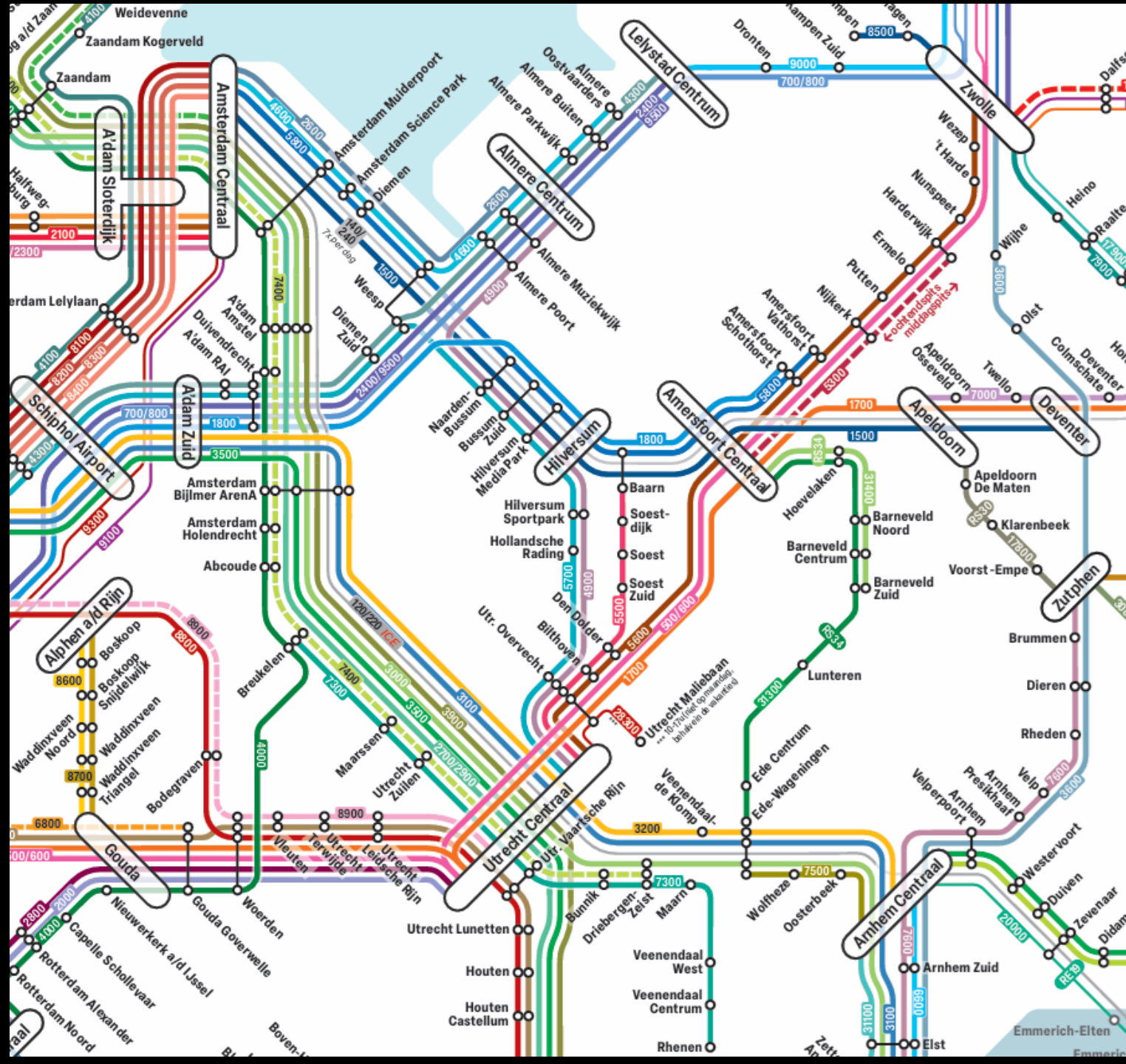


Off the platform, onto the paths!



STAP IN HET BUITENLEVEN
VOLG HET SPOOR VAN STAD NAAR LANDSCHAP



Concept Buitenpoorten

- Behaviour change strategy
- Public transport hubs as gateway to nature
- Spreading visitors in vulnerable natural areas
- Spreading public transport passengers
- Selecting stations within walking distance
- Introducing feel of nature at the station
- Marketing campaign:
 - Every Buitenpoort its own brand – by highlighting a specific feature of the local nature
 - In the cities emphasizing how close to nature you are with public transport



**Stap in
het buitenleven**

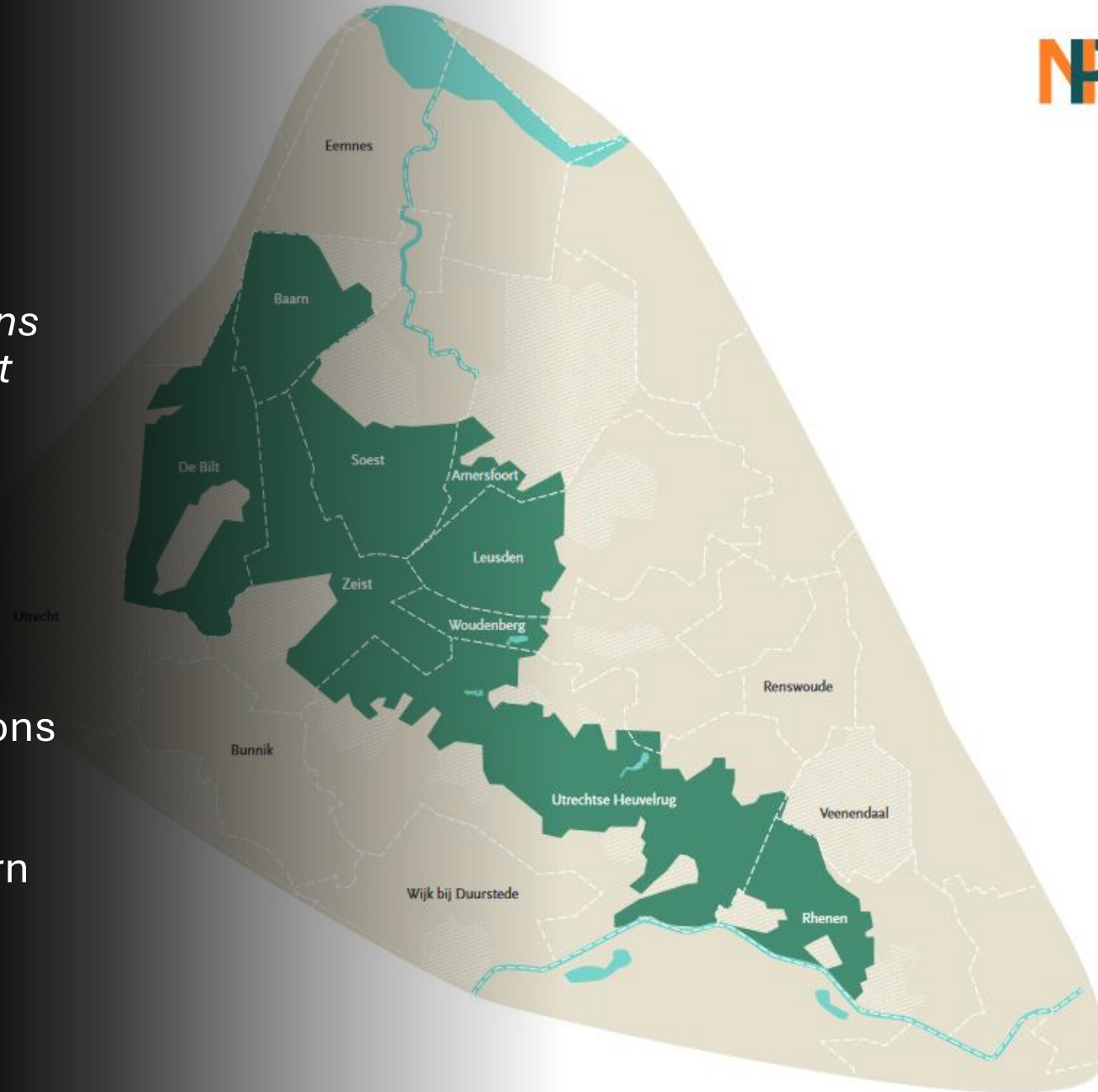
**Stap uit
op station
Bussum Zuid**

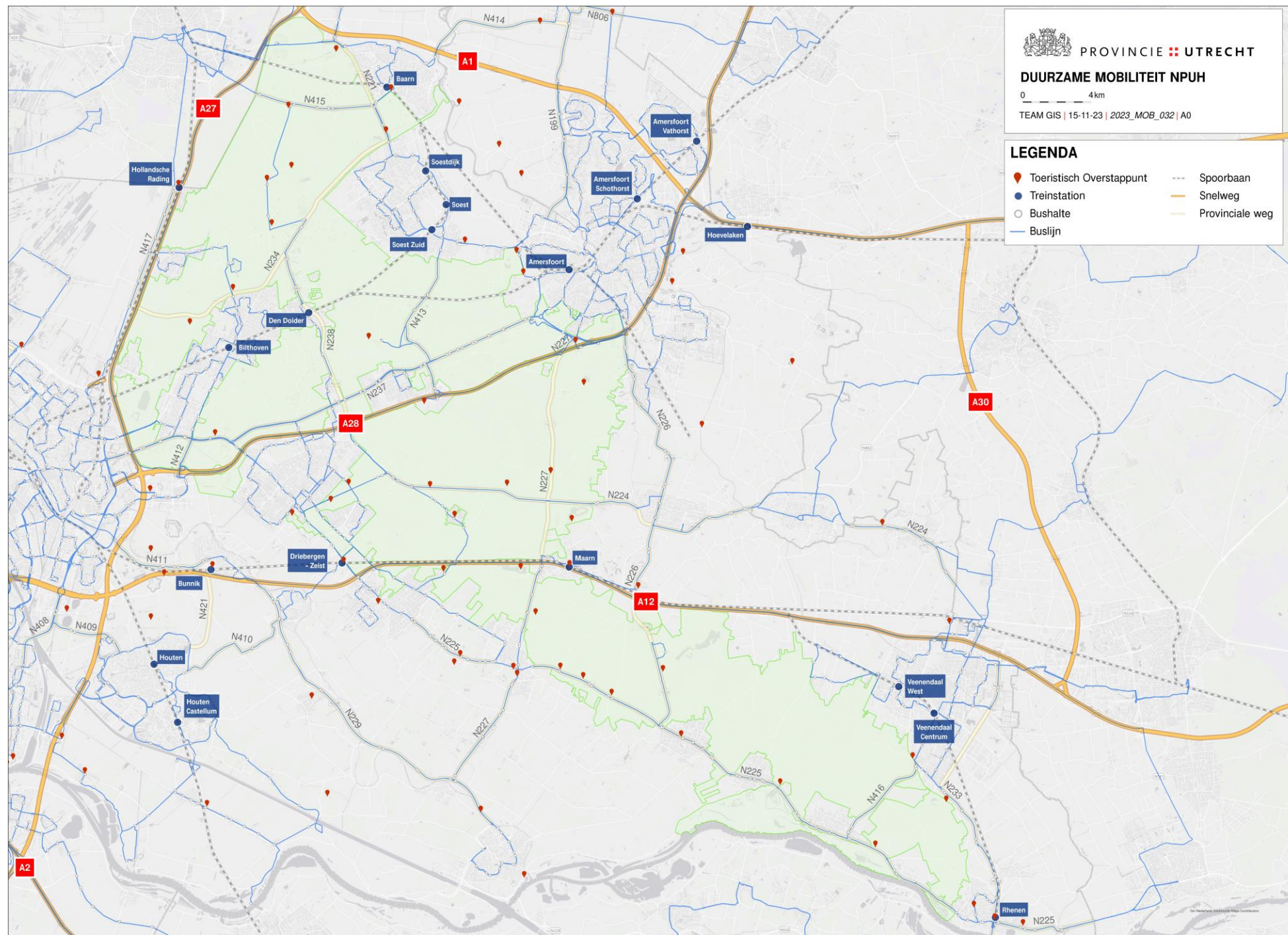




Alliance with NPUH

- Subproject of MONA: *stations as sustainable starting point for recreation*
- Stimulate use of public transport
- Connection with shared mobility
- NPUH recognizable at stations
- Start of working group
- Alderman municipality Baarn as front runner





Strategy start Buitenpoorten NPUH

Phase 1 – suitable stations

- Station Baarn
- Station Driebergen-Zeist
- Station Rhenen
- Station Soest-Zuid
- Station Den Dolder
- Station Hollandsche Rading

Phase 2 – potential stations

- Station Maarn
- Station Soest
- Station Soestdijk
- Station Bilthoven
- Station Veenendaal Centrum
- Station Veenendaal West
- Station Amersfoort Centraal

Thank you!

