

The Mobility Agent (GP60)

INVOLVE Import Workshop
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Introduction

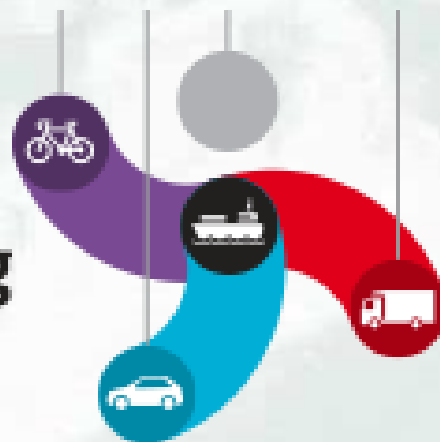
- The use of mobility management in the Netherlands has grown dramatically in the last 5-10 years;
- Mobility management is implemented at local, regional and national level both from the public and the private sector;
- The Mobility Agent is just one of the different ways mobility management is implemented in the Netherlands;
- The Mobility Agent is a form of Public Private Partnership;

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The Mobility Agent in Rotterdam: the Verkeersonderneming (VO)

De Verkeersonderneming



Aim of the VO

General purpose: to implement Mobility Management in the metropolitan area of Rotterdam

- **Objective:** together with employers to achieve a structural reduction of 5% of the number of vehicles in commuting and business trips (approx. 5% CO₂- reduction).
- **Aim:** at least 2.060 less cars daily during rush hours.
- **Action Plan:** Mobility Management has been introduced in the city and region Rotterdam in February 2010.
- **Team VO:** started in March 2010; the Mobility Agent (mobiliteitsmakelaar) and a program manager from August 2009.

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The approach of the VO

- **Area-based mobility management:** the metropolitan area of Rotterdam has been divided into 3 zones: for each zone a specific team has been assigned;
- **Three-steps approach:** in order to involve the large [private] companies operating in the metropolitan area;
- **Focus on behavioral change:** the aim is to get a permanent change in the travel behavior of the employees of these large companies;

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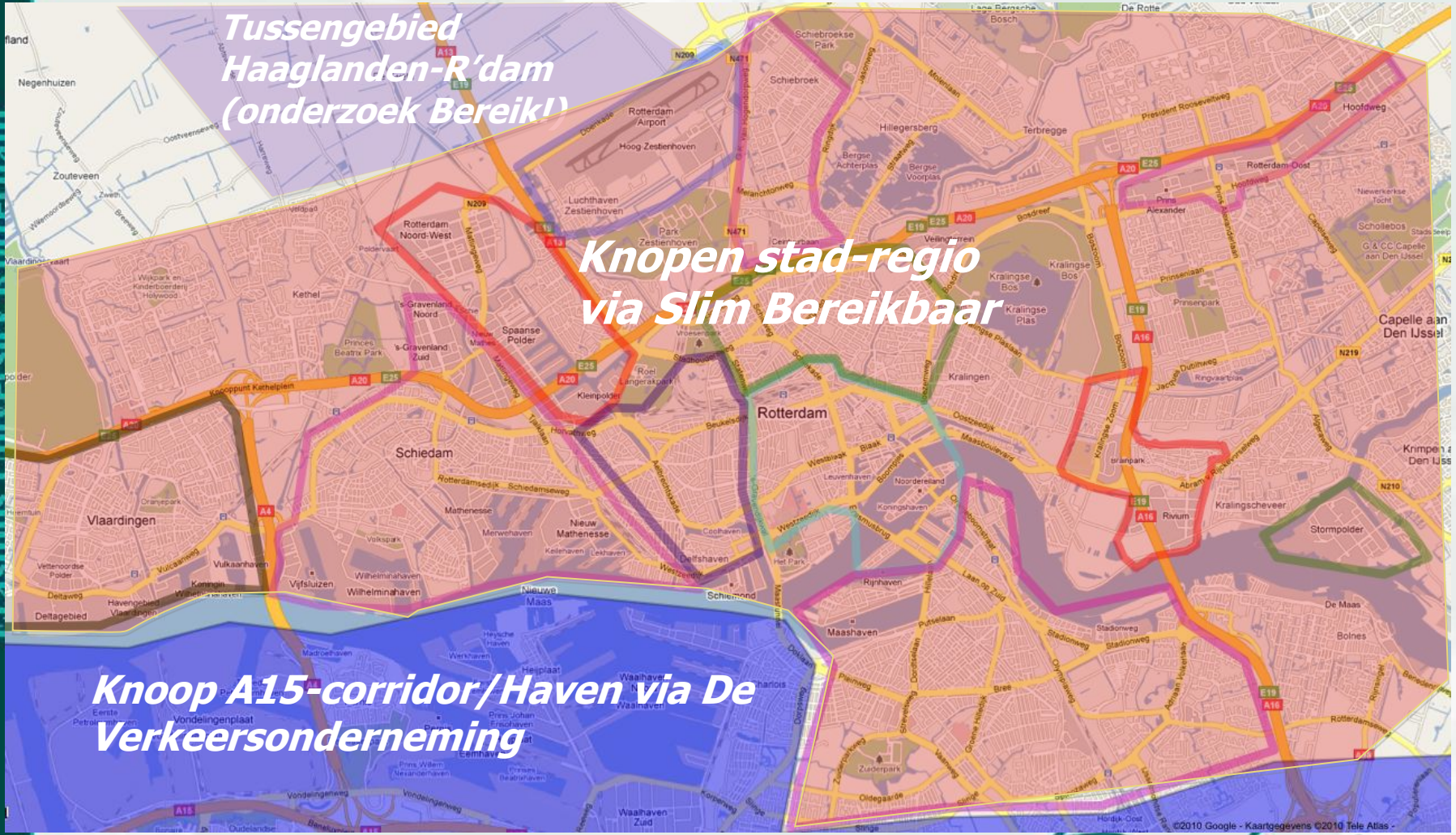
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Policy: area-based Mobility Management

*Tussengebied
Haaglanden-R'dam
(onderzoek Bereik!)*

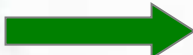
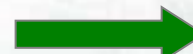

*Knopen stad-regio
via Slim Bereikbaar*

*Knoop A15-corridor/Haven via De
Verkeersonderneming*



The three-steps approach of the VO

	Numbers of employees	Modal split car	Numbers of employees by car	Target % car reduction	Target reduction n. of employees by car
Centrum	50.000	33	16.500	5	825
Alexander	12.000	55	6.600	5	330
Kralingen	20.000	63	12.600	5	630
Schiedam eo	10.000	55	5.500	5	275
Totaal	92.000	45	41.400	5	2.060

- Commitment  *mobilitetsmakelaar* – executive
- Implementation  *project manager* “knoop” – mid-management
- **Accessibility scan**  site analysis, inventarisatie, employees survey
–*advice to implement policy + offer contribution SB*

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Participating Employers

Rotterdam The Hague
Airport

logica

HOGESCHOOL
ROTTERDAM

HOUTHOFF BURUMA

mobilis
TBI infra

De Hypotheker

VDB

baas
TBI techniek

ABN·AMRO

Rockwell
Automation

ROYAL HASKONING

AON

ARCADIS

Erasmus MC
Universitair Medisch Centrum Rotterdam

Ahoy.
rotterdam

Deloitte.

Eneco

Port of
Rotterdam

ADP

Belastingdienst

HOLLAND
CASINO

(com·wonen)

ABB

Rijkswaterstaat
Ministerie van Verkeer en Waterstaat

kpn

Dienst Justitiële Inrichtingen
Ministerie van Justitie

Rabobank

Erasmus
ERASMUS UNIVERSITEIT ROTTERDAM

Nationale-Nederlanden

WOONSTAD
ROTTERDAM

bp

PRICEWATERHOUSECOOPERS

STADSREGIO
ROTTERDAM

kadaster

stadswonen

Hogeschool
INHOLLAND

KAMER VAN
KOOPHANDEL

MAERSK
LINE

LOYENS & LOEFF

MAASSTAD
ZIEKENHUIS

Gemeente Rotterdam

RET
AARDIG ONDERWEG

Ballast Nedam

Sint Franciscus Gasthuis

ECORYS
Research and Consulting

Finance of the VO

- **€4,95M** available for the whole project (4 years):
 - € 1M Organization costs the VO
 - € 3,45M Implementation of MM measures
 - € 0,5M Communication and public campaign
- **Sponsors:** 50% Ministry of Transport, 25% City of Rotterdam, 25% Stadsregio (+ Chamber of Commerce).
- Financial contribution for measures targeting employers and employees.
- No financial resources for supply-side measures, **only demand management measures.**



Behaviour change

Examples:

1. Pricing: Parking policy
2. Divert traffic: “Spits Scoren” (travel outside peak hours)
3. Stimulate: financial incentives for E-bikes
4. Smart solutions: P+R
5. A new way to work (Het Nieuwe Werken)

Change usual behaviour → make the right choice!

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National initiatives

Ontspits

winst tussen werk en wonen



Zakelijk Slim Mobiel

Mobiliteitsmakelaar Haaglanden

Offensief Bereikbaarheid
hoog rendement met slim werken
en slim reizen



MAASTRICHT-BEREIKBAAR.nl

werv

Stedendriehoekopdekaart.nl

BRAMMM

WEET WAT U BEWEEGT

VerderviaVeluwe

VNM

SLIMMER OP WEG

**UTRECHT
BEREIKBAAR**
GOED OP WEG

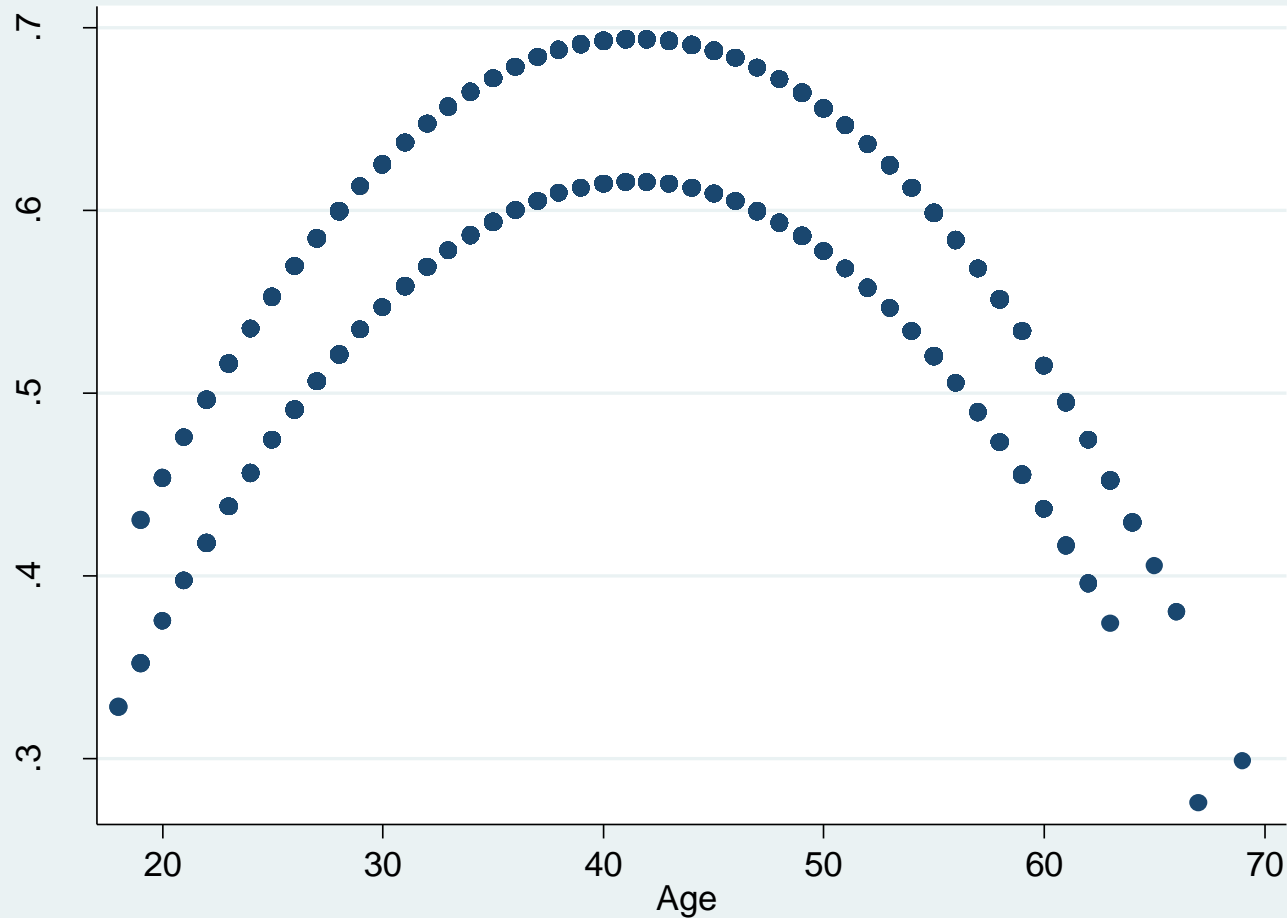


**twente
mobiel**

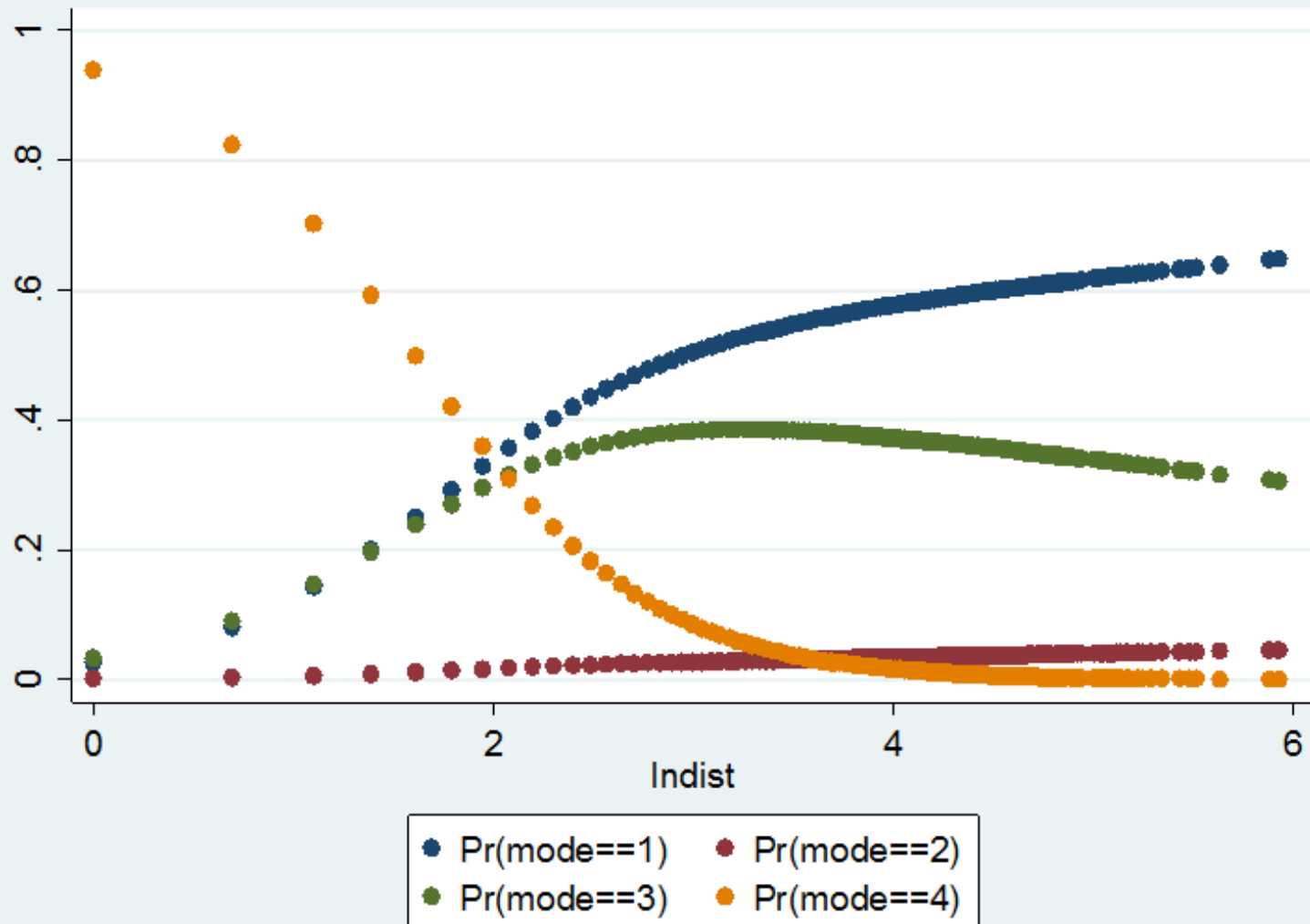
Accessibility Scan

- In the last years the VO has conducted a large survey among the major employers located in the metropolitan area of Rotterdam
- Aim of the survey: to make an inventory of [among others] how employees travel to work, what are the reasons for choosing and not choosing a specific transport mode, what is the effect of having flexible working times, etc.
- September 2012: the whole dataset contains information about more than 12,000 employees working in the area of Rotterdam

Does age affect the use of “A new way to work”?

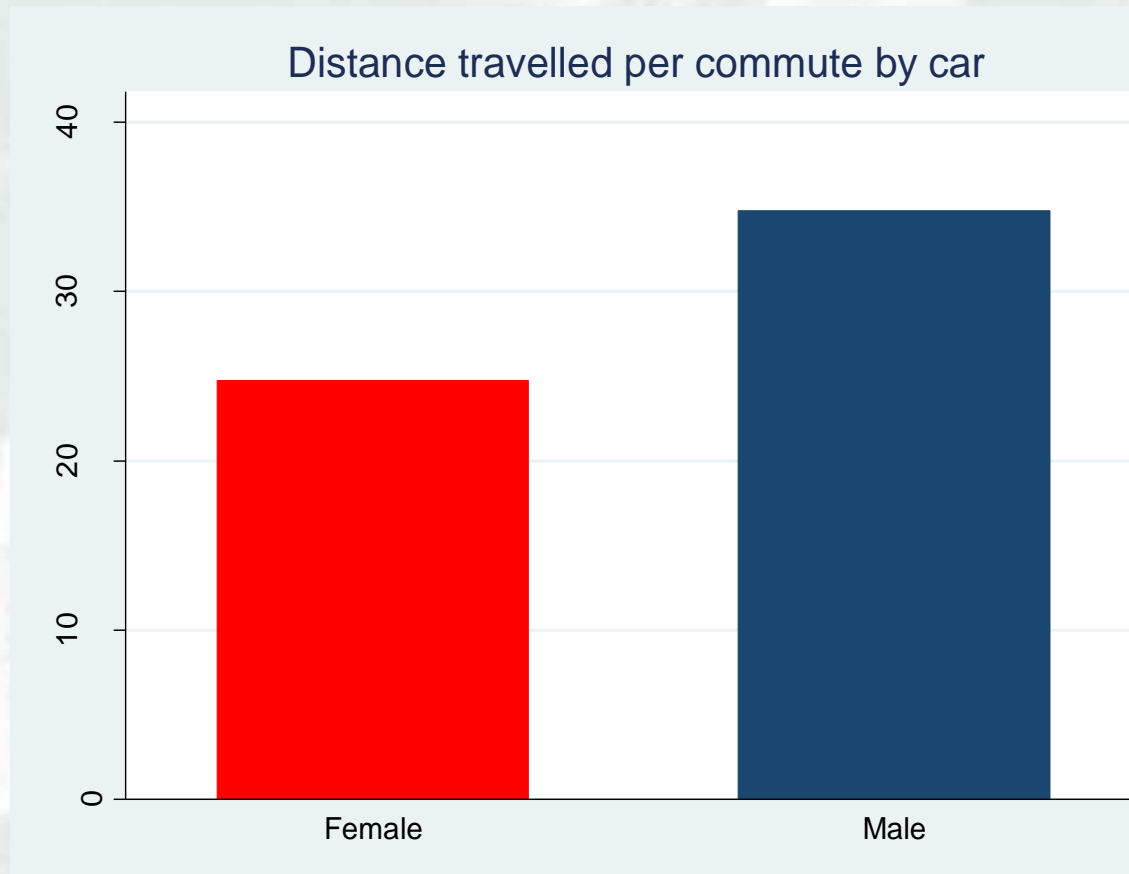


Choice of transport mode and distance



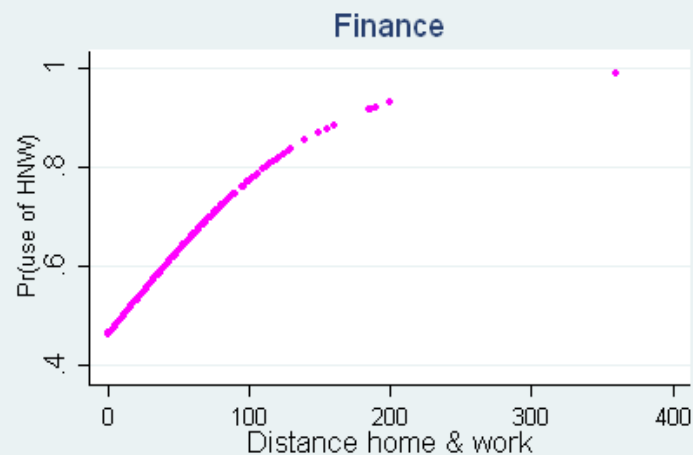
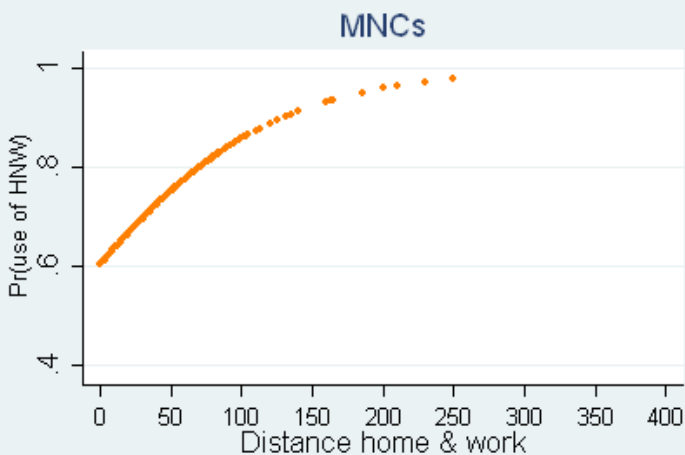
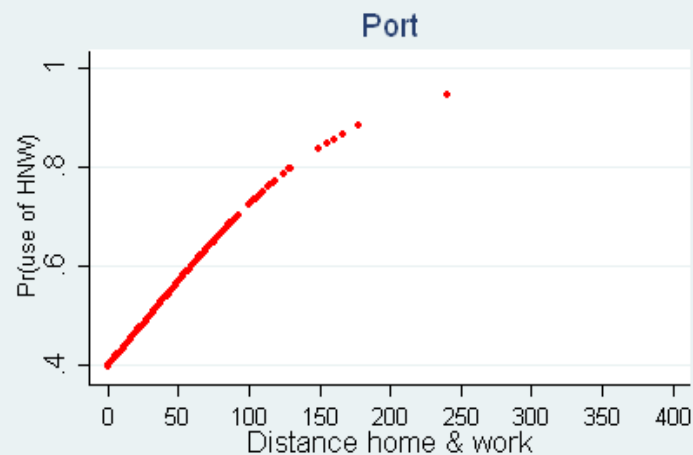
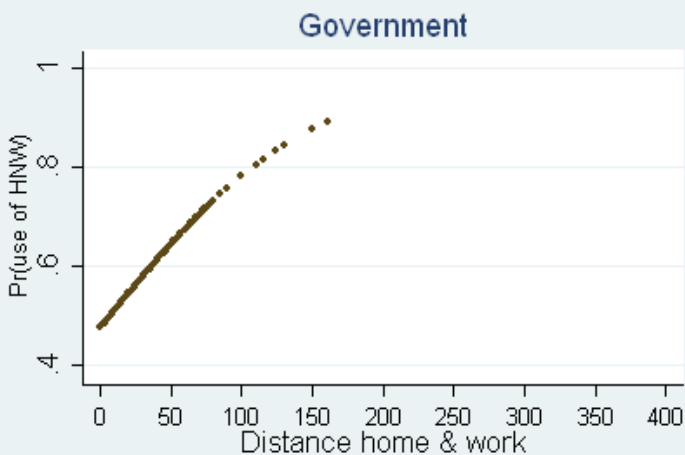
Influence of gender on car commuting

Being male significantly increases the distance of commuting by car.

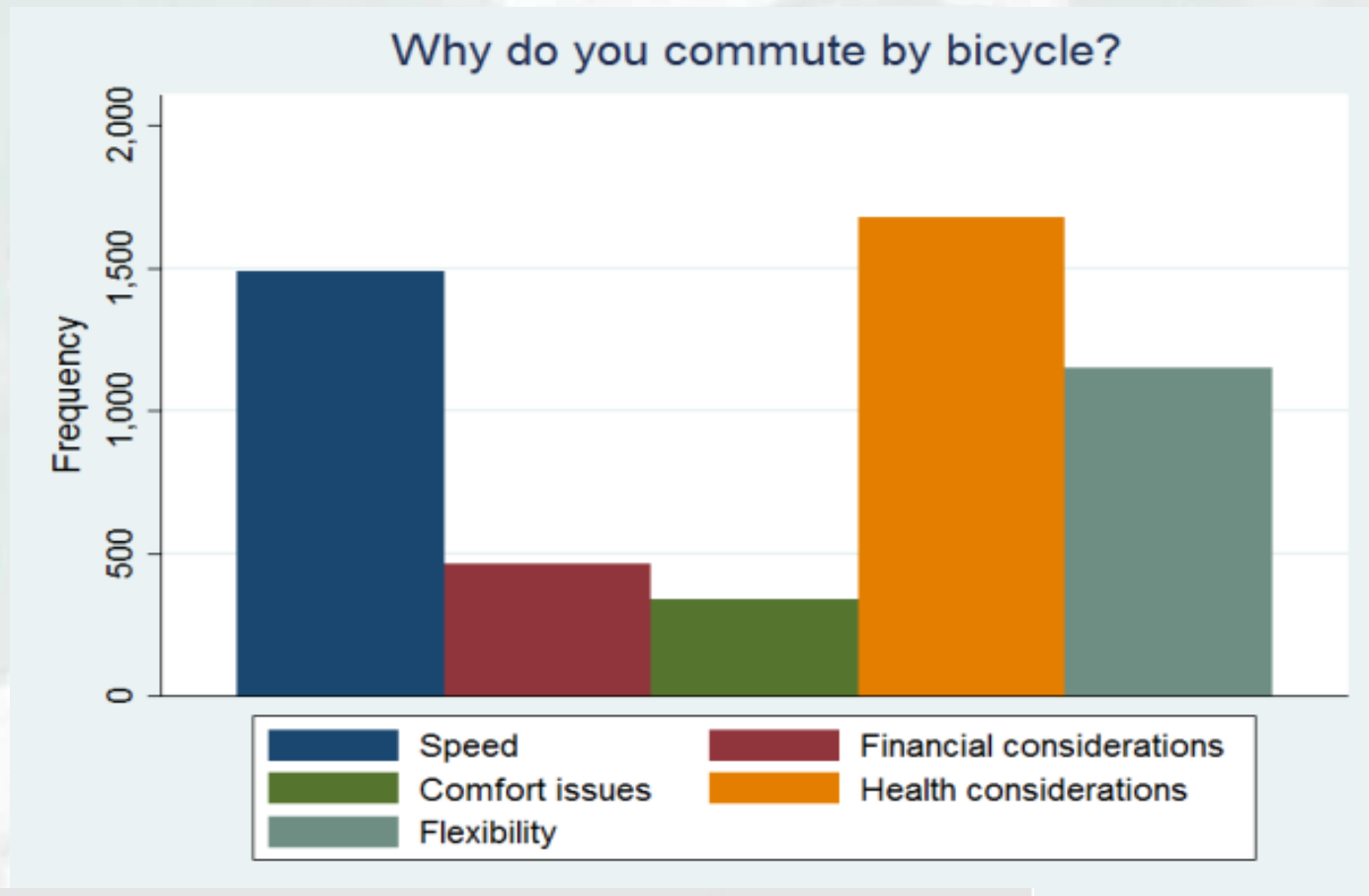


Probability of using “A new way to work” as distance home-work increases, for 4 different sectors

Probability of using HNWW



Commuting by bike



THANKS

Any question?
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Organization Mobility Management

Initiators: City Councilor for Transport and the President of VNO-NCW Rotterdam (on behalf of the Chamber of Commerce)

Richting werkgevers
- 2x ontbijtbijeenkomst
- individueel contact

Stuurgroep Slim Bereikbaar
knopen stad/regio e.a.

Stuurgroep Verkeersonderneming - knoop Haven

Regionale Taskforce Haaglanden-Rotterdam
-
gezamenlijke projecten via Bereik

Landelijke TFMM - voortgang 5 knopen en landelijke projecten

Regieteam Slim Bereikbaar

Overheid: gemeente en stadsregio

Werkgevers: KvK en VNO NCW

Programmamanagers VO en Slim Bereikbaar + secretaris

Samenwerkingsverband Zuidvleugel: Bereik!

Uitvoeringsteam Slim Bereikbaar

Programma manager

Mobiliteits-makelaar

Project-leiders

Analist

Specialisten

Commun-icatie

Secretaris