



MAP

TRAFFIC MANAGEMENT

» ADVANCING PEOPLE



Introducing MAPtm

August 2010



Advancing people

operational traffic management

- > new approach
- > not concepts – working solutions



pure > fast > creative > innovative > tactical > operational

Introducing

- > specialists with sharp focus
- > thinkers who act
- > overall partner taking responsibility
- > independent and solid



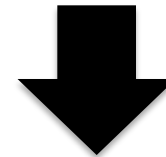
Why

the missing link between idea and implementation

- > effective and sustainable
- > innovative & progressing



traffic management by
Road Authorities



delegated traffic
management

privatization of (regional)
traffic management
centres

Our input



- > integrated solutions
 - from the drawing room to the street
- > expert advice
 - strategic
 - tactical
 - operational



Operational

operational focus

- > planning and preparation
- > optimized traffic handling
- > reducing disruption during construction
- > continuous traffic monitoring
- > guide, evaluate and redirect



In practice

Areas

design

- > supporting construction companies and road authorities
- > design traffic management plans
- > design system concept for Dynamic Traffic Management
- > design TM scenario's
- > Integration of traffic into construction phasing
- > supported by modelling, simulation/visualisation

implementation

- > support of traffic engineers during roadworks
- > pro-active updating of traffic plans/strategies
- > (pro-)active support during incidents/events
- > responsible for optimising traffic flows

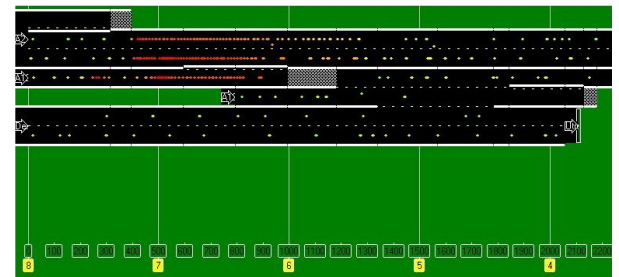
exploitation

- > supporting operational traffic managers
- > managing on basis of on-line data and analyses
- > scenario management
- > travel time calculation, data analysis, reporting

»FROM» expert support »TOWARDS» traffic manager

MAPtm designs

- > optimal traffic handling
 - taking into account safety, perception, environment en costs
- > usage of techniques
 - find balance between needs, requirements and new technologies
 - Innovation vs practical use
- > testing, simulation and evaluation
 - obtaining insight in the effects
 - managing the risks



MAPtm implements

- > attention for details during implementation
 - quality depends on knowledge, expertise, details and trust
- > acting to changing circumstances
 - bridging the gap between theory and practice
 - having a sharp focus on development and acting accordingly



MAPtm exploitation

- > TM-scenarios and instruments
 - taking care of support and maintenance
 - adjusting to changing circumstances
- > supporting the implementation and updating of TM-processes
- > delivering reliable data and high standard analyses





MAP 

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