

TRAINING MONA

Vision on Sustainable recreational mobility for the Utrechtse Heuvelrug

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AEBEL



Content

1. The challenges the national park faces today: insights from the baseline study
2. How we shaped the vision, our journey so far
3. The seven mobility principles
4. Critical success factors (lessons learned)



Legenda


Gebied met officiële status
Nationaal Park Utrechtse Heuvelrug
(sinds 2003)


Bos/natuurlijk werkgebied
Nationaal Park Utrechtse Heuvelrug

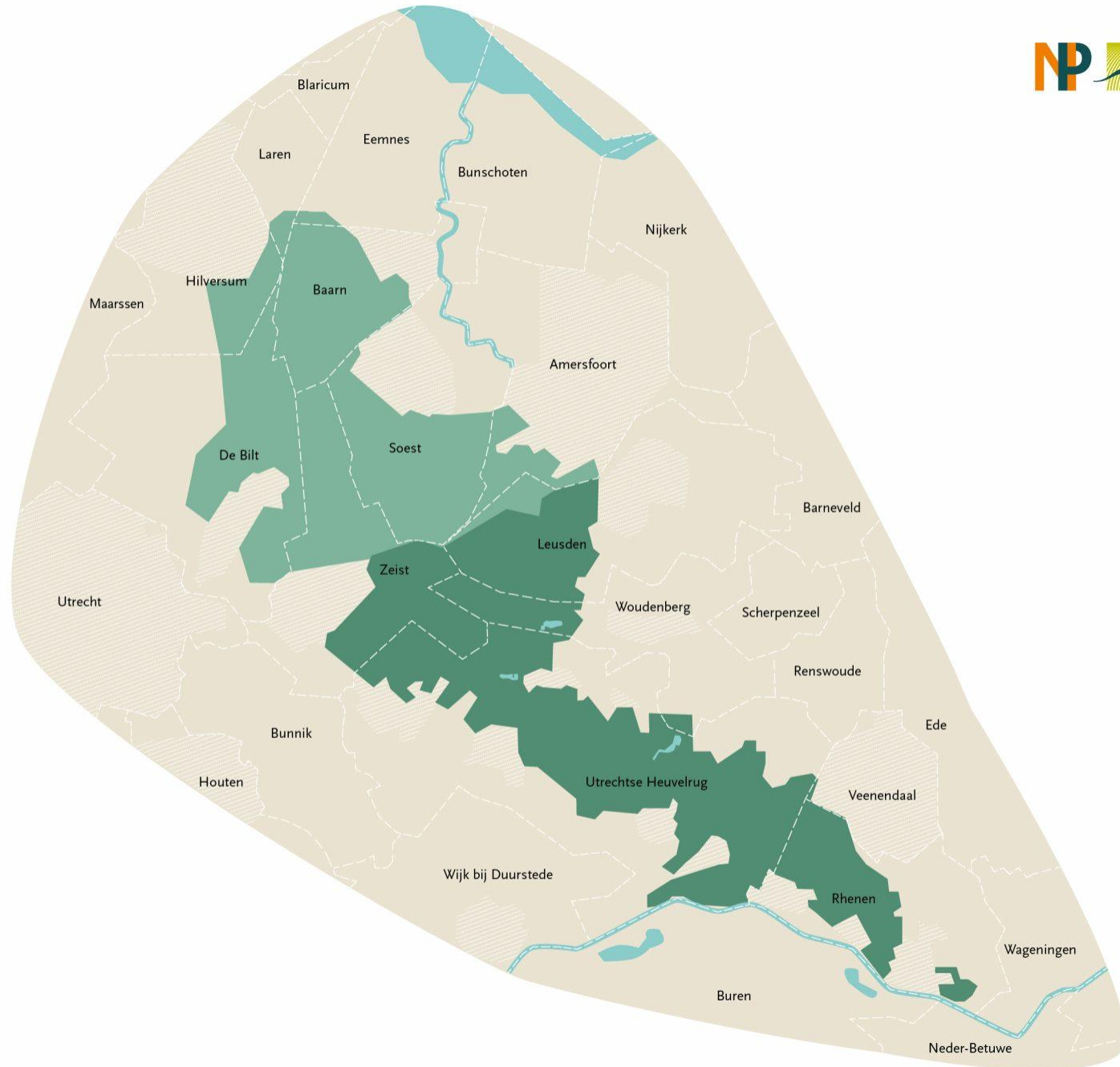

Totale werkgebied van
Nationaal Park Utrechtse Heuvelrug


Water


Stedelijk gebied


Extra toevoegingen

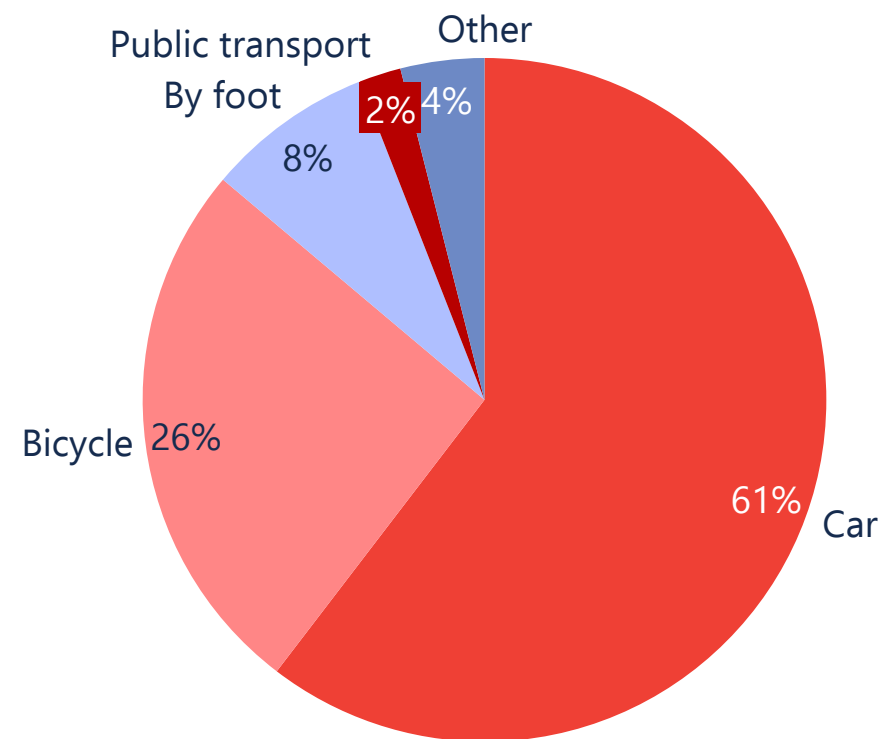

Grenzen gemeente



Baseline study as the starting point for the vision process

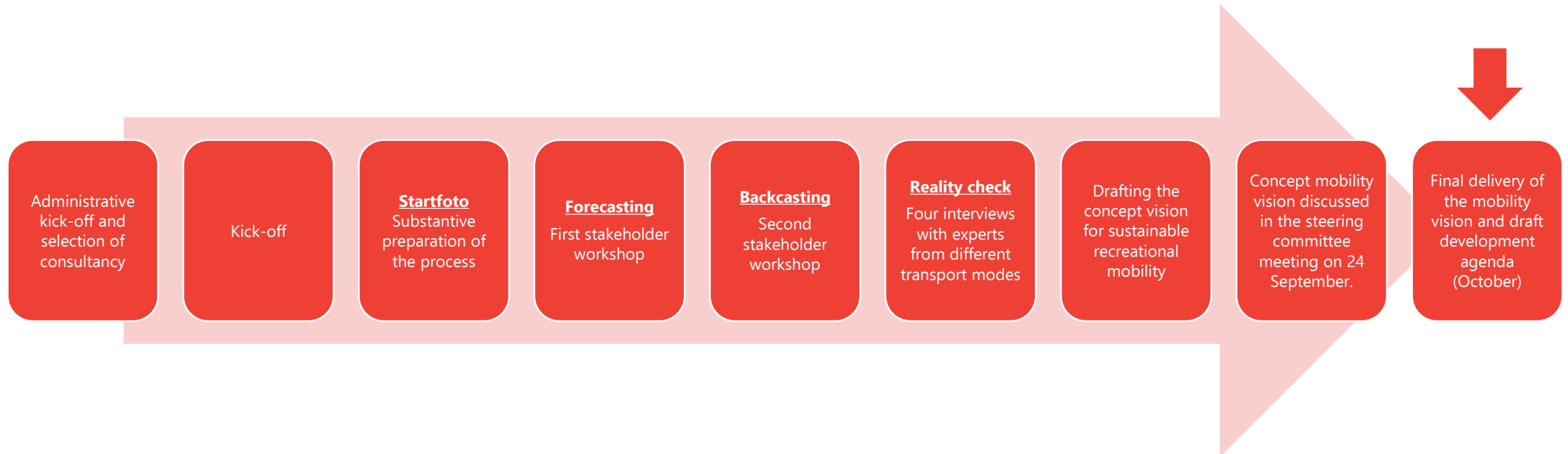
- ➔ Visitor numbers keep rising, increasing the pressure on mobility and nature
- ➔ The balance between recreation and nature is under strain
- ➔ Many visitors travel by car, driven by habit and a lack of attractive alternatives.
- ➔ Without targeted policies, car use will continue to grow. Also, because new housing will be added.
- ➔ Sustainable mobility solutions are essential to keep the park future-proof
- ➔ Several municipalities already have initiatives for sustainable mobility, but there is little coordination across municipal boundaries

Modal split NPUH*



*Results are based on a survey conducted by Kantar

What's the journey so far, and where are we today?



Outline of the first workshop

1. Different groups explored what a visit to the Heuvelrug might look like in 2050 through fictional personas.
2. They drew dream maps to imagine the ideal mobility system of the future.
3. The session ended with an open discussion on ideas and insights.

Personas of future NPUH visitors

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Willemijn de Eeuweling



"Ik wil blijven genieten van de natuur, maar heb routes en voorzieningen nodig die passen bij mijn mobiliteitsbehoefte en beperkte zichtvermogen."

Leeftijd: 102 (geboren in 1948)

- **Beroep:** Gepensioneerd docent, voormalig vrijwilliger bij natuurbeheer
- **Leefstijl:** Wil zo lang mogelijk actief blijven en zelfstandig naar buiten kunnen
- **Bezoekfrequentie:** Wekelijks, afhankelijk van gezondheid en weersomstandigheden
- **Voorkeur voor vervoer:** Zelfrijdend deelvervoer, elektrische rolstoel of scootmobiel, afhankelijk van toegankelijkheid van routes en faciliteiten
- **Activiteiten in het park:** Rustige wandelingen, vogels spotten, lezen in de natuur, natuur-educatie voor jongere generaties
- **Bewegingspatroon:** Bezoekt graag de rustigere paden met voldoende rustplekken, maakt gebruik van goed onderhouden, brede en vlakke routes die geschikt zijn voor hulpmiddelen
- **Obstakels:**
 - Beperkte toegankelijkheid van natuurpaden voor mensen met verminderde mobiliteit en zicht
 - Gebrek aan voldoende rustpunten met beschutting, zitgelegenheid en sanitaire voorzieningen
 - Beperkte beschikbaarheid van passend deelvervoer of OV-opties naar natuurgebieden

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Yves de Inzichtzoeker

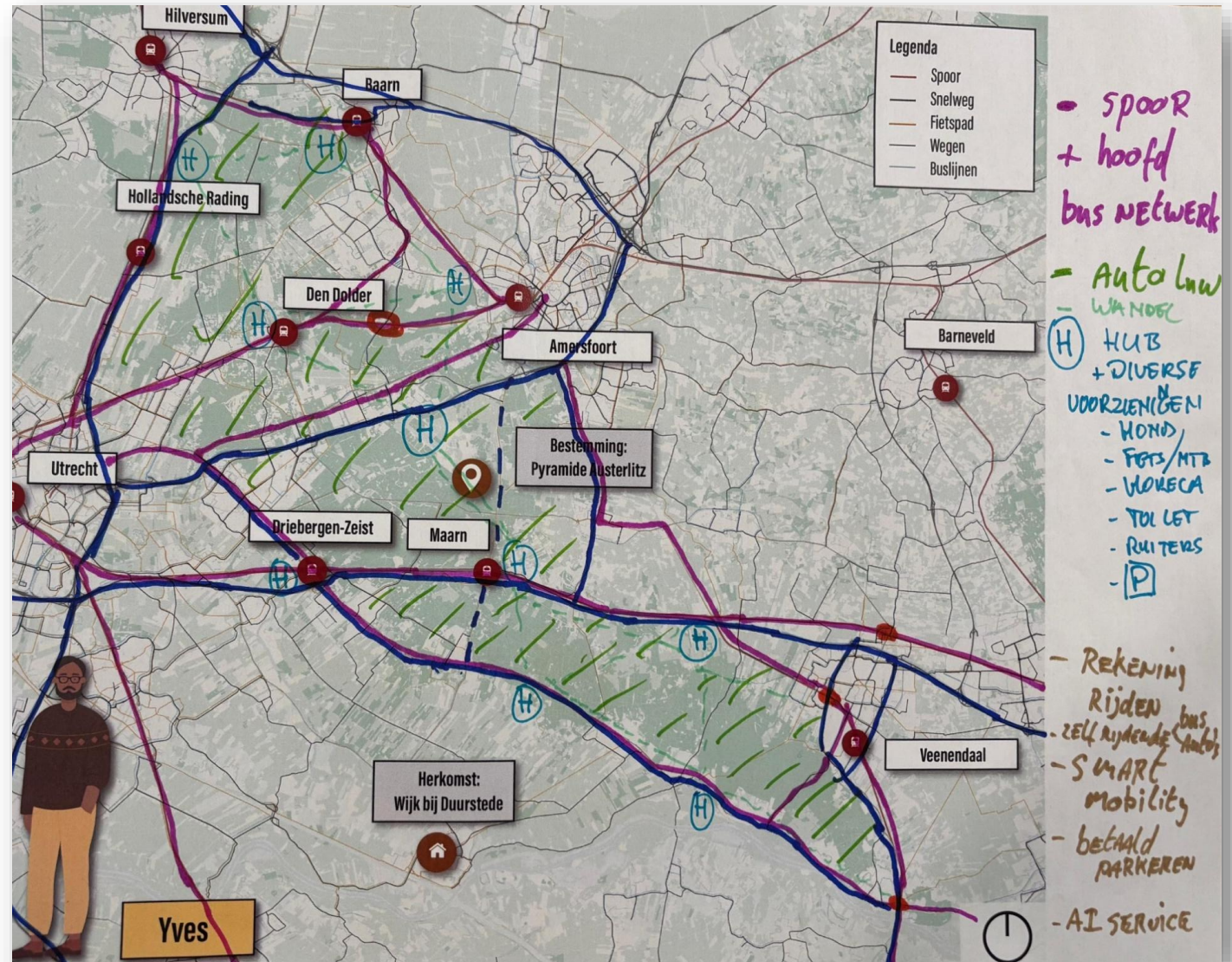


"Ik kom naar de Heuvelrug voor cultureel erfgoed en leerzame ervaringen."

- **Leeftijd:** 50 (geboren 2000)
- **Beroep:** Historicus, docent
- **Leefstijl:** Cultureel en educatief geïnteresseerd, zoekt verdieping in zijn uitstapjes
- **Bezoekfrequentie:** Onregelmatig, afhankelijk van tentoonstellingen en evenementen
- **Voorkeur voor vervoer:** Heeft geen autorijbewijs, reist met de trein + OV-fiets of deelmobiliteit
- **Activiteiten in het park:** Bezoek aan kastelen, landgoederen, musea en natuurcentra, historische wandelingen
- **Bewegingspatroon:** Gebruikt vooral paden die cultureel erfgoed verbinden, bezoekt informatiepunten en lezingen
- **Obstakels:**
 - Onvoldoende OV-opties (met name in de avonduren)
 - Beperkte (fiets)routes die cultureel erfgoed met natuur verbinden

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'Dream map' of the NPUH mobility system in 2050



Result of the first workshop: a shared vision for the future

Visitors: diverse, engaged, and on the move

- By 2050, society and demographics have changed
- More older visitors, mobility scooters, and e-bikes
- Public transport and shared mobility are well developed
- The area is accessible and inclusive for people with physical limitations or lower incomes
- Families easily find places where children can play safely and happily
- Alternatives to the car are affordable and attractive

Zoning that serves both nature and visitors

- Vulnerable areas are protected
- Recreation is concentrated in places where nature and facilities can support it
- The protection of key species (flora and fauna) shapes the way the area is designed
- Entrepreneurs are actively involved in planning hubs, routes, and facilities
- The balance between nature and the local economy is a strength and they reinforce each other

Seven mobility principles

- Nature and recreational mobility in harmony
- Active travel as the natural choice for locals
- Public transport as the first choice for longer trips
- Hubs as smart gateways to the Heuvelrug
- Everyone stays included
- Innovation and data guide travel and visitor flow
- The journey is part of the experience

In a second workshop, we refined the mobility principles

- For each principle, people shared ideas about opportunities and risks.
- Together, we mapped out what needs to happen by 2026 and 2035 to bring each principle to life.
- Step by step, this gave us a clear picture of how to make the 2050 vision a reality.



STOMP as the guiding principle for the vision



S
Stappen



M
MaaS



T
Trappen



P
Privéauto



O
OV

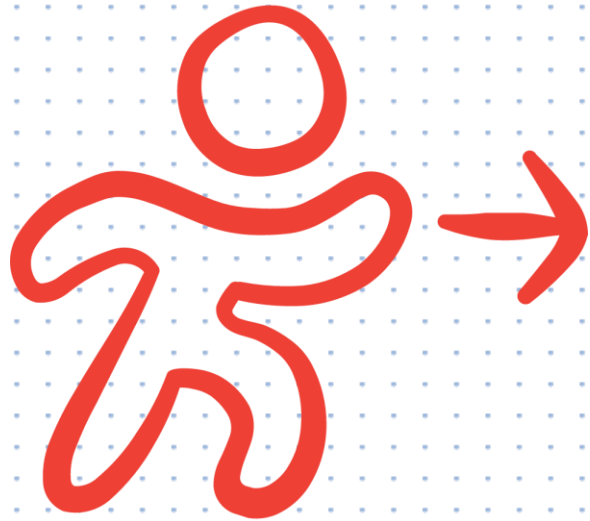


Nature and recreational mobility in harmony



Recreation and related travel are guided toward areas where nature is less vulnerable. This keeps peace and quiet for flora and fauna in sensitive zones and creates a lasting balance between enjoyment and protection. At the edges of the area – close to towns and villages – recreational facilities are improved so residents and visitors can enjoy nature closer to home and help protect the most fragile parts of the landscape.

Active travel as the natural choice for locals



Walking and cycling are not only the most eco-friendly ways to travel, but they also deepen the experience of nature. **By 2050, the region has a well-connected network of walking and cycling routes linking surrounding areas to the Heuvelrug.** These routes let visitors fully enjoy the landscape while keeping disturbance to a minimum. Clear signage, safe crossings, rest areas, and good facilities make active travel easy and appealing for everyone.

Public transport as the first choice for longer trips



Public transport is the first choice for people travelling from farther away or for those who find walking or cycling less easy to do. Stations and bus stops serve as full-fledged gateways to the area, with smooth connections to routes, recreational facilities, and hubs.

From these stations and transit points, visitors can start their outing right away on walking and cycling routes.

New public transport services, such as autonomous shuttles and shared mobility, also make the last mile sustainable and comfortable.

Hubs as smart gateways to the Heuvelrug



The hubs at the edge of the area serve as gateways to nature. They capture incoming car traffic, keeping the most sensitive areas free from congestion and disturbance.

But hubs are much more than parking lots, they make it easy to switch to shared transport and offer facilities for different kinds of visitors.

By bringing together the right services at each hub (like bike wash stations near mountain bike trails) the hubs also help spread visitors more evenly across the region.

Everyone stays included



Everyone, regardless of age, physical ability, or income, can move independently, safely, and comfortably to, from, and through the area.

Travel information is clear and easy to access, and barrier-free routes make the landscape welcoming to all.

Not every visitor can simply switch to alternative forms of transport, though. For families, older people, or visitors carrying a lot of gear, the car often remains the most practical option.

That's why it's important to make sustainable alternatives appealing and accessible for these groups too.

Innovation and data guide travel and visitor flow

Technology helps visitors plan their trip and make sustainable choices.

Think of real-time information on crowd levels, routes, transport, and facilities, all combined in one easy-to-use app.

AI-travel tips, crowd monitoring, and geofencing support smart visitor flow and help protect sensitive natural areas



The journey is part of the experience



The previous principles come together here. **Sustainable mobility becomes appealing because walking and cycling routes, public transport, and hubs are designed to make the journey itself a meaningful experience.**

Routes are logical and inviting, transport is quiet and clean, and up-to-date information helps visitors avoid busy spots.

The *Buitenpoorten* (green gateways) play a big role too, they let the experience of nature begin right at the station.

Critical success factors (lessons learned)

Collaboration and direction

Coordinated decisions are needed

Funding and capacity for action

Enough funding and capacity to get things done

- Public–private–community programme table

Data & insights

More insight needed into data (crowding, visitor behaviour)

- Start measuring and invest in a data strategy for recreation and mobility

Attractive alternatives come before car restrictions

- Focus investments and action on sustainable travel options

Keep everyday traffic in mind

The mobility system should serve both recreational and daily travel

- Map how recreational and everyday movements interact, and analyse their impact on infrastructure, visitor spread, and facilities

Thanks!

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