

Utrecht, reduction of car traffic by relocating offices to a public transport location

Relocating almost all municipal services and administration to one city office location right next to Utrecht Central station. With a very limited parking offer available on this new site.

Objectives

A very good accessibility without almost any car use for both employees and visitors to the city office.

Description

The relocation took place on 6th October 2014. Beforehand research was carried out to the mobility behaviour and were all employees and inhabitants extensively informed about the fact that at the premises of the city office only parking spaces are available for special target audiences like people with limited mobility and some service cars for inspections et cetera. The municipal administration will usually travel by bike or public transport.

Impact & outcomes

Effect:

After two years it turned out the use of the onsite parking facility is indeed limited. The available parking capacity is hardly ever used. There were almost no complaint on the restricted car accessibility.

Gains:

A steep reduction of the car usage by both the employees as well visitors of the city office was established, with positive effects on health, the environment and the liveability as well as the costs and the congestion in the city.

Side effects:

The bicycle storage facility is very well occupied. Extra renting bikes and electric scooters were put at disposal. An extra service point for small bikes repairs was created.

The meeting rooms on site are a lot more occupied then predicted before because of the very well connectedness and accessibility to public transport of the city office.

Lessons learnt:

Mobility management can be very successful. Parking can be, also at big office buildings, be reduced to almost zero if the circumstances are right and clarity is on the new situation is communicated in advance.

Success factors:

- Reduction of car usage is very well possible if this is well organised in advance.
- The city of Utrecht, and the board of Alderman in the first place, is setting the example.

Good Practise



Translation of the Dutch document *Parkeren en gedrag - Een totaaloverzicht van alle relevante kennis op het gebied van parkeren en gedrag (CROW)*.

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