

One stop shop for goods & personal mobility

New business models and policies
for shared mobility hubs

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DRIVE:SWEDEN

ONE STOP SHOP

New business models and policies
for shared mobility hubs

IN COLLABORATION WITH

URBANIVATION®

OKIDOKI

ARANÄS
FASTIGHETER



Kungsbacka

This project is a part of Drive Sweden's strategic innovation program funded by Sweden's Innovation Agency, Formas and Swedish Energy Agency.

PURPOSE OF THE PROJECT

- Policy and business model innovation for shared mobility in early phases of real estate and urban development projects
- Programming of current and newly constructed parking facilities

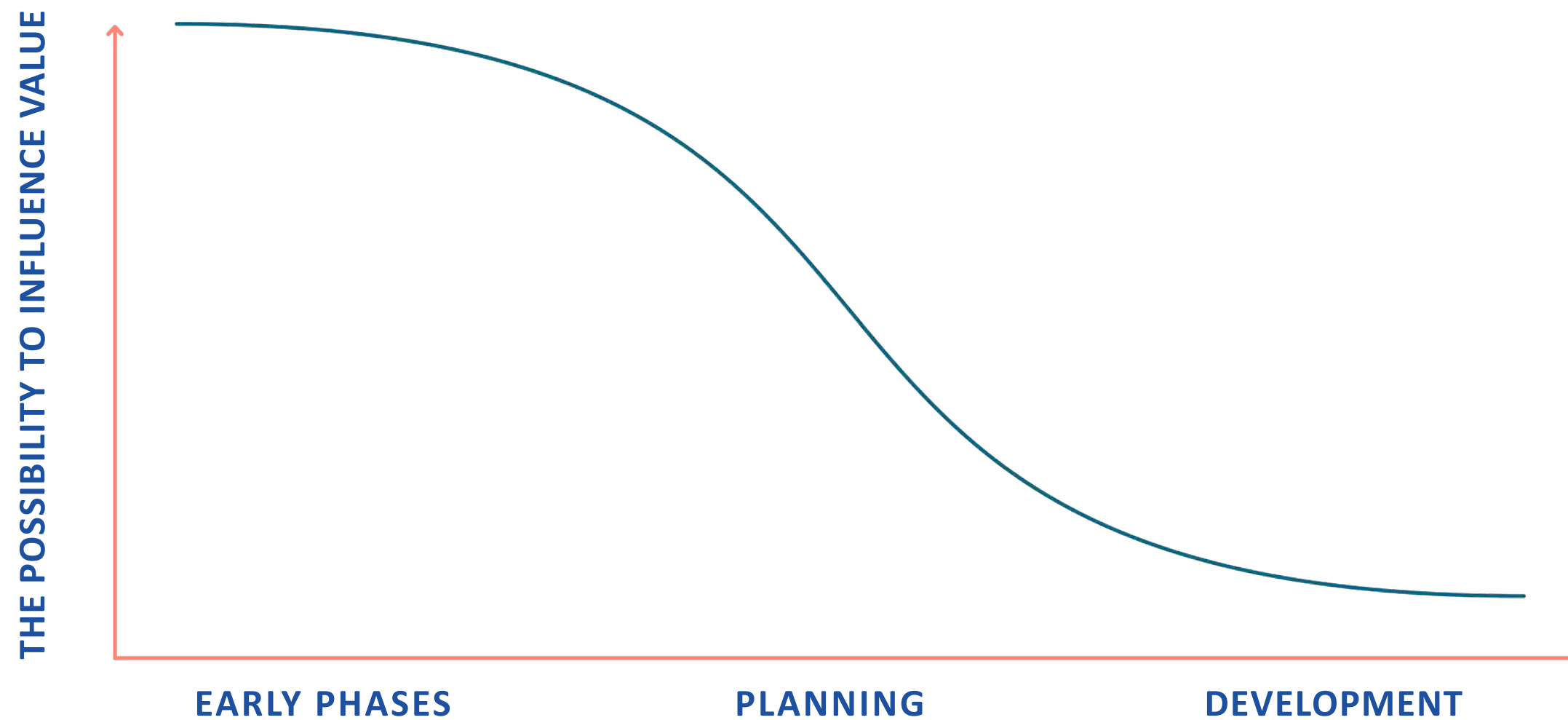
WHY IS THIS PROJECT RELEVANT?

- Agenda 2030
 - Urbanization and electrification
- Emerging behavioral patterns and business models

WHY PARKING IS KEY?

- Inefficient use of space, costly & underutilized
 - A subsidized system
 - Climate budget deficits
- Digitalization paves way for new business models

VALUE ORIENTED URBAN DEVELOPMENT





SKANSTORGET, GÖTEBORG



STRUMPAN, MALMÖ











Car
50 kmh (1 person)



Car
parked



Tram
50 people



Pedestrian
walking



Pedestrian
standing



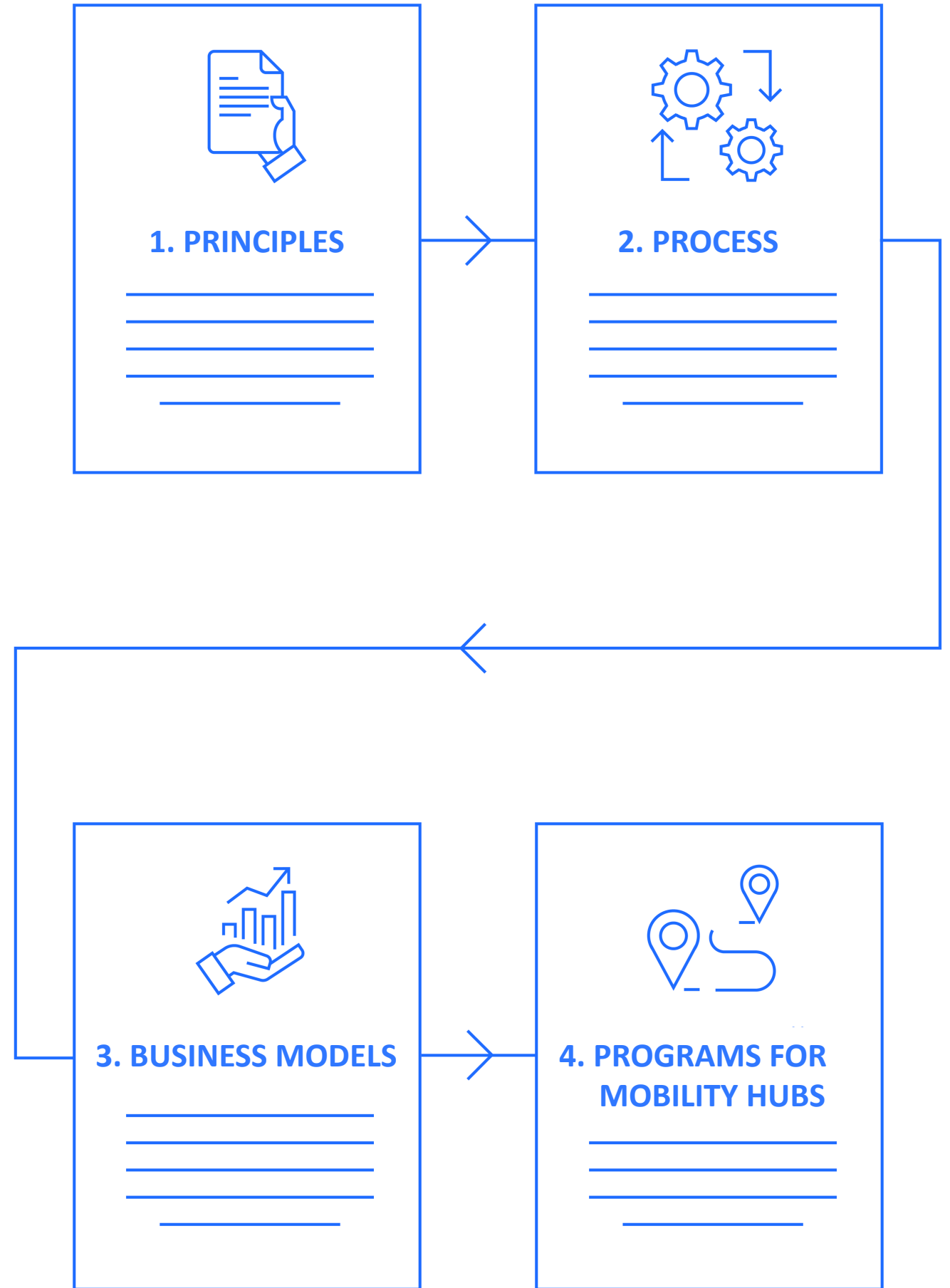
Bicycle
15 kmh

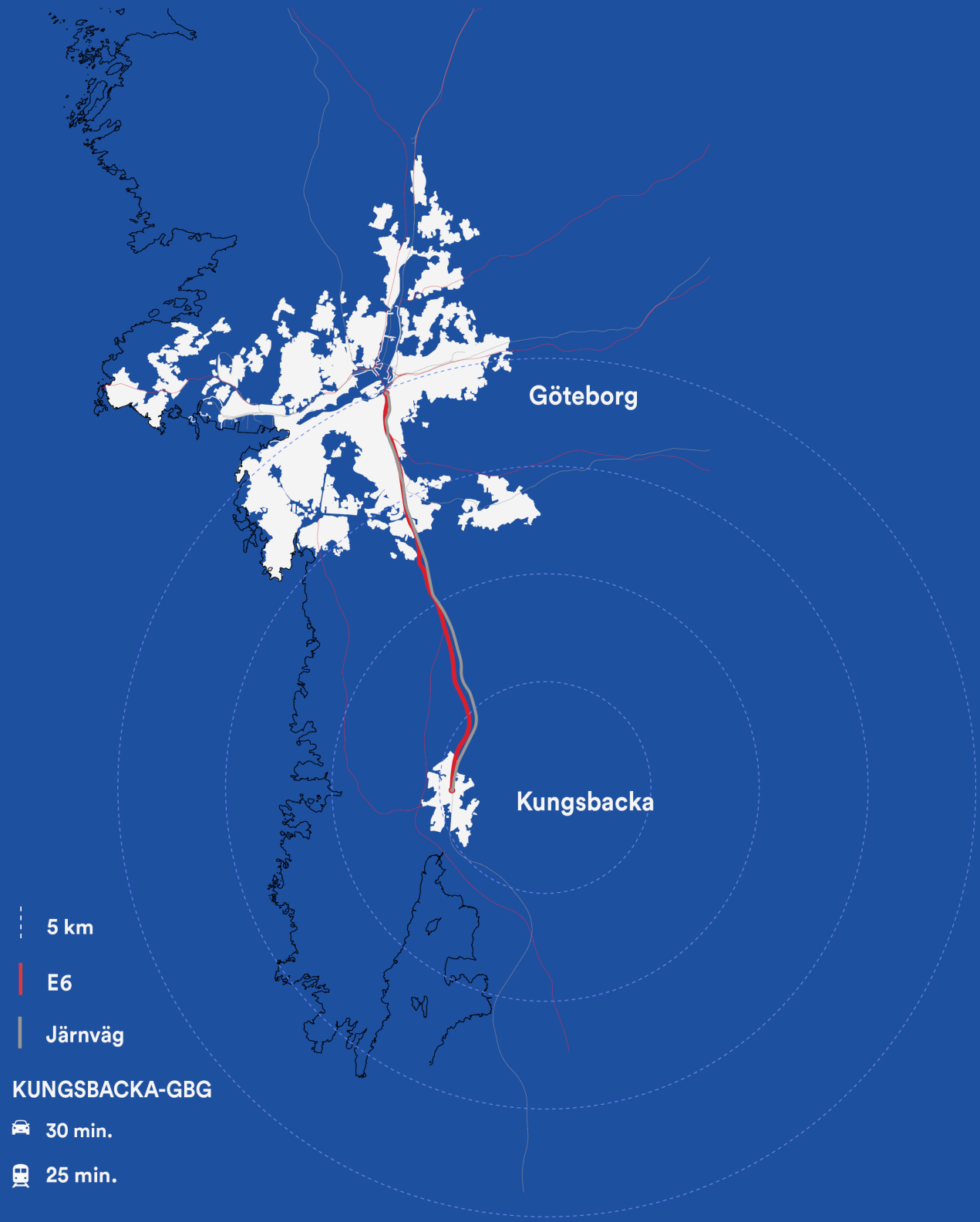


Bicycle
parked



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”78 % of the travels in Kungsbacka takes place by car”

(Gröna mobilister)

1002

+
År 2021 fanns det mer parkeringsyta än boyta i Sverige.
50 kvm parkeringsyta/person jämfört med 40 kvm boyta/person.

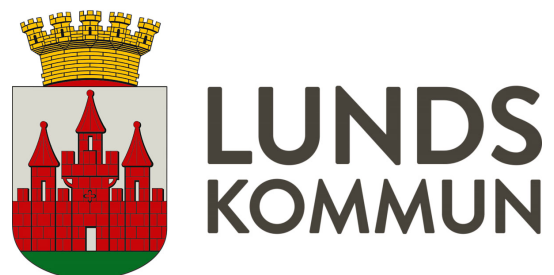
Method

Workshops with real estate developers + politicians

Surveys with locals in Kungsbacka

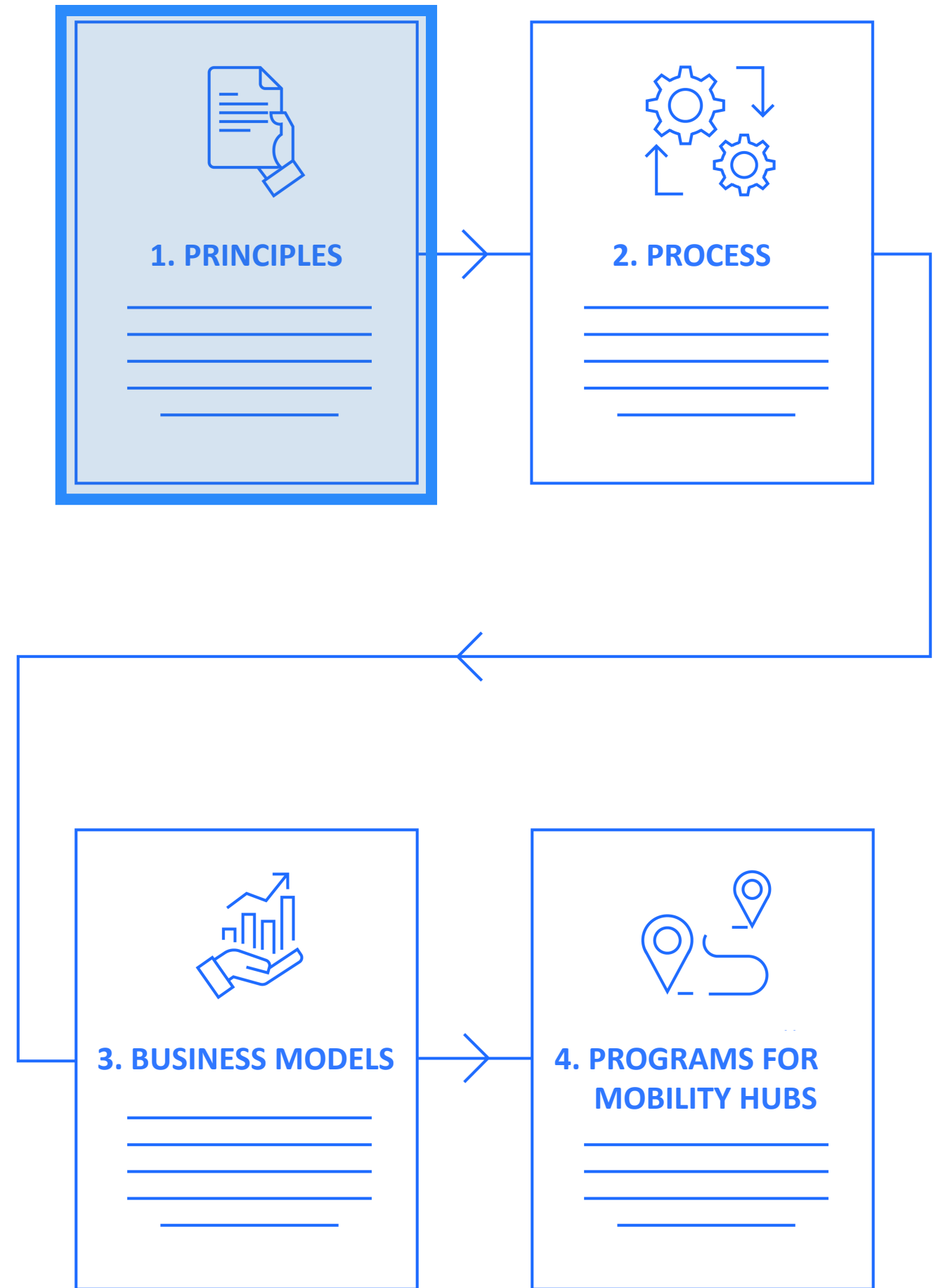
Interviews with municipalities

Analysis of current parking





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**Those are my
principles.**

**If you don't
like them
I have
others.**

**Groucho
Marx**



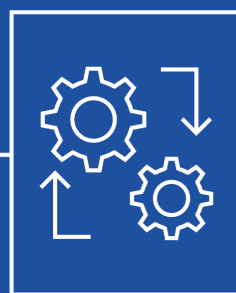


PRINCIPLES

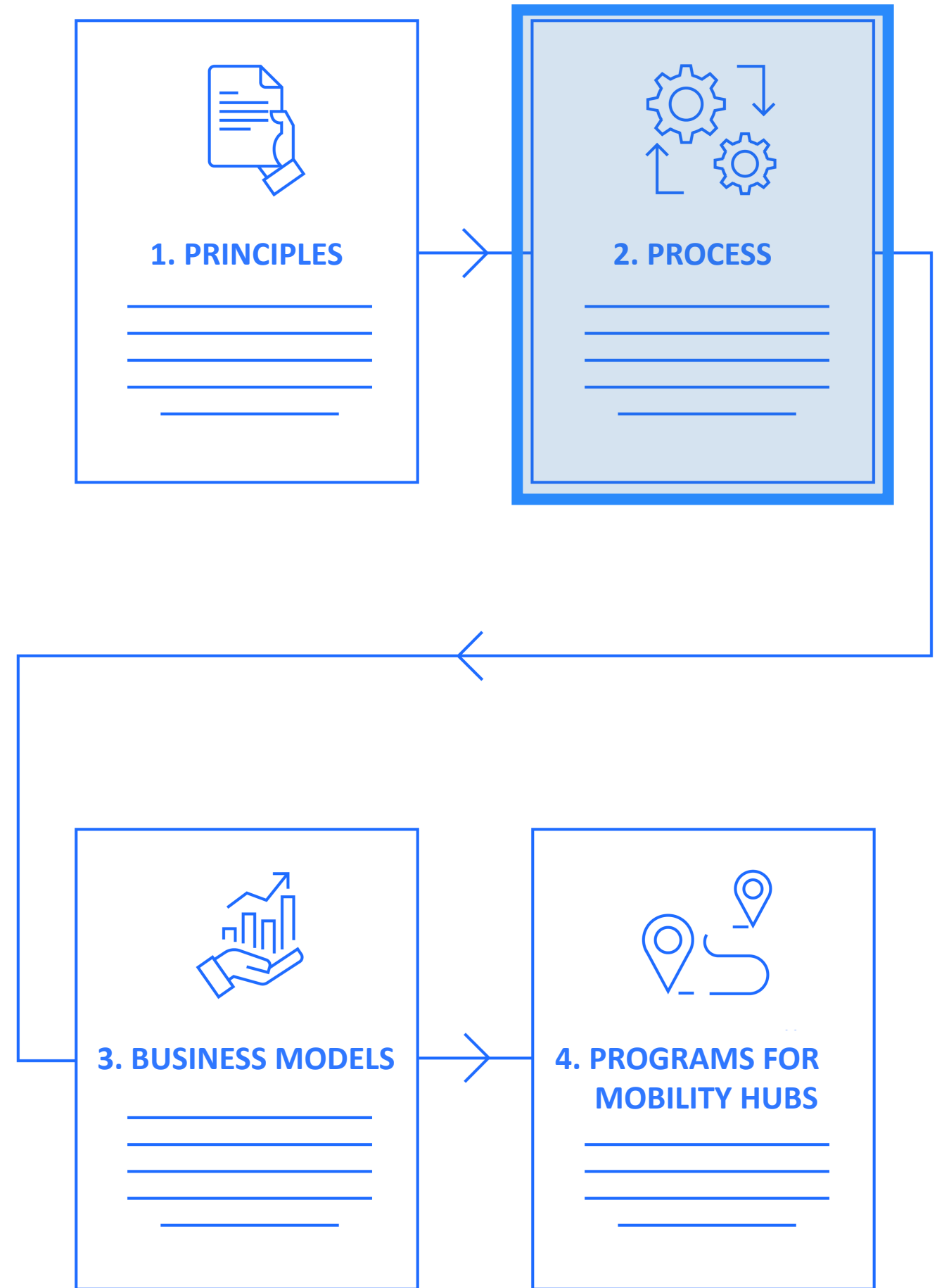
1. Parking should be paid for by the user of the parking
2. Always use available parking first
3. Parking must be shared
4. All new parking should be based on real demand for parking
5. The municipalities have a monopoly position in parking, all stakeholders should recognize this



STEP 1



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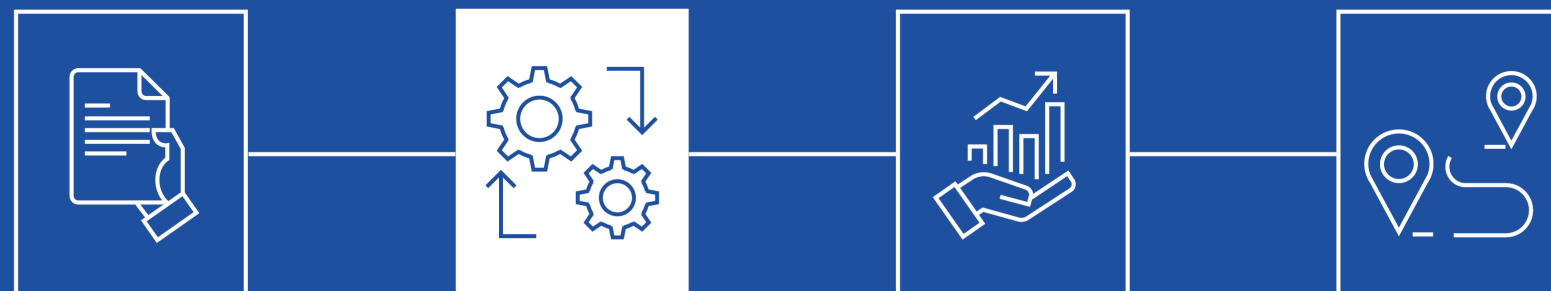




PROCESS

MAP OUT the local challenges and possibilities related to parking and mobility in the municipality

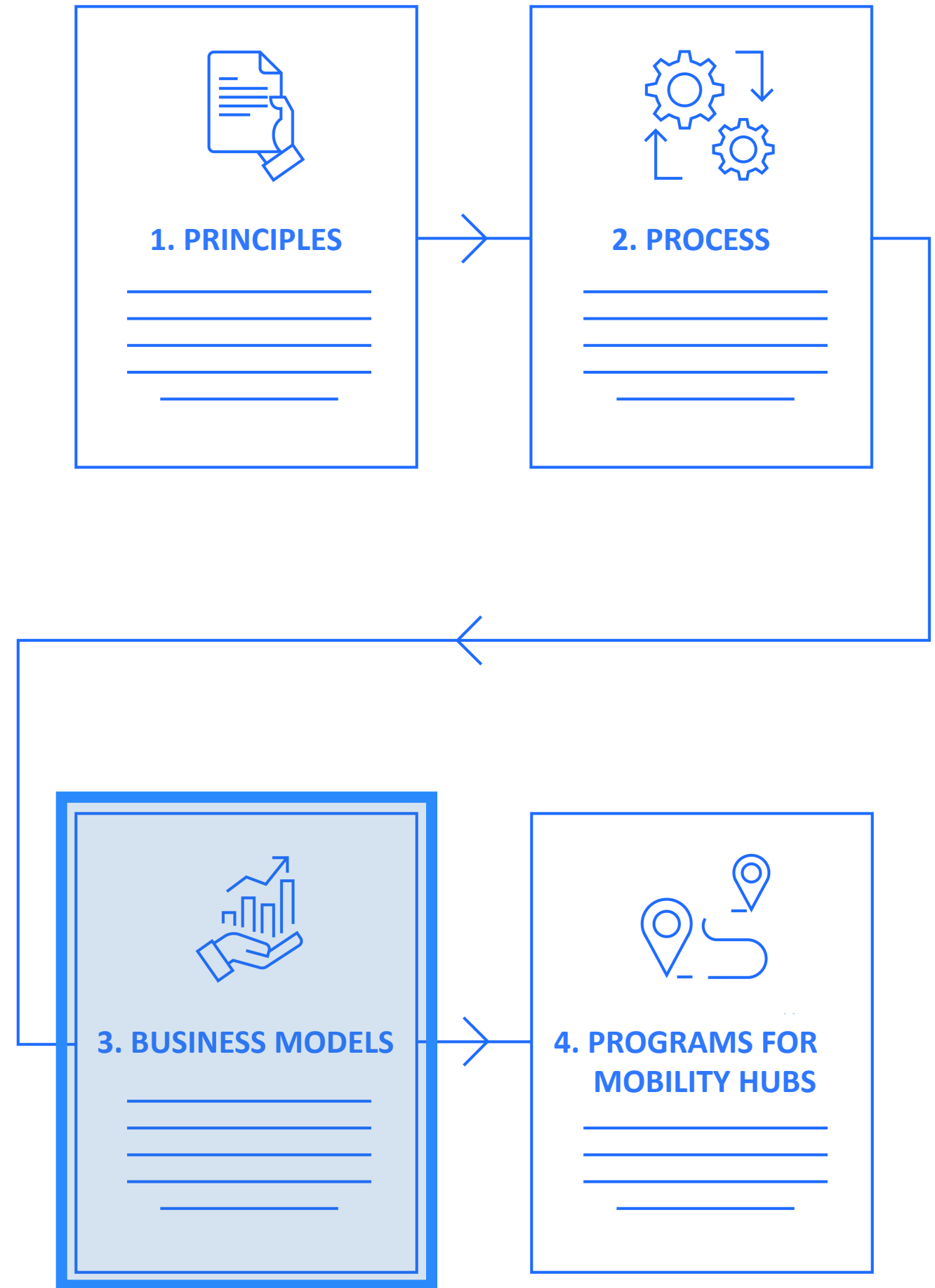
Use **ROLE REVERSAL** to create a common ground and common understanding with the team



STEP 2



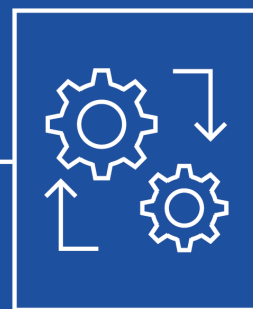
ONE STOP SHOP





BUSINESS MODELS

- 1. PRIME PRODUCTION COST PRINCIPLE**
- 2. 50/50 PRINCIPLE**
- 3. DEVELOPMENT RIGHTS PRINCIPLE**
- 4. MARKET PRICE PRINCIPLE**



STEP 3

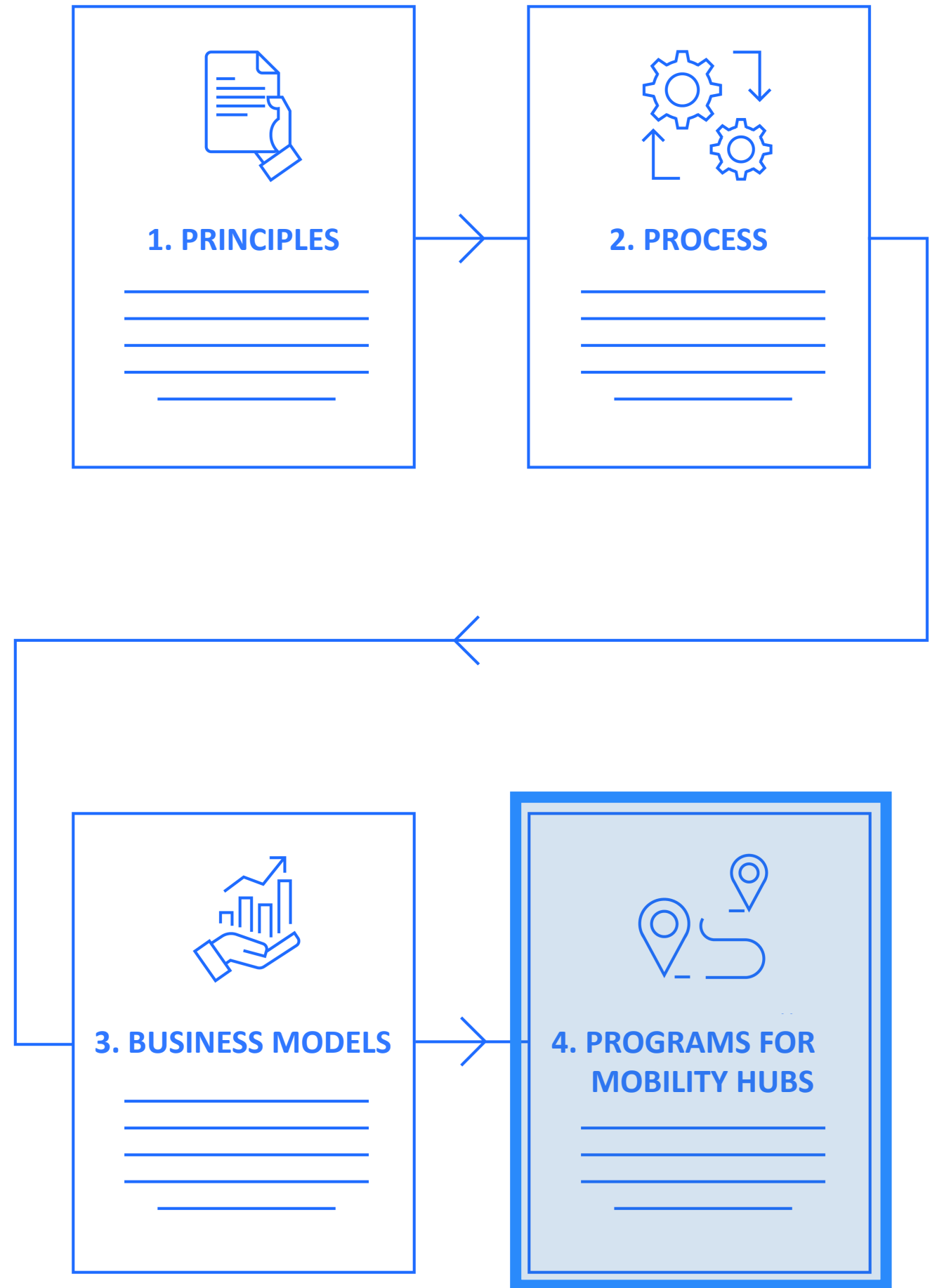


BUSINESS MODEL BONUS

MOBILITY FUND

HIGHLY RECOMMENDED REGARDLESS OF CHOICE OF
MODEL

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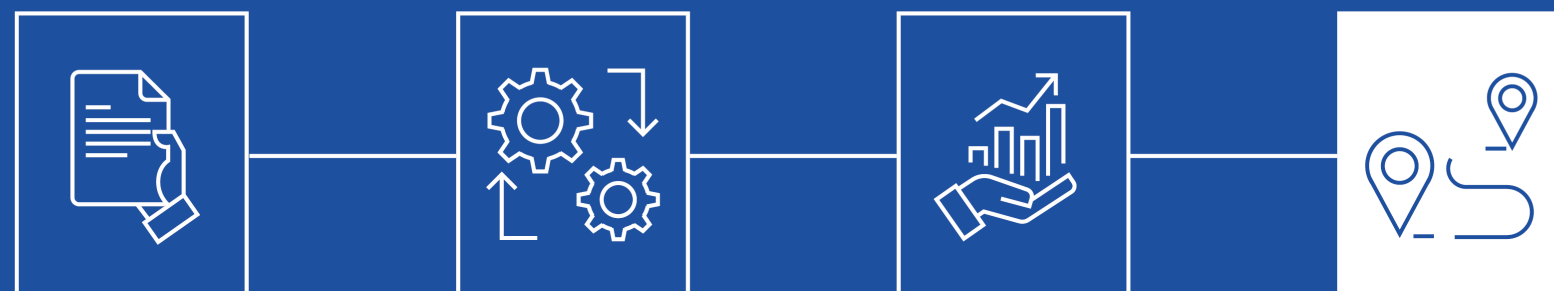




PROGRAM FOR MOBILITY HUBS

NEW PRODUCTION

RECONSTRUCTION



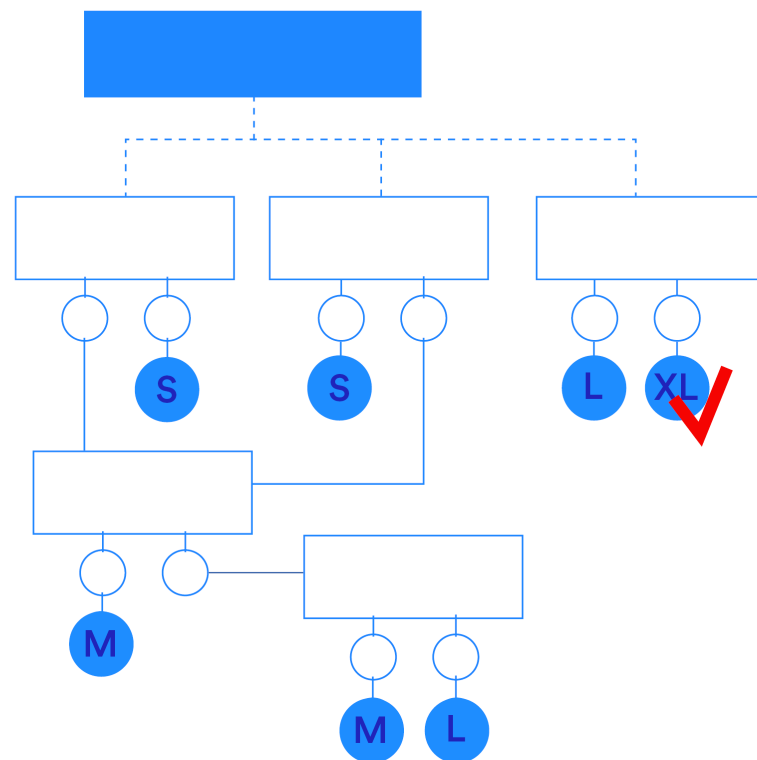
STEP 4



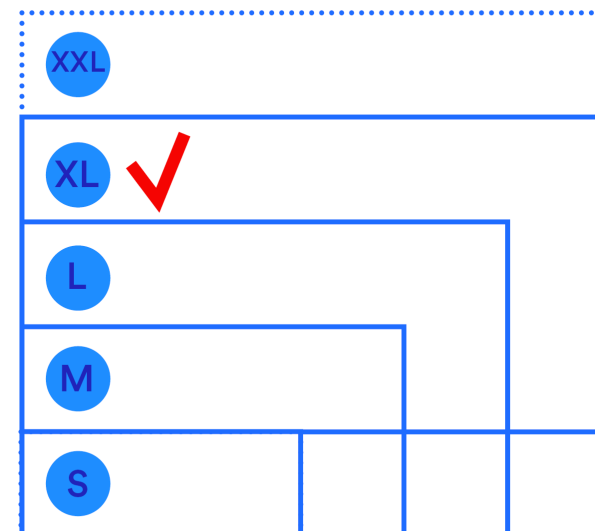


TOOLS

1. QUESTION MATRICE



2. INVESTMENT



3. PACKAGES

XL	<input type="checkbox"/> BULLERSKYDD <input type="checkbox"/> RISKSKYDD <input type="checkbox"/> FYSISK KOPPLING <input type="checkbox"/>	<input type="checkbox"/> IDROTT/LEK <input type="checkbox"/> REKREATION/PARK <input type="checkbox"/> KULTURPROGRAM <input type="checkbox"/> KONSTUTSTÄLLNING <input checked="" type="checkbox"/> KOMBINERAD <small>Ex Levande bottenvåningar, sear.</small>
L	<input type="checkbox"/> DEMONTERBAR <small>Konstruktion som går att plocka ner när den inte längre behövs</small> <input type="checkbox"/> DEMONTERBAR <small>Konstruktion som går att plocka ner när den inte längre behövs och som kan nyttjas för annan användning än parkering/mobilitet. Ex genom högre takhöjd, flexibel kommunikation.</small>	<input checked="" type="checkbox"/> PERMANENT <small>Konstruktion som kan nyttjas för annan användning än parkering/mobilitet. Ex genom högre</small>
M	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> LEVERANSBOX <input checked="" type="checkbox"/> <input type="checkbox"/>
S	<input checked="" type="checkbox"/> BILPOOL <input type="checkbox"/> CYKELPOOL/ LÅNECYKELSTATION <input checked="" type="checkbox"/> LÅDCYKELPOOL <input checked="" type="checkbox"/> ELCYKELPOOL <input type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> INFORMATIONSTAVLA <input checked="" type="checkbox"/> KOLLEKTIVTRAFIK <input checked="" type="checkbox"/> SAMORDNANDE <input checked="" type="checkbox"/> MOBILAPP <input checked="" type="checkbox"/> KOLLEKTIVTRAFIKKORT <input checked="" type="checkbox"/> (SJÄLV-)CYKELSERVICE <input checked="" type="checkbox"/> AMBULERANDE

TACK!



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