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The economy in the Netherlands, and especially in the Eindhoven region, is flourishing. Nowhere is growth as strong as it is in this region. Consumers are spending more. This means busy shops, full terraces but also more passenger cars and trucks on the roads.

Adequate accessibility and traffic flow are absolutely essential to the smartest region, for the business climate, for liveability and for international trade. Under the banner of SmartwayZ.NL, governments, market and knowledge parties and other stakeholders are working together intensively on improving traffic flow in the south of the Netherlands and on stimulating innovation in this smart region.

Eight sub-projects

The SmartwayZ.NL mobility programme consists of eight related sub-projects in North Brabant and Limburg and focusses on the Breda-Venlo corridor (A58, A2, A67), the A2 Weert - Eindhoven, the N279 Veghel - Asten and the south-east Brabant region. Eight sub-projects in which accessibility and traffic flow must be improved. The project approach ranges from Smart Mobility solutions to the widening of motorways and the tackling of transport hubs. The programme runs until 2026.

1 Smart Mobility

Automatic parallel parking, self-driving cars, systems for vehicle sharing. The influence of smart mobility on how we move from place to place is increasing all the time. Our expectations are high, and with SmartwayZ.NL we are actively contributing to the development and application of (new) Smart Mobility solutions. Smart Mobility is an independent sub-project within the programme, although it is reflected in the other seven sub-projects.

The ambition is to use smart mobility measures to realise optimum accessibility and the smartest road network in Europe. Here, the traveller is the key player in a network of smart mobility systems and a consumer of smart solutions and services. Start-ups can test mobility prototypes in the Mobility Lab. And new mobility services are tested and developed via MobilitymoveZ.NL. Existing mobility concepts are matched with the demand from the mobility consumer and from the sub-projects in a marketplace for mobility.

For logistical challenges, we are developing a data dashboard which provides insight into freight traffic and logistical flows, so that smart logistical solutions are possible. These and other projects make the south of the Netherlands the pre-eminent Smart Mobility Region.

Working together on smart solutions. For today's trip and tomorrow's world.



2 InnovA58

The A58 between Breda and Eindhoven is the site of the most expensive traffic jam in the Netherlands. The widening of the 2x3 lanes between Eindhoven-Tilburg and St. Annabosch-Galder should change all that. Innovation plays an important role in this sub-project. Here, in a living lab, themes such as Optimal Life Cycle Costs, Sustainability and energy-neutral roadways, New services along the motorway, Cooperative Intelligent Transport Systems (C-ITS) and Smart Mobility are explored. The residents and players in the surrounding area cooperate in and contribute to these explorations in the early phases, for instance, regarding the incorporation of the A58 in Oirschot.

3 A58 Tilburg - Breda

The goal of the A58 Tilburg-Breda sub-project is to search for the 'smartest solution' for increasing accessibility. Market research has shown that both smart mobility and behavioural measures as the expansion of physical capacity are promising. At the moment, the effects of smart mobility and behavioural measures alone cannot be adequately assessed, although they appear to be insufficient for solving the traffic problems. Due to the long, formal planning and decision-making periods, it is important to investigate the expansion of roadway capacity in addition to the efforts being made on Smart Mobility measures. Spring 2018 the Minister of Infrastructure and Water Management will sign the Start decision for this investigation.



4 **A2 Weert - Eindhoven**

Every work day there are traffic jams on the A2 between Weert and Eindhoven. This is a problem not only for the travellers on the motorway but also for the communities surrounding the motorway. The traffic jams have an impact on the accessibility of the south of the Netherlands, and there is also the matter of cut-through traffic. A solution must be found for the structural congestion on this section of the A2. A Multiannual Programme for Infrastructure, Space and Transport (MIRT) Study of the traffic situation here was carried out, and solution trajectories were defined. A No Regret Measures package was implemented to improve the flow of traffic and the traffic safety and to reduce the cut-through traffic. In the meantime, we are keeping a close watch on the development of the traffic in this area. If more measures prove to be necessary, then we will be prepared.

5 **A2 Eindhoven Bypass**

After adaptations are made to InnovA58, N279 and the A67, traffic flow problems arise on the A2 Eindhoven Bypass (in combination with the A50 Eindhoven – Veghel). A study of this sub-project should provide insight into exactly which mobility issue is at play here. After all, it is not only the Bypass itself but also its effect on the accessibility of the economic hot spots which are situated further down the road. We do not see the issue here as a traditional infrastructure problem but as a behavioural issue. Therefore, the people and their behaviour are the focal point in this study with a design approach. The study will be completed in the summer of 2019.

6 **A67 Leenderheide - Zaarderheiken**

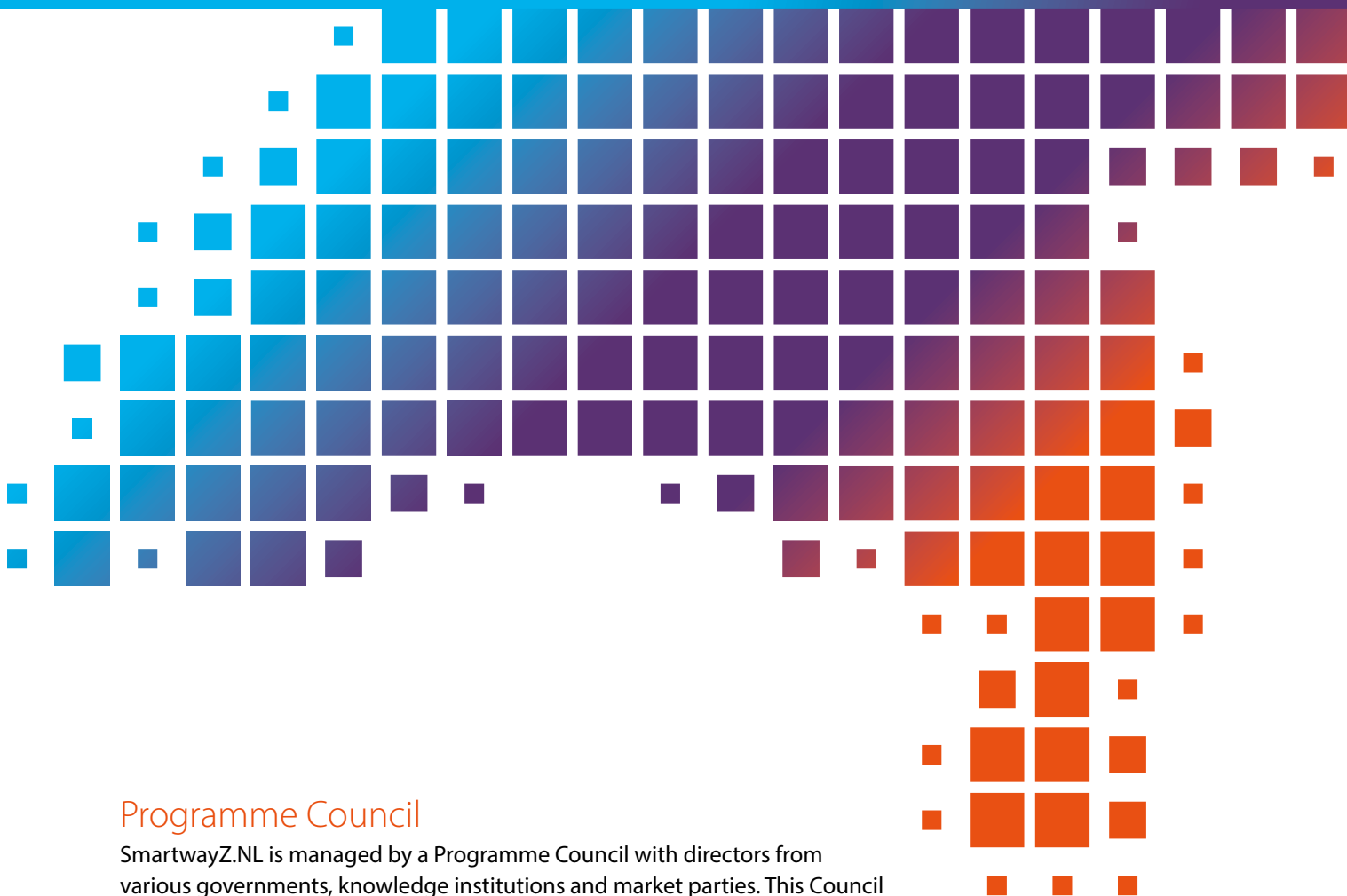
This section of the A67 contends with limited capacity, relatively short acceleration and deceleration lanes, a great deal of freight traffic and many accidents. Together with the residents of the area and the motorway users, various solution trajectories are being considered. Measures which should contribute to a more pleasant, safer and more smoothly flowing A67. The point of departure here is this: smart mobility where possible, more asphalt where needed. By the end of 2018, a preferred package of concrete measures will be defined.

7 **N279 Veghel - Asten**

The goal of the sub-project N279 Veghel - Asten is to improve traffic flow. This, in turn, will improve traffic safety and liveability in the area while reducing cut-through traffic. Work is being done to make the N279 future-proof, innovative and the 'smartest' provincial road in Brabant. The Provincial Executive of the province of North Brabant has agreed to a future-proof approach in which the junctions and intersections are raised and lowered to different levels and, for now, the majority of the N279 will remain 2x1-lane. At Helmond, the N279 will be laid around the neighbourhood of Dierdonk, and at Veghel the current road location line will be expanded to 2x2 lanes with ground-level junctions.

8 **South-East Brabant Accessibility Agreement**

The goal of this agreement is to create a future-proof mobility system for the Eindhoven - Veghel - Asten triangle. By optimally coordinating the use of public transport, bicycles and the roadway system, travellers can get where they're going smarter and faster. To do this, the bicycle and public transport networks must function better, and intermodal traffic junctions are needed where people can make quick connections between different modes of transport. Motorists will be encouraged to use the trunk road network as much as possible (A2, A67 and N279). Where this is not an option, the traffic will be bundled as much as possible. The region is committed to being the pre-eminent European region for the development, testing and implementation of new, smart mobility concepts and services.



Programme Council

SmartwayZ.NL is managed by a Programme Council with directors from various governments, knowledge institutions and market parties. This Council has final responsibility for the implementation of the overall programme and ensures that SmartwayZ.NL is more than merely the sum of its eight sub-projects. Continuous monitoring and evaluation of the applied (smart mobility) measures are employed to assist the Programme Council in its decisions. This way, we keep the programme adaptive and flexible.

Cooperation and learning from each other

As a programme, we will only be truly successful if we work together on all of the sub-projects, if we learn from each other and if we consider collective solutions. With our partners from the business community, knowledge institutions, social and special interest organisations and governments. But also, together with the users. With social design as the starting point. An open and transparent process in which the user is key. Everyone can participate in the work, the creation process and the innovation.

Sustainable living environment

At its core, SmartwayZ.NL is a programme targeting the improvement of accessibility, traffic flow and liveability by means of innovation. A perfect fit for this programme is a sustainable approach which focuses on an energy-neutral, climate-proof circular economy and sustainable regional development. We exude ambition and are aligned with the Paris Climate Agreement, cabinet policy and the provincial Administrative Agreements of North Brabant and Limburg.



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