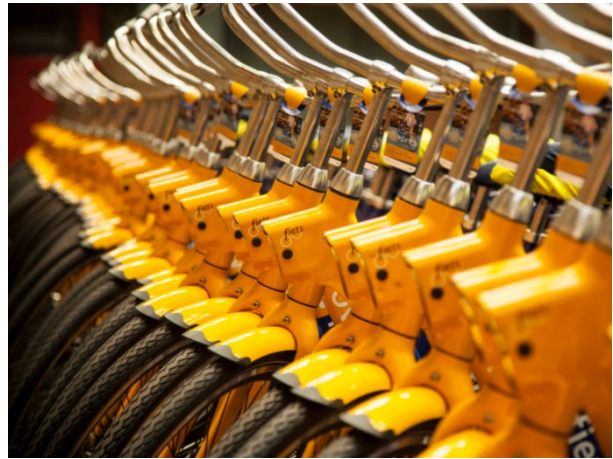




NS Stations Services brings customers from door to door



**Kees Miedema, Programme Manager Transport integration,
3th December 2020**



Door to door travel is our focus in product development and innovation



Make travel from door to door as easy as possible and ensure a carefree stay at our stations

Data driven

Research and pilots

Together with partners and stakeholders

Traveller at 1,2 and 3

Solution oriented

Growth in use of mobility services

■ Bike parking

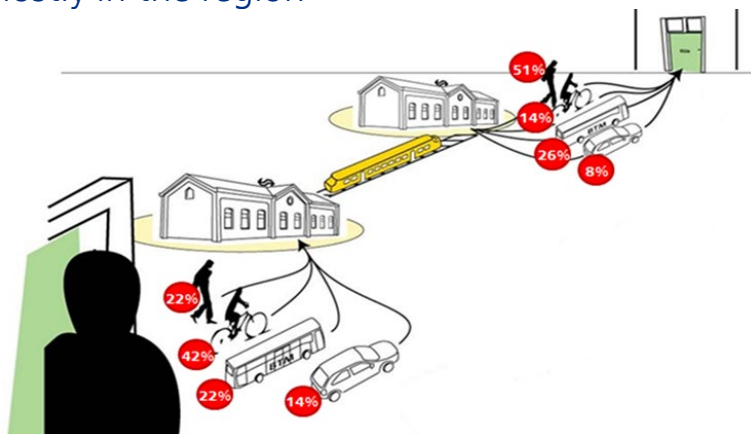
- More than 44% of the travellers arrives at the station by bike, in the big cities this is growing to 50%
- Also bike 'from station to destination' grows 11/12%>14/15%

■ Car parking

- 6 % of travellers come to the station by car. Each year 300-500 extra car parking spaces needed, mostly in the region

■ OV-fiets (public bike sharing)

- In 2019 5,3 million rides
- Grows 25-30% per year (before corona)



Focus points mobility services

- **Presence**, which Services is available on what type of station
- **Availability**, enough OV-bikes, enough car parking spaces, etc
- **Accesible and affordable**, wayfinding, moderate price growth, level playing field
- **Customer satisfaction**, yearly poll, innovations to improve the customer journey
 - Important enablers of Mobility as a Services (MaaS)

P+R (park + ride)



259 stations with P+R:
48.500 P+R places;
13.500 payed places.

Regulated/ payed (54)



Project became succes (2005-2015) threw investments 1/3 Ministry of transport; 1/3 local/ regional government; 1/3 NS (more then 40.000 places renewed and extended.

Bicylceparking



**530.000 bikeparking places;
ca 150.000 garded.**

Garded (innovation and operation by NS)

- Bike locker
- SelfService garded bike parking
- Staffed bike parking

Non garded (responsibility ProRail)

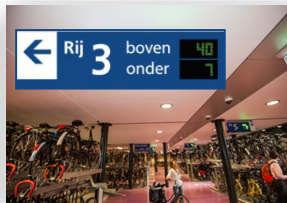




First 24 h for free parking concept: a successful solution



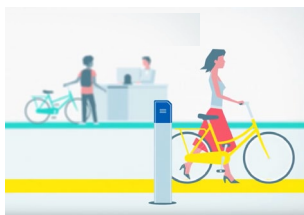
Check in with OV-chipcard; surveillance by administrator



Navigate to open spots



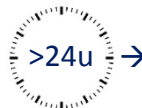
Check out at administrator



Parking duration



→ Walk through directly



→ Pay by debitcard with administrator or park on account

Self service bike parking



Innovation garded bike parking: faster and cheaper check-in and check-out process

- In 2019 pilots with Bikelanes and check-in/check out consoles were held on 2 locations: Breda en Harderwijk.
- The user could use a OV-chipkaart/ smartcard or tag on the bike.
- We found a faster and cheaper proces of wich we start the roll out on 10 locations next year



Bikelanes in Breda



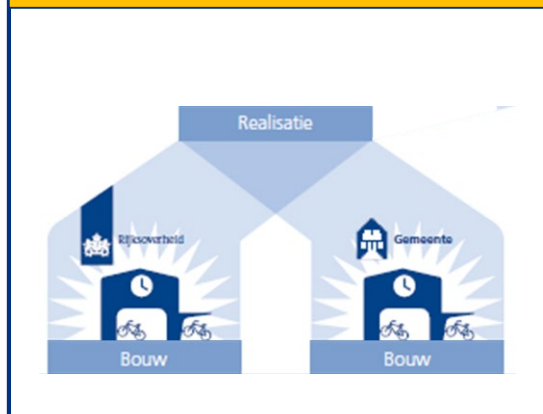
In- en uitcheckpalen in Harderwijk



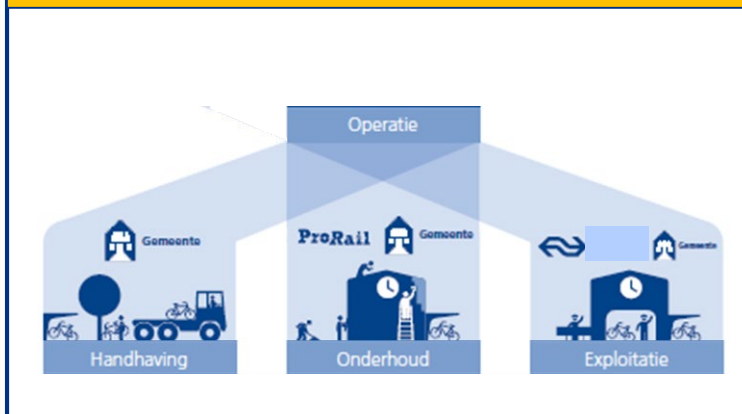
Challenges bike parking

- Together with partners
 - Enough and efficient to use bike parking space
 - Finance of building, maintenance and operation of bike parking (not profitable)

Voor de realisatie wordt investering gedeeld door Gemeente en Rijksoverheid

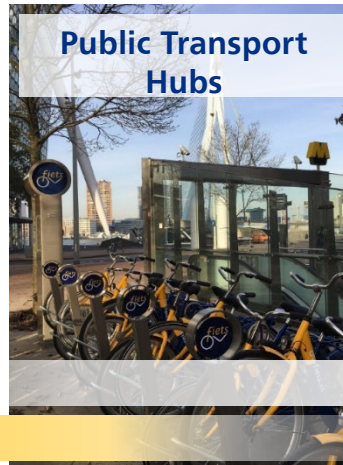


NS voert de exploitatie uit, en draagt in geval van 1^e 24 uur gratis één derde van de exploitatiekosten.



Vision and focus of OV-fiets

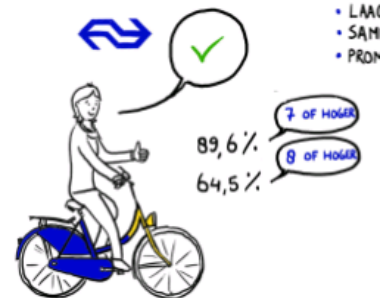
- Making public transport more attractive from the station to the final destination.
- Available for all travellers at all stations and public transport hubs
- Public service (non commercial, moderate price growth, level playing field)
- Traveller driven (innovations using user centered design, data driven, customer satisfaction)



How does OV-fiets work?



Also selfservice solution OV-fiets pick-up points

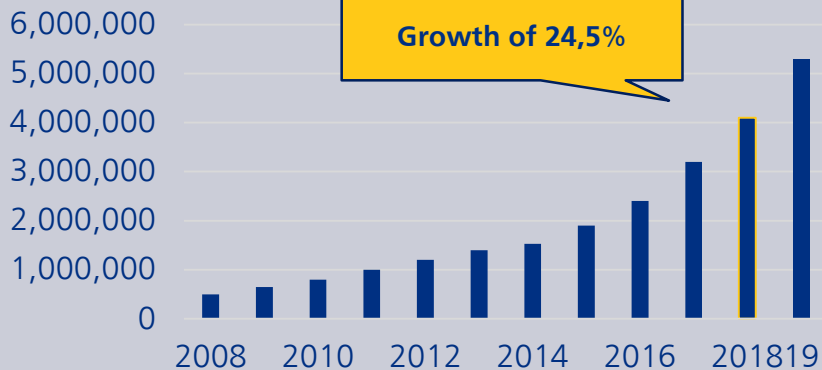


Succes of OV-fiets

300 locations



5.3 million rides in 2019!

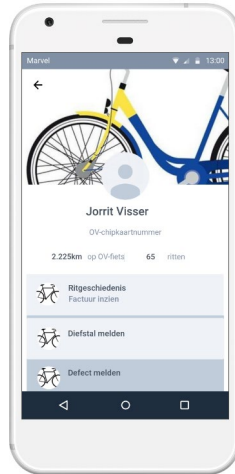


20.500
Bicycles



Development of OV-fiets

- Product development





Marise.bezema@nsstations.nl

**Thank you
for your
attention!**

