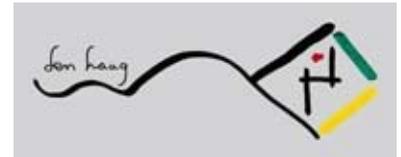


----- MEMBER IN THE SPOTLIGHT 9 -----

CITY OF THE HAGUE - GETTING READY FOR THE FUTURE IN ITS



Gemeente Den Haag



The Hague has a history of ITS involvement. From 2000 onwards, the city has developed and built its own Urban Traffic Management Centre and several innovative applications, like information systems for recreational traffic heading for the Scheveningen beach resort, catering for more than 10 million visitors a year. These innovations include a new Full Colour Information Panel that is used for many purposes and a dynamic bus lane consisting of LED-panels in the road surface. The policy for ITS deployment is based on an integrated and area-based approach - the Scheveningen area being a good example.



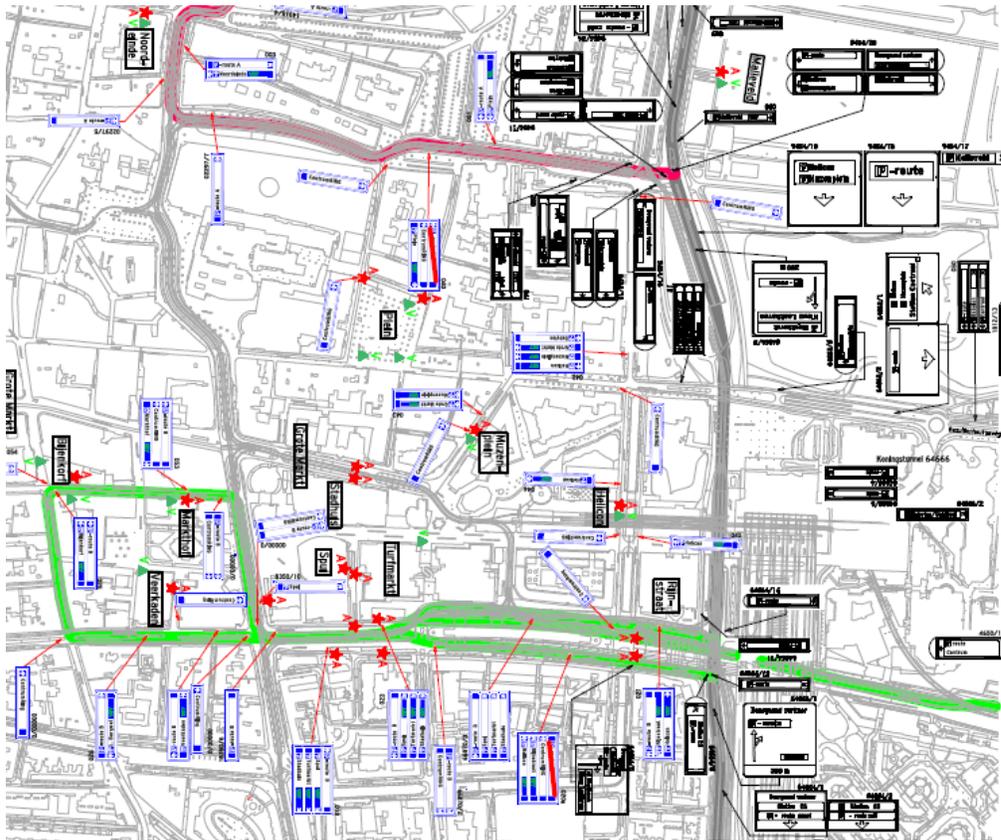
Recently, the City Council has approved the next ITS deployment plan covering the 2009-2011 period, this time related to and supporting the policy to reduce traffic in the city centre. The new ITS plan basically guides traffic approaching the city along dedicated routes to and around the city centre. Measuring traffic volumes and travel times on several routes gives the opportunity to divert traffic to less congested roads, therefore making better use of the available network. Delivery vans can be guided around the Environmental Zone and a smoother

management of traffic has a positive effect on emissions. Parking in the city centre can be done using the new parking guidance system or via one of the new Park-and-Ride facilities on the fringes of the city. All these measures contribute to a more liveable city centre, both for visitors and inhabitants.

Overzicht maatregelen Verkeerscirculatieplan Centrumgebied

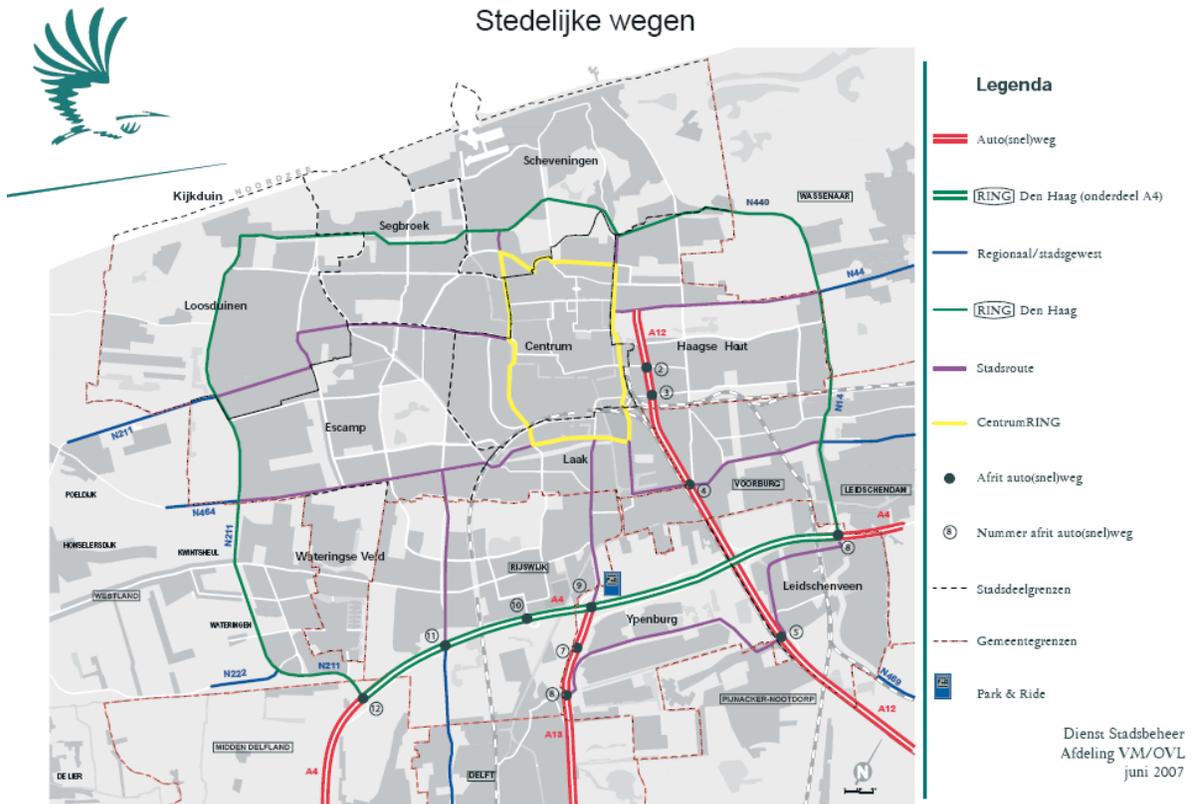


Parkeerroutes CentrumRING



New Parking Guidance System (section)

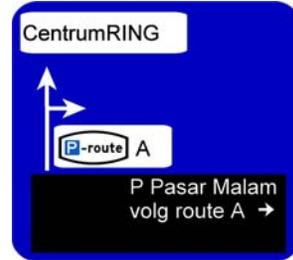
In order to be able to monitor traffic and take the proper measures, the UTMC will be upgraded and expanded. Data collection comes on-line from the traffic signal units and real-time travel time figures are supplied by the National Data Warehouse, a national initiative. Network management is one of the key components to reduce congestion and the negative impacts of road traffic.



Together with the Haaglanden Region and in cooperation with the City of Rotterdam, the Rotterdam-Rijnmond Region, the province of Zuid-Holland and Rijkswaterstaat (RWS, Dutch National Road Administration) ITS strategies and scenario's are under development in order to deliver consistency in traffic management in the whole of the "South Wing of the Randstad", that will be agreed at all levels: political, tactical and operational.

The traffic guidance system of The Hague will show messages how best to reach and leave the city centre on more than 60 VMS around and in the city at important and critical points of the network. Where possible, these VMS will be combined with traffic signs or parking guidance. Existing VMS on the motorway will also be used for city-related information, when appropriate.





Investing in roadside equipment is still necessary, in the city council's opinion. To be prepared for the future, and especially for the transition to in-car information systems, the VMS and UTMC of The Hague will be compliant with the specifications for cooperative systems that arise from EU-projects such as CVIS, Safespot and Coopers.



The budget needed for the implementation of the new ITS plan for The Hague is expected to be € 12 million, of which 50 % will be funded by the regional authority and national government and 50 % invested by the city itself.

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