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Research in TRANSUMO TRANSITION TO SUSTAINABLE MOBILITY

Traffic management
Demand Driven Solutions
Multi Modal Transport
Transitions
Etc.

Several PhD Projects in TRANSUMO





Demand driven Supply Chains?



The solution for many
Transport problems might be
REWARDING GOOD BEHAVIOR !!!



Starting Point

The current processes are so complex that

A top down approach Is doomed to fail!!





We need A new type of SOLUTIONS?

Let us be SMART!!!







Seduce the Customers to Optimize Your Processes!!



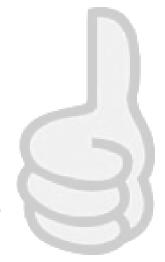


How do you seduce your customers o optimize your processes?



Innovative Rewardingprojects within Transumo

- Rush hour avoidance
- Albert.nl
- Broekman
- •A15
- City distribution
- Kilometerinsurance
- Etcetera





Example 1

Rush hour avoidance Project

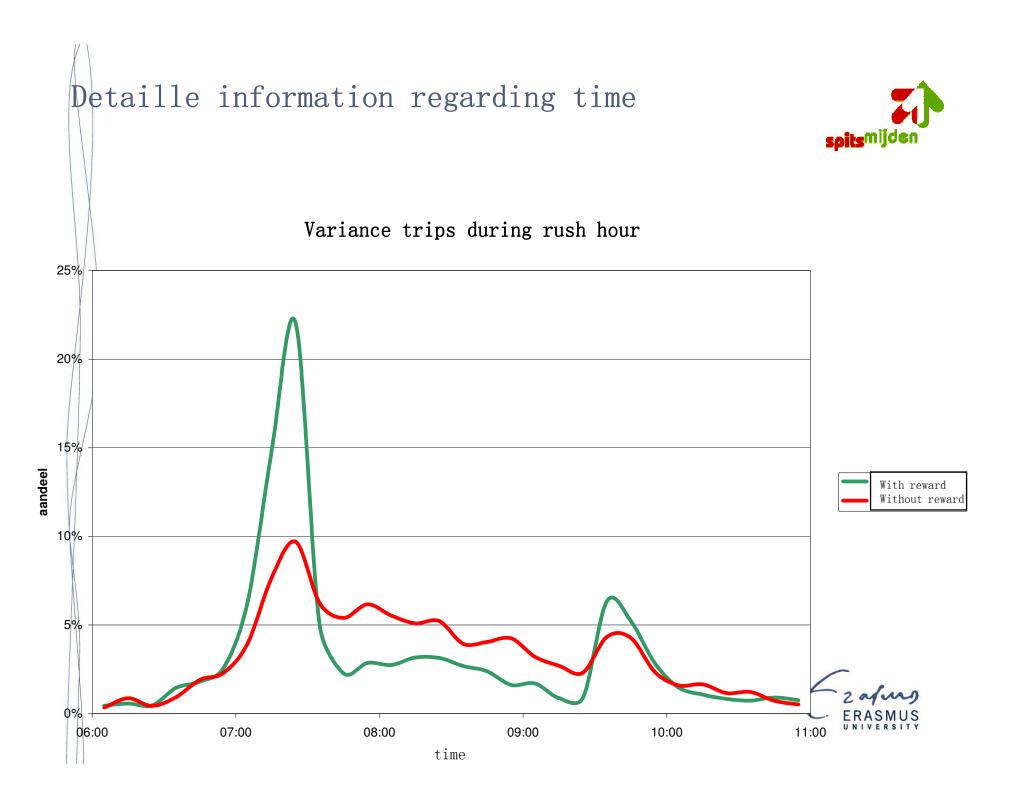
Rewarding Car Drivers works!!!

Dutch drivers avoid rush hours for 3 euro!!!



Addikebaad baceidtator Rabobank Company initiatives





Conclusion



- Promising first results
- Still questions to be answered
- Follow up guaranteed
- Possibilities are in different <u>alternatives</u>
 - Employers
 - -Child Care etc
 - Alternative transport
- Not proven yet
 - Validity sample?
 - Rebound effects vraag?





Applications



Bridge Almere A15



Example 2

Customer driven solutions albert.





Dynamic
Pricing
&
Revenue Management
In
Supply Chain Management



Customer driven solutions

ALBERT. NL

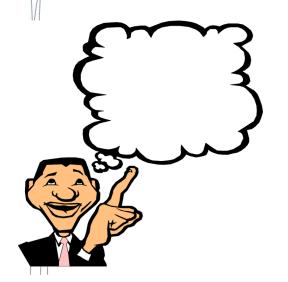
- Time slots
- Pricing policies albert.
- Dynamic updates
- Customer dependent access
- etc



Customer can decide how he Optimally fills in routing and truck capacity of Albert.nl



Very Smart!!!!!





Customer driven solutions

Dynamic Traffic Management?

- Time slots
- Pricing policies
- Regulated access
- Customer dependent access
- Two way communication?
- etc



Customized solutions

Urban Distribution to customer

- Time slots (city)
- Integral sustainable
- Situation dependent
- Retailer options (% 270mln)
- Dynamic management
- Etc.



Fantastic mathematics

Complex Mixed integer programming problems





Example 3

Booking in slots

The

Broekman Car terminal









Importers are the customers

Dealers need the cars

Importers create Peeks







Importers get booking system

Dealers kan book slots

For Dealer 1 and 2 cars are ready !!



Demand driven solutions

- No Peeks !!!!
- 7 x 24 !!!
- More service !!!
- Sustainable !!!
- More Profit !!!

Very SMART!!!





