



Optimising Use of existing infrastructure in The Netherlands

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Slim en vlot van deur tot deur

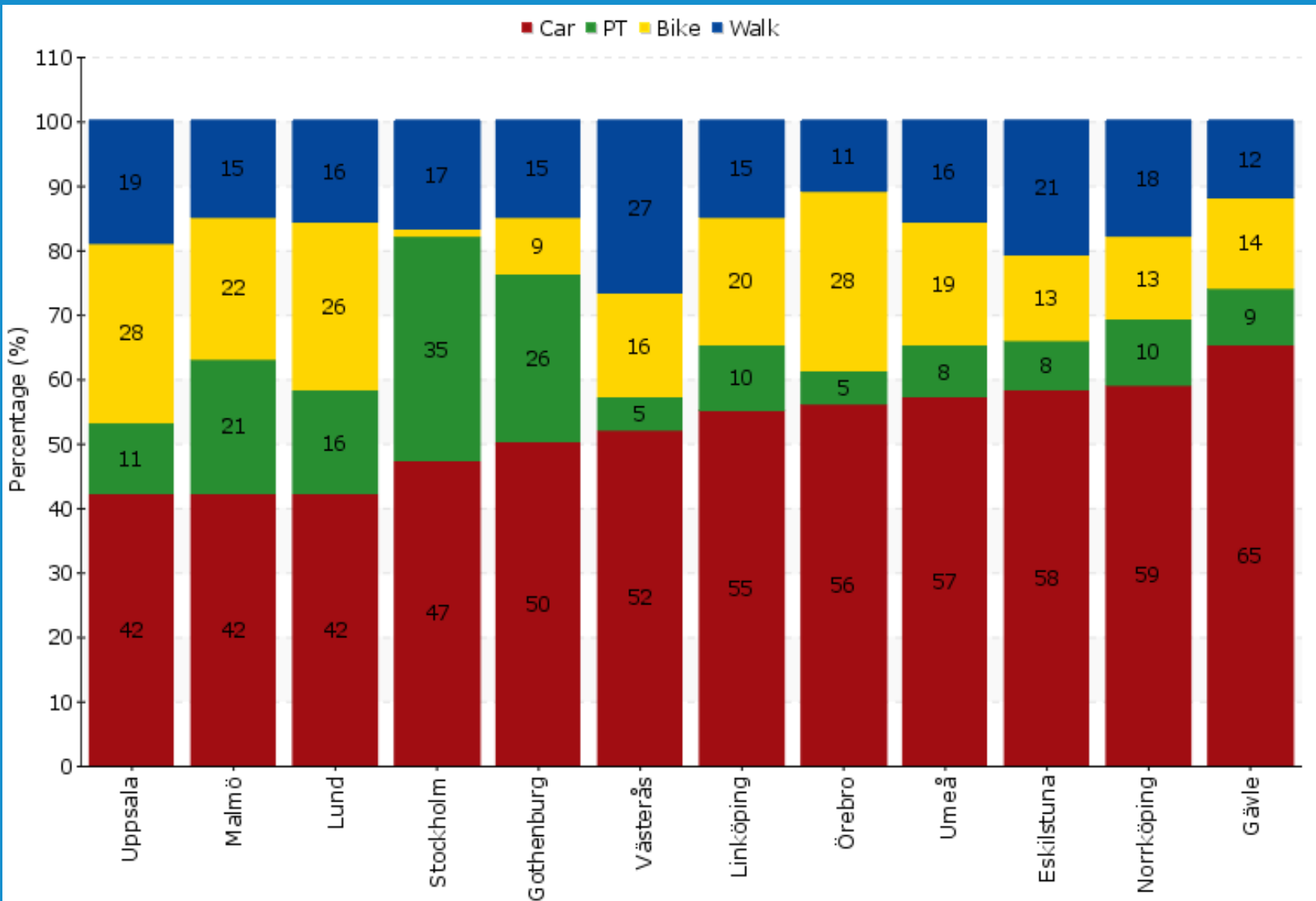


How dit you get here?

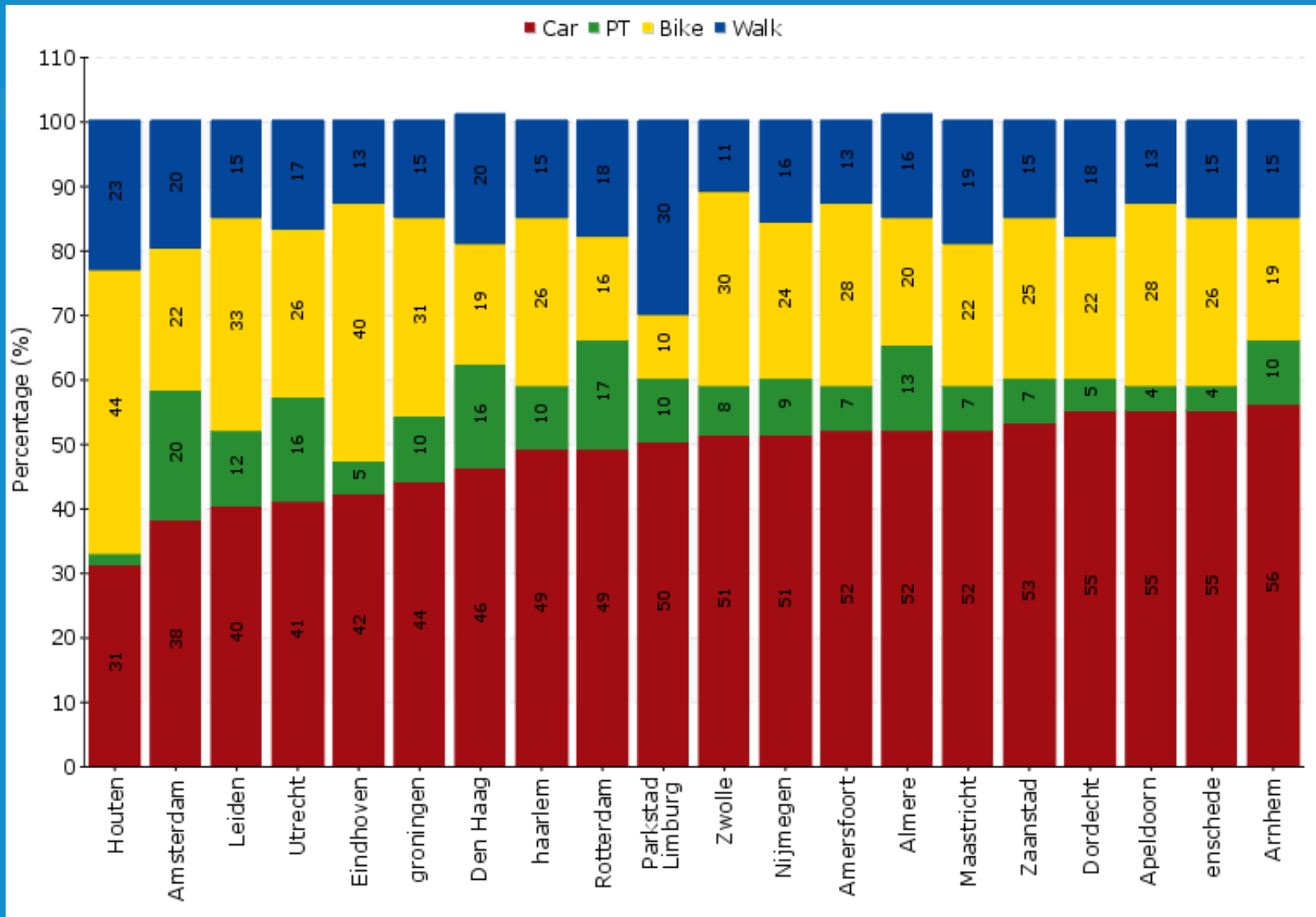
-● Car
-● Public transport
-● Bike
-● Walk



Sweden



The Netherlands









Mobility: what do we see?

- Changing behavior: sharing economy, sustainability
- Urbanization: 650.000 new NL inhabitants in 15 years, 3/4 in cities
- Innovations in (Information) Technology
- Changing role of government





The Dutch situation

- Mobility and accessibility are urgent issues
- Increasing congestions: 23,5% in 2015, 45% increase until 2020 on main infrastructure
- Investments in infra: 88 billion euro 2010-28
- Turn to optimizing the use of existing infrastructure





Finding an integrated solution

- Look at the entire transport system: both demand and supply side and their interaction
- Focus on the user in both the problem analysis and the search for cost effective solutions
- Collaborate with all relevant actors





Optimising Use in the Netherlands





Optimising Use

- Focused on behavioral change of commuters and transporters
- Concrete, short term solutions
- Regional and thematic approach
- Government, regional authorities and businesses work together, decide together and finance together



Example



‘SPITSMIJDEN’ (peak hour avoidance)

Strategie verankering



Example

BAVARIA



Example



UNIVERSITY OF TWENTE



Example

U15 UTRECHT

Strategie verankering



U15

Example

ITS TECHNOLOGY





ITS Transitions

- Flexibility and connectivity: AirBnB, Uber, Travel cards, private car lease, multi-service providers. Driven by Data and connectivity.
- Consumer driven: not the collective supply but the individual demand will lead development.
- From ownership cars & captive customers to Mobility as a Service
- Public transport will shift towards new concepts, news services and customer value and thus a new market order.
- Public road and other mobility authorities (public and private) will need to adept or perish.



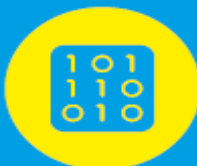
Example



ITS TECHNOLOGY

Strategie verankering

DATA



C-ITS



IMMA



INCIDENTS



TRAVEL
INFORMATION
SERVICES



SUPERMARKET
LOGISTICS



EVENTS



The seven
themes
of Beter
Benutten
ITS to 2017



Results of the programme

- Reduction of congestion: 19%
- Traffic reduction per day during congestion hours: 47.000 cars
- 2100 active employers and 176.000 active employees
- Reduction of 70.000 tons of CO2 per year





What have we learnt?

- Behavioural change requires patience and time.
- Find the energy and use it: what do business need/want?
Broadening scope of ambitions: environmental goals, health, business appeal ('hard cash').
- Changing world requires a different approach from government.
- Find the right regional/local partner (governor or CEO) and demand personal commitment.





What have we learnt?

-● Create an organisational structure that requires cooperation.
-● For government managers: create space and political support for trial en error, innovation.
-● Provide partners with solid instruments for analysis.
-● Create an apply solid tools for Monitoring and Evaluation
-● Celebrate successes!

