



# Lobby experiences of Rover

Arriën Kruyt - Chairman

*Rover.  
Van reizigers,  
voor reizigers.*

# Allies



ROVER

## ROVER

- 5000 members/200 volunteers/small staff (5 FTE)
- EXPERTISE!

## ALLIES

- Union of car owners
- Union of consumers
- Cyclist Union
- Student Union
- Union of disabled people

# Lobby

ROVER

Goal: Better and more public transport

On the national level

- NS and ProRail

Regional and local level

- All regional and local franchises

# Regular contacts (1)

ROVER

LOCOV (Advisory Board for consumers in public transport)

- Ministry/NS/ProRail and consumer organisations
- 8 times a year
- legal status



# Regular contacts (2)

ROVER

Minister for Infrastructure and environment

- 4 times a year/informal/well prepared

Regional and local authorities

- Jointly with regional branches of Rover



# CEO's

ROVER

ProRail

Coffee meetings at 8.00 a.m.

NS

Working visit with dinner

RET/HTM/GVB/Arriva/  
Transdev

Various meetings



# Tools

ROVER

Website/Facebook/Twitter

Blog

- every Sunday evening
- short (3/4 A4)
- MP's, Minister, directors, civil servants and so on
- well received

Keek op de Week (Highlights of the previous week)

- Every Sunday evening
- Personal touch, for Rover only
- Appreciated/much copied

Conferences

Samen op Reis initiative (Travelling Together)





# Effects

ROVER

Rover is small but influential  
Expertise/facts need to be correct

Good profile in the media

“Public transport is good, but it can be better”

Allies

Cross border services : TTB and PRO BAHN



ROVER

