



Effects of 30 km/h speed normalisation on public transport

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About us



Our solution



The urban dilemma



Key learnings





Car-centric roads



Rethinking public space

The 30 km/h movement





The urban dilemma



Challenges for public transport



**Bring stakeholders
together...**

**...by using
real world data**

Floating Bus Data...

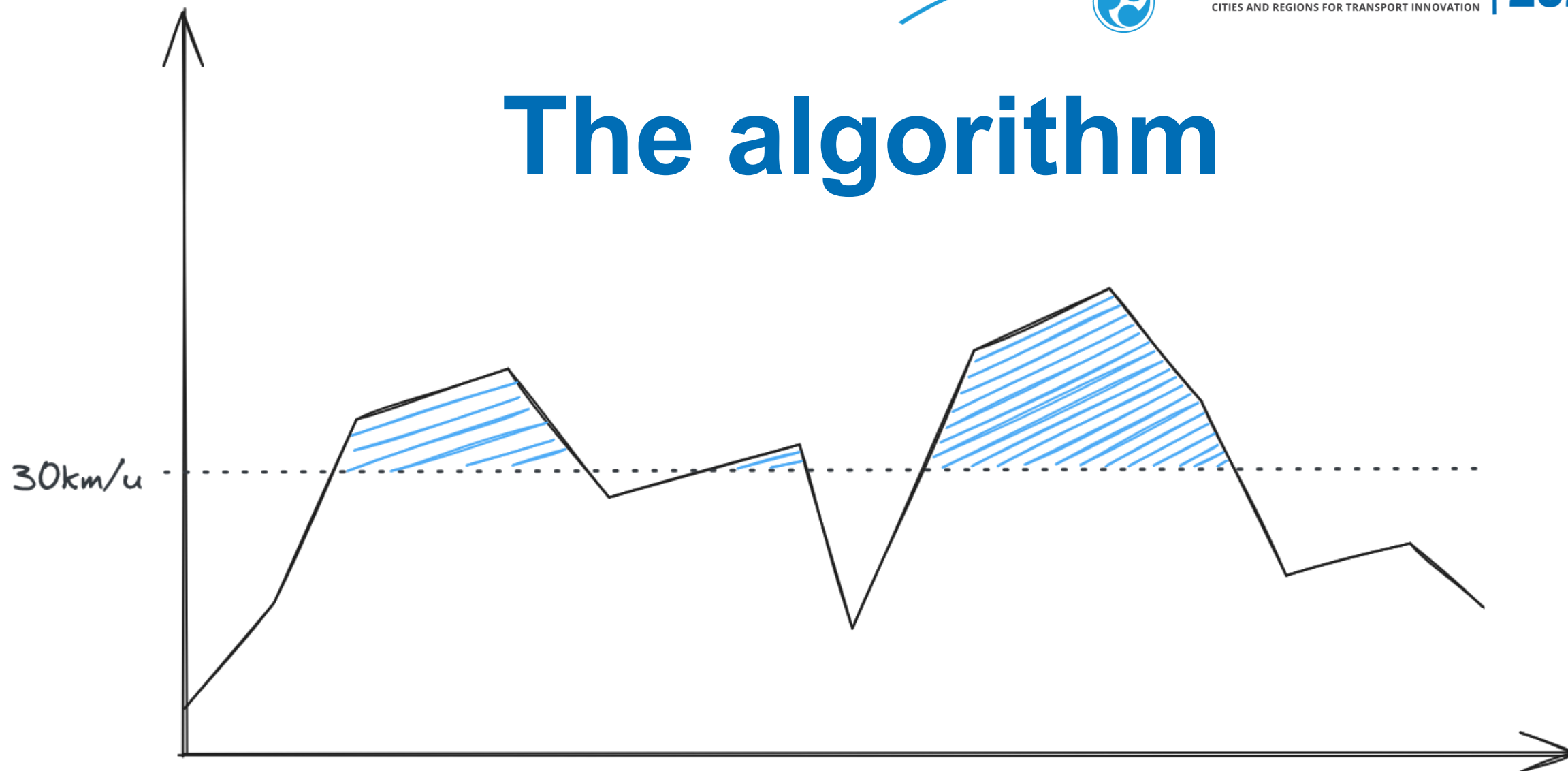
The map shows a residential area with various streets and a canal. Blue dots represent bus locations with their arrival times:

- 5:43:22
- 5:43:7
- 5:42:48
- 5:42:33
- 5:42:18
- 5:41:47
- 5:42:3
- 5:41:32
- 5:40:59
- 5:41:2
- 5:40:44
- 5:41:17

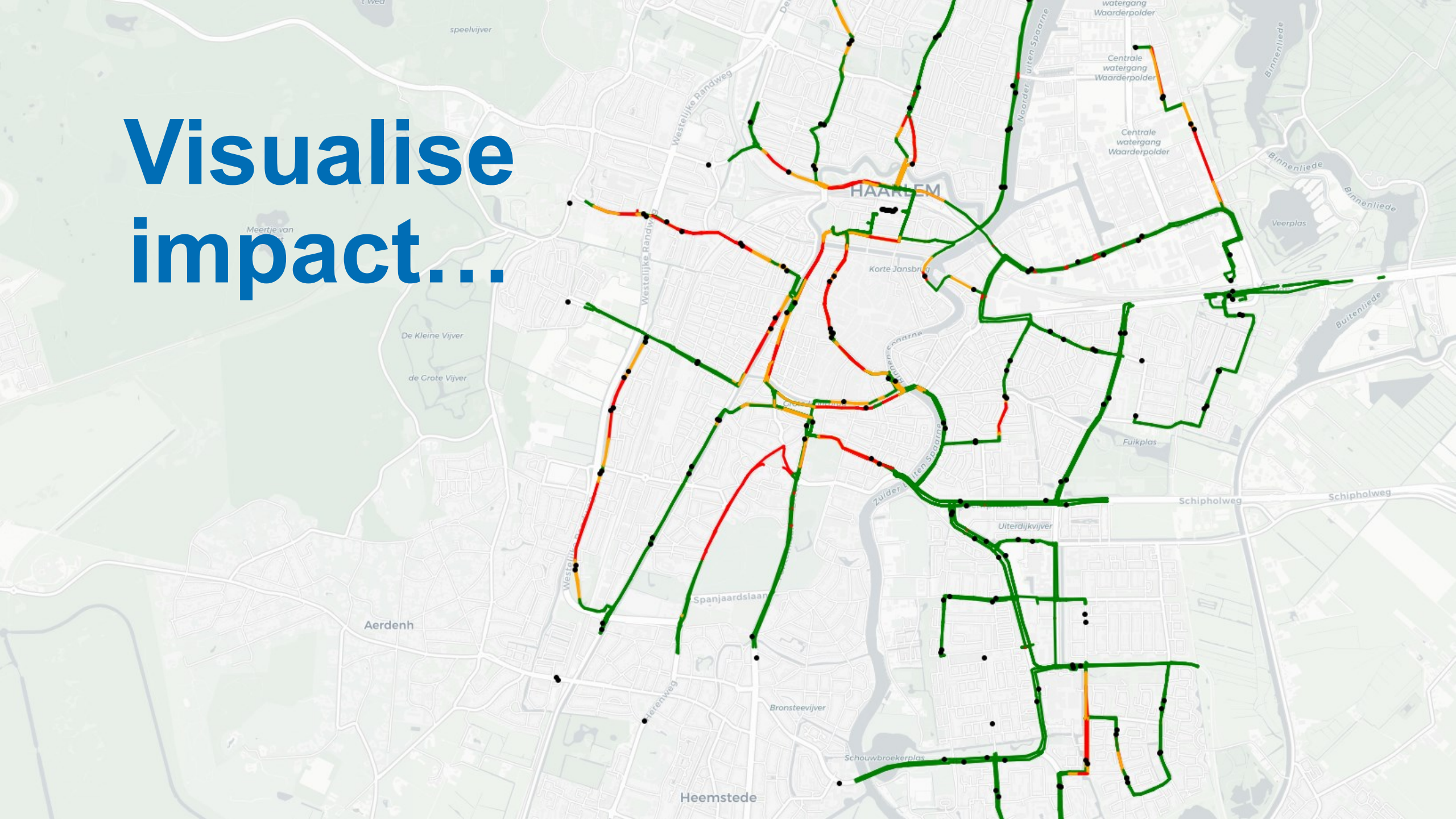
An aerial view of a city at night, overlaid with a grid of circular icons representing various smart city and IoT concepts. The icons include a satellite, a cloud, a smartphone, a motorcycle, a gas pump, a truck, a pedestrian, a parking 'P' sign, a bridge, and a road sign. The text "...almost 10 years of historic data" is centered in the image.

**...almost 10 years of
historic data**

The algorithm



Visualise impact...



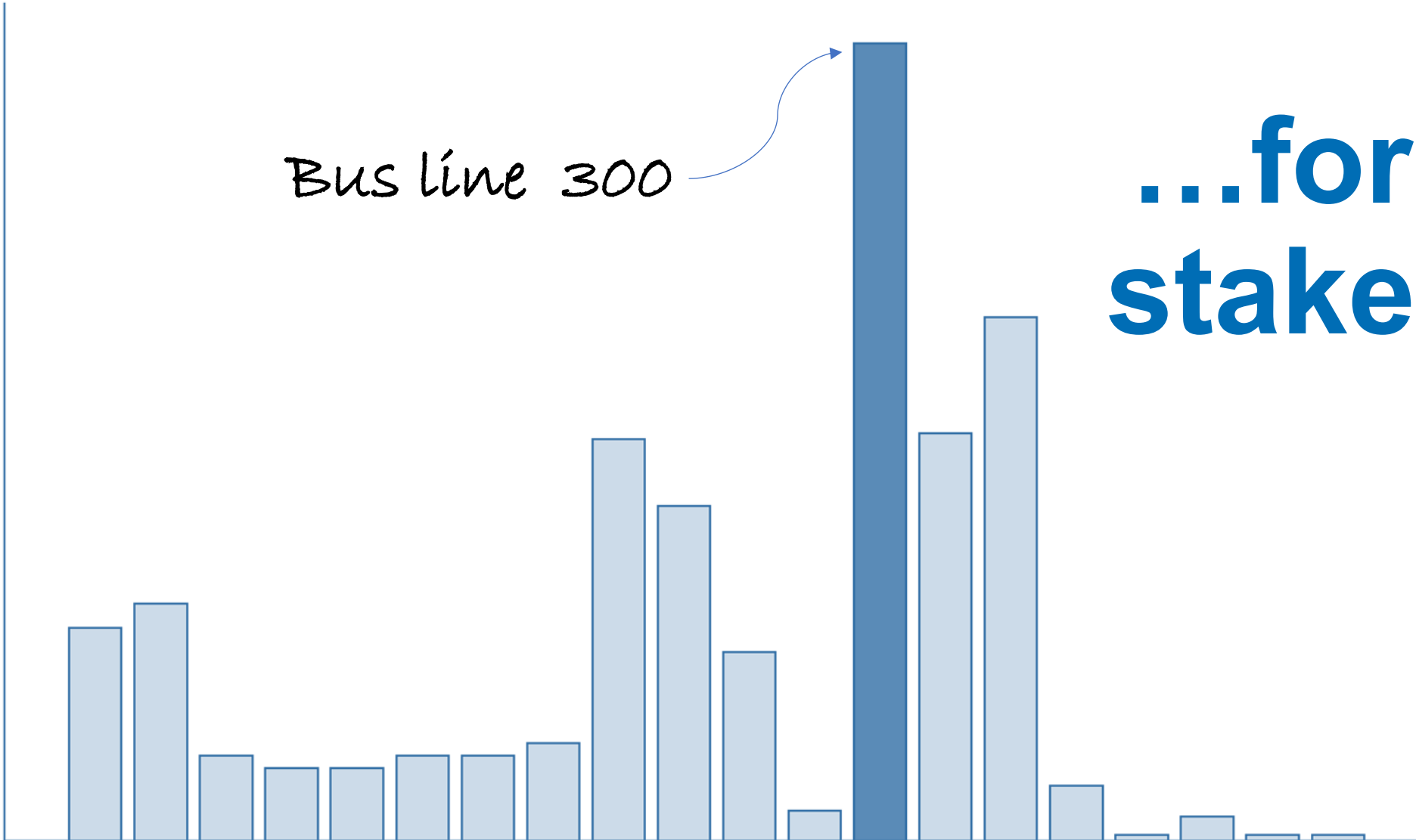
The map displays the city of Haarlem and its surrounding areas, including Aerdenh, Heemstede, and Schipholweg. It features a network of waterways and infrastructure, with lines color-coded to represent different types of water management or infrastructure. The lines are primarily green, red, and orange, with black dots marking specific points along the routes. Key locations labeled on the map include: speelvijver, Meertje van, De Kleine Vijver, de Grote Vijver, Westelijke Randweg, Korte Jansbrug, Centrale watergang Waarderpolder, Binnenliede, Veerplas, Buitenliede, Fuikplas, Schipholweg, Uiterdijkvijver, Spanjaardslaan, Bronsteenvijver, Schouwbroekerplas, and Heemstede. The word 'HAARLEM' is prominently displayed in the center of the map.

...for every road
segment...



Bus line 300

**...for every
stakeholder**



A scenic view of a Dutch canal with historic buildings, trees, and a boat. The canal is filled with water, and a small boat is visible in the foreground. The buildings are multi-story, with red brick and white window frames. There are many trees along the canal, and the sky is blue with white clouds. The text "Adjust the implementation" is overlaid in the center of the image.

Adjust the implementation



**Synergy
creates better public spaces**

For more information:



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