

Market consultation mobility services N279

Next step in scaling up the offer of demand-oriented mobility services in the Southern Netherlands.

Dear service and mobility provider,

Background: need to scale up mobility services in the Southern Netherlands

It is becoming increasingly congested on the roads in the Southern Netherlands. Various infrastructure and mobility projects are planned in the coming years, which aim to improve accessibility in the area. Many stakeholders, projects and programmes are currently contributing to developments towards an integral, reliable and future-proof mobility system in the Southern Netherlands. Besides physical (infrastructural) measures, the ambition is also to focus as much as possible on smart mobility and mobility services. Therefore it's essential to scale up the range of mobility services to suit the needs of travellers in the Southern Netherlands. With a strongly growing economy, changes in mobility demand in both urban and rural areas, large employers as possible catalysts, diverse infrastructural efforts, the development of the [MaaS ecosystem Eindhoven](#) and the new Vision on Public Transport in the province of North Brabant '[Vision on shared Mobility](#)', it is now the perfect time to scale up smart mobility services. However, this also implies that travellers must be offered a sufficient range of proven mobility services to be able to travel differently and smartly.

Next step: contribute to the challenges of the N279 project with mobility services

Having awarded mobility services in the area between the [A2 Weert-Eindhoven](#) we are now taking the next step at SmartwayZ.NL to continue developing a demand-oriented supply of mobility services around the [N279](#) between Veghel and Asten. Significant changes are planned to the infrastructure on the N279 in the period 2020-2023. We wish to seize this opportunity as a catalyst to encourage travellers to travel differently and smarter. Therefore, besides the many infrastructural measures, the ambition is also to strengthen the integral offer of proven mobility and alternative travel services. On the one hand to contribute to the accessibility, travel flow, safety and liveability around the N279 before, during and after the infrastructural conversion of the N279 in 2020-2023. On the other hand to contribute to the next step in the growth of the supply of proven mobility and alternative travel services. These services should be optimally aligned with the demand and needs of travellers in the area around the N279 and later also throughout the Southern Netherlands.

About SmartwayZ.NL and Mobility Market

Under the programme [SmartwayZ.NL](#), various authorities, companies and knowledge institutions are working in partnership to improve the Southern Netherlands' accessibility. The mobility programme, SmartwayZ.NL, consists of eight connected sub-projects in the Southern Netherlands to improve the accessibility and flow, both temporarily (during the construction work) and on a structural basis. The [Mobility Market](#) project is contributing to a reinforced offer of proven mobility services and allows travellers to choose from a wide range of alternative travel options allowing them to travel differently or smarter.

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On Monday November 19th the Mobility Market project in the SmartwayZ.NL programme will hold a market consultation, because we plan to start a tender for the contract to scale up mobility services in the area around the [N279](#) between Veghel and Asten. Our aim is to publish the tender in January 2019 and award the contract by the end of March 2019. The term of the contract (with an optional substantial financial public contribution) will probably be from April 2019 until March 2021.

We are keen to enrich our potential tendering ideas on the possible solutions from your market perspective. Therefore we would like to invite you as a potential service and/or mobility provider to exchange ideas about the ways in which we, as a contract authority, can best facilitate and work together with you as a market party to achieve our ambitions.

You will receive an extensive concept-market consultation document, a profile document of the area around the N279 and some of our questions and dilemmas around November 9th. These documents will also be published on our [website](#). We are keen to receive your reaction to our questions and dilemmas no later than Thursday 15 November at noon. In this way we will be able to customize the market consultation more closely to your needs.

The report on the outcomes of the market consultation will be published on our [website](#) no later than Friday November 30th. The report will also be sent to all attendees. You can also submit your suggestions via mobilitymarket@smartwayz.nl.

Practical details and registration

When? Monday 19 November 2018

Timing? Plenary programme: 1 p.m. - 3 p.m.
Bilateral and round table discussions: 3 p.m. – 5 p.m.

Where? Automotive Campus. Automotive Campus 30, 5708 JZ Helmond

For whom? Service providers and consortia of proven mobility and alternative travel services like: Mobility as a Service (MaaS) providers, suppliers of travel services and methods (shared/electric car, scooter, bicycle, bus, boat, etc.), public transport companies, mobility map suppliers, car manufacturers (OEMs), technology providers, telecom providers, mapmakers, etc.

Keen to register? You can [register until Friday 9 November at noon*](#) for the market consultation and bilateral discussions via [this form](#).

****Attention: places are limited***

During the market consultation itself there is space for a maximum of 50 participants (maximum 2 people per organisation and/or consortium) from mobility service providers. We will send you a confirmation of your registration on Monday 12 November. In the event of too many registrations (more than 50), we will be obliged to adapt our programme. We will keep you informed in good time.

Questions?

Please contact the Mobility Market Programme Director, Floris Bakermans, on mobilitymarket@smartwayz.nl. We are looking forward to see you in Helmond on Monday November 19th.

Kind regards,

Jan-Willem van der Pas

Cluster Manager MaaS, SmartwayZ.NL