

Geofencing- a new tool in the road safety tool box

NVF Trafiksäkerhetsseminarium Lillehammer september 2019

Suzanne Andersson, Urban Transport Administration, City of Gothenburg

Success story?



1995

2008



2010



Riksdagsbeslut 1997



NOLLVISIONEN

**TILLSAMMANS
RÄDDAR VI LIV**

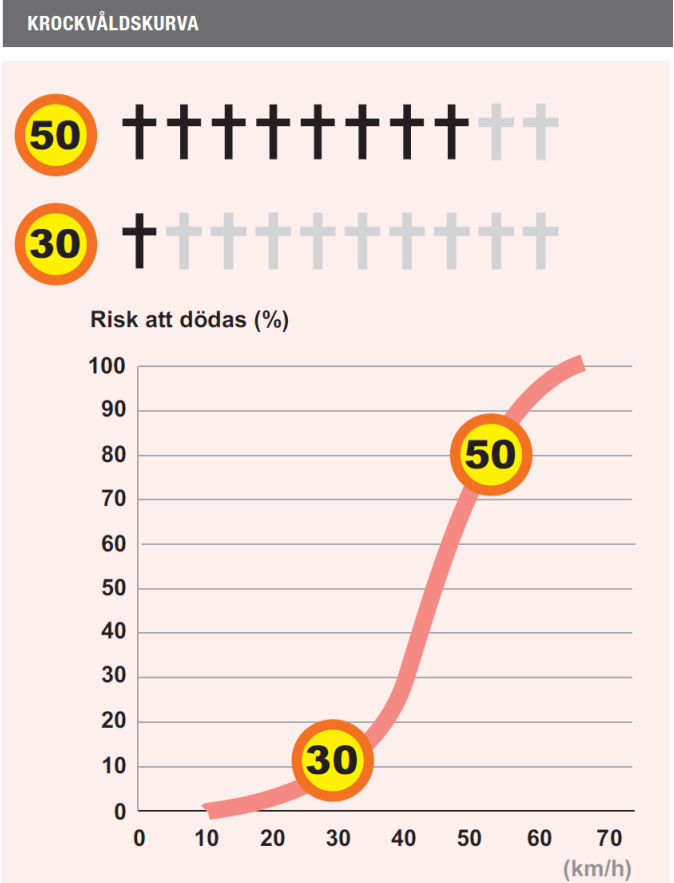
Ethical standpoint

Strategy for safe road traffic

Human body tolerance

**Long term target is that no one
should be killed or receive long
term disability in traffic**

Hastighet



Strategy

Speed reduction

More than 4500 traffic calming measures

- 2500 Speed bumps
- 1000 Raised separated pedestrian and bicycle passages
- ISA in the city fleet since 2006
2500 vehicles





Roundabouts



Speed reduction at bus stops

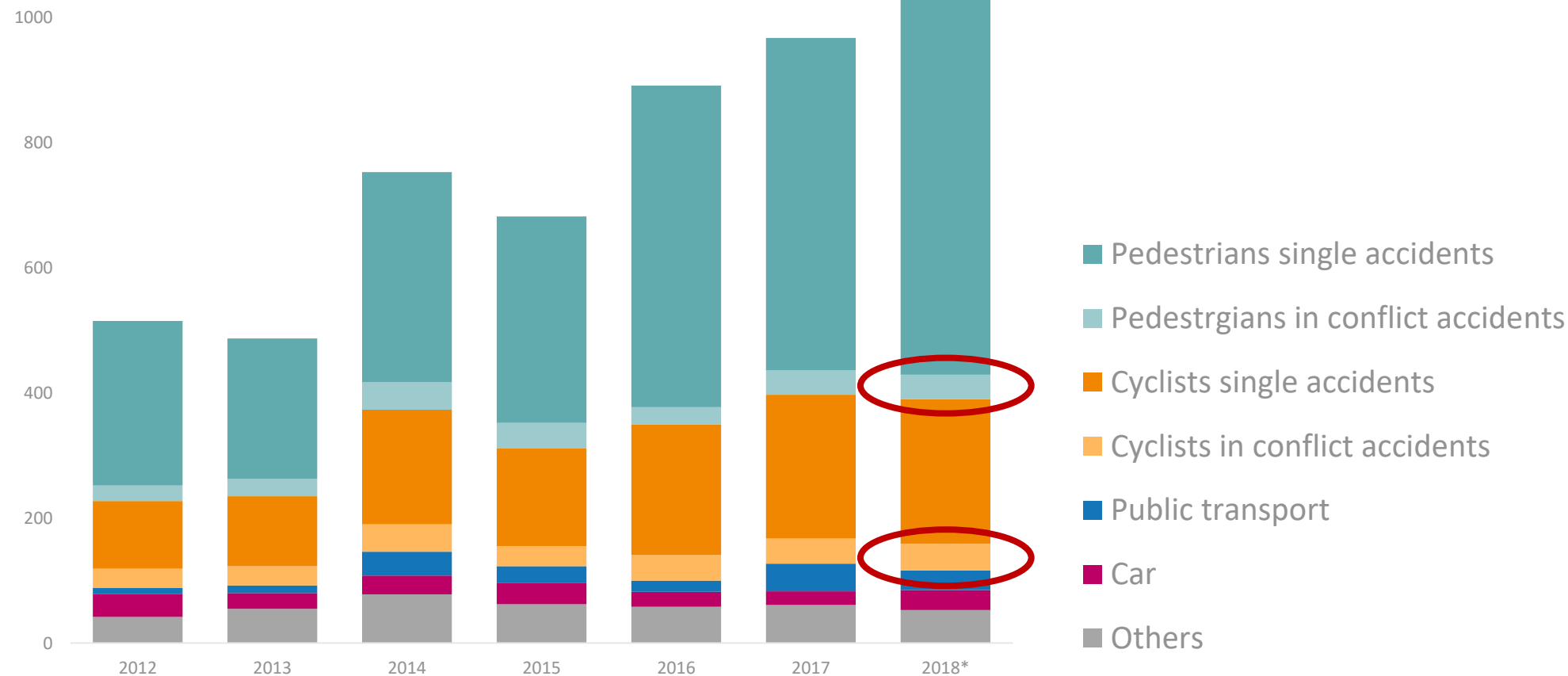


Socio-economic estimate

Every invested euro
is estimated to have given
a socio-economic benefit
of 22 euros in return

VTI 2013

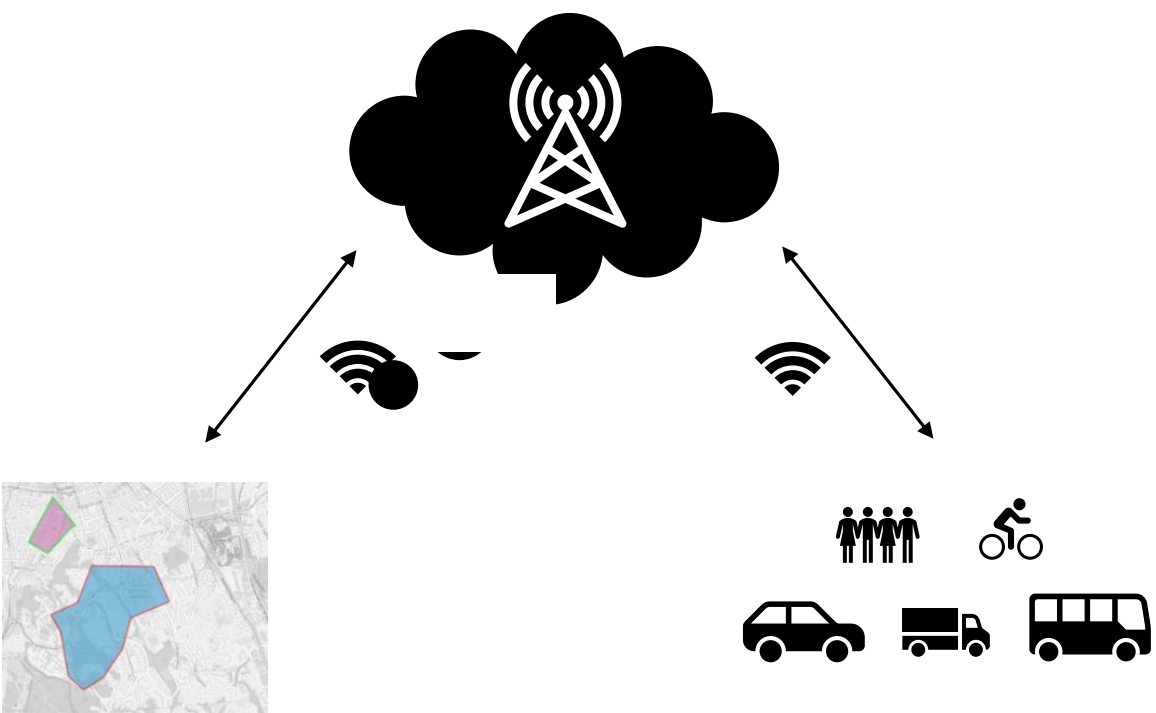
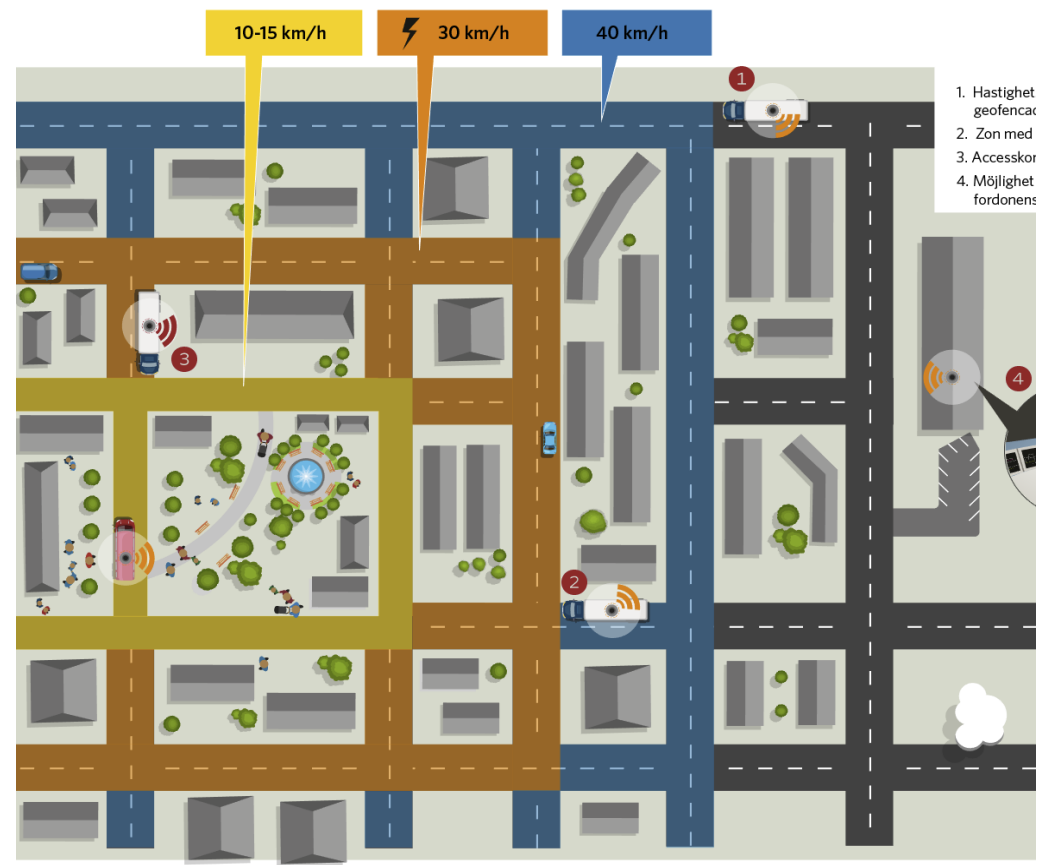
Injured in Gothenburg 2018



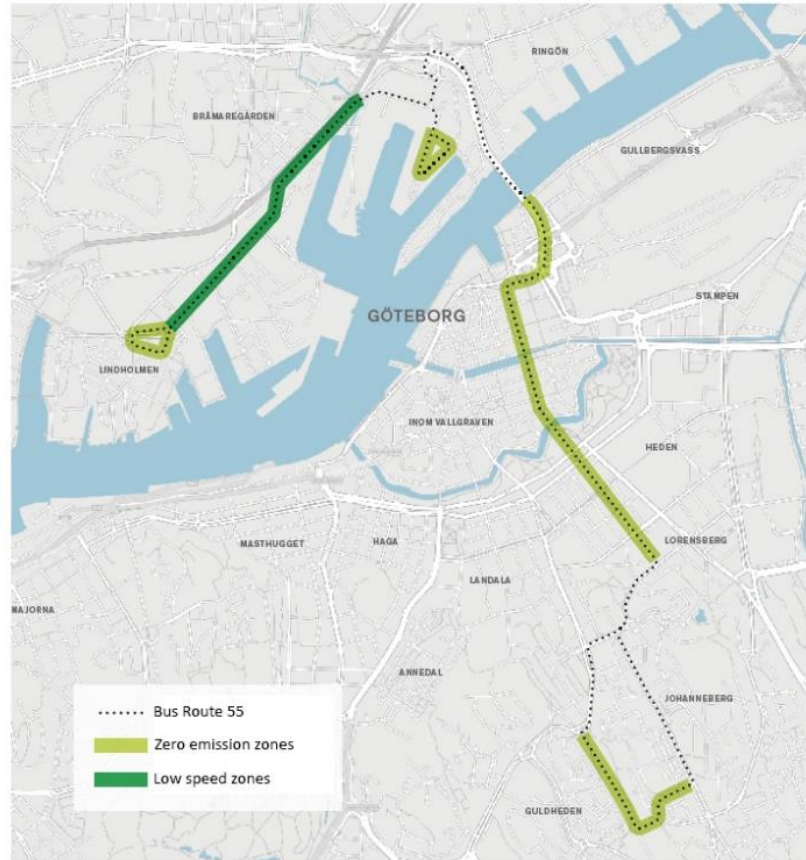
More sustainable, attractive and safer cities



Geofencing; speed, powertrain, accessibility



Geofencing on bus line 55 and 16



Map of Bus Route 55 showing in which areas the zone management system is set to electric drive and where max speed is limited. Dark green shows low speed zones. Light green shows zero emission zones.



Next step "Business as usual is not enough"



Developed in collaboration with TROLLBACK COMPANY | trollbackdesign.trollback.com | 11.01.2019 10:30
The graphic is a visual representation of the Sustainable Development Goals.

- UN Sustainable Development Goals includes Vision Zero
- Liveable and healthy cities
- Automation, self-driving cars and paradigm shift in transportation, micromobility
- Digitalization, geofencing
- Systematic approach, ISO 39001



City of
Gothenburg



3RD GLOBAL MINISTERIAL CONFERENCE ON ROAD SAFETY

ACHIEVING GLOBAL GOALS | STOCKHOLM 19-20 FEB 2020

Thank You!

Suzanne Andersson

City of Gothenburg

Urban Transport Administration

Suzanne.andersson@trafikkontoret.goteborg.se

