

dialogue

#DigitalMobilityManagement #GreenMobility #MAAS #TOD

June 17

# LA on the Move

7.30 AM PST

16.30 NL

Connecting people through Smart Mobility

with **Jeremy Klop / Miguel Núñez** [Fehr and Peers]  
**Matthew Cole** [Cubic]  
**Peter Wijsman** [Arcadis]  
**Michiel Strijland** [APPM works]  
**Lukas van der Kroft** [Smart Mobility Embassy]  
**Jan Top** [Consulate General San Francisco]

e-Consulate NL NBSO  
SAN FRANCISCO Los Angeles



FEHR & PEERS

ARCADIS

CUBIC

## Webinar LA on the Move – Connecting People through Smart Mobility

Wednesday 17<sup>th</sup> of June, 16:30 – 18:00 (CET)

The COVID-19 pandemic is affecting all of us. The pandemic has given us a glimpse of what cities look like when transportation is mostly shut down. Quite possibly, this crisis could have a more unpredictable and longer-lasting impact on mobility and shared services. Due to the restricted operation of transportation systems, international collaborations are affected as well. The Smart Mobility Embassy believes now is the time to engage each other and reconsider, redesign and implement our ideas about desirable future mobility systems. Therefor the Smart Mobility Embassy, in collaboration with the Consulate-General of the Kingdom of the Netherlands in San Francisco, invites you to join the Webinar Los Angeles & The Netherlands collaborating on “designing the mobility system of the future”. During this webinar we would like to inform you about opportunities to collaborate with parties in the Los Angeles, CA area.

How do parties in California implement digital mobility management? With the rapid rise of technology in transportation, the city of Los Angeles wants to deploy and support an ecosystem or mobility marketplace of advanced technologies to meet their policy objectives. How does one evolve a platform for transportation innovation that focuses on three primary customer service delivery goals: data, mobility and infrastructure?

**[Please sign up here](#)**



## **Welcome & Introduction by the Smart Mobility Embassy**

### **Measure M (formally titled the “Los Angeles County Traffic Improvement Plan”)**

Angelenos spend an average of 81 hours a year stuck in traffic. Currently, there are over 10 million people living in LA, and population growth is projected to grow this number by another 2.3 million people in the next 40 years. Traffic congestion and air pollution are expected to get worse, 'Measure M' is intended to address those needs. What major Mobility challenges in Los Angeles can possibly benefit from Dutch ideas, solutions or experiences?

### **APPM - Dutch Smart & Green mobility**

Cities are rapidly changing. Upcoming mobility solutions like E-Mobility, Cycling and Smart Mobility are becoming part of our daily routine. Cities, utilities and companies have to find their way to successfully develop and use these new mobility solutions.

How can Dutch knowledge and expertise benefit cities like LA and make a difference leveraging Measure M? Specifically we may think of the introduction of electric vehicles, bike sharing and smart traffic solutions in which APPM has guide new paths for innovation, including public and private partnerships.

### **Arcadis & Fehr and Peers - A City of Captivating Creativity**

Los Angeles is at the heart of a five-county metropolitan area and is considered the prototype of the future metropolis – a city on the cutting edge of all of the advantages with the problems of large urban areas. Rapid urbanization, climate change and significant transportation challenges. It is clear to see why mobility is key to the city's economic and social prosperity.

Arcadis is a leading global design and consultancy firm for natural and built assets. They have been working in cities around the world to improve quality of life through creating connected, sustainable travel that integrates existing infrastructure with new technologies. In the heart of all this are the people who take on the journey. Learn more about Arcadis' people centric mobility approach and their view on partnerships which could help build that people oriented mobility system.

Fehrs and Peers is a transportation planning and engineering company with offices all over the US. Their traffic engineers, city planners and civil engineers cooperate with and work for public authorities and private companies shaping transportation. Fehr and Peers are strongly linked to the local context and dispose of a vast network with whom they cooperate to positively impact communities by addressing local transportation challenges. During this dialogue you will be offered to learn more about their characteristic projects, research and their perspective on potential challenges which could be positively informed by Dutch expertise and experience on transportation.

### **Cubic - Elevating existing facilities to a new level of performance**

Cubic is a technology-driven, market-leading global provider of innovative, mission-critical solutions that reduce congestion and increase operational effectiveness and readiness through superior situational understanding. Discover more about Cubic's mobile payment solution for transportation.

## **Thank you and follow up**

