

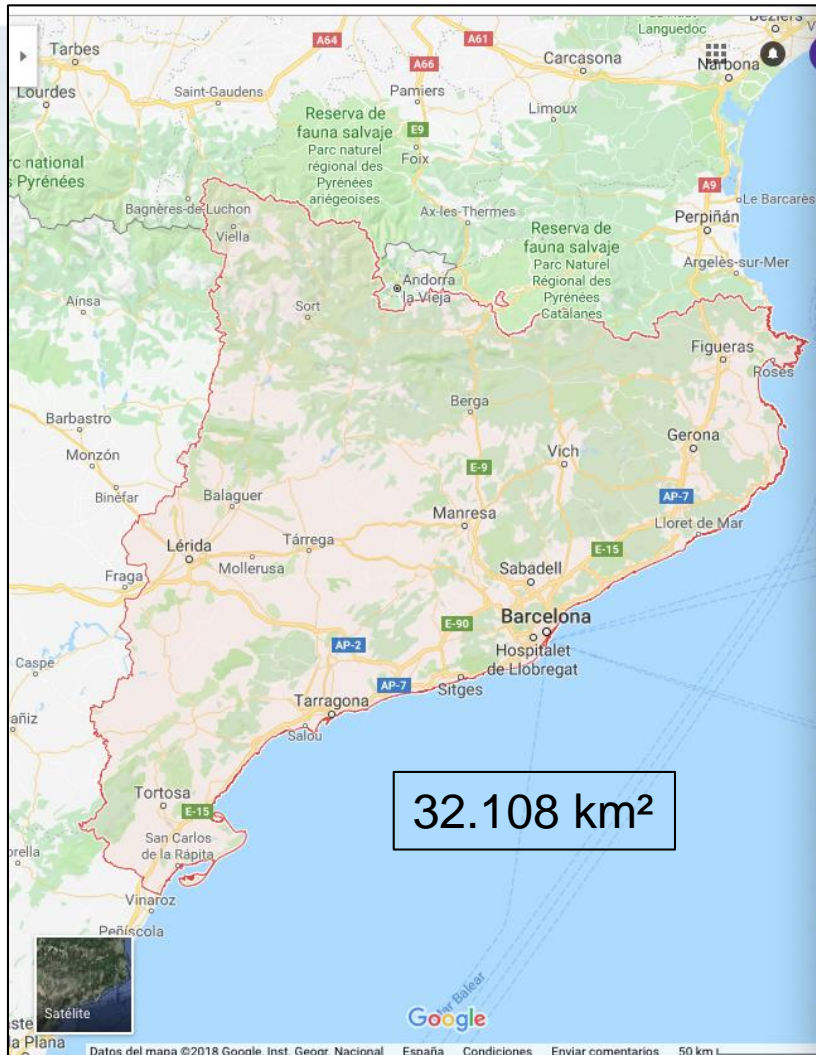
De Verkeersonderneming

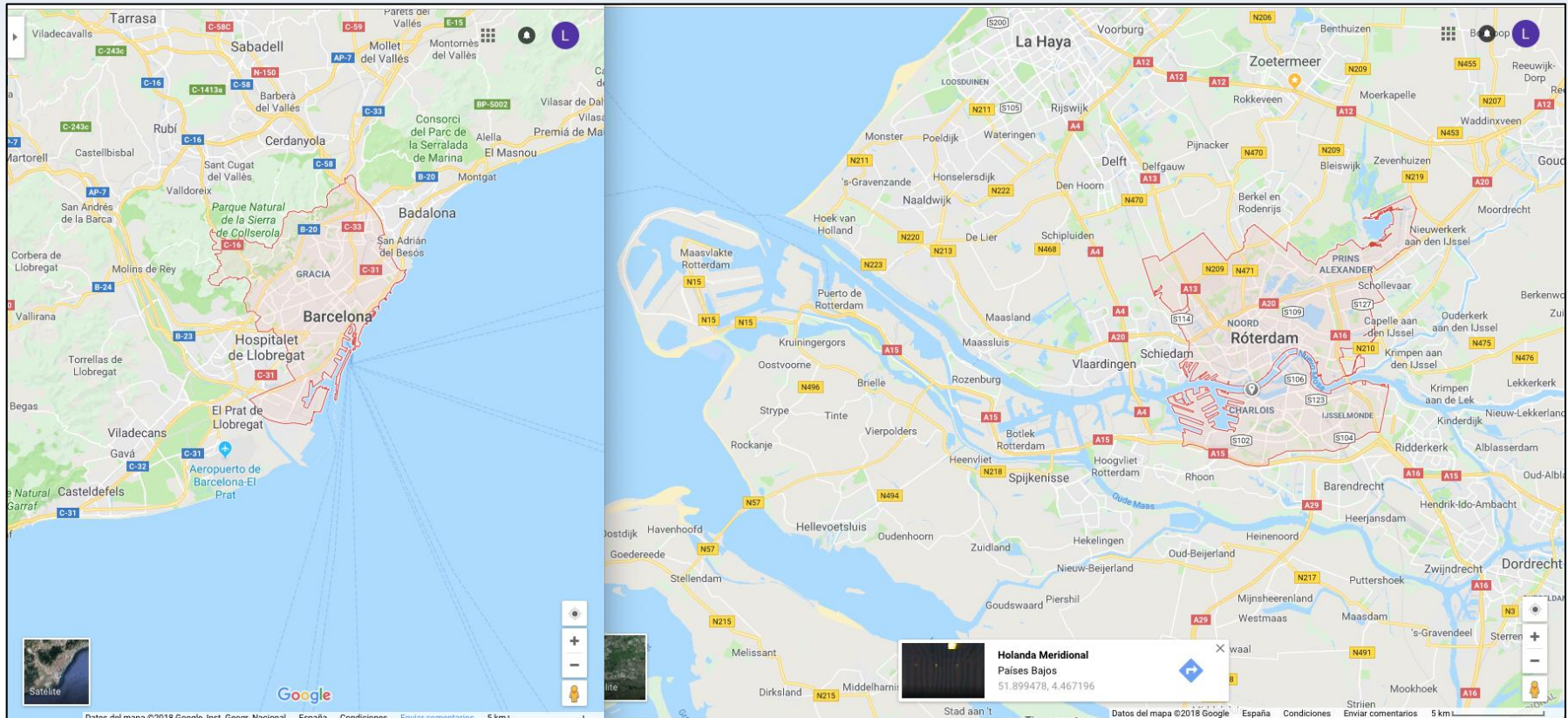


“Together we keep our region accessible”

De Verkeersonderneming (The Traffic Company)







A sense of urgency

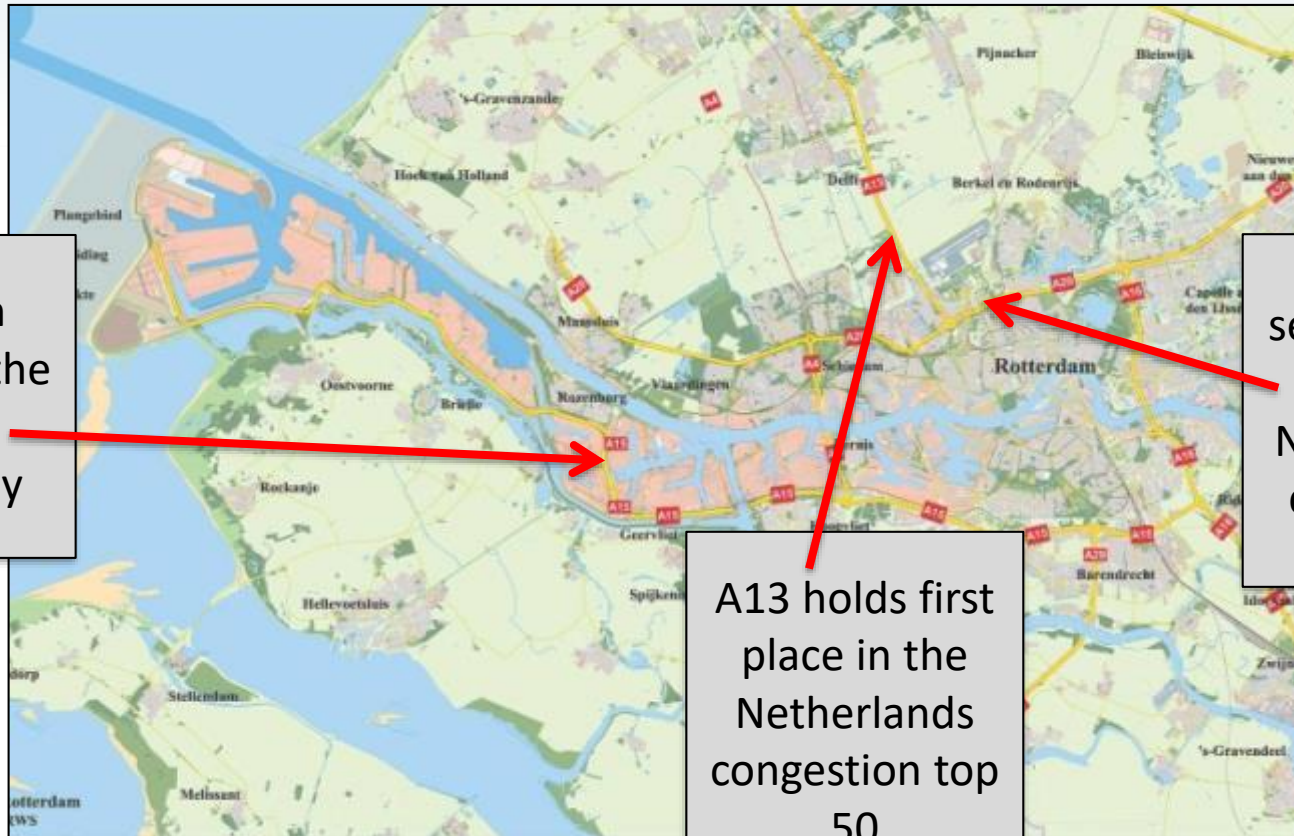
- Good accessibility is vital for Rotterdam, both port and city
- Many infrastructure projects in the upcoming years (building and large-scale maintenance of roads, tunnels and bridges)
- Also: more efficient use of the current infrastructure -> another approach in thinking about mobility
- 5 hours a day it's extremely busy -> 19 hours a day provide for an "acceptable accessibility"
- We're not anti-car, but anti- congestion
- Structural behavioural changes on the basis of *compelling* events

Why ?

De Verkeersonderneming



Work on
widening the
A15
motorway



A20 holds
second place
in the
Netherlands
congestion
top 50

A13 holds first
place in the
Netherlands
congestion top
50

2008: Port's accessibility

De Verkeersonderneming



- Every day, 72.000 vehicles leave the port
- Of which 32.000 during rush hour
- Some 5.000 too many
- A15 in Top 10 of Congestion Top 50
- Expect a 15% increase in traffic until 2018



De Verkeersonderneming
→ voor een bereikbare haven



Added value for our partners

De Verkeersonderneming



- Our focus on ***the short term, our traveller-centred approach and influencing behaviour***, instead of a long term and systems/infrastructure approach
- Speed
- Experiments and innovation
- We do what our partners alone can't or don't do
- We are a partner and network organisation



Ministerie van Infrastructuur
en Waterstaat



METROPOOLREGIO
ROTTERDAM DEN HAAG
VERVOERSAUTORITEIT



**Port of
Rotterdam**



Gemeente Rotterdam

The current program

Mobility management (pre-trip)



Logistics



Driving behaviour (on – trip)

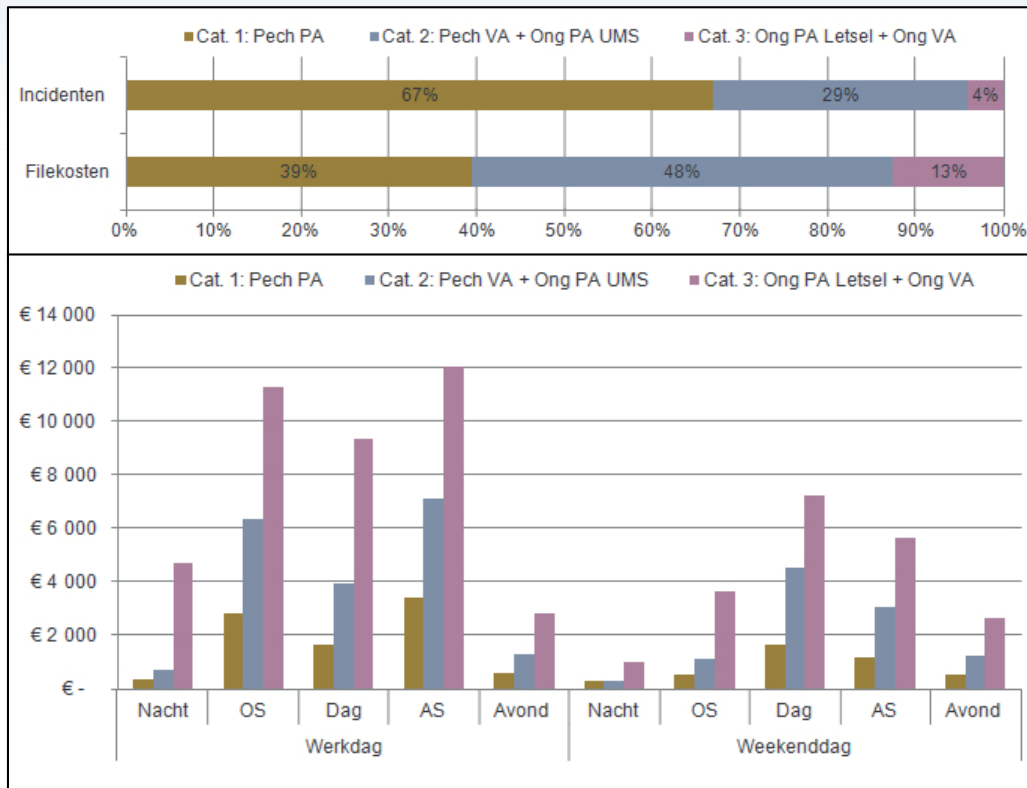


Optimising infrastructure



Smart Incident Management

De Verkeersonderneming



*Economic damage of incidents and accidents in the Netherlands is estimated to be **some 500 million euro per year.***

Pilot Front-Office

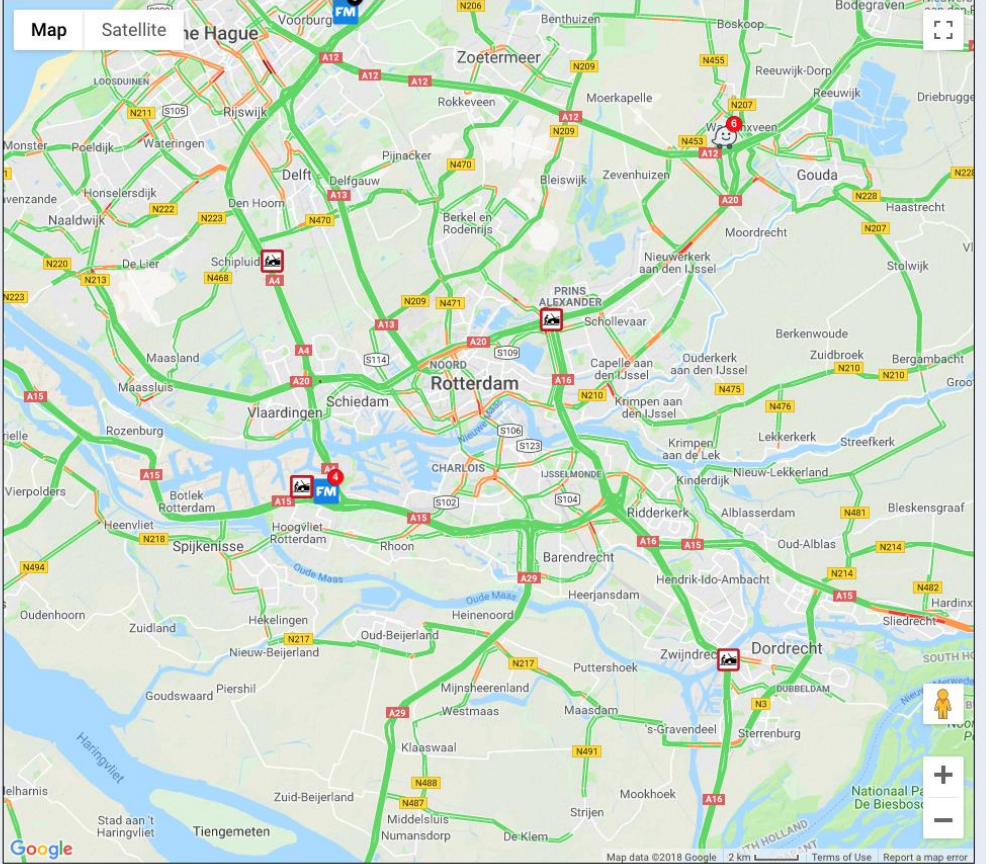
Nieuw Incident ▾ Analyse ▾ Daggrafieken ▾ Aantekeningen ▾ Communicatie ▾ Beheerder ▾ Ga naar ... ▾ Sandbox Preview ▾ Help ▾ Sessie & Settings ▾

Actieve meldingen

Sta	Wijz.	B	Bron	C	Procestype	Locatie
14:22	14:23		FM	2	Stilstaand Voertuig	A27 Li 37.5
14:21	14:23				Pechgeval	A27 Li 37.5
14:20	14:23		FM	5	Stilstaand Voertuig	A27 Li 39.9
14:18	14:20				Pechgeval	A16 Li 34.7
14:15	14:23		FM	4	Stilstaand Voertuig	A15 Re 50.1 b
14:15	14:19			2	Stilstaand Voertuig	A27 Li 37.5
14:13	14:22			4	Stilstaand Voertuig	A27 Li 39.7
14:09	14:17			6	Stilstaand Voertuig	A12 Li 26.0
14:01	14:15		FM	9	Stilstaand Voertuig	A44 Re 10.5
13:57	14:23			11	Stilstaand Voertuig	A44 Re 10.5
13:52	13:54			1	Stilstaand Voertuig	N11 Re 9.7
13:47	14:15		FM	6	Stilstaand Voertuig	A4 Re 44.3 b
13:46	14:17			6	Stilstaand Voertuig	A4 Re 44.3 b
13:22	13:23			1	Voorwerp op de weg	A4 Re 27.7

Actieve incidenten

Sta	Wijz.	Bron	C	Procestype	Locatie
14:21	14:23	ndw		Pechgeval	A27 Li 39.8
14:10	14:12	ndw		Pechgeval	A15 Li 48.7
14:07	14:07			Overige	A15 Li 48.8
13:49	13:49			Pechgeval	A16 Re 15.7 b
13:33	13:35	ndw		Pechgeval	A4 Re 58.4
13:18	13:20	ndw		Ongeval	A4 Re 27.5



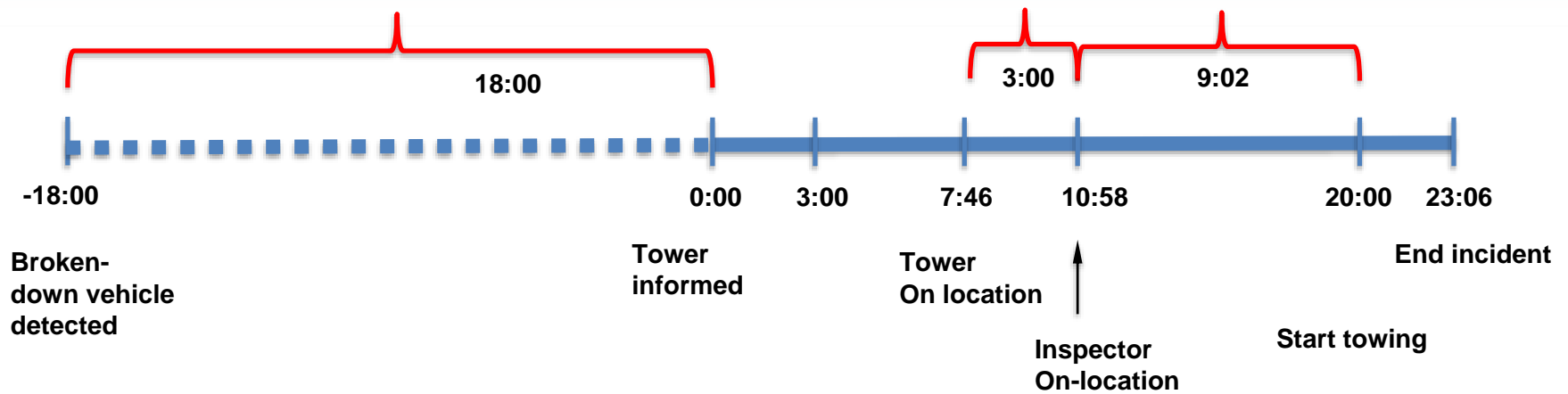
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Results

De Verkeersonderneming



Crowdsourcing
(since December 1, 2017)



Accidents: 7-11 minutes earlier detection



Thank you!

More information?
info@iminthecloud.es