POLIS25
ANNUAL CONFERENCE

26-27 November 2025
Royal Jaarbeurs | Utrecht, Netherlands

Use our hashtag:
#POLIS25

Hosted by: City of Utrecht

How the Amsterdam Transport Authority learns from wishes, priorities and experiences from society

📌 **Wednesday, 26 November 2025**
⏱️ **14:30 - 16:00**

SESSION 2H
Mindsets in motion

SPEAKERS
Machiel Kouwenberg,
Vervoerregio Amsterdam

Transport authority of fourteen municipalities with 1.5 million inhabitants

- Bus, tram, and metro concessions

- Investing in metros, trams and clean buses

- Investing in regional infrastructure for bicycles, public transport, and (freight) cars

- Renewal, maintenance, and safety of rail infrastructure

- Promoting bicycle use. Cycle routes and bicycle facilities in public transport

- Road safety: infrastructure and safe traffic behavior, education, information, and enforcement

- Policy framework and goal: Broad prosperity
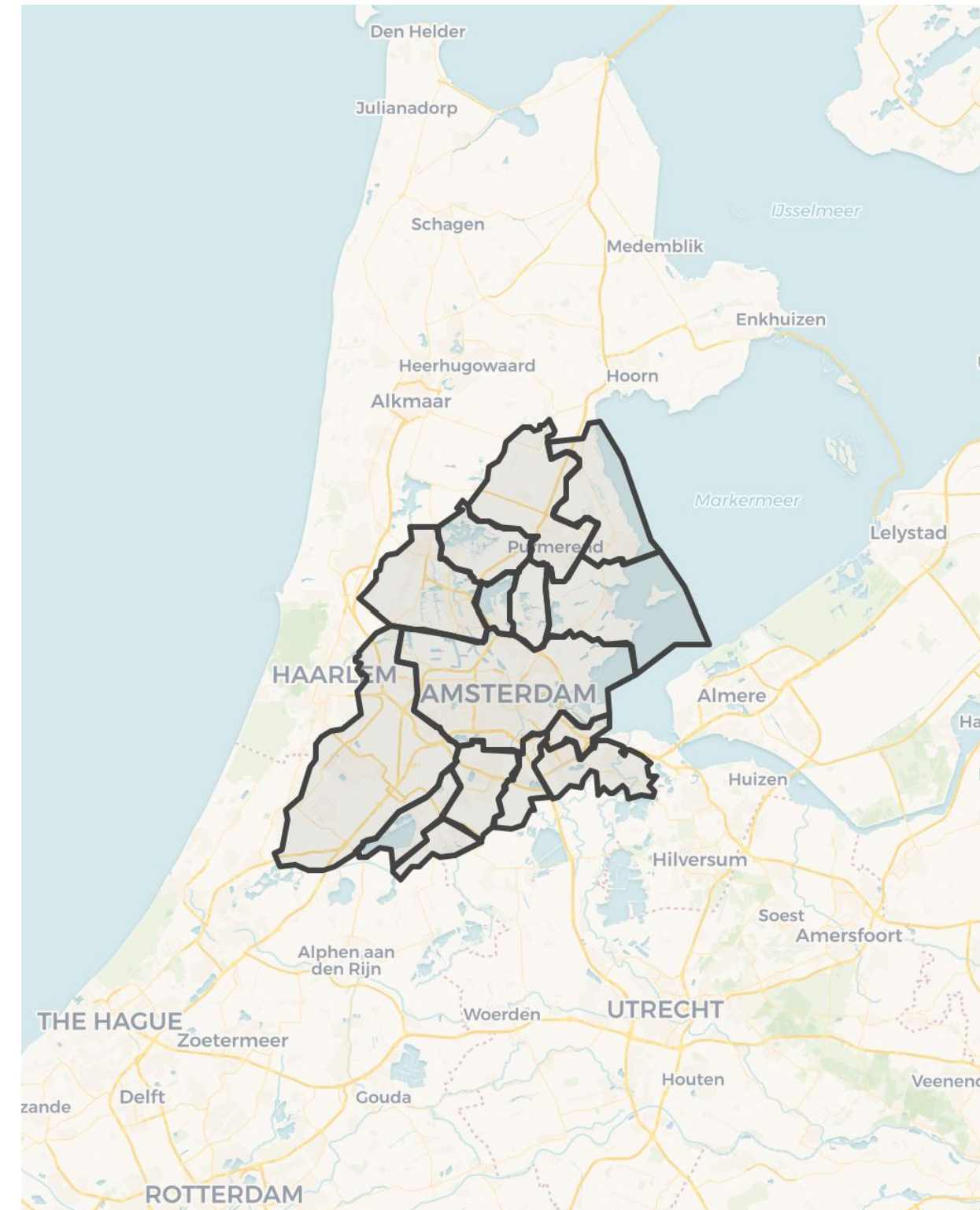
Mobility Policy Framework 2023

OUR PRINCIPLES

PEOPLE ALS STARTING POINT
People's travel experience as the starting point for comfortable, safe and relaxed travel

STOMP IS THE BASIS
A better balance between modes:
1 Walking, 2 Cycling, 3 Public transport, 4 Mobility services, 5 Private car

MOBILITY AND SPACE REINFORCE EACH OTHER
Mobility solutions integrated in spatial planning from the start

THE DIVERSE REGION
Each area requires a different solution

OUR GOAL
A SUSTAINABLY ACCESSIBLE REGION FOR THE PEOPLE WHO LIVE, WORK AND RECREATE HERE

FIVE GOALS

1 ACCESSIBILITY
Reach your destination within an acceptable time, at acceptable costs and in an enjoyable manner

2 SUSTAINABILITY
A neutral ecological impact by 2050

3 INCLUSIVITY
All people can use the mobility system to get where they want to go

4 ROAD SAFETY
Ambition: zero fatalities and serious casualties by 2050

5 HEALTH
Mobility contributes to health

Vervoerregio Amsterdam

People are at the heart of broad prosperity goals. What are their travel behaviors, experiences, choices and desires? We know some things, but still many gaps in knowledge

Objective research and monitoring

- Travel behavior, H/B relationships
- Traffic intensity and flow
- Vehicle emissions
- Accessibility and quality of stops
- Traffic accidents
- Services provided in public transport concessions, through fieldwork with mystery guests

Subjective research and monitoring

- Appreciation and perception of mobility (services).
- Experience research on, for example, accessibility and social safety.
- Choice research where people have to make trade-offs, for example, with a limited budget (Discrete Choice Experiment)
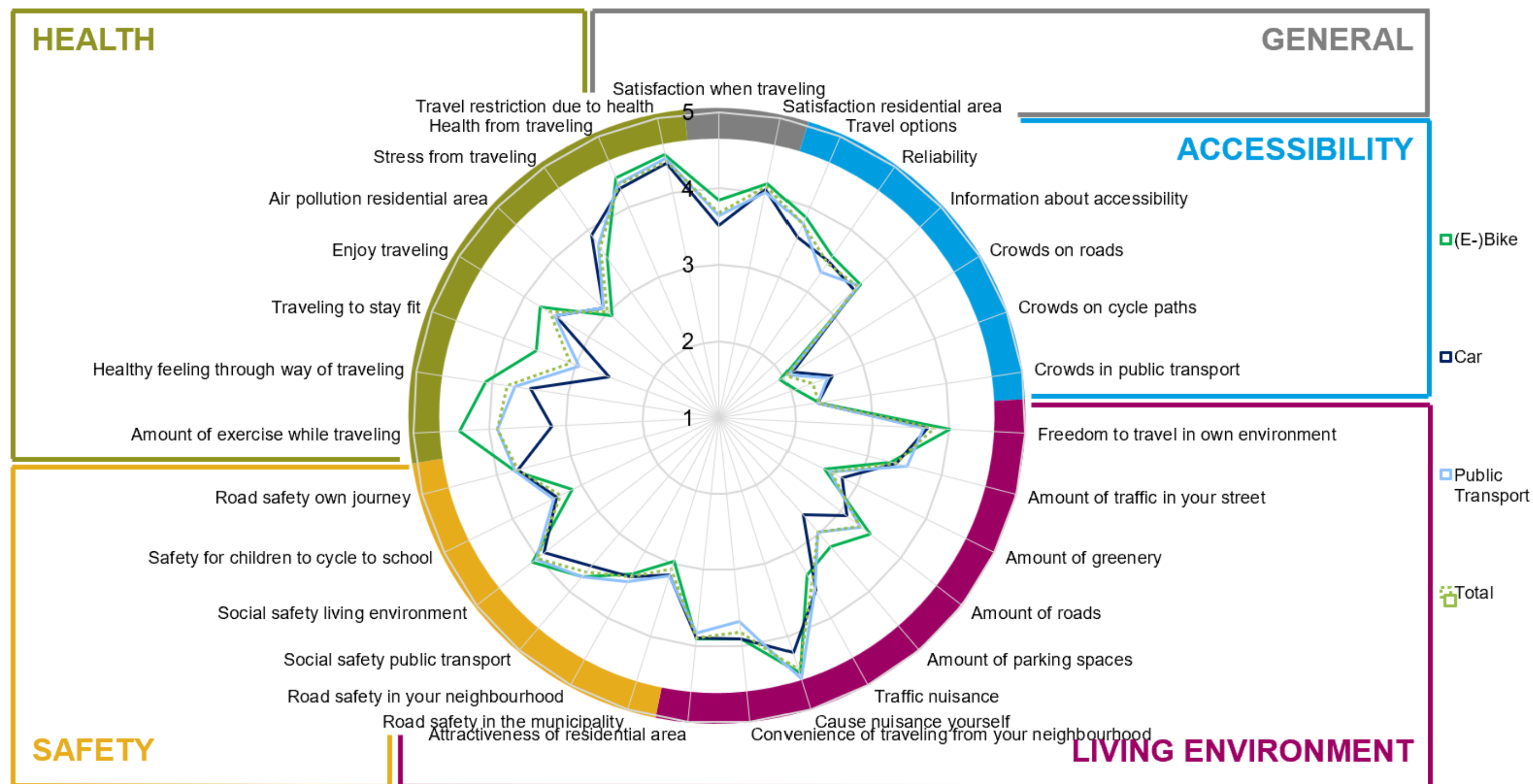
Ambitions for subjective research and monitoring

- Monitoring the Policy Framework: More emphasis on the experiences of residents and travelers.

- What is important for travelers and residents to experience broad prosperity? Which aspects are important to whom? Which are already in place? Which are we missing?

- More insight into groups that we currently do not have a good overview of. For example: 'not-travelers'; 'silent majority'

- More insight into needs/wishes regarding: Accessibility / reducing barrier impact; Infrastructure quality; Affordability; Safety; Interaction with public space design; Mobility and living environment

- Goal: Improve functioning of the PDCA-cyclus

- Goal: Better allocation, prioritization and substantiation of investments

- Point of interest: Data and privacy; Representativeness

- Point of interest: Match with real possibilities. Management of expectations.

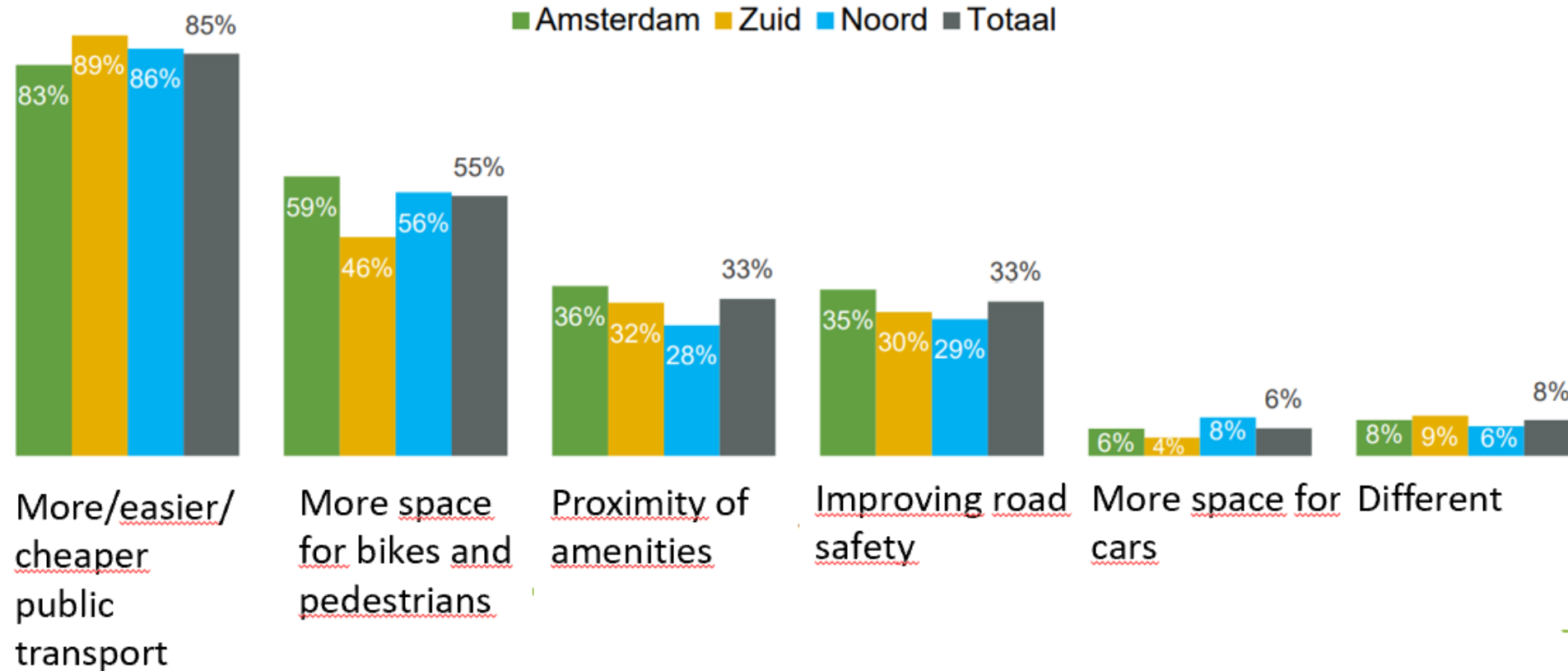- Difference between research and participation

Research example with our panel

Judge aspects broad prosperity by main modality

HEALTH

GENERAL

ACCESSIBILITY

SAFETY

LIVING ENVIRONMENT

Satisfaction when traveling
Travel restriction due to health
Health from traveling
Satisfaction residential area
Travel options
Reliability
Stress from traveling
Information about accessibility
Air pollution residential area
Crowds on roads
Enjoy traveling
Crowds on cycle paths
Traveling to stay fit
Healthy feeling through way of traveling
Crowds in public transport
Amount of exercise while traveling
Freedom to travel in own environment
Road safety own journey
Amount of traffic in your street
Safety for children to cycle to school
Amount of greenery
Social safety living environment
Amount of roads
Social safety public transport
Amount of parking spaces
Road safety in your neighbourhood
Traffic nuisance
Road safety in the municipality
Cause nuisance yourself
Attractiveness of residential area
Convenience of traveling from your neighbourhood

(E-)Bike
Car
Public Transport
Total

Evaluation of free public transport tickets for low incomes →

Results panel:
What would you invest in if you were in charge?

Legend: ■ Amsterdam ■ Zuid ■ Noord ■ Totaal

	Amsterdam	Zuid	Noord	Totaal
More/easier/ cheaper public transport	83%	89%	86%	85%
More space for bikes and pedestrians	59%	46%	56%	55%
Proximity of amenities	36%	32%	28%	33%
Improving road safety	35%	30%	29%	33%
More space for cars	6%	4%	8%	6%
Different	8%	9%	6%	8%

Have you already travelled with the free public transport tickets?

■ Yes: **71%**   No: **29%**
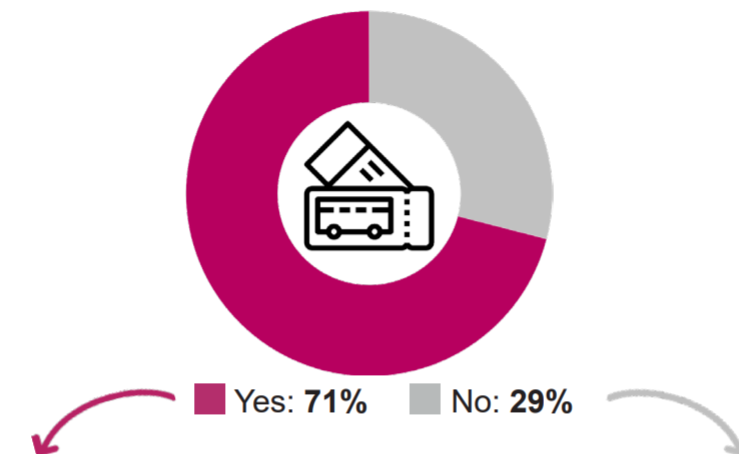
Where did you travel?
Top 5

Shopping centre/ shopping street/ market: **49%**

Friends/ family/ acquaintances: **44%**

Medical appointment (e.g. GP, hospital): **33%**

Work: **18%**

School/ study/ internship: **14%**

Where do you want to travel with the free tickets? *Top 5*

Friends/ family/ acquaintances: **46%**

Shopping centre/ shopping street/ market: **45%**

Medical appointment (e.g. GP, hospital): **29%**

Museum: **25%**

Event: **15%**

Annual monitoring

Appreciation of public transport trips

OV-Klantenbarometer 2024
version 2

Would you please clearly tick the boxes of your choice? ☒

This questionnaire is completely anonymous

#	Question	Left	1	2	3	4	5	6	7	8	9	10	Right		
1.	Was it difficult or easy to find a **seat** when you got on?	very difficult/no seat	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very easy	☐ don't know	☐ N/A
2.	What is your impression of the **stop/station** where you got on?	very bad	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very good	☐ don't know	☐ N/A
3.	How would you rate the **punctuality** (being on time) of the vehicle at the departure stop/station?	very poor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very good	☐ don't know	☐ N/A
4.	How easy or difficult was it to **get on the vehicle** (height, distance from platform)?	very difficult	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very easy	☐ don't know	☐ N/A
5.	How would you rate the **customer-friendliness** of the staff?	very unfriendly	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very friendly	☐ don't know	☐ N/A
6.	How would you rate the **driving style** of the driver? (accelerating, braking, etc.)	very unpleasant	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very pleasant	☐ don't know	☐ N/A
7.	How would you rate the **travel speed** of this journey? (detours, directness)	very poor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very good	☐ don't know	☐ N/A
8.	How **neat and clean** is the vehicle?	very dirty	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very clean	☐ don't know	☐ N/A
9.	How **noisy** is the vehicle?	very noisy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very quiet	☐ don't know	☐ N/A
10.	How would you rate the **climate** in the vehicle? (temperature, ventilation)	very poor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very good	☐ don't know	☐ N/A
11.	How would you rate the **interior** of the vehicle? (layout, colour scheme)	very poor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very good	☐ don't know	☐ N/A
12.	How would you rate the **information** at the **stop where you got on**? (departure times, route, etc.)	very poor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very good	☐ don't know	☐ N/A
13.	How would you rate the **travel information** in the vehicle?	very poor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very good	☐ don't know	☐ N/A
14.	Was it difficult or easy to **buy a ticket/top up your balance**?	very difficult	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very easy	☐ don't know	☐ N/A
15.	How would you rate the **price** of this journey?	very expensive	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very cheap	☐ don't know	☐ N/A
16.	Are you **bothered by other passengers** during this journey (noise, behaviour)?	much inconvenience	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	no inconvenience	☐ don't know	☐ N/A
17.	Do you feel **stressed or relaxed** during this journey?	very stressed	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very relaxed	☐ don't know	☐ N/A
18.	How would you rate the **service frequency** (number of trips per hour) on this line?	very infrequent	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very frequent	☐ don't know	☐ N/A
19.	How would you **rate this journey overall**?	very poor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	very good	☐ don't know	☐ N/A

20. How did you **travel to where you got on**?

☐ on foot   ☐ by bicycle   ☐ other public transport   ☐ by car   ☐ other

| 21. | If you have just transferred, how would you rate the **connection time**? | unacceptably bad | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | very acceptable | ☐ don't know | ☐ N/A |

22. What is your most important **reason** for making this journey today?

☐ work/business   ☐ education   ☐ shopping   ☐ visiting relatives/friends   ☐ sports/hobby/recreation   ☐ other

23. On average, **how often** do you travel with public transport on this **line**?

☐ 4 days a week or more   ☐ 1-3 days a week   ☐ 1-3 days a month   ☐ 6-11 days a year   ☐ 5 days a year or less

| 24. | How well are you **informed** about **delays** or other **problems**? | very poorly | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | very well | ☐ don't know | ☐ N/A |

Social valuation

Step 1

Define 9 social indicators together with the Amsterdam Transport Region

Step 2

Estimate possible effects

Step 3

Create 5 Versions: to keep it understandable, participants weigh a maximum of 5 indicators

Step 4

Approximately 2,000 residents and travelers of the Transport Region complete 5 different optional tasks

If the government had to choose between two mobility approaches, which would you choose?

	Option 1	Option 2
Accessibility: how many people can reach important facilities within 15 minutes by public transport, bicycle, car or on foot?	500 people more	1.000 people more
Safety: How many seriously injured people are there in the Amsterdam transport region per year?	0 people more	1 people more
Sustainability: How many trips do travelers make by public transport, bicycle, or on foot instead of by car per day?	500 trips more	1.000 trips more
Health: How many people experience nuisance from traffic in their environment?	1.000 people more	500 people more
Inclusivity: How many people can reach, understand or use the public and therefore participate fully?	0 people more	750 people more
Costs: One-off additional tax per household	€25 extra	€50 extra

Total public willigness to pay in the transport region Amterdam

By dividing the coefficients of all indicators by the public willingness to pay coefficient,
the public willingness to pay for the wellbeing indicators can be obtained.
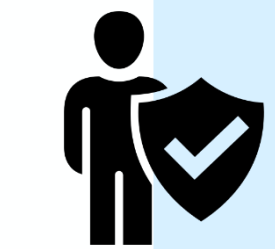
Saving 1 statistical human life — €6.500.000 → **This is equal to national key figures**

1 extra person dares to cycle independently in traffic — €14.110

1 extra person can better understand or use public transport and fully participate — €1.560 → **€6,60 per person per day, based on 240 travel days**

1,000 fewer journeys are made by car per day (i.e. 365,000 per year) — €459.000

Images: Flaticon.com

Dialogue on changes to the metro network

- Metro network adjustment for more capacity. Four variants.

- Dialogue. Transparency and support. inclusive decision making.

- Residents, travelers, (social) organizations, entrepreneurs, council members, administrators

- Survey, meetings, online talkshows

RELIABILITY

TRANSFER

COMFORT

SAFETY

ACCESSIBILITY STATION AND VEHICLES

TRAVEL TIME AND WAITING TIME

Thank you for your attention!

For more information:

Machiel Kouwenberg
Vervoerregio Amsterdam
m.Kouwenberg@vervoerregio.nl

POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION

City of Utrecht

POLIS25
ANNUAL CONFERENCE

26-27 November 2025
Royal Jaarbeurs | Utrecht, Netherlands

Use our hashtag:
#POLIS25