



City of Gothenburg

Strategies to promote sustainable travels

Mobility management, marketing and surveys, promote sustainable transports and car sharing

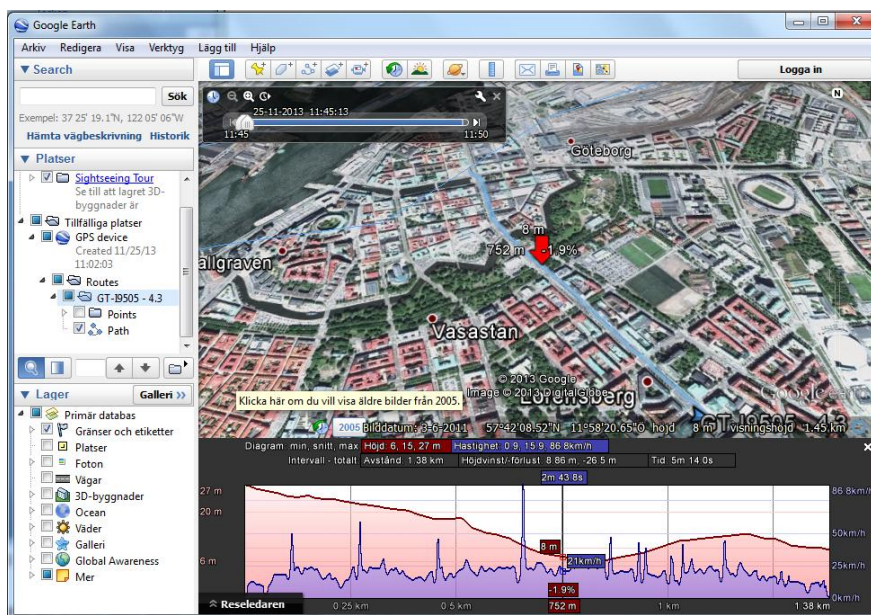
The City of Gothenburg is arranging a large number of mobility management activities in order to influence the travel habits in the city. Public campaigns, seminars, newsletters and direct support to organizations and enterprises are some examples.

We have an established cooperation with many companies to support their implementation of travel policies, policies for clean vehicles, car sharing, web meetings and more. Many public marketing campaigns focuses on sustainable public transport, walking and cycling. We have developed mobile applications for cycling, car parking and modal shift.

Each year the city publishes public awareness campaigns to support sustainable travels, and we participate in the European Mobility Week. "Suggestion Boxes" are arranged, where cyclists are requested to give response to the cycling conditions and to suggest improvements. Surveys are made to monitor behavior and attitudes, and promote a dialogue with the cyclist concerning routes and traffic safety.

In a central area of Gothenburg where new buildings are constructed and a new city area is created, a certain project has started in 2015 to provide electric bicycles with flatbeds to the tenants. The aim is to reduce the need of car and truck transport to the area and promote flexible transport modes.

A new mobile application is "Cycle City" that contains all cycle routes in the municipality, air filling stations and a new photo-based service where cyclists can report problems or requests. In a research study, this application will be used as a dialogue tool to analyze cycling routes and accessibility in central parts of the city using GPX-files and reporting errors (see illustration).



Car sharing reduces the usage of cars, and increases public transport travels. It is shown that car share-users drive less car, since they lack access to an own car and plan their car trips better. Gothenburg support the expansion of car sharing in different ways. Certain public parking lots are reserved for car sharing cars. The city also procures commercial car sharing services in central areas. They are used for work travels in the municipality, but as a byproduct, more car sharing cars are accessible for companies and the public in the neighborhood.

More information:

Primary public website for travel planning in Gothenburg:

<http://www.trafiken.nu/goteborg/>

Public oriented mobility management (automatic translation):

<http://translate.google.com/translate?hl=en&sl=sv&tl=en&u=forlivochrorelse.se/>

Enterprise oriented mobility management (automatic translation):

http://translate.google.com/translate?hl=en&sl=sv&tl=en&u=http://goteborg.se/wps/portal/foretag/miljoanpassa-foretaget/resor-och/rad-om-resor!/ut/p/b1/jYtLDolwFADP4gX6Hu2DtssnkX8QjCbSjUFjCAmFjdHriwcvOrtJZsBBR6QtkjYSzuDm_jkO_WNc5n76ulsuTVC0Zhsw7IObYH4sm6QuK4p30Rp0axCnnJGuEE2VhphzdjrYVilk9d-PX2D89RfgxqsXr5sXKFREKJUMiaS0ZEKos8XfwbspMQNv3hWtqcs!/dl4/d5/L2dBISEvZ0FBIS9nQSEh/

Dialogue with cyclists to suggest improvements (automatic translation):

<http://translate.google.com/translate?hl=en&sl=sv&tl=en&u=http://forslagslidan.nu/>

Application for cyclists:

<https://itunes.apple.com/se/app/cykelstaden/id642821733?mt=8>

Car sharing projects and goals of Gothenburg (pdf download):

<http://translate.google.com/translate?hl=en&sl=sv&tl=en&u=goteborg.se/wps/portal?uri=gbglnk%3agbg.page.655f428d-04ce-43ea-a950-cfda4e769b8e>