De Verkeersonderneming

“Together we keep our region accessible”

The Traffic Company

Roger Demkes

Ursa Major 2
workshop from systems to services

26 september 2017

Today is …
Sail to your work-day

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VAAR NAAR JE WERK DAG
JIJ VAART TOCH MEE?

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A sense of urgency

- For Rotterdam, both Port and City, a good accessibility is vital
- Infrastructure projects (Blankenburg, A4, A13/16)
- Also: better use of the current infrastructure
- 5 hours a day it’s very busy > 19 hours a day a good accessibility

The occasion (2008)

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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 less accessible

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- 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
- MaVa road widening project
- 10% increase in traffic in period until 2015

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→ voor een bereikbare haven

Partners of De Verkeersonderneming

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Deltalinqs

GEMEENTE NISSEWAARD

MKB Nederland Rotterdam

MRDH

METROPOOLREGIO ROTTERDAM DEN HAAG VERVOERSAUTORITEIT

Ministerie van Infrastructuur en Milieu

Port of Rotterdam

VNO NCW ROTTERDAM

provincie ZUID HOLLAND

Gemeente Rotterdam

Verkeersmarinier

POLITIE Rotterdam-Rijnmond

GEMEENTEBARENDRECHT

2011: From port to city

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- De Verkeersonderneming takes on Rotterdam's accessibility program for the municipal administration.
- Roads in and around the city are also too busy during morning and evening rush hours.

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Slim Bereikbaar

Promoting accessibility in Rotterdam 2012 - 2014

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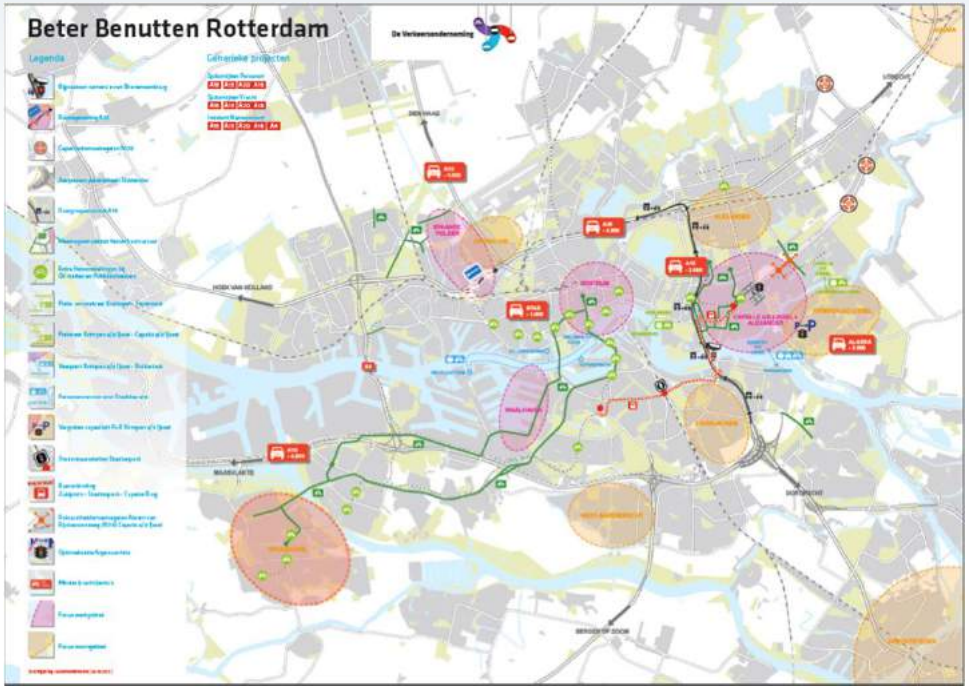
The challenge

- Up to 20% too much traffic during rush hours.
- In other words, 19 hours of excellent accessibility outside peak periods.



Our job

- Ensure that 16.000 drivers moving in/to the afflicted areas avoid peak periods.

The result

- > 14.000 peak traffic avoidances

Beter Benutten 2 (2015 – 2017)

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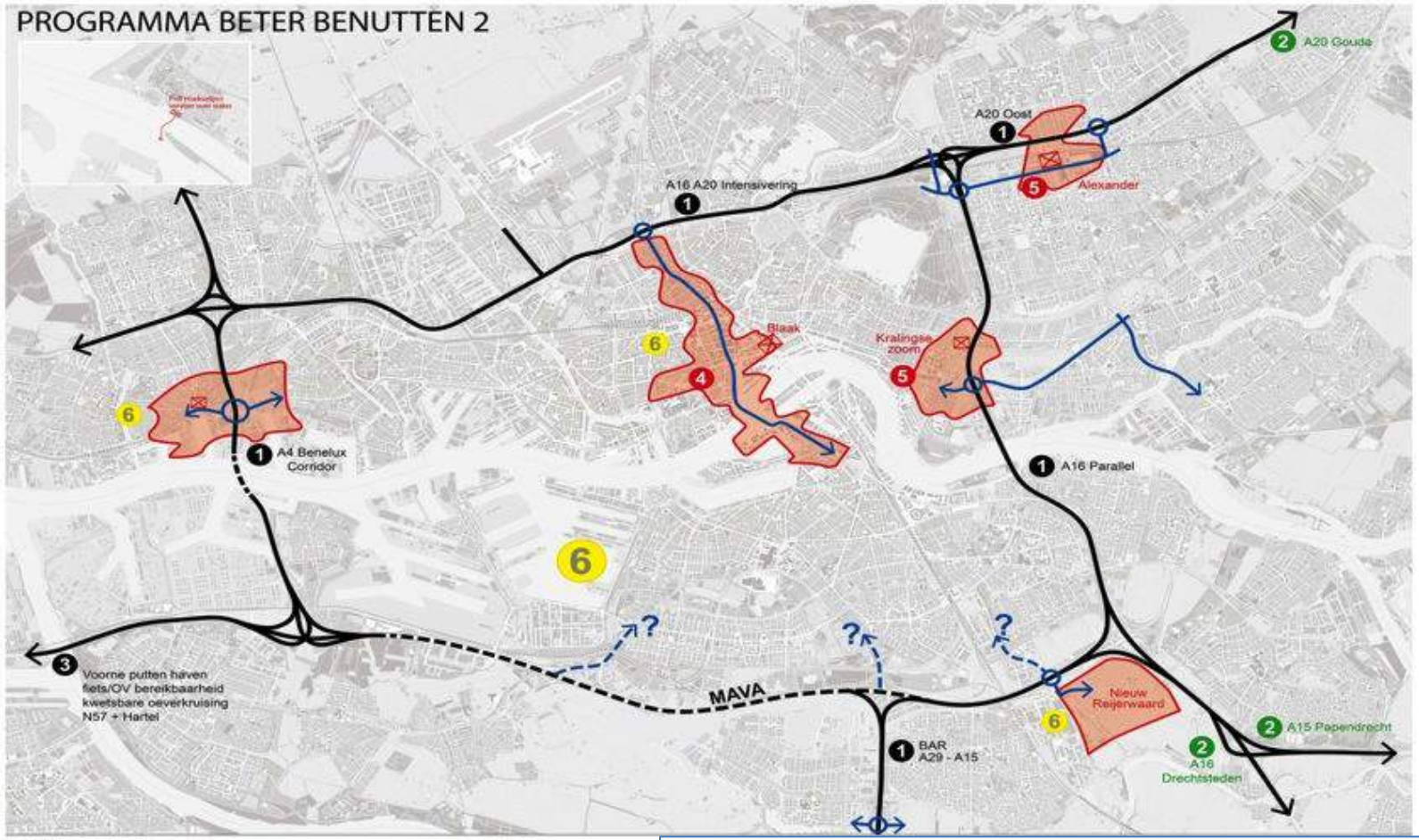

Goal: 7.000 Peak traffic avoidances daily

The current programme

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Mobility management (pre-trip)

Logistics

Driving behaviour (on – trip)

Optimising infrastructure

Driving behaviour

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- Data-analysis
- Working on predicting models
- Road authorities combined
- Phantom jams, wide moving jams en stop and go traffic
- National board of directors on ITS

Future of ITS: influence driving behaviour

Rotterdam wants to be early adopter of elsewhere invented and tested technical innovations

Logistics

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- More efficiency in logistics
- Better use of infrastructure (24/7)
- Focus on Incident Management -> ‘patrouillerende berger’

Truckparkings

Truckspotten

Marketplace for logistics

Mobility management - Two points of departure

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- People have diverse **motives** for their mobility behaviour – meaning that we can (and have to) develop equally diverse solutions and alternatives!

- Accessibility has long since stopped being a purely public issue. It is public/public, public/private, private/private – B2B, B2G and B2C. **Reframing collective goods**.

Instruments

Mobility management

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Campaign ‘Jam animal’

Employers approach

Alternatives

Peak traffic avoidance project

Citizens approach

Filedier
26 februari 2014 ·

TimesUpp helpt je op tijd komen, maar... Wat vertraagt jou in het v
Storing, file, collega's? Comment hier en maak kans op €15,- iTun
tegoed!

16.728 bereikte personen

Vind ik leuk · Reageren · Delen · Buffer · 10 5 2

Filedier
1 december 2014 · Bewerkt ·

Autorijden kan goedkoper. myJINI beloont het mijden van de Rotterdamse spits. Dit kan oplopen tot €400 per jaar. Lees meer op www.filedier.nl/tip/myjini-spitsmijden/

Volgen

Lef! Gutz!
@NoemmijmaarRudi

filedier.nl/ov/coole-busho…

@filedier wat zijn jullie leuk, heerlijk speels. Ik vind jullie leuk! #lief bedankt. urban love. #cool

De Bilt, Utrecht

22:44 - 9 dec. 2014

filedier @filedier · 10 dec.
@NoemmijmaarRudi @filedier wat zijn jullie leuk, heerlijk
urban love. #cool"

Private sector: companies

Employers approach

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Citizens approach

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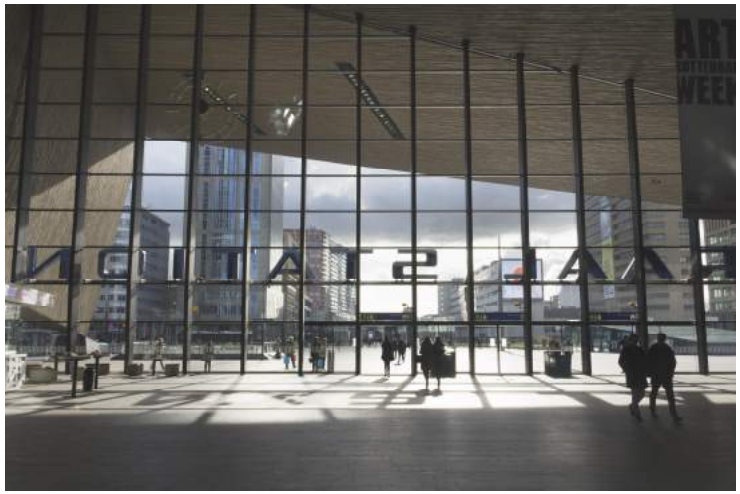

Alternatives -
The guiding principles

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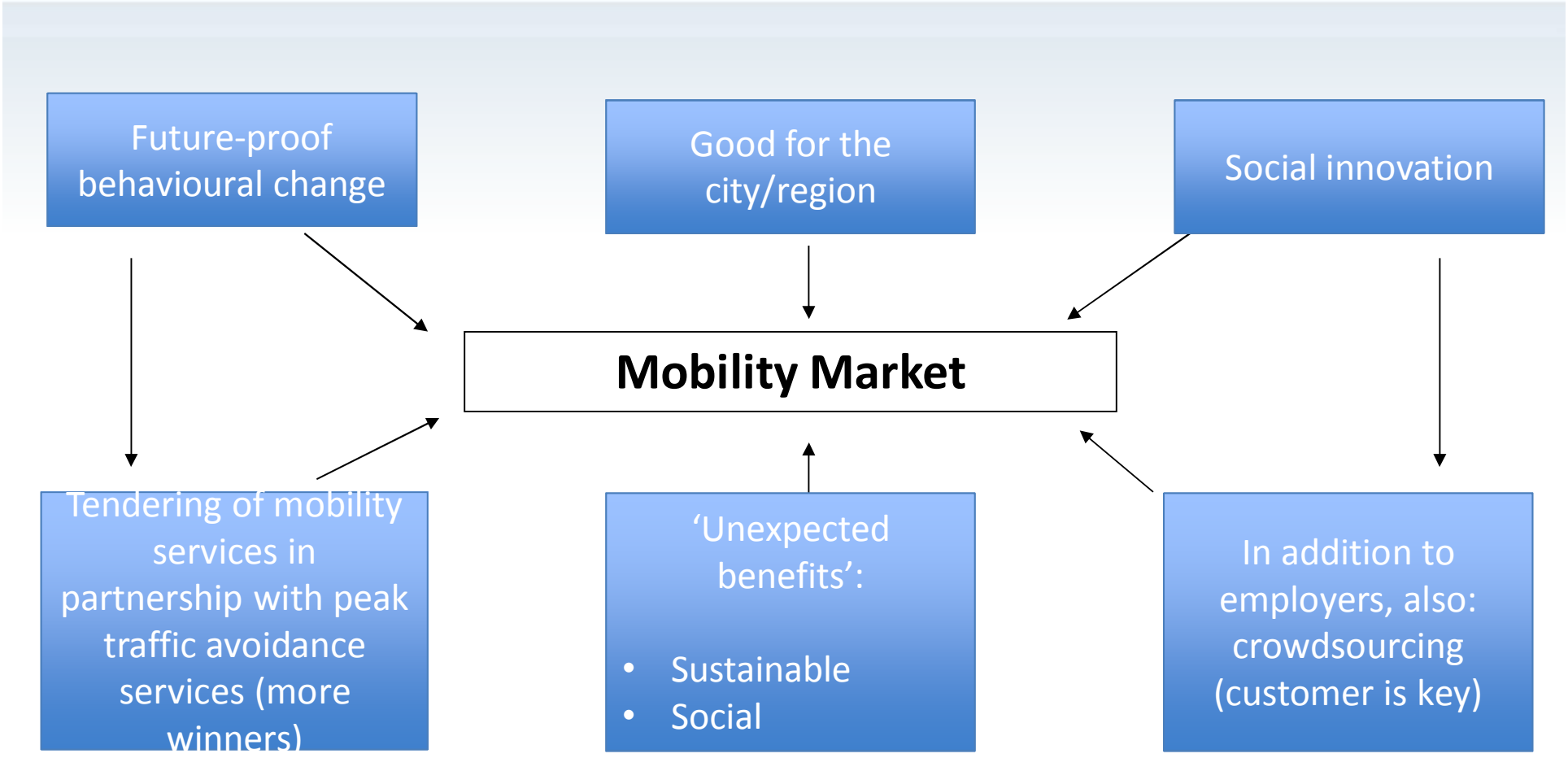

Citizens-centred approach

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WHY ROLES

NEEDS FOR THE FEW

AMBITIONS

ALTERNATIVES FOR THE MAJORITY

MOBILITY HAPPINESS!

Rotterdam Mobility Lab

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Don't talk, but test!

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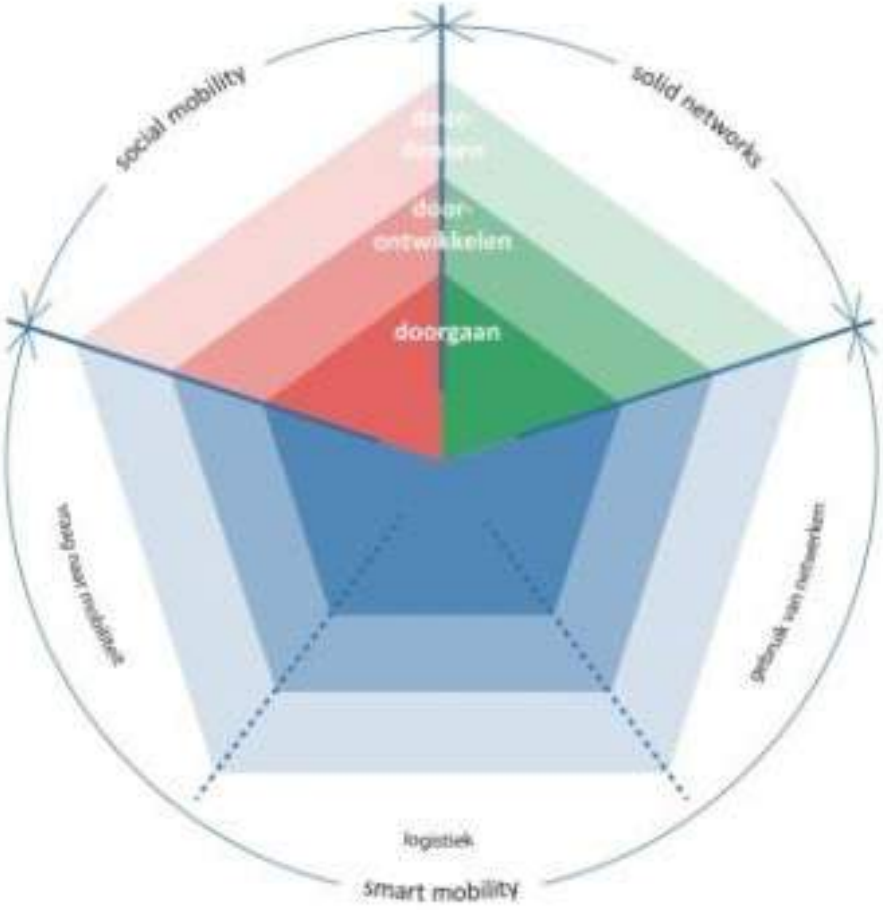

2018 and further:
Intensifying
in all directions