



THE OPENING OF THE LUNDBY MOBILITY CENTRE

With all the staff in place the Lundby Mobility Centre has at last been officially inaugurated. The centre is located in the InfoCenter at Norra Älvstranden, Götaverksgatan 1. The ceremony took place on March 20th and the programme looked like this:

11.30-12.30	Buffet lunch
12.30	Anneli Hulthén, deputy mayor and Lena Malm, the chairperson of the Lundby District Committee, declared the Lundby Mobility Centre open
12.45	Presentation of Vision Lundby and Lundby Mobility Centre
13.00	The lucky winner of a bicycle in the business-card lottery was presented
13.30	Guided tour of the premises and a chance to talk with the staff of the Lundby Mobility Centre
14.00	End of ceremony

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TARGET – AN EU COLLABORATION

In the middle of January, participants from Göteborg, Bremen, Yorkshire & Humber, Odense and in the Euregio Scheldemonde all met to take stock of the current situation in TARGET. A seminar was organised in conjunction with this meeting, the subject being Leisure & Transport. The next meeting will be held in Göteborg, 16 –18 June and the topic of the seminar will be Transport Behaviour & Communication.

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Cycling in Lundby

It's high time that Lundby became known for being the great cycling area it is! During the spring there will be number of campaigns aimed at increasing the popularity of cycling. A 'Cycling Challenge' is one such activity, with events taking place all over Göteborg and extra efforts being made in Lundby. The idea of the Cycling Challenge is that employees in companies and organisations form teams and that each member cycles at least 2 kilometres every day, accumulating points for his or her team. The campaign gets under way April 29th at Sportex at Backaplan, Hisingen.

Right now we are also looking at ways of introducing a company bicycle system in Lundby.

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Smarter Communication for the Individual

The various goals for Vision Lundby have been sub-divided into information, attitudes and behaviour. In order to quantify the success of these goals, questionnaires will be sent to households and companies each autumn. In November, the first questionnaires were sent to 500 residents between the ages of 16 and 75 and to all workplaces in Lundby and Centrum with more than 10 employees. This first analysis should be regarded as a starting point prior to the commencement of all the sub-projects in Vision Lundby. Coming questionnaires will show what changes have been effected with regard to information, attitudes and behaviour regarding transport and the environment in Lundby. A summary of the results has now been compiled and can be ordered from the Lundby Mobility Centre or downloaded from the Vision Lundby Internet site: www.visionlundby.goteborg.se

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Smarter Communication for Companies

More and more companies are arriving in Lundby, especially in the Norra Älvstranden area. And Ericsson, Semcon, Sigma, PRC konsult and SET accountants are some of the new companies that Lundby Mobility Centre and Västtrafik have visited. The staff have been informed in their canteens and their reception areas about the best ways to get to and from their work places. Cycling maps and public transport maps have been distributed as well as normal timetables and personalised timetables. The companies have also been informed about car sharing and alternatively fuelled vehicles.

We have further utilised these opportunities to meet the company management and those responsible for company cars and informed them about how to make their employees' commute more efficient.

Different companies have different needs and it is the specific needs of each company that form the basis for our discussions.

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Freight Collaboration in Lundby

This autumn, a half-day seminar for companies in Lundby is planned, especially for those in the Norra Älvstranden area.

The District Administration of Lundby is now a participant in this project and will work with so-called 'sparse-deliveries' of its office materials.

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Car Sharing in Lundby

A major part of the work in Vision Lundby deals with information and communication. This we do in various ways. Predicting how many will attend our meetings is not, however, the easiest part of our work! At a car sharing information meeting we organised with Familjebostäder, only one person showed up! A week later, we held another meeting, this time at Ostindiefararen. We had expected about 30 participants. 74 people crammed themselves in so now we are looking for a larger meeting room!

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Mobility Management in Malmö

In January, Malmö City organised a MM kick-off seminar. Speakers included representatives from Lundby Mobility Centre and the Mobility Office in Lund. Lundby Mobility Centre is looking forward to collaborating with both Lund and Malmö and a first meeting for all three offices has been planned in Göteborg for October.

For more information, please contact: Lundby Mobility Centre, e-mail lisa.sundell@visionlundby.goteborg.se

Vision Lundby is a long-term, collaborative project for the development and acquisition of knowledge about sustainable traffic and transport solutions that will reduce impact on the environment and meet the requirements for accessibility and safety.

The Lundby district is an inner city shipyard area suffering from decline in traditional industries and now under strong redevelopment into a combined housing, education and business area. The idea is to use Lundby as a test-bed for future full-scale introduction of sustainable transport solutions in Göteborg

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 and the western division of the Swedish National Road Administration.

For each sub-project, however, broad collaboration with as many parties as possible is sought.

Further information about Vision Lundby and current sub-projects can be found on www.visionlundby.goteborg.se