



Rijkswaterstaat
Ministerie van Verkeer en Waterstaat

Train alternative in the A2 Motorway Corridor Approach

www.rws.nl/A2MinderHinder

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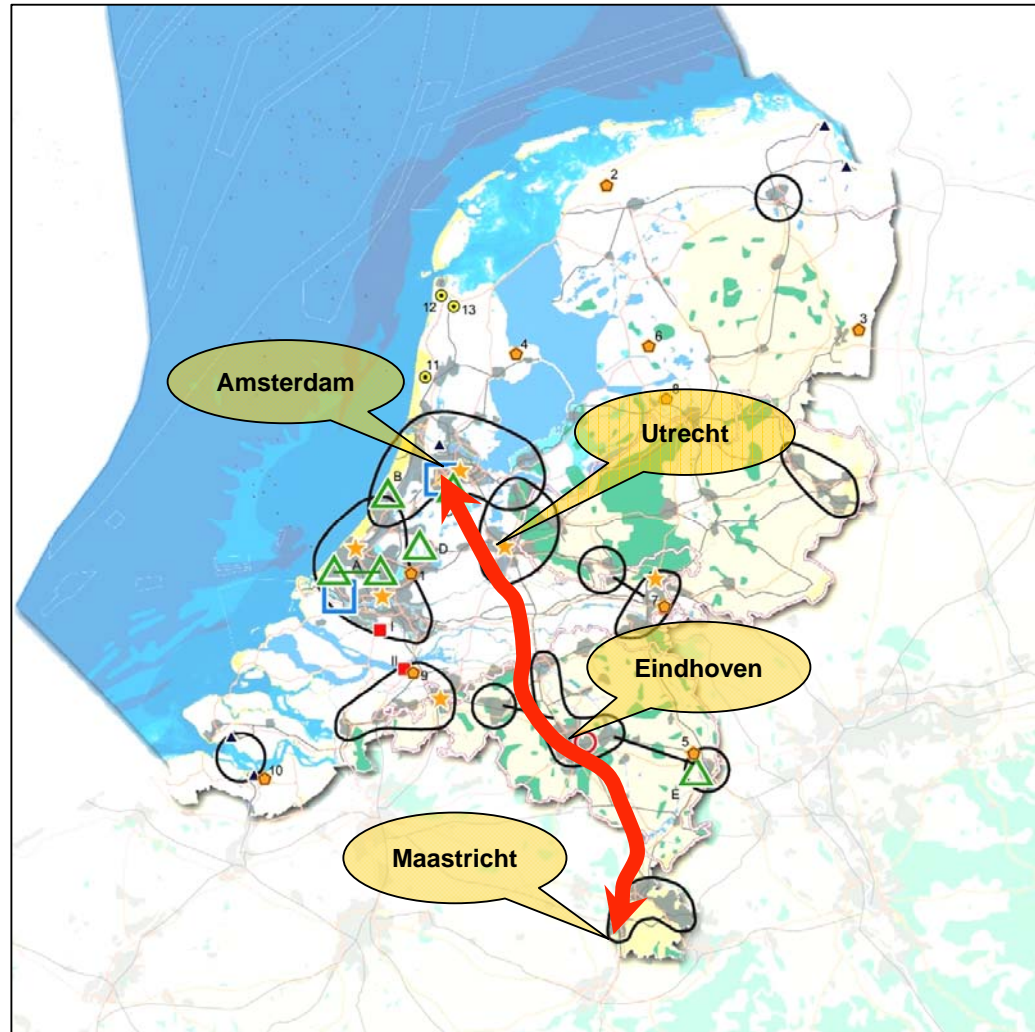


Outline

- Situation Motorway A2 in the Netherlands
- Difficulties, threats of large scale roadworks
- Challenges: '*Minder Hinder*' Programme
- Successful Solutions
 - Mobility Management: Trainalternative *A2 Minder Hinder* Ticket
 - Extra measures construction, traffic & communication
- Costs & Benefits *Minder Hinder* Programme
- Conclusions

Situation A2

- One of the most important motorways in the Netherlands
- Connecting
 - Amsterdam to Belgium
 - Main economic regions
- Length 212 km
- Daily more than 1 million users
- Suffering from insufficient capacity



Difficulties, Threats

Road Works in 2007 - 2011

- Complex concerning traffic flow, time & surroundings
 - 21 building projects
 - 90 km extra lanes and renovation
 - € 3 billion costs

Major Threats

- Difficult accessible economic regions
- Negative public opinion
- Worst Case
 - € 20-30 mln annual societal costs of congestion
 - 50-60 km congestions daily





Rijkswaterstaat





Challenges

Aims

- No increase of congestion caused by roadworks
 - 10% traffic reduction in rush hours

Solutions *Minder Hinder* programme

- Cooperation in urban regions with employers and local authorities
- Train alternative *A2 Minder Hinder* Ticket
- Extra measures Rijkswaterstaat
 - Construction, communication





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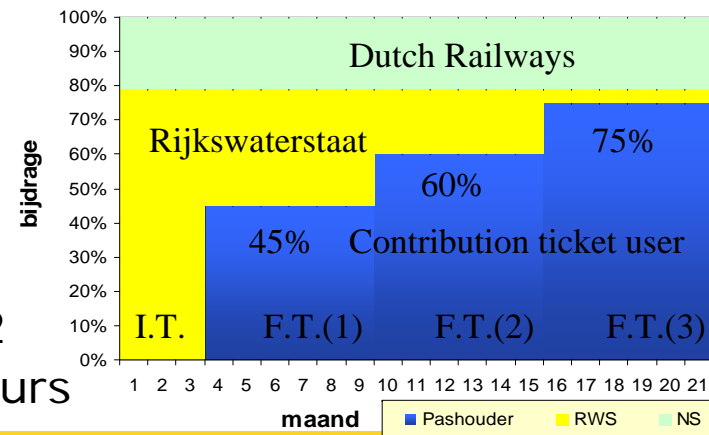


Train Alternative: *A2 Minder Hinder* Ticket

- Unique partnership with Dutch Railways about non-used capacity in trains
 - new National Public Transport ticket
- *A2 Minder Hinder* Ticket 'door to door': Train, bus/tram/metro and public bicycles
 - Introduction Ticket 3 months free of charge
 - Follow-up Tickets with gradually increasing fares 45, 60, 75%
 - Afterwards 10% discount on regular traincards by the Dutch Railways
- Target group: confirmed commuters on A2
3, 4 or 5 d/wk during rush hours



Financieel ingroeimodel





Contacting Road Users

Two ways to contact the target group:

- **Individual approach:** Commuters informed after previous license plate registration
- **Multimedia-campaign:** TV, radio, newspapers, flyers, Variable



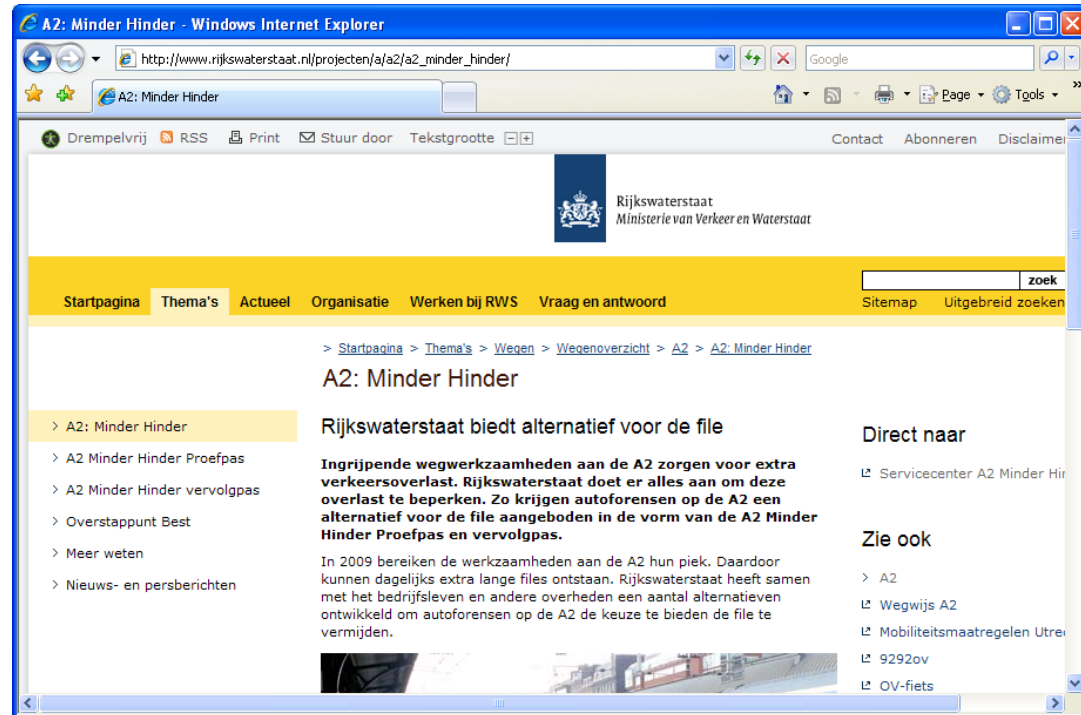
Message Signs

“Call 0800-8002 for free public transport along A2”



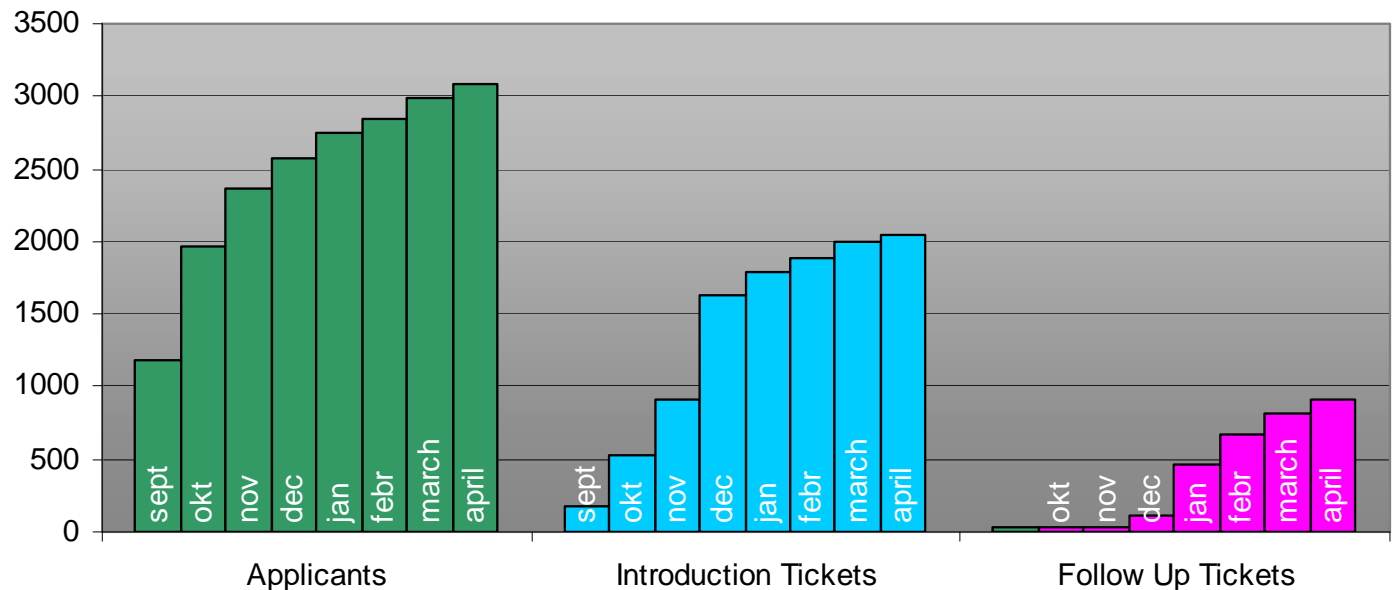
Application Procedure

- Service Centre & Backoffice
 - Letter, telephone, email, website www.rws.nl/A2MinderHinder
 - Personal advice and comparison traveling by car or public transport
 - Check on requirements
 - Contract with RWS
- Monitoring programme
 - 'Trip' card
 - Questionnaires





Results Applicants, Introduction & Follow-Up Tickets



April 2009

Applicants

3100

Introduction Ticket

2050

Follow-Up Ticket (1)

52% conversion from Introduction Ticket users

Use

4 days/week, 45 km trajet by train



Results Perception *A2 Minder Hinder* Ticket

- Satisfaction 8.6 for Rijkswaterstaat & Public Transport
- Reduction CO2-emission 135,000kg CO2/mnth (yet 870,000kg)
- Motives to change to Public Transport (PT)
 - to test PT 53%, avoid congestion 46%, financial benefit 43%, time management in PT 25%, environmental benefits 17%
- Comparison on Reliability
 - PT more reliable 42%, equal to car use 40%, PT is less reliable 16%
- Costs for Rijkswaterstaat

	p.month	p.day
- Introduction ticket	135 €	6.8 €
- Follow-Up ticket(1)	60 €	3 €



Other Solution: Extra Measures *Minder Hinder*

- Construction
 - Smart planning in & between the projects, extra and broader lanes
 - Working during the nights and weekends; seldom closing off motorway
- Traffic measures
 - Careful outlines road works
 - Continuous monitoring with local authorities management reports
- Communication
 - Building projects: intensive campaigns
 - Corridor communication strategy supplementary, national media





Survey Costs & Benefits

Costs

- € 3 billion building projects 2007-2011
- € 77 million (2,5 %) of extra measures
 - € 60M: Measures for Construction, Traffic and Communication
 - € 17M: **Mobility Management**:
 - € 15M: cooperation urban regions Utrecht & Brabant (and financial participation of employers & local authorities)
 - € 2M: *Minder Hinder Ticket*

Benefits

- **Traffic flow and accessibility economic regions almost on desired level**
- Daily 1200 commuters travel by train, high satisfaction ticket users
- Positive public opinion about A2 Upgrade, positive perception about PT
- CO2 reduction
- Long term: group continuing travelling by train



Conclusions Mobility Management

- There is a demand for an attractive offer to Public Transport to avoid congestion during roadworks
 - Important: direct advantage on an individual scale
 - A2 Minder Hinder Ticket is cost effective
- Key Succes Factors
 - Financial incentive: 3 months free of charge seems to be an effective period to change behaviour and realize substitution
 - Multimedia campaign
 - Individual approach by Service Centre
 - 'Door to door' on 1 ticket
 - Unexpected: Rijkswaterstaat does marketing for Railway-alternative for heavy users motorway



*Thanks for
your attention*

