



## U-SMILE Newsletter July, 2018

### Recently in the media

- Erik Verhoef: [Een nieuw huis in de stad? Zeg dan maar dag tegen uw auto, of toch niet?](#) (interview, De Volkskrant, June 25)
- Bert van Wee: [Verkeersdrukke neemt toe: steeds meer files in Limburg](#) (interview, De Limburger, 13 June)
- Erik Verhoef: [Surf-hoogleraar Erik Verhoef in Brandpunt+: 'Er mag wel een tandje bij qua bereikbaarheidsbeleid'](#) (newsitem on surf.verdus.nl, 18 June)
- Erik Verhoef: [Nederland fileland](#) (documentary, Brandpunt+, specific about the project at 9:35, 12 June)
- Bert van Wee: [Betekent meer asfalt minder files?](#) (interview, radio programme Een Vandaag, 12 March)
- Erik Verhoef: [100 miljoen extra voor aanpak files](#) (interview, NOS 8 o'clock news, 17 March)
- U-SMILE team: [Eerste experiment met filehandel veelbelovend](#) (article in Algemeen Dagblad, 8 March)
- U-SMILE team: [Eerste experiment met verhandelbare verkeersrechten veelbelovend](#) (press release on Verkeersonderneming.nl, with factsheet attached, beginning of March)
- Erik Verhoef: [Meideinen op de spitsgolven](#) (interview, Het Financieele Dagblad, 10 February, p. 6-8)
- Bert van Wee and Erik Verhoef: [Meer asfalt: de weg van de minste weerstand](#) (interview, Nederlands Dagblad, 6 January)

### Update from our partners

During the lab-in-the-field experiment, conducted in December 2017, the **VU-team** (Yue Bao, Devi Brands, Jasper Knockaert, Paul Koster and Erik Verhoef) has had a first opportunity to test the understanding and use of tradable mobility permits among experienced road users. It has furthermore enabled the team to implement and test their market design. The market dynamics have shown to be within the range of expectations and the developed web environment and pricing algorithm operated as intended. From the actual behaviour of participants, as well as their answers to survey questions, we have learned that most participants understood the tradable mobility permits both in terms of their tradability as well as their intended use.

Work on the design of the permit market and behaviour of participants has been presented in June at the annual conference of the International Transportation Economics Association held in Hong Kong.

The **TU-Delft-CITG team** (Kai Yuan, Victor Knoop, and Hans van Lint) is working on two topics. First, Kai investigates whether there is a possibility that the tradable travel permits can achieve the same, or even a better, optimal urban road network performance as other existing control schemes (such as the perimeter control). The research is set up in the context of the Maastunnel construction in Rotterdam, where the urban areas north and south of the city are connected through multiple roads and motorways. Second, they will start a follow-up research about how many tradable travel permits should be distributed in total by the government.

The **TU-Delft-TPM team** (Lizet Krabbenborg, Eric Molin, Jan Anne Annema, Bert van Wee) has been working on 2 projects lately. Lizet finished a study on 'public perspectives on road pricing – a Q-methodology approach' which she will present on the IATBR conference in San Francisco in July 2018). Regarding the second study, Lizet interviewed policy makers and researchers about the feasibility of tradeable permits for mobility management in the Netherlands. The team is writing a paper about the outcomes of the interviews. In the coming months, the team will focus on the third and fourth study that focuses on the (acceptability of) distribution of the tradable permits.



The **RUG team** (Nadja Zeiske, Ellen van der Werff and Linda Steg) continued to work on the evaluation of a three-week trial of a free public transport card for residents of Groningen, who normally commute to work by car. This trial has been running for nearly a year, and has now been extended due to the upcoming roadworks in and around Groningen. Furthermore, Nadja conducted two experimental studies in which she tested the effects of experiencing a product on product perceptions and evaluations. She presented her research at the 2018 International Congress of Applied Psychology in Montreal, Canada. In the coming months, the RUG team will work together with the other U-SMILE project partners on the possibilities of testing the tradeable peak permit scheme in Groningen.

The **HVA team** (Jan Dam, Robert van den Hoed, Milan Tamis, Ruben Stam and Marco van Hees) developed a tool for the **City of Amsterdam** (Bertold Plugboer) to monitor the effect of allowing only clean taxis at the taxi stands at Amsterdam Central Station and at Leidseplein in terms of descriptive statistics. In 2018 the number of clean taxis turns out to grow very rapidly. Similarly a tool is in development which gives insight in the various financial parameters with which taxi drivers have to deal in practice. The tool was presented in a workshop for managers of taxi organizations and their feedback will be used for an update of the tool. As a result it turns out that uncertainty in the resale value of electric cars is currently a very important factor for a taxi driver who is considering to switch to electric. Together with **Arena** (Maurits van Hövell), HVA will look into the possibilities for influencing traffic streams at peak events in the Arena area.



Testing all kinds of transport options for one month and leave your own car. At **Amsterdam Zuidas** (Robert Valentine), the second Zuidas Mobility Experience was carried out. 75 Zuidassers participated in the experiment and were more than satisfied. Some reactions: 'It was great fun to try out

something new every time', said Ika van de Kerchove of Arcadis. In particular the Car2Go, the electric car, was excellent. If there was a prize for the most enthusiastic participant in the Mobility Experience, it would go to Rogier Graafstal from EY. 'The many possibilities offered, the guidance, everything was well organized.' Participants indicated also that they would like it to be more simple, having everything in one app: 'Just type in where you need to go, after which the app shows what all the options are.' This is the ultimate goal. Focusing on the wishes of the user is one of the most important success factors for experiments to work. Only in this way it is possible to achieve that people will travel differently, and that Zuidas will also remain accessible during the large-scale work.

**Groningen Bereikbaar** (Debra van Kleinwee) was established in order to ensure the city's and region's accessibility. Currently, Groningen is investing in a major upgrade of roads, bridges, trains stations, railways and bicycle paths in and around the city in order to remain an attractive destination for both commuters and visitors. In the years to come, the southern ring road, Central Station and railway system will be completely redeveloped. During these major projects, it will temporarily be harder to get in and out of the city. Groningen Bereikbaar has contracted Innovactory to implement the GaFileVrij-project, aimed at peak hour avoidance. Within this project, people who usually travel through Groningen by car during peak hours receive a reward for using alternative modes of transport, for travelling outside peak hours or for working at home. Groningen Bereikbaar, Innovactory and U-SMILE work closely together to explore the possibilities to implement an experiment with tradeable permits within this project.

**Verkeersonderneming Rotterdam** (Steven Butter and Ewout Spit) is actively looking for more partners to carry out experiments investigating tradeable permits. Negotiations with an IT firm in Rotterdam are progressing well. In addition, intensive maintenance work will be carried out on the Rotterdam region road network in the years to come, offering new possibilities for experiments. Verkeersonderneming is preparing a package of measures to reduce traffic, among which tradeable permits. Currently, together with the road authorities, Verkeersonderneming is discussing on exactly how to implement tradeable permits.

## Upcoming events

[4<sup>th</sup> Verdus Congress](#) on Thursday 29 November, 2018, held in Amersfoort

## Outreach

- Verhoef, E.T. (2018). *Trading Trips*. Presentation given at the ITEA (International Transportation Economics Association) Annual Conference on Transportation Economics, held in Hong Kong, 25-29 June.
- Verhoef, E.T. (2018). [Verhandelbare spitsrechten als oplossing voor de files](#). Blog on [Spatialeconomics.nl](#).
- Verhoef, E.T. (2018). *Verhandelbare spitsrechten*. Presentation held at the Vervoerregio Amsterdam Regiodag 2018, Amsterdam, 15 May

- Verhoef, E.T., D. Brands, J. Knockaert and P. Koster (2018). [Verhandelbare mobiliteitsrechten: kansrijke piekmaatregel?](#) *NM Magazine* 13(1): 17-19
- Zwaal, B.A., V.L. Knoop and H. van Lint (in press). The Effect of Traffic Signals on the Macroscopic Fundamental Diagram. *Proceedings of Traffic and Granular Flow 2017*. Berlin: Springer
- Bao, Y., Koster, P. and Verhoef, E.T. (work in progress). *Regulation of dynamic congestion with tradable peak permits*.
- Brands, D. (2017). *The lasting impact of incentives: evidence from a peak-avoidance experiment*, paper presented at the ITEA Annual Conference on Transportation, Barcelona, 22 June
- Verhoef, E.T. (2017). [Managing congestion with tradable permits: The best of both worlds?](#), blog on [www.spatialeconomics.nl](#)
- Zeiske, N. (2017). *The motivational impact of smart incentives to promote sustainable behaviour*. Presentation held at the International Conference of Environmental Psychology in A Coruna, Spain, 29 August-1 September
- Verhoef, E.T. (2016). [Stelling over de actualiteit: Eénmaal andermaal... geparkeerd!](#) *Verkeer in beeld*, online publication, 16 March

Do you want to know more about U-SMILE? Visit our [website!](#)

[U-SMILE \(Urban Smart Measures and Incentives for quality of Life Enhancement\)](#) is a [SURF \(Smart Urban Regions of the Future\)](#) project, which is part of [VerDuS \(Verbinden van Duurzame Steden - Connecting Sustainable Cities\)](#). Within this knowledge initiative, scientific researchers work together with professionals to develop knowledge that helps address issues relating, for example, to urbanisation, the environment, mobility and transport. VerDuS is an initiative of NWO (the Netherlands Organisation for Scientific Research), Platform 31 and various Dutch ministries. The U-SMILE consortium consists of academic partners from Vrije Universiteit Amsterdam, Rijksuniversiteit Groningen, Delft University of Technology and University of Applied Sciences, Amsterdam, and non-academic partners from the municipalities of Amsterdam and Groningen, Verkeersonderneming Rotterdam, Amsterdam-Arena and Amsterdam Zuidas.



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