

SMARTA Rethink Rural Mobilty

texelhopper

January 30 & 31 2019

Florien Molendijk en Maarten de Keijzer

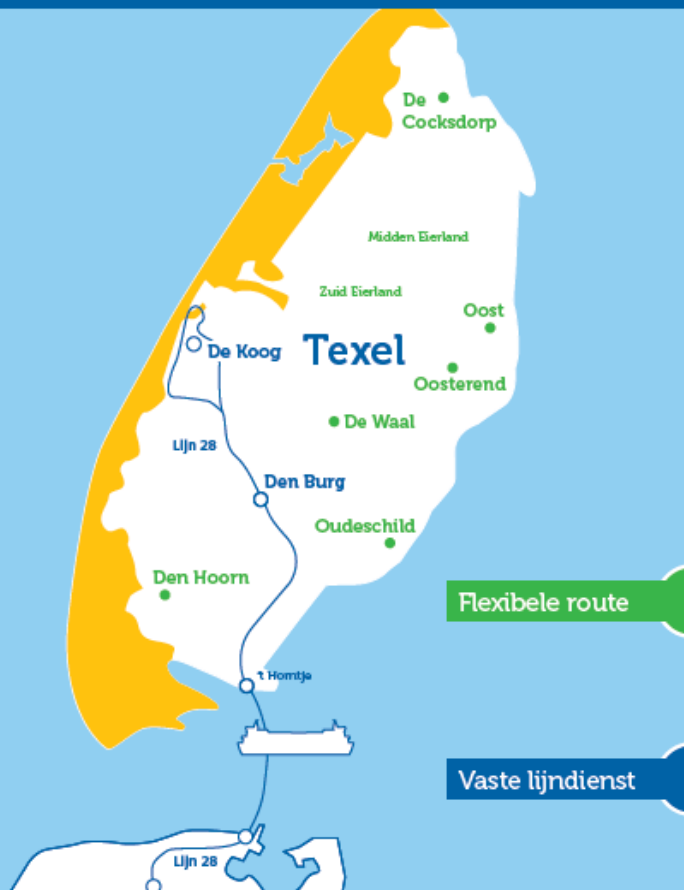




Big car??????



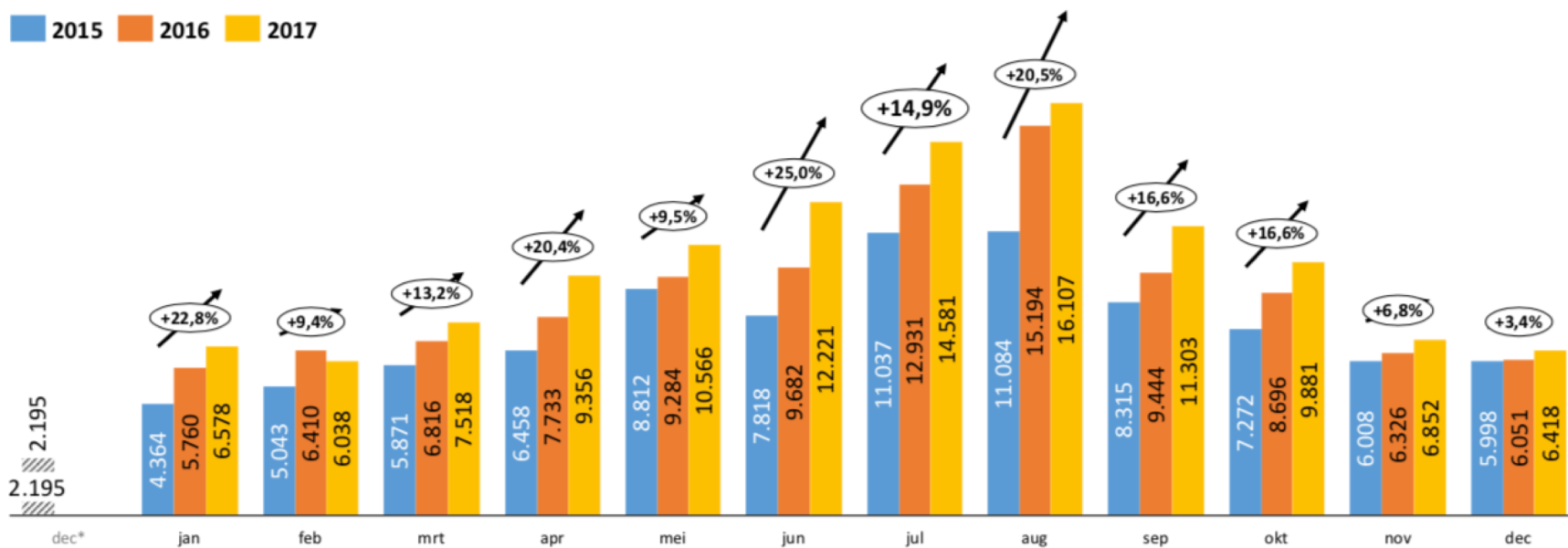
Vervoer via vaste en flexibele routes



Reizigers per maand

Aantal reizigers per maand kleine Texelhopper busjes en gemiddelde maandelijkse groei per jaar

2015 2016 2017



* Start pilot 14 december 2014 (cijfers hebben betrekking op een halve maand)



Winning tip The Guardian 18 may 2017

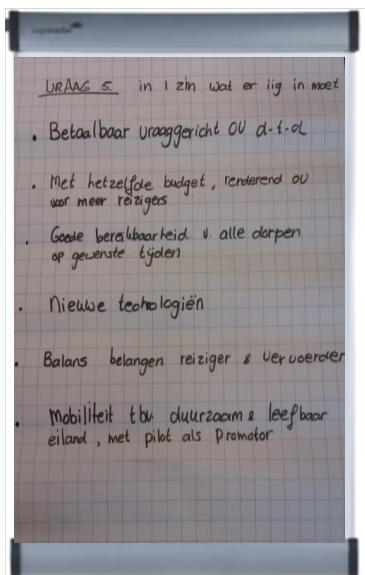
“...Behind the beaches there’s also a protected nature reserve, marshes and rockpools, a historic lighthouse with fabulous views, well-formed little towns and extensive cycle paths/hiking routes alongside
very usable public transport”



Experiences from the implementation

Working with stakeholders:

- Local involvement and participation
- Political perseverance against public resistance
- 80% rule GREED



Experiences from the implementation



- Demand influenced instead of demand responsive
- Flexibility in balance with efficiency
- Stimulate efficiency by maximalizing the budget
- Let the business run the business
- ICT systeem serves efficiency and quality
- Beware: overhead expenses kills the benefit/cost ratio



Could Texelhopper be a solution for rural mobility?



Discussion: is rural mobility the solution for rural problems?

- Let growth be starting point (not extinction)
- Do not build a system based on exceptions
- Texelhopper needs Tourists

