



The Future Traffic Management Center of Gothenburg

Trafik Göteborg

Camilla Nordström, City of Gothenburg

Gothenburg- a City in Change

From a "Big Little City" to a "Little Big City"

- Increased urbanization
- Gothenburg is the engine of the regional labor market
- More people walking, cycling and use public transport
- Effective goods transport will be necessary



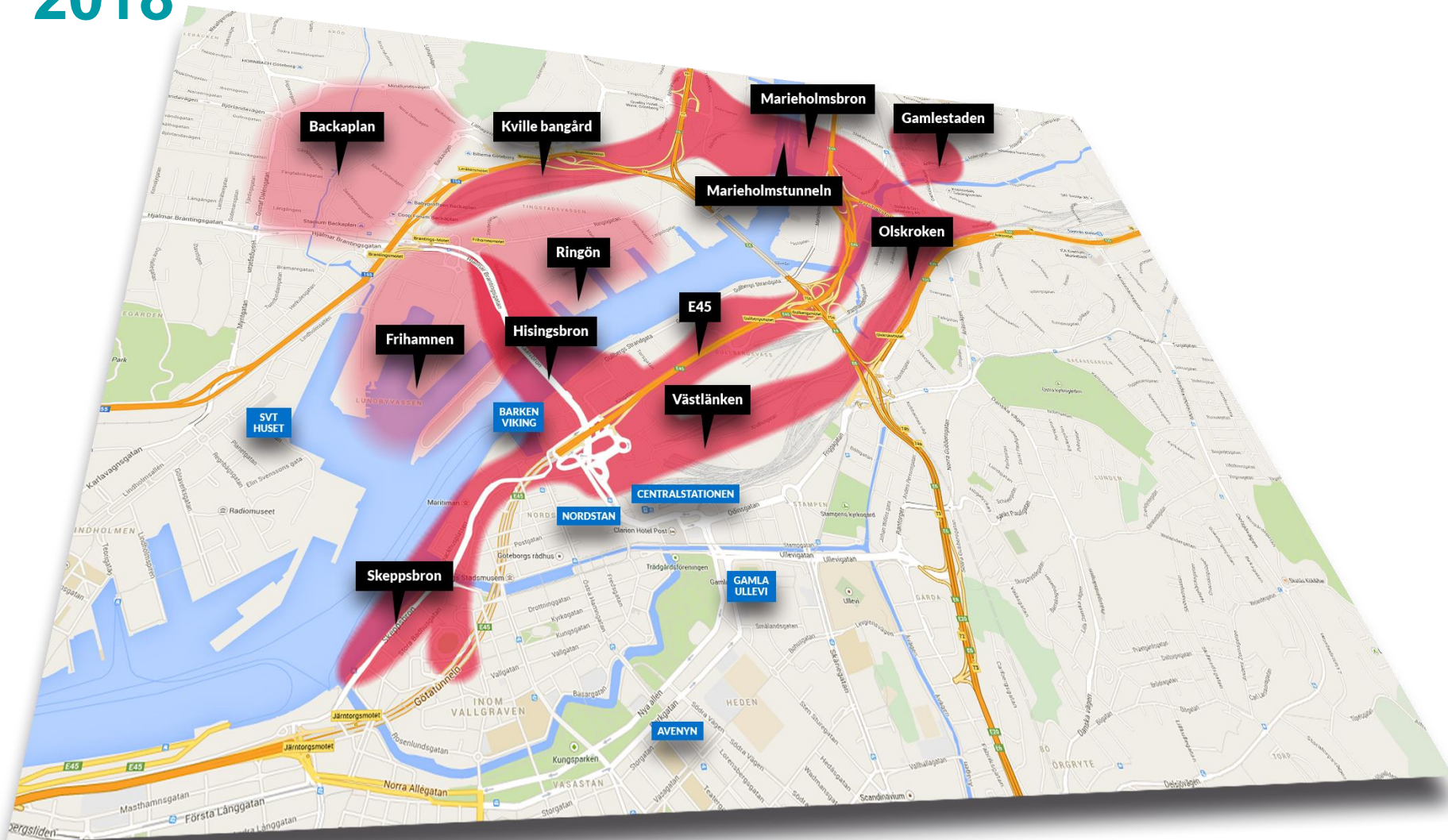
Higher expectations from citizens

Expectations:

- Correct and relevant traffic information particularly in relation to road works 24/7
- Accidents and disturbances to the road network should be dealt with effectively.
- Regional and multi modal traffic information.
- Prioritized Public Transport
- One point of contact for information. This is preferable regardless of who operates the road (The City or The State)
- Effective Goods Transportation network



Mayor infrastructure projects starting 2016-2018



Trafik Göteborg

- A Common Traffic Management Centre with the road users in focus



Göteborgs Stad
Trafikkontoret



The Situation before 2013-01-02



Swedish Road Administration (Traffic Management Road West - TLVV)

- Traffic information
- Traffic management and coordination
- Traffic control
- Road side assistance (Vägassistans)
- Manned 365 days a year 24/7



Göteborg City

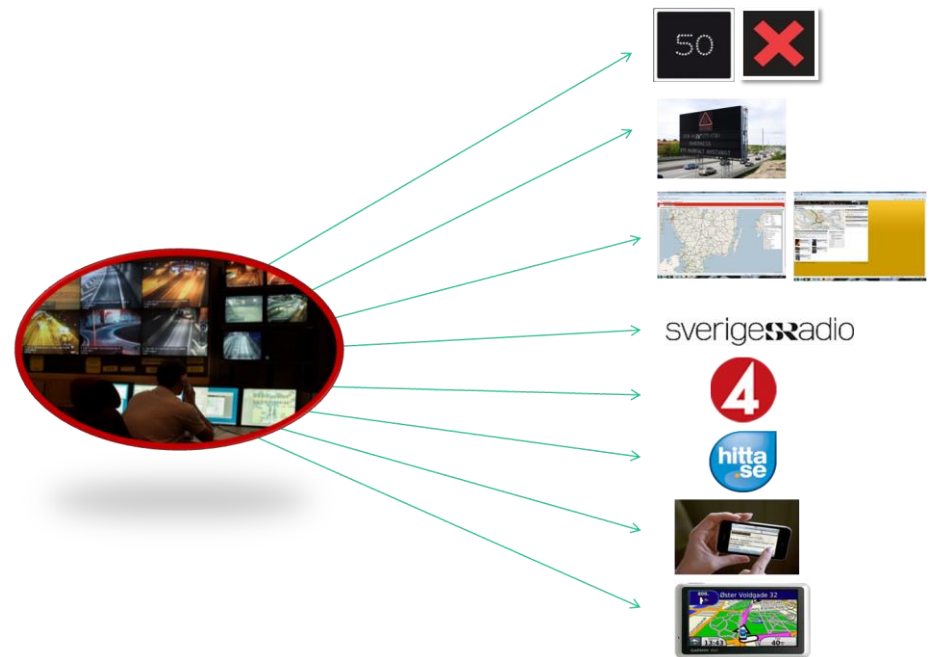
- A Contact Centre (150017) office hours Monday to Friday
- No established function for traffic control and information for the City's roads

How to create “Trafik Göteborg”



1. Learning by doing – a pilot
2. Plan for the establishment of a permanent Common Traffic Management Center

Step 1: Learning by doing- the pilot started 2013-01-02



Learning by doing -The pilot

Has resulted in:

- 4 Traffic leaders engaged by the City sit together with the SRA traffic leaders.
- Traffic management for the City's roads 24/7
- Connecting the PTA (Västtrafik) customer information center (KIC), the City's Customer Contact Center (KC) and the Traffic Management Center (TLVV).
- General editorial information about future road works are distributed through our common Traffic editor.
- Connecting administrative systems for road works.
- Adding road cameras and connecting the two systems.
- Distributing traffic information about the municipalities roads using SRA existing channels to road users.



Traffic Management Center

Sources of information

Output

SOS
Police
Emergency
Services



Phone calls from
road users



Technical road
information
systems.



Contractors



Road reporters/
professional
drivers



Road weather



Traffic management



Signs



Internet
Läget i trafiken
www.trafikverket.se
www.trafiken.nu
samt andra
websidor



Mobile services



Navigational
services



Radio/TV



Step 2

Establish a permanent Common Traffic Management Center



Trafik Göteborg – a Common Vision



An overall consensus between the Swedish Transport Administration (Trafikverket), Gothenburg City (Trafikkontoret) and the Public Transport Authority (Västtrafik) has been created through:

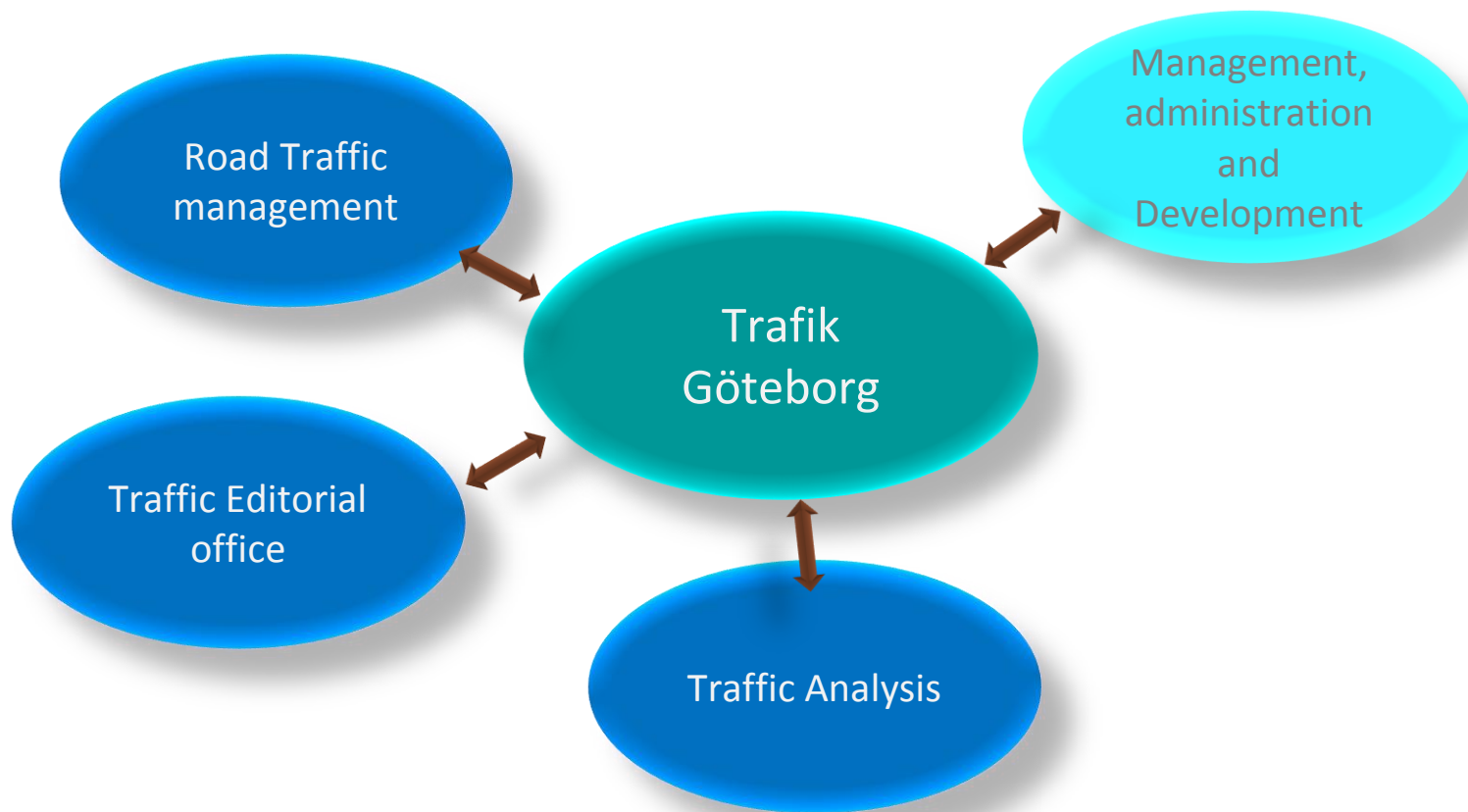
- User expectations through interviews
- Defining Common Goals using our users expectations as a basis.

NB: All municipalities within the Gothenburg Region (GR) are also invited to join this joint venture.

Common Goals

- 1.** Publish traffic information for all disturbances or events that have an impact on the transport network.
- 2.** Resolve any disturbances or obstacles effectively and efficiently that have an impact on the transport network.
- 3.** Inform users of planned traffic restrictions so that re-routing of goods or transport is possible.
- 4.** Ensure that critical freight routes work and prioritize public transport during major disruptions.
- 5.** Help to ensure reliable journey times on defined routes.

Funktion areas Trafik Göteborg



Next steps

- Agreement for 10 years is about to be signed
- Establishing the new "organization" from the pilot with a common agreed management, and the name Trafik Göteborg by December 2015.
- Further organizational development, routines etc
- Further development, implementation of technical systems
 - Traffic signals
 - More cameras, more information signs
 - Better information channels
 - Including traffic management systems for the new Hisingen bridge
 - Etc
- More partners

To Sum up with a Swedish expression: How do you eat an Elephant ? The Answer is; One bit at a time

This is, and has been a huge job !

It requires a lot of work within the organisations:

- New routines regarding road work sand contractors
- Technical systems needed to be connected together
- Internal cultural differences need to be dealt with

This needs to be worked in within all three organisations requiring and should not be underestimated.



Thank you for listening !

Questions ?

Pilot

The existing level of service provided by the existing traffic management center:

- Traffic management and roadside assistance for primary roads owned by the City
- Traffic information (road works, accidents and obstacles) to all road users using the existing channels and information infrastructure established by the SRA (Trafikverket)

