

**Candidature for holding the
19th European Conference on Mobility Management
in Utrecht, The Netherlands
May/June, 2015**



**Ministry of Infrastructure and the
Environment**



PROVINCIE **UTRECHT**



Rijkswaterstaat
*Ministry of Infrastructure and the
Environment*



**MIDDEN-
NEDERLAND
BEREIKBAAR**




Candidature for holding the 19th European Conference on Mobility Management (ECOMM) in Utrecht, The Netherlands

The city of Utrecht, the Ministry of Infrastructure & Environment, Rijkswaterstaat Midden-Nederland, Province of Utrecht and Bestuur Regio Utrecht, are hereby applying to host the ECOMM 2015 in Utrecht, The Netherlands.

Utrecht is the fastest growing city in The Netherlands and the region of Utrecht is considered to be the most competitive region of Europe. To remain competitive while growing, the city and the regional partners have installed several mobility management policies and action plans, of which many are seen as best practices throughout Europe. This, combined with the fact that the city and the surroundings of Utrecht are beautiful yet unknown to many – the city was in Lonely Planet's top 10 of the world's unsung places in 2012 – makes Utrecht an ideal location for ECOMM in 2015. Therefore:

We would like to welcome you to Utrecht in May or June 2015!

On behalf of the regional partners (city of Utrecht, Bestuur Regio Utrecht, the Province of Utrecht and Rijkswaterstaat Midden-Nederland):



Frits Lintmeijer
Deputy Mayor for Mobility, Culture and
International affairs
City of Utrecht



On behalf of the Ministry of Infrastructure and
the Environment:



Jan-Bert Dijkstra
Director Optimising Use programme
Ministry of Infrastructure and the Environment

Why Utrecht?

The city of Utrecht has several unique characteristics, being a growing and competitive city, with an interesting history in mobility and mobility management.

Competitive and growing

Utrecht is the fastest growing city in The Netherlands. Currently 330.000 inhabitants live in the city of Utrecht, but by 2033 we will reach the 400.000 mark. The urban region of Utrecht with its 640.000 inhabitants – and over a million in the province of Utrecht as a whole – is considered to be the most competitive region of Europe. The majority of our population is highly skilled and our province has good accessibility due to its central location in the Netherlands.

Epicentre of Dutch mobility

Utrecht holds a key position in the Dutch mobility system. Our region is right in the centre of the national railway and highway networks. Cycling is completely integrated in the structure of the city and the surrounding region.

The first bicycle path in the Netherlands is situated in Utrecht. In 2015 we will celebrate its 130th anniversary. In the early days, this path was only used on Sundays by the wealthy people of Utrecht, since a bike was something only the privileged people could afford. They would cruise around the street and show off their bikes. 130 years later, Utrecht will host the world's most important cycling event: the Grand Depart of the Tour de France.

In 2015 we can also look back on the remarkable day that happened 60 years before: a highway traffic jam occurred in Utrecht, the first ever in the Netherlands. It happened on a sunny Pentecost day and attracted many people who wanted to see this new phenomenon.

The reason that this traffic jam occurred here is because of the fact that Utrecht has always been the centre point of the Dutch mobility system. Many highways meet here, causing high traffic flows and big challenges concerning accessibility. Also, Utrecht is the main railway hub of the Netherlands and this function is still growing, reason why the central station and the surrounding area is currently undergoing a metamorphosis.

Long history in Mobility Management

Our city also has a long history in mobility management. For many years, the regional government has encouraged companies in the Utrecht to implement mobility management. The main goal was to improve the accessibility of the city by reducing congestion. However, sustainability has become an increasingly important driver as well.



Utrecht: first bicycle path and first highway traffic jam in The Netherlands

From 2009 to 2013, the city worked together with the region, Province, Rijkswaterstaat and the business sector to reduce hindrance due to large scale road works. To do so, the Utrecht Bereikbaar scheme was carried out. As part of that scheme, the 'Utrecht Bereikbaar Travel Card' has been supplied to commuters to provide them a sustainable alternative to car commutes. Midden-Nederland Bereikbaar is the successor of Utrecht Bereikbaar.

Many years of active promotion have resulted in a broadly supported vision of the business sector that mobility management is a highly important subject: it helps to organise their mobility in a more cost and time efficient way, and it is more sustainable and supports their vision on corporate societal responsibility. The Utrecht business sector is organised in the U15, a front runner group of companies that actively promote mobility management. Besides that, a new market has developed; providers offering services to these companies like travel cards, mobility budgets, e-bike or scooter lease, car sharing and bike sharing.

'Beter Benutten' programme

The region surrounding the city of Utrecht, Midden-Nederland, is one of the focus areas of the national programme Beter Benutten ('Optimising Use'). In this programme, the Dutch national government, regions and businesses are working together to improve road, waterway and railway accessibility in the busiest regions.

For each region, a customised package of concrete and quantifiable measures is implemented. These measures focus on the needs and behaviour of travellers and transport providers. The goal is to use existing infrastructure more efficiently, thus reducing congestion and journey times. This includes 'smart deals': arrangements with businesses aimed at reducing employee travel during the rush hour.

In 2015, the first Beter Benutten programme will just have ended, so results of this programme, including around 50 measures in Midden_Nederland, will be "on show". These include ITS measures, e-bike programmes, optimised bicycle parking and the before mentioned U15-network. Also 2015 is the year that the follow-up programme (2015-2017) starts. In the follow-up programme, the emphasis is primarily on measures to enable the traveller to arrive at their destination quick and easy.



Under construction in Utrecht: the world's biggest bicycle parking

Focus on the user in a leading city in Europe

Whereas mobility management for employees is on full swing in Utrecht and the surrounding region, many other target groups still offer a big potential for improvement. The way public space is designed can have a big influence on mobility choices. Therefore, the city of Utrecht is executing an ambitious action plan *'De Gebruiker Centraal'* ("Focus on the user") containing mobility management and public space projects. Results will be visible in 2015.

This new action plan is part of Utrecht's Sustainable Urban Mobility Plan and is a logical follow-up of all mobility actions Utrecht has implemented the last few years. This mobility approach has been recognized as front runner in Europe several times. Utrecht won two CIVITAS awards in 2011. One as CIVITAS City of the Year, for our mobility approach as a whole. And one specifically for the efforts concerning urban logistics, at which user orientation has been copied to personal mobility. Our car sharing campaign already received a 'Do The Right Mix award' in 2012. And because of the world's biggest bicycle parking, under construction right now, we received the INTERMODES award 2014.



Utrecht's prize winning urban distribution concept, Cargohopper

Setting the agenda for the EU

The organising partners finally have the ambition to give mobility management a prominent place on the agenda of the European Union again. The Netherlands will be president of the European Union in the first half of the 2016. By organising ECOMM in Utrecht in 2015, we aim to have influence on the mobility agenda of the Dutch EU-presidency. This might be an important step towards a broader support by the European Union for themes like mobility management, behaviour change, freight logistics and ITS.

THEME for ECOMM in Utrecht 2015

Moving People:

Users as the key to behaviour change

In our proposal for the ECOMM 2015 the user gets central stage. One can implement any measure, from infrastructure to information, use all kinds of management schemes, yet there will still be only one target group: the user of the mobility system. The success of our mobility management is shaped by the actions of the user. Whether this is someone that travels by car, bus, train, bicycle or by foot.

We believe it is necessary to start thinking from the user's point of view. So that we can make policy based on the needs of the people. All parties in the Utrecht region are convinced of this approach, of course all with different accents. The key is that we link to what users need and want. We prefer to let them think *and* implement their own solutions. The government facilitates and stimulates the user to make smart choices. Smart being a solution that best fits the situation and needs at hand. Yet it remains the responsibility of the user to make the choice and act according to it. Our challenge is to find out: how can we stimulate people to move?

Subthemes

The main theme can be divided into many subthemes. Our preliminary list below contains the subthemes for the parallel workshops. However, these are just our first ideas. We would like to elaborate the theme and final subthemes together with EPOMM. Also some subthemes are recurring from previous ECOMM conferences: this is since developments in these subthemes in our view ask for renewed attention.

Business sector taking the lead in company MM

Mobility Management helps to reach societal targets and 'People Planet Profit' goals of companies. Still it is a challenge to get companies in the so called 'driver's seat' of mobility



Utrecht's businesses stimulate employees to cycle more

management. In some case, the government is hesitant to hand over this topic completely to companies. In the Utrecht region, we have a good example that it can work successfully and let business take charge. The U15, a group of front running companies in employees mobility management, implement ambitious mobility management measures for their own employees amongst others driven by CO₂-targets. They also develop products and help other companies to implement measures.

User oriented mobility services

Especially in the current internet and ICT era, more and more mobility services are being developed. These services intend to help the user, however development is often still technology (/ industry) driven. How do we ensure that these services are user oriented, and stay to be so in an ageing society? How do we connect users with developers? And how do we ensure that (public) investments in these services are effective and efficient?

Public space design from a user's viewpoint

The presence of infrastructure has a huge influence on demand: without cycling infrastructure people will not cycle much. Very interesting from the user perspective though, is the way infrastructure and mobility fits in the public space. Can new ways of design stimulate people to



Can public space design influence mobility choices?

walk or cycle more? And is an improvement in the quality of public spaces a valuable addition to Sustainable Urban Mobility Plans, which are high on the EU agenda right now? Currently Utrecht is experimenting with new methods, including Functional Ambiance (developed by Rotterdam University of Applied Sciences), bridging the gap between traffic engineering and urban planning.

Behaviour psychology

Psychology is a recurring subject on recent ECOMM conferences. When focusing on the user as central theme, this again is an important subtheme of ECOMM in Utrecht. How can psychology help to make better campaigns, develop better services and design better infrastructure? And how can psychology be incorporated in mobility work in a practical way?

Gamification

This is a relatively new way to make this connection to users: use elements of gaming to get your message across. For example: challenges within companies or a group of friends (who / which department is the best). How does this work best? And how can the creative industry – like the big creative sector in the Utrecht region, including the Utrecht based Dutch Game Garden, a foundation that accelerates the growth of the Dutch game industry – be activated to help reach the mobility goals of governments and companies? Gamification has already been on the agenda at ECOMM in 2013, but developments are ongoing and fast.

Influencing the cyclist

For Utrecht and the region, the (e-)bike is an extremely important transport mode, with a high modal share. However, we still want to have more people cycling, while avoiding congestion on bicycle infrastructure and hindrance of parked bikes. How can we stimulate even more people to cycle? And how can cyclists be stimulated to use other – less congested, but unknown or slightly longer – routes and to park their bikes on dedicated (covered) parkings instead of in front of their destination?

Site visits / excursions

We already have some ideas for possible site visits and excursions during ECOMM in Utrecht.

Bicycle parking

One of the biggest challenges in Utrecht is to create enough bicycle parking spaces and to make people actually use them. This site visit will show some of the newest bicycle parkings and what we do to make them attractive.

Canal tour

A tour by waterbike along the canals. This gives a different view of Utrecht and lets the participants get in touch with Utrecht's renowned city logistics by boat: the Beer Boat and Garbage Boat.

Experience the Tour de France

The first stage of the Tour de France, which starts in Utrecht in July 2015, gives a great view of Utrecht. A bike tour along this route will lead participants to touristic hot spots, but also to locations where (pilot) projects are being executed concerning mobility and public space.



The electric Beer Boat in action on the canals of Utrecht

Mobility Management during road construction works

Road works have always been a driver for mobility management in our region. During a site visit to the renovation works at an important bridge (Galecopperbrug) in the A12 highway in Utrecht, participants will learn how we implement mobility management during road works.

U15

The U15 is the front runner group of companies in and around Utrecht that actively promote mobility management. We will visit one of the participating companies. The company will present why they have joined the U15, what they are doing and what future plans are.

Cycling in Utrecht and the region

A bicycle tour along the high quality cycling facilities in Utrecht and the region. Every day more than 400.000 people take the bike as means of transport in Utrecht and the region. This tour by bicycle investigates the facilities they use from home to destination.

Central Station refurbishment

As the most important hub in the Dutch railway system, Utrecht Central Station and its surroundings have to be ready for the future. During this excursion, participants will be guided through the area and construction site.

Preliminary budget

Revenues estimate	
Delegates fee (calculation basis 350 delegates)	€ 100.000,- *
Confirmed support by Ministry of Infrastructure & the Environment	€70.000,-
Confirmed support by regional partners in Midden-Nederland (City of Utrecht, Bestuur Regio Utrecht, Province of Utrecht, Rijkswaterstaat Midden-Nederland)	€70.000,-
Sponsors	€34.000,-
Total revenues	€ 274.000,-

* This amount is the result of a realistic calculation, taking into account the various discount fees that EPOMM prescribes.

Expenditure estimate (ex VAT, based on 350 participants)	
Venue	€ 30.000,-
Lunches, dinners and beverages	€ 96.250,-
Invitation mailings, website, registration & invoicing	€ 15.000,-
Welcome packages	€ 1.750,-
Speakers, sessions & entertainment	€ 15.000,-
Project / financial management (preparation)	€ 50.000,-
Award ceremony	€ 10.000,-
Materials	€ 20.000,-
Onsite management during conference	€ 20.000,-
Social programme	€ 16.000,-
Total expenditures	€ 274.000,-



Priority for cyclists on cycle streets

Venue: Super Nova (Jaarbeurs)



Super Nova is the meeting point in Utrecht city centre, next to the central train station, where you can share and increase knowledge. The Supernova conference centre offers an environment that enables people to look to the future and encourage new insights.

Cosmic

A conference area with an almost alien ambiance. The four brand new rooms of Supernova are fitted with the most modern equipment and are flexible in terms of use and set-up.

A new dimension

In total 5 conference rooms are available, with a capacity ranging from 100 to 440 people. The design of the Mission Conference Room gives you a boost towards unprecedented possibilities. The Quest and Expedition rooms are actual space capsules. Knowledge is literally launched here. The ceiling of the Progress Conference Room looks somewhat like a space ship. The lines of its extraordinary shape are directed to the front of the room: the central point where knowledge is shared and views become new insights. All rooms are connected by a very warm reception area called the TransitZone.

For further details: <http://www.jaarbeursutrecht.nl/en/49/supernova>

Travelling and staying in Utrecht

Accessibility

By land, water or air; Utrecht is located in the very centre of the Netherlands and is the hub of the country's main rail and road networks. The city is therefore readily accessible for many people from home and abroad, who can reach Utrecht quickly and comfortably. This is one reason that so many conferences and congresses are held in Utrecht each year.

The ICE train connects Utrecht directly with Amsterdam, the Ruhr Valley region and Frankfurt. From Antwerp, Brussels, Lille and Paris, the city can be reached easily by fast trains with just one transfer. Also Utrecht has good international train connections to Berlin, Hamburg, Copenhagen, Warsaw and Prague.

The Netherlands' main airport, Amsterdam Schiphol, is half an hour away by direct intercity train, with trains running every 15 minutes. From the airports at Rotterdam/The Hague and Eindhoven the city can be reached in less than an hour.

Your stay in Utrecht

Utrecht has various overnight accommodation options and hotels in different price ranges; from cheap to deluxe. When organising ECOMM in 2015, we will negotiate attractive discounts with some good quality hotels.

For an overview of hotel options in Utrecht, see:

<http://www.visit-utrecht.com/en/content/overnight-stay>

Visit Utrecht on: www.visit-utrecht.com



During your stay you can use the Utrecht city guide app

Utrecht: facts and history



Dom Cathedral

The city of Utrecht was built on Roman foundations but now stands at the very heart of the Netherlands, where the country's road and rail networks intersect. Utrecht is the fourth biggest city of the Netherlands with 322,000 residents. Utrecht is the capital of the province of the same name which has 1.2 million inhabitants. The Utrecht region is experiencing the largest population increase in the country. As a result, Utrecht is one of the few Dutch cities with a population that is actually rejuvenating, rather than ageing.

Utrecht gets its unique charm from the medieval city centre and its canals, old churches and of course the Dom Cathedral. The canals of Utrecht are unique in the world. They are part of an ingenious medieval dockland development with wharves and cellars connected under the streets and under the canal houses. Many of them now are cafés and restaurants.

Utrecht is an independent-minded and lively city of knowledge and culture. The University of Utrecht is the largest in the Netherlands. The city is home to about 70,000 students of higher education, giving it a relatively young population and the most highly educated work force in the country: 43% of the labour force has an academic degree. And with a population that boasts the largest share – 30% – of creative professionals of any Dutch city, Utrecht provides a fertile and nurturing environment for talent and innovative enterprise.

Furthermore the city houses fascinating museums such as the Rietveld-Schröder House – a UNESCO World Heritage site since 2000 – and performing arts venues such as the renovated TivoliVredenburg.



Rietveld-Schröder House

The surrounding province of Utrecht makes the city an even more attractive place to live, visit and run a business. Being a green province in the heart of the country, the province of Utrecht offers a perfect combination of accessibility and quality of life. It is a province with many preserved nature areas, but also many busy cities, small beautiful villages, castles, big and elegant residences. And it is a province with a flourishing knowledge economy. In 2013 the European Commission's Joint Research Centre concluded for the 2nd time that Utrecht has the best investment climate of all 271 European regions.