



Mobiliteitslandschap, bedrijfsparkeren en hubs

From mindless to thoughtfull

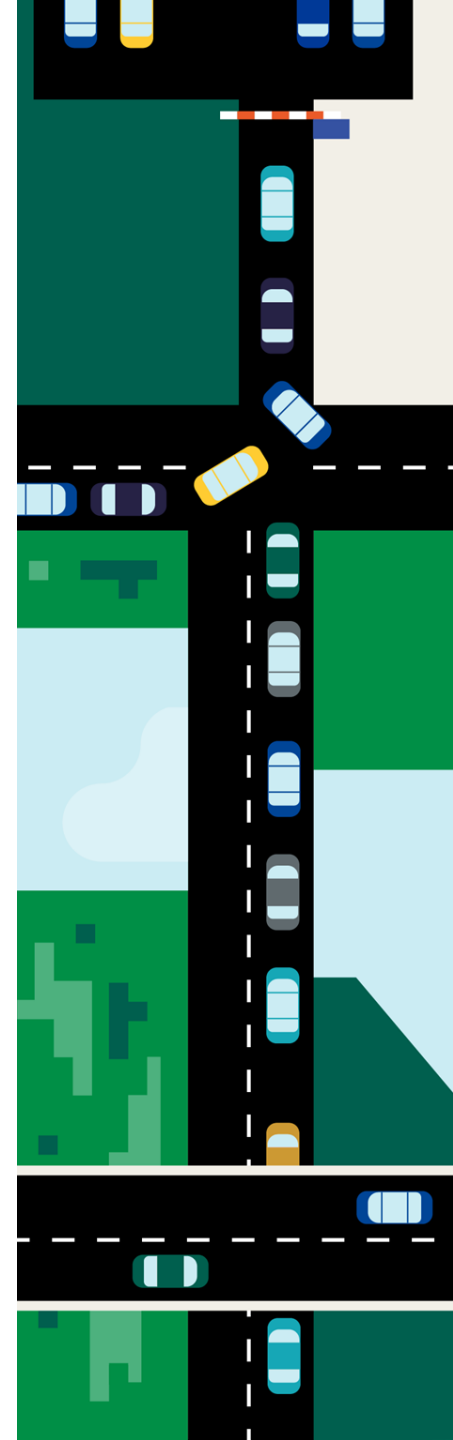
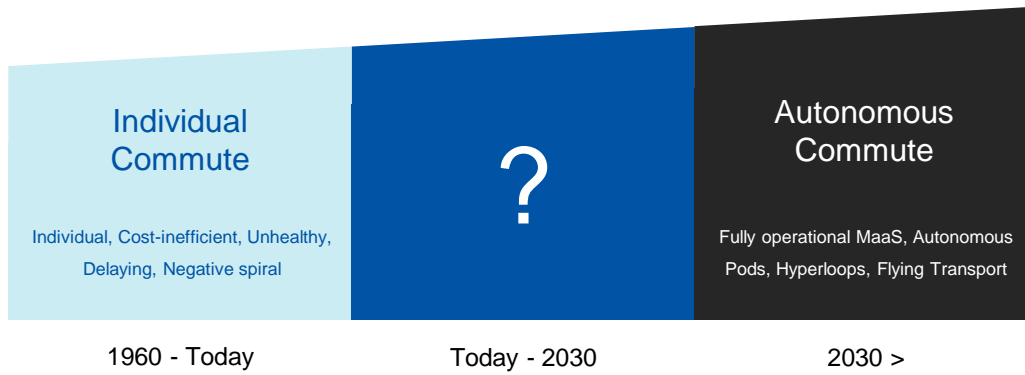


Bring the commute to life

Toogethr enables organizations to elevate the experience, and reduce the impact of the commute by turning it from mindless into thoughtful.



Mobility innovation is booming, yet there is a significant gap between the reality of today and the promise of the future.



There is a big focus on the new, but what brings us improvement today?

We like to dream about a new reality, but first, we should start with better use of our existing resources and facilities.

There are three fundamental commuting problems.



Individual Effort

People naturally tend to commute alone, the average car is transporting 1.1 person during peak hours.



Congestion

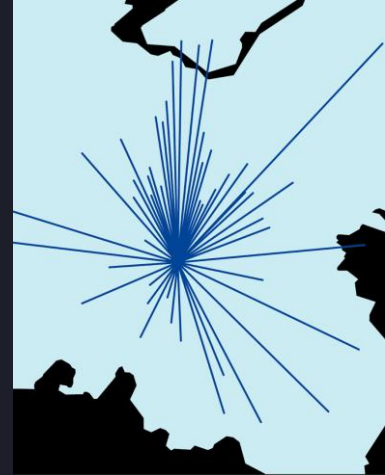
Accelerating urbanisation imposes higher requirements on the road infrastructure. Cities become increasingly inaccessible due to congested roads.



Public Transport

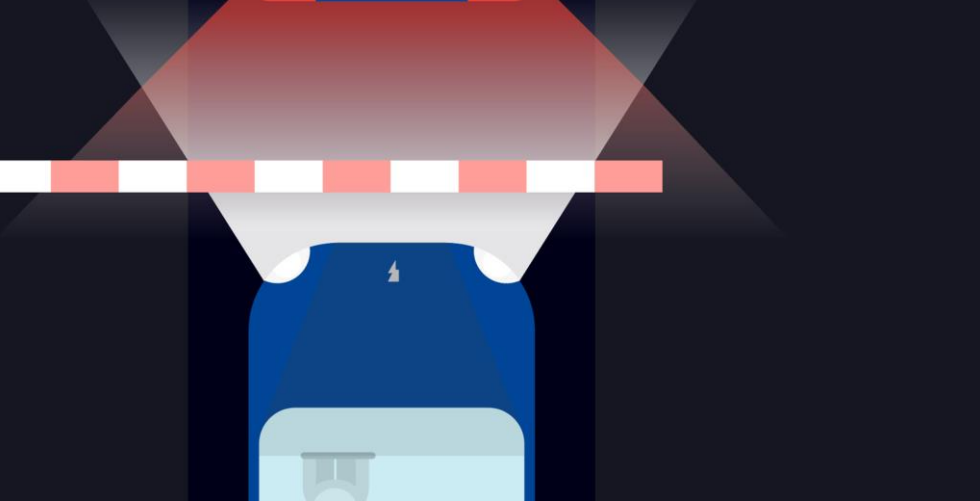
Public transport isn't always ideal; it is costly, delaying and crowded. The car is often the better option.

Employers are accountable for the majority of all daily commuting movements...



...and have to deal with the negative consequences:

- Parking capacity issues
- Accessibility
- Rising mobility costs
- Impact on neighborhood and society
- Decreased job attractiveness



Offering a right parking solution is a struggle for employers.

The combination of high demand and the scarcity of space is causing capacity issues.



Lack of control and insight
You're only able to develop and implement the right policies when performance is measurable.

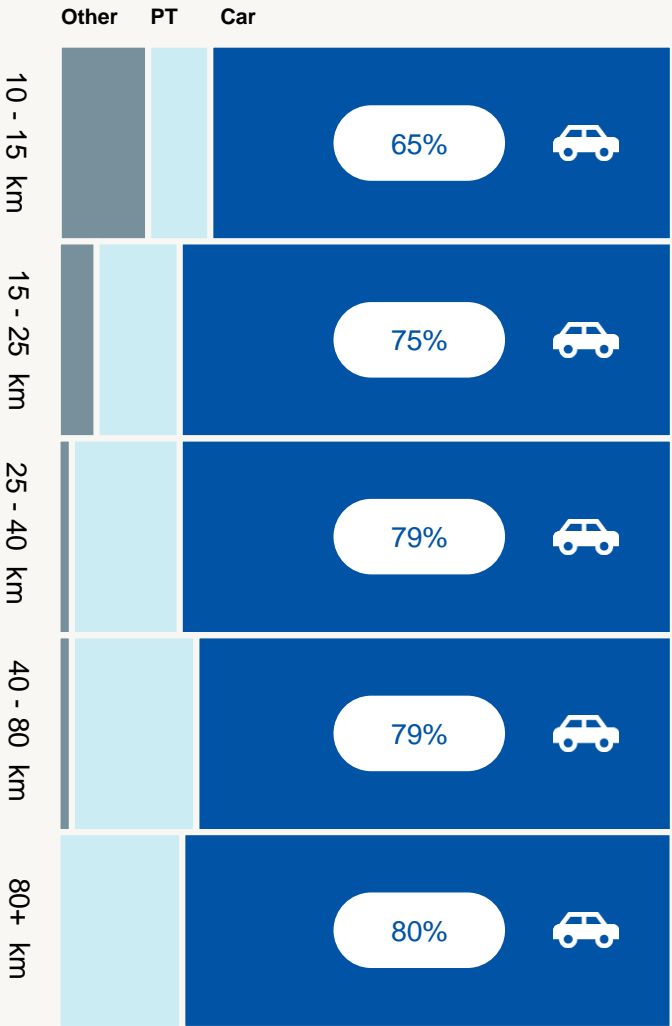


Rising Costs
Hiring additional spots or paid street parking is an expensive affair.



Declining employee satisfaction
Employees associate their commute with their employer, a bad commute or frustrating parking experience will negatively impact the employees' happiness and engagement.

The car remains to be the most popular mode of commuting at distances above 15 km.



Solution

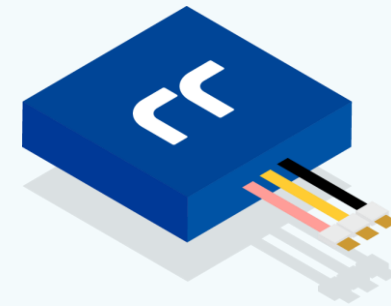
Our solution



Add brains to the static parking facility.

We take control over the gate.

From this position, we can implement effective parking workflows to bring balance to the occupancy and upgrade the experience.



Demand Management

- optimizing resources and utilization.
- enable reservations.
- get insights on the utilization of your facility.

Implement and fine-tune policies

- who is allowed to park in your facility and who not?

Enable seamless access to (remote) parking hubs

- increase your capacity by offering people parking slots at alternative places, such as parking hubs or adjacent companies. At low occupation.
- open your facilities to neighboring organizations.

TOO
GETHR



Launch a platform for parking and commute improvement.

Everyone employee that wants to make use of the facility should install the Toogethr App, from this position, we can add, and offer more services that decrease parking pressure and help to improve the employee experience.

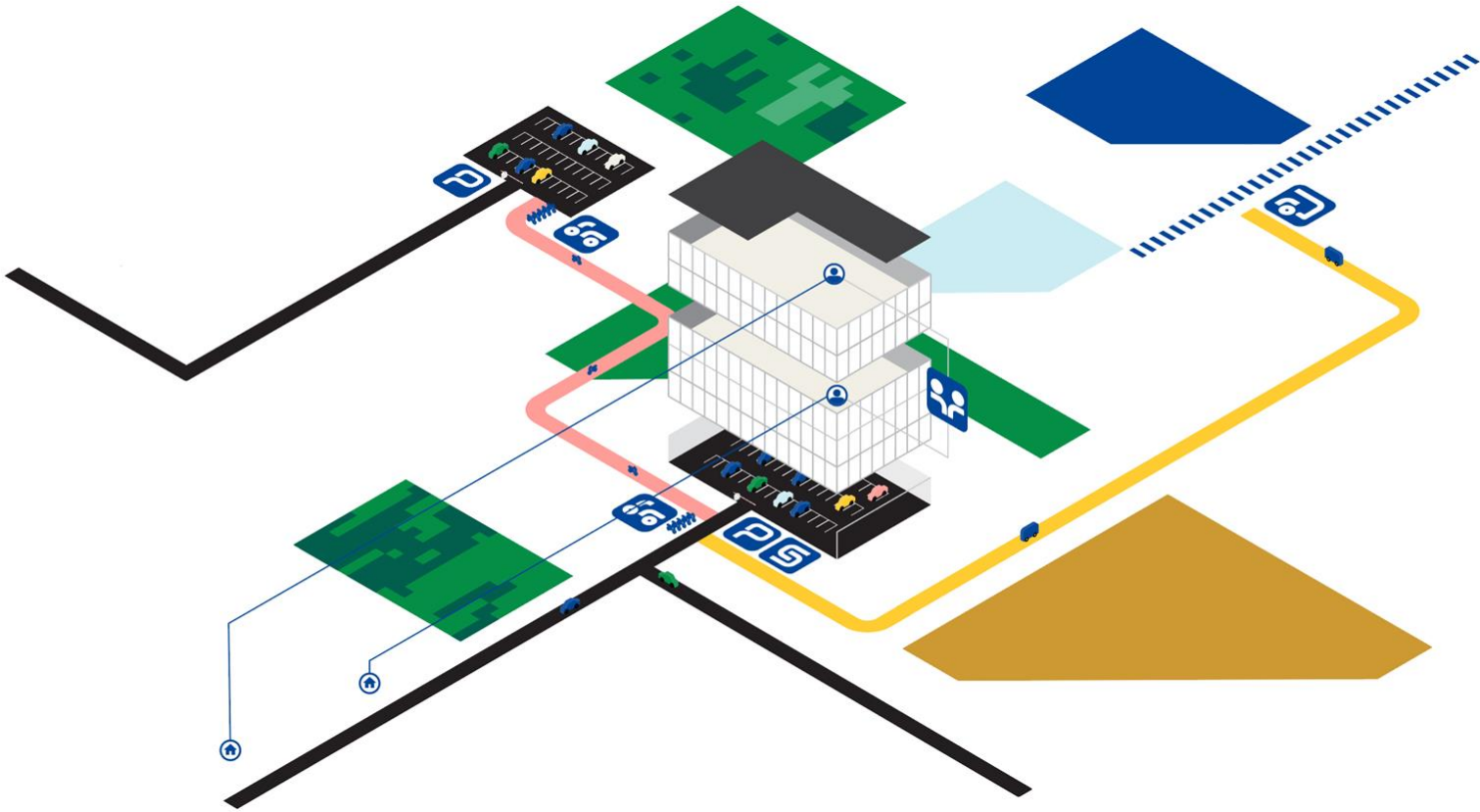


The bigger picture

We power the Commute Network.

Unlock the potential of the employee community.

A mobility network enabled by Tools and Programs for employees to improve the trip, fix the last mile, and make the most of parking facilities. Together.



Parking

Reserve a parking spot and enjoy a seamless entry with license plate recognition.



Ride Sharing

Find or get matched to colleagues and start commuting together.



Hubs

Rent in additional parking spots at neighboring companies or remote lots. Rent out unused places at your facility.



Micro Mobility

Reserve a shared business bike or scooter for the last mile.



Shuttle Pool

See the schedule and reserve a spot for the shuttle service from and to the parking hub or train station.



Shared Cars

Add company cars to the network or share cars with colleagues during office hours.

Use Cases

We turn the commute of employees from mindless into thoughtful.

Passenger matching, parking access, last-mile reservations, and incentives are all handled through the platform.



Lisa commutes by car and takes her colleague Marcel as a passenger.

Oosterhout → Tilburg
minutes



35

Lisa works at Tilburg, every day she commutes by car from Oosterhout. Her colleague Marcel makes the same trip three days a week. Toogethr matches Lisa and Marcel based on their commute route.

Lisa accepts Marcel as a passenger, and Toogethr does the rest.

For her effort, Lisa gets incentivized.



Mitch parks his car at a hub and bridges the last mile by bicycle.

Utrecht → Amsterdam



25 min



15 min.

Mitch works at a consultancy firm in the center of Amsterdam, at Mondays and Fridays parking spots are scarce, so Toogethr suggests him to park at one of the remote Mobility Hubs in Ouderkerk a/d Amstel.

Mitch accepts the commute plan, and Toogethr does the rest.

Case Study



New location

Reduced parking capacity

Rising parking costs

No insight and control

Challenge

Create a sustainable and long-term mobility solution for a community of 1800 employees with 180 in-house parking spots.

Danone moved its Global HQ with 1800 employees from WTC Schiphol to Hoofddorp.

They moved into a brand new state of the art office campus.

The situation asked for a radically new and sustainable approach towards mobility and a behavioral change of employees. .

Phase 1; introduce a new reality and solve urgent issues.



Ridesharing

Start a ride-sharing pilot.

Parking

Implementation of the Toogethr Smartbox and introduce parking management.

Unlocking Parking Hubs

Enabling employees of Danone to park at empty spots of a neighboring company.

Next Phases; power the full community.



We will expand to multiple locations adding additional services (i.e., shuttle pool).

We will be the mobility player for Danone and leverage their community to reduce its overall parking and mobility issues.

To achieve this, the introduction of alternative modes of mobility will be launched, such as parking hubs & micro-mobility solutions.

How does it work





The whole scope

Management issues in parking



Network &
Area approach



Insight in capacity



Not
competition,
but
cooperation



Multiplatform



Connection
with access
control



Multiple
authentication



Policy and
contract



Communication





**TOO
GETHR**

Bedankt en tot ziens!

Hoofdsponsor



Partners



Organisatie

