

**CiViTAS**  
Cleaner and better transport in cities

**MIMOSA**

BOLOGNA • FUNCHAL • GDAŃSK • TALLINN • UTRECHT

# Measure Evaluation Results

## UTR 2.1 Park and Ride Facilities

Bart van Lith (City of Utrecht, Department of Parking),

Patricia Stumpel-Vos (City of Utrecht, Department of Traffic and Transport)

Date February 2013



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION

*Measure title:* **Park and Ride Facilities**

*City:* **Utrecht**

*Project:* **MIMOSA**

*Measure number:* **2.1**

## **Executive Summary**

Since May 2012 Utrecht has three P+R facilities at the western and southern borders of the city. Before there were four, one had to be closed down due to redevelopment. Visitors of the city and commuters can park their cars there and travel further to the city centre by public transport or bicycle. The P+R facilities make a substantial contribution towards keeping the city accessible and remaining an attractive city to live in, offering its inhabitants a clean and healthy living environment. But these transfer hubs at the city edge were not used enough. The feeling was that people did not know where the P+R's were located and what the advantage of using them was. Within this measure a P+R marketing and promotion plan has been developed. This comprises the implementation of one consistent formula for the installation and promotion of P+R facilities in and around the city of Utrecht with the objective to increase the awareness of the P+R facilities, to increase the usage of these facilities and thus to limit inbound passenger car traffic into the city centre.

The measure was realized in several tasks which are summarized in the next paragraphs.

Two research and development activities took place: a P+R marketing strategy and promotion plan was developed in 2009, and marketing research has been conducted to get more insight into the present P+R users and the group of non-users results.

Based on this research on the group of commuters and the group of the so-called 'social-leisure' visitors of Utrecht (for shopping and leisure) the most promising target groups were identified (e.g. visitors of special events and commuters who are exposed to temporary disruption).

For the execution of the feasible actions a tender was launched in autumn 2009. The selected contractor installed a website where people can find information about the (locations of the) P+R facilities ([www.slimutrecht.nl](http://www.slimutrecht.nl)) and has executed various specific promotion actions for the P+R in the course of 2010. . In 2011 the contractor formulated a new action plan. The target group for the promotional activities in 2011 were mainly commuters. Furthermore in 2011 Utrecht and its subcontractor were working on an innovative P+R app which shows the location of the closest P+R, the opening hours and costs, etc. As first Dutch city with a P+R application for mobile phones, the Vice Mayor launched the app for iPhone in December 2011. The app is available at <http://itunes.apple.com/nl/app/slim-utrecht-in/id462161536?mt=8&ls=1>.

Because the brand awareness was at a sufficiently high level, it was decided that no budget would be made available for special promotional actions during events in 2012. Visitors to these events will be informed at the P+R website and by the P+R app.

The evaluation application and **keys-results** can be summarized as follows: To measure the awareness of the P+R facilities two on-line surveys were used among social-leisure visitors and commuters. The percentage of commuters that had not heard about P+R Utrecht decreased by 2% - from 38% to 36%. The percentage of the social leisure travellers that had heard about P+R stayed the same (40%). Due to the fact that the awareness among the commuters has an accuracy margin of +/- 5% in both the before and the after measurement,

we cannot conclude that the awareness changed. The respondents also reported whether they had seen the P+R logo. For both the target groups the percentages decreased: commuters from 44% to 43% and social leisure visitors from 45% to 43%. As in the case with the former percentages, due to the accuracy margins, it cannot be concluded whether awareness actually increased. In the same surveys the respondents gave a grade for the P+R facilities. In the first survey the average grades were 7.3 (commuters) and 7.2 (social leisure travellers). In November 2011 these increased to 7.4 (both commuters and social leisure travellers). To measure whether the number of P+R users increased, records regarding the number of P+R tickets sold at three of the four P+R facilities were kept. At the largest P+R the parking ticket machines were renewed and due to this a reliable comparison of P+R tickets sold before and after the renewal could not be made. The number of combitickets sold at the P+R facilities Papendorp, Muziektheater and Veemarkt increased significantly from the start of the campaign in summer 2010. Based on these numbers it can be concluded that the marketing campaign affected the number of P+R tickets sold in a positive way. To measure whether the number of cars decreased the number of cars that drive on the main roads towards the city centre were counted. These traffic counts show that the number of cars on the Utrecht main roads to the city centre increased in 2012 compared to the before situation in 2010. However this was expected, as traffic is growing every year. For the BaU a growth of 1.5% was expected each year. Compared to the BaU the traffic on main roads to the Utrecht city centre is 9,700 less. As there are more MIMOSA measures aimed at traffic decrease it is difficult to say what the precise impact of this measure was.

From the process evaluation, barriers were identified. An unplanned tender for the implementation of the campaign which delayed the process and financial cuts in 2012 was **the main barrier** to this measure. Nevertheless, **several drivers** contributed to the success of the measure. The economical crisis, the extension of the paid parking area in Utrecht and the closure of 1,000 parking places near the city centre made the P+R facilities more attractive. The baseline survey helped to better target the promotional activities. Furthermore big events offered good opportunities to promote P+R.

For the replication of this measure, **it is recommended** to make sure that there is a thorough analysis of the city, the transport- and parking possibilities and the groups of possible P+R users. It is recommended to use specialised contractors for the various parts of the measure. Enough time should be planned for the selection process. While applying marketing actions, the targets groups should be clearly and well identified. Indeed, P+R facilities are one part of the several components of an integrated mobility strategy. It is therefore indispensable to develop a context-oriented action plan for the implementation of the P+R – defining the appropriate locations, the target groups and features of the services in interaction with the others components of the overall transportation system adopted by the city. Beyond the framework of MIMOSA, the city of Utrecht recognized the relevance of P+R services and decided to implement two additional P+R facilities by 2016.

## A Introduction

### A1 Objectives

The measure objectives are:

#### High level objectives:

- To increase the modal split towards sustainable modes

#### Strategic level objectives:

- To increase the P+R usage

#### Measure level specific objectives:

- To achieve an increase in the usage and awareness of P+R facilities in and around Utrecht in order to limit inbound passenger car traffic into the city centre

### A2 Description

Utrecht has three P+R facilities at the western and southern borders of the city (situation May 2012). Visitors to the city and commuters can park their cars there and travel further to the city centre by public transport or bicycle. In April 2012, a fourth P+R facility was closed, due to the fact that this location is going to be a residential area with around 500 houses. Mid 2013, a new P+R facility (P+R De Uithof with 500 P+R places) will be opened at the eastern border of Utrecht.

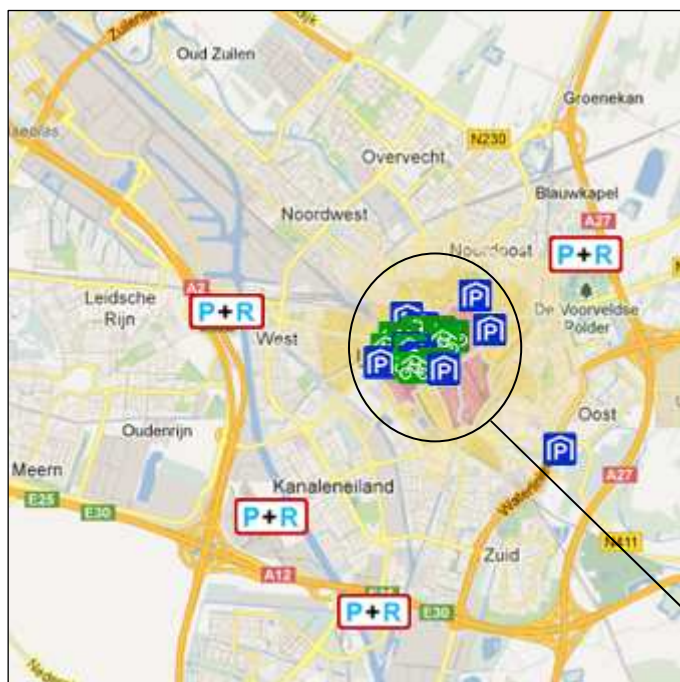


Picture A2-1: The locations of the three P+R facilities in Utrecht; 1. Westraven, 2. Papendorp, 3. Muziektheater and 4. Veemarkt (closed on 1<sup>st</sup> April 2012).

The total number of parking places that can be used by Park and Ride users at these three P+R's was 1,544 on working days and 2,105 on weekend days (May 2012). P+R Papendorp and P+R Muziektheater are temporary; but will eventually be replaced by permanent facilities.

In Appendix 1 each of these P+R facilities are described in more detail.

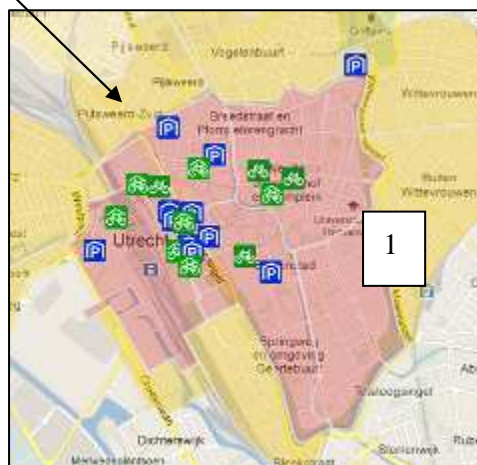
At each P+R location people can park their car and travel further to the city centre by public transport. People can buy a combiticket. With this ticket one car can be parked at the P+R and five persons can travel by public transport to the city centre and back again.



The price of a combiticket changed in the last years as follows:

- 2006: € 7.50;
- 2007 and 2008: € 3.50 (reduction in conjunction with the increase of the parking tariffs in the centre)
- 2009, 2010 and 2011: € 4.00;
- 2012: € 4.50.

The price increases in the last years are in line with inflation. In comparison: for parking a car in the city centre people have to pay much more. To park a car for one hour in a parking place on the street costs on average € 4.26 (red coloured area in picture A2-2).



Picture A2-2: Locations of the parking garages.

In a parking garage one hour costs between € 1.55 (north-eastern border of the centre) and € 3.20.

Furthermore some rental bicycles ('OV-fietsen') are available at the P+R facilities. The OV fiets (translation in English is PT-bicycle) is a system of rental bicycles that can be rented by members. Westraven has ten of these bicycles and the other two locations each have four. To use the OV-fiets, a person needs to be a member of this (national) system ([www.ov-fiets.nl](http://www.ov-fiets.nl)). Subscription costs € 10 per year and to use an OV-fiets for one day costs € 3.

The P+R facilities have to make a substantial contribution to keeping the city accessible. The performance of the P+R facilities could be improved.

Within this measure a P+R marketing and promotion plan has been developed. This comprises the implementation of one consistent formula (price, safety, quality and frequency of public transport) for the installation and promotion of P+R facilities in and around the city of Utrecht with the objective of increasing the awareness of the P+R facilities in and around Utrecht, to increase the usage of the P+R facilities and thus to limit inbound passenger car traffic into the city centre.

Utrecht promoted the use of the P+R facilities, e.g. by offering one rate for parking and public transport, offering the concept of "OV fiets" and other incentives that have been developed from a marketing point of view.

Chapter B4 describes in detail the implementation of this measure and what activities have taken place in order to promote the P+R facilities.

## **B Measure implementation**

### **B1 Innovative aspects**

The innovative aspect of this measure was:

- the development of a **new conceptual approach** – the idea in this measure was to develop one comprehensive consistent formula that includes price, safety, quality and frequency of public transport etc, for the installation and promotion of P+R facilities around the city of Utrecht. This overall approach should help to better focus on the main objectives of the P+R facilities.

Utrecht decided to develop one branding style to promote the P+R facilities to ensure good quality promotion, recognisability and brand awareness. The city uses one logo and road signs in the same style.



Figure B1-1: Logo of P+R Utrecht (Translation: P+R Smart going into Utrecht.)

Another part of the one consistent formula is the pricing: every P+R facility has the same tariff.

Because public transport is not the responsibility of the municipality (Utrecht is not the public transport authority) there is no standard for the public transport to and from the different P+R facilities. There is no standard for safety either; the safety requirements vary at the various locations. For example: an outdoor parking area requires different measures to a parking garage.

### **B2 Research and Technology Development**

Two research and development activities have taken place:

1. In order to optimise marketing and promotion efforts regarding the use of P+R-facilities a **P+R marketing strategy and promotion plan** was developed in 2009 (Marketingstrategie P+R Utrecht (2009 - 2012) Pleon, May 2009) (deliverable 2.1.2);
2. In order to get the relevant input for this plan, **marketing research** was conducted to get more insight into the present P+R users and the group of non-users' results. Based on this research within the group of commuters and the group of the so-called 'social-leisure' visitors of Utrecht (for shopping and leisure) the most promising target groups have been identified (e.g. visitors of special events and commuters who are exposed to temporarily disruption).

The **P+R marketing strategy** developed was based on marketing mix and a SWOT-analysis identifying five strategic principles upon which the strategy will be based:

1. **Position P+R as a valid travel alternative in the hearts and minds of visitors of the city centre:**  
(Spontaneous) familiarity with the P+R areas of Utrecht needs to be created and a positive feeling needs to be attached to that. A campaign will be launched and free publicity will be sought. The creation of a uniform, national P+R logo is recommended.
2. **Make 'ease of use' a pledge to customers:**  
Current users indicate that it is very easy and practical to use P+R. Other promises such as 'carefree', 'cheap', 'comfortable', 'flexible', 'fast' and 'sustainable' can be used as supporting messages, but should not be the central theme because it is unsure whether these promises can be met fully. P+R will be positioned as 'much easier than people think'. Due to the fact that two of the P+R facilities are temporary, this 'ease of use' principle may not be guaranteed. For that reason it was decided to focus on smart travelling.
3. **Entice the most likely target groups to use P+R at the right moment:**  
The most relevant target groups have been identified in the marketing plan, divided into two broad categories: regular visitors to Utrecht (habitual behaviour; commuters) and new and incidental visitors to Utrecht (planned behaviour; day-visitors). Each target group is specified further and different messages will be constructed for them, to use at different times. This leads to effective and efficient marketing efforts.
4. **Lower the threshold to entice the (trial) use of P+R:**  
By reaching out to certain target groups at the right time with the right message. For example, contacting commuters when there are local road works going on and/or emphasizing 'ease of use' by offering car washes and dry-cleaning for P+R users. Also, it should be made as easy as possible for (potential) users to obtain P+R tickets.
5. **Turn trial-users into permanent customers:**  
The aim is to entice people to try out P+R once, and then turn them into loyal customers. This can only be done when the expectations that people have are met. One of the most critical success factors is the transport from the P+R location to the destination. Waiting time, comfort and travelling time are essential elements for trial-users, when considering using P+R again.

Recommendations for the marketing mix:

### **Product**

1. **Make sure that the product fulfils required quality standards.**  
P+R areas should be attractive. Facilities such as ticket machines or toilets should work well, road signs should be clear and visible and, most importantly, public transport

to and from the P+R should be functioning well. These are basic requirements. Extra facilities such as coffee machines, snack corners, shoe polish facilities or handing out free newspapers can make the P+R area extra attractive.

2. **Investigate if wider opening hours have an added value.**
3. **Introduce new types of tickets and ways to subscribe.**  
At the moment there are only day tickets for private people and yearly subscriptions for companies. More flexible forms are necessary, such as a two-day ticket or a monthly subscription.
4. **Investigate if tailor-made transport possibilities have added value.**  
Examples of these tailor-made solutions are group taxis to the city centre, rental scooters or rental bicycles. These enable people to travel from door to door without using their car.
5. **Support travellers who use a P+R facility with better information, before as well as during the journey.**  
Information supply should be optimized, for example through online route planners and time-schedules of the public transport to and from the P+R. Electronic communication panels should improve the information situation at the P+R area itself.

### **Price**

1. **Make sure that the price of a P+R ticket is competitive.**  
The price of a P+R ticket in Utrecht is competitive; a P+R combiticket for one day is almost just as expensive as a one-hour parking ticket in the city centre. Clear communication about the price is important and the implementation of a national uniform P+R price is recommended.

### **Place (distribution)**

1. **Make sure P+R tickets and subscriptions are available through the internet.**
2. **Make P+R tickets available through third parties** such as hotels, museums, events or companies.

### **Promotion**

1. **Seek attention for P+R.**  
Through a campaign (posters in the city, activities during traffic jams, advertisements in newspapers and other media), through free publicity (inviting press at events and informing them of achieved milestones) and through contacts with third parties.
2. **Inform people about P+R** (for example through folders, flyers, free postcards, and website).
3. **Use incentives to 'reward' people using P+R** (such as discount tickets).

The principles and recommendations of the marketing strategy have been used to develop a tactical elaboration and, later on, in annual plans for the promotion of the P+R facilities.

## **B3 Situation before CIVITAS**

In recent years car traffic (and heavy goods traffic) to the city centre has been continuously increasing, and (car) accessibility has decreased. Moreover, the city of Utrecht is expected to grow substantially, as a result of various building works that will be completed in the years to come. This foreseen growth would also increase the number of traffic movements into the



city centre. This situation emphasized the need to put a brake on unnecessary car traffic into the city centre. On top of that, air quality in some parts of the city did not meet European requirements. In some cases, this had led to temporarily suspending the permits for big construction works. Also in the future the city of Utrecht wants to remain an attractive city to live in, offering its inhabitants a clean and healthy living environment.

The P+R facilities were one of the solutions to make a substantial contribution to solving these problems. But the four P+R transfer hubs at the city edge (for the locations see figure A2-1) were not used enough. The feeling was that people did not know where the P+R's were located and what the advantage of using them was. The performance of the P+R facilities could be improved.

## **B4 Actual implementation of the measure**

The measure was implemented in the following stages:

### **Stage 1: Development of a P+R marketing strategy and promotion plan (May 2009)**

In order to optimise marketing and promotion efforts regarding the use of P+R-facilities a marketing strategy was developed in 2009 and expanded into a tactical plan (more details are described in chapter B2).

### **Stage 2: Selection of the contractor for the marketing campaign (autumn 2009 - spring 2010)**

Within the expanded P+R marketing plan specific actions were mentioned. For the execution of the feasible actions (like developing a P+R website and developing promotion actions for special target groups) a tender procedure was launched in the autumn of 2009 to select a contractor, specialised in marketing- communication campaigns. This procedure ended in the spring of 2010. The selected contractor was Emotion Kommunikatieburo ([www.emotion.nl](http://www.emotion.nl)).

### **Stage 2: Start Campaign (summer 2010)**

The selected contractor has installed a website where people can find information about the (locations of the) P+R facilities ([www.slimutrechtin.nl](http://www.slimutrechtin.nl)) and executed various specific promotion actions for the P+R in the course of 2010. The website is the basis for the information about P+R in Utrecht.

The target group for the promotional activities in 2010 were mainly the so-called 'social-recreative' visitors of Utrecht (for shopping and leisure).

The campaign was launched during the car free Sunday in September 2010/the 'Uitfeest' of Utrecht. During this 'Uitfeest' - the opening of the cultural season - the city centre was closed to cars. On this day the P+R concept was communicated to the visitors. Advertisements were placed in newspapers and during the event people were approached by a campaign team with information about P+R. Electrical 'tuktuks' were driving around and visitors were offered a P+R photo-souvenir. Parking enforcement officers were distributing vouchers for P+R combitickets. All these activities had the objective of increasing the awareness of the P+R facilities. About 50.000 people visited this 'Uitfeest'.



The advertisement features a large, vibrant crowd of people at the top, with the headline "Het Uitfeest begint op P+R Utrecht!". Below this, a yellow banner with a white arrow points to the text: "Gemakkelijk parkeren en heen & weer naar het centrum Speciaal op 12 september helemaal gratis!". At the bottom, there are two columns of text: "Het Uitfeest begint goed op een P+R in Utrecht! Zoeken naar een parkeerplek hoeft niet, want uw auto kunt u makkelijk én gratis kwijt op één van de Utrechtse P+R-locaties. Dat 12 september een autoloze zondag is, komt bovendien mooi uit. Want met de auto gaat het even niet, maar u bent vanaf P+R zo met bus of tram in het centrum. Kijk voor meer info op [www.penrutrecht.nl](http://www.penrutrecht.nl)". The bottom of the ad includes the "P+R Utrecht" logo, the website "www.penrutrecht.nl", and the "UITFEEST" logo.

Figure B4-1: Advertisement to promote the P+R facilities on the Car free Sunday/'Uitfeest' on September the 12<sup>th</sup> of 2010. This advertisement says "The Uitfeest starts at P+R Utrecht!". It points out that on this special day visitors can easily "park and travel to and from the centre for free".

The online promotion activities in 2010 comprised a Google ad words campaign which was conducted to inform possible visitors about the P+R facilities. Users of a route planner on internet were shown an advertisement about the P+R automatically when they indicated Utrecht as their destination. When someone clicked on the advertisement, he/she was referred to the site [www.slimutrechtin.nl](http://www.slimutrechtin.nl).



Picture B4-2: the P+R Promotion Team.

Examples of other specific marketing actions were the promotion of the P+R facilities during the Giro d'Italia in Utrecht in May 2010 and Queensday (30th of April) – although the

campaign was not yet launched, Utrecht wanted to use the opportunity and to make the many people that visited these events aware of the P+R facilities. Furthermore the P+R's were promoted at the Utrecht Filmfestival and at various Sunday-shopping events (November / December).

### **Stage 3: Baseline survey** (September 2010)

A baseline survey among (possible) P+R users was performed in September 2010 by the subcontractor Mobycon ([www.mobycon.nl](http://www.mobycon.nl)) to measure the awareness level of P+R facilities in Utrecht. The communication about the P+R facilities was at that moment still limited, so this survey measured the baseline. The survey was conducted through internet. The following groups were distinguished:

- social leisure travellers (e.g. shoppers, visitors of friends or family and people who go to a restaurant or other comparable destination);
- commuters and people who visit Utrecht for business;
- a third group was formed by the respondents who had not visited Utrecht in the past four months.

The survey was conducted specifically as a baseline survey for this measure but the results were also used within this measure to design the campaign.

### **Stage 4: Action plan 2011** (December 2010-April 2011)

Emotion, the contractor for the marketing campaign, made an action plan for 2011. The plan was based on two principles: in 2011 Utrecht wanted to 1) continue increasing the brand awareness of the P+R's and 2) extend the website [www.slimutrecht.nl](http://www.slimutrecht.nl). The target groups were again the commuters and the 'social-leisure' visitors. In this plan the following kinds of actions were proposed:

- during the whole year advertisements, banners et cetera on internet/route net, mostly targeted at special events (many people who plan their journey to Utrecht will use the internet to acquaint themselves with their route(s));
- rewarding P+R users;
- innovating the P+R's (mostly long term actions, like organising a competition between students of for example Industrial Design courses about making the P+R's more pleasant, cosy and attractive to park, one proposal for 2011: creating 20 green-painted parking places with charging points for electric vehicles);
- development of a P+R app.

In 2011 some changes were made to the plan; it turned out that some parts were not feasible and some other parts were too expensive. The actions that have been performed are listed under stage 5.

### **Stage 5: Campaign 2011** (2011)

The target group for the promotional activities in 2011 were mainly commuters. To increase the awareness of P+R facilities, in addition to the promotion of the P+R's on the internet, the following activities took place:

- In June 2011 advertisements were placed on the sides of the Cargohopper (electric city distribution vehicle that drives in the centre, part of Measure 7.3) for one month,

promoting the use of P+R. The text was aimed at people who visit Utrecht for shopping and leisure. This action was repeated in October and November 2011 for commuters. In addition to this, advertisements targeting commuters were placed in regional newspapers in September 2011.



Picture B4-3: the P+R advertisements on the cargohopper.

- On Saturday the 2<sup>nd</sup> of July 2011, 510 shopping bags were handed out at P+R locations Westraven, Veemarkt and Muziektheater. These environmentally friendly bags were made of recycled plastic bottles and displayed the P+R logo and website. The strategy was to reward people for their good behaviour. In addition, various advertisements targeting 'social recreational visitors' were placed in the weekly regional newspaper *Ons Utrecht* (around 111.000 copies). The action was repeated in November 2011.



Picture B4-4: the P+R promoters equipped with the shopping bags.



Picture B4-5: example of a P+R advertisement in the local newspaper 'Ons Utrecht'; the advertisement says 'A pleasant day shopping starts at P+R Utrecht'.

- The implementation of a guerrilla marketing activity called “green graffiti” was started but had to be cancelled. This environmentally friendly way of campaigning (using high water pressure to write a “clean” message on a dirty street) proved unsuitable for the many small cobble stones in Utrecht’s city centre.

#### **Stage 6: Renewal of the old parking terminals at P+R Westraven (September 2011):**

The parking terminals at P+R Westraven were renewed in September 2011. In the old situation a car driver who parked his/her car at Westraven could choose between two parking terminals: a terminal that sold combi-tickets (including PT) and a terminal that sold regular parking tickets (without PT, mainly used by visitors of a nearby office). Both tickets were the same price. A car driver, who parked his car and went walking to the nearby office, could also buy a ticket at the terminal for combitickets. Due to this situation the parking department could not guarantee that all combi-tickets were actually used on PT.

Since September 2011, the new parking terminals sell both combi-tickets and parking tickets. Car drivers can now use every parking terminal and choose at this terminal what ticket they want. It turned out that after the new parking terminals there was a negative break in the data regarding combi-tickets sold. Less combi-tickets and more parking tickets were sold; apparently car drivers who parked their car at the P+R and walked to the nearby office bought a combiticket in the situation before the new parking terminals were placed. Due to this issue comparing data has become a problem. It doesn't alter the fact that the overall usage of this P+R facility is steadily growing.

#### **Stage 7: Follow-up survey (November 2011):**

To measure the awareness level of the P+R facilities in Utrecht among possible P+R users again a follow-up survey was carried out by the same subcontractor who performed the first survey (Mobycon). The target groups were again social leisure travellers and commuters and people who visit Utrecht for business. The results were reported and compared to the results from the baseline.

#### **Stage 8: Action plan 2012 (February – March 2012):**

Emotion made an action plan for 2012. The focus shifted towards tools and actions that actually increase P+R usage. Because the brand awareness was at a sufficiently high level, it was decided that no budget would be made available for special promotional actions during events in 2012. Visitors to the events will be informed on the P+R website and by the P+R app (see stage 11).

### Stage 9: Development of a P+R app (2011-2012):

In 2011, Utrecht and its subcontractor were working on an innovative P+R app which shows the location of the closest P+R, the opening hours and costs, etc. The Vice Mayor launched the app for iPhones in December 2011. Utrecht is the first Dutch city with a P+R application for mobile phones. Users almost immediately asked for a version suitable for Android phones; this version was launched in May 2012. Wherever the user is, the app determines the nearest P + R location, the shortest route to go there and gives advice on the use of public transport. The app also provides useful information about how to use the P+R facilities in Utrecht. The app is available on <http://itunes.apple.com/nl/app/slim-utrecht-in/id462161536?mt=8&ls=1>.



Picture B4-3: Print screens of the P+R app.

### Stage 10: Closure of P+R Veemarkt (April 2012):

On April the 1st P+R Veemarkt was closed due to the fact that this location is going to be redeveloped into a residential area with around 500 houses.

## B5 Inter-relationships with other measures

This measure has no relation to other measures.

## C Impact Evaluation Findings

### C1 Measurement methodology

#### C1.1 Impacts and Indicators

This measure aims to achieve an increase in the usage and awareness of P+R facilities in and around Utrecht and to limit inbound passenger car traffic into the city centre.

The indicators that were used to measure the impacts of this measure are listed in tables C1.1.1 and C1.1.2.

### Detailed description of the indicator methodologies:

1. **The number of P+R tickets sold** was measured by the parking ticket machines at the P+R facilities. A P+R user can buy two types of tickets:

- a. a combiticket incl. transport by public transport to the city centre and back;
- b. a parking ticket without public transport to the city centre.

The number of combitickets sold indicates how many cars did not drive into Utrecht. This number is used to present the number of P+R tickets sold. Unfortunately due to the renewal of the parking terminals at P+R Westraven (the biggest and most used P+R facility) in September 2011 a negative break occurred in the data relating to the combi-tickets sold. Due to this issue comparing data has become a problem. For this reason the number of combitickets sold at the Westraven P+R could not be used to measure the change in P+R usage.

Instead the number of combitickets sold at the Papendorp, Muziektheater and Veemarkt P+R facilities were used. These numbers are presented per month.

Furthermore the total number of tickets sold at the Westraven P+R is reported, in order to show whether this number changed after the implementation of this measure.

2. **The number of inbound car trips** was measured by counting the number of cars that drive on the main roads towards the city centre. During one working day in September/October visual counts were conducted from 7.00 to 19.00 hours, in 2003, 2004, 2005, 2006, 2008 and 2010 by people who stood along the roads. In 2012 the number of vehicles was counted by pneumatic counting. The locations of the counts are listed in appendix 2. Unfortunately there are no numbers for Saturdays or Sundays. The numbers for peak and off-peak hours are reported.

3. **The awareness of the P+R facilities:** the percentage of visitors to the city of Utrecht who are possible P+R users, and are aware of the P+R facilities.

Two groups have been distinguished: commuters and social-leisure travellers were measured by two online surveys. The surveys were conducted through internet. The subcontractor drew a sample of people from their internet panel who all live within a radius of 50km around Utrecht. People who live in the city of Utrecht were excluded. Because P+R facilities can basically be used only by car drivers with a driving license, people without a license were also excluded. Within this main group two sub-target groups were distinguished: social leisure travellers (shopping, going out, or visiting family/ friends) and commuters (including those travelling for business). A third group was formed by the respondents who had not visited Utrecht in the past four months. The surveys were carried out in September 2010 (baseline) and November 2011 (follow-up) both by a subcontractor (Mobycon - [www.mobycon.nl](http://www.mobycon.nl)). People who participated in the first survey, were excluded from the second one. The participants answered, among others, the following questions:

- Have you ever seen this logo (a picture of the P+R logo was shown; multiple choice e.g. never seen the logo, on internet, on a traffic sign along the highway)?
- How do you know P+R Utrecht (multiple choice; e.g. never heard of P+R, through internet, radio, television, advertisements)?
- Which of the following P+R locations do you know (multiple choice and some of the answers are not-existing P+R locations)?

An overview of the questions is included in Annex 2.

The objective was to have 382 respondents for each of the target groups; this number is enough for a reliability of 95%. The survey resulted in the following number of participants.

<b>Total</b>	<b>Number of respondents baseline</b>	<b>%</b>	<b>Number of respondents follow-up</b>	<b>%</b>
Sample	3,250		2,318	
Response	1,320	40.6%	1,164	50.2%
<b>Target groups</b>				
People that did not visit Utrecht by car in the last 4 months	503	38.1%	391	33.6%
Commuters	385	29.2%	385	33.1%
Social leisure travellers	432	32.7%	388	33.3%

Table C1.1.1: Number of survey participants.

To evaluate this measure, only the data from the commuters and the social leisure travellers was used.

- The number of visitors to the P+R website ([www.slimutrechtin.nl](http://www.slimutrechtin.nl))** is registered automatically and is reported per month. The numbers are available since September 2010, which is the month the website was implemented. This number is an indicator for the awareness of P+R facilities. More visitors mean more interest in the P+R's and more awareness.

- The satisfaction with the P+R facilities:** the average grade the P+R users give the P+R facilities; and the percentage of P+R users that give the P+R facilities a grade of 6 or more.

These were measured with the same online baseline surveys as mentioned under indicator 3. The respondents who answered that they used one or more of the P+R facilities also answered the following question: 'What is your general opinion about the P+R facility/facilities you have used (on a scale of 1 to 10)?' Other questions were e.g. 'For what purpose did you use the P+R facility', 'How often have you used the different P+R facilities?' and 'What price would you pay for a combiticket?'. The indicators used to report the satisfaction are 'the percentage of P+R users that give the P+R facilities a 6 or more' and 'the average grade the P+R users gave the P+R facilities'.



**Table C1.1.1: Indicators.**

No.	POINTER indicator	Evaluation category & subcategory	Impact	Indicator	Source	Related objective	Baseline data	Control sites
		<b>TRANSPORT</b>						
1	--	Transport system	Number of P+R users	Number of P+R combitickets sold at the Papendorp, Muziektheater and Veemarkt P+R facilities	Department of parking	To achieve an increase in the usage and awareness of P+R facilities in and around Utrecht	The numbers of tickets per month before the implementation of the marketing and promotion plan (Sept. 2009-August 2010)	Not applicable because the marketing plan involves all the P+R facilities
2	--	Transport system	Number of inbound car trips	Number of passenger cars on the main roads to the city centre, differentiated by peak hours and non-peak hours	Visual counts, on one representative working day	To limit inbound passenger car traffic into the city centre.	The average numbers before the implementation of the marketing plan	Not applicable because the marketing plan involves all the P+R facilities
		<b>SOCIETY</b>						
3	15	Society	Awareness	Awareness of the P+R facilities	Two online surveys	To achieve an increase in the usage and awareness of P+R facilities in and around Utrecht	The baseline survey among visitors of the city centre that are possible P+R users was performed in September 2010	Not applicable because the marketing plan involves all the P+R facilities

Measure title: **Park and Ride Facilities**

City: **Utrecht**

Project: **MIMOSA**

Measure number: **2.1**

No.	POINTER indicator	Evaluation category & subcategory	Impact	Indicator	Source	Related objective	Baseline data	Control sites
4	--	Society	Awareness	Number of visitors to the P+R website	The number of visitors to the P+R website is registered automatically	To achieve an increase in the usage and awareness of P+R facilities in and around Utrecht	Not available before September 2010, so we used September 2010	Not applicable because the marketing plan involves all the P+R facilities
5	16	Society	Acceptance	Satisfaction with the P+R facilities	Two online surveys	Indirect objective: To achieve an increase in the usage and awareness of P+R facilities in and around Utrecht	The baseline survey was performed in September 2010	Not applicable because the marketing plan involves all the P+R facilities

## **C1.2 Establishing a Baseline**

The baseline for this measure is the situation before the implementation of the P+R marketing and promotion plan (September 2010). The baseline shows:

- Indicator 1.** The number of combitickets sold for P+R facilities at Papendorp, Muziektheater and Veemarkt before the implementation of the plan. Numbers are available from January 2009. Due to the renewal of the parking terminals at P+R Westraven, the number of combitickets sold at this P+R cannot be compared with the others.
- Indicator 2.** The number of passenger cars driving towards the city centre, crossing the Utrecht cordon, on the main streets to the city centre on working days in 2010. A map of the Utrecht cordon is shown in Appendix 2.
- Indicator 3.** The awareness of the P+R facilities in September 2010 (the percentage of visitors to the city of Utrecht who are possible P+R users, and are aware of the P+R facilities).
- Indicator 4.** The number of visitors to the P+R website in September 2010.
- Indicator 5.** The satisfaction with the P+R facilities in September 2010 (the percentage of P+R users that give the P+R facilities a grade of 6 or higher and the average grade the P+R users give the P+R locations in general (1-10)).

## **C1.3 Building the Business-as-Usual scenario**

- Indicator 1. Number of + P+R users:**

Data regarding the number of P+R tickets sold are available since January 2009. To build the Business-as-Usual scenario we used the number of combitickets sold at P+R Papendorp, P+R Muziektheater and P+R Veemarkt. To build the Business-as-Usual scenario we calculated the linear trend from the data for the period July 2009-July 2010.
- Indicator 2. Number of inbound car trips:**

The city of Utrecht expects to grow substantially as a result of various building projects that have been and will be completed in the years to come. This growth will increase the number of traffic movements into the city centre. At the same time it is very likely that the financial crisis and the road works will influence the number of cars negatively.

Due to these contradictions it was difficult to build the B-a-U. This is also explained in chapter C5. It was decided to build the B-a-U scenario by using the traffic model which calculated expected growth of 30% of motor vehicles on the roads in Utrecht in 2030, compared to 2010, so 1,5% in one year. The B-a-U was based on the average of the number of cars in 2004, 2005 and 2006 and 1.5% increase per year. 2008 was not used due to the fact that in 2008 the number of cars counted was (besides the influence of some major road works) inexplicably lower than the number of cars counted in other years.
- Indicator 3. Awareness of the P+R facilities:**

If this measure had not been implemented, the P+R facilities would not have been brought to the attention of possible users and the chance of an increase in awareness would have been very small. So the expectation is that the awareness would have stayed the same as in the baseline.
- Indicator 4. Number of visitors to the P+R website:**

Without this measure a new website would not have been built and brought to the attention of possible users, so the expectation is that the number of visitors to the P+R website would be the same as in the baseline.

**Indicator 5. Satisfaction with the P+R facilities:**

Without this measure some aspects of the P+R facilities would probably have changed anyway. The tariffs would certainly have changed and P+R Veemarkt would have been closed. On the other hand, there would not have been any promotional activities. The expectation is that the satisfaction among P+R users would have stayed the same.

**C2 Measure results**

The results are presented under sub headings corresponding to the areas used for indicators – society and transport.

**C2.1 Economy**

Not applicable.

**C2.2 Energy**

Not applicable.

**C2.3 Environment**

Not applicable.

**C2.4 Transport**

**Indicator 1: Number of P+R users**

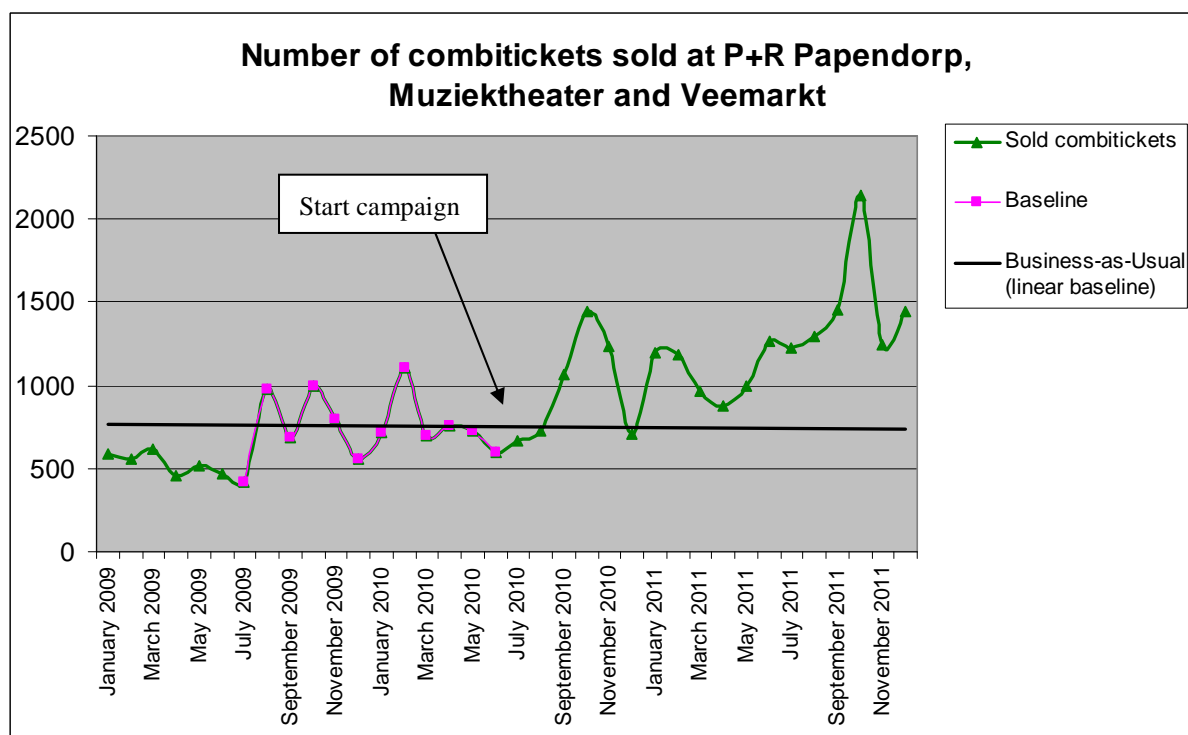
**Table C2.4.1: Indicator 1 results**

Indicator	Before	B-a-U	After	Difference: After – Before	Difference: After – B-a-U
1. The number of P+R tickets sold at Papendorp, Muziektheater and Veemarkt P+R	Average July 2009 - June 2010: 752  (see for numbers per month appendix 3)	752	Average July 2010 - June 2011: 1,029	277	277

The number of combitickets sold at the Papendorp, Muziektheater and Veemarkt P+R facilities increased significantly from the start of the campaign in summer 2010. Graph C2.4.1 shows the numbers of combitickets sold for the period January 2009-December 2010.

The Business-as-Usual scenario is the linear trend for the numbers of combitickets sold for the period July 2009-June 2010. This trend is approximately zero.

In order to have a good comparison of the situation before and after the campaign, for the number of tickets after the implementation the same months of the following year were used: July 2010-June 2011.



Graph C2.4.1: Total number of P+R combitickets sold at Papendorp, Muziektheater and Veemarkt P+R facilities,, with Business-as-Usual scenario based on the linear trend for the baseline (July 2009-June 2010).

In Appendix 3 there are detailed numbers for combitickets sold.

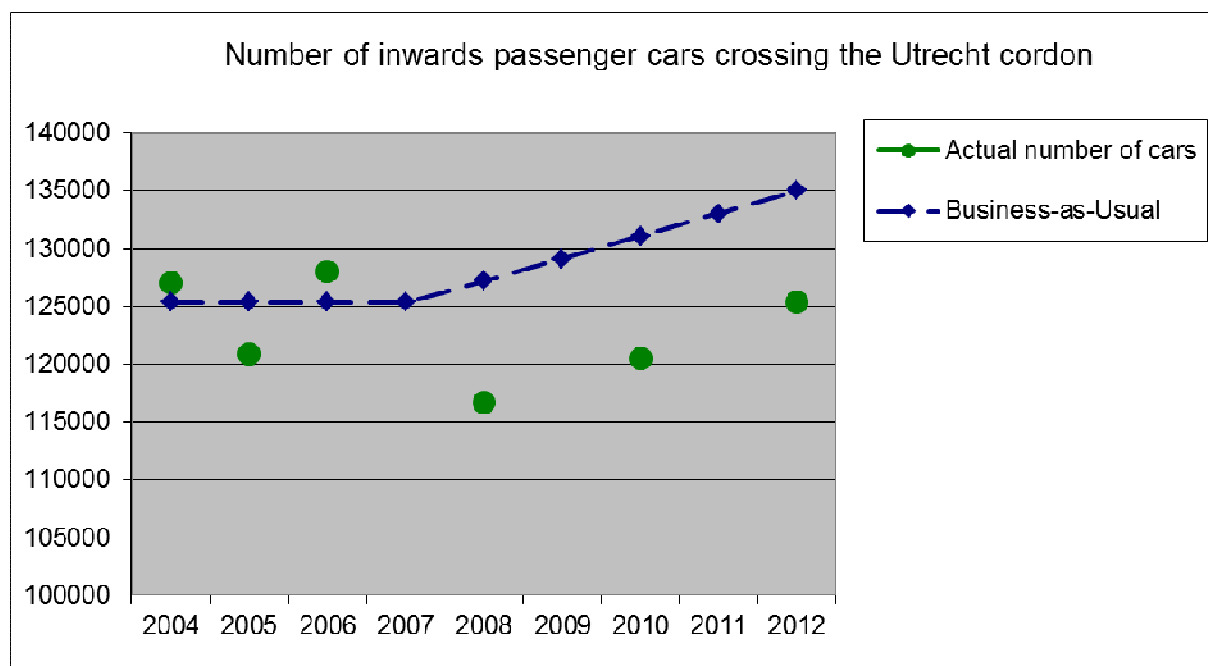
The numbers show that since the start of the campaign more combitickets have been bought at all three P+R facilities.

Due to the new parking ticket machines at the most used P+R facility at Westraven a reliable comparison of the combitickets sold before and after the renewal could not be made. The total number of tickets sold at this facility (combitickets and parking tickets) did increase. After the start of the campaign the number of tickets sold increased significantly. These numbers are shown in appendix 4.

Based on these numbers we can conclude that the marketing campaign affected the number of P+R tickets sold in a positive way.

**Indicator 2: The number of cars on the main streets to the city centre**

Indicator	Before	B-a-U	After	Difference: After - Before	Difference: After - B-a-U
2. The number of cars on the main streets to the city centre	September 2010: 120,500	September 2012: 135,000	September 2012: 125,400	4,900	-9,700



Graph C2.4.2: Total number of city inward passenger cars crossing the Utrecht cordon (see map appendix 2-1 for the cordon) between 7AM and 7PM, based on visual counts on one working day, with Business-as-Usual scenario based on the average of the number of cars in 2004, 2005 and 2006 and 1.5% increase per year. In 2007 and 2009, no motor vehicles were counted.

The number of inward passenger cars crossing the Utrecht cordon fluctuates. In September 2010 between 7.00 and 19.00 hours 120,500 passenger cars crossed the cordon driving city inwards. In 2012, after the start of the marketing campaign this number increased to 125,400 cars. This was expected, as traffic is growing every year. For the BaU a growth of 1.5% was expected each year. Compared to the BaU the cars on the main roads to the Utrecht city centre is 9,700 less. As there are more MIMOSA measures aimed at traffic decrease it is difficult to say what the precise impact of this measure was.

## C2.5 Society

Three indicators were used in the Category Society.

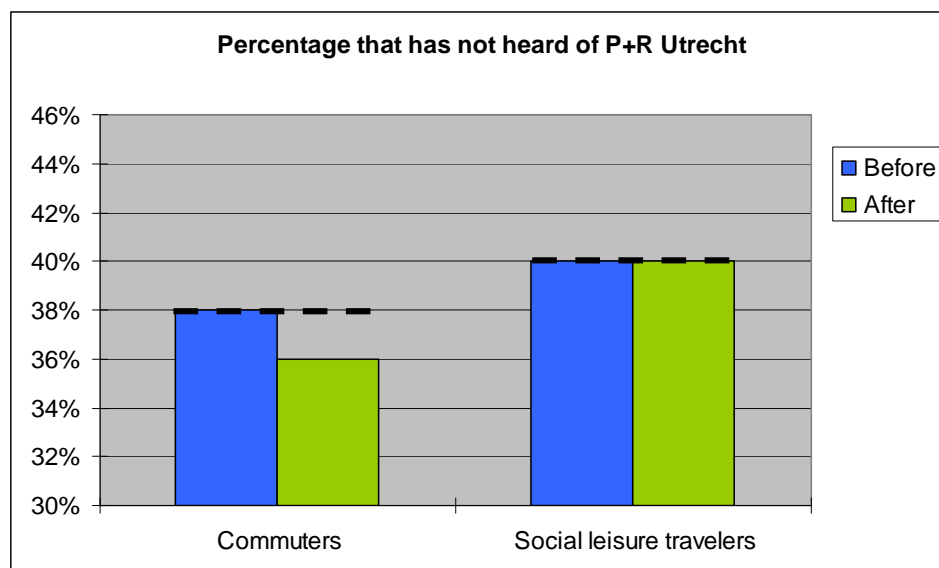
Table C2.5.1:

Indicator	Before	B-a-U	After	Difference: After – Before	Difference: After – B-a-U
<b>3. The awareness of the P+R facilities</b>	<b>September 2010</b> Commuters: 62% Social leisure: 60%	<b>November 2011</b> Commuters: 62% Social leisure: 60%	<b>November 2011</b> Commuters: 64% Social leisure: 60%	Commuters: 2% Social leisure: 0%	Commuters: 2% Social leisure: 0%
<b>4. The number of visitors to the P+R website</b>	<b>September 2010</b> Total number of visits: 7905 Unique visitors: 6655	NA	See graph C2.5.2	NA	NA

Indicator	Before	B-a-U	After	Difference: After – Before	Difference: After – B-a-U
<b>5. The satisfaction with the P+R facilities</b>	<b>September 2010</b> Average grade commuters: 7.3 Average grade social leisure: 7.2 % of commuters that give the P+R facilities a 6 or more: 97% % of social leisure that give the P+R facilities a 6 or more: 90%	<b>November 2011</b> Average grade commuters: 7.3 Average grade social leisure: 7.2 % of commuters that give the P+R facilities a 6 or more: 97% % of social leisure that give the P+R facilities a 6 or more: 90%	<b>November 2011</b> Average grade commuters: 7.4 Average grade social leisure: 7.4 % of commuters that give the P+R facilities a 6 or more: 97% % of social leisure that give the P+R facilities a 6 or more: 96%	Average grade commuters: 0.1 Average grade social leisure: 0.2 % of commuters that give the P+R facilities a 6 or more: 0% % of social leisure that give the P+R facilities a 6 or more: 4%	Average grade commuters: 0.1 Average grade social leisure: 0.2 % of commuters that give the P+R facilities a 6 or more: 0% % of social leisure that give the P+R facilities a 6 or more: 4%

**Indicator 3: The awareness of the P+R facilities**

In the surveys before and after the start of the campaign the respondents answered the question "How did you hear about P+R Utrecht?". One of the answers was "I have never heard of P+R Utrecht". The percentages of the commuters and social leisure visitors that did pick this answer are shown in graph C2.5.1.

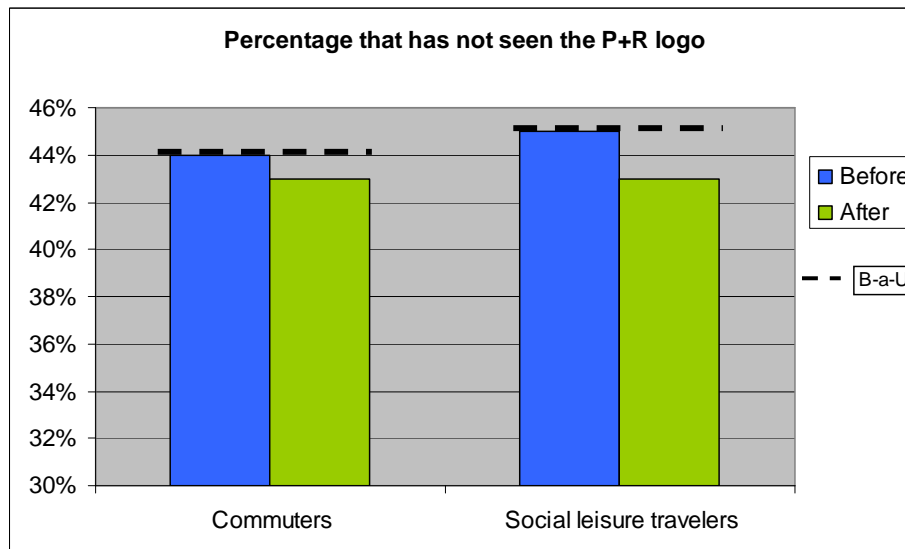


Graph C2.5.1: The percentages of commuters and social leisure travellers who live within a radius of 50 km around Utrecht and not in the city itself that have not heard of P+R Utrecht, before and after the implementation of the P+R marketing plan. Source: Vervolgonderzoek naamsbekendheid P+R locaties Utrecht, eindrapport, Mobycon, January the 10<sup>th</sup> of 2012.

The percentage of commuters that have not heard about P+R Utrecht decreased by 2%. The percentage of social leisure travellers stayed the same. Due to the fact that the awareness

among the commuters has an accuracy margin of +/- 5% in both the before and the after measurement, and the awareness among the social leisure visitors an accuracy margin of +/- 4,7% in the before and +/- 5% in the after measurement, we can not conclude that the awareness changed.

The respondents also reported whether or not they had seen the P+R logo.



Graph C2.5.2: The percentages of commuters and social leisure travellers who live within a radius of 50 km around Utrecht and not in the city itself that have not seen the P+R Utrecht logo, before and after the implementation of the P+R marketing plan. Source: Vervolgonderzoek naamsbekendheid P+R locaties Utrecht, eindrapport, Mobycon, January the 10<sup>th</sup> of 2012.

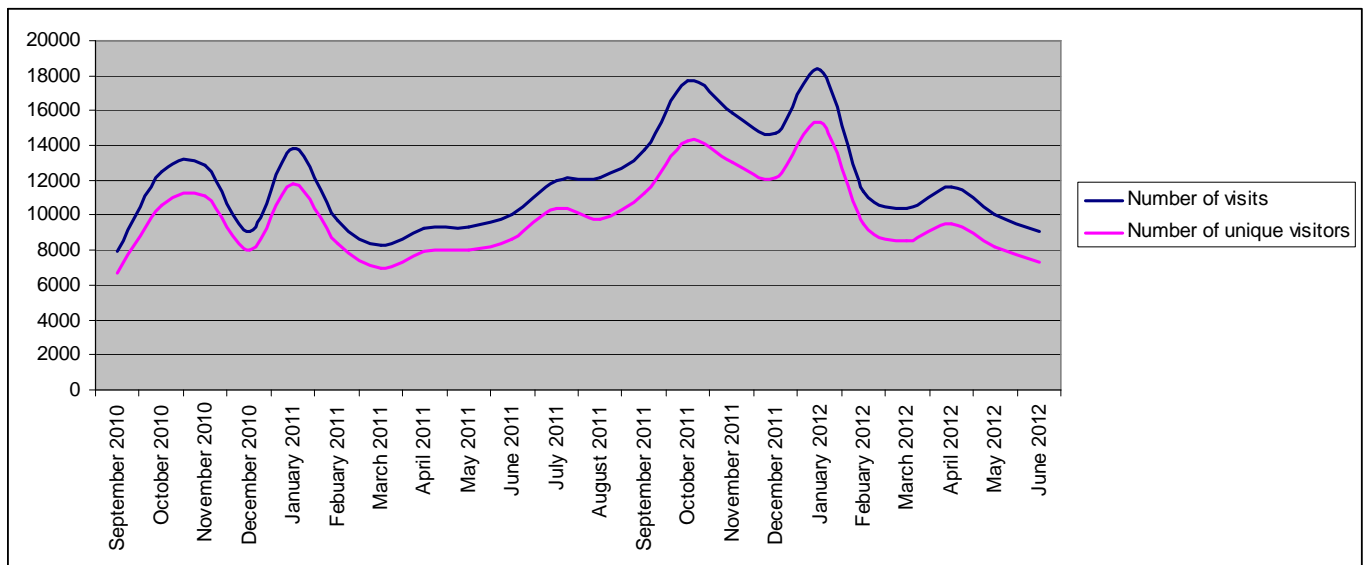
For both target groups the percentages decreased. As in the case of the former percentages, due to the accuracy margins, we can not conclude that the awareness increased.

#### Indicator 4: The number of visitors to the P+R website

The new website for P+R information ([www.slimutrechtin.nl](http://www.slimutrechtin.nl)) is up and running since September 2010 and has executed various specific promotional actions for the P+R in the reporting period. As shown in graph C2.5.3 the number of (unique) visitors to this website increased. Compared to the former website the number of visits increased too: between September 2010 and September 2011 there were 130.730 website hits, compared to 88.006 in the year before.

We can conclude that the interest in P+R facilities increased. In 2010 and 2011 the months October, November and January had the most visitors.

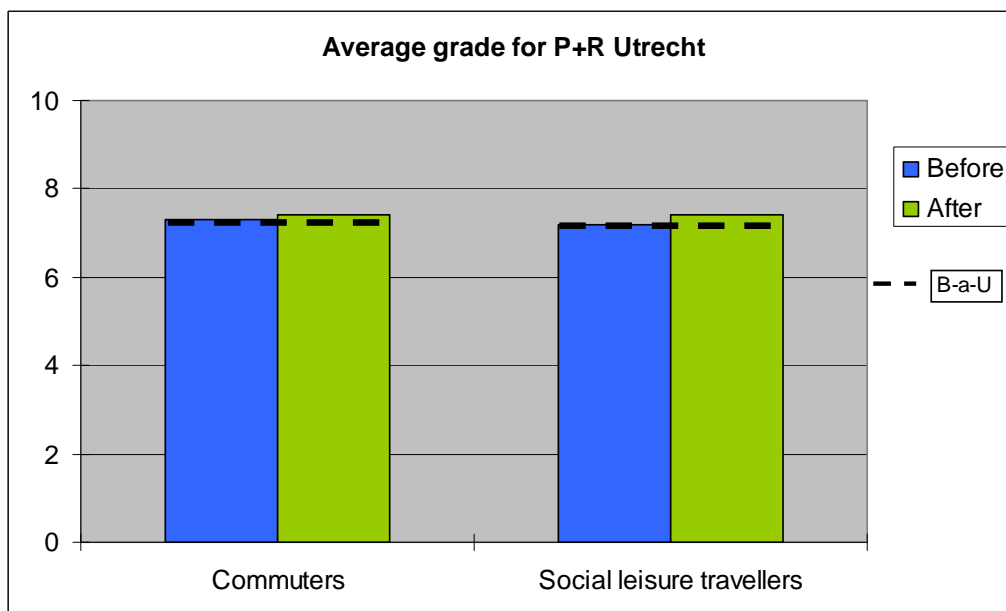




Graph C2.5.3: The number of visits and unique visitors per month to the [www.slimutrechtin.nl](http://www.slimutrechtin.nl) website installed in September 2010. Source: Emotion.

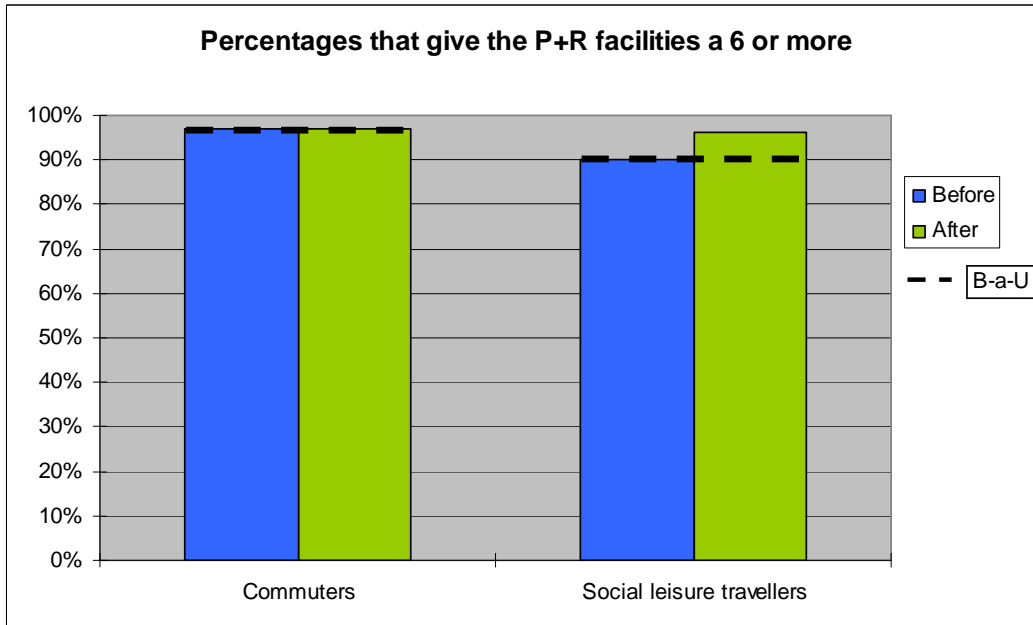
**Indicator 5: The satisfaction with the P+R facilities**

In the surveys before and after the start of the campaign the respondents answered the question 'What is your general opinion about the P+R facility/facilities you have used (on a scale of 1 till 10)?' The indicators used to report the satisfaction are 'the average grade the P+R users gave the P+R facilities' and 'the percentage of P+R users that give the P+R facilities a 6 or more'. The results are shown in graphs C2.5.4 till C2.5.7.

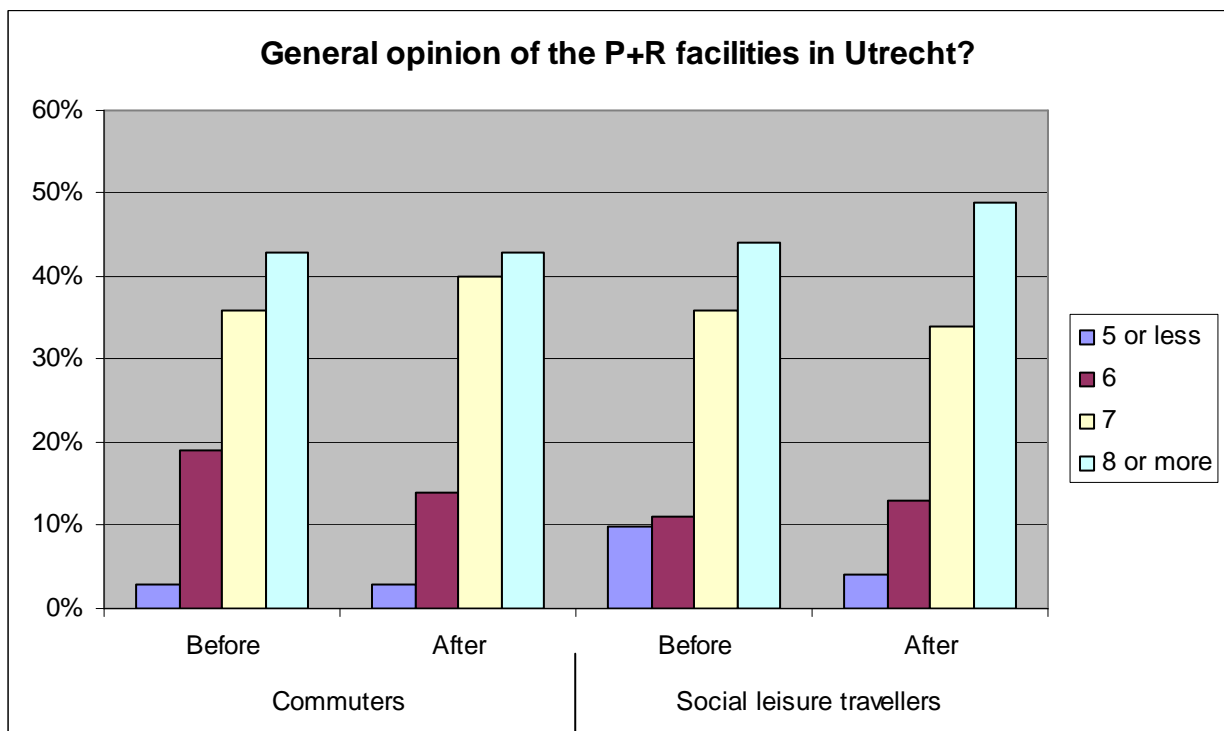


Graph C2.5.4: The average grade given by commuters and social leisure travellers who live within a radius of 50 km around Utrecht and not in the city itself for the P+R facilities in Utrecht. Source: Vervolgonderzoek naamsbekendheid P+R locaties Utrecht, eindrapport, Mobycon, January the 10<sup>th</sup> of 2012.

The average grades for the P+R facilities in September 2010 were 7.3 (commuters) and 7.2 (social leisure travellers). In November 2011 these increased to 7.4 (both commuters and social leisure travellers).



Graph C2.5.5: The percentages of commuters and social leisure travellers who live within a radius of 50 km around Utrecht and not in the city itself that rate the P+R facilities in Utrecht, with a 6 or more (on a scale of 1 to 10) Source: Vervolgonderzoek naamsbekendheid P+R locaties Utrecht, eindrapport, Mobycon, January the 10<sup>th</sup> of 2012.



Graph C2.5.6: The general opinion about the P+R facilities in Utrecht based on ratings by commuters and social leisure travellers (on a scale of 1 to 10). Source: Vervolgonderzoek naamsbekendheid P+R locaties Utrecht, eindrapport, Mobycon, January the 10<sup>th</sup> of 2012.

Graph C.2.5.6 shows the distribution between the different grades. From these numbers we cannot conclude that the target groups are more satisfied with the P+R facilities, but we can conclude that the general opinion in November 2011 was a bit more positive than in September 2009.

### C3 Achievement of quantifiable targets and objectives

No.	Target	Rating
1	Use of P+R increased by 20%	***
2	A raised level of awareness and satisfaction about the existence of the P+R facilities in and around Utrecht	O
<b>NA = Not Assessed    O = Not Achieved    * = Substantially achieved (at least 50%)</b> <b>** = Achieved in full            *** = Exceeded</b>		

The number of combitickets sold at the P+R facilities Papendorp, Muziektheater and Veemarkt in July 2010-July 2011 increased by 37% compared to the period July 2009-June 2010. The awareness and satisfaction increases were marginal, so we cannot conclude that the campaign resulted in significantly raised levels.

### C4 Up-scaling of results

The marketing campaign was implemented for all the P+R facilities within the city of Utrecht, so no up-scaling was possible within the city.

### C5 Appraisal of evaluation approach

To evaluate whether the objectives of the marketing campaign have been reached, different evaluation methodologies have been used:

- **Indicator 1**

The number of P+R combitickets sold at all three of the P+R facilities is registered by the parking ticket machines and corresponds to the real number of P+R users. Unfortunately the number of combitickets sold at the most used P+R facility (Westraven) appeared to be unusable due to the renewal of the parking ticket machines. To give an impression of the usage of this P+R, the number of combitickets with PT to the city centre has been added to the number of parking tickets without PT (the sum of these two before and after the campaign can be compared). This method results in valid data.

- **Indicator 2**

To measure the number of cars driving towards the city centre in the years 2004, 2005, 2006 and 2008 visual counting on a cordon around the city on one working day in September/October was used. The results of these were reliable and representative for this one day and give a good sense of the number of cars driving to the centre in general but at the same time it has to be noted that due to the fluctuations in the number of cars, the results fluctuate too. This (together with the influence of the road works) probably contributed to the relatively low number in 2008. In 2012, the number of vehicles was tallied using pneumatic countings. It is not clear to what extent this led to different numbers.

It was difficult to build the B-a-U due to contradictions in the estimated future numbers of cars. Traffic model calculations showed an expected growth of 30% in motor vehicles on the roads in Utrecht in 2030, compared to 2010. In contrast to this, and possibly due to the financial crisis the number of cars on the national highways decreased in the last few years. Some examples:

- in the Netherlands the number of kilometres driven by Dutch passenger cars decreased by 2.1% in 2010 compared to 2009 (Centraal Bureau van de Statistiek);
- in 2011 the congestion in the Netherlands decreased by 7% compared to 2010 (Inrix).

Nevertheless in 2012 the number of cars on the highways increased while the number of traffic jams decreased thanks to the implementation of extra driving lanes on several highways. Besides this, during road works car drivers change their travel behaviour anyway due to the expected disruption of these.

These developments could have decreased the (growth in the) number of cars.

It was decided to build the B-a-U scenario by using the traffic model which calculated expected growth of 30% in terms of motor vehicles on the roads in Utrecht in 2030, compared to the average of cars in 2004, 2005 and 2006, so 1,5% in one year. In practice this percentage could be less.

- **Indicators 3 and 5**

The questionnaires before and after the campaign delivered statistically sufficient and valid data. Due to the fact that the differences before and after were very small, we can not conclude that the P+R facilities affected the awareness or satisfaction.

- **Indicator 4**

The number of visits/unique visitors to the website is automatically registered and corresponds to the real number of visits/unique visitors. The numbers show an increase since the start of the new website in September 2010.

## **C6 Summary of evaluation results**

The key results are as follows:

- **Increased number of P+R users** – the campaign resulted in a significant increase in the number of combitickets sold.
- **Less number of inwards passenger cars** - traffic counts show that the number of cars on the Utrecht main roads to the city centre increased compared to the before situation in 2010. However this was expected, as traffic is growing every year. For the BaU a growth of 1.5% was expected each year. Compared to the BaU the traffic on the main roads to the Utrecht city centre is 9,700 less. As there are more MIMOSA measures aimed at traffic decrease it is difficult to say what the precise impact of this measure was.
- **Increased number of visitors to the P+R website** – since the start of the new website, which was part of the campaign, the number of visits increased.

## **C7 Future activities relating to the measure**

Utrecht had programmed five new P+R facilities along the surrounding highways. Due to the fact that - like in many other Dutch cities - the use of the existing P+R facilities was lagging behind the predicted levels of usage, in July 2012 the city decided to remove two of these. At

the same time the city wishes to increase the number of P+R parking places at smaller PT intersections and in the region.

The building activities for the De Uithof P+R started in the first half of 2011. This P+R will be located at the eastern side of Utrecht and is expected to open in autumn 2013. 500 parking places will be assigned for P+R users. A further 1.500 parking places will be assigned to people who work and visit the University, the High school and the Hospital, which are situated close to the P+R.

The other two new P+R facilities - P+R Leidsche Rijn Centrum and P+R Hooggelegen - are planned along national highway A2 at the western side of Utrecht. These will not be opened before 2016. The new P+R facilities will make use of the branding style developed in this measure.

## **D Process Evaluation Findings**

### **D.1 Deviations from the original plan**

There have been no deviations from the original plan.

### **D.2 Barriers and drivers**

#### **D.2.1 Barriers**

##### **Preparation phase**

- **Tender delayed the process** – Initially the idea was that the city of Utrecht would implement the complete campaign alone. During the project it became clear that external expertise was needed. To be able to hire this expertise the city needed to do a tender according to regulations. This selection of a specialised contractor took more time than expected.

##### **Operation phase**

- **Less budget** – Due to financial cuts, from January 2012 there was no more budget for campaigns at events.

#### **D.2.2 Drivers**

##### **Overall Drivers**

- **Economical crisis make P+R more attractive** – Due to the economical situation, people search for cheaper parking locations.
- **Extended paid parking area makes P+R more attractive** – The area where people have to pay for parking their car on the street is gradually growing, which makes it relatively more and more convenient for visitors to park at a P+R location.

##### **Preparation phase**

- **Baseline survey results valuable for campaign** – A baseline survey amongst possible P+R users was performed in September 2010 to measure the awareness level for P+R facilities in Utrecht. This helped to better target the different P+R promotional activities.

#### **Operation phase**

- **Less parking places near the centre** – At the closure of 1000 parking places at the border of the inner city on 1-1-2012, we explicitly referred the visitors to the P+R locations.
- **Big events offer possibilities for promotion** – Events (in the city centre) that attract many visitors from outside the city, like Queensday and the car free Start of the Cultural Season, were an eminent opportunity to make the visitors aware of the P+R facilities.

### **D.2.3 Activities**

#### **Operation phase**

- **Dedicated website reinforced promotion** – The contractor installed a dedicated website for P+R information ([www.slimutrechtin.nl](http://www.slimutrechtin.nl)) which reinforced the various executed specific promotional actions for the P+R.
- **Adapted promotion plan** – The selected contractor for the promotional activities adapted its plan to meet the requirements of Utrecht within the reduced budget.
- **Innovative promotion** -To attract visitors who think parking in the inner city is too expensive, the project team put more innovative efforts into promoting the P+R locations, e.g. through the launch of a Google ad words campaign (which automatically showed users of a popular online route planner an advertisement about the P+R when they inserted Utrecht as their destination) and the development of the innovative P+R App that shows where the closest P+R is, what the opening hours and costs are, etc.

### **D.3 Participation**

#### **D.3.1. Measure Partners**

- **Parking department of the Municipality of Utrecht** - This department is responsible for the parking within its city boundaries and had the leading role in the marketing campaign. Furthermore this department selected the contractor.
- **Traffic and Transport department of the Municipality of Utrecht** – This department advised in the campaign and was involved as a principle participant.
- **Communications department of the Municipality of Utrecht** – This department was involved as a principle participant and responsible for all the communication actions.

### **D.3.2 Stakeholders**

- Emotion Kommunikatieburo (www.emotion.nl) – This communication and marketing agency was contracted for the marketing campaign and developed the website www.slimutrechtin.nl, the P+R app and more.
- Mobycon – this consultancy agency (www.mobycon.nl) performed the baseline and follow-up survey among (possible) P+R users.

## **D.4 Recommendations**

### **D.4.1 Recommendations: measure replication**

The P+R facilities can contribute substantially towards keeping a city accessible and attractive to live in, offering its inhabitants a clean and healthy living environment. The P+R facilities in Utrecht were not used enough and the performance of the P+R facilities could be improved. The P+R marketing and promotion plan that was developed within this measure can be transferred to other cities who deal with this same problem easily. To implement a similar measure, it is recommended to:

- Make sure that there is a thorough analysis of the city, the transport- and parking possibilities and the groups of possible P+R users. All the steps described in this document were 'tailor made' for the city of Utrecht.
- Use specialised contractors for the various parts of the measure. It is unlikely that one contractor alone will have access to all the knowledge/information that is needed.
- Make sure the targets are clear when applying marketing actions. In the end P+R facilities are low interest products. Expectations should be adjusted to this level.
- Pay attention to the monitoring of the sold tickets. When measuring the usage of a P+R facility by counting the number of tickets sold, make sure the parking terminals are configured in such a way that there is a clear distinction between 'regular' parking tickets and tickets that can be used on public transport (combi-tickets). When regular parking tickets and combi-tickets are the same price and can be bought easily, users are tempted to buy the combi-tickets; even when the ticket is not used on PT. Designing a clear user interface is an easy way to solve this issue.

### **D.4.2 Recommendations: process** (related to barrier-, driver- and action fields)

- When using (sub)contractors make sure there is enough time to select them. EU tenders can take a lot of time.
- Make sure budgets are claimed in time; preferably for some years ahead.
- Invest time in finding partners for implementing marketing actions. Finding the partners may take some extra time, but partners often have more influence on the groups the marketing actions aim at.

## Appendix 1 Description of the P+R facilities

### P+R Westraven



Picture A2-2: P+R Westraven

P+R Westraven is the biggest facility. This is a parking garage with 824 parking places for cars of visitors/commuters (and 561 parking places that are used by a nearby office) and ten OV-fietsen (in English PT-bicycles); these are rental bikes for members, everyone can become a member). Next to the waiting room there is a service desk. Furthermore there are toilets (free), newspapers (free) and cold drinks (paid).

During rush hours people can travel every seven minutes by public transport to the city centre (and other destinations). At other times the frequency of the public transport is once every 10 minutes. The travel time to the city centre is 12 minutes.

### P+R Papendorp



Picture A2-3: P+R Papendorp

P+R Papendorp (open since June 2008) has 500 parking places. It is an outdoor parking area, with camera surveillance, toilets and four OV-fietsen.

In rush hours people can travel every seven minutes by public transport to (amongst others) the eastern side (not centre side) of the central station. At other times on working days and on Saturday the frequency of the public transport is once every 12 minutes. The travel time to the city centre is 20 minutes.



### **P+R Muziektheater**

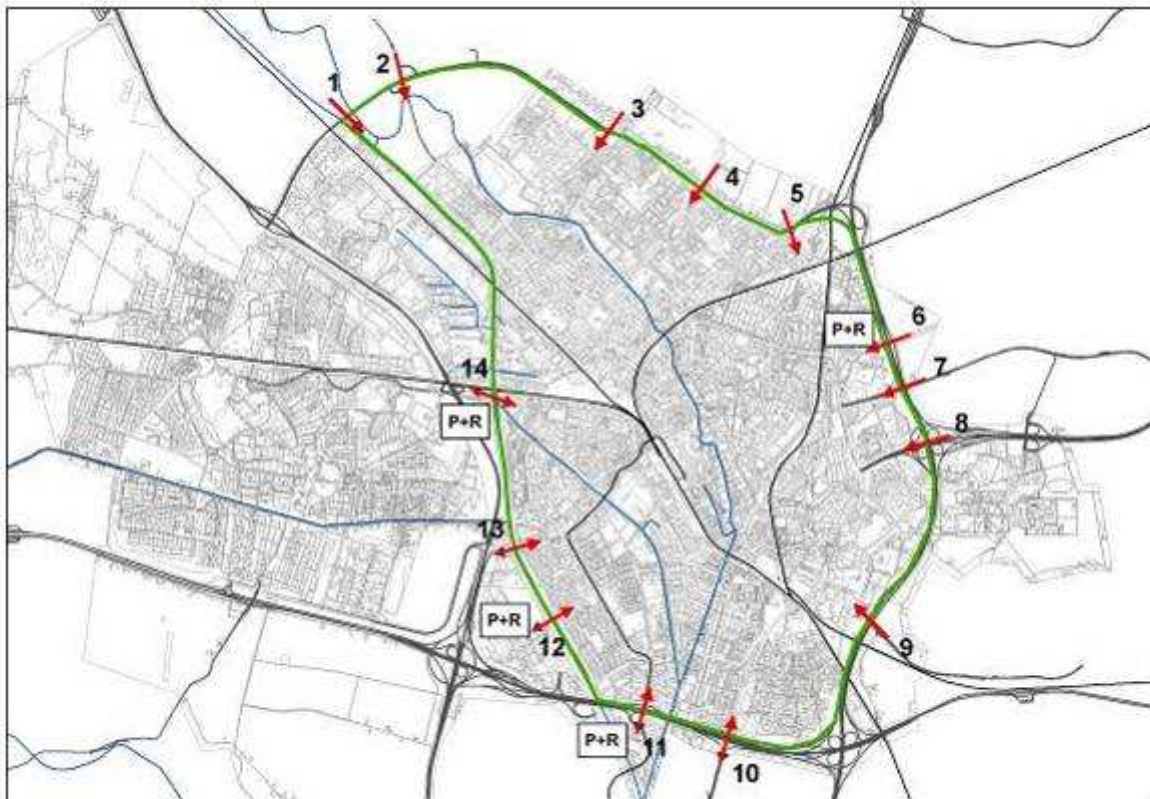
P+R Muziektheater was opened in January 2009. It has 220 outdoor parking places, with camera surveillance, toilets and four OV-fietsen.

On working days and Saturdays people can travel by bus to the city centre every five minutes. In the evening and on Sundays the frequency is once every seven minutes. Travel time to the city centre is ten minutes.



Picture A2-3: P+R Muziektheater

## Appendix 2: Cordon Utrecht



Appendix 2-1: Cordon Utrecht. The numbered locations are the locations where the visual counts were conducted to measure the number of city inward passenger cars. Unfortunately P+R Veemarkt lies within the cordon.

	Inward passenger cars
2004	127,174
2005	122,713
2006	128,034
2007	not measured
2008	116,717
2009	not measured
2010	120,488
2011	not measured
2012	pending

Table appendix 2-1: Number of passenger cars driving on the main roads of the Utrecht cordon (see map appendix 2-1) from 7.00-19.00 hours, measured on 1 working day per year.

**Appendix 3: P+R combitickets sold**

	Number of combitickets sold		
	P+R Papendorp	P+R Muziektheater	P+R Veemarkt
January 2009	54	154	381
February 2009	64	198	295
March 2009	69	212	332
April 2009	58	126	279
May 2009	21	115	379
June 2009	11	154	304
July 2009	23	102	298
August 2009	32	636	311
September 2009	41	178	464
October 2009	68	243	689
November 2009	42	230	521
December 2009	36	196	321
January 2010	39	224	451
February 2010	48	283	775
March 2010	15	191	492
April 2010	29	240	485
May 2010	43	205	479
June 2010	36	185	378
July 2010	34	204	432
August 2010	50	251	427
September 2010	69	321	679
October 2010	108	552	782
November 2010	64	515	660
December 2010	21	319	372
January 2011	50	530	618
February 2011	67	426	694
March 2011	39	401	526
April 2011	22	423	436
May 2011	37	523	432
June 2011	58	567	635
July 2011	65	549	611
August 2011	100	539	651
September 2011	97	608	751
October 2011	256	732	1150
November 2011	105	317	828
December 2011	135	549	756

Table appendix 3-1: Total number of P+R combitickets sold per month at P+R facilities Papendorp, Muziektheater and Veemarkt, January 2009 – December 2011.

## Appendix 4: Parking tickets sold - Westraven

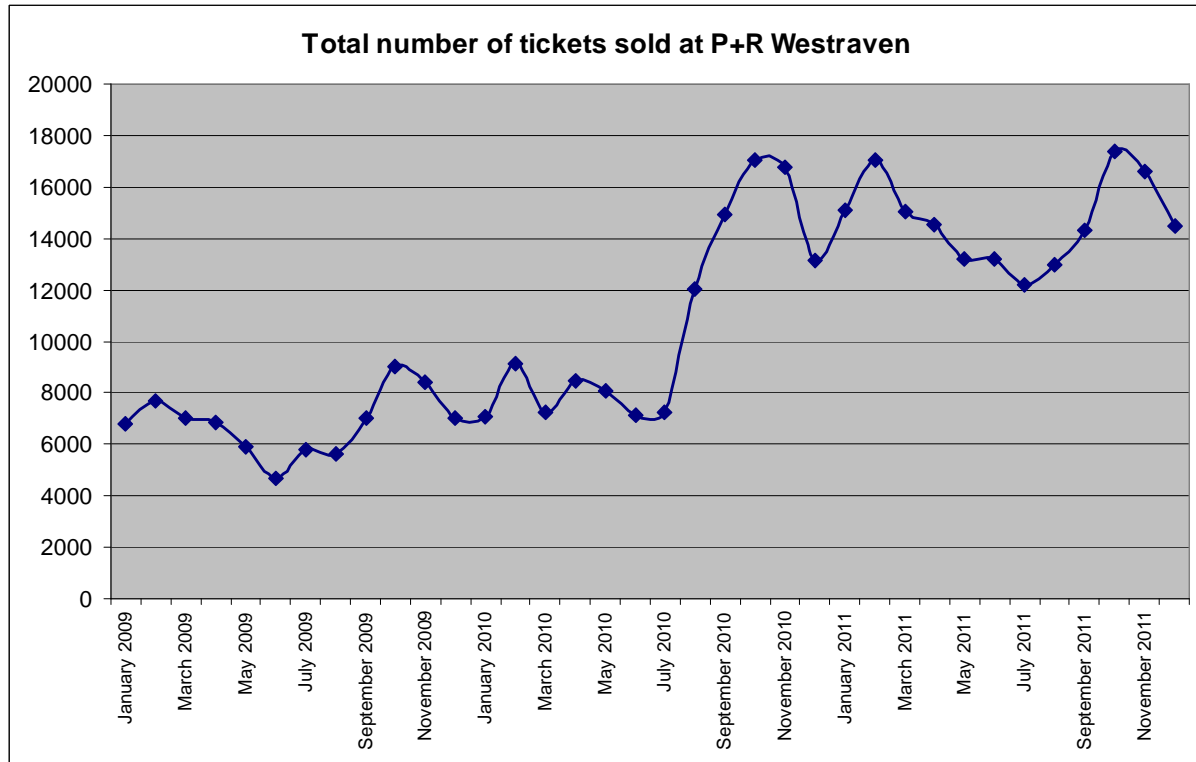


Table appendix 3-1: Total number of parking tickets sold per month at Westraven P+R facility, January 2009 – December 2011.