

ECOMM
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Workshop 2 a:

Links between policy fields – The role of mobility management within the planning process for sustainable development and transport

Vision Lundby – exploring the potential of Mobility Management in Göteborg

Lisa Sundell / Project Manager
Traffic & Public Transport Authority, City of Göteborg, Sweden
lisa.sundell@visionlundby.goteborg.se
www.visionlundby.goteborg.se

Background

Göteborg is Sweden's second largest city with 470 000 inhabitants. As the biggest port in the Nordic Region Göteborg is of tradition a centre for trade, transport and industry but also for tourism and major international events. For Göteborg to continue developing as an attractive regional centre, a well functioning traffic environment is needed, one that fulfils high demands on accessibility, safety and environmental sustainability.

For 130 years shipbuilding was most important for the Göteborg economy. During the 1960s Göteborg was one of the world's biggest shipbuilding centre with three big shipyards situated in the city centre. The industry went into terminal decline in the 1970s, leaving a 5 km stretch along the north banks of the River Göta.

This strip of embankments and industry buildings, including the surrounding area called Lundby, is now undergoing municipal redevelopment. The area will soon accommodate some 50.000 people with a spread of housing, study facilities and working space. A new city is under development in the centre of Göteborg.

In this strong redevelopment process we face some great problems:

- With only three river crossings we already today have a big accessibility problem for this area in peak hour.
- Through Lundby goes the main road to the outer harbour with all its heavy through traffic. It seems like we will have difficulties to meet the European Air Quality Standards for this area.

In this environment the Vision Lundby project was set up as a long-term, collaborative project for development and acquisition of knowledge about Mobility Management solutions that will reduce environment impact while meeting

accessibility and safety requirements. The idea is to use Lundby as a test-site for future full-scale introduction of Mobility Management solutions in Göteborg.

One of the main reasons for choosing Lundby as our test-site was because of the chance to introduce MM solutions early in the planning process in the development of an inner city area, which doesn't happen very often.

Vision Lundby was initiated by the Traffic & Public Transport Authority and is run in co-operation with the District Administration of Lundby, the City Planning Authority, Västtrafik (Regional Public Transport Authority), Norra Älvstranden Utveckling AB (Municipal Development Company for the area) and the Swedish National Road Administration.

Vision Lundby

The Vision Lundby project was set up in early 2000 and should be seen as a development project with the following main tasks:

- Knowledge building in the area of Mobility Management & Sustainable Transport solutions
- Develop new partnerships with internal municipal as well as external partners
- Identify the main obstacles for introducing MM solutions by practical work
- Suggest changes that have to be done to support introduction of MM solution
- Setting up a MM support service for individuals and workplaces in Lundby
- International exchange of know-how

Below follow some examples of our work and the idea of planning for all types of travel modes and MM solutions in a new high profile business and housing area.

Developed Public Transport

Public Transport is the backbone in a sustainable transport system and if we would like to make Lundby the "good town", traffic volumes must be reduced, meaning less private and more public transport. A special Public Transport plan for the area is set up including a new main biogas bus line with the same capacity as a tram, departing every 5 minutes at peak hours and with the latest information technology for the passengers. A new high capacity environmentally optimised river shuttle is under construction. A new flexline has been set up in Lundby as a complement to public transport for elderly and people with disabilities. The buses, modern spacious minibuses with low floors, only stop on request where travellers are being picked up or dropped of.

Smart Travel Card

We do not think that an attractive Public Transport system is enough. We need to develop new services that could complement and make public transport even more attractive. The idea of a Smart Travel Card is one way of combining public transport with access to other transport alternatives like discounts on taxi, rental cars or car sharing. A Lundby Travel Card was tested during 2002 to start the dialog and to market the concept towards the Regional Public Transport Authority, the transport companies (taxi, carsharing etc) and towards the residents of Lundby.

Another service that has been developed during 2002 is that companies in Lundby have been offered a new service, subscribing on monthly public transport cards for their employees. The companies may then choose to give the PT cards to their employees as fringe benefit.

Car Sharing

The introduction of the concept of car sharing has been prioritised work. New technique has made car sharing into an attractive mobility solution today, with vehicles being booked via Internet and the communication car-booking centre via the mobile phone network. It has been judged that the best way of reaching tenants in the Lundby area is to co-operate with owners of real estate and to market and offer the car sharing service to new tenants moving in to new housing areas. This work has resulted in four new carpools in the area.

One of the main problems that comes up in this work is the difficulties to find parking places for the car sharing cars due to old parking policies and lack of definition of car sharing cars.

Alternatively Fuelled Vehicles

Since five years the Traffic & Public Transport Authority runs a "Green Vehicle in Göteborg" project to market alternatively fuelled vehicles towards companies and municipal departments. A demonstration fleet of alternatively fuelled vehicles (AFV) has been set up. This allows companies and municipal organisations to try out such vehicles in their ordinary activities. In Lundby companies have been offered free consultation and to use the demonstration fleet. As a carrot for those who invest in an AFV the City of Göteborg has decided to have free parking on streets for those cars.

Business Bikes

We think that bicycles could be a good complement for short business trips and lunch trips for people working in Lundby. Our plan is to set up a business bike system with smart card technology and pools of bicycles at strategic places in the district. The idea is that companies in the area could subscribe on a number of smart cards that allows their employees access to bikes.

Green Travel Plans

In our work towards companies in Lundby our goal is that they should find our diversity of mobility solutions so attractive that they think it is a good idea to write a Green Travel Plan for the Company. In order to stimulate this process two information and inspiration folders have been produced, "Sustainable Transport Management" and "Smarter Communication for Companies", and they have been sent out to companies in the area.

Freight Collaboration

Many new buildings, enterprises and businesses will dense the Lundby area and make traditional freight distribution difficult. A freight collaboration project has started and the first area to look at is the distribution of office supplies. Now five wholesalers are collaborating with their customers in Lundby to reduce the frequency of transport in to the area. Around fifteen client companies have joined so far, and the wholesalers currently recruit more. One of the aims of the project

is to reduce the number of deliveries to customers by 30 %. The idea is to continue including other product groups as well.

Research & Development

The problems we face are by no means unique for us. It is important that we find out how other cities have solved their problems, that we follow development in the field and participate in international research projects. Vision Lundby collaborates with Chalmers University of Technology and University of Göteborg and is currently participating in three European projects.

TELLUS – Transport & Environment alliance for Urban Sustainability

European project in co-operation with Rotterdam, Berlin, Gdynia and Bukarest.

Göteborg participate with five subproject;

- Development of the Environmental Zone

- Environmental Optimised River Shuttle

- Freight Collaboration in Lundby

- Heavy Gas Vehicle

- Improved Load-factor in Inner City Goods Distribution

TARGET – Travel Awareness and Regional Groups for Environmental Transport

European project in co-operation with Yorkshire & Humber, Bremen, Odense, and Euregio Scheldemond.

Göteborg participate with the establishing of a Lundby Mobility Centre and four subproject;

- Smarter communication for companies in Lundby

- Smarter communications for individuals in Lundby

- Cycling in Lundby

- Mobility Education in Lundby

Lundby Mobility Centre

In order to develop the ideas in Vision Lundby further a Lundby Mobility Centre was established during 2002. Lundby Mobility Centre will provide support to both organisations and the local residents with regards finding efficient and sustainable transport solutions for people and goods. Seven people work at the centre, which is situated in the InfoCenter in the former shipyard area.