

# TMaaS & Link.Gent

# Traffic Management as a Service

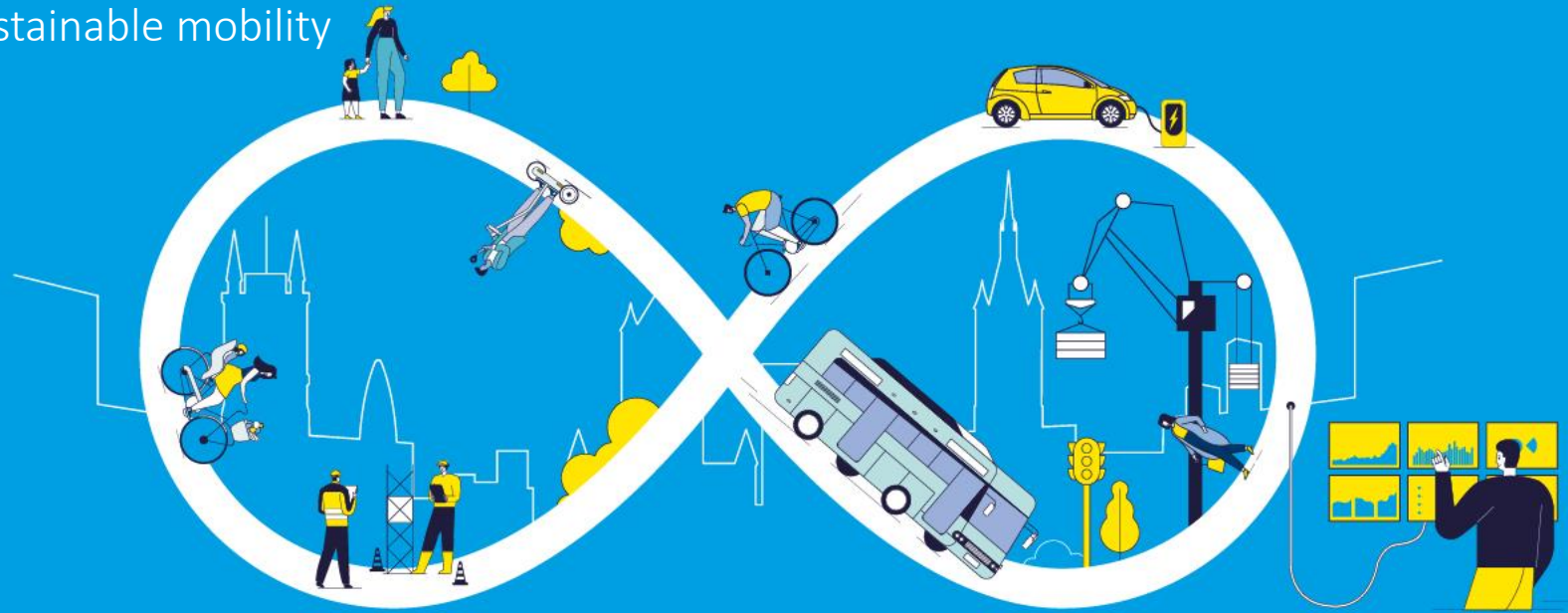
# UIA & IE Joint Webinar

## Behaviour change for sustainable mobility

1 December 2020

# Sophie Gillaerts

City of Ghent

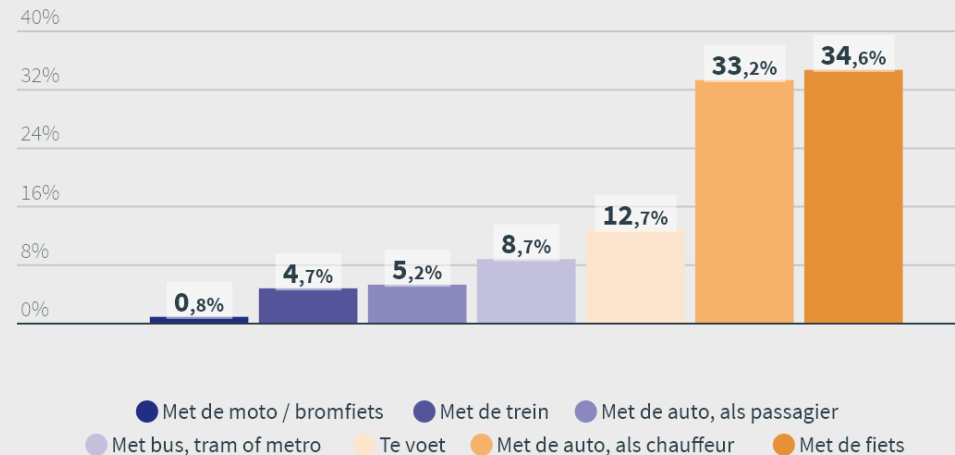


# Some short facts about Ghent

- 260,000 inhabitants
- Modal split ambitions: 50% of all movements in a sustainable way in 2024
- Modal split 2018:



**Verplaatsingswijze Gentenaars**  
Gent



2018

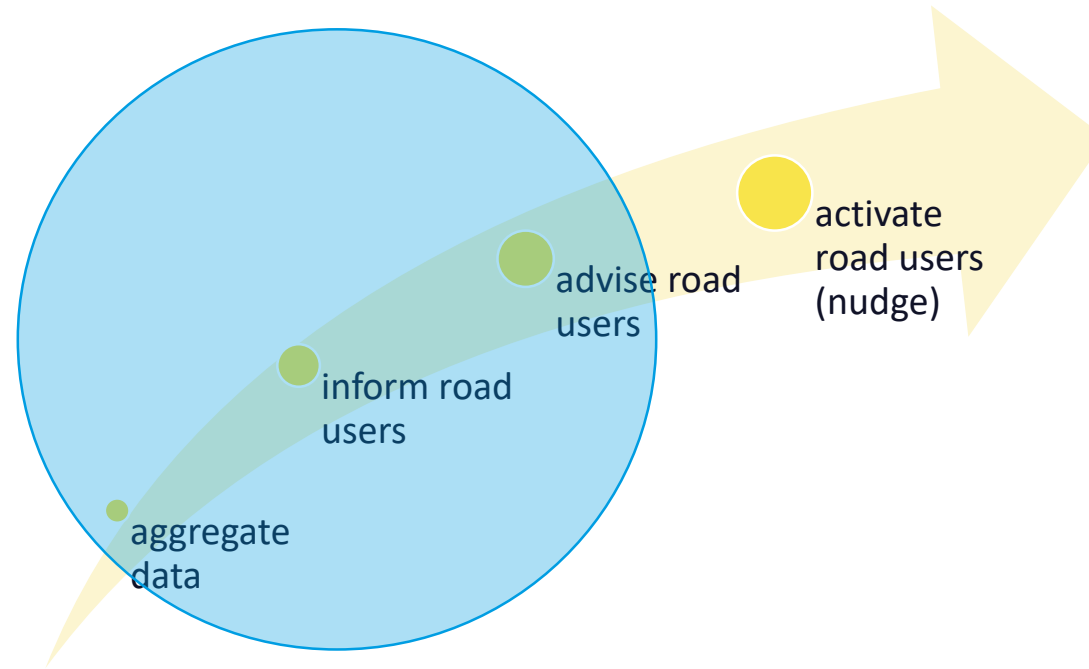


# Main challenge for the City of Ghent TMaaS is trying to solve

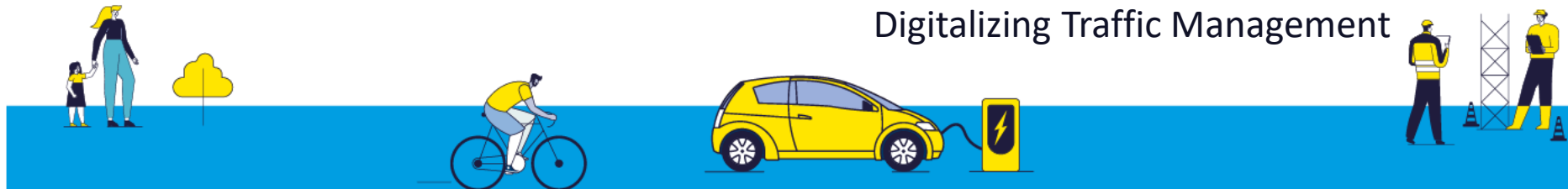
How to reach behavioural  
change in transport  
mode use (modal split)?

How to convince even  
more citizens?

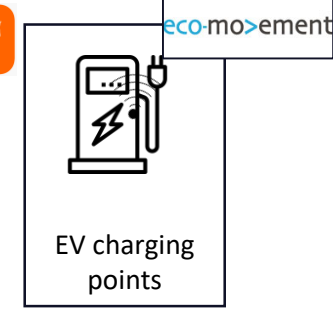
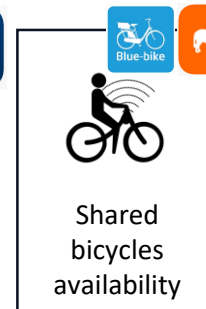
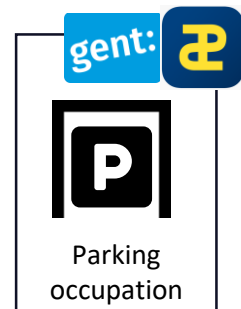
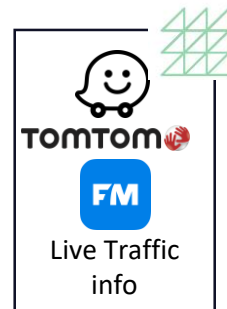
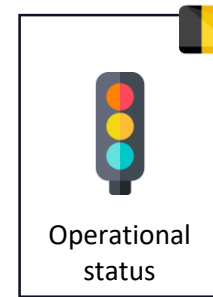
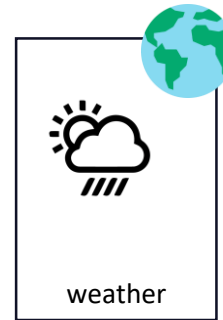
= get all the relevant  
mobility information to  
the citizens on time and  
24/7



Digitalizing Traffic Management



# The TMaaS ecosystem for Ghent



# What is so special about Link.Gent?

1. **Multimodal mobility information**
2. Possibility to create **personalized user account**
3. Registration of users including golden questions
4. Possibility to **receive notifications** (SMS and/or email) about your daily commute **pre-trip**
5. Development of the whole system **based on user research results**





- Pedestrian and bike
- Public transport
- Incidents and road works
- Car traffic
- Parking: car and bike**

- More about Link.Gent
- Need help?
- Privacy and Conditions
- Become Link tester



Car parks & P+R's

| NAME          | OCCUPATION | AVAILABLE |
|---------------|------------|-----------|
| P+R Arsenaal  |            | 81        |
| P+R The Loop  |            | 68        |
| Vrijdagmarkt  |            | 233       |
| Ramen         |            | 174       |
| P+R Wondelgem |            | 37        |
| Reep          |            | 346       |
| Dok Noord     |            | 430       |
| P+R Bourgoyen |            | 201       |
| Tolhuis       |            | 134       |

Usage bike sharing points

| NAME                                   | OCCUPATION | AVAILABLE |
|--|------------|-----------|
| Station Gent-St. P. (St.-Denijslaan)   |            | 52        |
| Station Gent-St. P. (M. Hendrikaplein) |            | 56        |
| Station Gent-Dampoort                  |            | 57        |



Routeplanner

Mijn ritten

1

Vul een locatie in

2

Vul een locatie in

Vertrekken op

2020-11-18

11

48

Viapunt toevoegen

1

→

2

☐

Meerdere vervoerswijzen

Rit naam

Vul een naam in

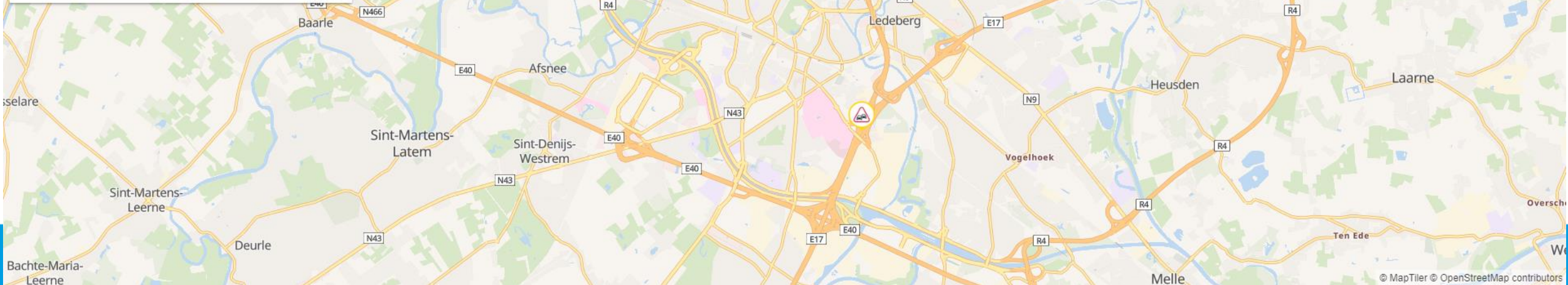
☐

Is herhalende rit

Mijn rit opslaan

Herbeginnen

Route berekenen



(LINK.Gent) Trein Gent-Lokeren 17.35u: 6 min. vertraging gedetecteerd ▶ Inbox x



noreply@be-mobile.com via amazonses.com

aan mij ▼

di 17 nov. 17:20 (18 uur geleden)



Klik op onderstaande link om alternatieve routes te zien.

<https://atlas.be-mobile.biz/?config=5f6e02b1a0ef590c517f117&showAlternativesForTrip=293f2ce1-c031-4de3-92aa-74caf9b00dfa>

Vriendelijke groeten,  
LINK.Gent

Je krijgt deze email omdat je een gebruikersaccount op LINK.Gent hebt aangemaakt. Wil je deze meldingen niet meer ontvangen? Open dan de instellingen in je account op LINK.Gent en zet de meldingen uit.

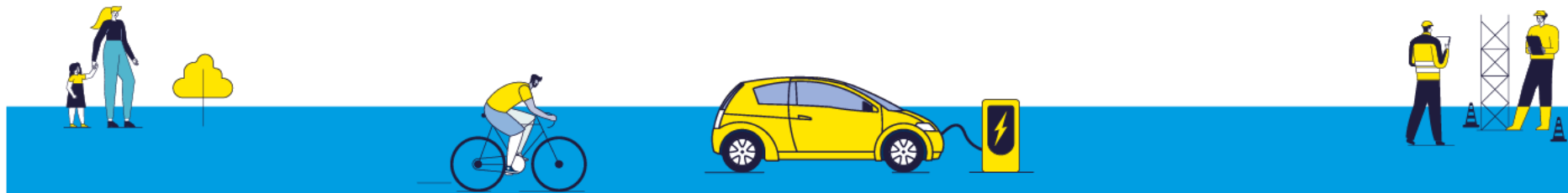
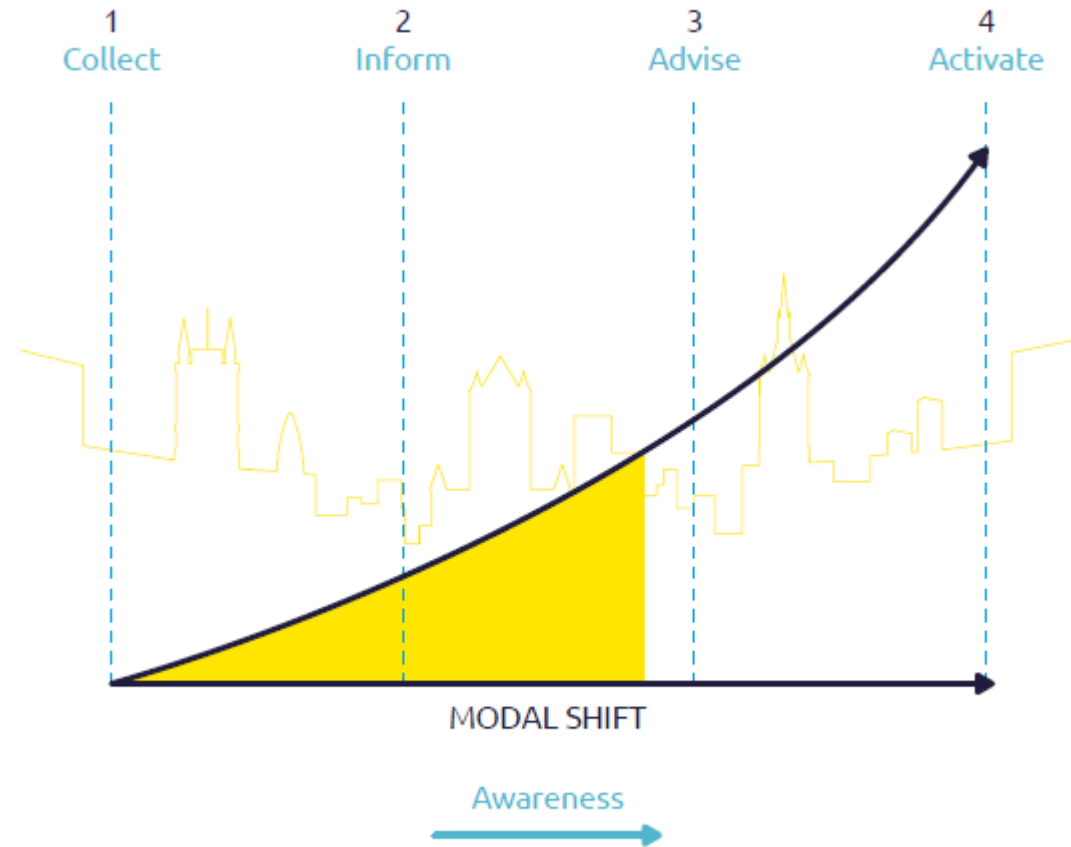
↩ Beantwoorden

➡ Doorsturen





# About Link.Gent



# How can Link.Gent change people's behaviour?

- One place (= Link.Gent) where all real-time mobility information for Ghent is available
  - Opportunity to get to know new transport modes
  - Opportunity to experiment with these new modes
- Opportunity to be informed pre-trip and make a smarter choice
- Key take-away: qualitative multimodal data + way to communicate with the citizens
- BUT project period is too short to really measure a modal shift + many other mobility initiatives in the City of Ghent during the last years and in the coming years which also have their impact



# Thank you!

## Any questions?

Get in touch?

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More information?

[www.tmaas.eu](http://www.tmaas.eu)

[link.tmaas.eu/gent](http://link.tmaas.eu/gent)

