges. This is done through initiation and propelling explorations and plan studies for regional infrastructure projects and accessibility measures, sharing knowledge and experience, and coordination of the regional plans for the purpose of the State.

Concessionaire

The executive committee grants the public transport concessions in Amsterdam, Amstelland-Meerlanden (AML) and Zaanstreek-Waterland (ZaWa) to a concession holder and attaches regulations to the concessions. This is done through tendering (AML and ZaWa). Tendering is not mandatory for the Amsterdam concession. The Amsterdam Concession can be awarded on a one-to-one basis to GVB Exploitatie B.V. (by means of subcontracting).

Subsidy grantor

The executive committee grants subsidies for public transport as described in the concessions. This relates in particular to the provision of public transport, the acquisition of strategic assets and the provision of social security. This has been worked out and finds its further legal basis in the Subsidy Ordinance on Passenger Transport Act. It also provides the basis for subsidies to a participating municipality for the costs of implementing municipal traffic and transport policy. The subsidies for financing buses and related goods (such as charging infrastructure and bus shelters) in the concessions that have been tendered find their legal basis in the Regulation on the provision of subsidies for a bus loan in the Amsterdam Transport Region 2015.

In addition, the executive committee grants subsidies for the execution of studies and accessibility measures that demonstrably align with the ambitions and objectives from this policy framework, or contribute to another traffic and transport objective set by the Transport Authority for the Amsterdam Region. The legal basis for this is the BDU Infrastructure Regulation.

Contracting party

To carry out statutory tasks, where the Transport Authority does not act as a grantor of concessions and/or subsidies, the Transport Authority may act as a contracting party. This applies at least to ensuring the construction and management of local railway infrastructure. This also applies to the spending of funds for the preparation and implementation of traffic and transport tasks with a regional, cross-border municipal interest or an interest that affects all the municipalities. These include the Transport Authority as the commissioning authority for the public transport coach, 'sustainably safe' tasks such as for behavioural and educational measures and cross-municipality projects.

Cooperation partner

The Transport Authority for the Amsterdam Region works mainly with participating municipalities and other public authorities. To the extent that the Transport Authority does not act directly for

one or more of these parties, but does so from its own (statutory) duty, the Transport Authority may act as a co-contractor in this regard. Insofar as this cooperation is not directly for the benefit of the Transport Authority, but only for the benefit of the other cooperation partner(s) and the agreements cannot be enforced, the financial contribution from the Transport Authority is a grant.

To the extent that the Transport Authority imposes requirements that go beyond the role of subsidy provider and/or the Transport Authority has its own interest in the realisation of a project or programme (and wants to be able to legally enforce this), the role from the Transport Authority in this cooperation will be seen more as a contracting party. When appointing the Transport Authority as the contracting party in a partnership, procurement rules must be observed.

Provider of services
At the request of one or more participating municipalities, the Transport Authority may provide specific services to one or more participating municipalities. The executive committee shall decide on this request on behalf of the regional council, specifying cost-sharing and other conditions. When requesting the Transport Authority to provide a service, the municipality must comply with procurement rules.

Provider of permits/exemptions
The executive committee determines the spatial profile/restriction area for local railway within which a permit is required for carrying out or having carried out works or placing things on, in, above, beside or under the local railway. Such licence shall be granted by or on behalf of the executive committee. After the Environment Act comes into force, the application for local railway activities may be part of an application for multiple activities, for which an environmental permit is granted. In this case, the executive committee only gives advice on the matter to the deciding authority (usually college of mayor and aldermen) and approves the environmental permit.

After the Environment and Planning Act enters into force, the participating municipalities with local railways in their municipalities (Amsterdam, Diemen, Ouder-Amstel, Amstelveen and Uithoorn) will have to include this restriction area in their environment plans. The Transport Authority coordinates this with these municipalities.

What's more, the executive committee issues licences for putting local railway infrastructure and (types of) railway vehicles into service.

The executive committee also grants exemptions to anyone other than the concessionaire to provide public transport that does not disproportionately affect the operation of a concessionaire's concession in the Transport Region.