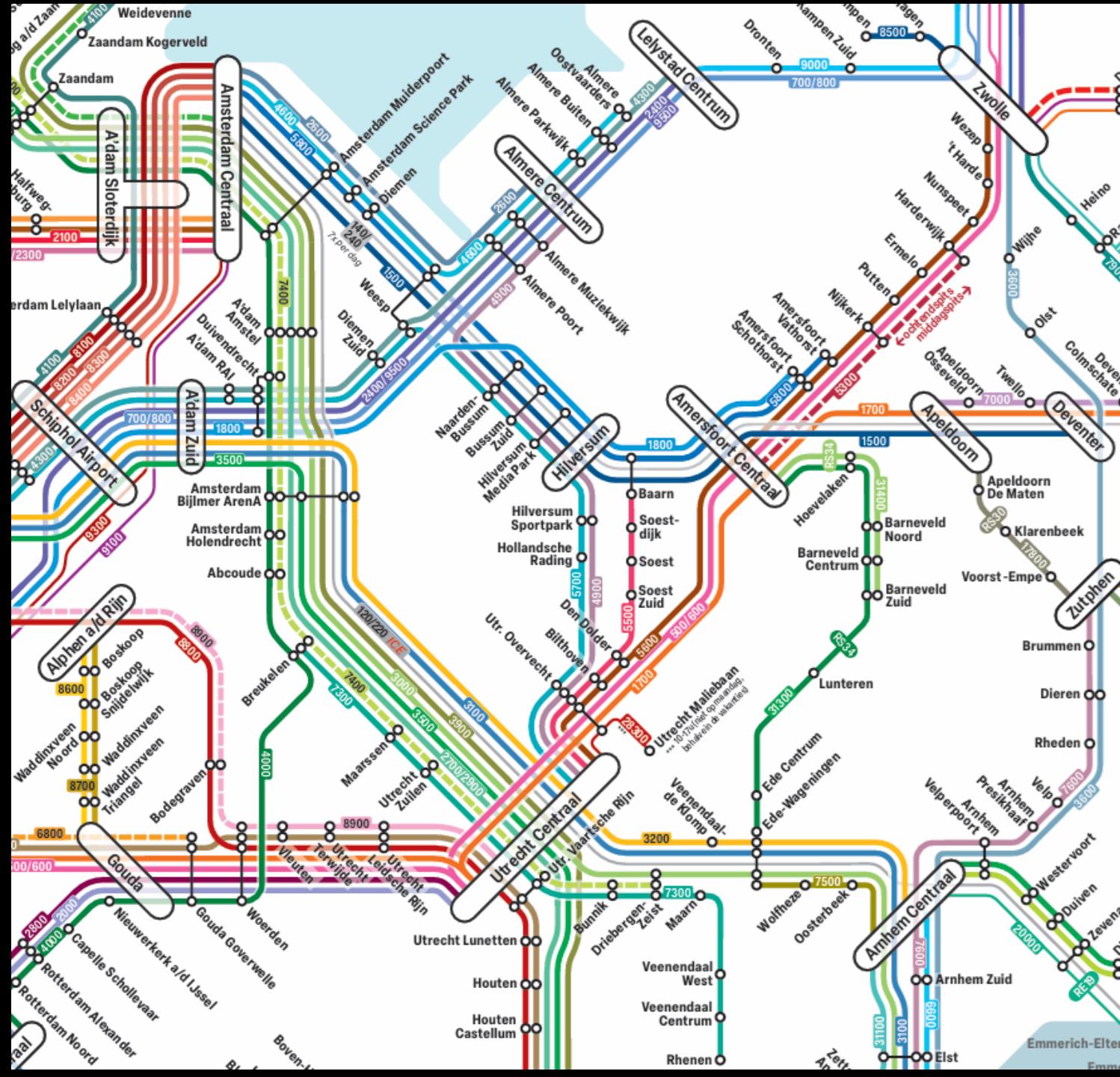


Off the platform, onto the paths!



**STAP IN HET BUITENLEVEN  
VOLG HET SPOOR VAN STAD NAAR LANDSCHAP**



# Concept Buitenkoorten

- 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 Buitenkoort 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

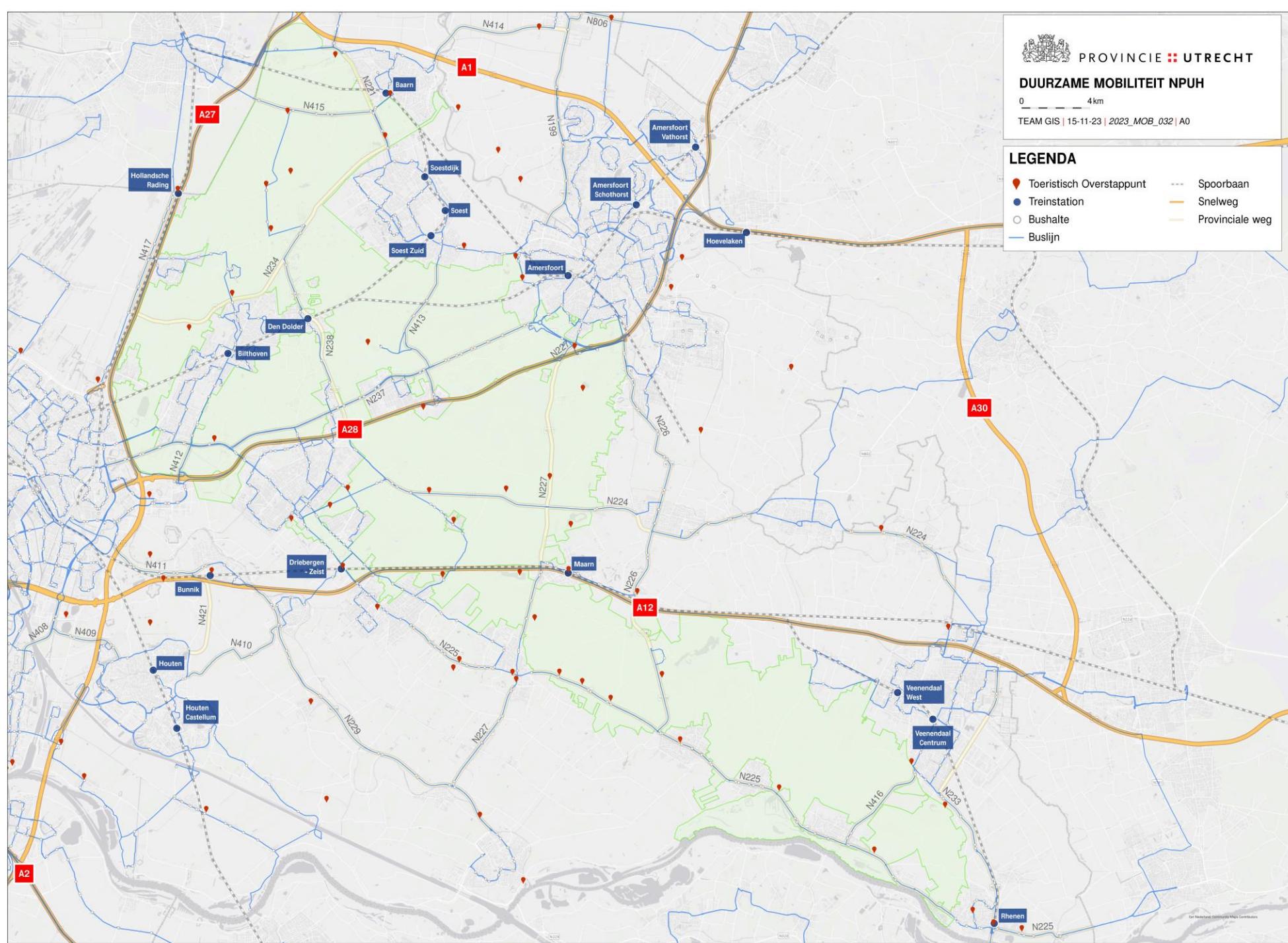




# Alliance with NPUH

- 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 Buitenkoorten 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!

