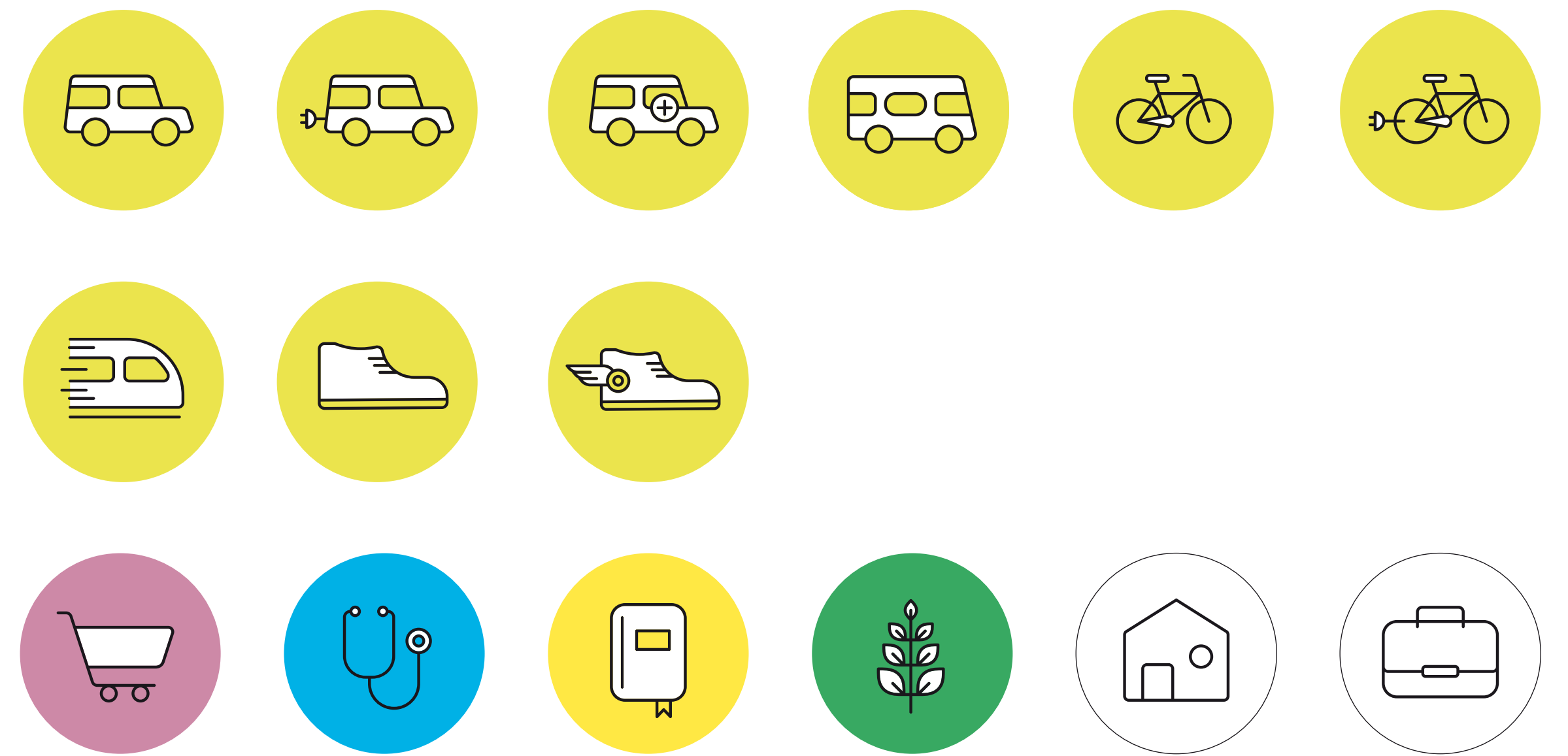
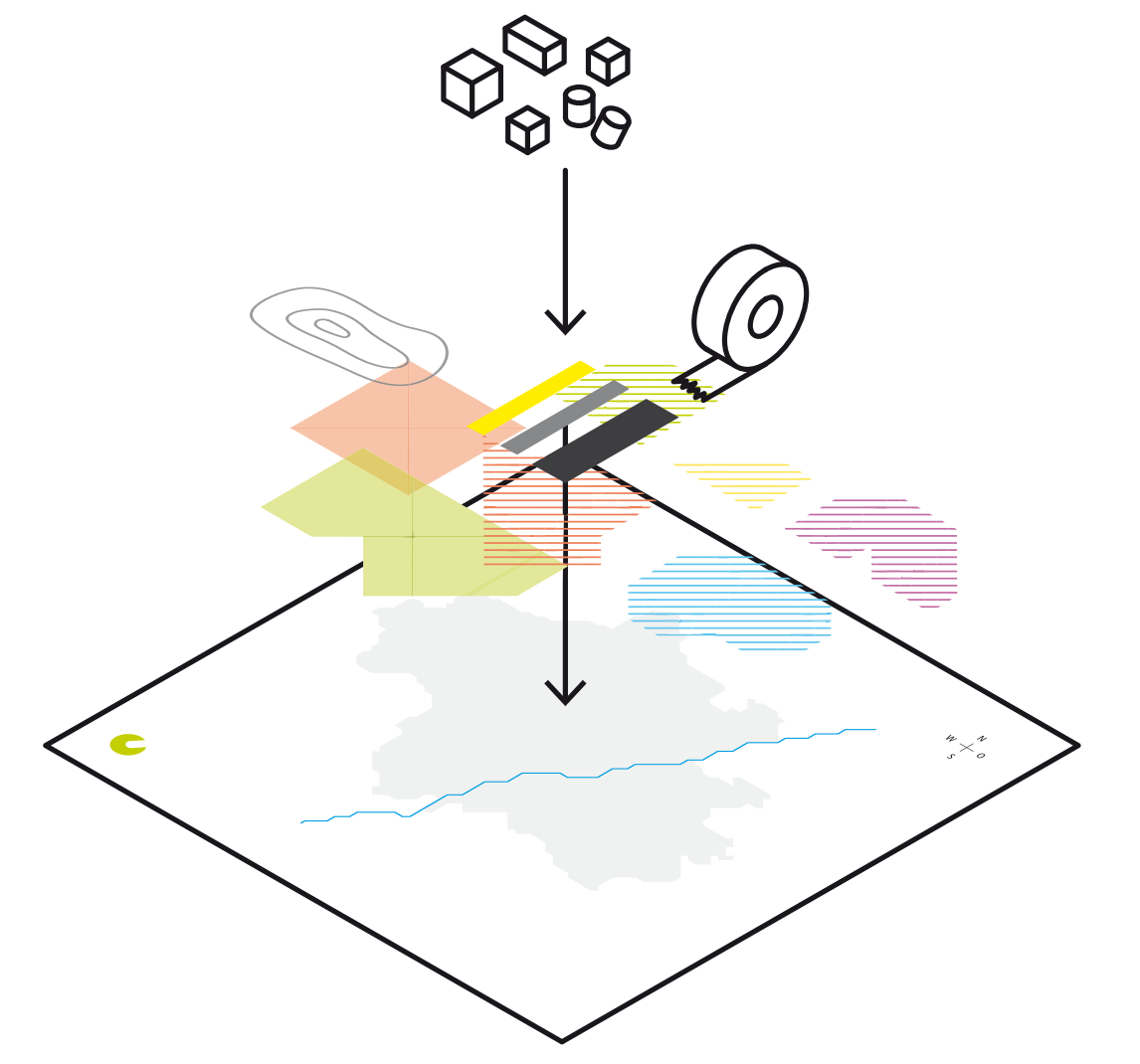
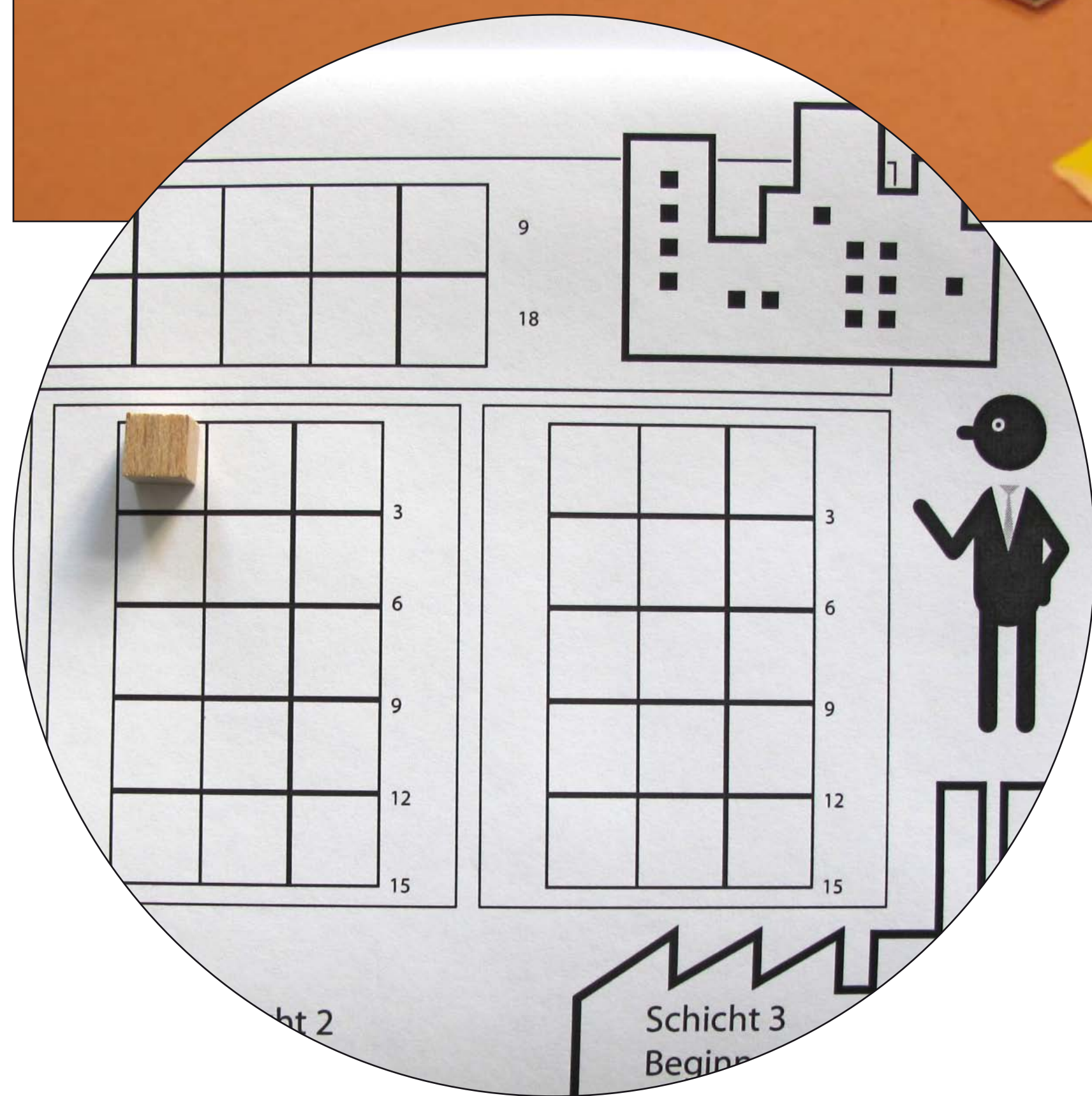


# Traffic Planning

*to change the world of mobility with a piece of card board*



Traffic Planning is a playful communication tool, which helps to show and simulate the mobility situation of a region or city. It is used for policy makers, technicians and the public. So very different political interpretations of the situation could be shown.



**Represent** – Traffic Planning use simple materials – to build collectively custom mock-up maps of mobility situation of the participants. The communication kit gives the participants a maximum of freedom to design their own specific situation. Everybody could jump into the discussion very easily and become part of a common policy analysis. So the it becomes a very participative and powerful tool.

**Understand** – With the playful communication everyone can understand and discuss the situation or add his/ her special situational knowledge.

**Simulate** - Traffic Planning simulates the every day every day life experiences: travelling from home to the workplace or school. The subject of Traffic Planning deals with the regional public transport situation. You could focus on the current transport situation and decisions: to use a car. Or you try to jump into the future and test what would be necessary to use more often a bike to go to work? The participants jump into different roles to understand the whole situations and also the perspective of different stake holders.

**Change** – Because Traffic Planning only wants to describe a situation and not forces you to behave in a certain way, everybody feels free to try something new. So the end of the workshop will be normally the question of transfer. What did we learned from this simulation, what kind of biking project we now want to implement in the real life?

