Optimising Use

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Workhop from systems to services

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Optimising Use

Smartly and smoothly from door to door

Let’s take mobility management to the next level

Optimising Use Smartly and smoothly from door to door

Overview: the 80ies & 90ies

Mobility management in the Netherlands:

the commuting policy of companies

Influencing travel

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Overview: the 90ies and 00’s

- Mobility management becomes an important theme on the policy agenda
- Local governments start to invest in mobility management

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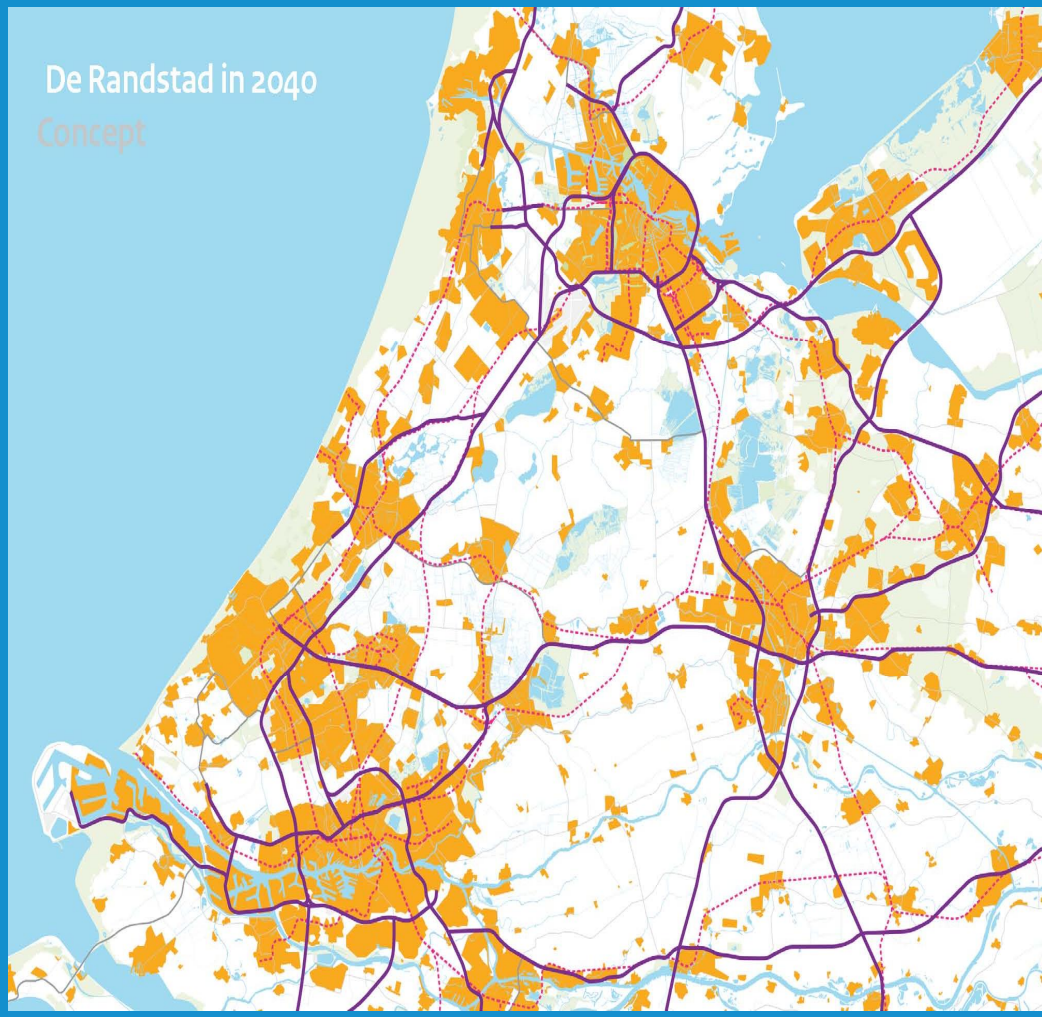
Today

We address mobility issues in a more integrated way

→ demand vs. supply
→ user perspective
→ all actors cooperate



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- Government, regional authorities and businesses decide together, finance together and work together

- To improve the accessibility of the 12 busiest urban regions in the Netherlands

https://www.youtube.com/watch?v=wQHn-HsncZg&feature=youtu.be

Optimizing Use

Over 350 mobility measures

- smart infrastructure,
- public transport,
- cycling,
- smart working,
- smart travel,
- goods transport,
- intelligent transport systems
- and door-to-door travel.

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Optimizing Use continues untill 2018

Aim

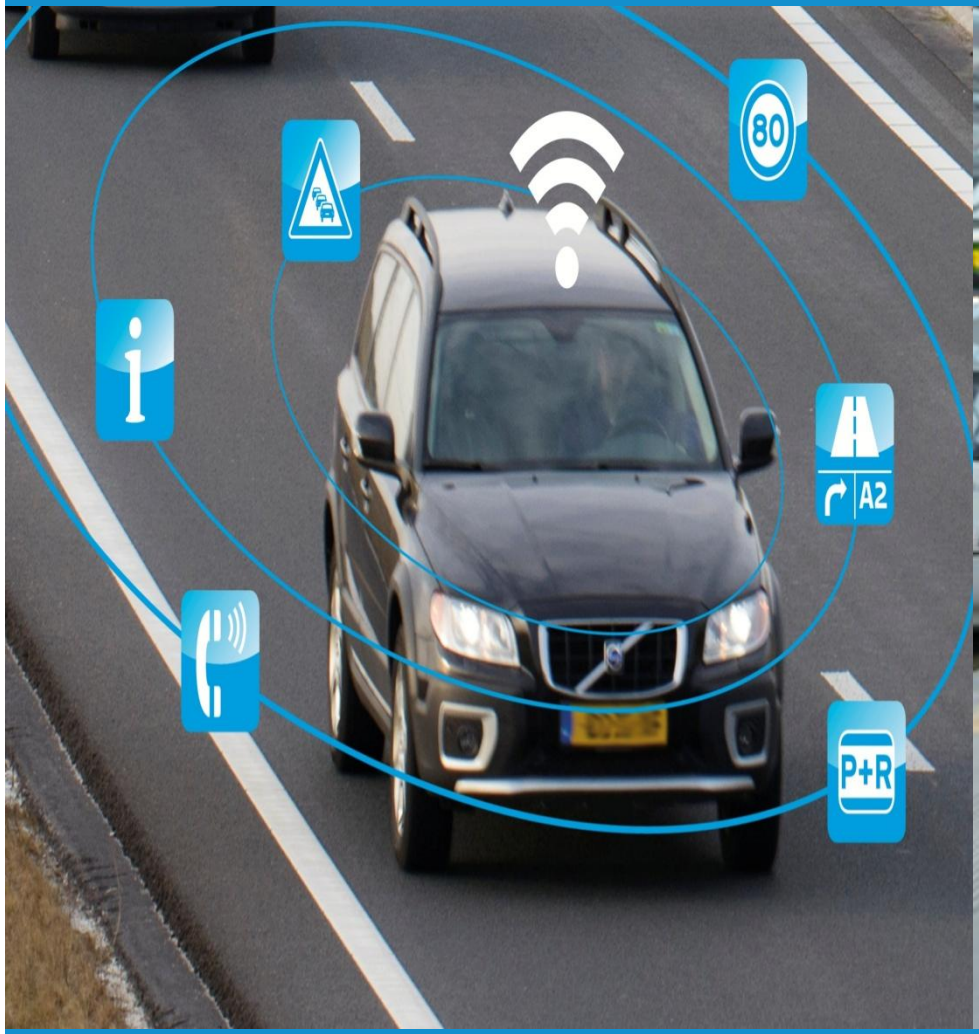
- To cut door to-door travel times by 10% in the busiest areas

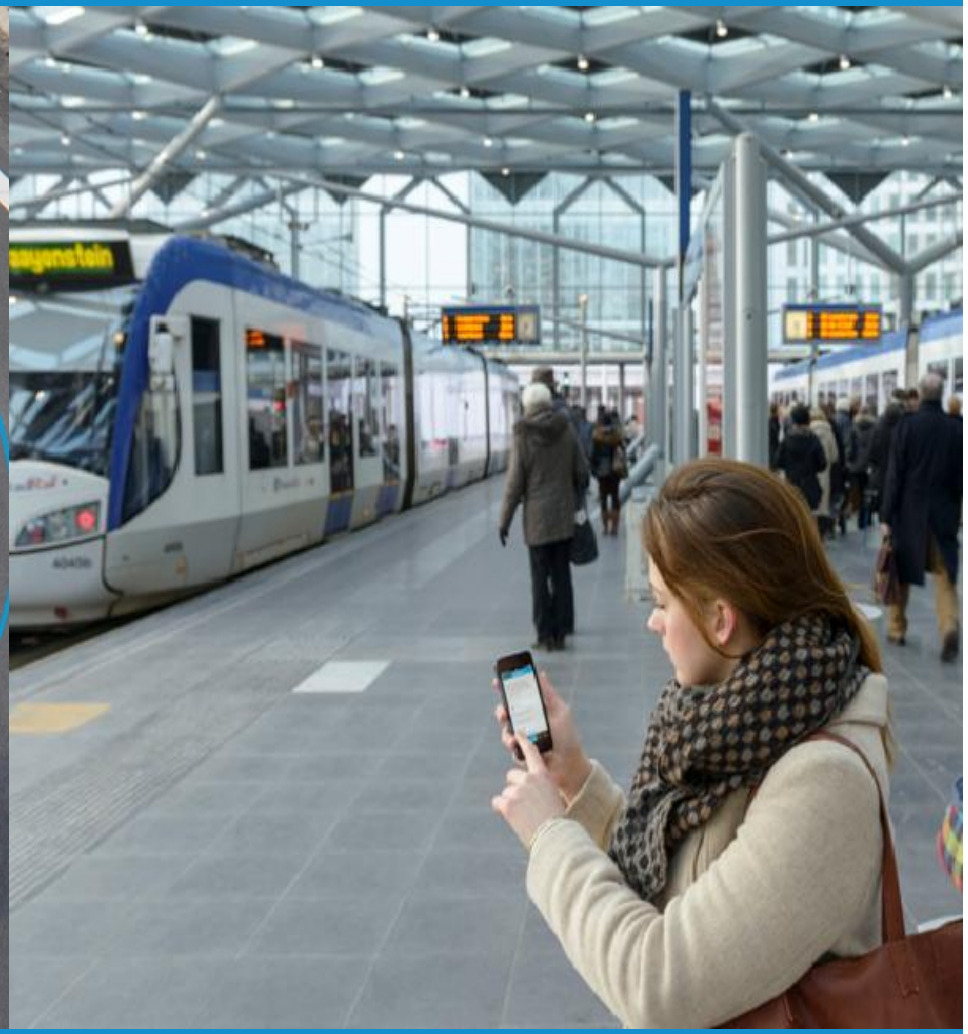
With

- About 400 projects

Leading to

- 48000 structural peak traffic avoidances and
- 19% travel time improvement in designated routes





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Smart solutions

For the problems we are faced with:

- Even though we need additional infrastructure; it is not always the best solution
- Other alternatives are more cost-effective

They can be found, and must be found

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