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**Main part**

Our world is changing under the influence of ever more and better services provided to everybody. This results in easier access to services and more affordable services. In the domain of Transportation, for example Mobility-as-a-Service is set to provide more, cheaper and easier to use mobility services to end user. This has great benefits in the sense of social inclusion, number of connected locations and hopefully less environmental strains as travellers can easier choose a greener option. It also provides for new approaches to Traffic Management as travellers can easier be redirected to a secondary transportation system, be it through incentives or sheer cheaper or faster modes of transport. This enables Traffic Managers to spread travel demand and balance the various transportation networks to an optimum. In order to reach such an optimum for the network and the individual, one must understand what the travellers reasons are to travel. When he best travels and why. In order to get such insights we deploy Social Traffic Management® in various projects. Based on these deployments we will show what it means to understand your traveller and how that knowledge could be used to influence travel demand and distribute it in time and space.

**What is new?**

Using social media to get insights on the traveller and to guide and steer the travel on his journey between A to B in an effort to maximize network performance.

**What is transferable to other cities and regions?**

We are currently deploying this technique in various cities in and outside of the Netherlands. It is 100% transerable as long as local knowledge is available.

**What are outcomes and conclusions?**

People can be triggered to change their time and way of travel when it is in their best interest. Having a tool to understand what their best interest is and to have a direct line of communication makes optimizing your Transport Network a lot easier.

**Who are the main target groups?**

Traveller, Transport Operating Companies, Cities.

**Link to the project**

[socialtrafficmanagement.nl](http://socialtrafficmanagement.nl)

