



A NEW PUBLIC TRANSPORTSYSTEM

Accessibility for everyone

REIZEN
DOOR
ZEELAND

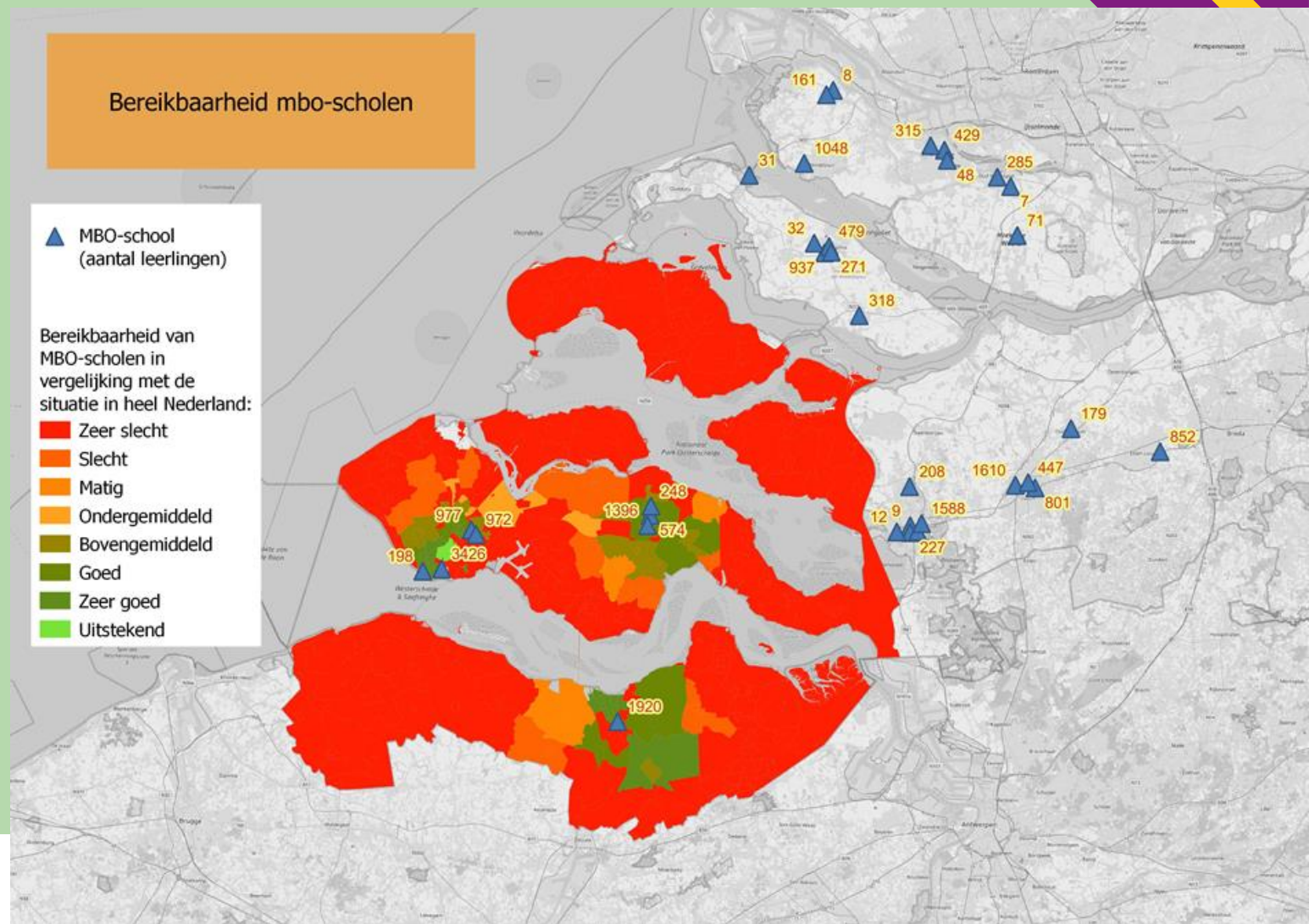


Why?

- Zeeland is vast and sparsely populated.
- 98% travels by private car, 2% uses public transport.
- Accessibility by public transport in the current system is difficult to organize and not ideal for the traveler (transport poverty).
- Not all of Zeeland is currently accessible; after 9:00 PM there are hardly any buses.
- Low frequency of scheduled services in many villages and towns.

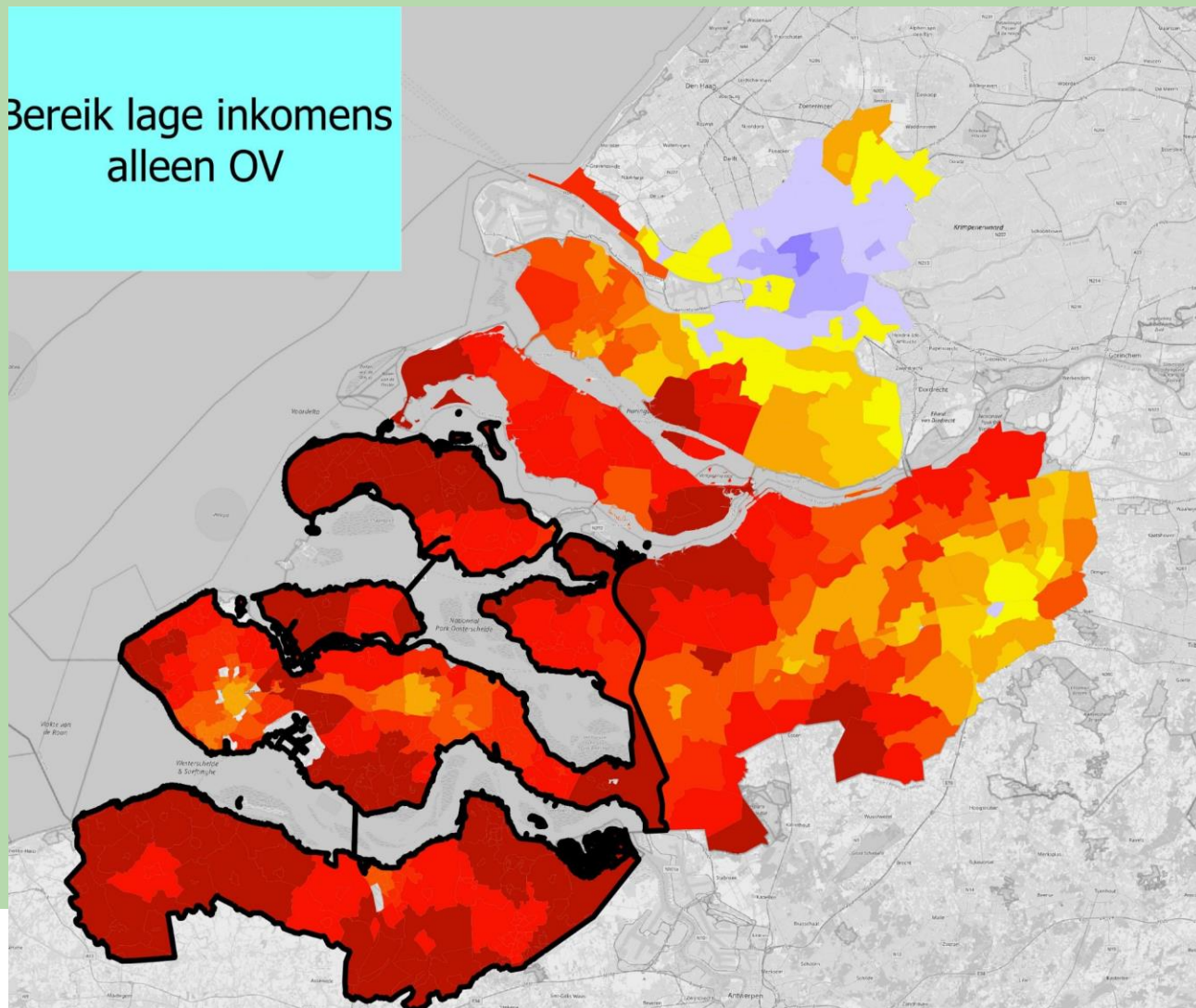


Analysis of the current public transport system



Analysis of the current public transport system

Bereik lage inkomens
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WHAT IS REIZEN DOOR ZEELAND?

- Traveler at the center: smart mix
- Joint approach by municipalities, Province, and over 60 external partners
- Adopted by all municipalities and the Provincial Council
- One system: traditional fixed-route transport and flexible on-demand, including WMO transport (paratransit)
- Backbone: bus, train, and ferry
- Coordinated by a central authority
- Improved accessibility, including evenings and weekends
- Public transport ticket price: standard public transport fare



BUILDINGBLOCKS OF A NEW PUBLIC TRANSPORTSYSTEM

1.
FIXED PUBLIC
TRANSPORT

2.
ON DEMAND
PUBLIC
TRANSPORT

3.
HUBS

4.
APPS & MOBILITY
CENTRE

5.
LIVING LAB



1. FIXED PUBLIC TRANSPORT (TRADITIONAL)

- Bus (school transport & community bus), train and ferry
- Fixed route according to a fixed timetable
- Connecting regions
- Express buses with fewer stops
- Focus on fast bus connection between Rotterdam and Ghent





2. ON DEMAND PUBLIC TRANSPORT

- Available on demand
- Flex service between 06:00 and 23:00
- Shared cars and bikes available 24/7
- Volunteer initiatives



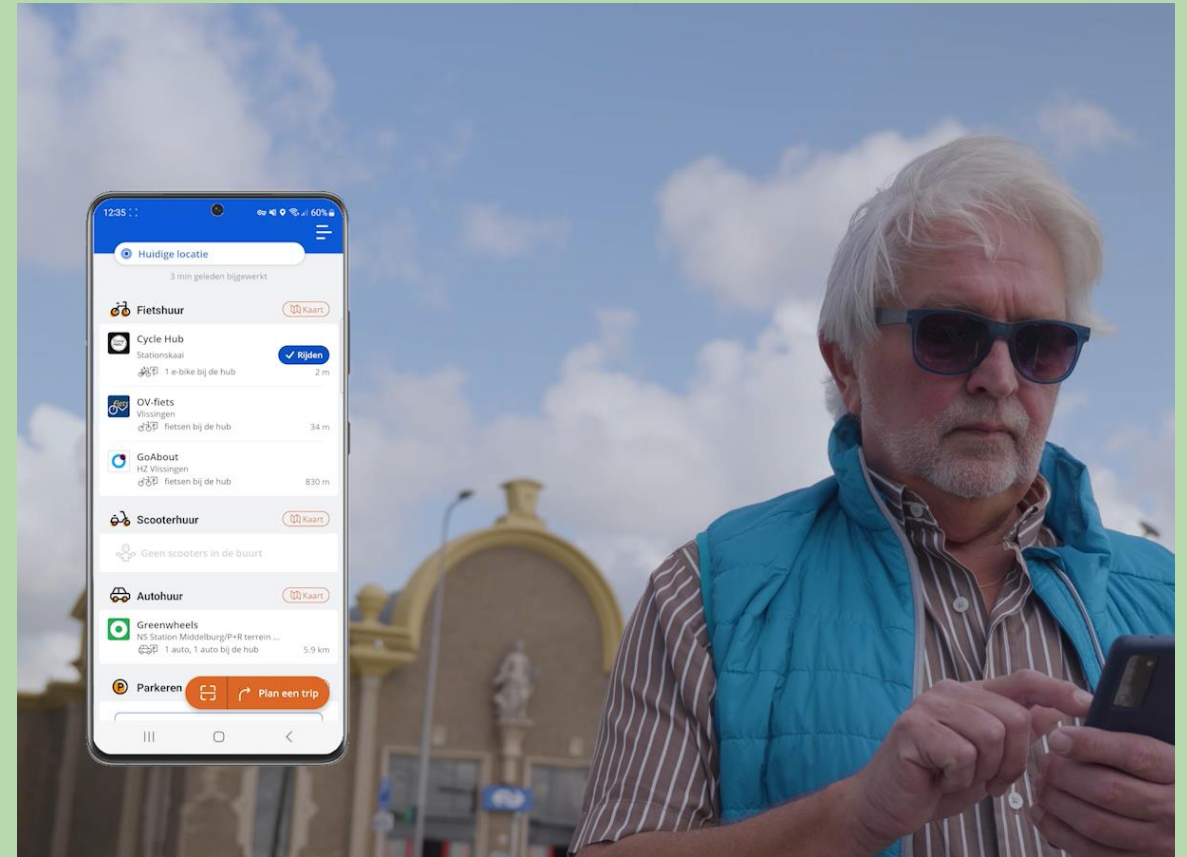
3. HUBS

- Choice of multiple modes of transport
- Pleasant and comfortable place to board or transfer
- Safety is key



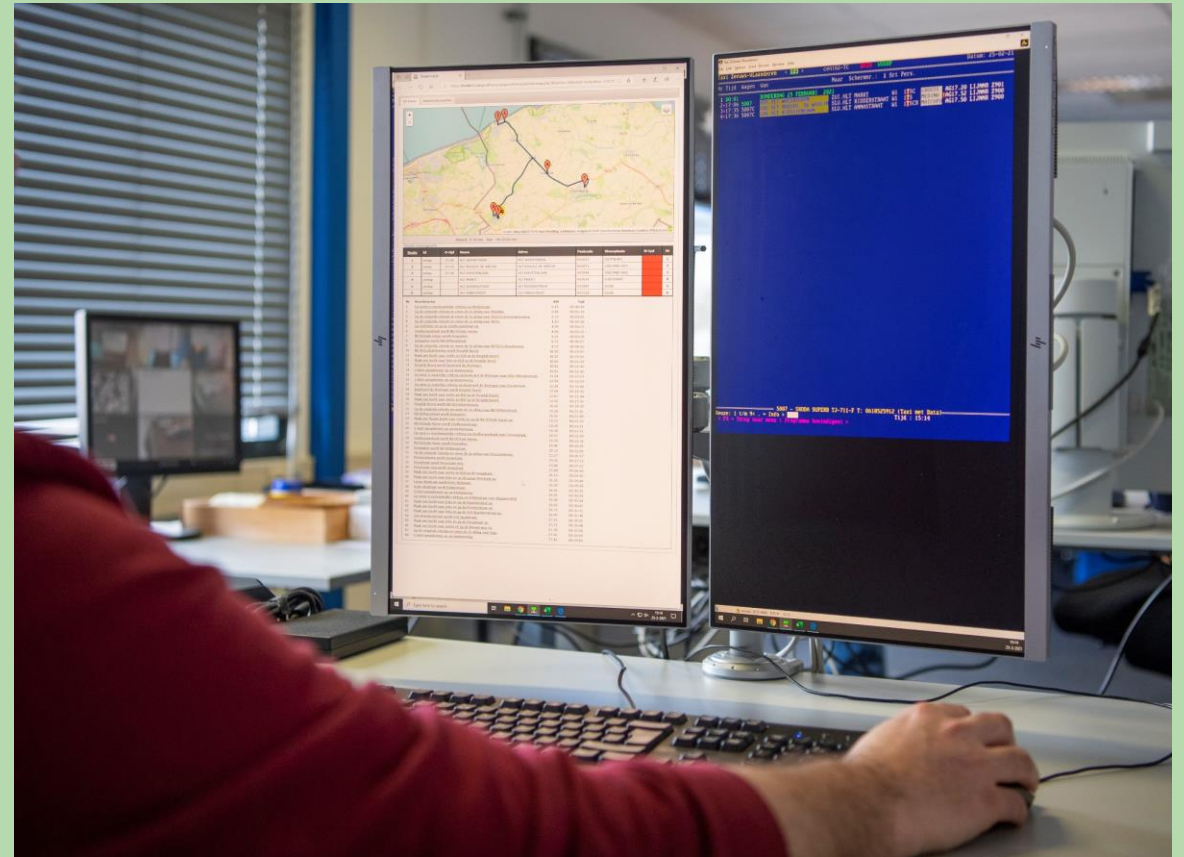
4. APPS

- Calling the central service will always remain possible
- Plan, book, and pay via an app
- All transport options visible for the entire journey
- User-friendly and accessible



4. MOBILITYCENTRE

- Point of contact for the traveler
- Travel advice by phone
- Booking of Flex / DRT services
- Heart of the operation
- Collecting travel information
- Continuously improving the transport offer
- Building on the experience of the current Transport Centre



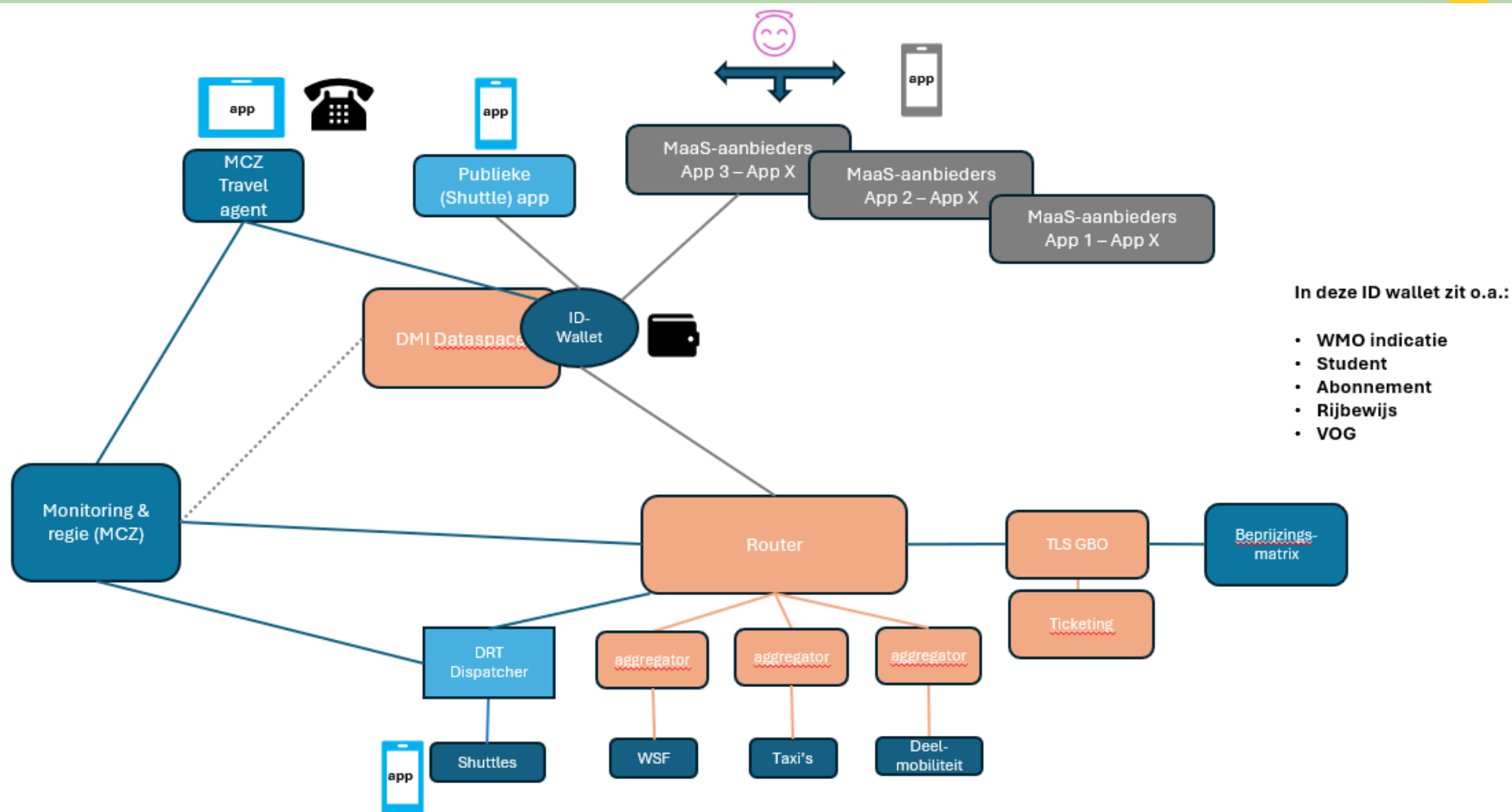
5. LIVING LAB

- Testing new innovative mobility solutions
- Autonomous transport by water as well as road
- Smart travel through apps





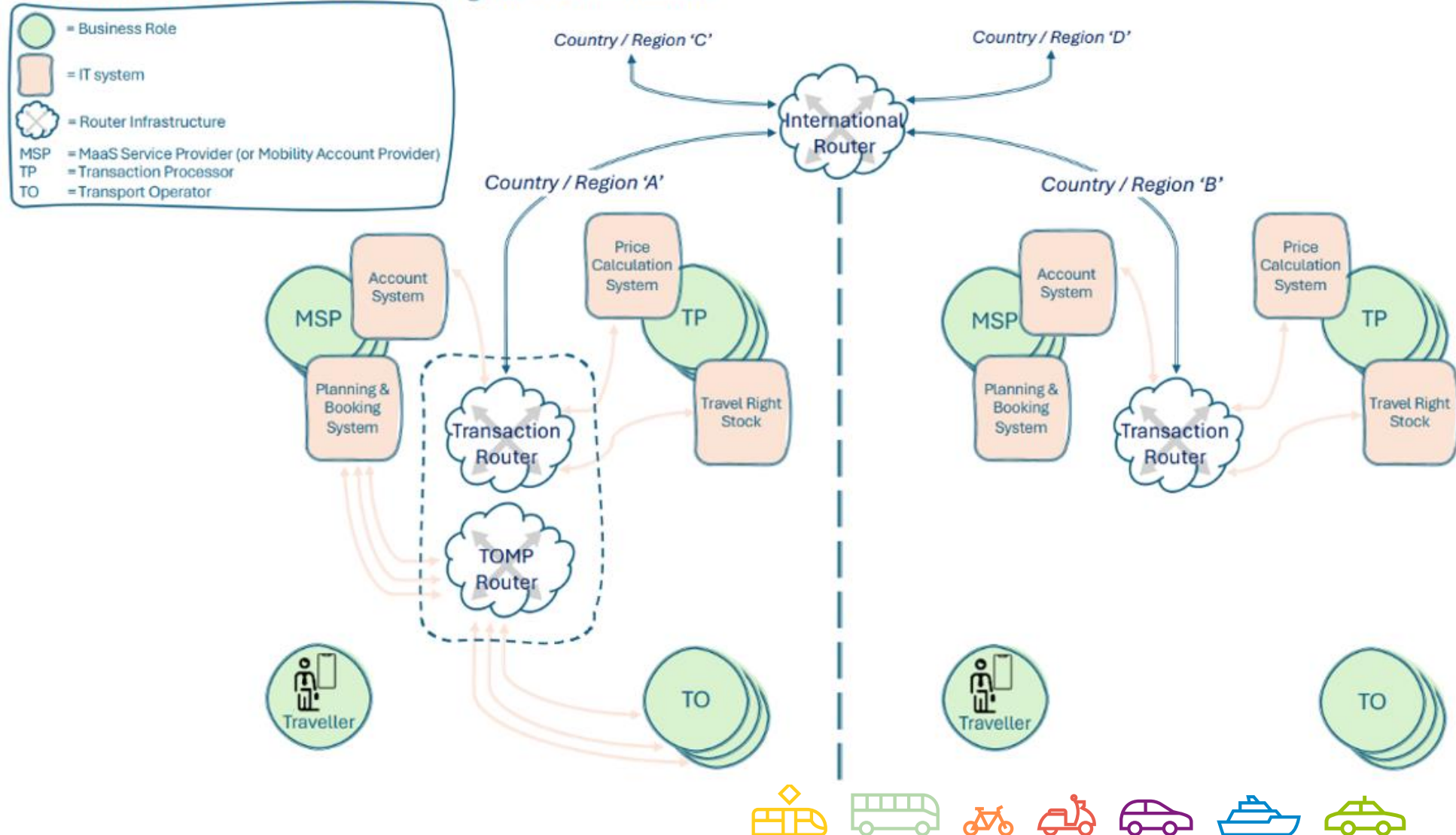
HOW DO WE DO THIS?





NEXT STEP(S)

International Router Infrastructure – High Level Architecture



QUESTIONS?

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