Welcome to our session “Revolutionizing urban mobility: Sustainable Innovations and Pilots in the Netherlands”

17th April 2024
Start 13.30
Ending at 14.15
Intertraffic Amsterdam

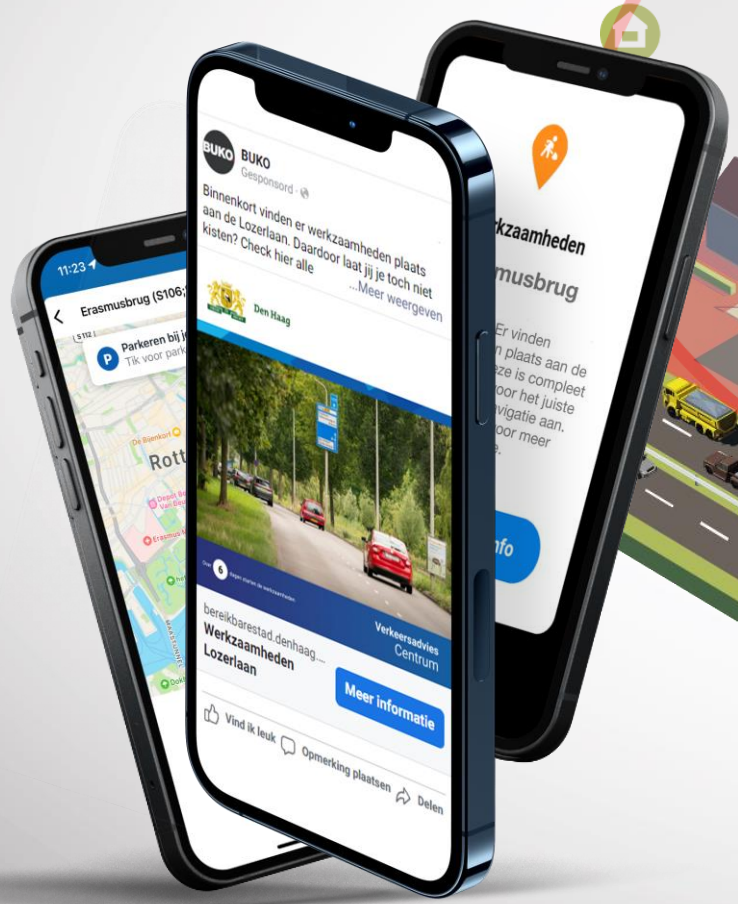
Program

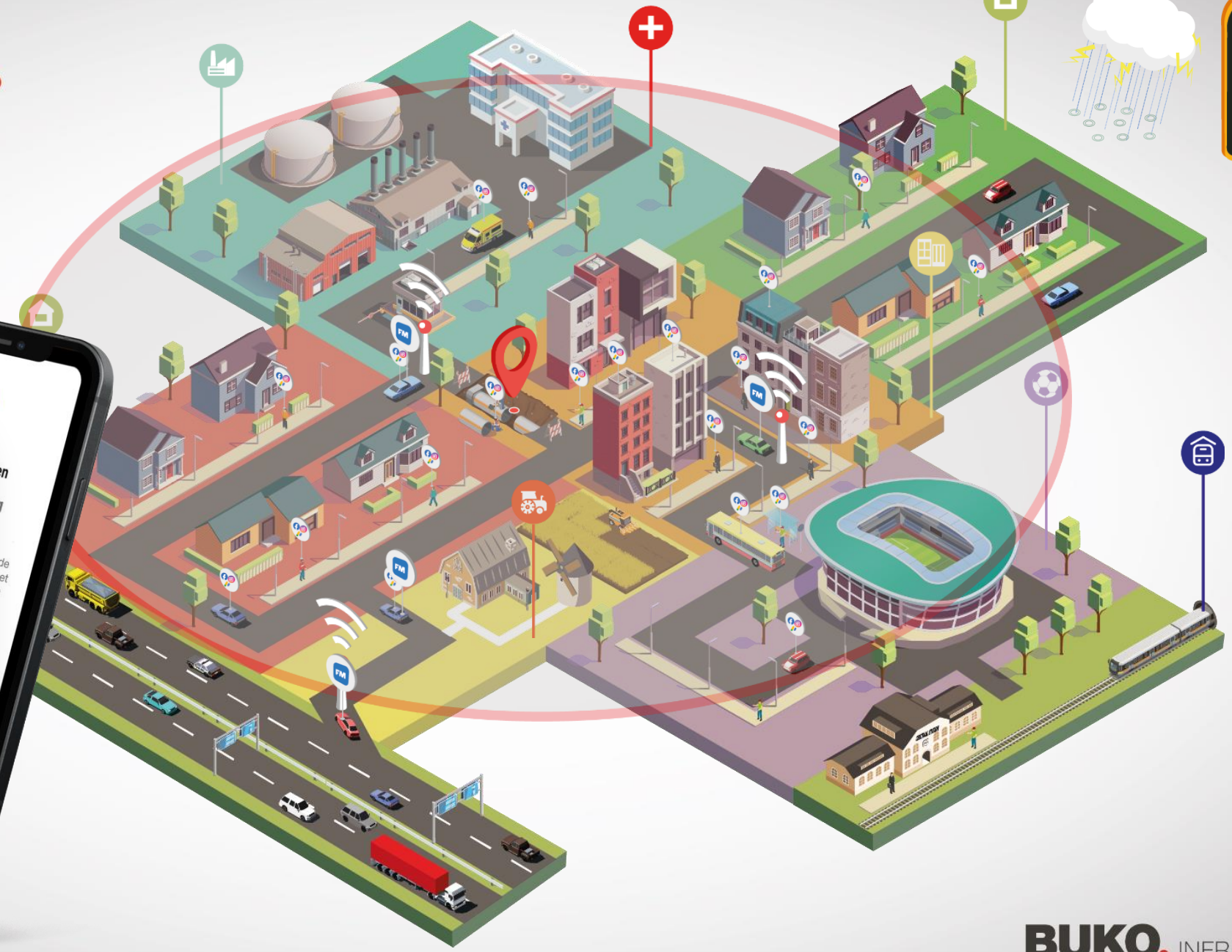
- 13.30 - Opening en welcome
  - Brief introduction to the topic and objectives of the panel discussion.
- 13.35 - Presentation of pitches
  - Each speaker will give a short pitch of their case study.
- 13.55 Panel discussion
  - The moderator leads the discussion.
  - Panelists share insights, experiences, and best practices in urban mobility and traffic safety.
  - We encourage questions from the audience.
- 14.10 Conclusion
- Invite to Connekt Pavilion – 02.210 to talk so more!

Members of our Panel – their pitches

BUKO Infrasupport - Fawad-Khan Bahadur
NDW - André Ingelse
Goudappel - Samir Ajanovic
CROW – Gerard van Dijck
Capgemini – Joost van der Made
Technolution – Paul van Koningsbruggen
TNO – Jeroen Borst
Moderator – Els de Wit - Ministry of Infrastructure and Water Management

BUKO CITY.





BUKO. INFRASUPPORT

Weather data

Live traffic data

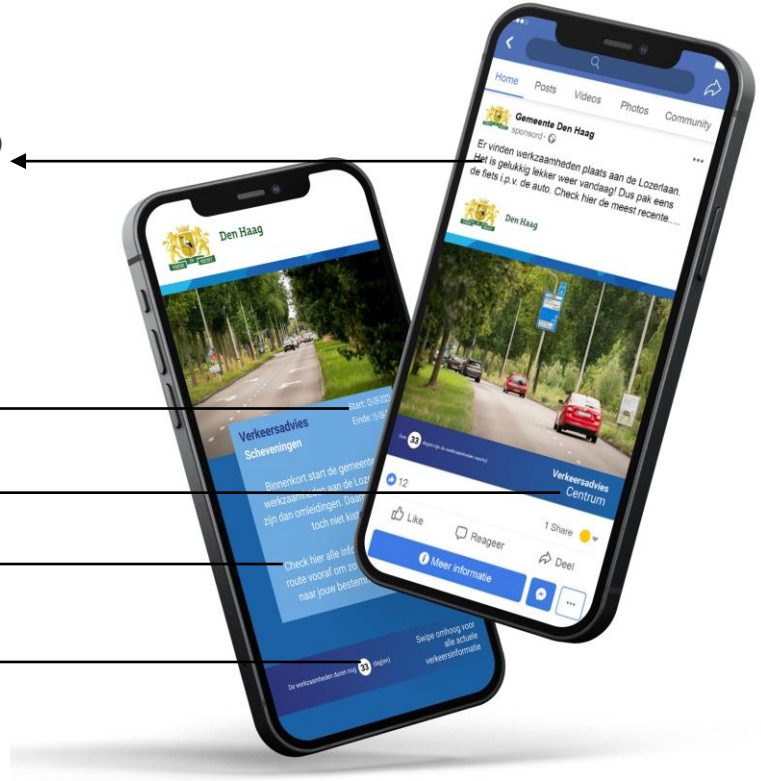
DYNAMIC TEXTS BASED ON WEATHER

START AND END DATE

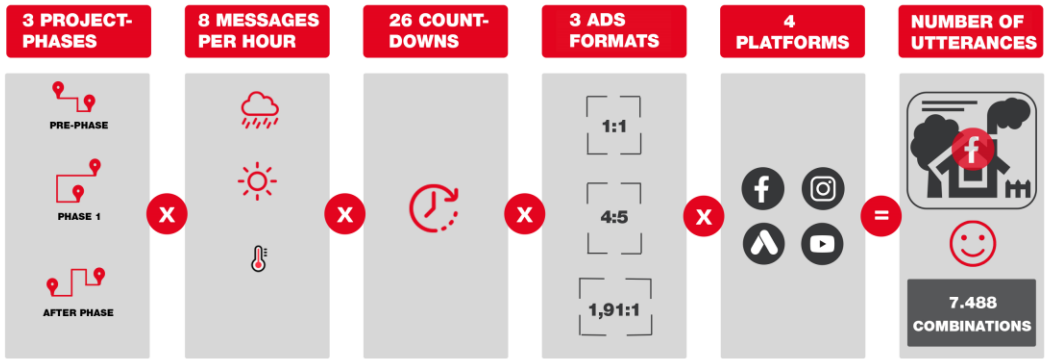
LOCATION

BEHAVIORAL APPROACH

DAILY COUNTDOWN



BUKO. INFRASUPPORT | PERSONALISATION - LOZERLAAN



VIEWS: **1.850.000**
REACH: **328.555**
99% satisfied with our communication

ndw Nationaal Toegangspunt Mobiliteitsdata MERIDIAN SAFETY PRIORITY SERVICES

André Ingelse
National Road traffic data portal NDW

Services

- Traffic Jam Ahead Warning
- Emergency Vehicles Approaching
- Safety Related Traffic Information
- Traffic Laws
- Smart Routing

anwb BEMOBILE a revolution in traffic INRIX

HYUNDAI KIA Connect

TOMTOM Smart mobility. Dutch reality.

For the whole of the Netherlands. Therefore relevant **for all road authorities.**

In anticipation of EU legislation regarding Real Time Traffic Information (RTTI)

25%

In 2023, the number of vehicle kilometers traveled in the Netherlands using the services of the Partners active in the vehicle increased by about 25%

EVA

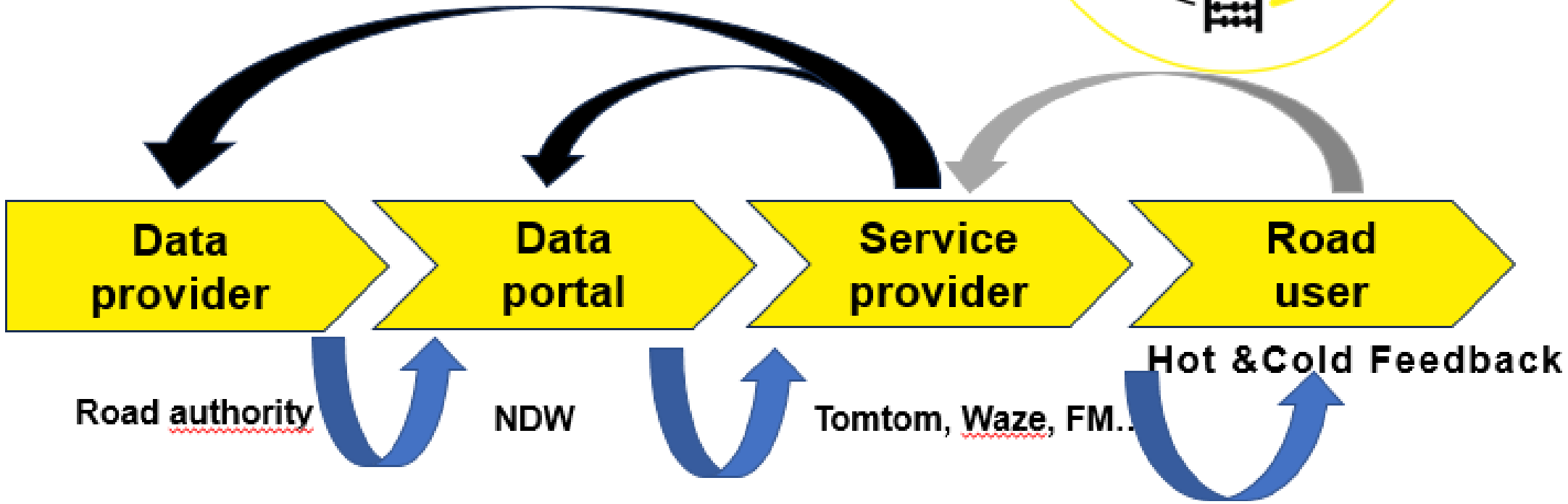
- Coverage is nearing 100% of all 25 Dutch safety regions
- Up to 100% of drivers who received a warning actually saw the ambulance
- 84% indicate that they make space for the ambulance based on the notification

Feedbackloop in 2025 endorsed by RTTI

SAFETY PRIORITY SERVICES

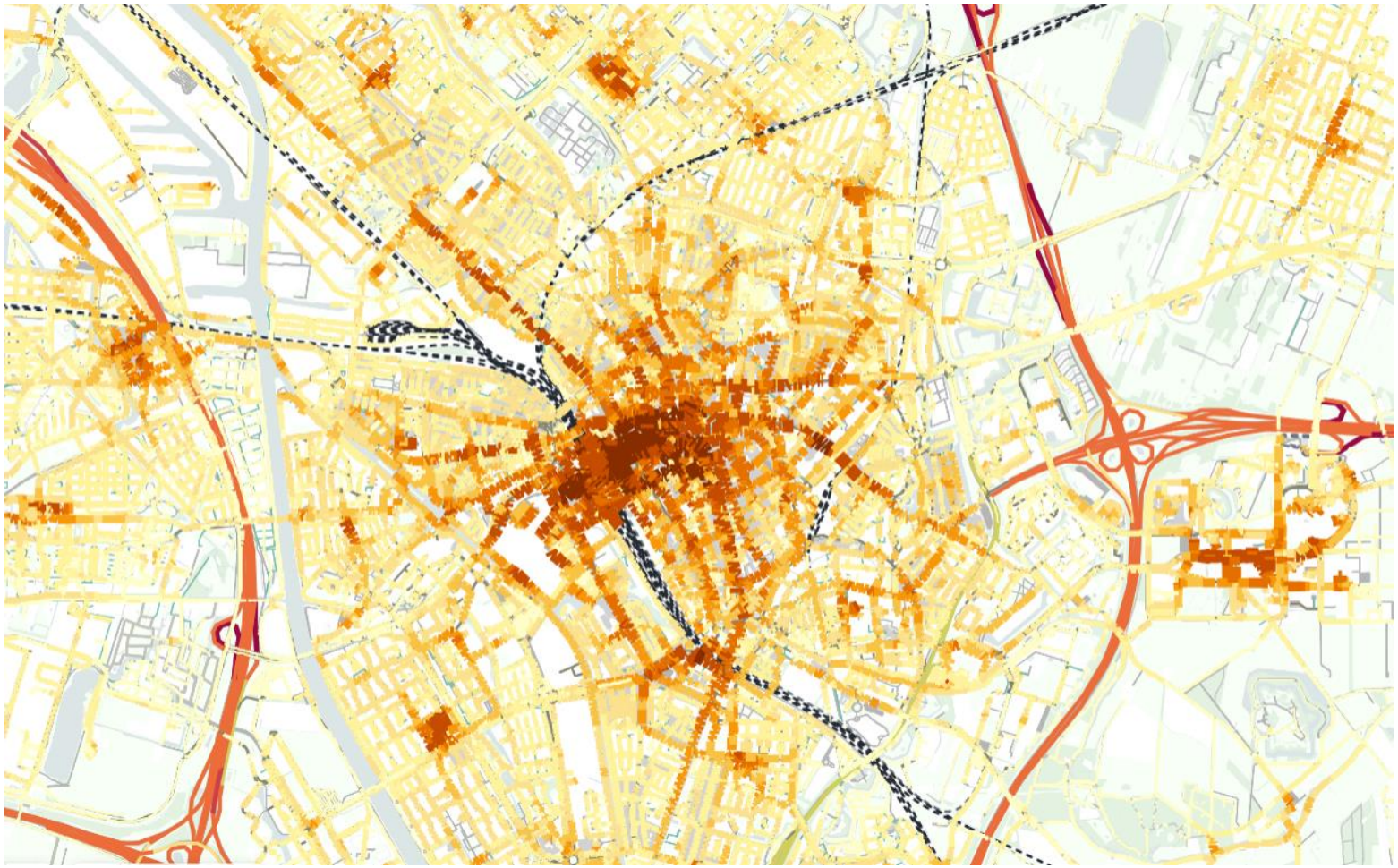
ndw

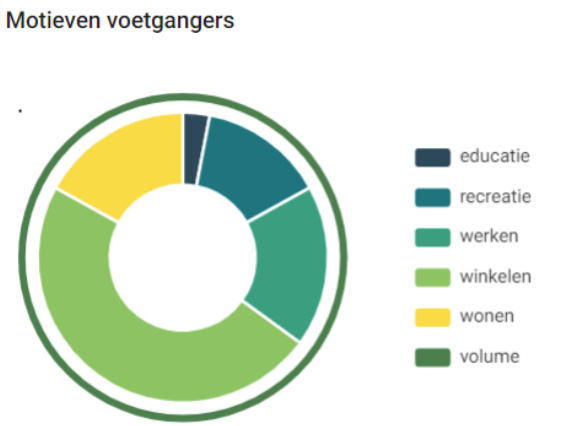
Continuous improvement of public data by private parties

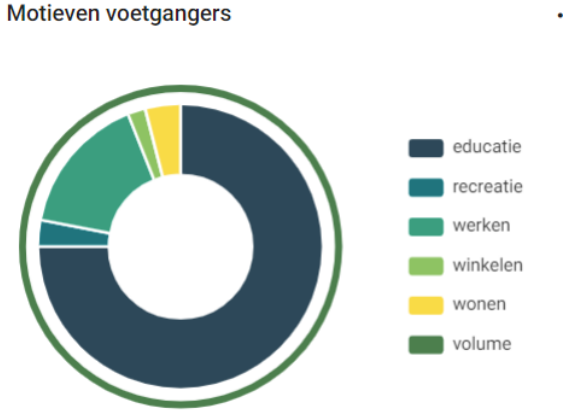


Pedestrian model

Goudappel
MOBILITY MOVES US





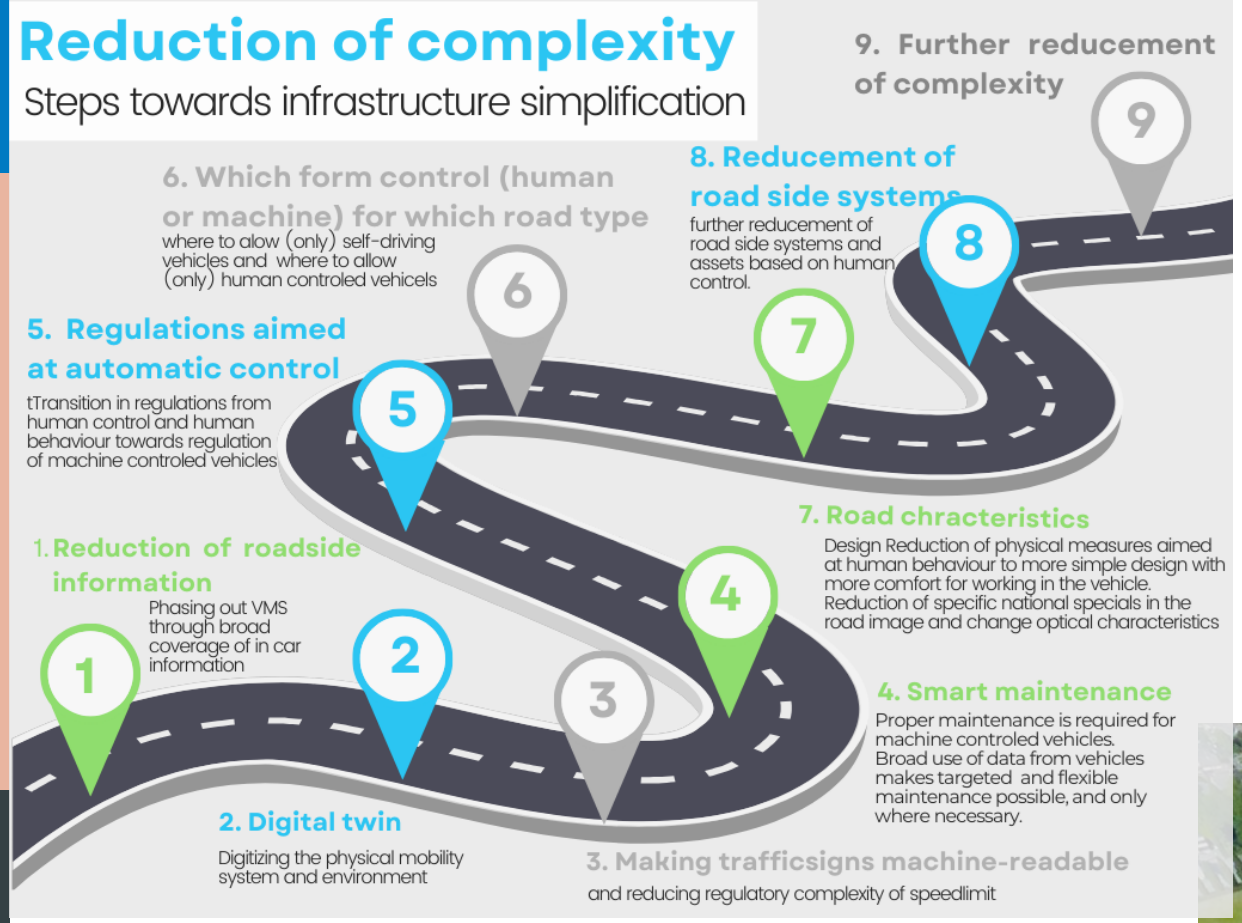


Example Harderwijk

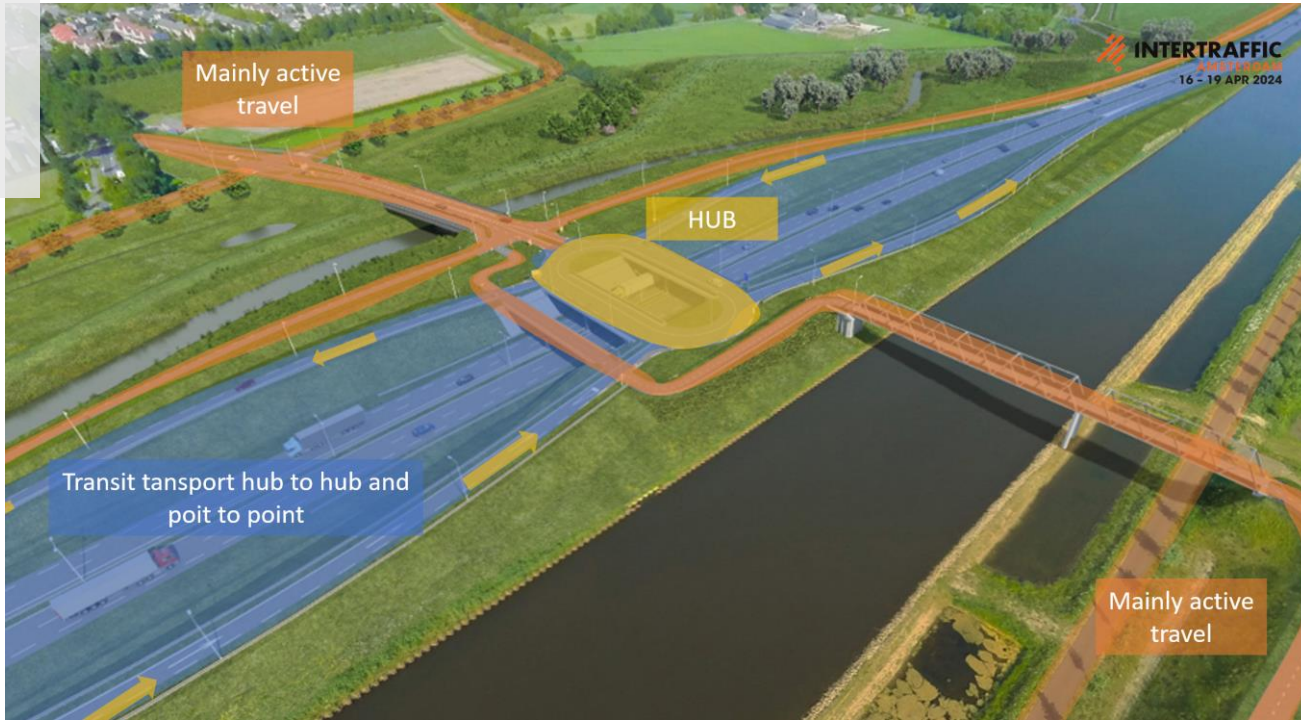
Goudappel
MOBILITY MOVES US

Reduction of complexity

Steps towards infrastructure simplification



KpVV CROW



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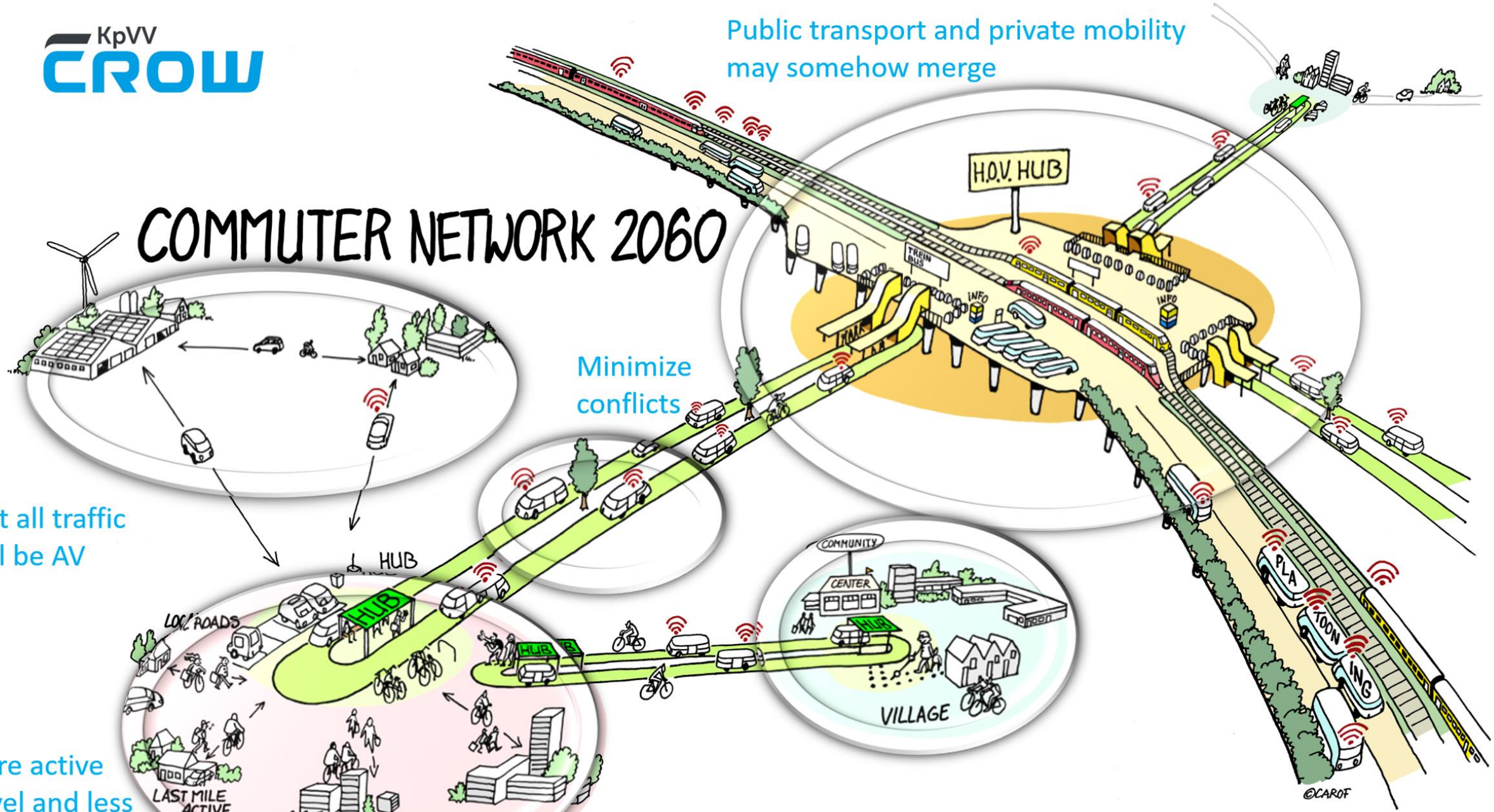


Public transport and private mobility may somehow merge

Minimize conflicts

Not all traffic will be AV

More active travel and less space needed for parking

Inclusive system

Capgemini

SMART MOBILITY IN NEED OF A TRANSITION

Sustainability

Capacity

Space (for living)

1 Travel less (far)

- Work at home
- Use local facilities
- Less crowded destinations

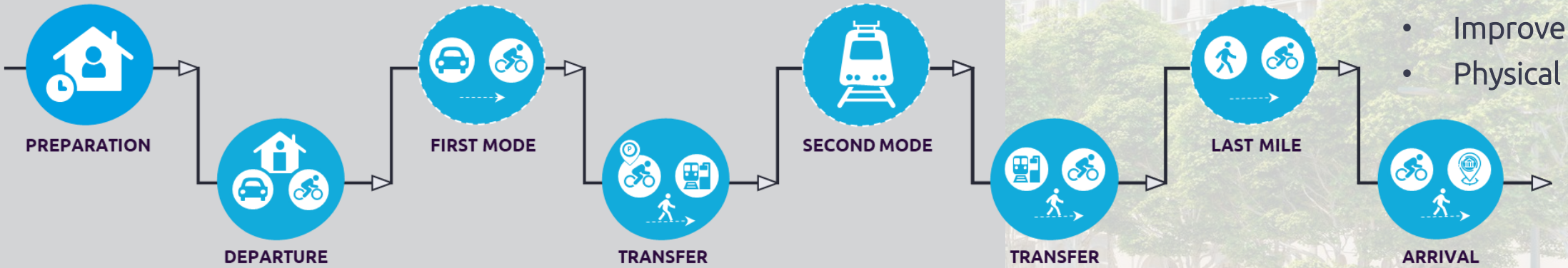
2 Travel at different moments

- Avoid rush hours
- Spread across the week
- Hold along the way

3 Travel in different ways

- Fossil → Electric → Physical
- Private transport → Shared
- High → Low use of space (m2)

CREATING A SEAMLESS CUSTOMER JOURNEY



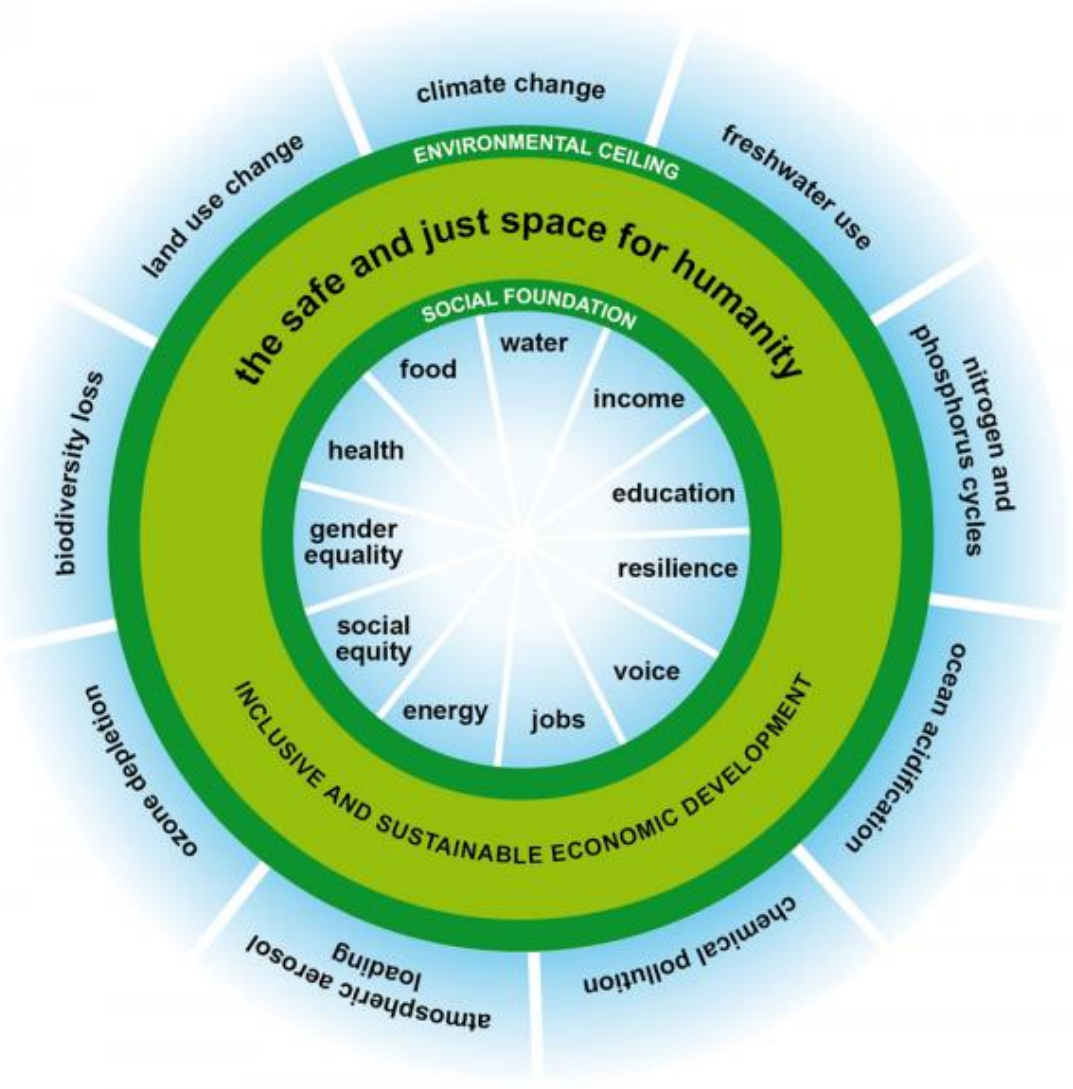
- Reduce Hassle
- Improve attraction
- Physical + Digital + Policy

PILOTS WORK!

- Collaboration between municipality, region, universities & service providers
- Objective: reduce incoming cars 20%
- Experiment rostering changes & pilot with combi-route planning
- Results: > 20% of participants intend to stick to alternative travel modes

- Collaboration between TU Delft, Municipality, service providers
- Objective: reduce incoming cars 20%
- 1 year pilot program with 6-week trial periods, awareness creation, sustainable mobility 'Package deal' trials
- Results: 20% of participants convert

Digital Orchestration of Public Space



As always, it start with the right questions and focus

How might we inform users on the use of the public space and its effects?

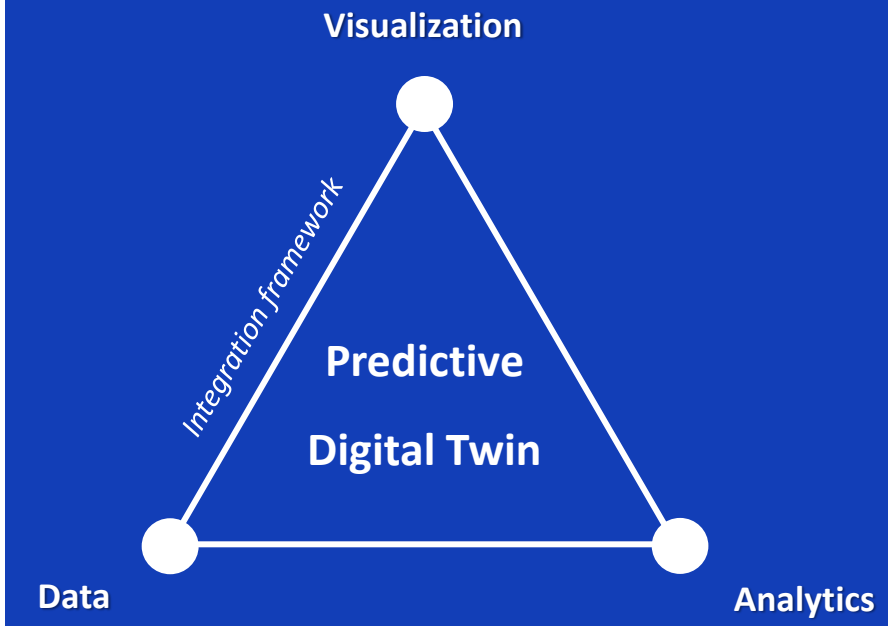
How might we improve access to affordable and accessible transport in under-served areas?

Modal shift for events

Modal shift for commutes

Transportation equity

Urban Strategy: making complexity manageable

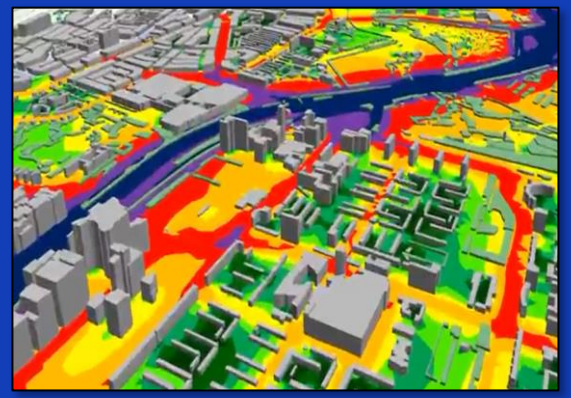


Use case Amsterdam: Integrated urban planning.

Challenge

The city is growing within its limited boundaries. Newly built-up areas to be developed

This will lead to increasing pressure on the mobility system and the environment.



Approach

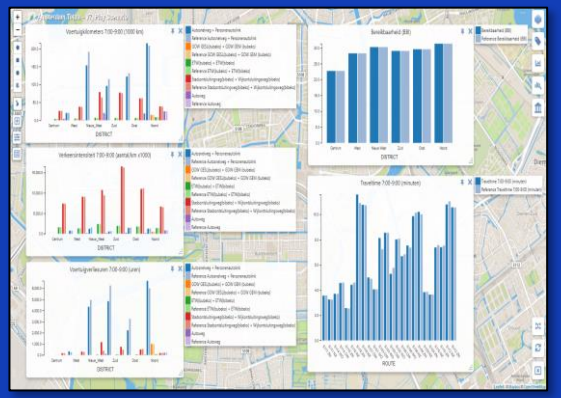
Jointly identify complex challenges, using Urban Strategy to assess, monitor and evaluate system interventions.

Defining new indicators that help steer towards societal goals

Result

Continuous support in challenge to redevelop parts of the city while maintaining accessibility.

Usage of the Digital Twin Amsterdam on a daily basis for multiple use cases.



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Paneldiscussion

Time to wrap up

Thank you!

We appreciate your participation and contributions.

Please join us
for further discussions and networking.
See you at the Connekt-Pavilion
Stand 02.210!

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