



CiViTAS
Cleaner and better transport in cities



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i-Zone: Mobility Management in Enschede

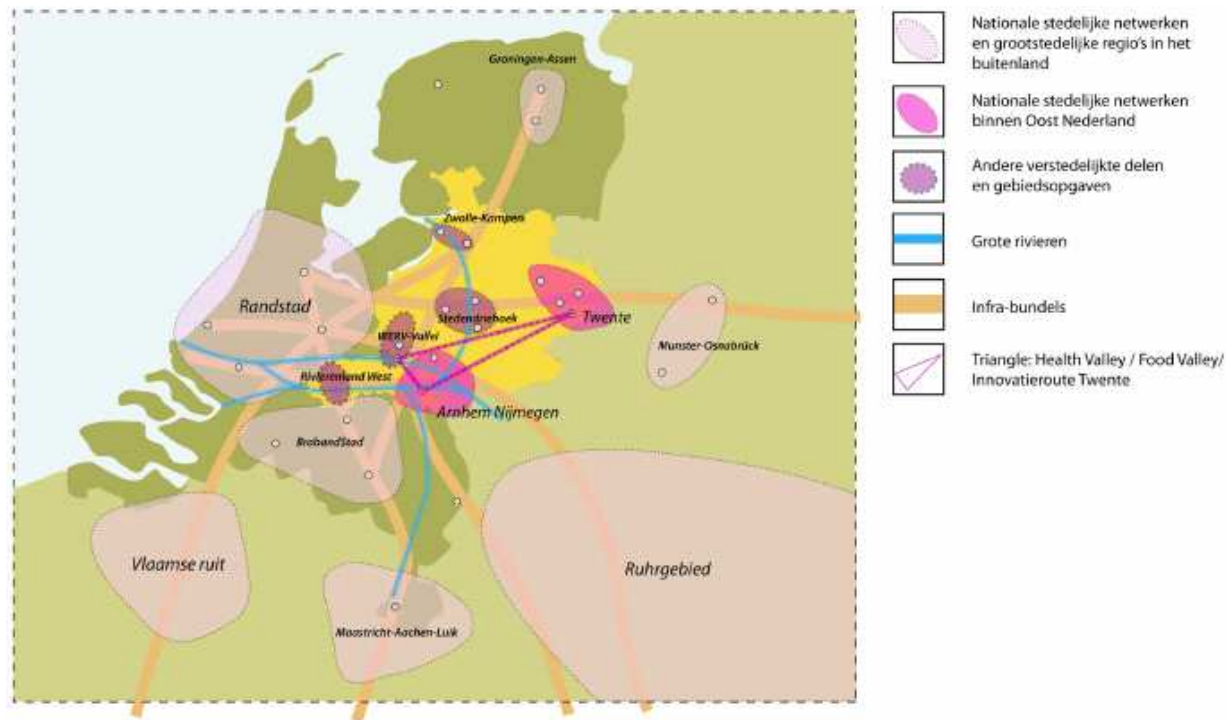
CIVITAS Forum

27-29 September 2010

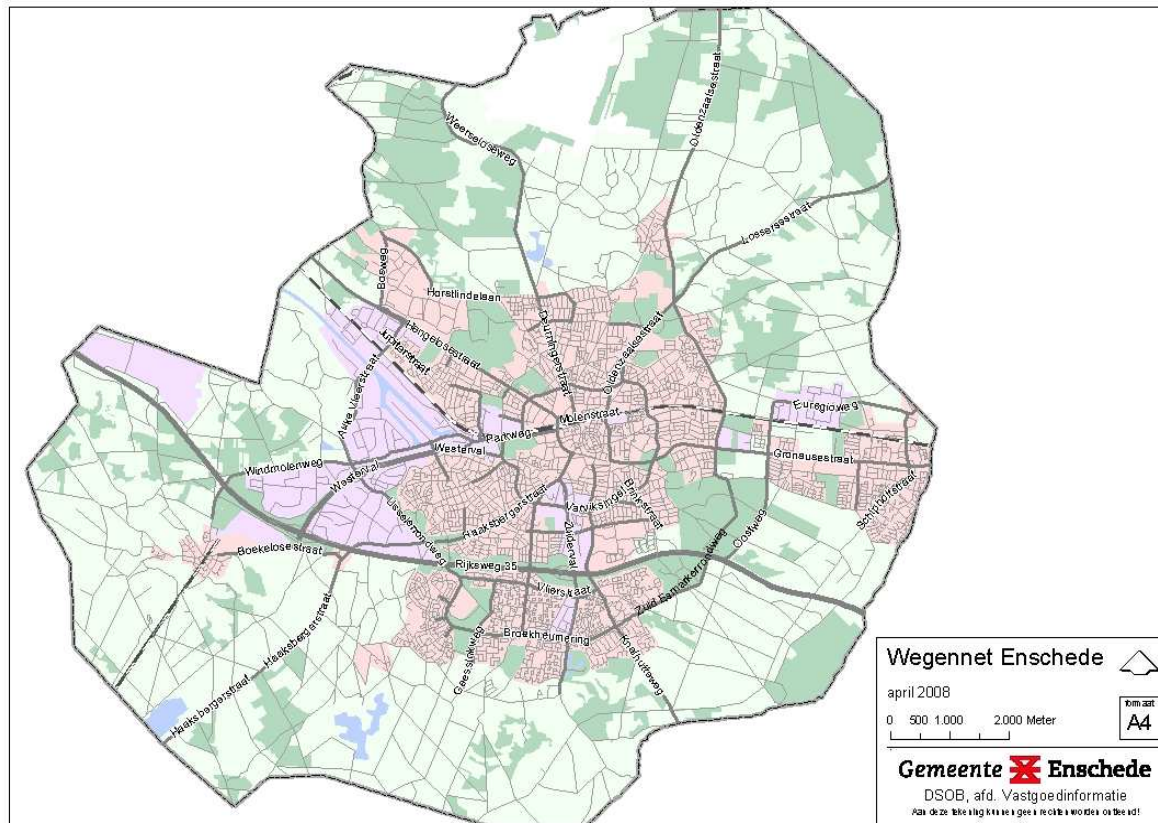
Malmö (Sweden)

Marcel Meeuwissen MSc., Municipality of Enschede

About Enschede (1)

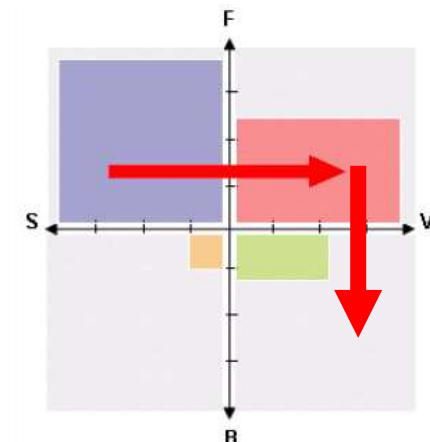
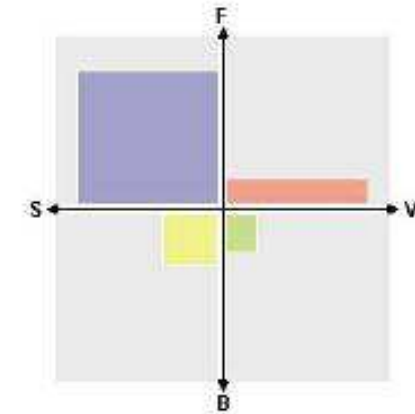


About Enschede (2)



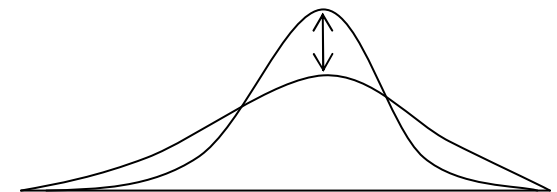
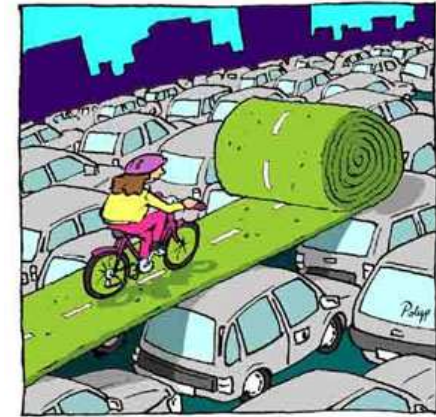
Mobility Policy in Enschede

- Sustainable urban mobility plan
- Together with partners
- Decrease congestion and environmental impact
- Change from infrastructure to behaviour
 - Mobility management plays a critical role in this process



Targets

- Stimulate people to change their travel behaviour
 - Modal shift to more sustainable modes of transport
 - Change towards off peak hours
- It's important to set real targets



Mobility management works

Reward based systems

- Dutch trial “spitsmijden” works
 - Financial reward for not crossing the bridge of the Rhine near Nijmegen
- Stockholm stairs: The Fun Theory
- We present: the Incentive zone (i-Zone)



i-zone Organisation

Four project partners

- Municipality of Enschede
- Region Twente
- Novay
- University of Twente

Gemeente  Enschede

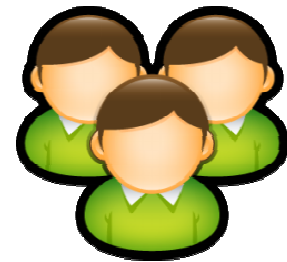
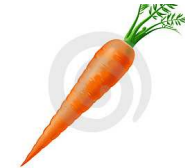


UNIVERSITY OF TWENTE.

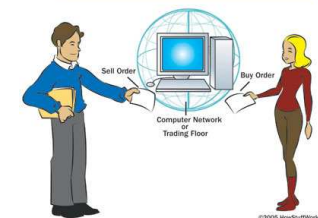


The i-Zone idea

- Personalised travel advice
- Seduce instead of prohibit
- The users determine what happens, not the system (bottom-up)
- Offer a market for supply and demand

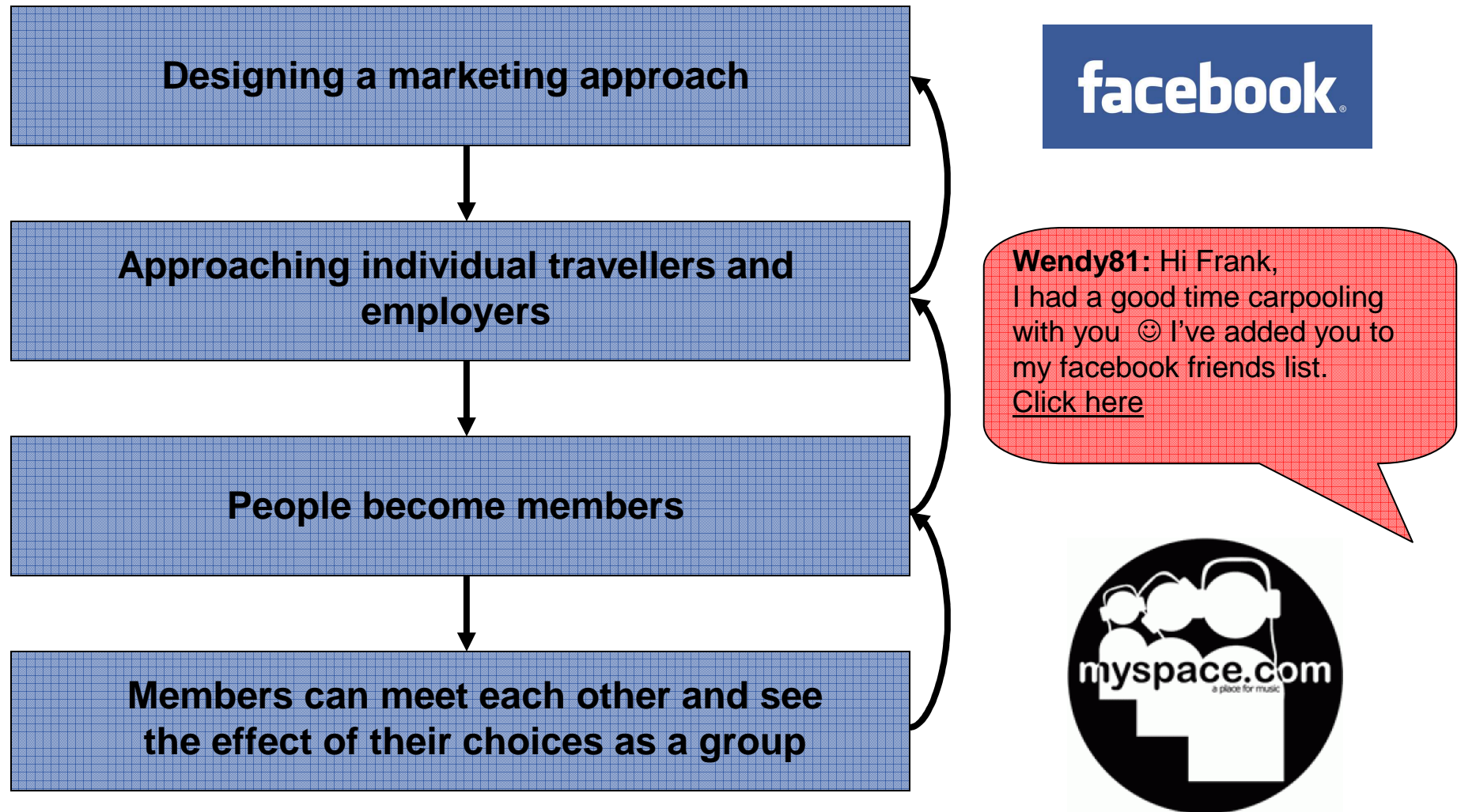


How Online Trading Works

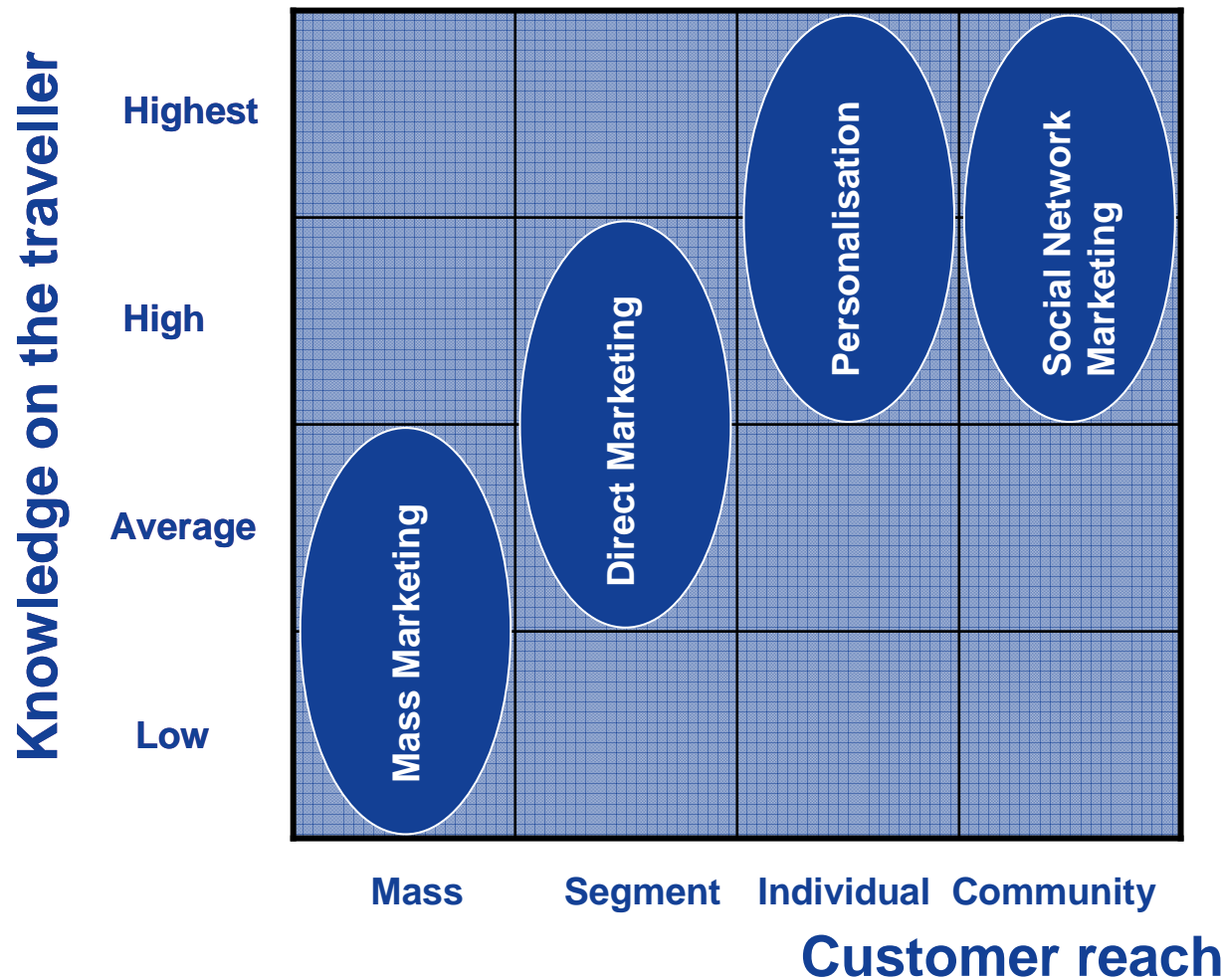




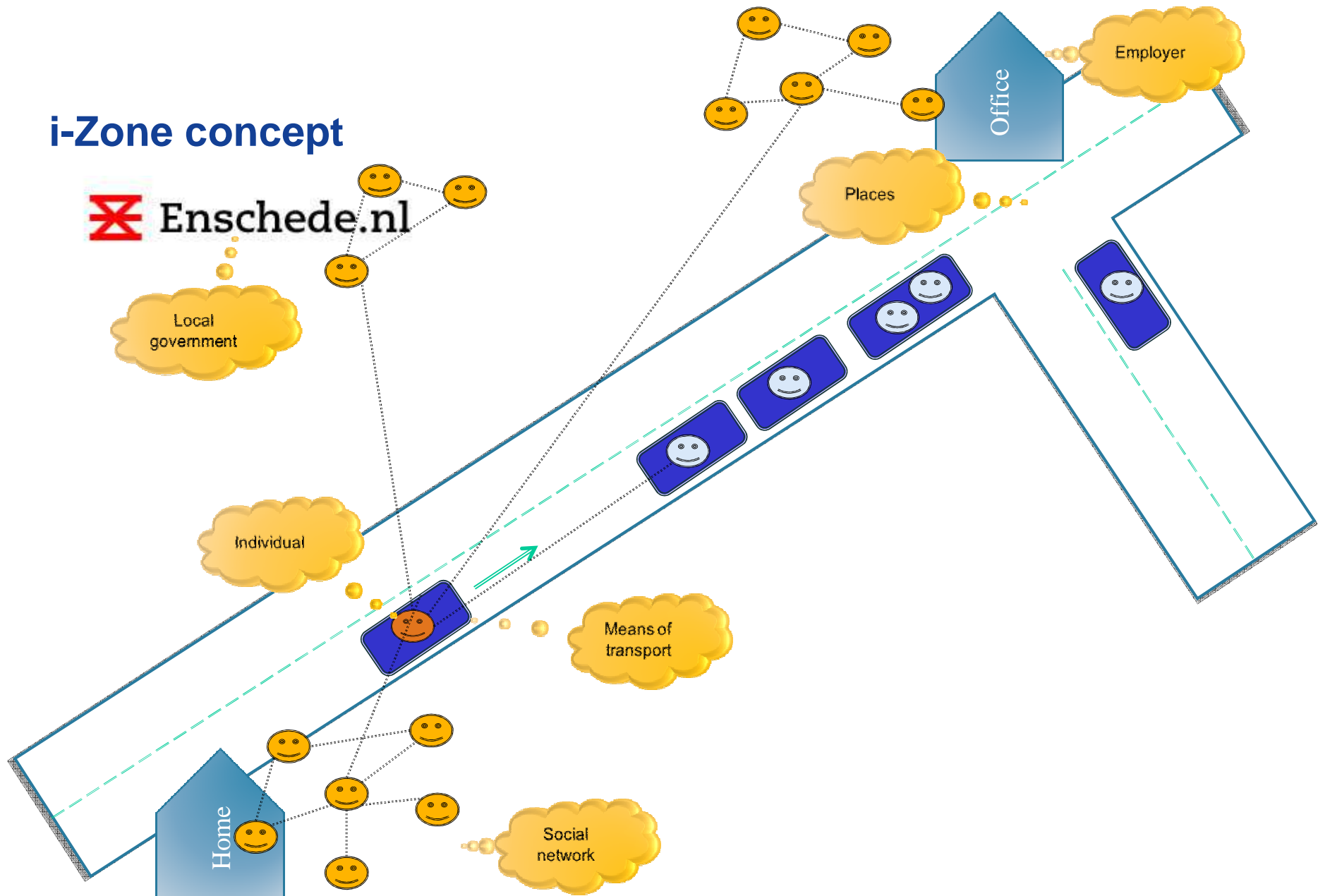
Creating a community



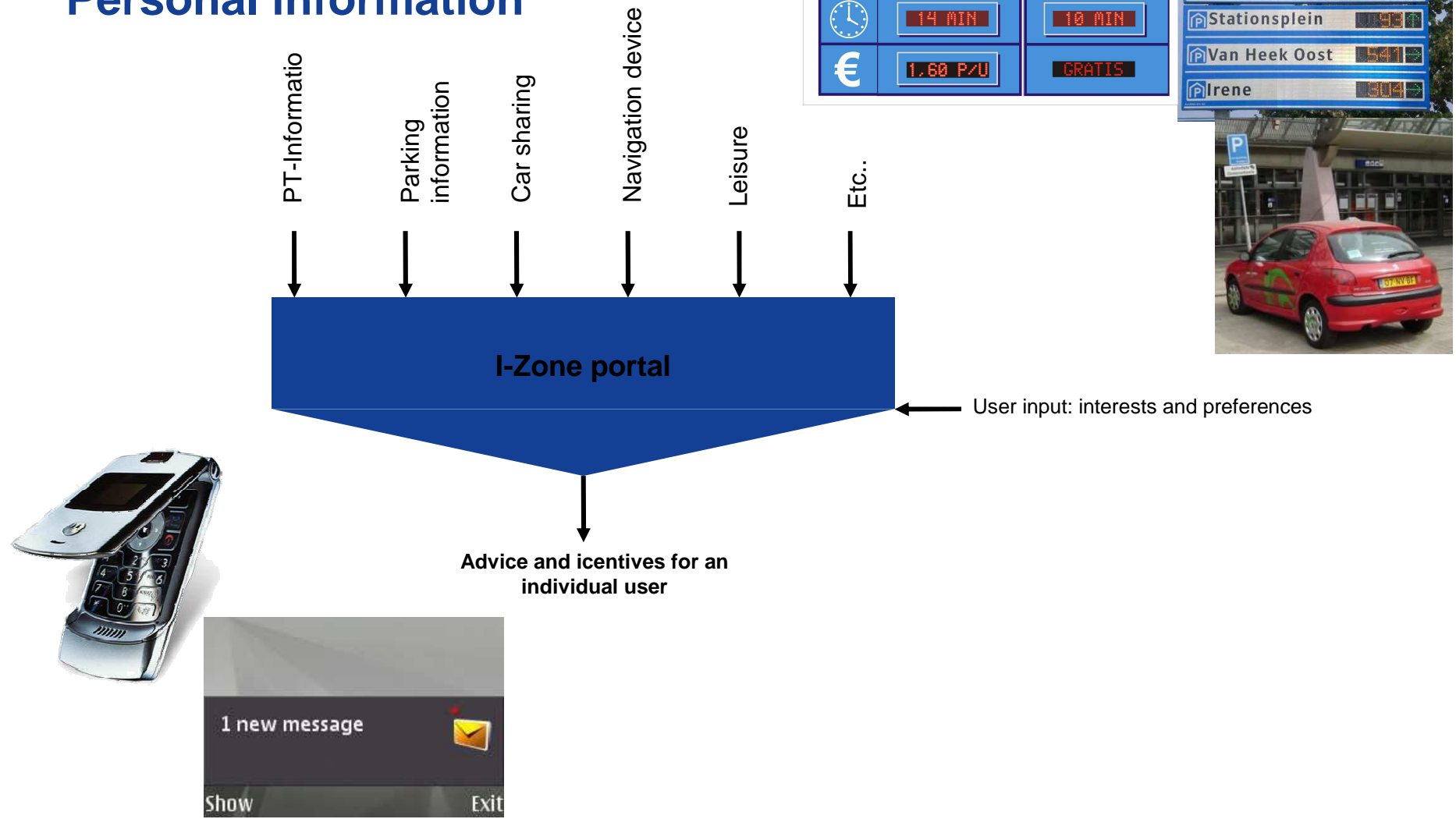
Customers



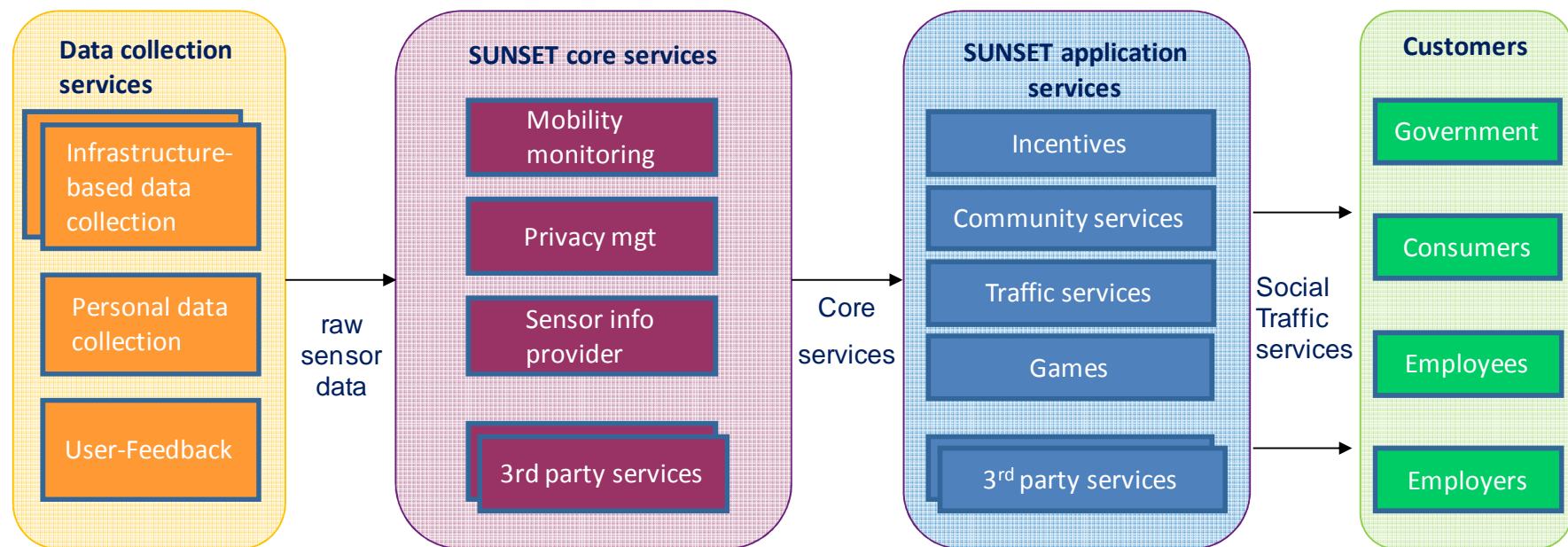
i-Zone concept



Personal information



System



Data and monitoring

Available data

- Traffic Signs
- GPS Public Transport
- License plate recognition
- Traffic modelling
- Weather forecast
- ...

Personalised Data

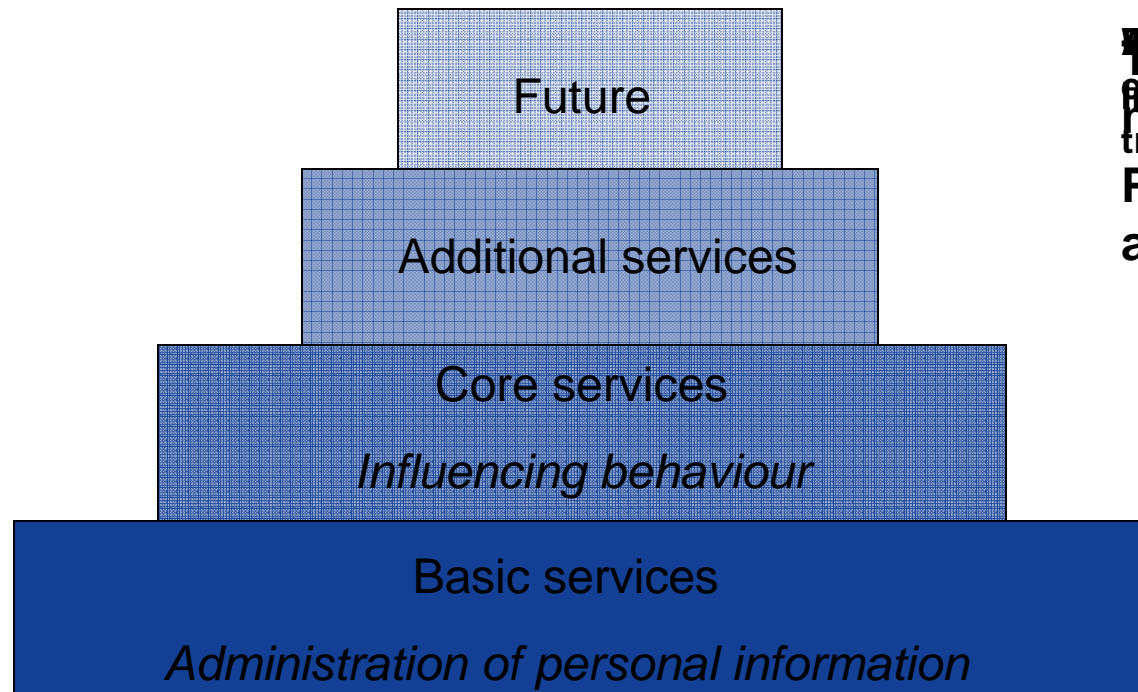
- Lifestyle
- IYOUIT

IYOUIT

<http://www.iyouit.eu/portal/index.aspx>



Services

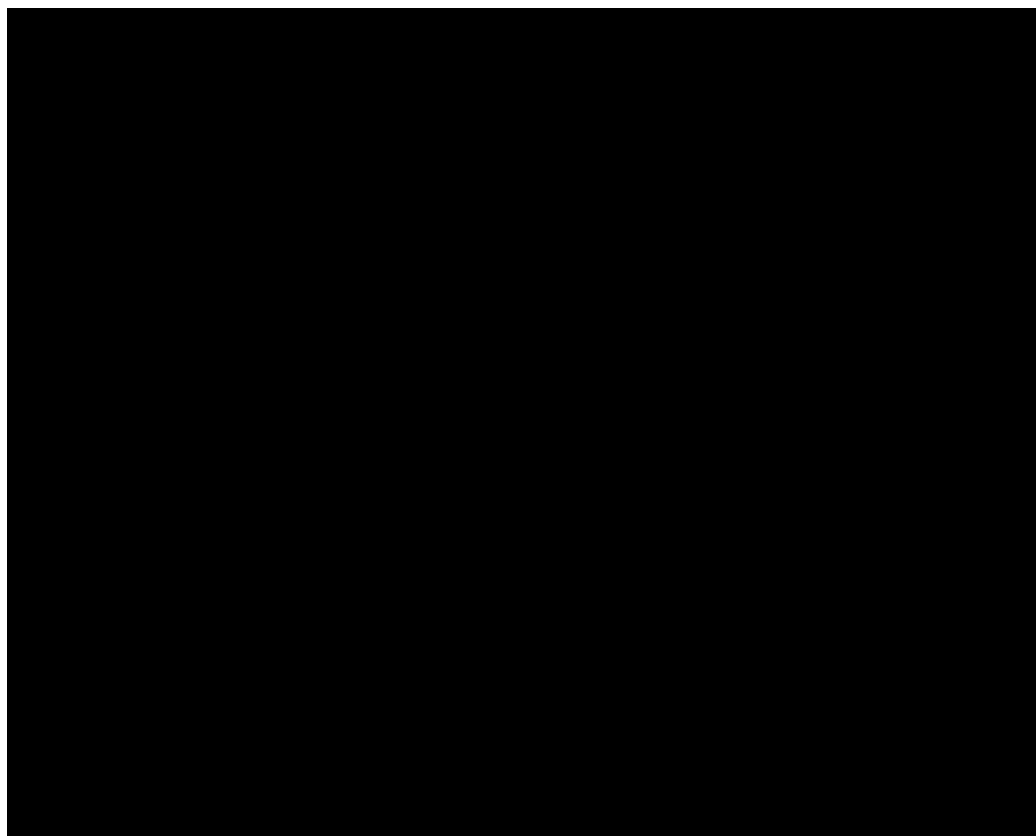


Information required:

Additional information that affected information
Travel patterns of potential
members
information on alternative modes of transport

Personal information, interests and preferences of members

And how does it work?



Planning

I-zone

- Concept-development started in januari 2010
- Project started in September 2010
- First operational system early 2011
- Full operational system end 2011

SUNSET

- Related project in KP7
- Start early 2011
- Operational tests for three years in I-zone environment

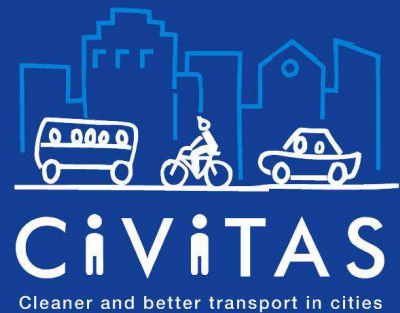


Thank you

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