

# Green Mobility Transition

## The Case Of Kwintelooijen

### Nationaal Park Utrechtse Heuvelrug

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**Nationaal Park**  
**Utrechtse Heuvelrug**

*gemeente* **Rhenen**

  
GEMEENTE **VEENENDAAL**

  
**WAGENINGEN**  
UNIVERSITY & RESEARCH

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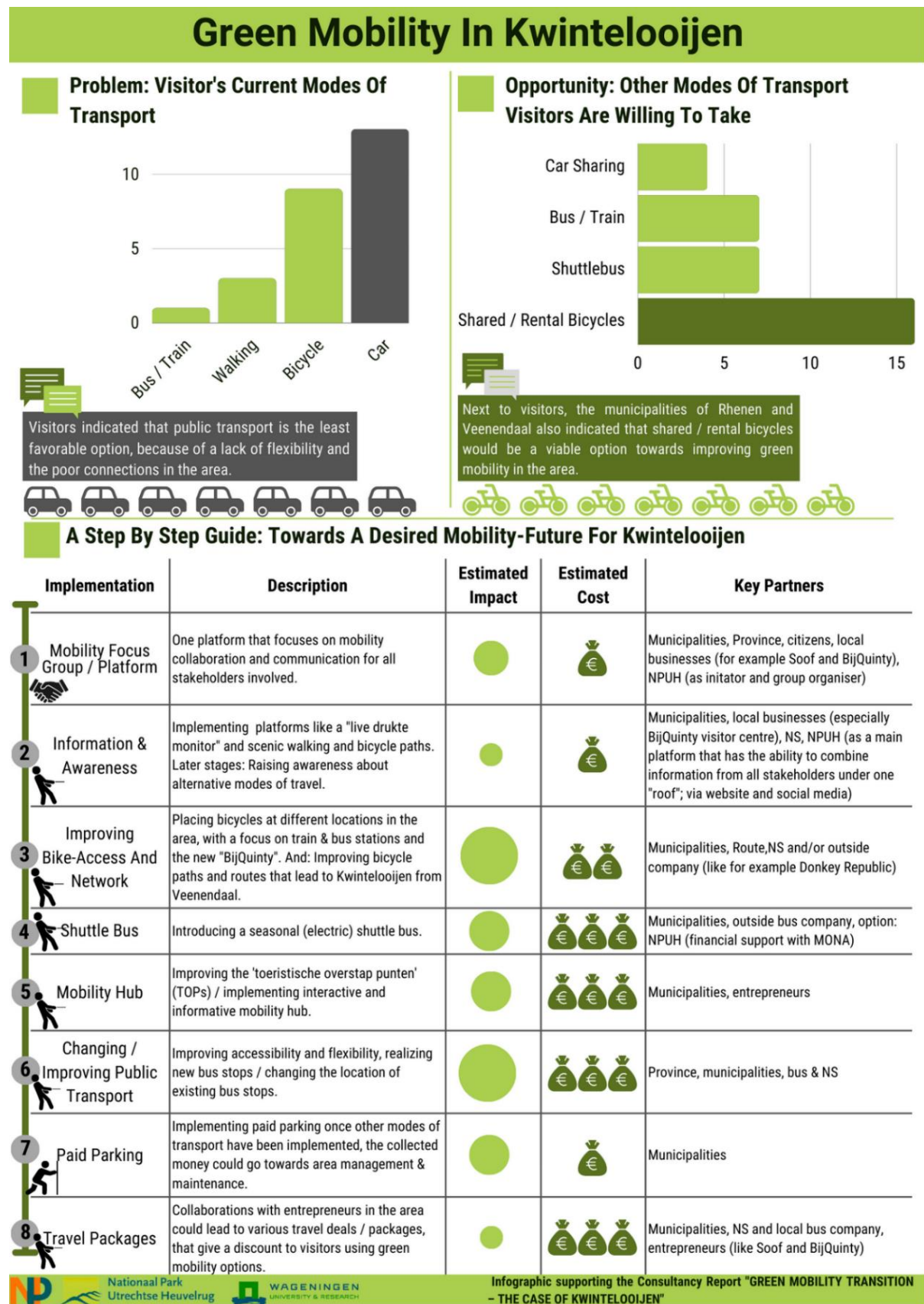
## 1. Executive Summary

As part of National Park Utrechtse Heuvelrug (NPUH), Kwinteloijen is an area of great natural significance and beauty, which attracts a substantial number of visitors on a yearly and even weekly basis. Exacerbated by the poor public transport connectivity and lack of reliable alternatives, the main way of traversing in and around the area relies on private cars, which causes congestion problems for Kwinteloijen during the busiest periods. In order to keep the area interesting for visitors as well as for preserving the valuable flora and fauna, NPUH wants to facilitate a green mobility transition in the area. This study explores the potential green mobility options that could be implemented in Kwinteloijen and the respective views of visitors and local stakeholders. Based on the visitor surveys, the main reasons why they opt for their car when visiting Kwinteloijen, despite being locals, are related to the unreliable existing public transport network and the lack of enough alternatives such as bike rentals. On the other hand, the municipalities of Rhenen and Veenendaal state that the provision of information about green mobility and collaboration between actors can be improved. Based on the barriers and opportunities analysed in this study, a particular strategy has been chosen as appropriate and potentially effective for encouraging green mobility in Kwinteloijen. This strategy consists of a step-by-step implementation of different measures that should be taken collectively.

- ❖ **Mobility Focus Group/Platform** – Creating one overarching platform where actors like municipalities, the province of Utrecht, citizens, businesses, and organizations, can get together, exchange ideas and discuss issues as a group, rather than approach each stakeholder individually.
- ❖ **Information & Awareness** – Creating awareness of platforms like the ‘Druktemonitor’, to inform visitors of the real-time busyness at the park. Additionally, raising awareness about the already existing scenic walking and cycling paths, which might be less known among visitors. In the later stages of the plan, information about the improved alternative modes of transport should be provided.
- ❖ **Improving Bike-Access & Network** – Placing shared / rental bicycles at different locations in the area, with a focus on train and bus stations and the new “BijQuinty”. And: improving bicycle paths and routes that lead to Kwinteloijen from Veenendaal and Rhenen.
- ❖ **Shuttle Bus** – Introducing an (electric) shuttle bus to account for the high volume of visitors in peak seasons, especially after the visitor centre at the entrance of Kwinteloijen is finished in the spring of 2023 could facilitate a shift towards green mobility.
- ❖ **Mobility Hub** – Establishing new locations for ‘toeristische overstap punten’ (TOPs) where people can rent, leave and/or charge their bikes or change to different modes of transport and where people can find (interactive) information about the area and alternative modes of transport could facilitate a shift towards green mobility.
- ❖ **Changing/Improving Public Transport** – Moving the current location of the main bus stop closer to the entrance of Kwinteloijen could facilitate an increase in flexibility and attractiveness of using the bus to get there.
- ❖ **Paid Parking** – Introducing paid parking once other options of transport have been implemented and explaining the reasons why it is a necessity (for example, collected revenue will be invested in managing the area and conserving nature), so that people might feel responsible as well.
- ❖ **Travel Packages** – Establishing collaborations between local business owners and transportation businesses (like local bus companies and the NS) towards the provision of discounts or travel package deals could provide an incentive for visitors to stimulate their sustainable travel choices. For example, a “free-return” train ticket or a “mobility card” for visitors staying in Kwinteloijen or around.



## 2. Infographic



### 3. Introduction, Case and Methods

National parks could be considered “one of the most important types of tourist destinations in the world” (Timothy, 2000, p. 273) and generally tend to prioritize conservation and nature protection (Fredman et al., 2012). However, the car raises major issues regarding sustainability such as pollution, demand on land use and depletion of energy resources. It also causes social problems such as congestion and loss of the area’s attractiveness (Dickinson & Lumsdon, 2011). These challenges are shared across the world and in some areas, measures are taken to mitigate these negative effects by focussing on green mobility.

National Park Utrechtse Heuvelrug (NPUH) tries to create a balance between preserving nature and allowing recreational activities. However, the increase in visitation over the years and the high reliance on private cars when travelling to natural areas exacerbates the problems. Therefore, developing strategies to deal with mobility issues and accessibility of recreational areas has gained attention.

The specific part of the national park this project focuses on is called Kwinteloijen and is located between the municipalities of Rhenen and Veenendaal and has 190.000 visitors in a year (NBTC-NIPO, 2019). It is a natural reserve with a wide variety of natural flora and fauna which used to be a sand excavation in the 1970s. Kwinteloijen is intensely used for recreation by the regional population, as 76% of the visitors come from the area around Woudenberg, Renshoude, and Veenendaal, 20% from the area of Rhenen, and 4% from the surrounding Utrecht Province (NBTC-NIPO, 2019). In addition, it holds a growing appeal to visitors from elsewhere in the Netherlands who use the area for hiking, running, cycling, family recreation, and picnicking with the main attraction being the beautiful sight of Gelderse valley (VisitRhenen, 2022).

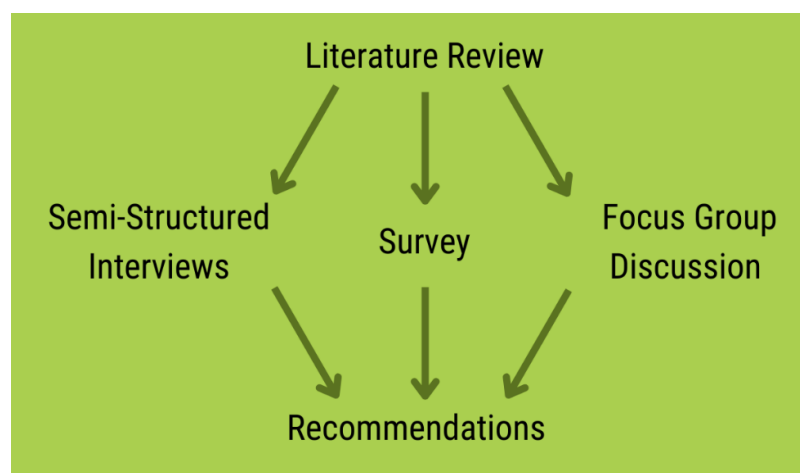
Although it is reachable by other modes of transport, it seems that the current mobility situation in Kwinteloijen is highly dependent on car travel. The data also shows that most of the visitors (59%) preferred coming by car, while 35 % came by bicycle and 6% on foot (NBTC-NIPO, 2019). It is an urgent problem as it could escalate further with an increase in visitors due to a new visitor centre being built. It also related to the general accessibility of the area, public transport connectivity/reliability, as well as visitor mobility preferences. At the same it has limited parking facilities resulting in congestion-related issues.

The aim of this paper is to gain insights into the perspectives of visitors and important stakeholders about problems, potential solutions and desired outcomes for green mobility in and around Kwinteloijen, ultimately taking the first steps toward reaching a solution. That being said, the present paper aims to answer the following main research question: *How can visitors and local stakeholders transition toward green mobility in and around Kwinteloijen?*

To form a structured narrative to guide the argumentation, secondary research questions were formulated:

- *What are key problems/barriers with respect to the green mobility transition and what solutions have been proposed in cases around Europe?*
- *What problems/barriers are at play in Kwinteloijen?*
- *What solutions are most promising for Kwinteloijen?*

The advice presented in this report is based on four types of data: literature review, semi-structured interviews, surveys and a focus group discussion. A visualization of the research process is displayed in Figure 1. First, academic articles and case studies were explored to provide international examples of governance of natural areas and visitor experiences in terms of green mobility. This step helped to outline and select the most appropriate list of options that were later presented to the stakeholders and visitors. Then, practical data was collected through visitor surveys and semi-structured interviews. The collection of relevant customer data related to visitor numbers and profiles is key in moving from cooperation to operation (Erkkonen et al., 2019). One's transportation choices include many factors influenced by the user's context, history, behaviour, interests, intentions, and so on (Andersen et al., 2018), and encouraging target group behaviour change requires knowledge about these factors. Finally, a stakeholder workshop was organised, which included a presentation of the preliminary results followed by a focus group discussion with various stakeholders. Based on this data recommendations were formulated.



**Figure 1:** Methodology visualisation.

The report is structured as follows: first international examples on the topic of green mobility transitions will be presented in order to outline the best possible options. Then, the results of the interviews, surveys and focus group discussion will serve as the basis on which the main recommendations for policy makers will be formulated for the potential future improvement of the mobility situation in Kwintelooijen.

## 4. Green Mobility

### *4.1 Green mobility in natural areas – An international perspective*

The notion of green mobility refers to types of “transport systems [which are] embedded in the environment so as to impose minimal disturbance” (Ausubel et al., 1998, p. 137). It consists of both public transit and active transport (walking and cycling), which are considered as significant contributors to emission reductions (Echeverría et al., 2022). Moreover, changing individual consumer behaviour can also play an important role in reducing the negative environmental impacts (Herberz et al., 2020). Despite the existence of numerous academic research on the topic of individual pro-environmental behaviour change, the application of this topic to a larger scale, has been less explored (Stanford & Guiver, 2016). When it comes to mobility in natural areas, the main challenges include climate and demographic changes, carrying capacity, visitor management, and accessibility (Europarc, 2015). According to the European Charter for Sustainable Tourism (Ibid.), the best way to deal with these challenges is by restriction and regulation, raising public awareness, and improving public transport. By looking at best practices, potential solutions for Kwintelooijen could be found. These were used to outline and select a list of options that were presented to visitors and stakeholders.

#### **UK: day tickets and discounts**

A potential solution is travel ticket discounts. Although public transport is rarely seen as an attractive alternative (Holding & Kreutner, 1998), railway and bus travel can be seen as the starting point for sustainable transport development. For example, a study about encouraging alternative modes of transport (as opposed to car travel) for domestic day visitors in UK rural areas (Lumsdon et al., 2006) showed the effects of travel ticket discount. This study established that a day ticket which encompass the use of different public modes of transport could have the “potential to achieve [a] considerable modal shift in the day visitation market” (p. 153).

#### **Swiss Park Network and Fahrtziel Natur Germany: reduced rate on public transport**

Collaboration between entrepreneurs to encourage green mobility could provide great opportunities. Destination Nature is an example of how package deals between hospitality companies and green mobility options could be created. They developed travel packages including attractive public transport prices. For example, the ‘destination nature package’ offers hotel guests in Graubünden parks reduced rates on public transport (Europarc, 2022).

#### **Bayerischer Wald National Park: shuttle bus service and importance of multi-actor collaboration**

Shuttle busses during peak moments are also an option to explore. According to a study by Lawson et al. (2011), switching from private vehicles to the park's shuttle service has a number of transportation-related advantages, such as lowering greenhouse gas emissions from transportation and reducing parking congestion at popular park locations. In the context of German National Parks, a paper about the Bayerischer Wald National Park Project (Eastern Bavaria) reveals that modal shifts in such areas should rely both on restrictive actions as well as promotion and/or development of alternative transport options (Holding & Kreutner, 1998).

Additionally, mobility projects in such places are to be the most effective provided that multi-actor collaboration is established, which draws attention to the positive benefits for the parties involved, rather than just focusing on the negative consequences of the said mobility issue (Ibid.). This emphasizes the need to move beyond the limited understanding of travel-induced negative impacts as only attributed to individual behaviour, and rather expand discussions on the role of policymakers and industry stakeholders (Cohen et al., 2016; Milissen & Koenen, 2016).

### **Sustainable mobility transition in Tyrol: importance of stakeholder involvement**

Stakeholder collaboration is key for transitioning to green mobility. A case study about sustainable transport policy-making towards a transition from a car-based system in green areas in Tyrol, Italy (Scuttari et al., 2016) concluded that three conditions need to be met to ensure a successful transition, namely "(1) an incremental process of awareness-rising, knowledge-creation and best practice exchange [...]; (2) emergence and acceptance of technological breakthroughs and innovation in transport provision [...] and (3) the mitigation of risk aversion through amplifying the (re)organization capacity of the [governance] system" (p. 479). Put simply, sustainable transitions are complicated missions the achievement of which depends on the interaction and partnerships between the tourism, transport, socio-ecological, and governance systems (Cohen et al., 2016). For instance, the creation of a Swiss national cycle route network in the late 1990s was particularly impactful (by exponentially increasing the total number of cyclists) due to the all-embracing manner of stakeholder involvement (Weston et al., 2012).

### **National parks in England: promoting bicycles and infrastructure improvement**

Bicycles should be available as a green mobility option and has proven to have great potential. A study about encouraging cycling in National Parks in the UK suggests that providing bike rentals is an important step towards stimulating non-cycling visitors to try to use bikes during their visits to parks (Weston et al., 2015). Shaker & Hermans (2021) in their study identify the potential measures that can promote and enhance cycling within and around National Parks in England. At several sites, the Derbyshire County council gathers data on the number of bicycles. Most sites' data revealed a consistent decline in cyclists during the previous five years, but two sites saw an increase in the number of bicycles being used. There are several key factors contributing to the fall in bike utilization ratio, including poor accessibility, dangerous conditions, a lack of cycle lane segregation, and inadequate infrastructure (idem). The most significant criterion for promoting and enhancing cycling is infrastructure improvement. Along with enhanced signposting, self-guiding nature walks, and accessibility/connectivity connections information, safe tracks and lane segregation are significant changes.

### **Bike-and-ride in the Netherlands: combining modes of transport**

As public transport is less attractive in terms of time and inconvenience, people opt for the car. Nevertheless, public transport bikes combined with train trips have had the most success in moving people away from car trips, especially less frequent ones (Martens, 2006). Rail industry has a significant potential to encourage modal shifts through community engagement, inclusive station design, the development of integrated transport hubs, and cross-modal collaboration (Rail Delivery Group, 2021). An analysis done in the Netherlands about transitioning to sustainable modes of transport showed that bike-and-ride (combining cycling with public transport) can help with access to public transport stops (Martens, 2006).

Multi-modal network (possibly a mobility hub as well) are therefore a great alternative. It is a place where visitors are able to change from train to bike which not only mitigates congestion and car traffic but increases the accessibility and attractiveness of alternative modes of transportation (Ibid.). According to Lumsdon (2006), raising interest in public transport options could be achieved by giving priority to visitors who arrive at their destination by public transport through, for instance, placing bus stops close to the destination while locating a car parking lot further away.



### **Nuoksio National Park: nudging through online information**

Nudging can also be seen as a viable strategy for encouraging a change in behaviour. It includes policymakers who act as “choice architects” in order to steer citizens toward making desirable decisions through subtle manipulation while maintaining the freedom of individual choice (Hall, 2013, p. 1098). Since people make different choices about different things every day, nudging can be applied in many different circumstances (Nijhuis, 2020). As far as mobility choices are concerned, however, nudging as an approach has rarely been used to encourage sustainable behaviour (Mont et al., 2014).

Nuoksio National Park uses nudging as a technique to encourage visitors to go by public transport rather than by car. Located 35 km away from the Finnish capital Helsinki means that a million potential visitors live an hour drive away from the park, which 84% of the visitors also do. This leads to complications, on the one hand caused by the lack of parking places and on the other by the narrowness of the roads leading to the park. This combination leads to congestion and illegal parking (Smith-Barneveld et al., 2021). To tackle this problem, the park has introduced a live stream of the parking lot to make visitors aware of the number of parking places available in the hope that it will encourage public transport on busy days. In addition, a website has been set up providing the best public transport routes to the park, so it is easier to find information on how to get to the point of departure of the walking trails. The results show that visitors use the camera to avoid crowds (Ibid.).

### **National parks in the UK: road pricing and paid parking**

Paid parking can affect the number of parked cars which could mitigate congestion and increase the appeal of sustainable transport options (Simićević et al., 2013). However, implementing parking is often met with opposition. In an analysis done of 12 different natural parks in England, has found that implementing road pricing often come with active opposition from both politicians and local communities. In addition, raising awareness that road traffic is a problem is highlighted. In addition, many national parks hold the ethos that parks should be available to all, which means pricing would inhibit some of visiting the park. Lastly, it concluded that road pricing is not a viable option if there are no public transport alternatives available (Kendal et al., 2011). Therefore, appropriate measures need to be implemented before road pricing schemes are introduced, if there even is an interest politically and locally. Though road pricing is not the same as paid parking, similar results have been found in different contexts. In an area around a shopping mall in the Netherlands, paid parking was introduced. This led to people choosing to park elsewhere to avoid paying taxes (Waerden et al., 2009). Nevertheless, as mentioned, it is effective tool to deal with congestion and increase the interest in sustainable modes of transport.

## 4.2 Overview of mobility options

Based on existing academic literature and examples of green mobility governance in natural areas around Europe, the present study outlines 4 main categories of potential interventions that could be implemented in the case of Kwintelooijen to stimulate green mobility transition. These categories are related to providing information and awareness about alternative modes of transport available, improving the existing mobility infrastructure, providing incentives to visitors, and restricting/limiting car use in the area (Table 1). The list of these ideas was presented to the municipality representatives during the interviews and their opinions on the feasibility of implementing these options were gathered.

Table 1. List of all potential options

Type of intervention	Sustainable Mobility options	References
Information & Awareness	<ul style="list-style-type: none"> <li>Improve the type of information that is available online in terms of available modes of transport – emphasize alternative ways of reaching Kwintelooijen (e.g., hiking, cycling, buses) first before mentioning the car.</li> <li>Provide additional information in the form of physical info posts/signs about mobility options (prioritizing non-car modes) at key transportation locations - train stations, bus stops, visitor centres, etc.</li> </ul>	(Scuttari et al., 2016; Smith-Barneveld et al., 2021)  (Europarc, 2015; Lumsdon, 2006)
Improvement of Alternatives/ Infrastructure	<ul style="list-style-type: none"> <li>Implement a more reliable (e-)bike/car sharing/rental system.</li> <li>Establish a new shuttle bus route that goes from the train station in Veenendaal / Rhenen directly to Kwintelooijen.</li> <li>Create a mobility hub - turn the already existing parking lot into a multi-modal system encompassing a bus stop, shared (e-)bikes, e-scooters, and other alternatives to the car.</li> <li>Improve the already existing public transport system by moving/replacing bus stops closer to the entrance of the reserve.</li> <li>Create new and attractive walking / cycling paths in order to make the process of getting to Kwintelooijen more enjoyable.</li> </ul>	(Martens, 2006; Weston et al., 2015) (Lawson et al., 2011)  (Rail Delivery Group, 2021)  (Lumsdon, 2006)  (Shaker & Hermans, 2021)
Providing Incentives	<ul style="list-style-type: none"> <li>Provide discounts on public transport tickets.</li> <li>Design package deals for people that use public transport – free return ticket, free coffee at the visitor centre if you take the bus, discounted stay at a holiday park (in collaboration with tourism entrepreneurs).</li> <li>Destination pass - free use of public transport during the time of stay.</li> </ul>	(Lumsdon et al., 2006) (Europarc, 2022)  (Europarc, 2022)
Restrictions & Limitations	<ul style="list-style-type: none"> <li>Implement automated gate restrictions on the road leading to the entrance of Kwintelooijen - access would be granted only to some people, such as locals or employees.</li> <li>Impose parking fees for people that come by car and make use of the parking lot at Kwintelooijen.</li> </ul>	(Holding & Kreutner, 1998)  (Kendal et al., 2011) (Waerden et al., 2009) (Simićević et al., 2013)

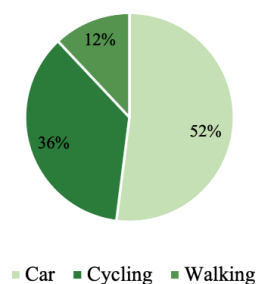
### 4.3 Data Triangulation

In this subchapter the results of the survey, interviews and focus group discussion are presented. Themes were formulated around which the results are structured: 1) the key issues for green mobility in and around Kwintelooijen; 2) the importance of information and awareness among visitors; 3) the importance of collaboration between different actors in the area; 4) improving bike-access and network & mobility hub; 5) the restriction of paid parking; 6) public transport & (electric) shuttlebus; and 7) the importance of a policy package, instead of separate policy measures.

To understand the perspective of the visitors, a survey was handed out during a weekday and a Sunday in December using a QR code (see Appendix 7.3). A total of 28 responses were received. To elaborate on their opinions, the visitors were also asked some simple questions in a brief interview (for results, see Appendix 7.4). Most of the visitors come to the park to simply enjoy nature, walk their pets (this was also observed on days visiting Kwintelooijen), or do physical activities (mostly walking or running). Furthermore, one representative from the municipality of Rhenen and one from the municipality of Veenendaal were interviewed for this study. The topics included the current mobility situation in Kwintelooijen, current problems, the ideal situation and possible solutions for green mobility. During the semi-structured interviews an interview guide was used, which can be found in Appendix 7.1. The stakeholder workshop started with a presentation of the preliminary results followed by a focus group discussion consisting of students of Wageningen University & Research (WUR), an associate professor at the Environmental Policy Group of WUR and various stakeholders; namely a policy advisor for the municipality of Rhenen, a public affairs adviser of the municipality of Veenendaal, a forester of Kwintelooijen and a program manager for NPUH. The topics included the main problem for green mobility in Kwintelooijen, shuttlebus opportunities, bike sharing / rental opportunities and the importance of information and collaboration.

#### Key issues for green mobility in and around Kwintelooijen

The representatives from both municipalities regarded the current mobility situation in Kwintelooijen as complicated. The majority of the visitors (75%) come from Veenendaal and the preferred mode of transport in the area is the car. Some of the reasons why that is the case are related to the relatively long distance (to walk) between the train stations/bus stops and the entrance of the reserve, as well as the limited availability of bike rentals in the area (for example, there are only 4 OV-bikes available in Rhenen). This is supported by the survey data, which shows that 52% of the respondents came by car, 36% came by bike, 12% walked (see Figure 2) and less than 4% of the respondents took public transport to visit the Natural Park. Visitors who chose a green mobility option did so because they live close enough to not use their car or public transport; they also enjoy walking or riding a bike. Although the road leading to the entrance of Kwintelooijen was narrowed down in recent years and turned into a so-called ‘fietsstraat’ (bike street), that road is still used by car owners to get to the park but also to avoid traffic on the main road, creating congestion as well as safety issues. One interviewee stated that the situation is much improved though, compared to before this change. Both interviewees point to the necessity to be more sustainable and less focused on car use as the ideal mobility situation at Kwintelooijen.



**Figure 2:** Survey data – modes of transport used to get to Kwintelooijen.

According to the focus group participants, lack of information and awareness among visitors, the lack of infrastructure (including walking and cycling routes, and public transport) and questions around safety for hikers and cyclists in the area are key issues for green mobility in and around Kwintelooijen. The program manager mentioned that there is a lack of awareness among visitors in two ways: 1) knowledge and awareness about how nature in the area is maintained and preserved; and 2) the impact of car traffic on nature. Visitors expect nature to be there for free, a place for recreational activities, even though a lot of upkeep is needed. They emphasise the importance of explaining the ‘why’ to be able to influence visitors’ behaviour. This will increase the willingness to change. For example, explaining why paid parking is needed and what the money will be used for, increased the willingness among visitors to pay for parking (Van Houwe et al., 2022). This differs from the results of the Kwintelooijen survey. However, these questions were formulated broader than the specific questions in the previous survey.

### **Information & Awareness**

The representatives of both municipalities emphasized that the provision of (interactive) information is a fundamental element in order to potentially stimulate visitors to choose modes of transport other than the car. Currently, however, the information provided for Kwintelooijen is not sufficient. More specifically, different websites about Kwintelooijen consist of different information about the region, and most of them do not present relevant advice on mobility that does not include the car. If such media would present information about where you can take/park/charge your bike when travelling to Kwintelooijen, or which public transport route to take, visitors would be reminded that there are other, more sustainable options. Although there already is an information board at Rhenen train station about walking paths around the region, it does not have a focus on Kwintelooijen. Therefore, a combination of creating new green walking/hiking paths between Rhenen, Veenendaal, and Kwintelooijen and providing visible and accessible information about those paths could stimulate locals to take a walk to the park. Also, a platform like the Druktemonitor (a website indicating how busy an area is) could be incorporated at the parking places that are available. However, the survey data shows that only 22% of the visitors have heard of the Druktemonitor. As previous studies show in Nuksio National Park (Smith-Barneveld et al., 2021), creating awareness of how busy parking is, visitors will be better at judging what mode of transport to take or to visit alternative areas that are less busy. Therefore, by increasing the awareness of the existence of the Druktemonitor, the number of cars could decrease.

During the focus group discussion one of the students suggested to make information available regarding species living in the area, for example, by making use of signs, to strengthen visitors’ interest in nature conservation. The forester and program manager agreed with this suggestion, adding that many people are interested in nature and would like to learn more about it. Also, it would be good to incorporate information like this in formal education. The forester gave another example about how raising visitors’ awareness can make them more willing to be ‘restricted’. One of the examples mentioned is the mountain bike vignette: if people know why it is necessary and what the money raised by it will be used for, they are more willing to pay for this vignette. Thus, transparency is found to be very important as well. The participants agree that the new visitor centre, that will be realised in spring 2023, can and should play a big role in increasing awareness among visitors. Another idea that is found to be interesting to the participants is the incorporation of interactive signs in combination with an app to stimulate visitors to walk to and in the area – similar to the ‘Hersenstichting Ommetje’ app, ‘Pokemon Go’ or geocaching – to collect points, keep a streak going, ‘compete’ with others, etcetera. If this would be incorporated with walking routes, it could stimulate (local) visitors to walk instead of drive.

## **Collaboration**

During the interviews the importance of collaboration between different actors was emphasized. The municipalities of Veenendaal and Rhenen were able to collaborate as a "recreational municipality" in which Kwintelooijen was also included. However, as national policies changed, all infrastructure, routes, and parks became maintained and managed separately and individually by each municipality. However, since Veenendaal is a dense municipality and does not offer a large green recreational area, its citizens recreate at Kwintelooijen. As a result, "Club Kwintelooijen" was established to allow the municipality of Veenendaal to collaborate and fund the upkeep of Kwintelooijen. This demonstrates that both parties are eager to work hard, collaborate, and implement innovative ideas to improve the park. In spite of that, any eventual innovation process is always difficult and time-consuming, since the area is not entirely controlled by the municipality: there are parts such as roads and other infrastructures that are managed by the province. Additionally, both municipalities have many innovative ideas, but many of them are constrained by financial and administrative restrictions. In the station, the number of shared bikes is now slowly increasing. Moreover, in order to construct "walking" infrastructure for locals and tourists, they are currently working on a project called "Groen groeit mee" (subsidy funded), which involves creating scenic walking routes between Veenendaal and Rhenen. A barrier in the process of decision-making could be the means of communicating ideas between the different actors that have a stake in the region. The municipality of Rhenen is the official body that manages the area of Kwintelooijen, but there are other stakeholders that take part in the accumulation of ideas, such as the municipality of Veenendaal, local entrepreneurs, local citizens, and (private) landowners. The whole process is complex since everyone involved has different opinions and needs, and it can be difficult to reach consensus, but Club Kwintelooijen does provide a platform to facilitate these discussions. It is important to note that policy restrictions could act as a barrier for implementation of ideas. Another potential barrier is the financial aspect.

## **Improving bike-access and network & mobility hub**

OV-bikes were considered the most interesting green mobility option in the survey, as 40% of the respondents stated that they were interested in using an OV-bike to get to Kwintelooijen, followed by 28% wanting to use a shared e-bike. During the interviews it became clear that the most important mobility solution for the time being seems to be the provision of a more reliable bike-sharing system. Also, in the interviews it emerged that the creation of (a) mobility hub(s) in the form of a 'toeristisch overstap punt' (TOP) was regarded as potentially effective, as long as it is located in a suitable location (for example, close to the train/bus station). Similarly, all focus group participants believed that bike sharing (i.e. renting a bike temporarily such as the OV-bike) has great potential. Although this seems like a simple solution, there were some barriers noted, such as time management of visitors, force of habit and safety on some of the roads – for example, not being rushed by the car behind you or being able to cross the main road. The opportunities highlighted by the associate professor of WUR were the business potential for the private sector and the increase in visitors due to better transportation. For example, the new visitor centre could aid in facilitating e-bikes which could increase the number of visitors to the area. The program manager believed the health perspective of cycling could be more emphasised to encourage cycling. As highlighted by the policy advisor, there should not only be a focus on locals, but also on 'outsiders'. For if the infrastructure changes and improves, the public will probably change. This needs to be taken into account in the formulation of a future vision.



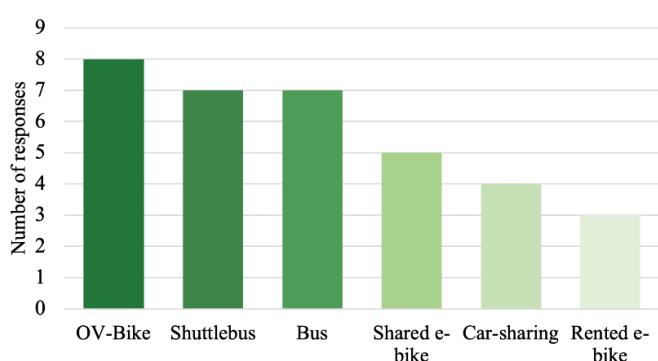
## Paid parking

The survey data showed that visitors were not in favour of paying for nature as they saw it as a right to visit the place. As mentioned by the focus group participants, this could be due to a lack of awareness among visitors, a key issue overall in the transition to green mobility. One survey respondent stated: *“How can they make us pay to visit the free nature?”* Another respondent said that *“It would be a shame if the solution means that fewer people can come, maybe only paid parking during peak hours is better”*. In the survey someone mentioned that *“[They] would go elsewhere or not park at the parking lot”*. Therefore, paid parking alone would only mean that people would park elsewhere. Thus, the problem would move elsewhere. The representative of the municipality of Rhenen said something similar with regards to paid parking. When introducing the idea of restrictions as a solution to reduce cars in the area, the interviewee was not in favour. Putting a price on parking in Kwintelooijen would definitely influence people to not go there by car but in the sense that they will either just park somewhere else or visit another area of the park, which practically just relocates the problem elsewhere instead of fixing it.

## Public transport & (electric) shuttlebus

When it comes to the reasons visitors do not take public transport to Kwintelooijen, the most regular answers are that the connection to public transport is poor (42% of the respondents), for almost 27% of the visitors reaching the destination is time-consuming, 23% prefer making their own route, 15% would like to take their own bike and it is not possible to do so by using public transport. The lack of alternatives especially would hinder people from coming. As one person stated, *“paid parking would be a shame as public transport is not convenient and too expensive”*. Also, when speaking to visitors, it was mentioned several times that there was just no connection from the starting point of their journey to Kwintelooijen. The survey results show that this lack of connection is the most mentioned reason visitors did not take public transport. There are some possibilities which could motivate visitors to choose public transport over the car; if the connection was direct, and frequently available from different locations and if the bus stop was closer to the entrance. As is seen in the survey data, a big part of the visitors will be likely to reconsider coming by car if paid parking was introduced. Similarly, incentives like package deals such as a free cup of coffee if visitors have proof of travelling with public transport to Kwintelooijen would not convince them enough to take public transport (see Appendix 7.2).

As for the possibility of getting a discount for travelling to Kwintelooijen by public transport, the results are quite similar. If new ways for reaching Kwintelooijen would be created, 40% of the respondents would be willing to take an OV-bike if there was such an option; 35% would consider a shuttlebus and another 35% a regular bus (see Figure 3). Suggestions for improving public transport included better crossings between the bus stop and Kwintelooijen and more signs indicating how to get there. Also, visitors suggested better signs along the Blauwendraad road to help people get from the bus stop to Kwintelooijen. This shows that visitors see the importance of information provision as well. The representative of the municipality of Rhenen considered providing monetary incentives to visitors, such as discounts or package deals, useful. However, the execution of such an intervention would require close collaboration between local entrepreneurs.



**Figure 3:** Survey data – visitors’ interest in green alternative options.

The focus group participants agreed that in general, it is important to improve the accessibility of Kwintelooijen for alternative modes of transport other than cars. For example, by making use of a shuttlebus. Consensus among participants is the importance of flexibility of a possible shuttlebus, like a hop on / hop off bus. It should also be seasonal and / or influenced by when it is busy, for example like in the case of Baarn. Here it goes only in the weekends and on Wednesday afternoon, the busiest days in the week. The policy advisor mentions that implementing a shuttlebus might be problematic, because of funding as well as different priorities on the municipality and province level.

### **The importance of a policy package**

During the focus group discussion, it became clear that participants agreed that for policy measures to be (potentially) effective towards realising a green mobility transition, they should be implemented collectively, for it would be the combination of different policy measures that would facilitate the shift towards green mobility. For example, though all focus group participants believed that bike sharing is a great solution, the impact is dependent on several factors such as 1) improvements in the infrastructure (i.e., routing, public transport improvements); 2) collaboration between stakeholders; and 3) understanding the why as it is important to spread awareness of the effects of cars on nature. This could also apply in general to all topics discussed and was repeated several times during the discussion. To discourage driving by locals, the forester stated that the sense of community needs to be utilized by creating a shared sense of responsibility for the area. In other words, using the locals' idea that Kwintelooijen is their own backyard to make them care for the area. The NPUH could be a key actor for collaboration between the stakeholders involved and could be the main source of information, especially its reputation and knowledge and connection between stakeholders could be of great benefit in creating collaborations to achieve the desired results.

## 5. Conclusion

The aim of this project was to gain insights into from visitors and important stakeholders about the transition towards green mobility in and around Kwintelooijen. The research question answered was: How can visitors and local stakeholders transition toward green mobility in and around Kwintelooijen? This nature reserve is characterized by a high recreational potential but at the same time (or perhaps consequently) has limited parking facilities resulting in congestion-related issues and negative environmental effects. Most of the visitors come to the park to simply enjoy nature, walk their pets or do physical activities. The connection to public transport to Kwintelooijen is poor and time-consuming. The majority of visitors (75%) come from Veenendaal and the prefer to go by car. The provision of (interactive) information about alternatives, collaboration between all actors, and the development of a better bike-rental system are the first and most important steps to take toward the green mobility transition in Kwintelooijen. According to the literature, the best way to transition to green mobility is by restriction and regulation, raising public awareness, and improving public transport. By looking at best practices in natural parks based on these ideas, potential solutions for Kwintelooijen were found. These were used to outline and select a list of options that were presented to visitors and stakeholders

The methodology of this project includes four categories of data- literature review, semi-structured interviews, surveys and a focus group discussion. Academic articles and case studies were examined in order to provide international examples natural areas and visitor experience in terms of green mobility transition. Representatives of both the municipality of Rhenen and Veenendaal were interviewed to understand crucial stakeholder perspectives. Visitor data was gathered through visitor surveys. Finally, a focus group discussion was held with different stakeholders.

### **International best practices**

International best practices were analysed to create a framework to understand how Kwintelooijen could shift towards green mobility. The notion of green mobility refers to types of “transport systems [which are] embedded in the environment so as to impose minimal disturbance” (Ausubel et al., 1998, p. 137). These are considered as significant contributors to emission reductions (Echeverría et al., 2022). According to the European Charter for Sustainable Tourism, the best way to deal with these challenges is by restriction and regulation, raising public awareness, and improving public transport. This forms the basis of the analysis.

Information and awareness can be spread by improving the information available both offline and online. By improving information on different modes of transport available in one place, alternative modes of transport can be emphasised. Physical posters and signs on mobility options at key transportation options could spread awareness on the effects of green mobility.

Improvements in infrastructure and providing green mobility alternatives is a necessity. This could be done by implementing several modes of green transport options such as green (e-) bikes, busses and car sharing and bike rental system. Shuttle busses could also be a viable option during peak moments. Together, these alternatives could come together in a multi-modal system (a mobility hub). It is important that the stop is close to the entrance of the reserve. Alternatively, and/or additionally, by creating beautiful walking routes, taking the bike or walking will become part of the experience, making green modes of transport more interesting.

Another international best practice that has proven to be successful is the provision of incentives. This could be done in the form of a discount for example for public transport, creating packages in the form of a free return ticket or free cup of coffee and a destination pass with free travel for the duration of the stay.

Lastly, restrictions need to be implemented such as automated gate restriction to the entrance so only local visitors and employees could enter the area. Parking fees or road payment means that people that come by car need to pay to park their car. There is limited interest in this option, but it is effective at reducing the number of people coming by car.

Altogether, a key factor in this is multi-actor collaboration between stakeholders has been highlighted in the literature as a key element to ensure success.

### **Barriers for the transition towards green mobility at Kwintelooijen**

Going by car to natural parks has negative effects on natural areas such as pollution and congestion. This is a problem at Kwintelooijen, as most visitors come by car. This problem might be exacerbated in the future as a new visitor centre is being built, which will attract more people to the area. The combination of these two means a shift towards green mobility is desired by NPUH. Most of the visitors come to the park to simply enjoy nature, walk their pets or do physical activities (mostly walking and running). The connection to public transport to Kwintelooijen is poor and time-consuming. The majority of visitors (75%) come from Veenendaal and the preferred mode of transport in the area is the car.

There are several barriers to green mobility indicated. Some relate to awareness as visitors do not know the effects of taking the car to the area and the price paid to maintain the nature; many visitors expect nature to be freely available. Additionally, the distance between the train station and/or bus stop and the entrance of the park means that people are less willing to take public transport. Another issue discovered is the lack of alternatives in the area; many visitors indicated that they were willing to take an OV-bike or e-bike, shuttle bus or bus to the area, but no green mobility option is available. Also, recently, the main route to Kwintelooijen has been narrowed and turned into a cycling street. This causes problems in terms of safety and congestion. In summary, there are many barriers to tackle. The causes of these barriers are lack of information and awareness, lack of infrastructure such as nice routes to cycle and public transport options, and safety issues.

### **Solutions for the transition towards green mobility for Kwintelooijen**

The first step towards green mobility is creating awareness and collecting information. A mobility focus group/platform could be formed so that all stakeholders, such as the municipalities, the province, citizens, businesses, and other organizations, can exchange ideas and collaborate on issues related to mobility together. That way any potential worries or disagreements can be addressed immediately, and no time will be wasted in consulting with each stakeholder individually.

Moreover, it is important to raise awareness about what is currently available in terms of scenic bike/walking paths. Perhaps a useful addition would be familiarizing visitors with the 'Druktemonitor' – real-time updates on the level of business at the parking lot. When people know that the parking lot is full, especially during busy days at the park, they might be discouraged to go by car. Also, awareness needs to be created on the effects of traveling by car to the area, for example in the form of a game that could be played on the route or by providing education in schools and the visitor centre.

Out of all types of interventions, improving the current mobility situation in Kwintelooijen has the biggest estimated impact effectiveness in general. More specifically, increasing the number of bike-rental/sharing networks in the area, focusing on bus and train stations, seems to address the main reason for the high reliance on car travel towards Kwintelooijen - the lack of available OV-bikes. The creation of a new (electric) shuttle bus route that connects Rhenen and Veenendaal through Kwintelooijen is also seen as a viable option, especially during peak days/seasons. The construction of a visitor/information centre, “Byquinty”, at the entrance of Kwintelooijen also provides the opportunity to transform the existing parking lot into a mobility hub, which could include more bike parking spots, charging stations for e-bikes/cars, and others. This project will be finished by spring 2023.

Once different modes of transport have been established, new locations for ‘toeristische overstap punten’ (TOPs) can be created. This is a place where people can rent, leave and/or charge their bikes or change to different modes of transport and where people can find (interactive) information about the area and alternative modes of transport could facilitate a shift towards green mobility.

Even though restrictions and the provision of incentives for visitors were seen as the least feasible intervention, it is important to still consider them as options. Despite resistance from visitors and decision-makers, paid parking could be a successful measure if people knew why they were paying for it - making them feel responsible.

Finally, providing travel packages by collaborating with different stakeholders such as package deals could be a good incentive for people to move towards sustainable travel choices. There was little interest expressed by current visitors, but this might be affected by the fact that they are predominantly from Veenendaal and therefore local. Examples are: a “free-return” train ticket or a “mobility card” for visitors staying in Kwintelooijen or around.

In conclusion, the case of Kwintelooijen is very complex and a single solution cannot fully address the totality of the problem. On the other hand, an immediate resurgence of a multitude of solutions would be quite costly and perhaps even risky. Therefore, the total policy package is of importance. A step-by-step approach to solving the problem combined with an emphasis on close collaboration between relevant actors would be the most impactful strategy for long-term improvement. Not all stakeholders were considered in this report and this research does not include future visitors, which could be further analysed. Nevertheless, the provision of (interactive) information about alternatives, the proper collaboration between all actors, and the development of a better bike-rental system are considered to be the first and most important steps to take toward the green mobility transition in Kwintelooijen.



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## 7. Appendix

### 7.1 Interview guide

#### Introduction

- Greet and thank the interviewee
- Introduction of researcher and research topic
- Ask permission to record the interview and use the collected data for research purposes
- Lay out the length of the interview (approximately ..... minutes) and what to expect from the questions
- Ask if the interviewee has enough time and if they feel comfortable with answering the questions
- Ask for personal information:
  - o Occupation /task
  - o How long have you been working in this sector?
- Start the official interview and let the interviewee know

-----START RECORDING-----

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#### Body

##### **Ideal outcome for green mobility in and around Kwintelooijen**

1. How would you describe the current situation in Kwintelooijen regarding mobility and/or infrastructure?
2. What do you think is going well? Please describe.
3. What do you think needs improvement? Please describe.
4. How would your ideal mobility situation in Kwintelooijen look like? Please describe.
5. What do you believe is needed to get there?

##### **Possible solutions for green mobility in and around Kwintelooijen**

6. Are there currently any mobility plans on the table? (For example, paid parking, shared bicycles) If yes, what do these plans look like? If not, what is hindering you?
7. What can you tell us about the plan to build a visitor center at the entrance of Kwintelooijen? ('TOMORROW' Natuurinclusief horecapaviljoen met bezoekerscentrum)
8. What does the creation and implementation of (mobility) plans usually look like? Please describe the process.
9. Who is involved/included in the decision-making process? How does the collaboration go?
10. What do you think is going well within that process? Please describe.
11. What do you think needs improvement within that process? Please describe
12. Have there been other ideas for possible solutions for green mobility in and around Kwintelooijen? If yes, what were the ideas? And what were the reasons these plans haven't been pursued? If not, why not? (Lack of information, visions, etc.)

##### **Other possible solutions**

We would like to introduce some other possible solutions to you, what are your thoughts on these?

13. Incorporating (interactive) information on the website, public transport, and parking spots
14. 'Drukke monitor', carbon calculator, etc.
15. Improving public transport infrastructure and routes (Changing the bus stops, creating more, etc.)

16. Creating new infrastructures, like (e-)bike sharing and rental, shared cars, electric shuttlebuses/golf carts, hop-on/hop-off trains, etc.
17. Creating a mobility hub (location, barriers)
18. Giving incentives (in collaboration with entrepreneurs in the area) to achieve a positive change (discounts, free returns, package deals, destination pass, etc.)
19. Adding restrictions to make it harder to go by car (paid parking, automated gate restrictions, toll road, etc.)
20. Improving existing routes/infrastructure (Creating an interesting walking route from the current bus stop to the park, improving biking and walking routes in the area, etc.)
21. What do you think would be useful/possible combinations of measures in Kwintelooijen?
22. And what would be no-goes?

**Do you have any other suggestions/thoughts on the matter, that you would like to share?**

-----END RECORDING-----  
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#### **Round off**

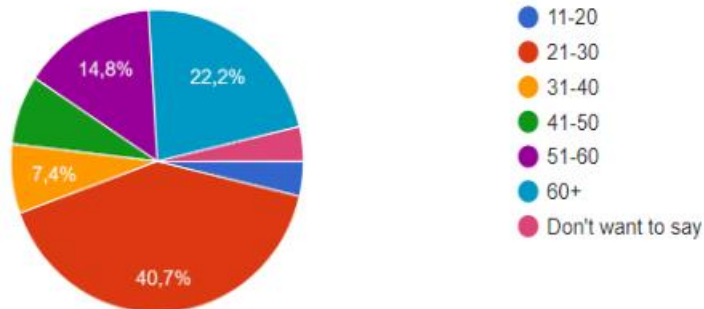
- Thank the interviewee again for their time and willingness to participate
- Explain how the recorded interview will be used
- Ask if the interviewee has any questions to the researcher
- Ask for a confirmation to use the given information
- Let the interviewee know in what way they helped with the development of the research
- Wish the interviewee a good day and say goodbye



## 7.2 Survey results

These survey results were generated from 28 Kwinteloijen visitors' responses. Below it is possible to get acquainted with the results.

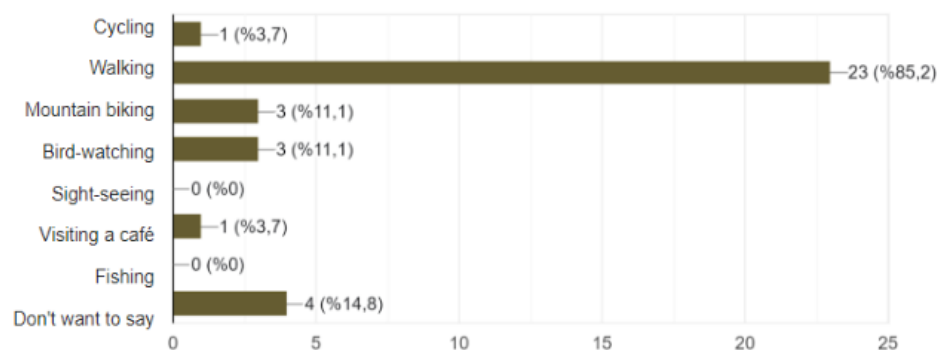
- What is your age?



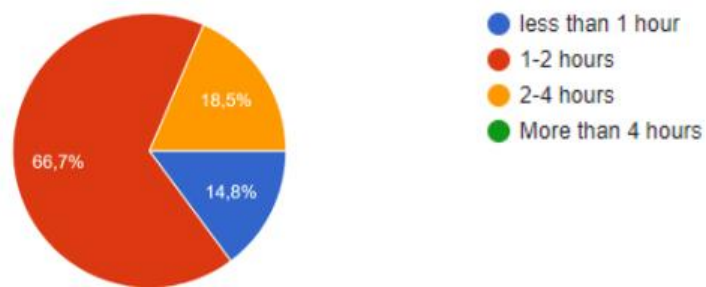
- What is the purpose of your visit?



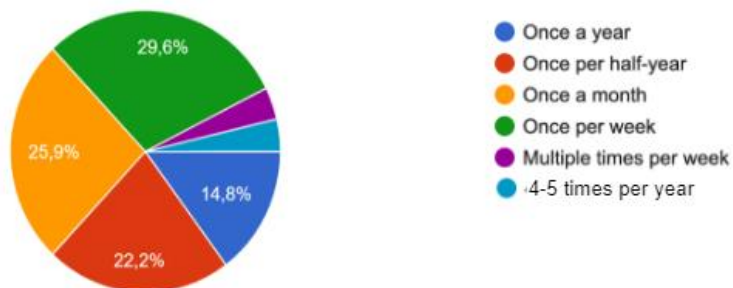
- Which activities do you undertake in Kwinteloijen?



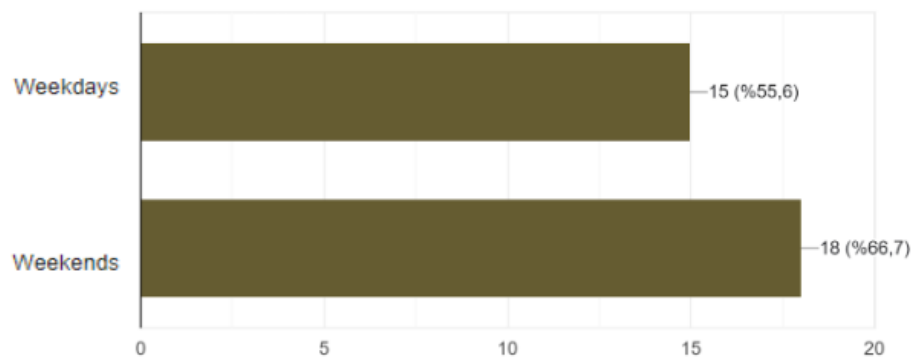
- How long do you stay on average in Kwintelooijen?



- How often do you visit Kwintelooijen on average?



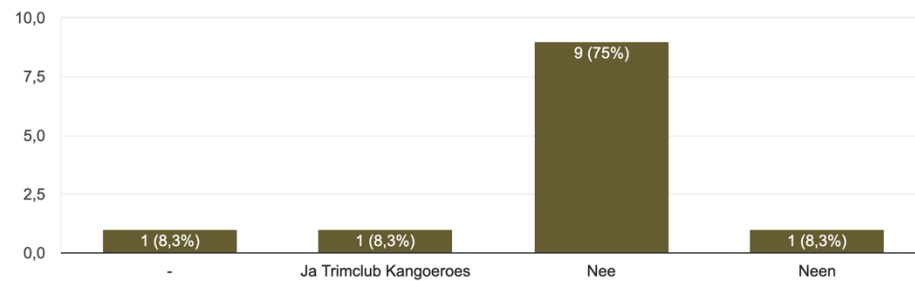
- During which part of the week do you usually visit Kwintelooijen?



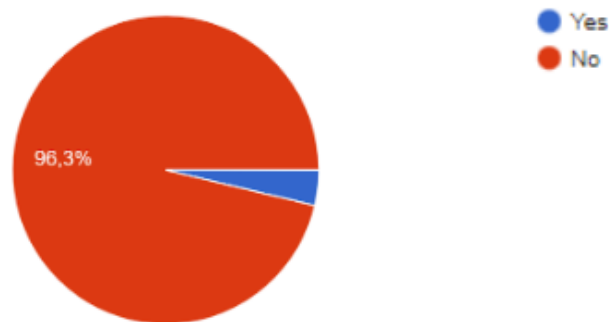
- Are you a member of any club that has activities in Kwintelooijen? If yes, what type of clubs?

Bent u onderdeel van een club of vereniging die activiteiten onderneemt in Kwintelooijen? Als uw antwoord ja is, welke?

12 vastust

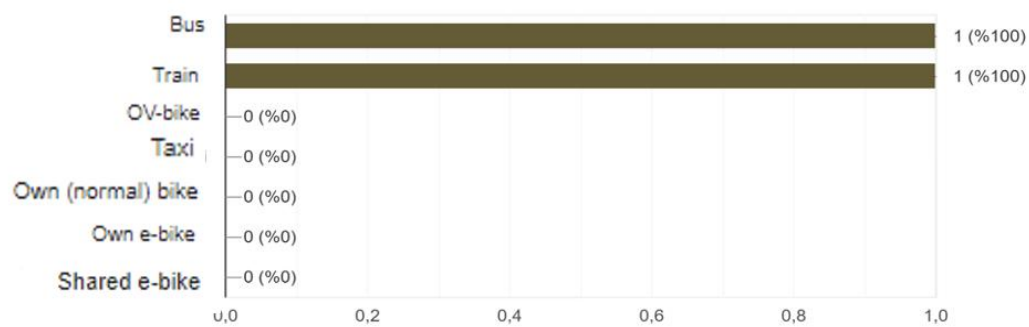


- Did you take public transport to visit Kwintelooijen?



## Questions regarding public transport

What modes of transport did you take (multiple boxes can be ticked)?

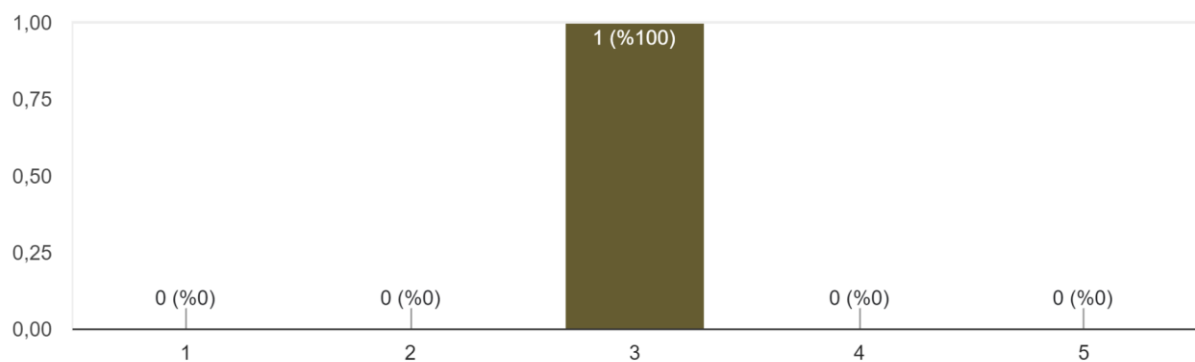


- How many minutes did it take you to get to Kwinteloijen door-to-door?

-1-hour 30 minutes

How pleasant was your journey?

1 yanit

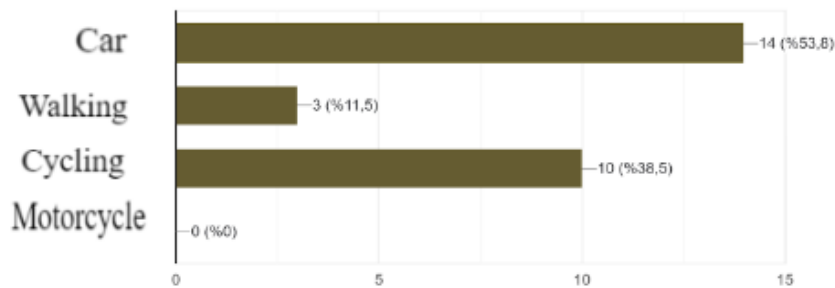


- How could your journey using public transport to Kwinteloijen be improved?

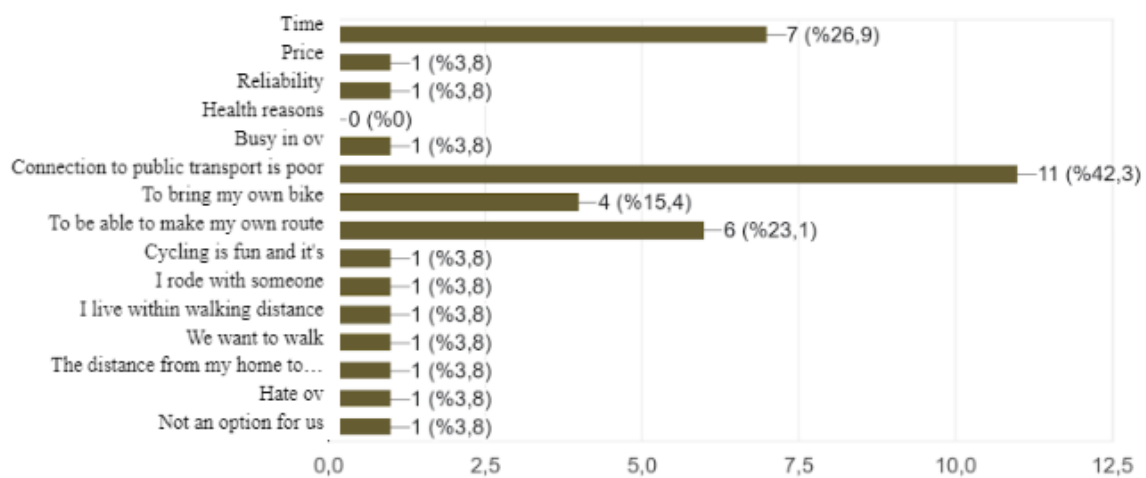
-Busses more frequently between Veenendaal-de Klomp and Rhenen

## Private transport

What mode of transport did you take?



What are the reasons for you to not take public transport to Kwintelooijen? (Multiple options can be given).



- What would motivate you to take public transport?
  - Nothing
  - Weather
  - Bad weather, but then I wouldn't actually go. I live close enough to go by bike
  - Better connection from Wageningen
  - Difficult from Overberg
  - Good, fast connection. Directly.

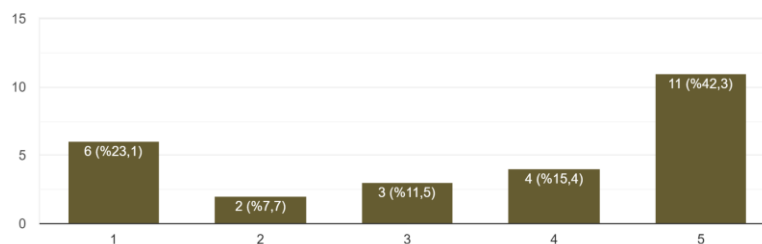


- I have no idea
- If I can no longer park there by car
- A good connection
- Can't get away from us
- If there was a direct connection.
- If your bike can come along.
- A stop that is closer to Kwintelooijen
- Good connection, bus stop nearby
- If I get money
- If only there was a good bus connection!
- Not an option for us

## Green Mobility

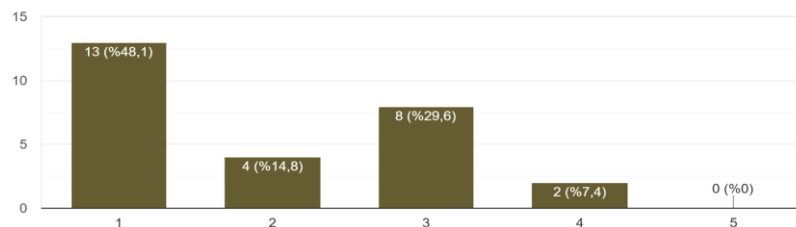
Would paid parking influence your choice of transportation?

Zou betaald parkeren uw keuze beïnvloeden om hier met de auto of een ander vervoersmiddel te komen?  
26 yanit



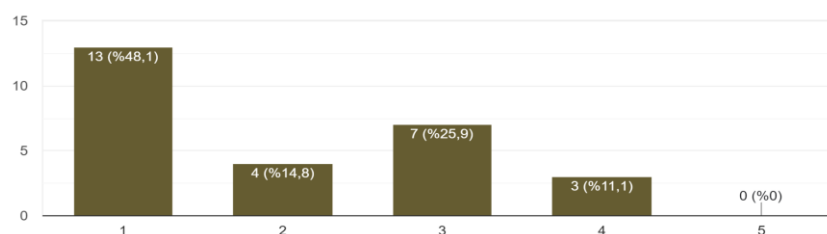
Would a package deal such as a free cup of coffee if you have proof of travelling with public transport to Kwintelooijen would convince you to take public transport?

Zou een combinatie deal als een gratis kopje koffie als u bewijs heeft van het reizen met het ov naar Kwintelooijen u overtuigen om met het OV te gaan?  
27 yanit



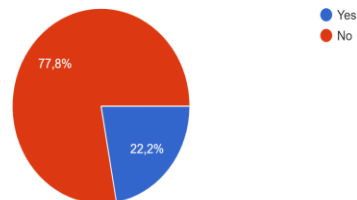
Would a discount on your journey to Kwintelooijen make you consider going by public transport?

Zou korting up uw reis u overtuigen om met het OV te gaan?  
27 yanit

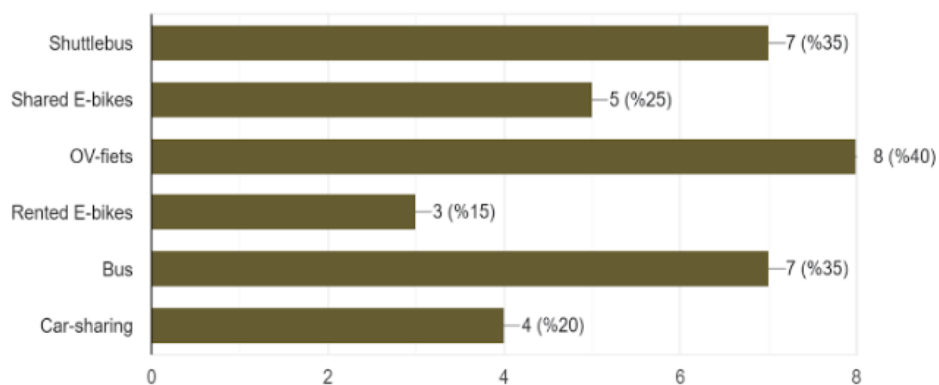


Have you heard of the "Druktemonitor" of the Utrechtse Heuvelrug which shows how busy an area is?

Heeft u ooit gehoord van de "Druktemonitor" van Nationale Park Utrechtse Heuvelrug, de website die aangeeft hoe druk het is?  
27 yanit



What public modes of transport would you be willing to take to Kwintelooijen?



- Do you have any suggestion to improve your journey to Kwintelooijen?

- Better crossing possibility over the Cuneraweg near the riding school
- Maybe more signs to point to lost. Or you should take a look at nudging how do you influence people without them realizing it. (in a positive way) greetings from the girl who never turns off her car lights
- Make the access road one-way
- Bus connection? This is especially useful on weekends.
- Doesn't need to be improved. It's fine the way it is now.
- I don't know

- How long did it take to get to Kwintelooijen?

15 minutes  
15 minutes  
7 minutes  
7 minutes  
5 minutes

### *7.3 Comments from visitors*

#### Weekday

Man 1: "How can they make us pay to visit the free nature!"

Lady 1: "It would be a shame if the solutions have as result that less people can come, maybe paid parking only during peak hours is better."

Man 2: "Paid parking would be a shame, public transportation is not convenient and too expensive."

2 old gentlemen: "We always walk, so let them pay for the parking (joking)."

1 cycling couple stated that they "Liked cycling there and often do it."

#### Weekend

Rhenendael couple: walked here, but stated that people drive faster than 30 km on the bike share road.

The 4 couples we spoke to were local.

Woman: "I feel unsafe walking along the 30 km road because cars drive there so fast."

2 cyclists stated that they came by bicycle because their car broke down. They also stated that they normally go by car, but their car was broken down.

## 7.4 Survey



Sectie 1 van 10

### Mobility at Kwintelooijen / Mobiliteit bij Kwintelooijen



Thank you very much for participating in this research. The topic of this research is mobility in Kwintelooijen. We hope you have or have had a pleasant visit. This survey contains 3 sections, each with a few questions.

We willen u bedanken voor het helpen met dit onderzoek. Het onderwerp van dit onderzoek is mobiliteit in Kwintelooijen. We hopen dat u een mooie tijd hebt of heeft gehad in Kwintelooijen. Deze survey heeft 3 delen, elk met een paar vragen.

Na sectie 1 Verder naar de volgende sectie



Sectie 2 van 10

Language preference



Beschrijving (optioneel)

In what language do you want to fill out the survey/ in welke taal wilt u de vragenlijst invullen? \*

☐ Dutch

☐ English

Na sectie 2 Verder naar de volgende sectie



## Visitors



We would like to start with some questions about your profile and the reasons you are visiting Kwinteloijen.



What is your age?

- ☐ 11-20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51-60
- ☐ 60+
- ☐ Don't want to say



What is the purpose of your visit?

- ☐ Enjoy the nature
- ☐ Being in a peaceful environment
- ☐ Go out with friends and/or family
- ☐ Be outside and get some fresh air
- ☐ Physical activities
- ☐ Walking your pet
- ☐ Excursion
- ☐ Don't want to say
- ☐ Anders...  
.....



What activities do you partake in at Kwintelooijen?

- ☐ Cycling
- ☐ Walking
- ☐ Mountain biking
- ☐ Bird-watching
- ☐ Sight-seeing
- ☐ Visiting a café
- ☐ Fishing
- ☐ Don't want to say
- ☐ Anders...



How long do you usually stay in Kwintelooijen?

- ☐ less than 1 hour
- ☐ 1-2 hours
- ☐ 2-4 hours
- ☐ More than 4 hours



How often do you visit Kwintelooijen?

- ☐ Once a year
- ☐ Once per half-year
- ☐ Once a month
- ☐ Once per week
- ☐ Multiple times per week
- ☐ Anders...

During which part of the week do you usually visit Kwintelooijen?

☐ Weekdays

☐ Weekends

Are you a member of any club that has activities in Kwintelooijen? If yes, what type of clubs?

Korte antwoordtekst

Did you take public transport to visit Kwintelooijen? \*

☐ Yes

☐ No

#### Sectie 4 van 10

Questions regarding public transport



As you stated that you take/took public transport to get to Kwintelooijen, we were wondering what your opinion was on the journey.



What modes of transport did you take (multiple boxes can be ticked)?

☐ Walking

☐ Bus

☐ Train

☐ OV-bike

☐ Own (normal) bike

☐ Taxi

☐ Own e-bike

☐ Shared e-bike

☐ Anders...



How many minutes did it take you to get to Kwintelooijen door-to-door?

Korte antwoordtekst

How pleasant was your journey? \*

Very Unpleasant      1      2      3      4      5      Very Pleasant

How could your journey using public transport to Kwintelooijen be improved?

Tekst lang antwoord

#### Sectie 5 van 10

#### Private transport

As you stated you took your own transport to Kwintelooijen, we would like to ask you some questions regarding your choice of transport

What mode of transport did you take?

- ☐ Car
- ☐ Bike
- ☐ Motorbike
- ☐ Walking
- ☐ Anders...

How many minutes did it take you to get to Kwintelooijen door-to-door?

Korte antwoordtekst

...

What are the reasons for you to not take public transport to Kwintelooijen? (multiple options can be given).

- ☐ Time
- ☐ Convenience
- ☐ Price
- ☐ Reliability
- ☐ Health
- ☐ Crowds in public transport
- ☐ Connection to public transport
- ☐ To take own bikes
- ☐ Prefer to take our own route
- ☐ Anders...

...

Which is the next-best alternative available to you?

- ☐ Shuttle bus
- ☐ Shared E-bikes
- ☐ Ov-fiets (shared bike)
- ☐ Bus
- ☐ Rented E-bike
- ☐ Rented bike
- ☐ Car-sharing
- ☐ Train
- ☐ OV-fiets
- ☐ Own bike
- ☐ Anders...

What would motivate you to take public transport?

Tekst lang antwoord

Sectie 6 van 10

Green Mobility



Lastly, we would like to ask you about green mobility options.

Would paid parking influence your choice of transportation?

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very much

...

Would a package deal such as a free cup of coffee if you have proof of travelling with public transport to Kwintelooijen would convince you to take public transport?

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very much

Would a discount on your journey to Kwintelooijen make you consider going by public transport?

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Much

Do you have any suggestion to improve your journey to Kwintelooijen?

Tekst lang antwoord

Are you willing to participate in an opportunity to win a gift card? If so, please add your email address.

Korte antwoordtekst

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