

Utrecht bereikbaar (Utrecht accessible): a dazzling example of Mobility Management

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UTRECHT
BEREIKBAAR
GOED OP WEG



1 Dazzling result of Utrecht Bereikbaar

- 39% modal shift of car use to mobility management
- 95% want to keep the Utrecht Bereikbaar Card
- 37% of former car commuters will stick to MM even if the UtrechtBereikbaar Card would disappear (63% would return to car use)
- 95% of all users are very satisfied with the UB-card
- 70% of the companies taking part in Utrecht Bereikbaar keep paying for the UB0card even now the subsidy has disappeared

2. What is Utrecht Bereikbaar

- A foundation governed by the Utrecht business sector (Chamber of Commerce and Employers Union)
- Run by a mobility manager (the Utrecht Bereikbaar office, run by a company called Mobility Managers)

What is the Utrecht Bereikbaar Card?



With the Card you can travel for free with all public transport shuttles, highway buses, P+R OV-fiets, train (until 1-1-2011);

Employers buy card; most employers pay the costs for the employees

More than 20.000 UB-card-holders

Additional services

- Personalised (SMS)-alerts when there are disruptions (and alternatives)
- Use of charging poles for electric cars
- All administration of travel taken away from employers

How did it all start?

- Start october 2008: major road works A2



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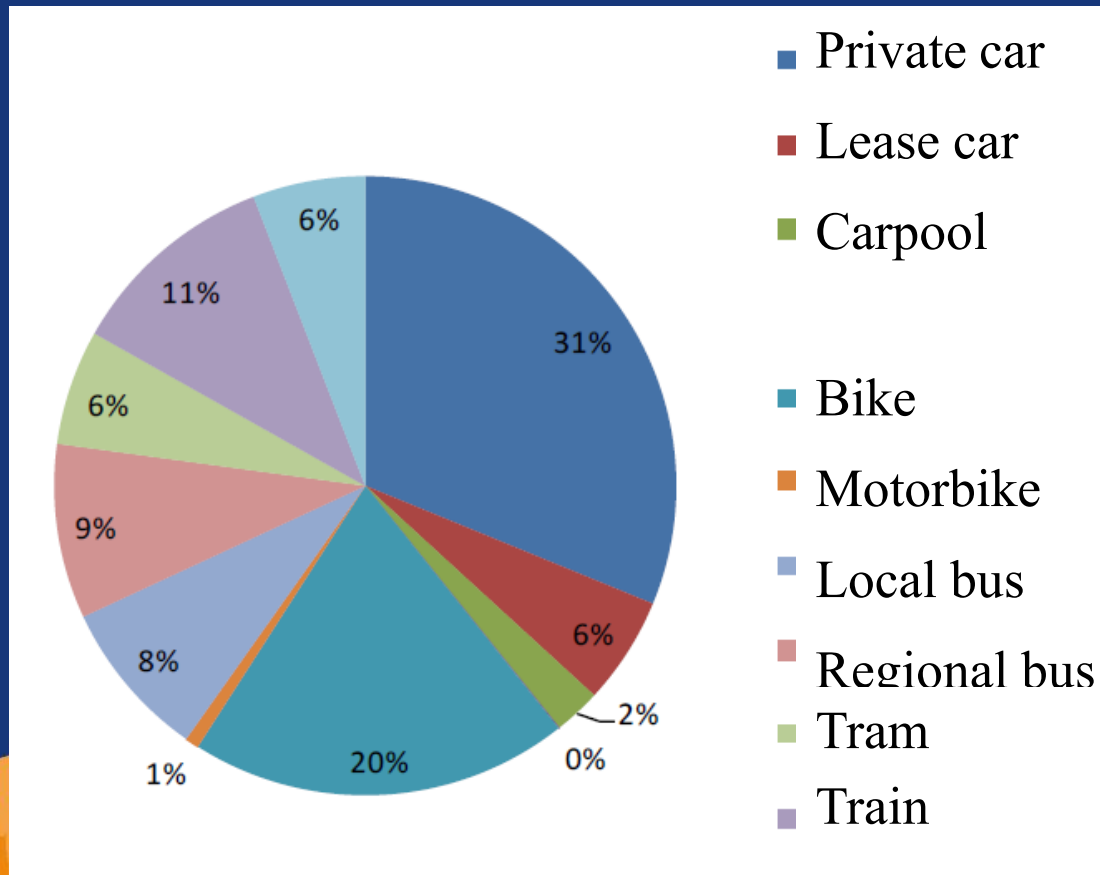
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How did it start?

- Major problems with accessibility of Utrecht region
- Without major shift to non-car-transport catastrophic congestion would result
- Success of similar pass in Amsterdam region induced public and private partners to work together
- Project subsidized by state, province, urban region and municipality of Utrecht

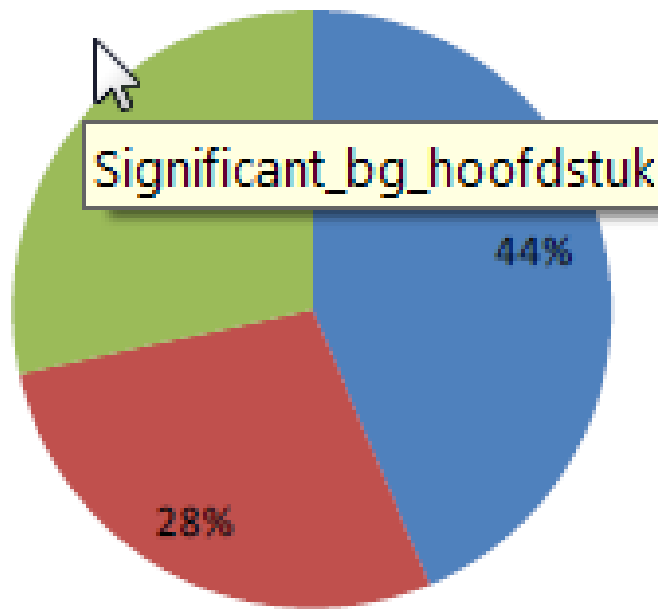
Some other results of the Utrecht Bereikbaar Card

Former travel mode:



Some other results of the Utrecht Bereikbaar Card

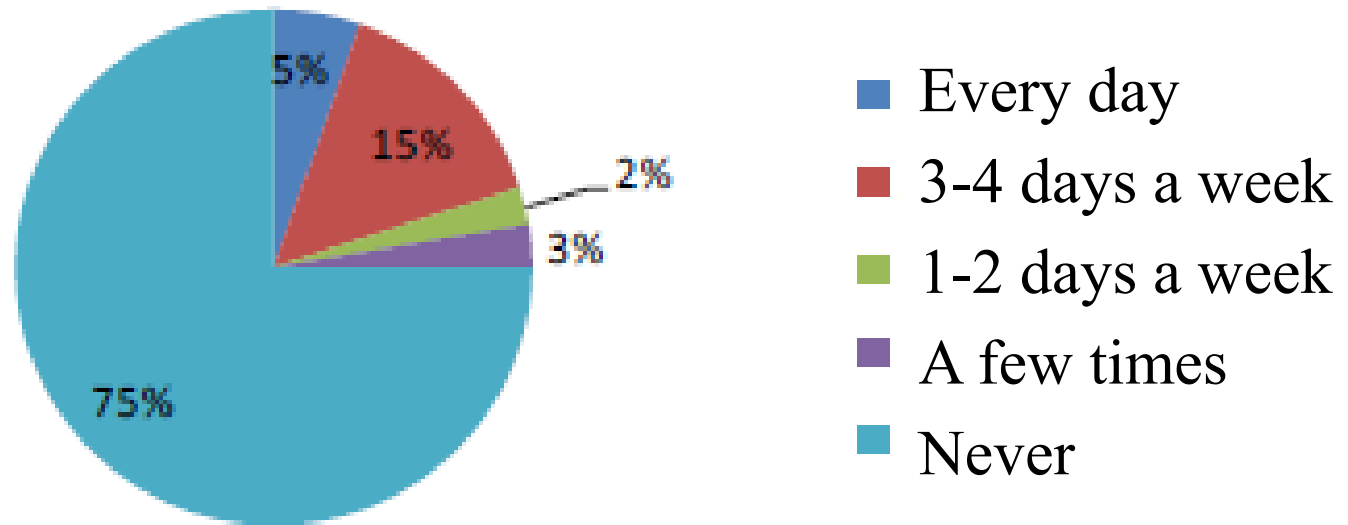
If the UB-Card should disappear then:



- I would keep using the Public Transport
- I would return to Car travel
- Other

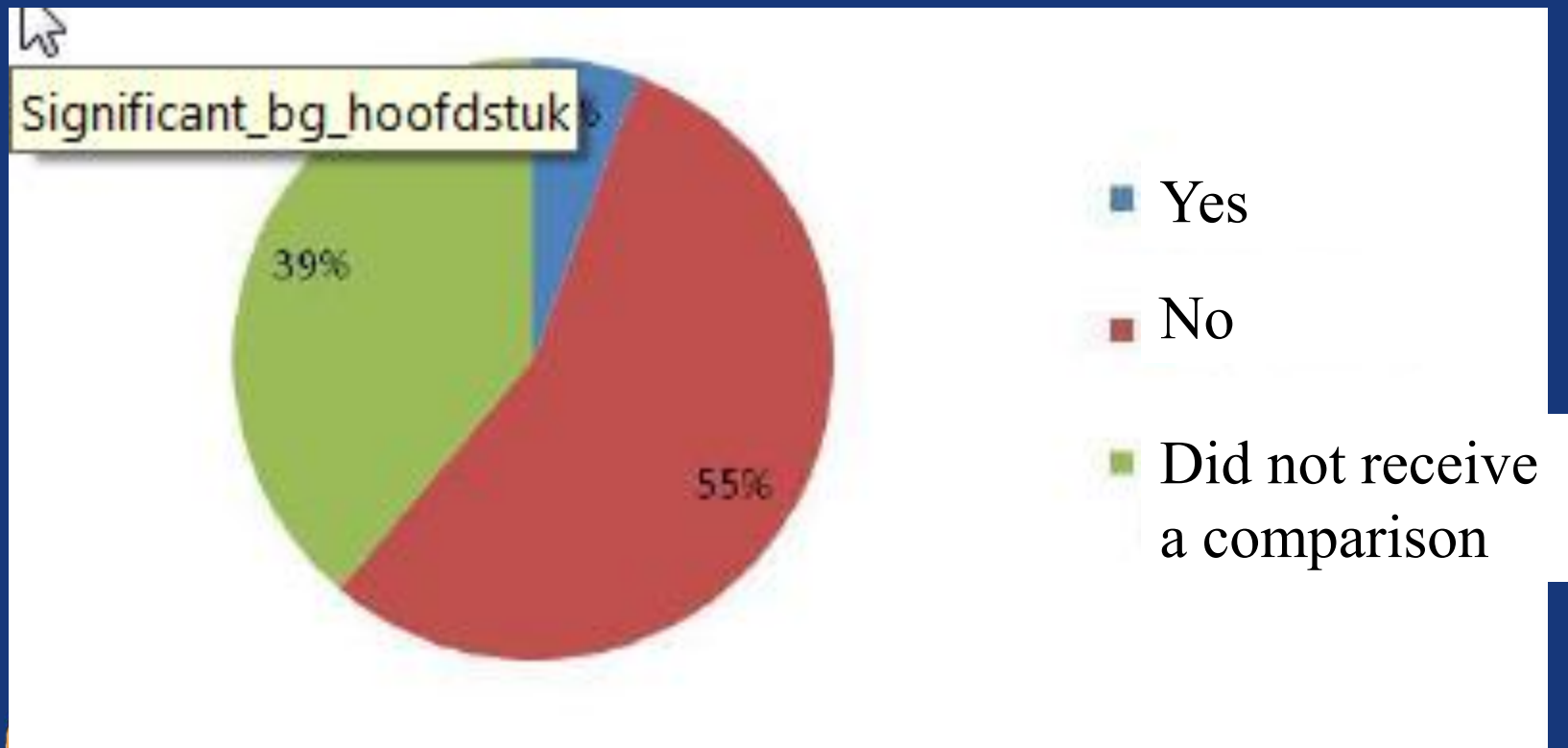
Some other results of the Utrecht Bereikbaar Card

How many days a week do you use the Highway Bus



Some other results of the Utrecht Bereikbaar Card

Was the travel time comparison useful to you



Reason for people to use the UB Card

- It's free (41%)
- Contributing to sustainability (31%)
- Congestion free traveling(21%)
- Parking problems (19%)



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Now the subsidy has ended

- Companies continue use of the UB Card
- It's part of the union demands for the collective employment conditions
- Wider use of the UB-Card

Success factors of the UB Card

- A product that is “owned” by the businesses.
- A front office with a very good netwerk in the business sector
- Fore runners at the companies who convince others
- A smooth running back-office and excellent communication
- It is a “back pocket solution” covering all modes of MM
- Excellent transit and bicycle facilities
- Problems with car accessibility and parking

Extended use of the UB Card for MM

- Access card to bike and car parking facilities
- Possibility to prevent ar use by people who have a good MM alternative
- Electric transport
- Mobility budget

More regions in the Netherland apply the principle

- It started in Amsterdam
- Now also used in:
 - Amersfoort region
 - Province of Brabant
 - Maastricht
 - IJmond
- One back office for all regions; front office is different for all regions (because you need an excellent local and regional network)



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And in your country?

- The principle is useable and useful in all congested regions
- One card for all solutions is what was preached everywhere and proves to be feasible
- Provided good public transport and good “last mile solutions” (e.g. public bike schemes)
- Fore runners from business sector are essential