



Belonitor

The power of rewarding

Belonen (to reward) & to monitor

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Topics

- The problem, project idea, goals
- Chance or controversy
- Organisation
- Feedback & speedmap
- Role of the road authority

Problem: driving behaviour

Speeding

Inappropriate speed is responsible for least 300 death's and 3000 badly injured per year.

Tailgating

Tailgating tops the list of road irritants. It is also regarded to be very dangerous behaviour, but it is hard to control.

Project idea

- What to reward?
 - Better driving behaviour
- Type of behaviour?
 - Keeping a minimal distance to the car in front
 - Obedience to the speed limit
- Form of rewards?
 - Small personal rewards
 - Monthly competition
- Target group?
 - Lease drivers
- How?
 - In-car unit giving directly feedback to the driver

Goals Belonitor

- To find out if rewarding can alter this type of behaviour.
- Create a win-win situation:
Unite Government safety goals with the ROI goals of lease- and insurancecompanies

Rewarding: chance or controversy

Government task: is to maintain the law (punish) not to reward good behaviour.

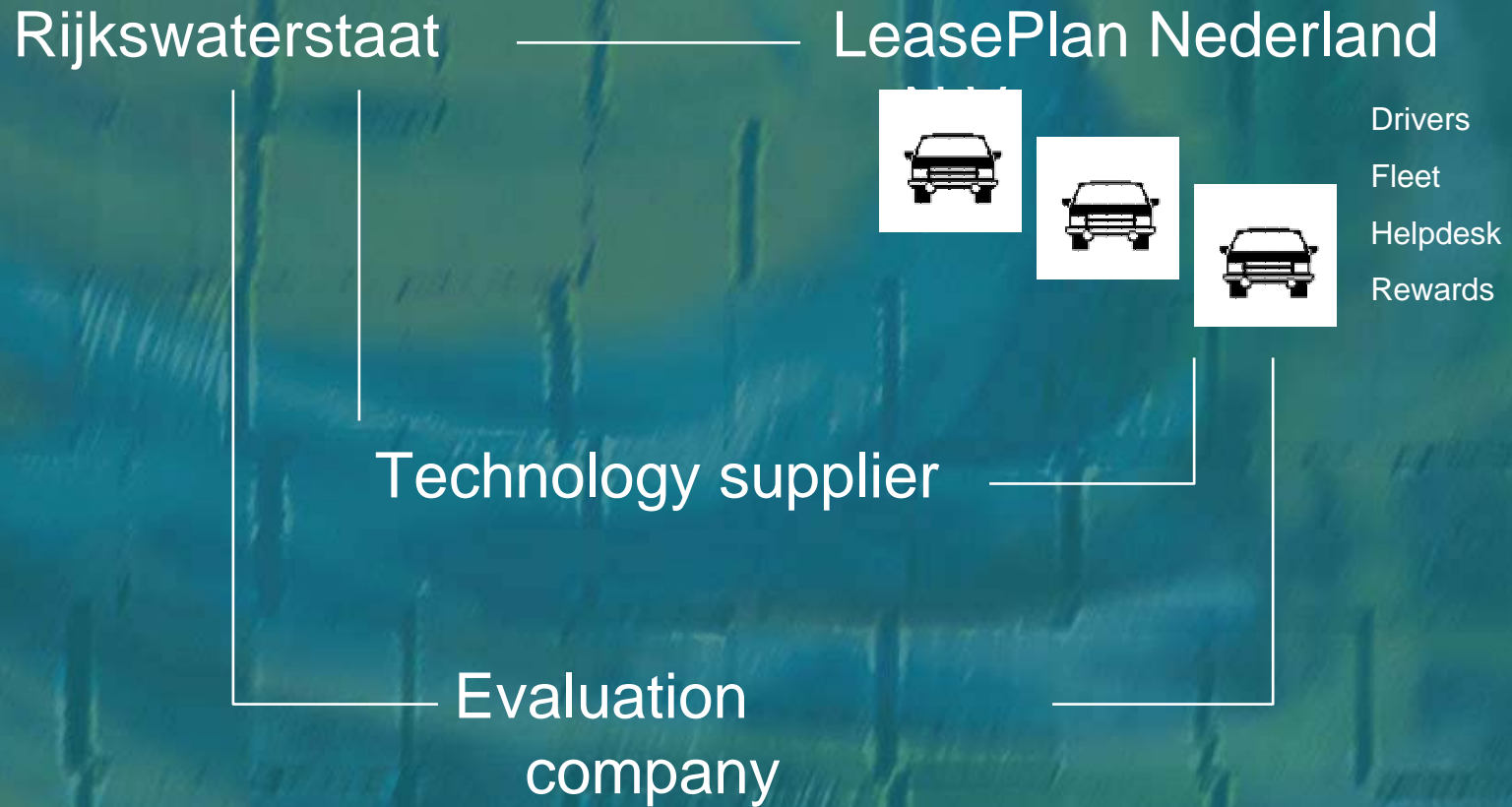
After testing of the concept the private parties are able to go on with rewarding as a part of their marketing mix.

The belonitor is an effort to unleash the power of the private parties to contribute to road safety.

Advantages

- Rijkswaterstaat
 - Increase in traffic safety, less aggressive driving styles
 - Better traffic flow, less differences in speed, less accidents
- Leasecompany
 - Less damage
 - Lower cost on repair, tyres, maintenance
- Clients
 - Less problems and costs connected to bad driving behaviour
- Drivers
 - Feedback
 - Less damage to their health
 - Rewards

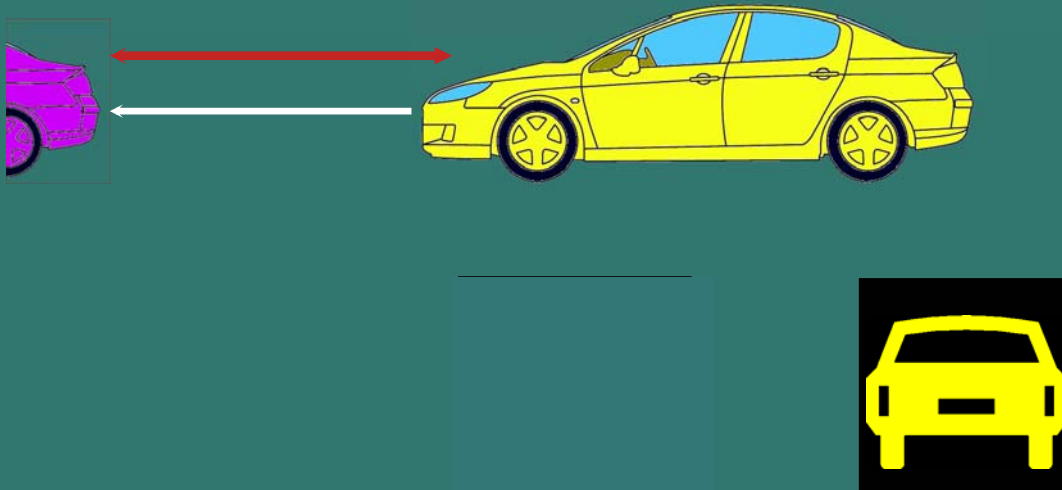
Organisation Belonitor



How it works: distance

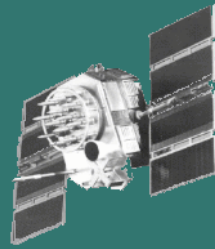
Radarsensor checks the distance to the car in front,

OBS evaluates the distance and gives feedback

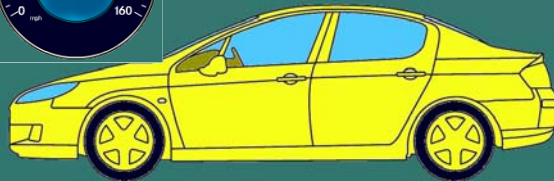


Feedback: to close

How it works: speed



Speedmap

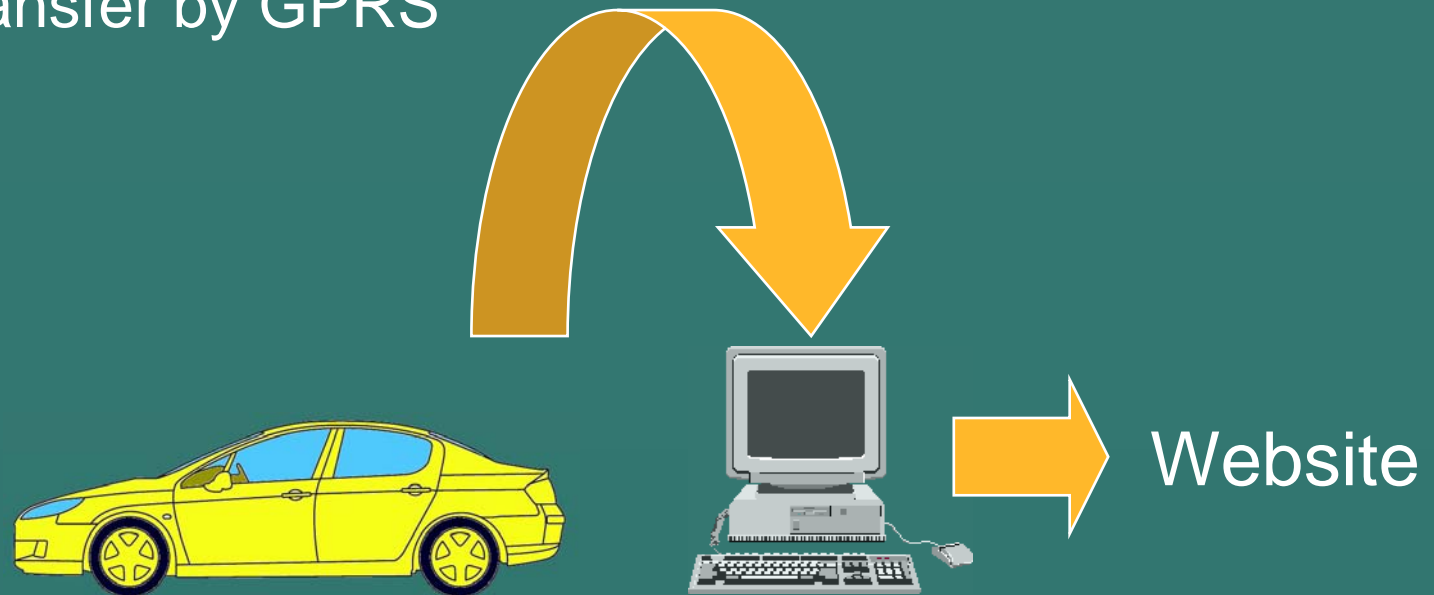


- The OBS uses GPS to determine the local speedlimit from the speedmap.
- This is compared with the driving speed and results in the feedback to the driver on his speed.

Feedback: to fast

How it works: datacollection

Data transfer by GPRS



Helpdesk, management,
evaluation, RWS

Feedback-display



Project details

- Planning:
Total testtime: 6 months starting in nov. 2004,
 - 1 month recording natural behaviour
 - 4 months of actual driving with feedback
 - 1 month recording change in behaviour
- Number of cars: 65
- Budget:
 - 800 k€ by RWS (technology, evaluation)
 - 10 % by LeasePlan (rewards, part evaluation, manpower, fleet)

Speed map

www.maximumsnelheden.info

Inventarisation of all speed limits in the Netherlands

Updates of this information by Internet, CD-rom, GIS exchange

The screenshot shows a web browser window displaying the website 'Maximum snelheden' from the 'Ministerie van Verkeer en Waterstaat'. The page features a map of the Netherlands with various speed limit markers (e.g., 50, 60, 70, 80, 90, 100, 120 km/h) overlaid on the road network. Major cities like Amsterdam, Utrecht, and Rotterdam are labeled. The right sidebar contains navigation and filtering options, including a 'Mutatie' (Legend) table and a 'Selectie' (Selection) section.

Mutatie				
120	100	90	80	70
60	50	40	30	

Woonerf Geen auto

Select: 0 wegen

Coörd. 49140, 542805

Kilometer 483.22089702354333

0	10	20	30	40	50	60
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Roles of the road authority

- Initiator and main sponsor of the project.
- Provider of the speed map containing the fixed limits in the Netherlands, by gathering information from local road authorities.
- Provider of the temporary speed limits due to road works.

QUESTIONS?

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