



EUROPEAN CITIES AND REGIONS NETWORKING  
FOR INNOVATIVE TRANSPORT SOLUTIONS



## Healthy and Environmental Friendly Transport in the City Region



ARNHEM NIJMEGEN  
**CITY REGION**



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# Fact and figures (1)

- 20 municipalities
- 720.000 inhabitants
- 2 large cities  
(Nijmegen 160.000 and Arnhem 145.000)
- 18 smaller towns and villages  
(from 8.000 to 45.000 inhabitants)
- 1.000 square km surface



*Health Valley around Nijmegen (with hospitals, health services, knowledge institutes and health related industry) is within the region and Food Valley around Wageningen (knowledge institutes (like university of Wageningen) high tech agriculture and food related industry) is bordering the region. Arnhem is focussing on innovative energy technology (industry and knowledge centres).*

## Facts and figures (2)



- Cars 320.000
- Bicycles >720.000
- Modal split public transport about 18% (trips) 20% (km's)
- Modal split bicycles about 30% (trips) 5% (km's)
- About 100.000 train trips daily
- Railway stations 21 (2 intercity stations)
- 115.000 bus trips daily
- Bus stops 2.000 (over 65% accessible for wheelchairs)
- Bus hours 800.000 yearly
- Revenues bus about € 38,5 million
- Subsidy bus about € 33,5 million



# Objectives of regional cooperation



## ➤ TRAFFIC AND TRANSPORT

- provision of public transport, infrastructure (improving public transport and cycling), mobility management

## ➤ HOUSING

- coordination of quantities and of differentiation in price and quality

## ➤ ECONOMICS

- coordination industrial & office sites, regional branding, labour market

## ➤ SPATIAL PLANNING

- coordination of transport and spatial planning and implementation of the Regional Plan

# Mobility: strategies for a better accessible region

1. ***Bundling of traffic*** (cycle lanes and bus lanes and completion of major regional routes)
2. ***Optimizing mobility chain*** (special attention for transfer nodes like for P+R and bicycle racks)
3. ***Utilization of existing infrastructure*** (mobility and traffic management)

transport solutions;

- traffic and mobility management
- cycle highways
- public transport concessions
- public transport infrastructure
- tarmac agenda



# Improvement of Mobility Management

## Three important projects:

- a) **Rush hour avoidance project (rewards to stay out of the rush hour)**
- b) **Development of information services (pre- and on trip information to influence especially car drivers)**
- c) **Better utilization of infrastructure (traffic management) and transport means (like trucks)**



# Rush hour avoidance project

## ➤ Problems:

- Congestion (during peak hours, road works and events)
- Natural behavior (always same time same mode of transport)

## ➤ Solutions:

- Break the natural behavior
- Reward avoidances (during peak, road works and events)
- Encourage alternatives



# Results

- **16.000 participants**
- **awards have changed from money**  
(from € 4 to € 2 per avoidance) to gamification and points (for a webshop)
- **30.000 less peak trips a week**  
(5 to 10% of the total peak trips)
- **over 50% (of the avoiders) remains avoiding rush hour after project**





# Information services

## Problems:

- lack of information leads to wrong choices
- bad data lead to unpredictable and unreliable advices
- lack of cooperation leads to fragmented services

## Solutions:

- better data (personal, reliable, real time, pre-trip and on-trip)
- market development through contests
- cooperation of 10 city regions

## Results:

- 5 providers with new services
- next month (March 2014) available



# Improvement of public transport

Three important projects:

- New concession (one of the greenest and most accessible (for handicapped persons) in Holland).**
- Bus infrastructure: increasing the speed of buses (bus lanes when necessary) and improving bus stops.**
- Development of a few extra railway stations and a higher frequency of trains on regional lines.**



# Mobility Management Strategy: *think like business, act like business*

- **We support private partners to build strong business cases, which support their core business**
  - We select consultants that speak the language of the business
- **We ONLY support initiatives co-initiated by private partners**
  - the project starts when the funding stops;
  - healthy business cases are a condition;
  - SMART deals are made, based on a 50-50 investment;
  - measures are developed with all for our customers (like employers, employees, business areas, shopping centres and real estate owners).
- **We learn from mistakes of ourselves and success of others**
- **We stop when there is no progress**



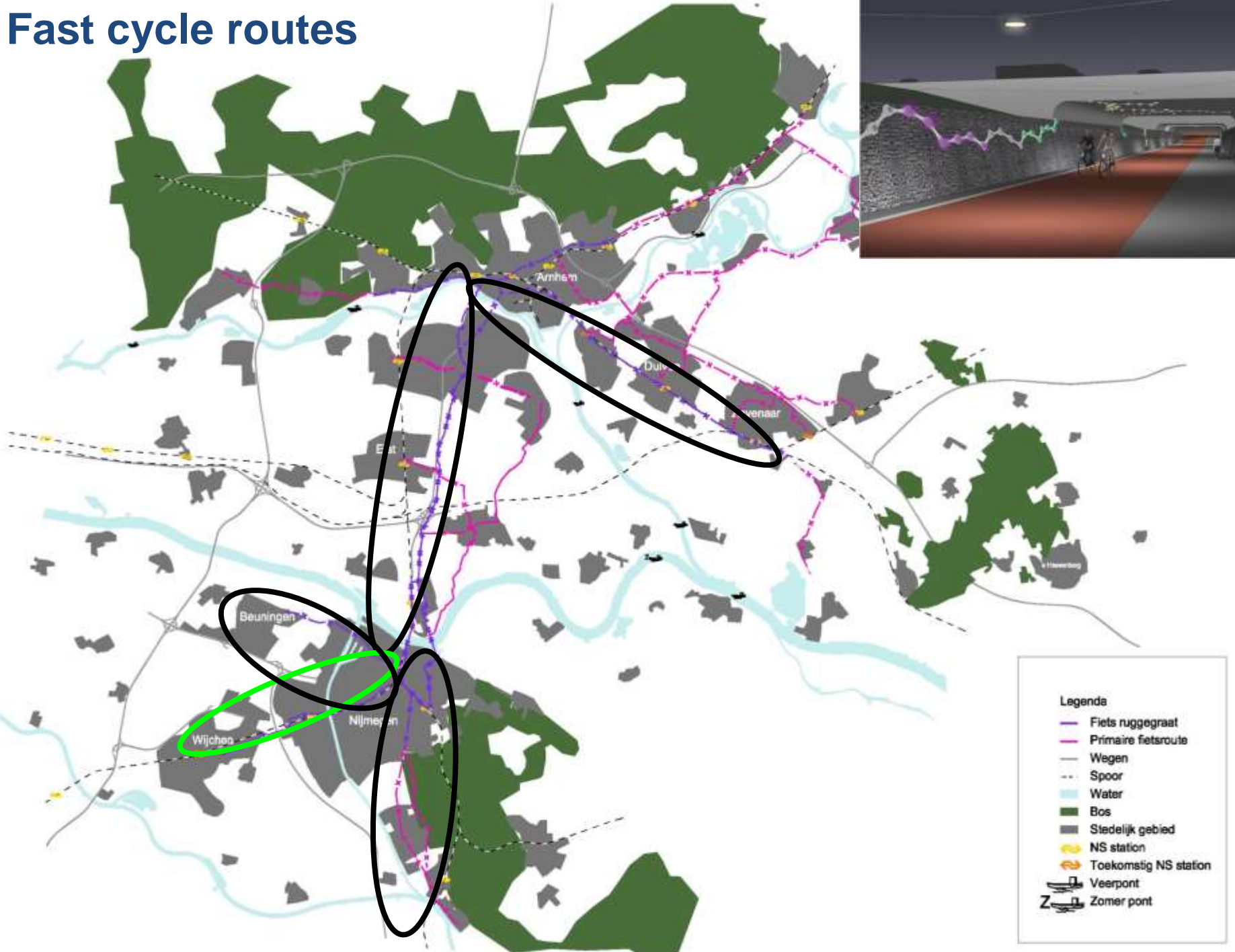
# Increase of cycling as transport mode

## Three main projects:

- a) **Developing an optimal cycle network by constructing fast cycle routes (cycle highways) for commuters.**
- b) **Improvement in the mobility chain (like parking facilities at transport nodes and city centres).**
- c) **Seducing commuters with attractive routes and facilities and with apps which also can be used to collect data.**



# Fast cycle routes





enden  
handel

Christine le Duc

Your place  
or mine?

Christine le Duc

HIER TE KOOP!

2009

pakketadres  
nederland

Any questions?