

City of Göteborg February 2007

## 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 Göteborg will start to test 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. Together with the transport business, the Traffic and Public Transport Authority will develop the project. The aim is to use the local freight network for getting input.

### Description of the action

In 3 areas (app. 2 km<sup>2</sup>) with obvious difficulties for the goods deliveries, incentives and restrictions have been developed together with the transport business. In each area 5 new loading bays have been dedicated for the participants.

Vehicles above 3 tonnes can on voluntary basis choose to participate. Vehicles who are involved must have a load rate over 65 % of the total volume or weight capacity, or 50 client visits per trip. When this is fulfilled the loading bays are free to use.

The participating vehicles are also allowed to use some public transport lanes. The vehicles are marked with signs to show their special permission.

The transport companies have to report the load rate via a website. The Traffic and Public Transport Authority uses the website for controlling whether the requirements for participation are fulfilled.



Participating vehicle

### Further planning and expected results

The reporting will be controlled and checked during the project. The participating drivers will get opportunity to give their view in a questionnaire. Following-up meetings will be held twice a year.

### Local partners

Traffic & Public Transport Authority  
Swedish Road Haulage Association  
Haulage Companies (GB Framåt, Posten, TGM, Bäckebo's åkeri, Stadens Bud, Carlsberg)

### Contact

For more information about START in Göteborg:  
[Hanna.Johansson@tk.goteborg.se](mailto:Hanna.Johansson@tk.goteborg.se)

For more information about START in Europe:  
[Sofie.vennersten@tk.goteborg.se](mailto:Sofie.vennersten@tk.goteborg.se)