

Mobility Management in Enschede (NL)

Incentive-Zone



With the development of a new airport and large economic developments in the western part of the city, Enschede is experiencing increasing congestion and environmental issues. Therefore the Enschede mobility policy focuses on sustainable urban mobility. To achieve this, Mobility Management plays an important role. This is why the Incentive-Zone concept has been created.

THE CITY OF ENSCHEDE

With its central position in the green and urban Euregion, Enschede fulfils a central function for 600,000 people in terms of living, working and shopping. With more than 155,000 residents, we are the twelfth largest city in the Netherlands. Enschede is home to no fewer than 150 different nationalities and as such it is internationally oriented. The city also offers all kinds of educational and research institutions, a wide variety of innovative and creative entrepreneurs and high-quality and accessible events in the fields of art, music and sports.



Due to increasing travel movements, Enschede faces the following challenges:

- Congestion reduction: traffic-jams are an increasing problem to tackle.
- Environment protection: for a liveable climate we need less CO2 emissions, air quality management and reduced noise pollution.
- Travelling: the average travelling times should be reduced by multi-modal travel behaviour which required adequate information provision.

THE INCENTIVE-ZONE

The i-Zone is an area in which we want to stimulate people to change their travelling behaviour. Either by switching from the car to a more sustainable mode of transport or by travelling

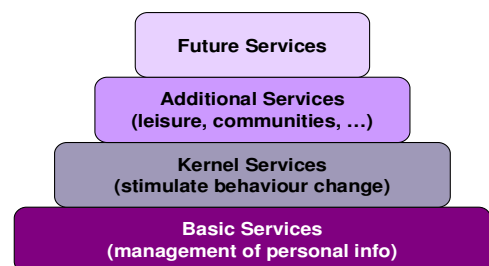
at a different time of day. To influence behaviour, we make use of rewards rather than restrictions (therefore it is called the Incentive-Zone). The i-Zone affects the travelling behaviour of its members by providing multi-modal travel information and personal travel advice.

From: i-Zone
Mobility forecast: Heavy Traffic predicted from 8 until 10 AM.
[Click here for your personal public transport plan](#)

The i-Zone makes use of an internet portal but is also linked to personal mobile devices and social network sites. Usage statistics provide feedback which can be used for monitoring, but also for creating competition in the social network of the users. For example a competition between colleagues about who can achieve the greatest CO2- reduction. The concept supports a large variety of services.

PARTICIPATION AND (CITIZENS) INVOLVEMENT

The i-Zone works together with the people who travel in the designated area. Individual travellers are targeted and asked to become a member. They can state their preferences and interest when it comes to travel and mobility. In this way, the i-Zone is able to provide personalized information and advice.

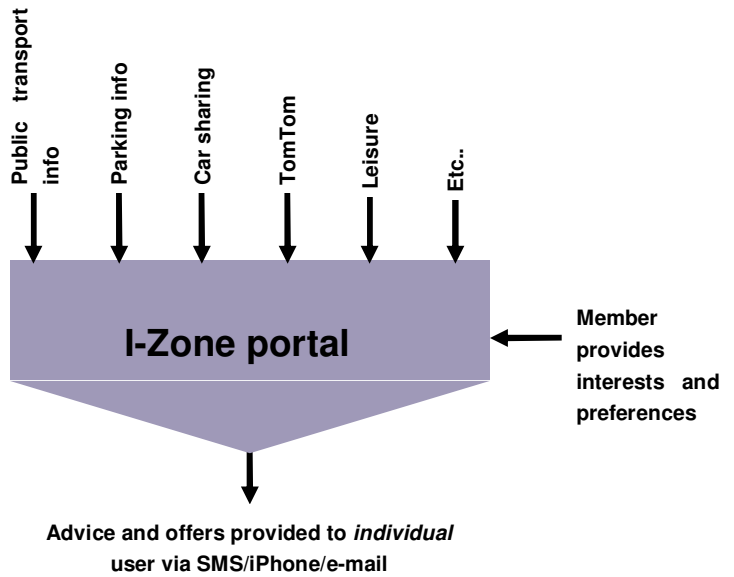
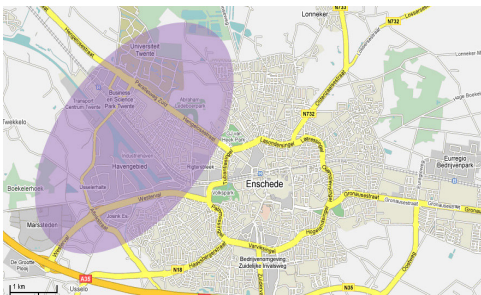




In creating the i-Zone, we will work together with different partners. The employers in the area can ask their employees to become a member of i-Zone, because it can help them increase efficiency by reducing congestion, or because it can reduce the number of parking spaces they need to have. Also, we work together with partners who provide mobility services like car sharing, electric vehicles or bicycle for hire.

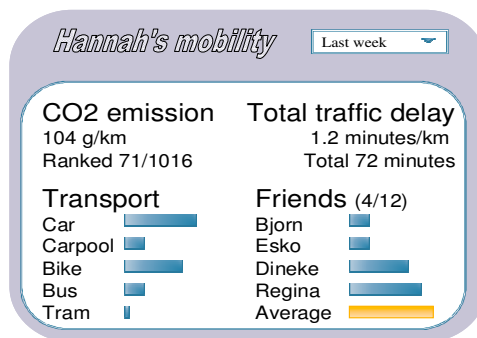
Wendy81: Hi Frank,
I had a good time carpooling with you 😊
I've added you to my facebook friends list.
[Click here](#)

In creating the i-Zone concept and infrastructure, we are working together with Novay, an institute on networked innovation. With innovative solutions they can create a link between technical systems and the commitment of users to the system. Also, we work together with the University of Twente for the monitoring and evaluation of the project.



CONTACT

We hope you are interested in the i-Zone! If you have any tips for improvement of the concept, if you have any questions or if you are interested in sharing knowledge and experiences: please contact us!



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