

Lundby Mobility Centre's cyclist reference group

A reference group comprising enthusiastic cyclists has been formed and its first meeting has been held. The group will provide a forum for airing opinions and discussion of ideas related to cycling. We would love to see even more participants next time! Please call:

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Cycling for health

Ten inveterate car drivers employed by the District Administration of Lundby have been selected. For the next seven months, starting in April, they will leave their cars at home and cycle to work instead. They will be monitored for the effects on their health as a result of their choosing this alternative form of transport. Environmental, economic and time aspects will also be monitored.

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Cycle Day in Lundby

The 8th May will be Cycle Day for residents, company employees and students in the Lundby area. This event, organised by Lundby Mobility Centre, will include on-the-spot cycle repairs, sale of cycle accessories and information activities.

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Car sharing in Lundby

This spring, Lundby Mobility Centre, in collaboration with City Car Club (previously known as Statoil Bilpool), will make the car-sharing scheme available to residents of Lundby for four months. During this time, they will be able to test the concept, paying only for distance travelled and usage duration. It is hoped that, as a result, even more residents will appreciate the advantages of car sharing. During March, information about car sharing will be seen on all buses in Göteborg. All the 250 buses will, for a month, feature information about the campaign in Lundby.

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Evaluation of exhaust emission measurements in Lundby

The results of the exhaust emission measurements taken near the Eriksberg Shopping Centre have now been evaluated. Telephone interviews conducted with 300 people confirmed that campaign awareness was good; the majority of them had seen the campaign. In conjunction with the 'Scrap that car' campaign and the Lundby car sharing schemes, exhaust emission monitoring has generated considerable synergy effects.

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Springtime activities for Lundby residents

During the coming spring, Lundby Mobility Centre will hold a number of activities for the residents of Lundby. Please log on to www.visionlundby.goteborg.se to see what's happening in your area!

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The annual questionnaire

A questionnaire was distributed in November 2003 to 600 companies and 600 residents of Lundby and to an equivalent reference group from the centre of Göteborg. The results confirmed that it is still too early to identify any clear trends with regard to changes in attitudes and behaviour. We could confirm, however, that the information disseminated has by and large reached its target groups and we have witnessed changes (in both companies and individuals) regarding interest in, and positive attitudes towards, economic driving styles, 'clean' vehicles, alternative fuels and car sharing schemes

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Annual Report 2003

Vision Lundby's annual report is now available in both Swedish and English.

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Children and youth

Three schools in Lundby - Bräckeskolan, Rambergsskolan och Kärrdalskolan – have begun projects, the themes of which are 'Traffic and transport choices'. Using the Storyline method, a method in which the children themselves create a story written to illustrate a traffic issue based on their understanding of the situation, they cover such topics as their journey to school, commuting and mopeds and bicycles. Based on these stories, the children then make models and write brief dramatisations. Bräckeskolan met the Traffic and Public Transport Authority in December to present its findings about the current traffic and environmental situation for the school. The representatives also presented the Authority with one of its models.

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More and more clean vehicles

The proportion of clean vehicles being used in District Administration of Lundby has more than doubled in less than a year; more exactly, from 45% of a vehicle fleet comprising 77 cars in May 2003 to 73% in January 2004.

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Car sharing meets for companies

During the spring, SunFleet och City Car Club (previously known as Statoil Bilpool) will demonstrate their car pools at Navet and Eriksberg. This event will take place at the Lundby Mobility Centre's 'Blue tent' from 11.30 - 13.00 on the following days:

Navet: Thursday 18/3, Wednesday 24/3, Thursday 1/4, Wednesday 7/4

Eriksberg: Wednesday 21/4, Thursday 29/4, Wednesday 5/5, Thursday 13/5

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Lundby Mobility Centre's breakfast meetings

'Virtual meetings' for companies – discussion of experiences and the development of company communications via video, telephone and web-based conferences. Wednesday 28th April, 08.00 - 09.30, Navet, Lindholmen Science Park.
Development of company vehicle management – trends in financing, organisation and choice of vehicles. Thursday 6th May, 08.00 - 09.30, Norra Älvstrandens Infocenter.

There is no charge for participation in these meetings. Applications should be sent to: johan.lindau@visionlundby.goteborg.se

Freight Collaboration in Lundby

Two new units have joined this project. They are Teleca AU- System AB and Teleca CCC AU-System AB. There are now 17 Lundby companies participating in this project, the aim of which is to reduce the number of deliveries by ensuring that truck capacity is more efficiently utilised.

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Fuel efficient driving

Vision Lundby has started a new project known as fuel efficient driving. A number of transport and delivery company drivers will receive training in 'eco-driving' techniques. They will then be monitored for a year to see what effect their improved driving skills have had on both fuel consumption and the environment.

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Information to businesses from Lundby Mobility Centre

During March, businesses in Lundby will find information in their post boxes about the activities of some of the companies working on improving their transport logistics.

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Lundby is an inner city shipyard area in Göteborg that previously suffered from a decline in traditional industries but that is now being redeveloped into a thriving area combining housing, education and business.

Vision Lundby is a long-term, collaborative project, the aim of which is to acquire and assimilate information about sustainable traffic and transport solutions, the subsequent application of which will contribute to reducing negative environmental impact while at the same time ensuring that requirements for accessibility and safety are met.

Vision Lundby will be used as a pilot project prior to the full-scale introduction of sustainable transport solutions in Göteborg.

Vision Lundby was started by the Traffic & Public Transport Authority and is run in collaboration with the District Administration of Lundby, the City Planning Authority, Västrafrak (Regional Public Transport Authority), Norra Älvstranden Utveckling AB and the western division of the Swedish National Road Administration.

For each subproject, however, a broader collaborative base is being sought, and with as many participants as possible.

Further information about Vision Lundby and current subprojects can be found by logging onto: www.visionlundby.goteborg.se.