



NEW PERSPECTIVES FOR TRAFFIC PLANNING

VIDEO TRANSCRIPT

WHY CITIZEN PSYCHOLOGY PLAYS AN IMPORTANT ROLE.

With our two-step approach to traffic planning, we provide valuable insights into how operators and authorities can design a targeted mobility offer that improves local uptake.

In the current environment, a purely supply-oriented planning approach will only get you so far: To reach your destination, it's more important than ever to focus on people.

In this respect, the pandemic has been a wake-up call for traffic planners to change their perspective and take greater account of future users' needs, fears, and habits. The crisis is set to fundamentally change mobility as we know it, with a significantly broader mix of mobility options and providers.

We will see more private operators tailoring services to address users' anxieties. With falling revenues from the pandemic, the public sector will need to use financial resources more wisely than ever before, and in a more targeted fashion, too.

By working together, private mobility companies and rail and transit operators can help each other accomplish their goals. All of this is based on better planning and a greater division of labor between the private and public sectors.

Our new approach is a significant contribution to this, accelerating outcomes from more than a 1-year horizon down to a 6-8 weeks time-frame including both perspectives.

If you want to transport people, you need to know what moves them. Therefore, we look at geographical archetypes who characterize an area in terms of safety, congestion, air quality and so on.

And they allow us to better predict what transportation modes are more likely to be adopted given that geographical context, people in those archetypes are faced with. We also look at the mindset and the human mobility mindset in that certain region and their impact on the service we want to create.

If you are interested in more details, have a look at our microsite.

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