

City of Göteborg January 2009

Incentives and access restrictions

Context

Göteborg is, as the second largest city in Sweden and as a transport hub with the biggest harbour in the Nordic region, facing a continuous increase of transports in general and of freight transports in particular. In order to find solutions to this problem an environmental zone was introduced in 1996 in the city centre with access restrictions for heavy diesel-driven vehicles.

Objectives

In the START-project the City of Göteborg has implemented a pilot project in parts of the city centre to study whether incentives combined with restriction in a project on a voluntary basis can be a way of getting the deliveries within the city more efficient.

Description of the action

The initial implementations in these work packages aimed at increasing the load rate in heavy vehicles entering into the city centre. The objective was to investigate the possibility to include load factor requirements in the environmental zone. After one year the tests showed that it was difficult to implement the scheme. Together with the fact that the transfer of management of the environmental zone to the national level, this led to a change in strategy.

Instead of focusing on load rates, the additional activities in WP 3 and 5 focused on how to change and monitor traffic regulations in the city centre in order to make distribution more efficient. Experiences from the other START cities showed that time windows were efficient, and this measure was also introduced in Göteborg. As an incentive, one way traffic regulations were changed on certain streets, making it easier for transport suppliers to plan distribution routes. As part of the scheme, monitoring of compliance to the rules was intensified for a couple of weeks.

The new measures have been very efficient and have reduced the number of vehicle movements by 50 % on some streets.



Participating vehicle

Further planning and expected results

The results of the new implemented measures are encouraging and the city is now investigating the possibilities to apply the same kind of measures in other areas. As done in other cities in START, Göteborg is also investigating the possibilities to introduce physical barriers to further improve the compliance to access restriction regulations.

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