

The District Administration of Lundby reviews its travel and transport agenda

Lundby Mobility Centre and the District Administration of Lundby are expanding their collaborative efforts in a major project. A folder will be produced with the working title – Travel and Transport Plans: SDF Lundby. The aim is to present to other local councils solutions to how one can co-ordinate all business travel and freight transportation. We will present our own efforts as an example of what has already been achieved as well a review of travel and logistics models.

Johan Lindau, +46(0)31 23 09 04, +46(0)703 21 06 28, e-mail: johan.lindau@visionlundby.goteborg.se

Interesting results from our travel questionnaires

Two companies that have moved to Norra Älvstranden, and representing a total of about 400 employees, have answered our questionnaire via the Internet with a commendable response rate of 79%. It turns out that, on average, 34% of those who currently travel to work by car could entertain the idea of using an alternative form of transport. This group will be offered the opportunity to test Västtrafik's services during a two week period using a free, 'Give it a try' card. At one of the companies, 41% of car commuters said that they would like to work from home, given the opportunity.

Johan Lindau, +46(0)31 23 09 04, +46(0)703 21 06 28, e-mail: johan.lindau@visionlundby.goteborg.se

Heavy Ecodriving

Eight of the drivers at KC Åkeri have undergone a training course in heavy Ecodriving. The results, after two Sundays in August and September, showed reduced fuel consumption and a slightly higher average speed. This was achieved by better planning, resulting in less unnecessary stopping. Stefan Wärnkling from Centrala Buss & Trafikskolan told us the KC's drivers were already good drivers and yet despite this, there was still margin for improvement in fuel consumption. This is hands-on proof of the possibilities that Heavy Ecodriving presents. Some comments from the participants - instructive, I must try this, a great course, knowledgeable instructors. We wish KG Åkeri every success. We will follow up their efforts to ensure that the effects of the training are permanent!

Johan Axelsson, +46(0)31 23 07 02, +46(0)706 42 75 90, e-mail: johan.axelsson@visionlundby.goteborg.se

Guided cycle tours of Lundby

A number of guided tours have now been conducted, with 27 being the highest number riders with us on one trip! The tour lasts about one hour and the guide presents places that, for a number of reasons, are interesting – nature, cultural or historical as well as the latest developments in the area. Maybe something for your employees or colleagues?

Marie Löwkrantz, +46(0)31 23 07 45, +46(0)703 21 06 23, e-mail: marie.lowkrantz@visionlundby.goteborg.se

Exhaust emission measurements at Björlandavägen

Using the latest technology, our aim is to show the effects of car exhaust emissions. Between the 27th September and 29th October a measuring station will be set up on Björlandavägen, near Tolered's Church. All drivers who would like to quickly check their cars' exhaust mission levels and learn how driving technique affects the quality of the air we breathe can drive past and see the result on a sign by the side of the road.

In conjunction with this activity, all car drivers in the area will be contacted and informed about the alternative transport choices available to them.

Maria Coulianos, +46(0)31 23 04 30, +46(0)703 21 06 17, e-mail: maria.coulianos@visionlundby.goteborg.se

Still more clients sign up following Give-it-a-try meetings

An advertising campaign pushing the advantages of car sharing has been visible on all city buses over a two-week period. The advertisements are part of a campaign designed to inform the citizens of Göteborg in general and the residents of Lundby in particular, about the advantages of car sharing. Concurrently with this campaign we have conducted a number of Give-it-a-try meetings for the residents of Eriksberg, Kyrkbytorget, Sannegårdshamnen and Lindholmen. The interest shown at these meetings was both great and gratifying, as a number of residents decided on the spot to participate in the car sharing scheme!

Ulla Robertsson, +46(0)736 59 11 49, e-mail: ulla.robertsson@visionlundby.goteborg.se



Four car sharing vehicles at Eriksberg

At the beginning of September, Eriksberg took delivery of yet another car making the total available four. Three are stationed behind Sjöporten and the fourth is at Snickeriet. The most frequent daytime participants at present are those companies that have most recently signed up to the scheme.

Ulla Robertsson, +46(0)736 59 11 49, e-mail: ulla.robertsson@visionlundby.goteborg.se

SPEAK Marketing increases usage of car sharing facilities

SPEAK Marketing joined City Car Club in August and now has over 30 of its employees in the scheme. They use the cars most frequently for short business trips.

Ulla Robertsson, +46(0)736 59 11 49, e-mail: ulla.robertsson@visionlundby.goteborg.se

'Cycling in Lundby' does the town

September 18th was a day unlike any other in Göteborg. The centre of the city was designated a traffic-free area and a number of activities were held at the same time. The theme was 'New habits in relations to roads and routes' and the event proved to be very popular. Clean vehicles were on hand and information disseminated about car sharing schemes and about IT services that facilitate the choice of travel alternatives. There were also a number of fantastic installations on display showing what could be done with parking places if no cars were in them. A Cycle Centre was opened next to the Storan theatre – basic repairs were on offer as were helmets and a lot of useful information. Lundby Mobility Centre was on hand of course, demonstrating what it has to offer.

Marie Löwkrantz, +46(0)31 23 07 45, +46(0)703 21 06 23, e-mail: marie.lowkrantz@visionlundby.goteborg.se

Two company seminars this autumn

On the 28th September, there will be a lunch meeting for the members of the Norra Älvstranden business association. The theme will be 'New travel habits at Älvstranden'. We will tell the participants about our work with businesses in the area and in which specific areas we can give them advice.

The other meeting, on October 28th, will be a breakfast meeting, the theme of which will be 'Environmentally adapted operational development and environmentally friendly transport management'. We will address all companies in the area having an interest in integrating business trips and freight transportation into their environmental management programmes. Mats-Ola Larsson from Miljöinfo AB will give a presentation and two completely different companies will present reports on the work they have put into transport as a component in their environmental management programmes.

Johan Axelsson, +46(0)31 23 07 02, +46(0)706 42 75 90, e-mail: johan.axelsson@visionlundby.goteborg.se

Johan Lindau, +46(0)31 23 09 04, +46(0)703 21 06 28, e-mail: johan.lindau@visionlundby.goteborg.se

The report on mobility and sustainable municipal development is now ready!

The report 'Lundby på Gång' is now ready. In the spring of 2002, a mobility and sustainable municipal development case study was conducted in Lundby. About forty researchers and students from Chalmers University of Technology and the Göteborg University worked across disciplines to investigate the preconditions for municipal development and transport in this rapidly expanding part of Göteborg. The results cover, for example, the development of town squares as opposed to shopping centres and the emission effects of freight transportation on the environment. The report can be ordered at case@miljo.chalmers.se

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, Västtrafik (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