



The Hague

Hop On! Demand responsive transit in The Hague

"We can't make it any easier!"

Marit Redeker
City of The Hague



HTM



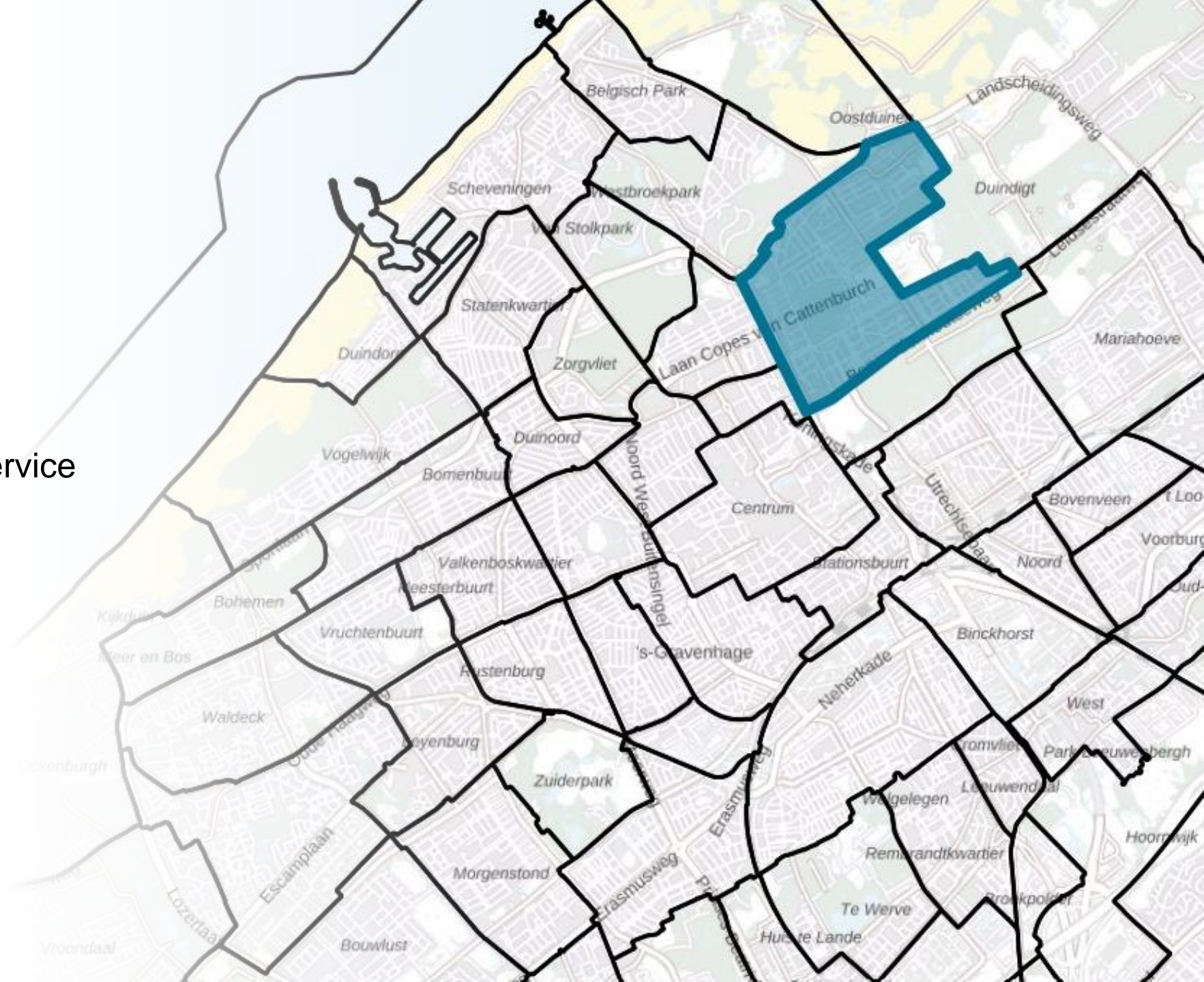
HAAGSE HOPPER

Reserveren?
Ride Pingo app
of bel 0900-9281
(p. 100 geprojecteerd)

Den Haag HTM | xpingo

Index

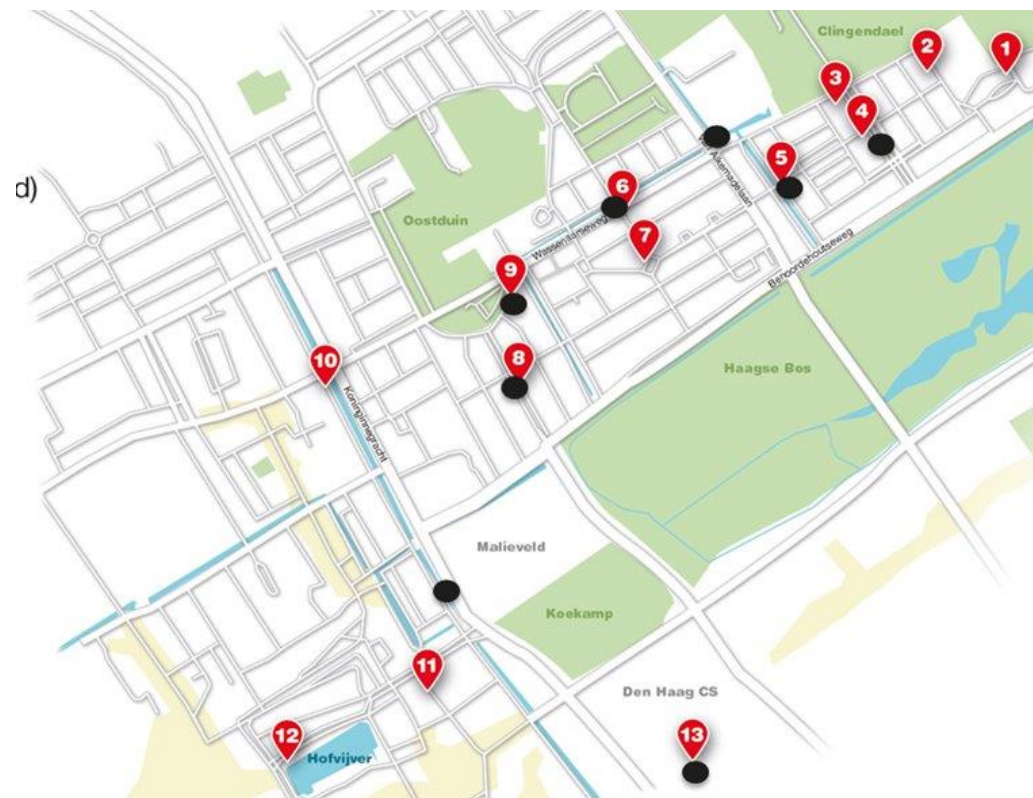
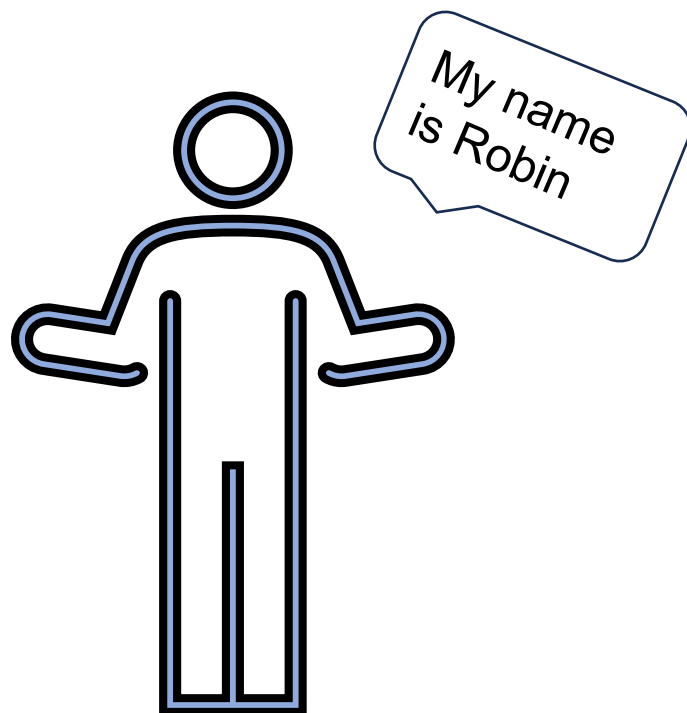
- How it started
- Characteristics of the service
- Numbers and figures
- User experience
- Lessons learned
- Discussion





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How it started

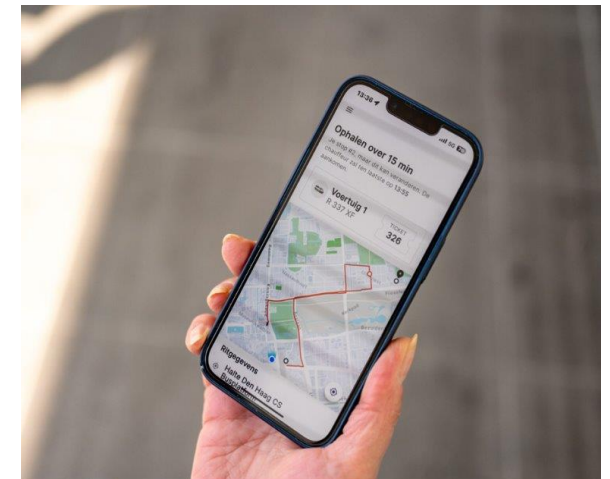




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Characteristics

- One van, eight people, two drivers, 1.50 euro per ride and payment with card inside
- Ride Pingo App
- Weekdays 7:00 AM to 9:00 PM Saturdays and public holidays 12:00 PM to midnight



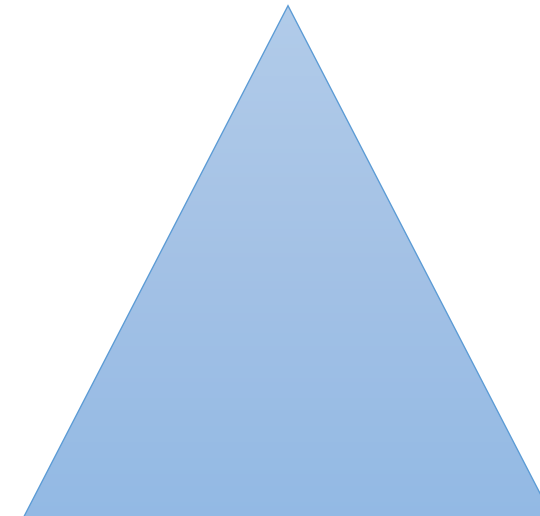


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Characteristics 2.0

- Not part of the general public transportation system
- 50% subsidized by regional transportation authority (MRDH) and 50% city of The Hague (€300.000)
- First on demand pilot in The Hague
- App use in public transportation is not common

Metropolitan area Rotterdam
and The Hague (MRDH)



Local transportation service
(HTM)

City of The Hague

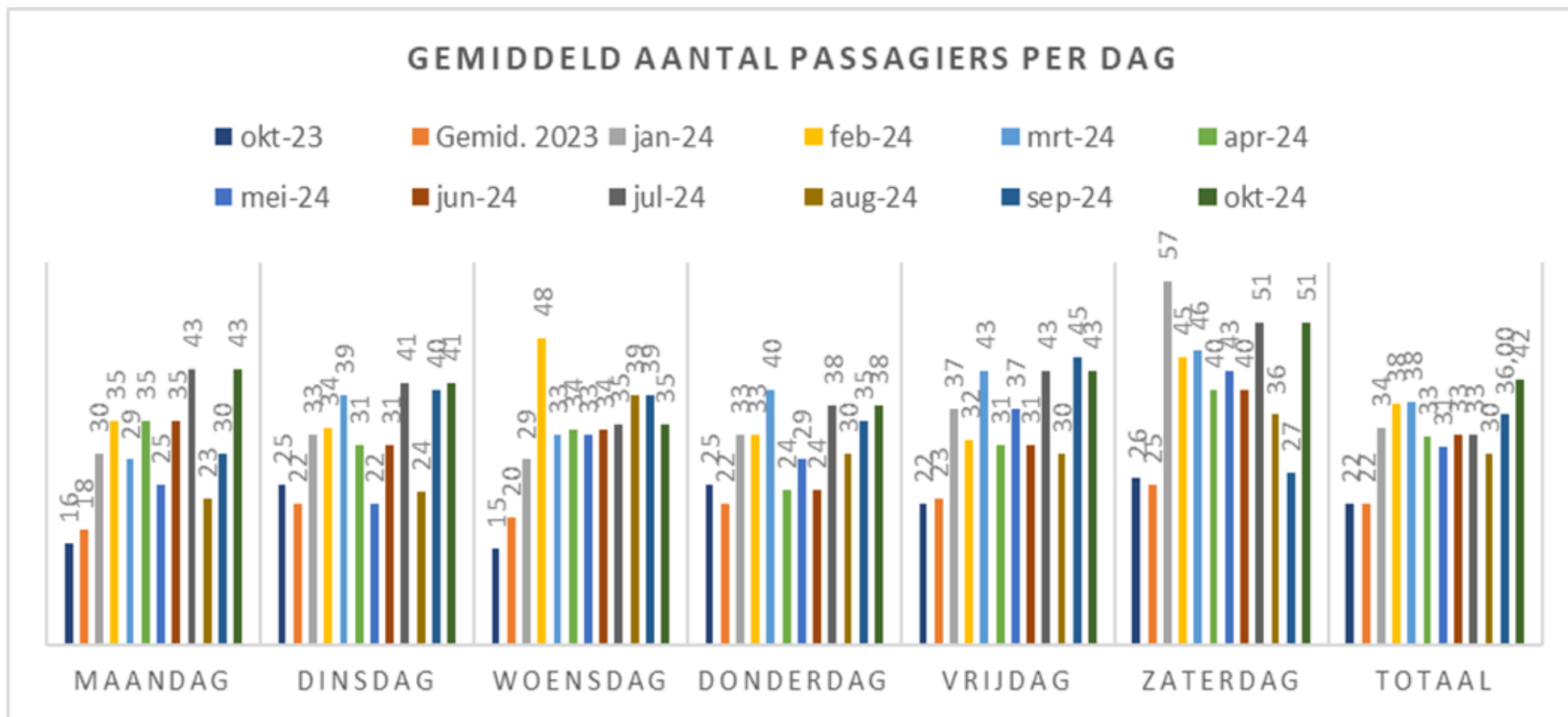


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Numbers and figures

POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL
CONFERENCE
2024

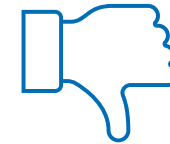


Goal: 60 passengers a day

User experience



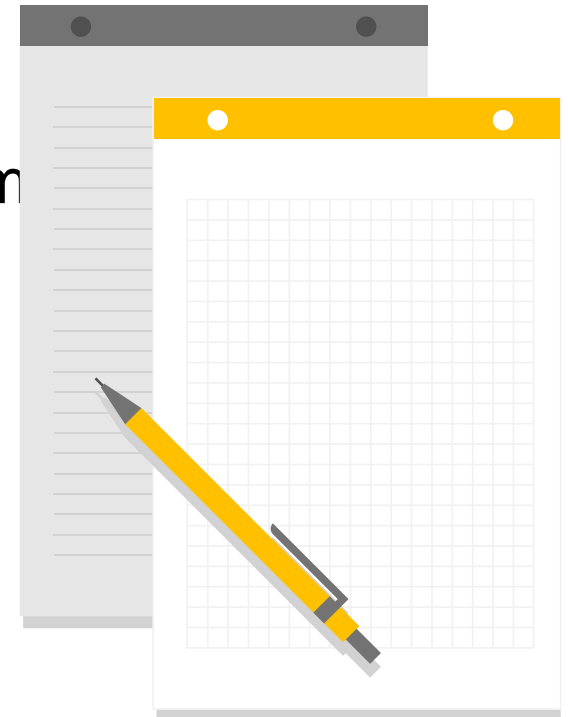
- friendly drivers
- clean, well-equipped van
- functioning app



- limited hours
- no payment with public transportation-card (OV-chipkaart)
- residents want busline 18 to return
- digital stress
- perception of long waiting times

Lessons learned

- Dutch public transportation culture
- No connection current public transportation system
- Behavioural change
- Same system different neighbourhoods?





Discussion

Should demand responsive transit be part of our general public transportation system?

Even if a transport option is not profitable, does every neighbourhood deserve public transport as a matter of principle?

➡ And who is going to pay for that?





The Hague

Thank you for your attention!



For more information:

Marit Redeker
marit.redeker@denhaag.nl
0629696826