



**‘how can citizens (e.g. cyclist) provide information about the infrastructure facilitates in the Netherlands without significant extra effort and without endangering their safety’**

**Problem**



Rijkswaterstaat  
Ministerie van Infrastructuur en Milieu



**esri** Nederland

# Campagnes

## Participation

vs

## Social Media and traffic



## Policy / Paradigm

Participation society  
Safe transport

- 4 million Dutchmen (51% of smartphone users) use the smartphone during trafficking by car or public transportation.
- 1 of 3 uses smartphone while driving a car.
- SWOV calculates use of smartphone result in dead for 30/40 people.
- 50% of Dutch bikers read social media message during biking and 35% does send a message
- 1 of 10 accidents with bikes is due to smartphone use



## Meldingen Fietzersbond

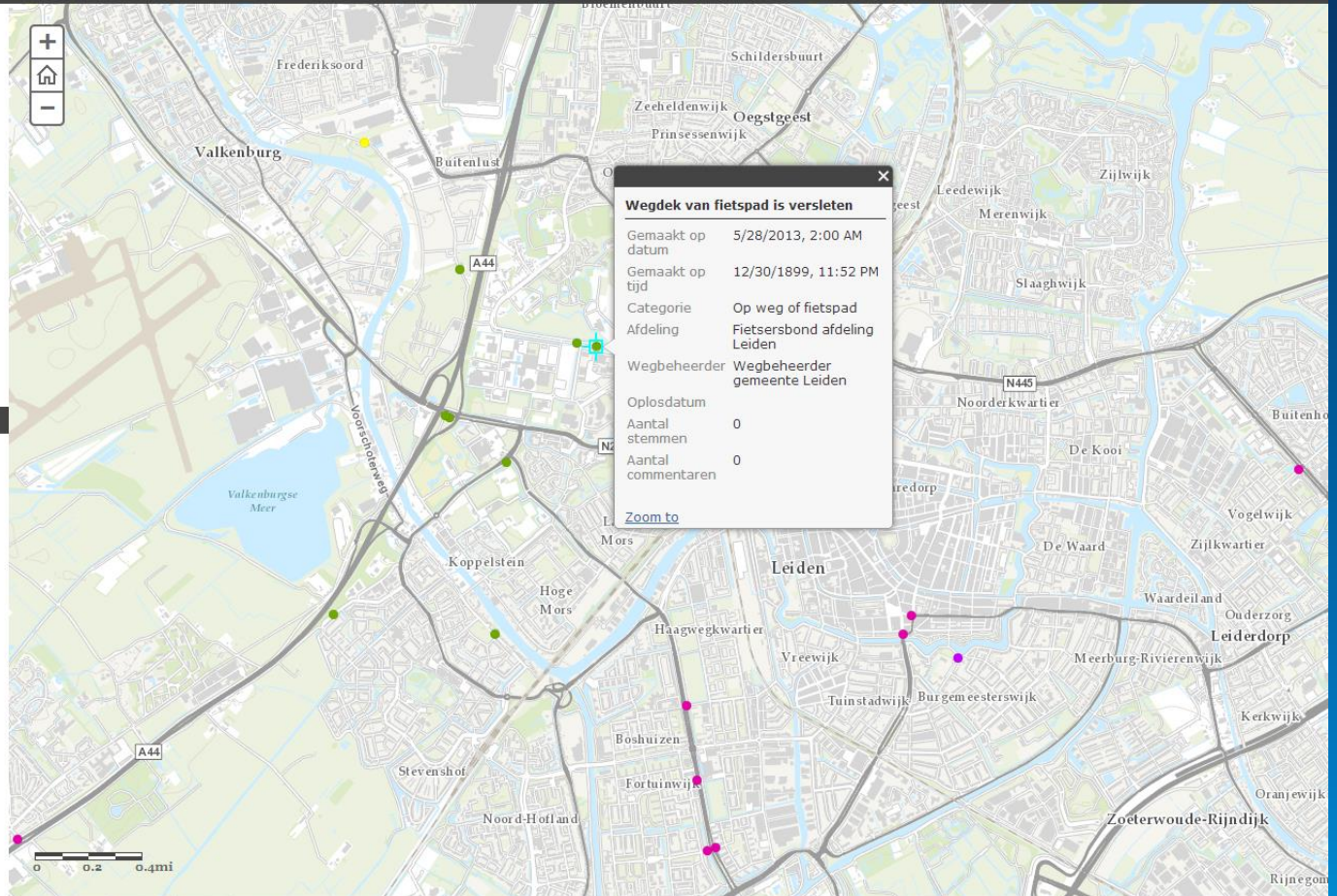
Meldingen van het Fietzersbond Meldpunt

Fietzers komen onderweg heel wat hindernissen tegen: slecht wegdek, vervelende verkeerslichten, verkeerd geplaatste paaltjes of gevaarlijke situaties: via het Fietzersbond Meldpunt geef je ze door.

### LEGEND

#### Meldingen

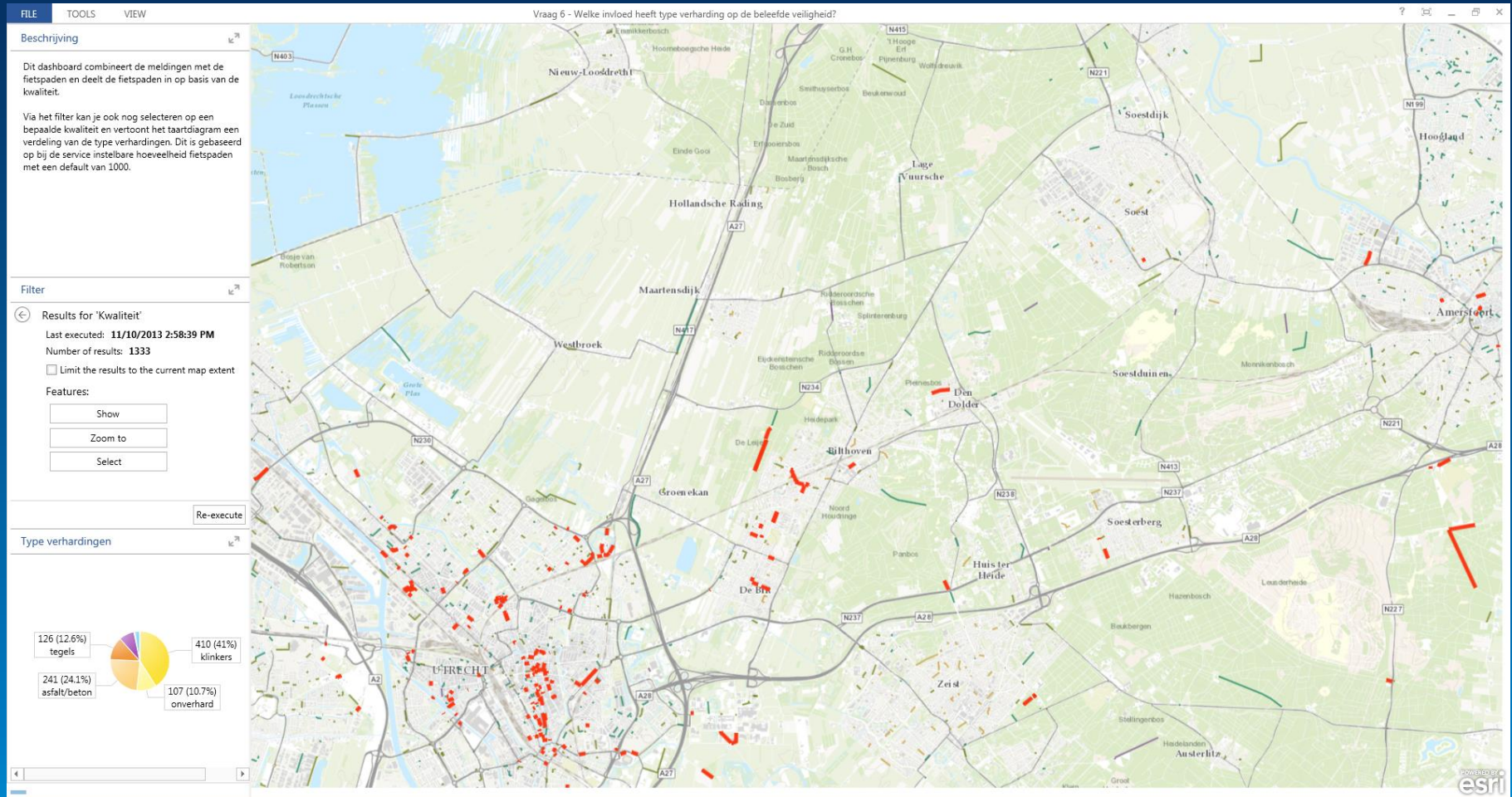
- Meldingen fietzersbond
  - Fietsparkeren
  - Op weg of fietspad
  - Op kruispunt of rotonde
  - Flak naast weg of fietspad
  - Verkeerslichten
  - Verkeersgedrag
  - Overig



# Use of Social Media

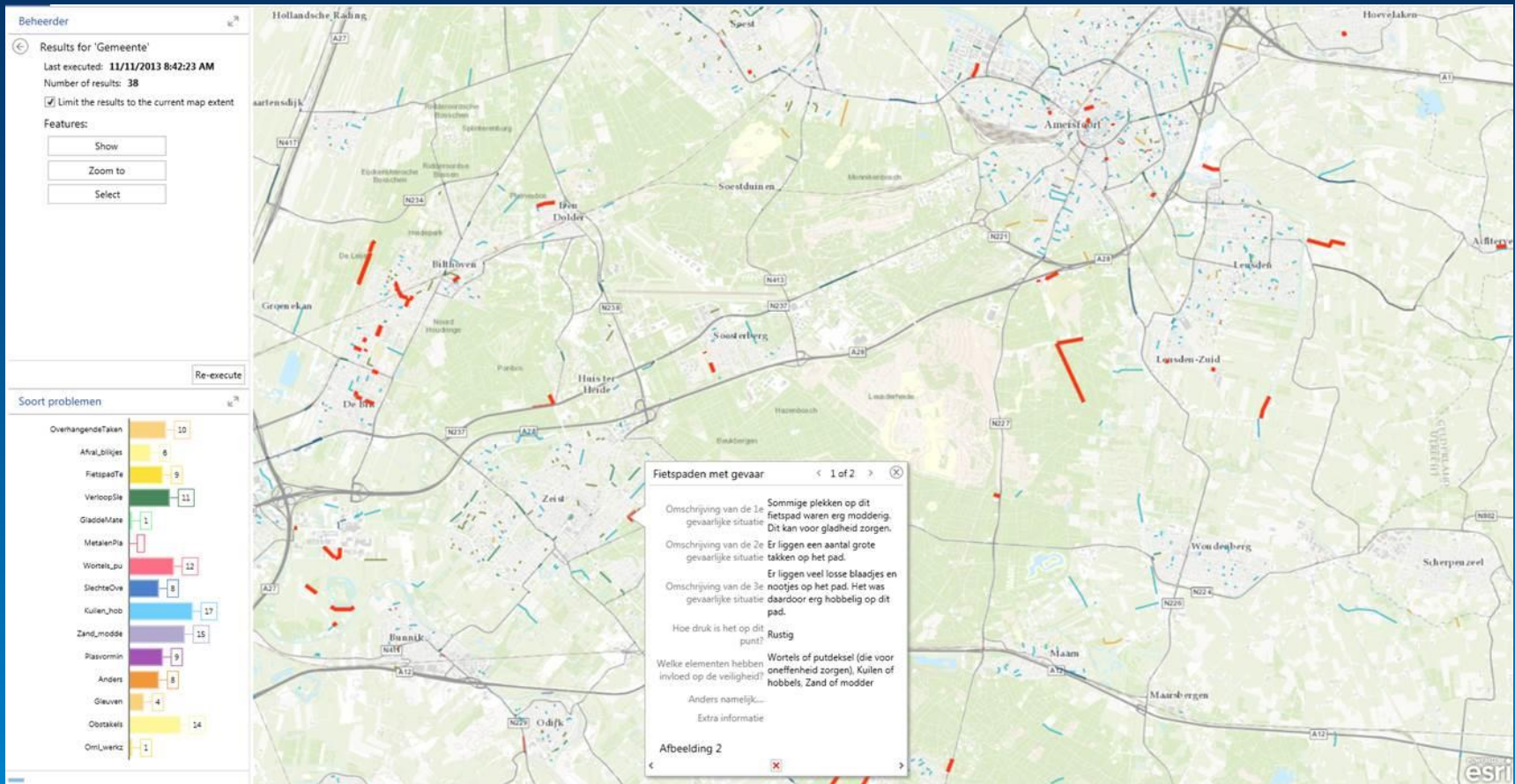
Crowd sourced information  
Fietzersbond





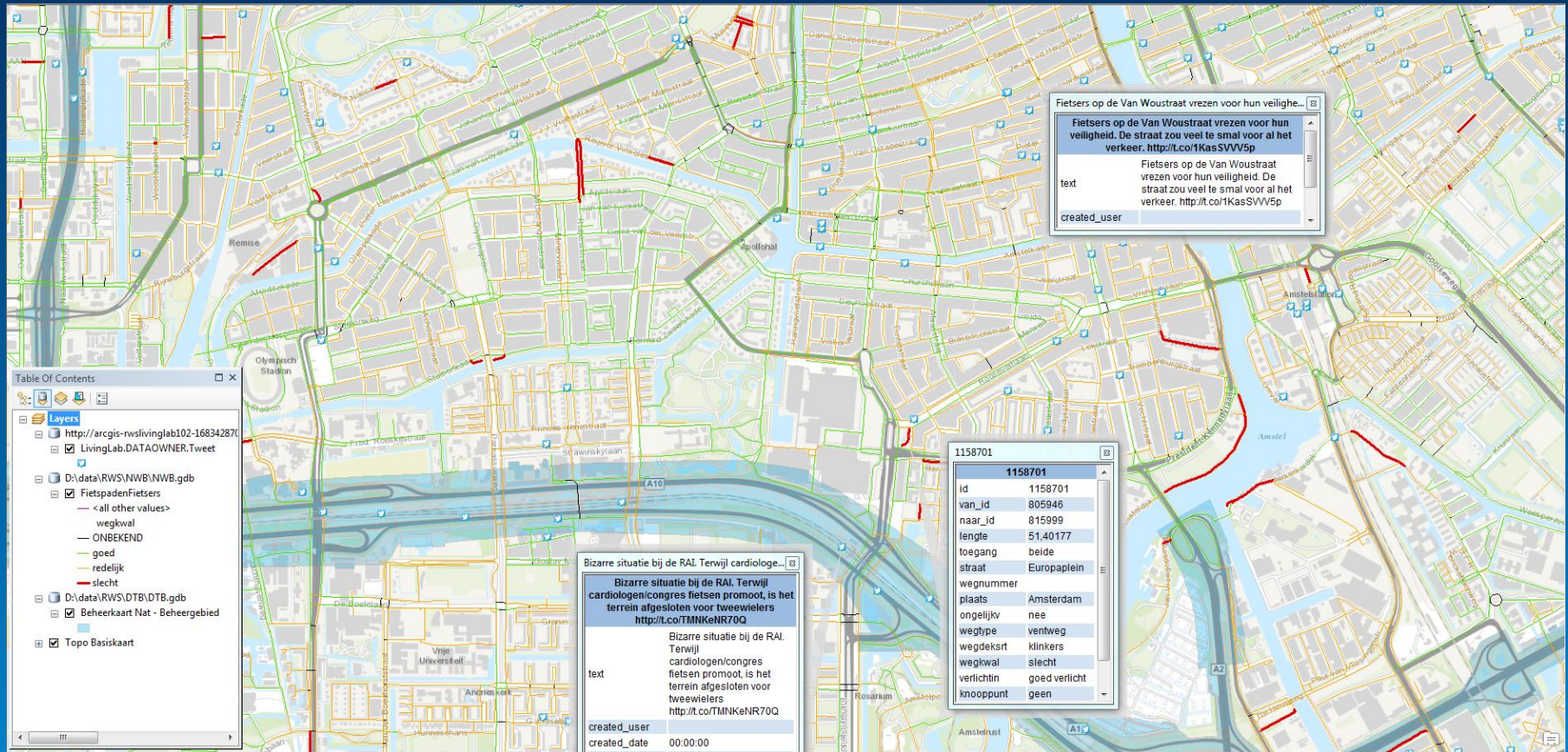
# Intelligent analyses on data

Embed social information in  
maintenance processes



# Roamler comments





# Use of social media

Crowdsourced information  
Twitter and Fietstersbond

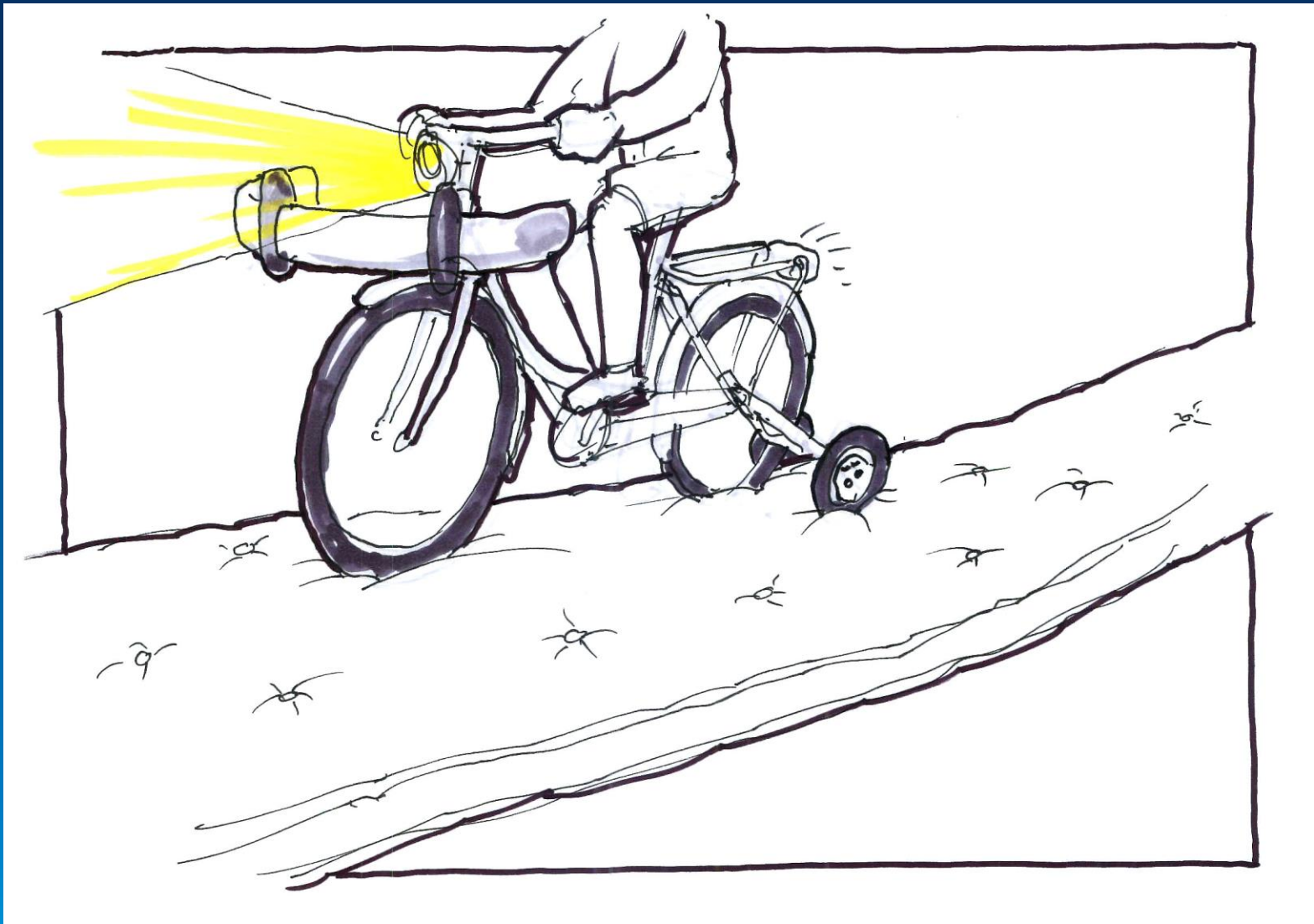


Use of social media

Movie



- **Find a creative solution for biker participation by social media, but ensure safety**
- **Stakeholders are civilians**
- **Use of common devices (like smart phones)**
- **Easy and user friendly**



**Unrealistic solutions**