



Major infrastructure intervention, logistics problem or opportunity – Preparing for change in Maastricht, The Netherlands.

www.urbact.eu/freight-tails

@freight_tails

April 2018

Partners and stakeholders working together to keep Maastricht and surrounding area accessible during the Noorderbrug bridge closure.

Maastricht faced the challenge of preventing gridlock in the city whilst closing an important access route, in the August 2017, when the Noorderbrug bridge closed entirely for two weeks. Thanks to exceptional cooperation between several parties, a wide range of measures, and many smart travellers, it was possible to keep Maastricht and its surroundings accessible during the closure.

How can you avoid the disruption?

samen houden we  maastricht bereikbaar.nl

    

**7 to 21 August:
Noorderbrug bridge closed**

Noorderbrug

www.maastrichtbereikbaar.nl/bridge

45k

Noorderbrug crossing used daily by 45,000 vehicles

2,000 fewer trips daily during rush hour needed during bridge closure

Nearly 1000 commuters actively encouraged to try a range of different products and actions



Maastricht Bereikbaar worked with several business associations to develop smart freight solutions during the bridge closure

Scope of works

The planned Noorderbrug closure increased traffic disruption in and around the city. Prior to and during the closure, Maastricht Bereikbaar (Maastricht Accessible) together with the Bridge project organisers made a concerted effort to design and offer a comprehensive toolbox of measures to keep the city and the region accessible.

A communication, information and promotional campaign called on everyone to travel smart; and offered advice and alternatives for the so essential distribution of goods and services. These smart logistics solutions and incentives included:

- 'Tips and tricks' to achieve less logistics journeys
- e-cargo bike offer
- 202 temporary permits granted to use the Wilhelmina bridge (normally reserved for bicycles and pedestrians, with vehicular traffic only allowed in the evening exiting the city) for city distribution,
- special support for delivery operators and businesses.

Outcomes

The closure of the Noorderbrug has:

- informed and engaged stakeholders and provided a large set of data on behavioural aspects of different target groups. 90% of all citizens had been reached on time, by all campaigns, and rated the information as highly valuable and adequate
- resulted in design of a very good roadmap methodology for these kind of major infrastructural works, that can be transferred and used in other regions and a Tips & Tricks leaflet for smart logistics actions
- tested and offered a broad toolkit of best practices and measures which can be taken to ensure voluntary behaviour change
- led to an uptake of 4 e-cargo bikes for logistics activities and resulted in a new offer for logistics and service deliveries
- created awareness and goodwill amongst logistics companies, retailers, hotels, restaurants and cafes to reconsider their ways of working.

Lessons learnt

Behavioural change doesn't happen overnight. Early communication, active involvement of all parties taking up their own responsibilities, and encouragement of frontrunners to stimulate early majority acceptance, has proved instrumental in supporting the preparation process for change. Whilst the two week Noorderbrug closure seems to have persuaded commuters to change their behaviours, more stimulus is required in order to achieve the long-lasting behaviour change of logistics operators.

Future of the project

Based on Maastricht experience, successful initiatives to change the way people and goods move are being implemented. Roadshows have been organised in other regions to publicise and explain the process, inspiring them to develop their own measures and campaigns.

1k

1,000 information packs were distributed by inner-city entrepreneurs to inform their customers, employees and suppliers

3,800 less daily car trips, and 13 less logistics trips daily during rush hours



202 temporary permits were submitted to a targeted group of stakeholders to allow use of the Wilhelmina bridge for city distribution

The e-cargo bike action has been followed-up by a new action to raise awareness of alternative goods delivery options within the city centre



info@maastricht-bereikbaar.nl or francoise.vandenbroek@maastricht-bereikbaar.nl



www.maastrichtbereikbaar.nl/en/homepage

https://www.maastrichtbereikbaar.nl/uploads/tekstblok/mb_praktijkvoorbeeld_noorderbrug_digitale_versie.pdf