

UTRECHT



Welcome in Utrecht!



Gemeente Utrecht

First:

Introducing ourselves

Programme for today

- Beerboat
- Presentations
- Walking tour: urban distribution, car sharing, bicycle parking
- Cycling tour: cycling, bicycle parking



Utrecht Attractive and Accessible

A new approach for sustainable urban mobility in Utrecht

Utrecht: in the heart of Holland

- Utrecht is the fourth largest city
- Utrecht boasts a rich history
- Utrecht city of Knowledge and Culture
- Utrecht is a creative city
- Utrecht is an important meeting place
- Utrecht is *on the move...*





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Modal split:

| | |
|---------------------|--------|
| • Motor vehicles: | 41,6 % |
| • Public transport: | 16,5 % |
| • Bicycles: | 25,3 % |
| • Pedestrians: | 15,1 % |
| • Others: | 01,5 % |

Challenges: Absorption capacity reached



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- The demand for mobility might be unlimited, the space is not.
- Air quality limits reached on many spots and also noise is a problem.
- Moving traffic from one spot to another = moving problems PLUS extra emission on a city level, meaning more CO₂




Integrated approach on sustainable mobility

- Policy document Utrecht Attractive and Accessible 2030
- Action plans for bicycles, public transport, bike and car parking, cleaner transport, cleaner freight transport, Air Quality improvement
- The Participation Standard, www.participedia.nl

Gr... Radioplayer - Radio 2 Radi... Twitter Vakantie Veilingen Bied ... Welcome, Dominique! LI...

 **Gemeente Utrecht** Participedia

Home
Participatiestandaard >
Werkafspraken >
Participatiemiddelen
Projecten
Project aanmelden
Forum
Participatienieuws



Participatie wizard
Welk niveau van participatie is van toepassing bij jouw project? Vul de Participatie wizard in en je krijgt snel een (globaal) advies →


Zoeken +
Inloggen / registreren
Contact

Onderstaande vragen helpen om een indicatie te krijgen van het gewenste niveau van participatie. Door de vragen stapsgewijs te doorlopen, krijg je een helder advies en is ook voor iedereen te herleiden waarom je voor welke vorm hebt gekozen.

Als alle vragen zijn beantwoord, is onderaan een advies voor het participatie-niveau af te lezen. Het resultaat is richtgevend, maar moet verder worden uitgewerkt met het wijkbureau en het communicatiebureau.

| | | |
|--------------------------------------|-----------------------------|-----------------------------|
| Waar ligt het belang? ⓘ | <input type="radio"/> Stad | <input type="radio"/> Buurt |
| Effect leefbaarheid en veiligheid? ⓘ | <input type="radio"/> Groot | <input type="radio"/> Klein |
| Input kennis en ervaring nodig? ⓘ | <input type="radio"/> Ja | <input type="radio"/> Nee |
| Is er Beïnvloedingsruimte? ⓘ | <input type="radio"/> Ja | <input type="radio"/> Nee |
| Zijn er beperkende factoren? ⓘ | <input type="radio"/> Ja | <input type="radio"/> Nee |

Participatie links
Participatieportal (landelijk)
Participatiewijzer IPP
Participatetrofee 2011 (intranet gemeente Utrecht)
Burgerschapsstijlen (intranet gemeente Utrecht)

 Niveau
Nog geen advies

ADVIES PARTICIPATIELEVEL:

Bij het maken en uitvoeren van plannen voor Utrecht is de vraag aan de orde wanneer en in welke mate bewoners betrokken moeten worden. Om antwoord te kunnen geven op die vraag is de Utrechtse Participatiestandaard opgesteld.

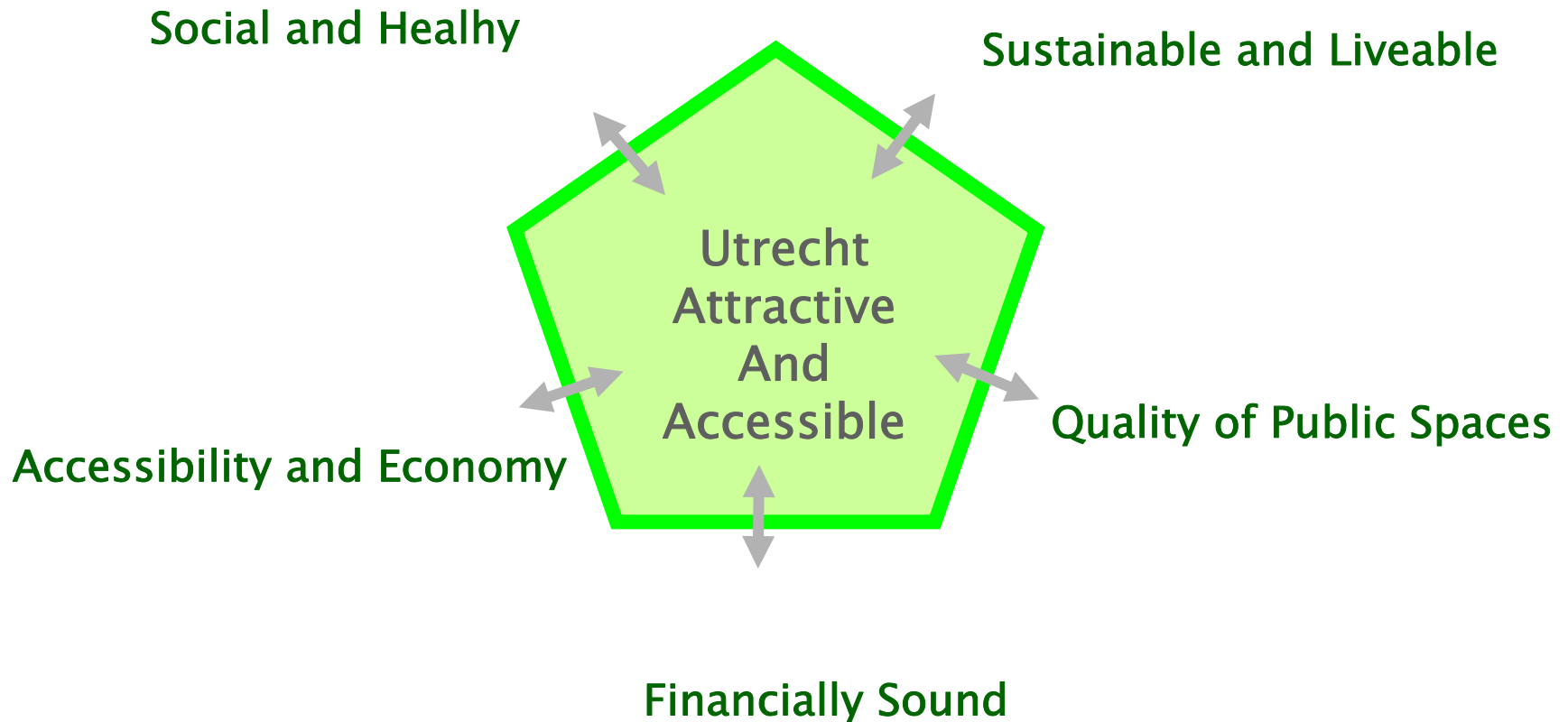
Utrecht Attractive and Accessible connecting mobility and public space

Mobility

Public Space



Focus on quality = reaching many goals





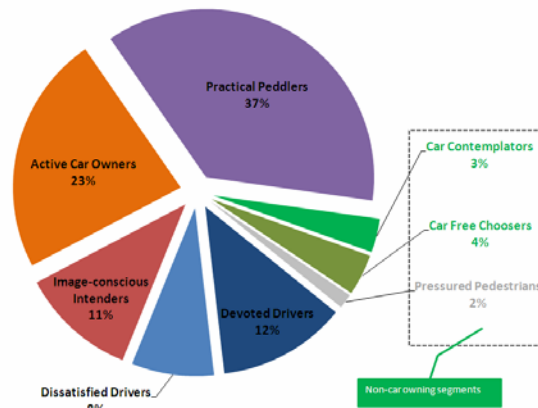
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Seven Main Choices



Main choices:

I. Focus on the User



www.lekkerlopenfijnfietsen.nl





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Main choices:

II. Focus on Quality of Urban Spaces

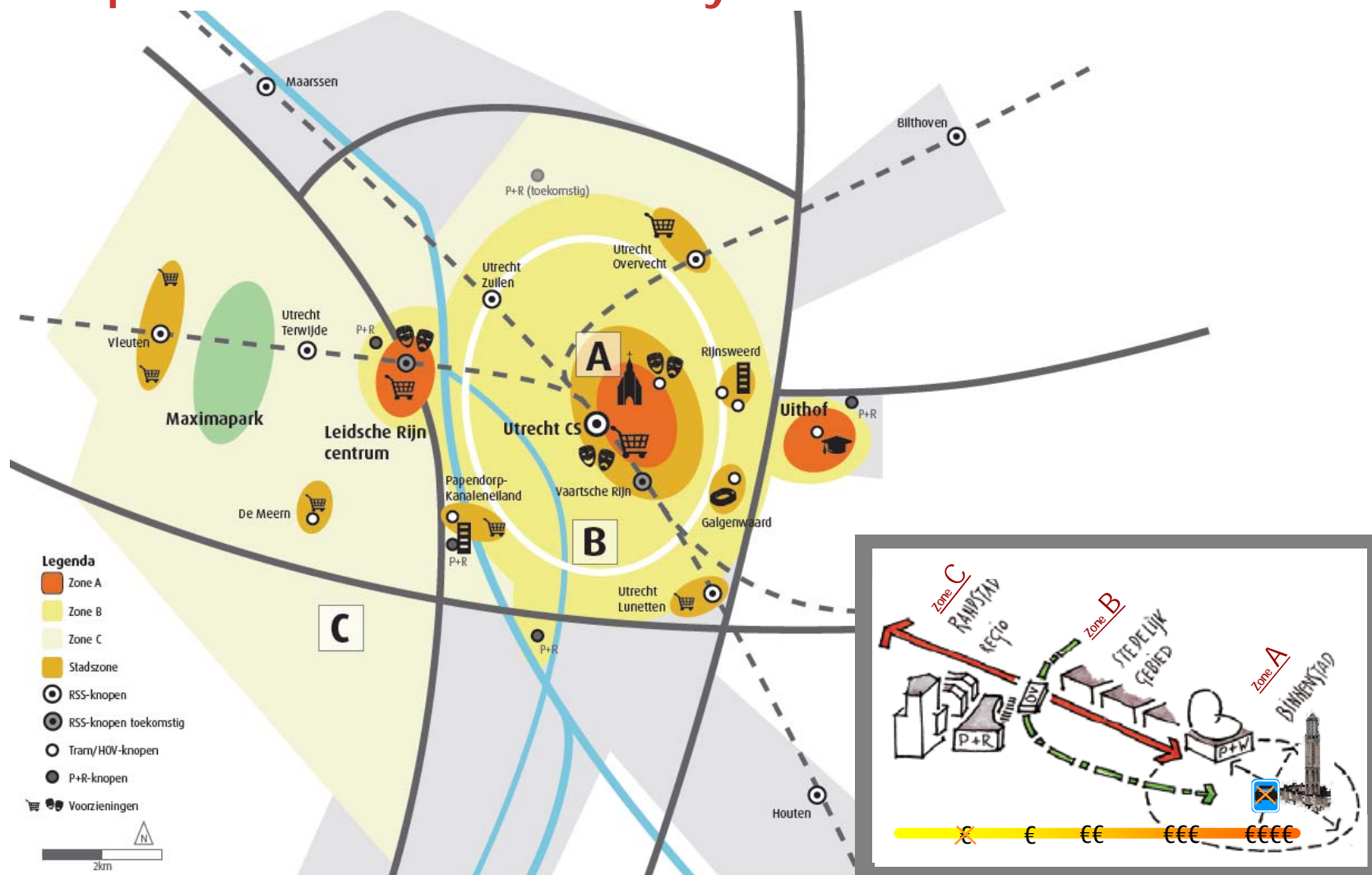




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Main choices:

III. The place decides the mobility choice





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Main choices:

III. Pedestrians: Lively nodes



Main choices:

V. (Regional) Tram as basis for
the PT system

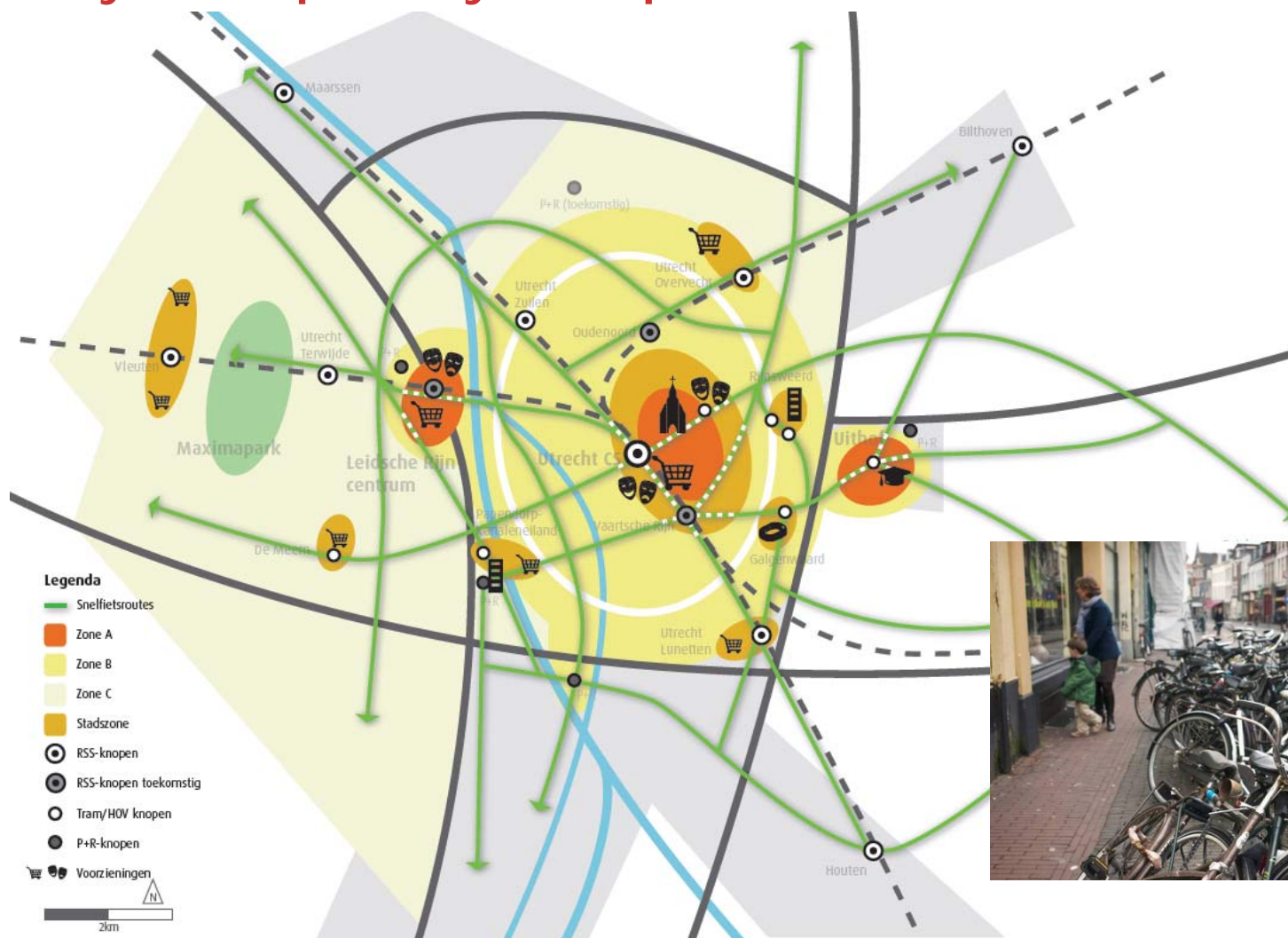




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Main choices:

VI. Bicycle as primary transport mode in town



Legenda

- Zone A
- Zone B
- Zone C
- Stadszone
- RSS-knoppen
- RSS-knoppen toekomstig
- Tram/HOV knoppen
- P+R-knoppen
- Voorzieningen
- Lokale boulevard
- RING
- Stadsentree
- Gewenste routes vanuit Leidsche Rijn
- Doseerpunt

How does this translate in today's themes?

Urban Logistics

Car sharing

Cycling and bicycle parking

Urban Distribution

Utrecht leading city in freight transport

Winner first (and only) Dutch City Distribution Award
Runner-up EUROCITIES Award 2009



Success factors:

- Practical approach
- Focus on (private) users
- Regional approach
- Innovation

Freight Transport Action Plan

Stimulating SMART freight mobility

- Maintain and extend position as a front runner
- Extra impuls: air quality, new areas, public space
- Coherence in running and new projects
- Create mass for good examples
- City stimulates, facilitates and regulates users





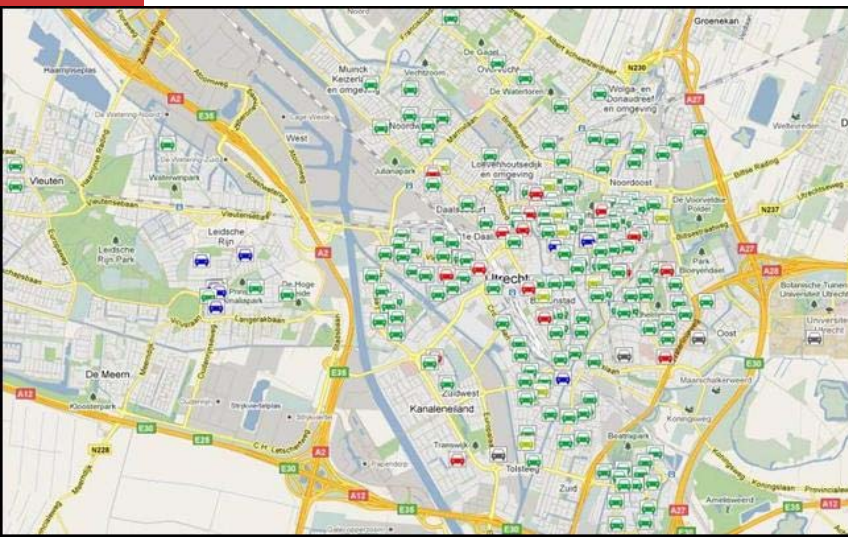
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Car sharing

Car sharing in Utrecht

- Benefits: reduction of car mileage (20-30%) and lower pressure on parking space
- Facilitation and promotion
- 5 professional car sharing agencies in the city, also p2p
- Steady growth from the nineties:
 - > 500 shared cars nowadays
 - > 3.000 households with a membership(Utrecht contains +/- 160.000 households)

mywheels



Focus on the user: Co-creation and car sharing

- Towards a demand-oriented market for car sharing
- Bottom-up campaign targeted on life changing moments
- Using the outcomes of a lifestyle research to focus at the right targetgroup
- Together with a campaign agency and a community-based network





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Cycling and bicycle parking



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Improving bicycle facilities





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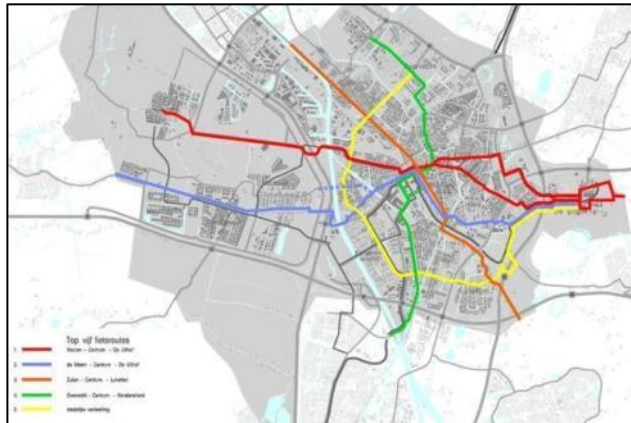
Bicycle Program

**Making an extra investment of
€ 67 mln. (\$90 mln.) by:**

- A. Upgrading five busiest routes.
- B. Building missing links.
- C. Creating more & better parking.
- D. Introducing public bicycle program.
- E. Increasing promotion of the bicycle.



A. Upgrading five busiest routes





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B. Building missing links



C. Creating more & better parking



D. Introducing public bicycle program (OV Fiets)

Facts

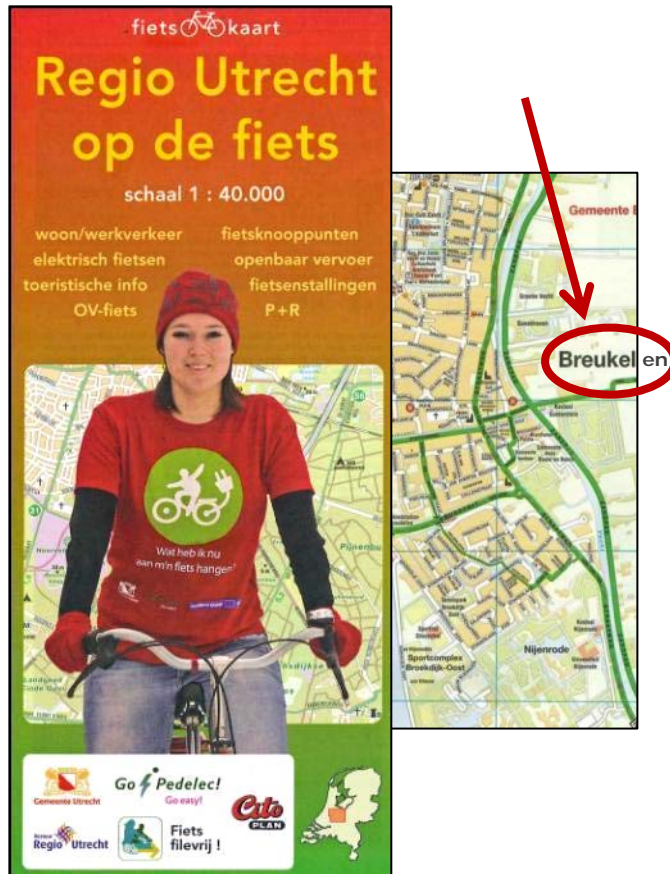
- A public bicycle system for transport hubs like railway stations, light rail stops, bus terminals, Park & Ride, etc.
- Over 200 rental locations.
- Over 60 self-service bicycle dispensers.
- More than 850,000 trips in 2010.





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E. Promotion of the bicycle





Thank you!