

## THE LONG TERM STRATEGY and structure determines the requirements

The goal configuration, which was determined in September 2007, forms the basis of the public transport program. The "Go"-concept, which describes the various functions in the public transport of the future, is used in the design of the traffic system.

Making travel by public transport attractive!				
Link areas	Faster journey times	Greater frequency	Developing the nodes	Guaranteeing quality and service
From a radial to a network structure	PT priority and separate lanes	More frequent service along main corridors	PT becomes part of the city development	Customer satisfaction

## THE GO-CONCEPT will be developed with six levels



The K2020 project is a joint action between the Västra Götaland Region, the Göteborg Region Association of Local Authorities, the City of Göteborg, Västtrafik, the National Road Administration and the National Rail Administration. The K2020 project has been in progress for several years and a proposed public transport development program was presented in September 2008. The program provides guidelines and guidance for the development of public transport in the Göteborg Region.

# K2020

Framtidens kollektivtrafik i Göteborgsområdet

For more information see [www.K2020.se](http://www.K2020.se)

## Public transport development program for the Göteborg Region



*In the public transport program, which is the final report and recommendation of the project, a proposal is presented for the development of public transport.*

# The program constitutes a guideline for the development of the region's public transport

## The structure and development of the region

The Göteborg Region will be developed as a strong, distinct growth region that is attractive to reside, work and live in. Public transport is an important means of achieving sustainable development. One of the goals of the Göteborg Region is that at least 40 per cent of journeys



should be by public transport in 2025, which entails doubling travel by public transport. This not only makes demands on how public transport is designed, but also on how buildings and workplaces in the region are developed. The five main lines served by train traffic must be reinforced with more tracks while at the same time these corridors and the central parts of the region are strengthened with new buildings and workplaces.

## Measures required in many areas

Measures in several areas are needed to achieve the goal. Improving public transport is not sufficient, greater knowledge and changed attitudes to public transport are also required. Various measures that influence travel habits and means of transport choices are therefore necessary. In the public transport programme, proposals are presented for measures in three areas:

- The design of public transport
- Incentives to increase travel by public transport
- Market communication

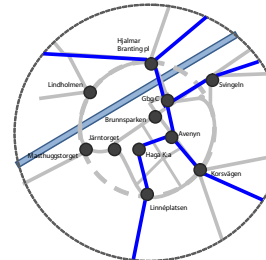
Knowledge	Properties of the traffic system
Social attitudes	Traffic quality

## The main structure is based on commuter trains, trams and bus traffic

Commuter trains and fast bus traffic comprise the framework that links the various parts of the region. Travel by train to and from the Göteborg area can be quadrupled by 2025. This makes great demands on railway capacity, with Västlänken (railway tunnel under Göteborg) as an important part to enhance the attractiveness of train traffic.



The tramways network – principle outline central Göteborg



KomFort bus routes - principle outline central Göteborg

## Principal solution for central Göteborg

The tram system comprises the framework of KomOfta (GoFrequent) traffic and some new links are to be extended, among others “Storkringen” (Great Circular) which improves the accessibility of the central parts of Göteborg while at the same time providing faster travel past the city centre. KomFort (GoFast) buses run along the Allé thoroughfare in order to develop an attractive city core. Bus stops at Göteborg Central Station, Avenyn and Haga Church provide good accessibility to and past the city centre.

## Incentives, market communication and a change of attitude are required to increase travel

Greater incentives can be generated through the introduction of user charges, a changed parking policy, physical planning, municipal travel policies and changed rules for commuter deductions and benefit taxation. Communication and marketing must be long-term, consistent and undifferentiated in the whole region. These policies will be activated on several levels with different purposes, methods and target groups.

## Success factors

If more people are to choose public transport, it must focus on ease of use, short travel times, reliability and safety. These are important conditions from a passenger perspective and at the same time success factors for public transport.

## Guidelines for planning

Reliable, safe and accessible = basic requirements  
These are basic requirements that must be given priority in all contexts.

## The route network

- Develop the main network and concentrate traffic to a limited number of routes with a high service frequency
- Generate good connections with KomNära (GoClose) solutions that feed KomFort and KomOfta
- Aim at fast, direct routeing between change points
- Introduce new routes only if the “main route” already has a sufficient high service frequency

## Traffic flow

- Establish bus lanes on all approach roads
- Accept public transport in mixed traffic only on stretches with no traffic flow problems
- Ensure high capacity at bus stops
- Dimension bus and tram stops and infrastructure in the KomOfta network for 45-metre trams and 24-metre buses

## Interchanges

- Create attractive, secure interchanges
- Establish park-and-ride along the railway corridors
- Facilitate travel by several means of transport through cycle parking areas, car pools etc
- Make ticket handling available at larger bus stops

## Support and value creating services

- Strengthen the competitiveness of public transport by value creating services
- Improve the accessibility of public transport
- Enhance the perceived quality
- Offer added value to the passengers
- Make combination travel easier