

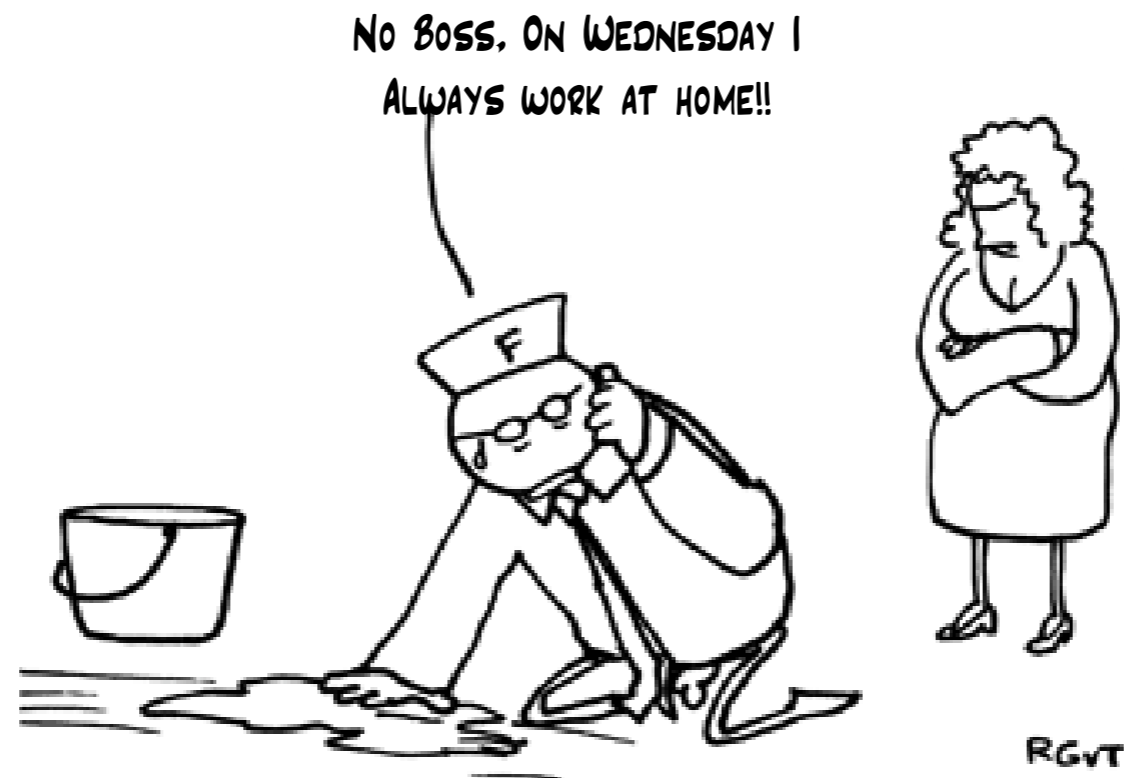
“Spitsmijden”

Rush Hour Avoidance as an Innovation Katalyst?

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FOKKE & SUKKE

SIMPLY HAVE ARRANGED IT THIS WAY

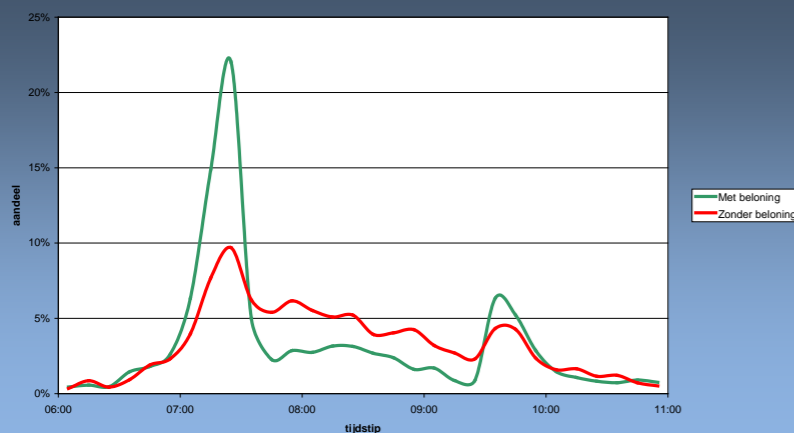


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Agenda

- Context and how it started?
- The concept
- Short overview projects and results
- Short term implications
- Future
- Discussion

Spreiding ritten over de spits



Context

The sustainability challenge

- Public, private and scientific parties decide to co-operate in 2005
- Transumo subsidy
- In the frame work of sustainable mobility
- The need for breakthrough concepts:
 - Rewards in stead of punishment
 - Increasing freedom of choice
 - Tempting people to alternative behaviour
 - Volume reduction
 - Time resistant solutions



Concept 'Spitsmijden'



'Spitsmijden'	Improving mobility by implementing tempting strategies
is a concept	It can be designed in various ways in different surroundings.
that contributes to sustainable mobility	Flow, but also accessibility, safety, air quality, quality of life and comfort. Not necessarily for peak periods and/ or congestion occurrences.
by influencing (infra)users	All (infra)users (like commuters on highways and other roads and public transport).
for instance via a behavior dependent reward	The rewards can have many forms (money, PT passes, information, workrelated issues, etcetera) and can as well be handed over by road authorities as private parties (stake holders like employers, PT companies, etcetera). The height of the reward is behavior dependent.
meant to tempt them	Participation on a voluntary basis.
to alter their travel behaviour	The focus in on strategic choices (travel yes or no, modal choice, route choice, departure time, etcetera).

Spitsmijden projects

Spitsmijden 1

- A12 Zoetermeer – The Hague, 340 participants

Spitsmijden 2

- 2A: A12 Gouda – The Hague, 800 part.
- 2C: Railway pass holders between Utrecht and The Hague, 124 part.
- 2D: A12 Gouda – Zoetermeer, major road works, 5.000 part.



Location of RHA projects

Three categories



Number of participants

- 6.500
- 16.000
- 25.000

Spitsmijden

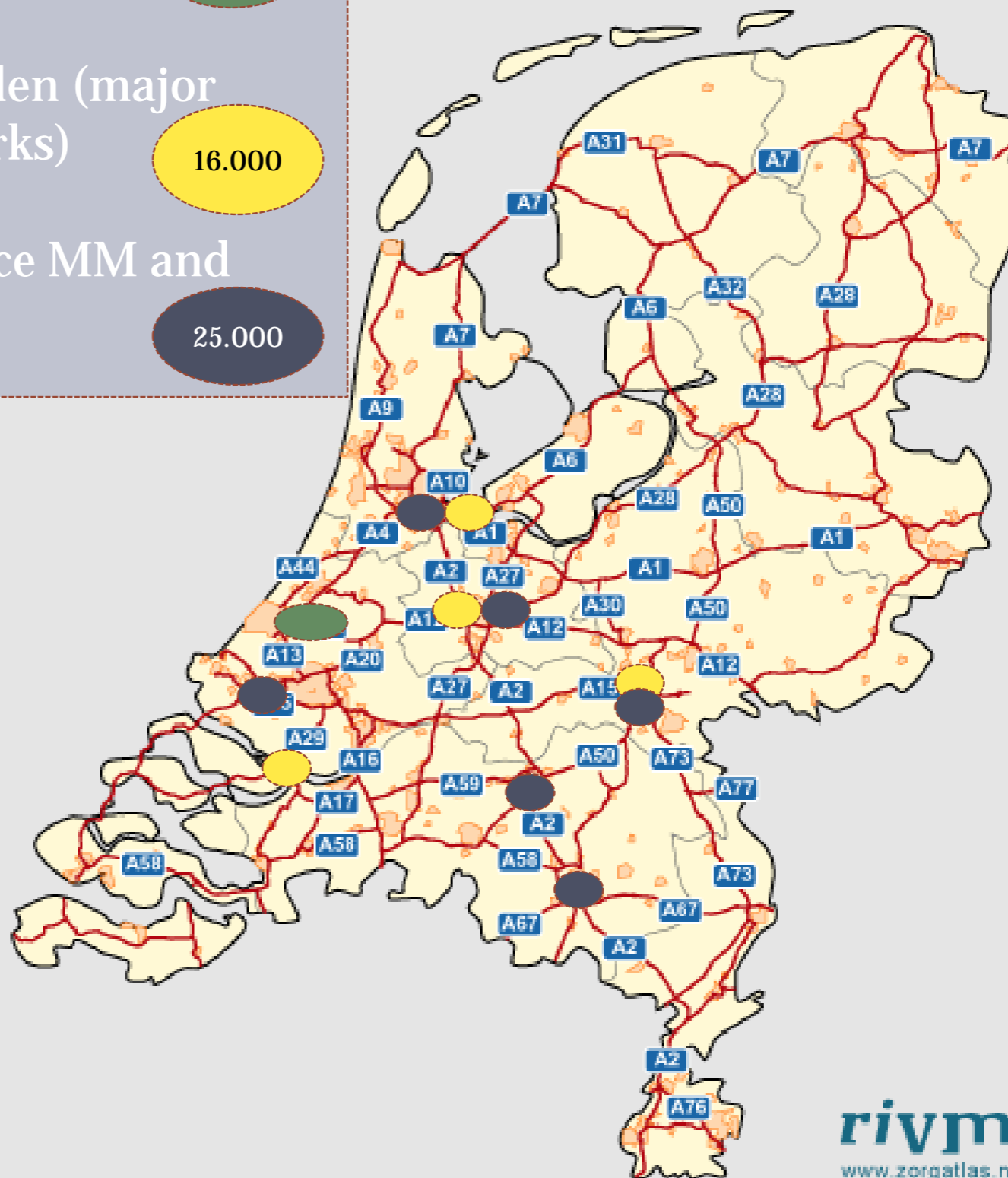
6.500

Filemijden (major roadworks)

16.000

Taskforce MM and ABvM

25.000



Bron: RIVM



Results

Spitsmijden

	1	2A	2C	2D
Avoidances per day	70	320	125	1.000
(ratio)	21%	41%	100%	22%
Avoidances per participant	50%	51%	±100%	
Most important change	Travel before peak period	Travel before peak period	Travel before peak period	

Other reward based projects

	FM A6	FM A16	Cycling	Bronovo	Seattle
Avoidances per day	1.000	900		80	
(ratio)	34%	33%		16%	
Avoidances per participant					
Most important change	T. before and after peak	T. before and after peak	More Cycling	Less car	
% behavioural change			25%		51%

Most important findings

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- Spitsmijden is related to traffic management
- Peak trips cut \approx by half in all projects SpM en FM
- Reduction per day varies stronger (15% FMA6, 32% FMA16, 25% SpM2A)
- ‘The’ Spitsmijden project doesn’t exist
- Starting conditions, goals and context strongly determine project design
- Reward management is essential for the project quality
- Projects with more SOV alternatives seem to be more effective
- Bonus malus > reward > downgrade system
- Some variation in rewards more effective than same reward for everybody

Impact Spitsmijden

- September 2005: doubts in parliament, caused by article in boulevard press (next number in a row of spilling tax money, etc.)
- SpM 1 congress in April 2007
- SpM 2 starts in autumn 2007
- Pilot RWS alcohol lock Friesland with a reward concept
- FileMijden projects A6 en A16 in 2007 / 2008 (road work projects)
- End 2008: Dutch traffic minister Eurlings frees €100 mio for mobility projects based on the RHA concept
- Cycle pilot, Water Traffic pilot, etc.

Outcome SpM

- Reward principle inspires many
- Influencing behaviour appeared to be possible in unprecedented ways
- Powerful instrument at major roadworks
- Dialogue started on telecommuting, more spread in time schedules, etc.
- Role of employers vital
- Mobility budget as the internalized option for the SpM projects

Discussion

Peak avoider?

Just be honest and
tell you're
unemployed next
time!



Can a mobility budget replace the SpM projects?

- Continuation of financing rewards by government is beyond discussion
- Employers can spend their budgets in a different way, like with a cafeteria model
- Typical Dutch or possible subject of international application?

Initiators

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