Ramudden
Smart Mobility

Ramudden Smart Mobility
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SMART MOBILITY

Navigation Influence

INFLUENCING TRAFFIC UNCONSCIOUSLY

Navigation systems play an important role in the driving behaviour of road users. As many as 96% rely daily on apps such as Google Maps, Waze and Apple Maps. That is why it is essential that digital navigation information fully matches the real-world situation. When this information is not up to date, road users can be unconsciously directed towards closures or work zones, resulting in risky situations, unnecessary detours and frustration.

Through navigation influence, we ensure that information in navigation apps is always up to date with the current situation in your project area. We link your roadworks, closures and detours directly to the major live navigation platforms. This way, road users are informed in time and automatically guided along the correct routes.

YOUR BENEFITS

OPTIMAL TRAFFIC FLOW

Navigation systems take closures into account at an early stage when providing route advice.

IMPROVED SAFETY

Road users are informed in time and therefore avoid directions leading into the work zone.

FEWER COMPLAINTS

Road users do not encounter unexpected situations, preventing frustration.

REDUCED EMISSIONS

By preventing unnecessary detours, less unnecessary driving takes place, reducing CO2 emissions.

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This is how navigation influence works in practice

ALWAYS SAFE

By perfectly aligning digital and physical traffic measures, we prevent unexpected manoeuvres, improve traffic flow and increase safety around your project. Road users who use live navigation are redirected at an early stage and therefore do not end up near the work zone.

OUR APPROACH

1. **Project information as the foundation**
   Based on the project information, we create a proposal. We take target groups and impact into account.

2. **Tailored advice**
   Together, we review the traffic plans and advise on the possibilities and added value of navigation influence.

3. **Setup and go-live**
   Based on the approved traffic plans, we implement the closures and adjustments.

4. **Monitoring and optimisation**
   After live navigation systems have adopted the closures and changes, we structurally monitor whether everything is functioning correctly.

IN PRACTICE

During the construction of a new roundabout on the N305 near Dronten, the navigation adjustments were implemented by the province. The N305 is an important route with a lot of through traffic from the wider region. As a result, there were concerns that too much traffic would head towards the work zone and cause congestion.

Our task was therefore to focus specifically on through traffic and ensure that drivers received an alternative route early via their live navigation system.

Adjustments

Before the works started, the following three points were implemented:
- Digitally closing the road
- Digitally mapping a bypass
- Digitally mapping the roundabout

Het effect

On behalf of NDW data, we examined the impact of the digital closure. We used four measurement points where drivers travelling from Dronten were headed to determine the effect. During the works, we observed an average decrease of 60% in through traffic, with peaks of up to 90%.

WANT TO KNOW MORE OR GET STARTED RIGHT AWAY?

Our Smart Mobility specialists are happy to help you further.
Contact us via smartmobility@ramudden.nl

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