



Bicycle vs. Public Transport

Company or organization:

Connexxion

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available

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Problem description

Investigation of the use of bicycles at the bus/railway station Hilversum NS: On a daily basis a lot of bicycles in the neighbourhood of the central railway station in Hilversum are parked. Apparently the people that come by bicycle travel further by train or bus after parking their bicycles.

The use of the local bus transport in Hilversum by Connexxion is showing a decrease in the numbers of passengers. There are several bus lines from the surroundings of the city to the station area. We wonder with what purpose people use their bicycle for transportation to the station area. Also we want to know why these people don't use public transport instead of their bicycles to get to the station.

Analysis

We would like you to investigate the situation at Hilversum central station by answering the following questions:

1. How many people use their bicycle daily for transportation to Hilversum central station?
2. What is the bike origin (in Hilversum)?
3. What is the destination?
4. What are the main reasons for choosing the bicycle as a means of transport?
5. Why is the cyclist not using the public transport to come to the station?
6. What changes are necessary to make the bus a viable travel alternative?



Recommendations and action plan

- 1 Define realistic objectives for the increase in number of passengers and revenue growth.
- 2 What are your recommendations to stimulate bus usage (changes in bus scheduling, frequency, special offers, marketing investments, etc.)?
- 3 Based on the above, define an action plan to realise the objectives.

Information

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