

Strategic Roadmap

# Towards a broader user adoption of MaaC in Amsterdam

**Legend**

● text

→ Element

→ Continuous process

····· Connection

● Connection dot

● Intensity

**Diffusion of innovation**

Innovators

Early adopters

Early majority

Late majority

Laggards

Adoption threshold

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The diagram is a strategic roadmap for MaaC (Mobility as a Commons) in Amsterdam, structured into five horizontal timelines and a future vision section.

**Horizons:**

- Horizon 0: 2025** Current status and learn
- Horizon 1: 2026** Initiate integration
- Horizon 2: 2028** Scaling adoption
- Horizon 3: 2030** Emission-free transition
- Transition: 2030 - 2050**
- Future vision**

**Vertical Timelines:**

- Need-based personas:** Sustainable advocate (Horizon 0), Ambitious explorer (Horizon 1), Social neighbour (Horizon 2), Convenience seeker (Horizon 3), Committed car user (Transition), Cost aware user (Transition).
- Integration:** Restructure 'Proef Autodelen' strategy (Horizon 0), Integration plan (Horizon 1), Find potential groups (Horizon 1), Find key figures (Horizon 1), Small initiatives (Horizon 2), Collaborate with new construction projects (Horizon 2), Expand initiatives (Horizon 3), Initiatives continue growth or split (Transition).
- Municipality:** Role as facilitator, supporter and collaborative partner (Horizon 0).
- Evaluation:** Mid-evaluation 'Proef Autodelen' (Horizon 0), Evaluation GEMINI project (Horizon 1), Threshold evaluation (Horizon 2), Evaluation MaaC (Transition).
- Policy:** MaaC policy (Horizon 1), Reassessment of MaaC policy (Horizon 2), Reassessment of shared mobility policy (Horizon 1), Reassessment of shared mobility policy (Transition).
- Activities - Shared mobility:** Regulations to discourage private ownership (Horizon 0), Social measures to encourage shared mobility (Horizon 1), Sensitising plan for shared mobility (Horizon 0), Educate community workers on shared mobility (Horizon 1), Stimulate public and active mobility (Horizon 0), Improve shared mobility website (Horizon 0), Campaign on alternative electric mobility (Horizon 2).
- Activities - MaaC:** Create internal support (Horizon 1), MaaC team (internal) (Horizon 2), Generate incentives (Horizon 1), MaaC campaign (Horizon 1), Financial support plan (Horizon 1), MaaC website (Horizon 1), Organise information & trial days (Horizon 3).
- Events:** Emission free zones (Horizon 0), End of GEMINI project (Horizon 1), Innovation program on bidirectional charging (Horizon 2), Bidirectional charging (Horizon 3), Emission free mobility in Amsterdam (Horizon 3), EU Greenddeal (Transition).
- Infrastructure:** Urban space projects (Horizon 0), Charging for MaaC (Horizon 0), HUBs (Horizon 1), Charging infrastructure (Horizon 0).

**Future vision:**

Amsterdam's **sustainable human-centred** mobility system ensures all residents have **access to shared mobility**, replacing private ownership as the norm.

Mobility as a Commons is **seamlessly integrated** providing residents **affordable, accessible** and **community-driven** mobility.