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Press information

Metropolitan Region Amsterdam hotspot for Smart Mobility

In Metropolitan Region Amsterdam (MRA), road authorities work together closely on Smart Mobility solutions in operational traffic, in public-private partnerships with the industry and knowledge institutions. As a result, MRA has developed into one of the leading regions for Connected and Automated Driving, Interactive Traffic Management, Mobility-as-a-Service, and Smart Logistics. We have the digital and road infrastructure in place for the industry to test and deploy innovations that contribute to our mission. Learn more about our Smart Mobility, Dutch Reality showcases via 18 hotspots in stand 3.20!

A smoothly functioning mobility network

In order to guarantee the flow of traffic within the increasingly busy MRA, a smoothly functioning mobility network is vital. This includes the large-scale road works that have been scheduled. Technology offers a solution. That is why we are working on future-proofing our digital and road infrastructure.

For example, we are replacing traffic lights with smarter ones, installing intelligent roadside systems, and experimenting with both cellular and ITS-G5. We are also conducting pilots with Connected and Automated Driving. For this, we are using fully hybrid communication-infrastructure test tracks, set up on highways and urban roads.

Traffic flows during major events

Major attractions and events mobilise thousands of people at the same time. Take, for example, the event area at Johan Cruijff ArenA football stadium, Walibi amusement park or events such as SAIL Amsterdam, Grand Prix Zandvoort, EURO 2020, and Floriade in 2022. In order to spread out this traffic, road authorities, event organisers, service providers, and car manufacturers work together closely, developing smarter and interactive traffic information and navigation services.

For example, the Crowd Monitoring System, the Operational Mobility Centre, and the applications that offer a shared overview of all available traffic information. Social media is also being used, and personalised on-trip route recommendations are being tested.

Traffic intensity within urban areas

The number of residents and businesses in MRA is increasing substantially. By 2040, another 200,000 houses will have been built. In addition, over 16 million tourists visit our region every year. This crowding must be managed successfully so that people can move about quickly and safely. Traffic intensity within urban areas is, therefore, one of our priorities.

More information

You are invited to experience our Smart Mobility showcases on the Dutch Street, stand number 3.20 or visit www.smartmobilitymra.nl.

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