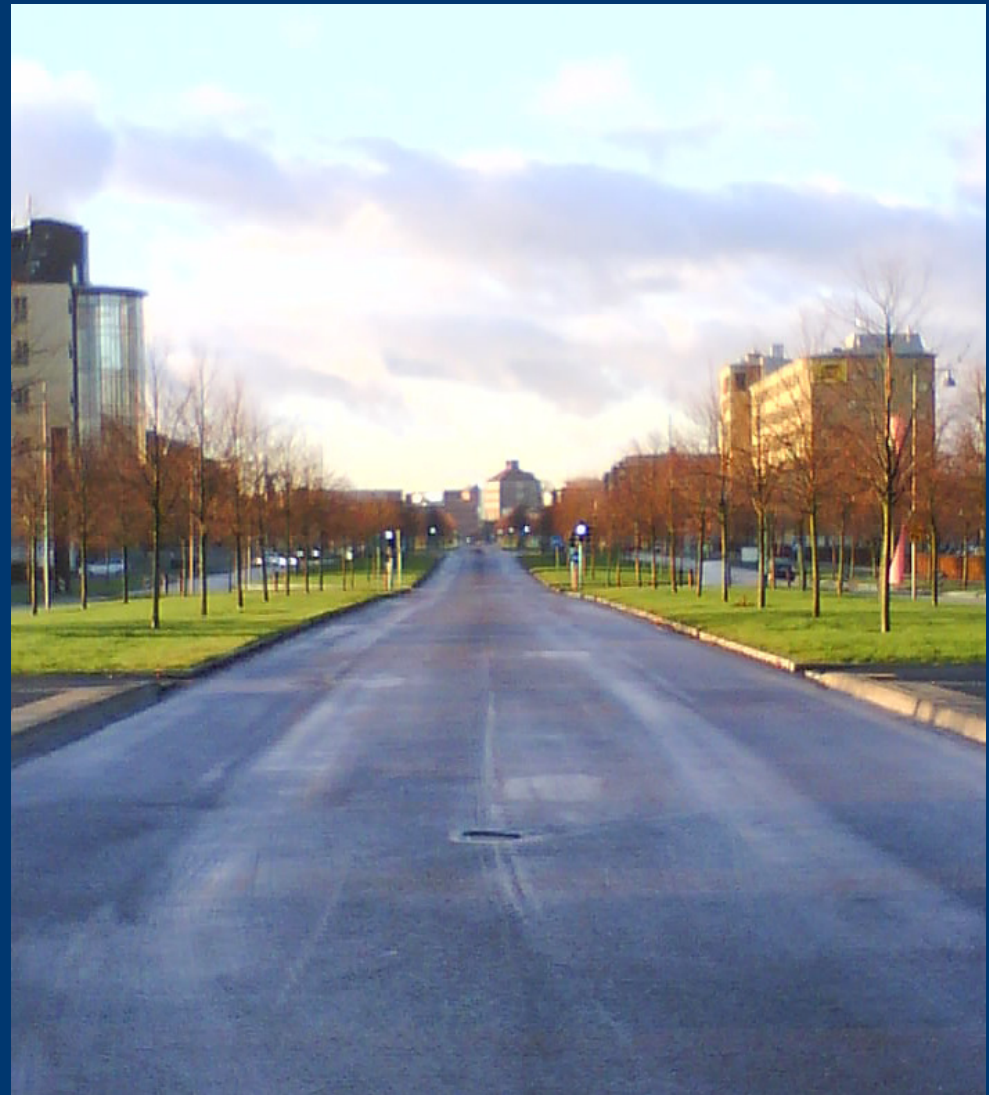


Public transport for Gothenburg area

Long term strategy

Magnus Lorentzon
Project Manager



THIS IS OUR MARKET!

- The County of Västra Götaland
- 1.5 million inhabitants
- 49 municipalities
- 0,45 million trips per day





207 trams



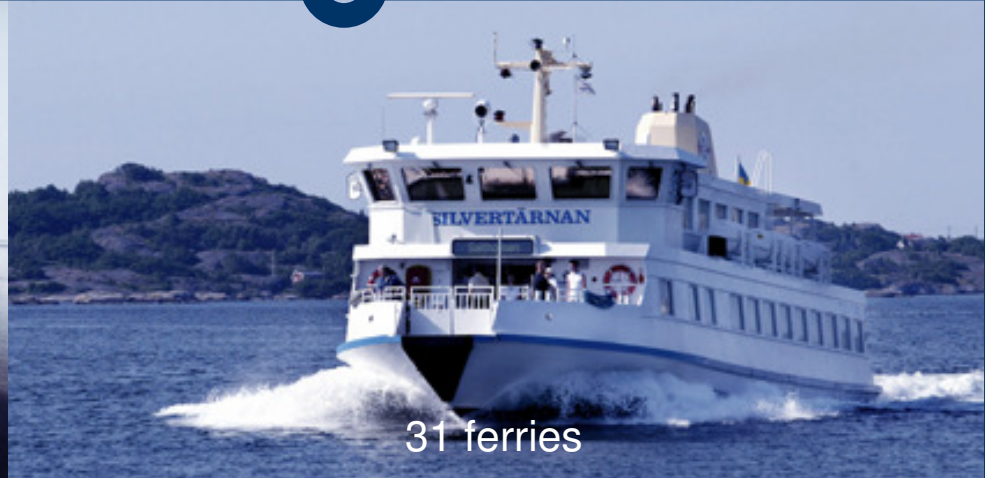
Around 650 vehicles



1,318 buses



57 trains



31 ferries

Public transport for Gothenburg area

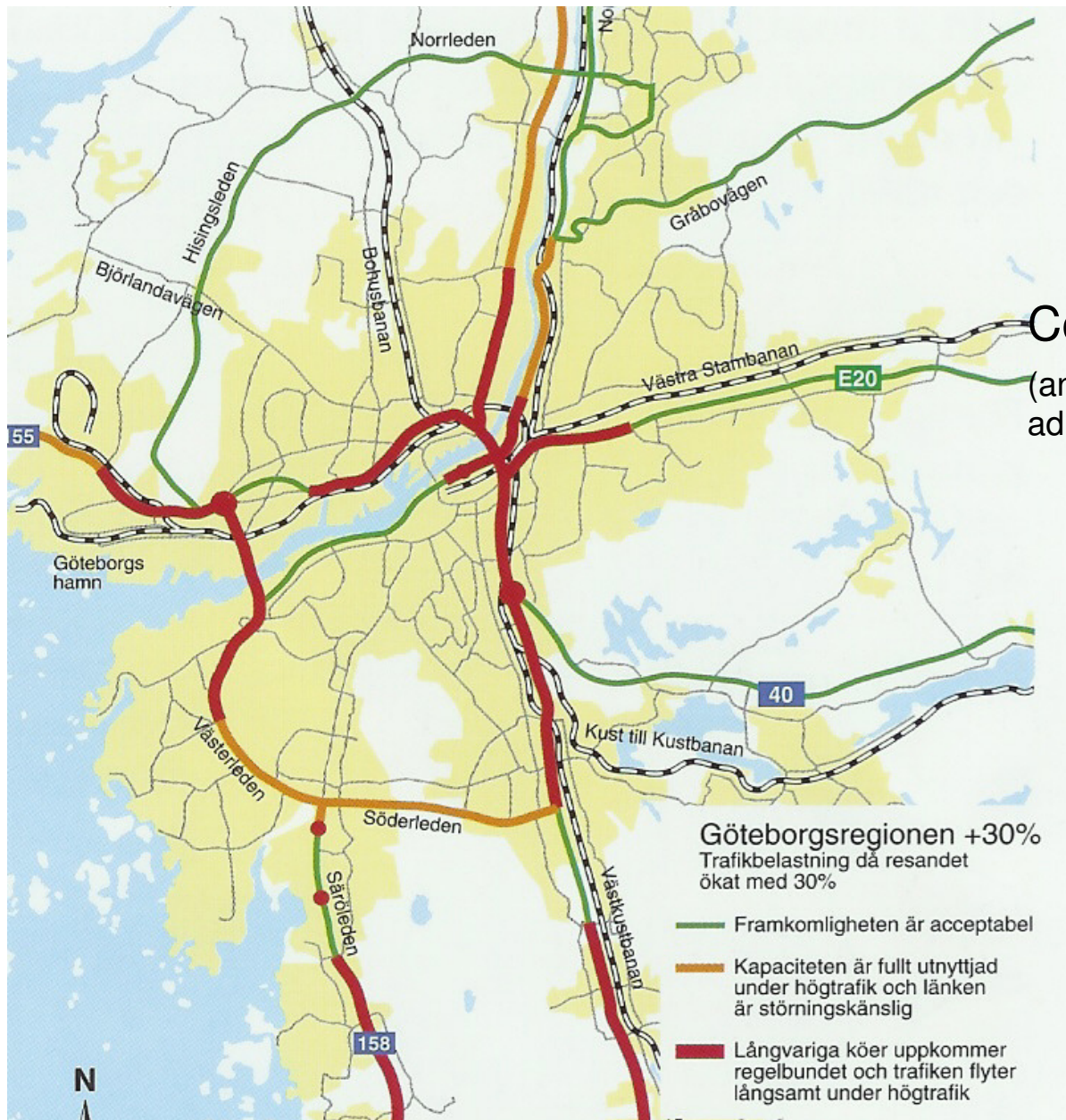
Long term strategy and structure



Analysis of current situation:

- Low market share for PT, ~24% -Stockholm, Oslo och Helsingfors, ~40%
- PT trips to CBD dominate
- PT competitiveness weak except for trips to CBD
- Average travel times by PT low compared to private transport
- Limited approachability to workplaces
- Sparse and thinly populated area
- Scattered travel patterns
- Low travel demand for many areas

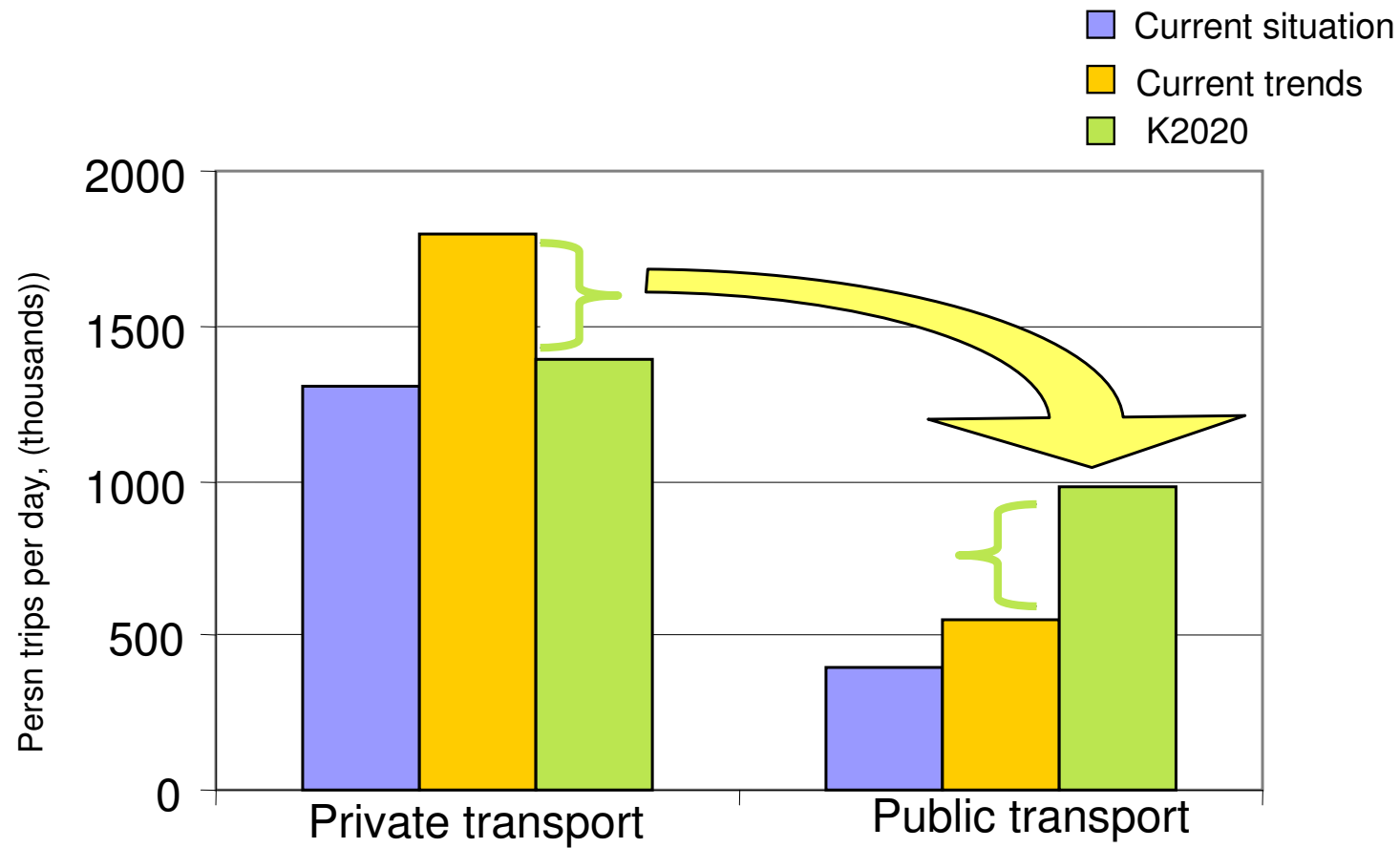




Congestion will increase
(analysis National Road
administration, 2001)

The current
trend will not
support a
sustainable
development!

Person trips by private transport should move to public transport



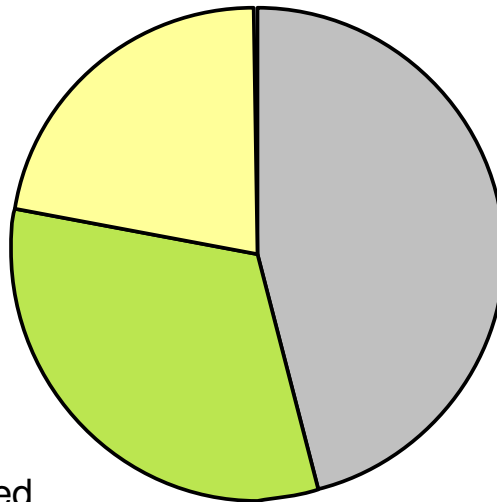
Why is not PT used?

Subjective reasons

- Personal negative attitude
- Wrong perception of travel times
-

No PT available

- Unrealistic travel time
- No departure when wanted
- ...



Practical reasons

- Car needed during day
- Luggage
- ...

Källa: Trafikkontoret/Västtrafik, intervjuundersökning i Göteborg, 2003

Create the attractive PT journey!

**Link
areas**

**High
travel
speed**

**High
frequency**

**Develop
the nodes**

**Guarantee
quality &
service**



**From a
radial to a
network
structure**

**PT
priority
and
separate
lanes**

**High
frequency
along
main
corridors**

**PT part
of the
city
develop
ment**

**Customer
satisfaction**

Final conclusions... critical things

- Priority for public transport – separate lanes and dedicated busways necessary
- Development of CBD area with new PT links
- Development of interchanges be part of city-development
- New river crossings essential



Final conclusions... critical things

- Political will and support from the public
- Integrated development – PT part of city-development
- Developed commuter rail system
- Finance.....

