Utrecht Accessible

Platform of cooperation between:
  Infrastructure authorities
  Public Transport authorities
  Trade & Industry

Dominique Simhoffer
Cees Oostrom
Content

• The Dutch context
• Utrecht Accessible
• Road construction planning
• Mobility management
• Joint communication
• Conclusions
The Dutch context

- 16.6m residents
- 8m cars
- The ‘Randstad’: economic centre with 7m residents
The Dutch context

- 4 main cities
- 200-500 km of traffic jams each working day
- Rotterdam harbor generates heavy road-borne freight
The Dutch context
Major road works

Grote werkzaamheden in 2011

1. A2 Maarssen - Oudendijck
2. A2 Oudendijck - Everdingen
3. A12 Gouda - Woerden
4. A12 Utrecht - Veenendaal
5. A27 Lunetten - Rijnsweerd
6. A28 Rijnsweerd - Hoevelaken
7. 24 Oktoberplein
8. Croeselaan
9. Stationsgebied/Catharijnebaan

actuele verkeersinfo op utrechtbereikbaar.nl
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Public/private cooperation founded by:

• Directorate-general of Public Works and Water, Utrecht region (RWS)
• Municipality of Utrecht
• Utrecht Regional Council
• Province of Utrecht
• Mid Netherlands Chamber of Commerce
• VNO-NCW Utrecht – employers organizations
Mission Utrecht Accessible

To prevent severe congestion by:

• Coordination of road construction planning
  • Regional traffic management
  • Giving priority to public transport

• Taking mobility management measures (Public Transport Pass)

• Joint communications
Road construction planning

- Central database:
  - Complete and up-to-date planning of road works
  - Including special events
  - Standardized traffic congestion categories
- Dynamic Network Traffic Model: effects of construction on road capacity and traffic flow
- Integrated planning for all infrastructure projects
Lessons learned

• To be able to manage integrated planning, you need a database and you need central cooperation

• Coordination is necessary, but won’t solve problems like delays in road construction
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Rewarding by FileMijden

FileMijden: “to avoid trafficjams”

Goal: 5,000 participants and 1,000 less cars in peak hours during road construction A2/Hooggelegen

Period: November 30th 2009 – March 26th 2010

Selection by camera registration of the license plate.

Participants earn 4 euro for each day they don’t travel by car during peak hours (06.00-10.00 hrs)
Hooggelegen
Rewarding - Effect

- 4,025 participants
- Decrease of 700-800 cars on highways around Utrecht
- 220,000 euros payed out, an average amount of 55 euro per participant
Public Transport Pass

• Goal: 2,000 – 4,000 less cars during peak hours
• Sold to major companies in Utrecht area
• Access to all Public Transport
• Low price, but with a high minimal purchase quantity
Public Transport Pass 2009-2010

**Utrecht Bereikbaar Pass**
for people living in the Utrecht area
• with access to regional public transport
• access to public bicycles
  (for business and private use)

**Utrecht Bereikbaar Plus Pass**
for people living outside the Utrecht area
• benefits of the standard pass
• with an extra PT solution for every corridor
  • by bus (bus in the fast lane)
  • dedicated commuter bus services
  • by train
• access to Park &Ride
Public Transport Pass 2009-2010

- Car
- Park & Ride – 30km outside Utrecht
- Dedicated commuter bus service
- Public bicycles
Public Transport Pass - Effect

- Over 20,000 passes sold
- 400 employers in Utrecht area
- 80% of pass holders use the PT pass
  - 40% former car users
  - 20% bicycle
  - 32% public transport
- 3,700 cars less during rush hours
Lessons learned

• Make use of existing public transport
• Constructing Park & Ride lots are costly and only successful if well connected to Public Transport
Public Transport Pass 2011
Selling the PT pass

- Promotion
- Internal communication
Selling the PT pass

- Registration Process
### Renewals

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<th>Achternaam</th>
<th>Voorletters</th>
<th>Wooppaats</th>
<th>Pas 2010</th>
<th>Pas 2011</th>
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Total: 2 of 2

UtrechtBereikbaar.nl wordt mogelijk gemaakt door het Europees Fonds voor Regionale Ontwikkeling.
Lessons learned

• Initial selling process is costly and takes time, but customers are loyal
• Helping internal communications and taking over customer registration, speeds up the employers’ decision-making process
• Only for long-term projects
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Joint communication

• One brand, one sender
• Joint spokesperson
• Project communication by individual authorities
• Extra channels:
  • (Mobile) website: 130,000 visitors a year
  • News alerts: 14,000 subscribers
  • Twitter account
  • Webvideo journal
Road construction
Travel information
Actual Traffic situation
E-mail newsalerts

- 3-8 times per month
- Only in case of severe congestion
- Planning tool for company logistics departments
- Highly appreciated!
Lessons learned

• Common budget
• Close cooperation between partners’ communications departments
• Think from the viewpoint of the recipient
• Infrastructure authorities want to keep control of communications
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Costs 2008-2010

Planning & traffic management € 0,6m
Mobility management € 7,2m*
Communications € 1,3m
Overhead € 4,6m
Unsuspected € 1,3m

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Total € 15,0m

* 60% government subsidy, 40 % contributed by industry
Organizing the participants
Organizing the participants

- External management (by non-profit organization)
- Common budget
- Cooperation with all organizations at different levels
- Cooperation with Chamber of Commerce, employers organizations and major companies in the area
Lessons learned

- You need time
  - For the decision-making process
  - For negotiating contracts
  - To brand your service
  - To sell your products
- Keep good record of decisions, necessary due to changes in stakeholders’ personnel
- Surveys of pass holders provide valuable information and is necessary for monitoring effects and use
Thank you for your time

Dominique Simhoffer
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