



StadsOntwikkeling

Rijkswaterstaat
 Regio Utrecht
 UTRECHT
 BELEIDSBAAI
 Gemeente Utrecht

UTRECHT ACCESSIBLE - INCENTIVE MEASURE WEST (UB – BMW)


Curaçao User Group Meeting 25 February 2008
 Curaçao Seminar 26 February 2008

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Study Area



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Decisions to be taken

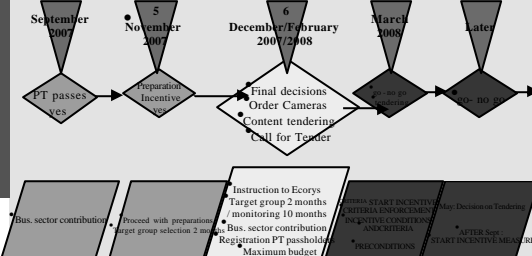
- Study Area
- Planning & decisionmaking
- Relationship with national developments
- Cameras
- Target groups
- Tendering 1
- Tendering 2
- Cost Items
- Communications
- Business sector participation
- Enforcement

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Planning & decision making



September 2007
 PT passes (yes/no)

5 November 2007
 Preparation Incentive (yes/no)

6 December 2007 / February 2008
 Final decisions
 Order Cameras
 Content tendering
 Call for Tender

March 2008
 Start no go / Start yes

Later
 Start no go / Start yes

Key Elements:
 • Bus. sector contribution
 • Proceed with preparation target group selection 2 months
 • Instruction to Ecorys Target group 2 months monitoring 10 months
 • Bus. sector contribution
 • Registration PT passhold
 • Maximum budget
 • START INCENTIVE MEASURE ENFORCEMENT ANSOORDEBA
 • PRECONDITIONS
 • AFTER Step START INCENTIVE MEASURE

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Further elements tendering preparation Dec. 2007/ Febr. 2008

- Target group selection
- Criteria go/ no-go implementation incentive measure
- Central tendering request
 - Description Objectives
- Planning, both in terms of process and implementation
- Selection of Request, Communication and Enforcement, Privacy
- Cost estimates


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Use Cameras

- Monitoring use of PT pass
- Selection Target group Incentive Measures
- Quantitive substantiation of choice go/no-go moment (route-delay effects; intensities)


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Composition of Targetgroup

- Utrecht Accessible
 - A2 and feeder roads
 - A2 between Breukelen and Vianen
- A2 Corridor
 - A' dam - Maastricht
 - Various metropolitan approaches (e.g. Eindhoven, Den Bosch)
- Criteria:
 - Dutch car drivers
 - Pass \geq 3 times a week
 - Morning peak (07.00- 09.00)


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Tendering (1)

- Preparation: **Government**
 - Cameras
 - Target group selection
 - Go/no-go moment
- Steering
 - When/ where/ how long
- Implementation: **Contracting party**
 - Incentive (measure and organising back-office)
 - Complaints handling
 - Marketing


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Tendering(2)

- Minimal 2000 participants
- Contract for 2 years
- 0-4 incentive moments, with average term of 2 months
- Criteria to Decision on Tendering
 - Preparation time and costs
 - Creativity
 - Reliability/ transparency/ enforcement
- Implementation criteria (go/no-go)
 - Travel times/ intensities/ congestion predictions


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Cost-items

- Operational costs (incentive + organisation)
- Preparation by Public Administration
- Target group selection and monitoring (cameras Highway A2+ Main feeder Roads City of Utrecht)
- Tendering-Preparation


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Communications

- To the target group
 - One-off communication with offer by contractor
 - Leasing companies
- To the PT passholders
 - Pass-on registration-numbers via employers/employees
- To the outside world
 - On tendering-moment
 - Timing & Risk incentive measures versus PT-pass-selling
- To business sector
 - One-off request for contribution for PT pass and Incentive Measures
 - Brainstorm with CEOs top 10.


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Business sector participation

- Government only
- Together
 - Both €€; or
 - Government €€ and business sector leased cars (no incentives)
- Request contribution from business sector realistic/not realistic
 - Payment for non-employees not realistic and too cumbersome.
 - Reduction in lease allowance is also a contribution?


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Enforcement : government assumes management organisation

- Should government assume management organisation?
- Proposal: include in tendering as much as possible
 - Have contractor show how it will combat incentive fraud.
 - Also indicate reliability of its system; and how it can be monitored, regardless of overall government enforcement
 - Pay per actual congestion-avoiding vehicle

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Relationship with national developments.

- From 2008 tests with congestion avoidance in the North and South Wing, together with the business sector....
- Final attempt February/March:
 - With reference to government decision, request business sector to work together on an incentive system for traffic limitation, if it is decided to use that system alongside PT passes and other measures.

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