



26-27 November 2025

Royal Jaarbeurs | Utrecht, Netherlands

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Public transport to public mobility Redefining governance and finance

📅 Thursday, 27 November 2025
⌚ 09:00 - 11:15

SESSION 4C

Mobility as a right
Public Transport as a Service

SPEAKERS

Wim Dijkstra
Province of Overijssel, the Netherlands

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The Shift in Transport Planning

From Public Transport to Public Mobility



Mobility solutions

Expanding choices beyond traditional public transport

Governance

Coordinated planning across transport and public authorities

Finance

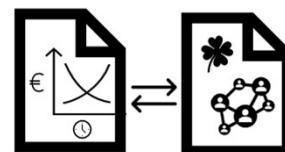
Integrating funding across public and transport authorities for value

Impact

Measuring broader social and sustainability impacts

End user

Engaging citizens to co-create solutions that reflect diverse mobility needs.



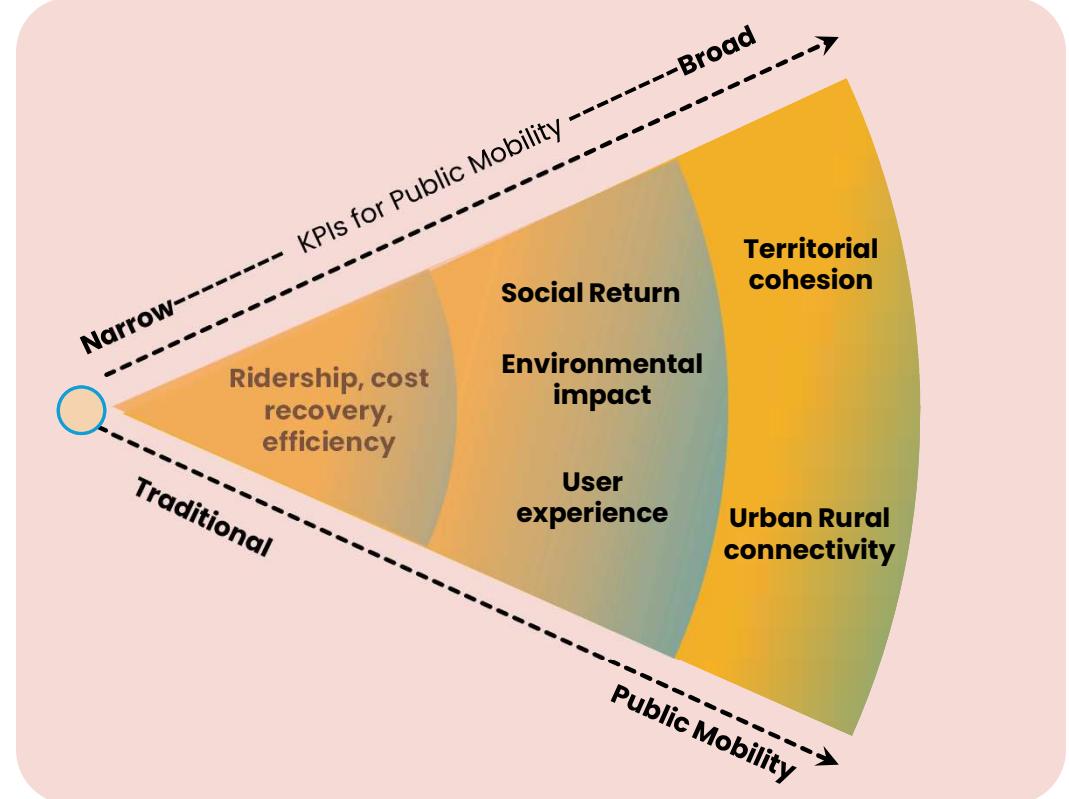
Impact

Broadening transport KPIs to capture social, environmental, and territorial value

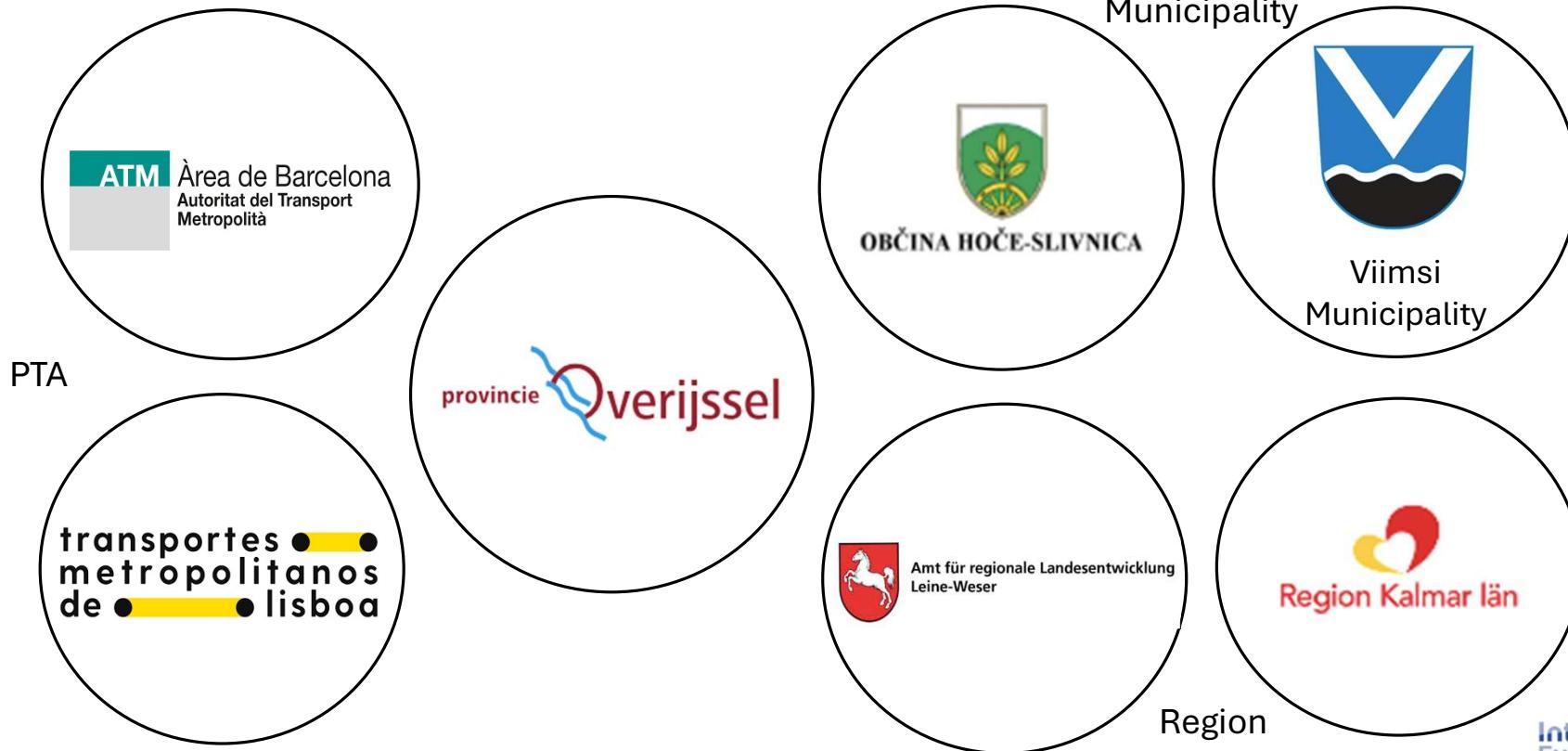
Why it matters:

Broader impact metrics make the entire value of mobility more visible: socially, environmentally, and territorially.

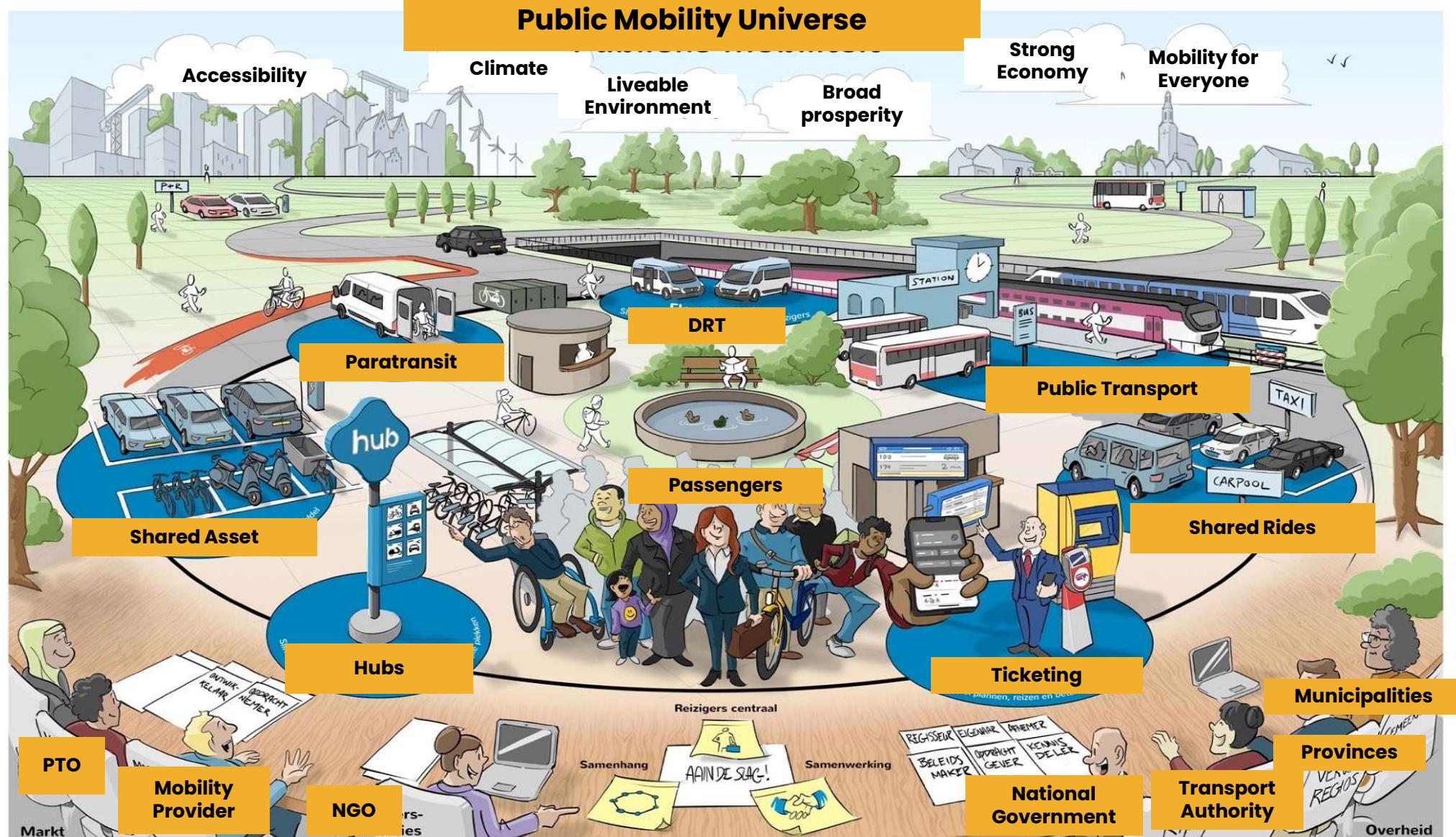
This evidence helps secure high-level political support and sustained investment, ensuring public mobility is recognised as a driver of inclusion and sustainability, not just a cost of transport.



Rural Mobility – 2024/2028 (Public Mobility)

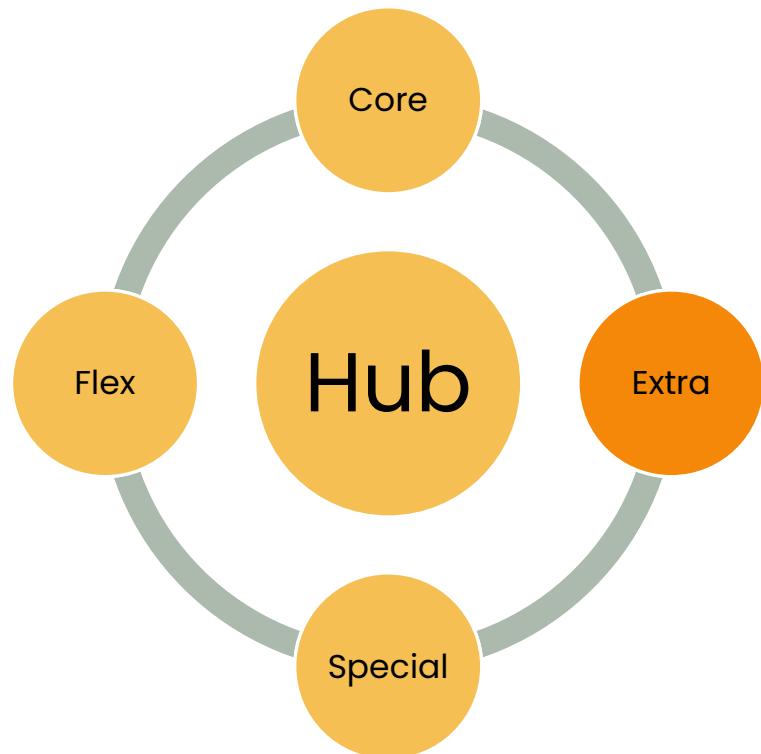


Public Mobility Universe



PM 1.0 – optimizing PT and special transport

(add Flex/DRT and divide PT in core and extra, introducing hubs)



Core (must have)

- backbone PT with hubs
- all day, every day, everybody

Flex (must have)

- DRT, additional to Core network
- when/where core network is not available (everybody)

Extra (nice to have)

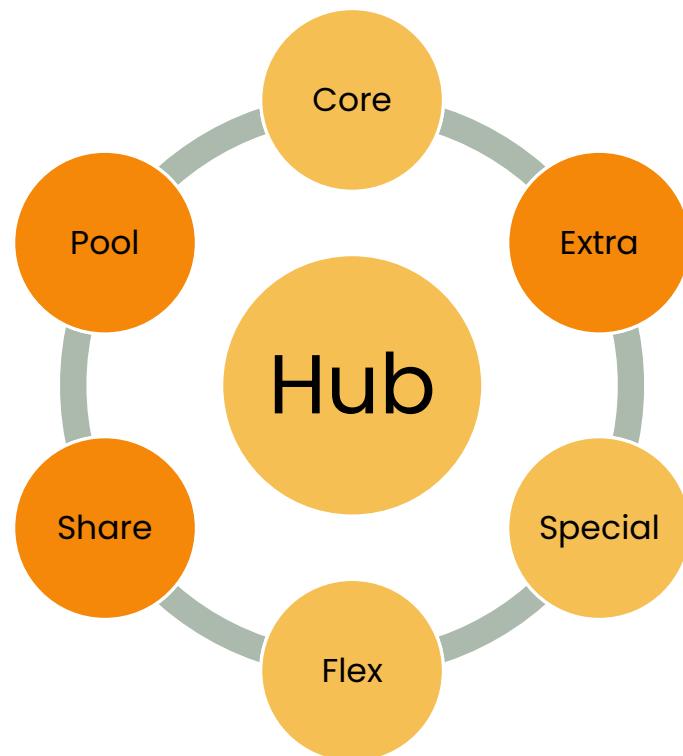
- buslines when/where useful and cost effective
- makes DRT less expensive for authorities

Special (must have)

- for specific target groups (e.g. disabled, elderly)
- Minimize, if possible switch to Core, Flex or Extra

PM 2.0 – adding new mobility solutions

(shared mobility and carpool)



Pool (nice to have)

- Modern carpool system
- Especially useful for commuting (peak hours)

Share (nice to have)

- Shared vehicles at hubs (last mile)
- Communities (first mile)

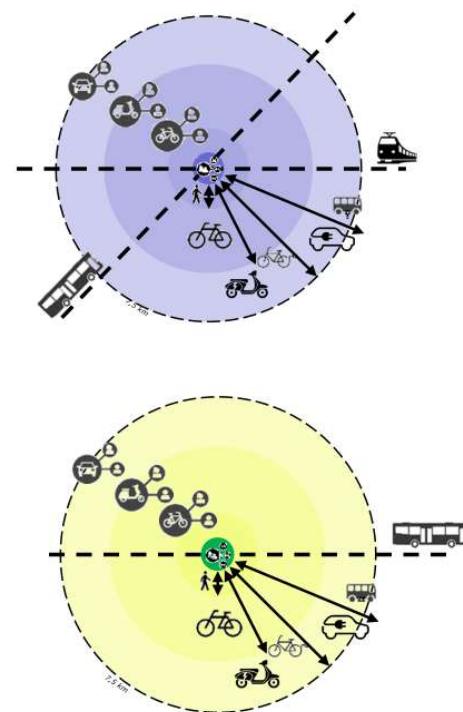
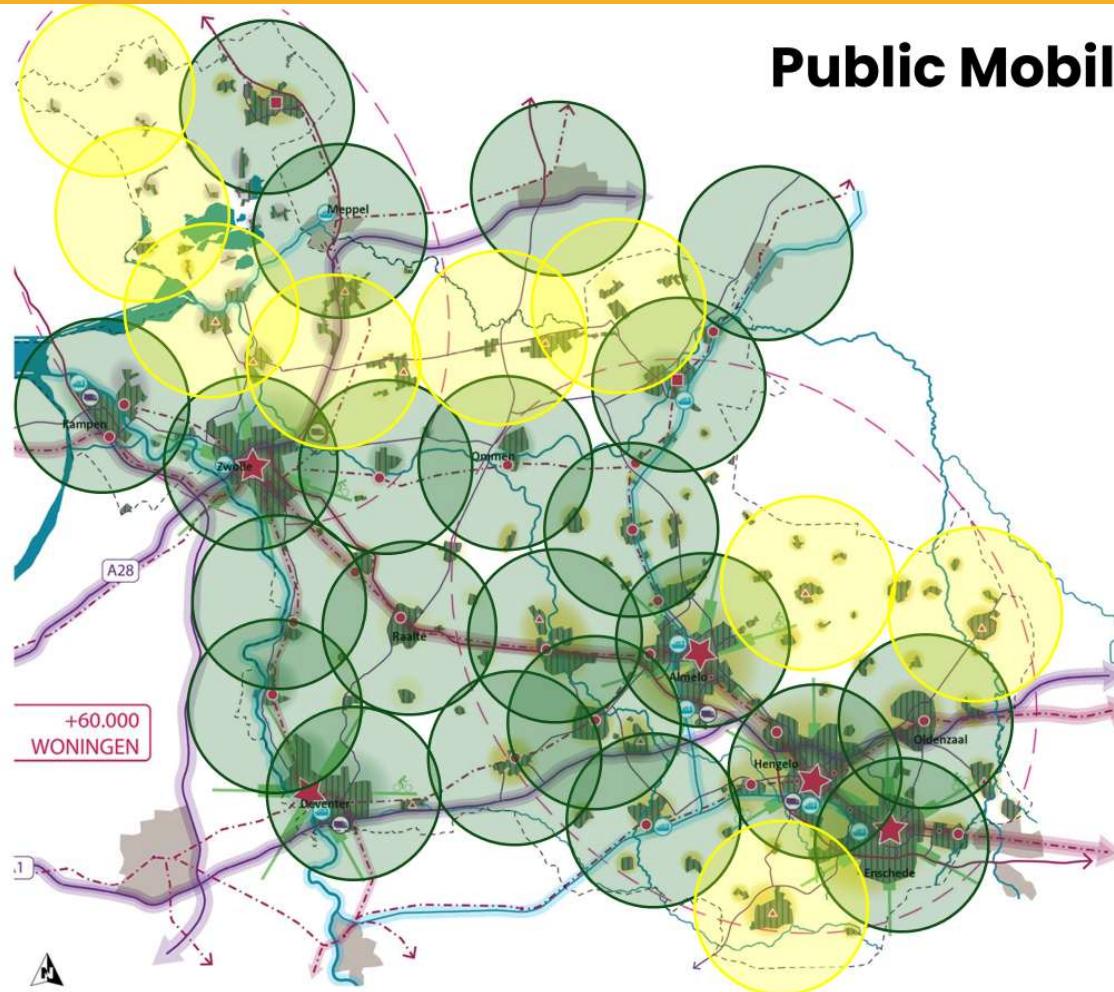
Automated (several PM solutions)

- Upscaling/evolving from robotaxi to all PM vehicles
- No (expensive) driver needed

Volunteer (several PM solutions)

- Where volunteers are available
- No paid driver needed

Public Mobility in Overijssel



Interreg
Europe

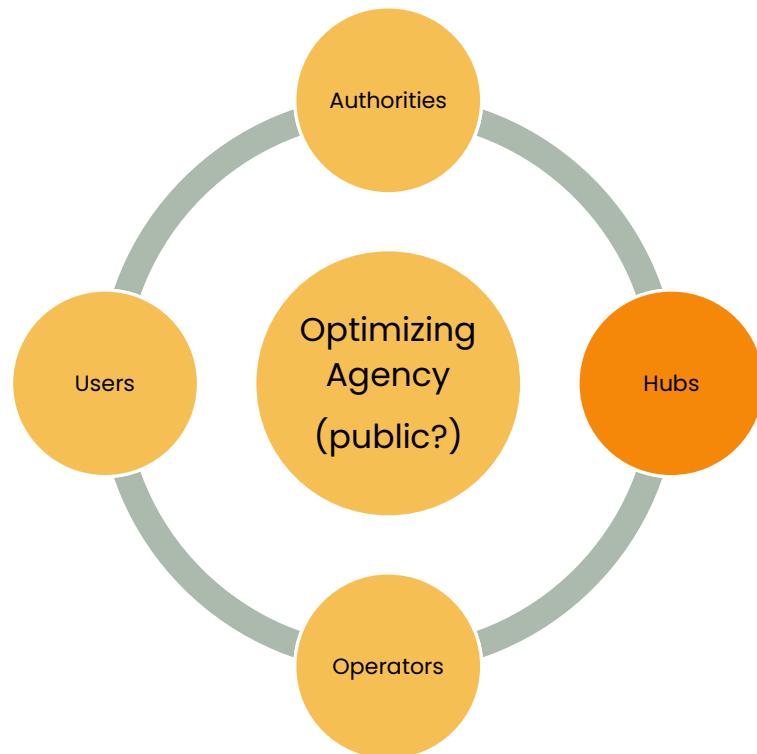


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Rural Mobility

New : Tactical governance

(besides the daily, integrated if possible, operational planning)



Authorities

- Budget (amount, merging, flexible)
- System rules and social goals

Users

- Needs (safety, reliability, speed, ease of use, costs)
- Engagement (co-creation, volunteers)

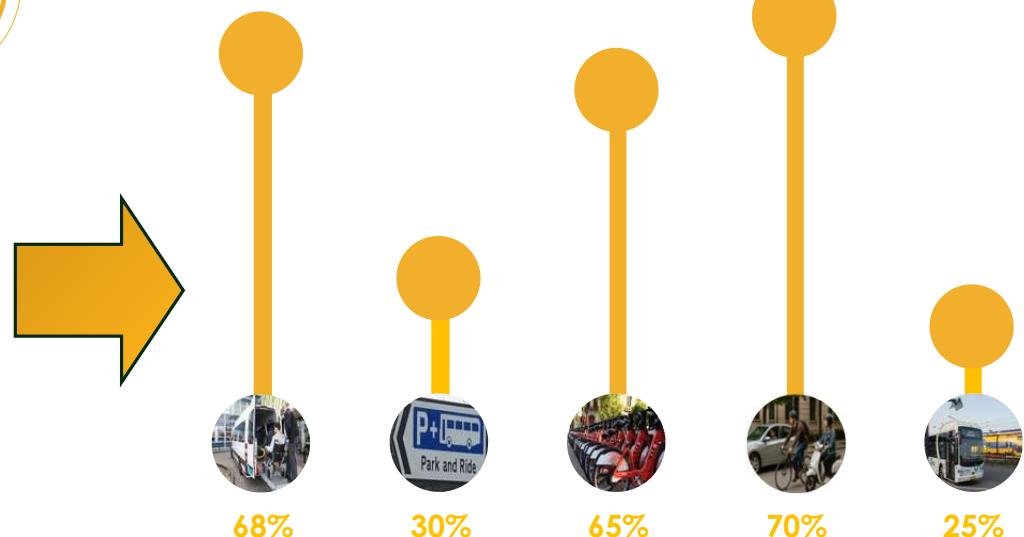
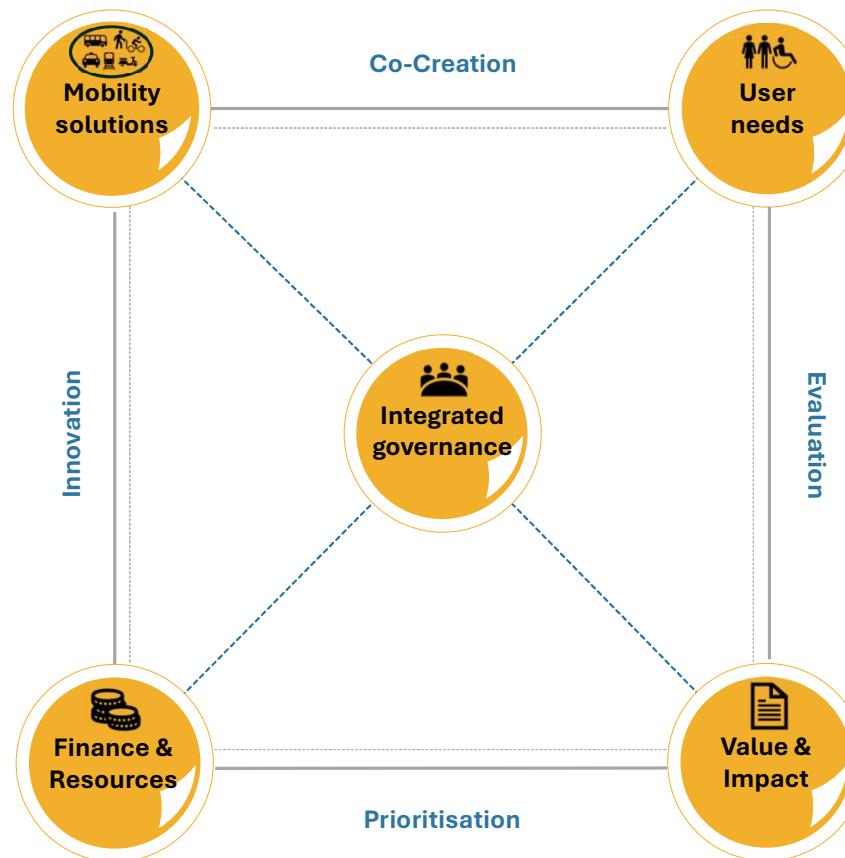
Operational center and operators

- Business case
- Procurement

Hub development

- Mobility aspects (locations, services, space, etc)
- Link with spatial planning (including governance)

Planning for the Right Mix (tactical and operational)

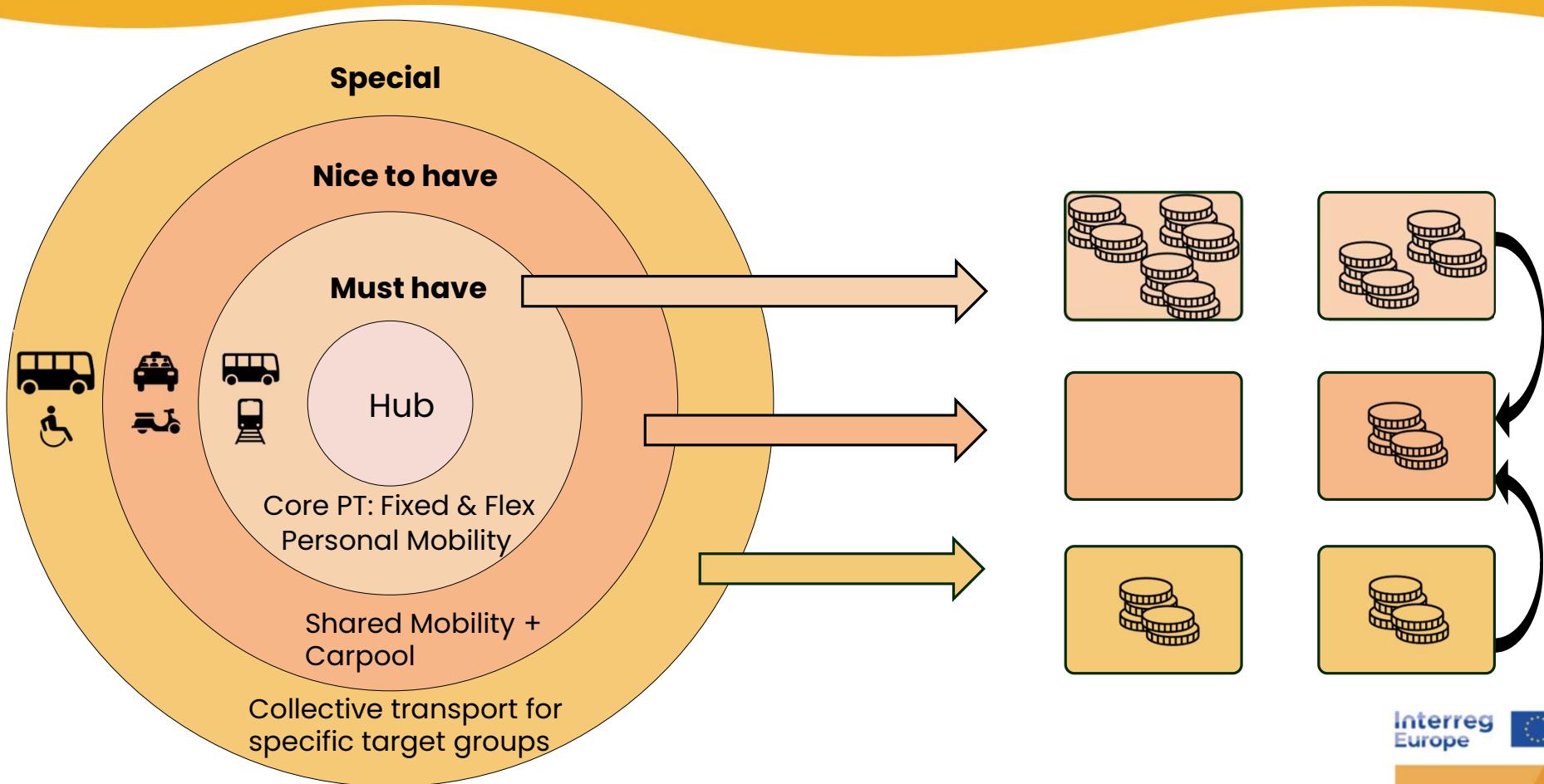


Mixing, Not Choosing

Consider the entire mobility system. Using all types of solutions in a balanced way, focusing not on either-or choices but on finding the right *mix and proportion* of options for each context.

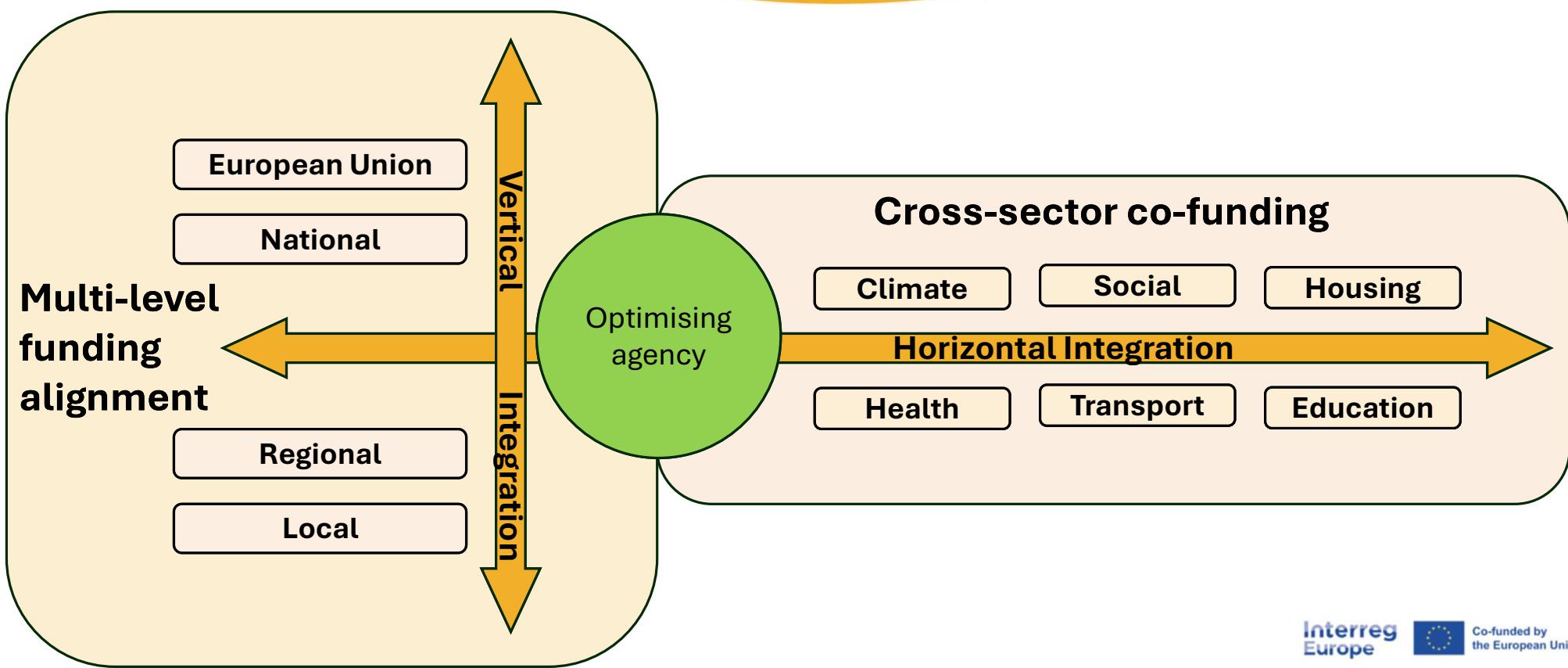
1. Shifting budget (from PT to public mobility)

Shifting budgets to more effective mobility solutions



2. More budget (Multi-Level, Multi-Source Financing)

Vertical- & Horizontal Integration



3. Different use of budget (paying for supply vs impact)

Shift budgets from outputs (vehicles/hours) to verified outcomes (access, equity, emissions)

	Supply funding (outputs)	Impact funding (outcome)
What you buy	Vehicles, hours, routes	Trips, availability, accessibility
How you pay	Fixed contracts, service-km	Per-trip/availability, micro-incentives
Contract style	10–15y, hard to change	Modular/DPS; & price updates
Risk sharing	Public holds demand risk	Gainshare/painshare on results
Data	Inputs reported	Open APIs; trip-level audit
Equity	Generic concessions	Targeted credits for priority users/trips



Micro-incentive examples:

- Rural night trips: €3/trip (Fri–Sun, 22:00–02:00)
- Feeder to rail hubs: €2/trip within 10 min of timed pulse
- Health appointments: €4/verified arrival (dialysis/GP)

KPIs

Access,
Equity,
Emissions,
VFM.

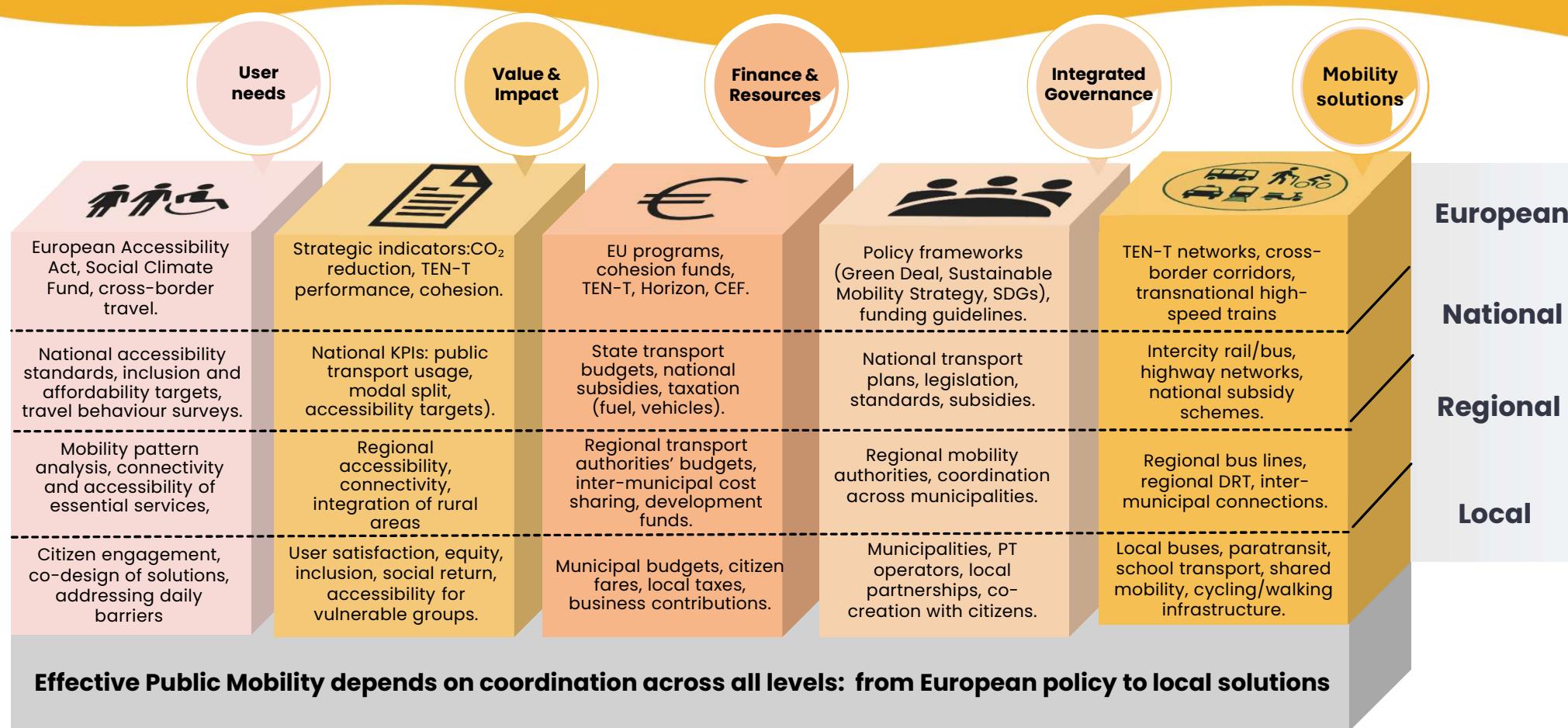
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Rural Mobility

Public Mobility Across Four Levels

Integrating mobility solutions, integrating governance, integrating finance !





**Thank you for
your attention!**

For more information:

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