

Digitalization as a tool to increase usage and attractiveness of public space

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A smart, sustainable and attractive city

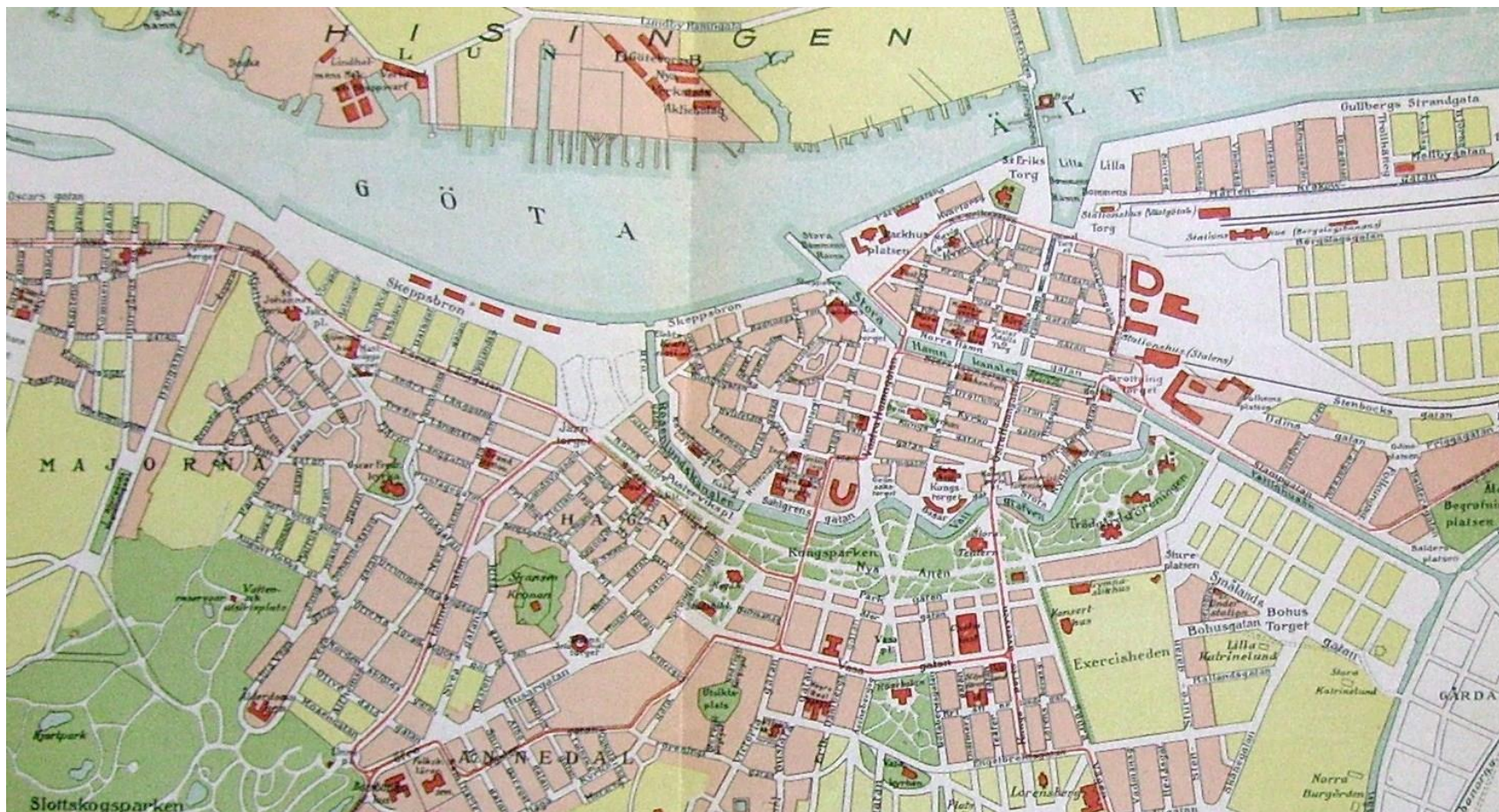


1621

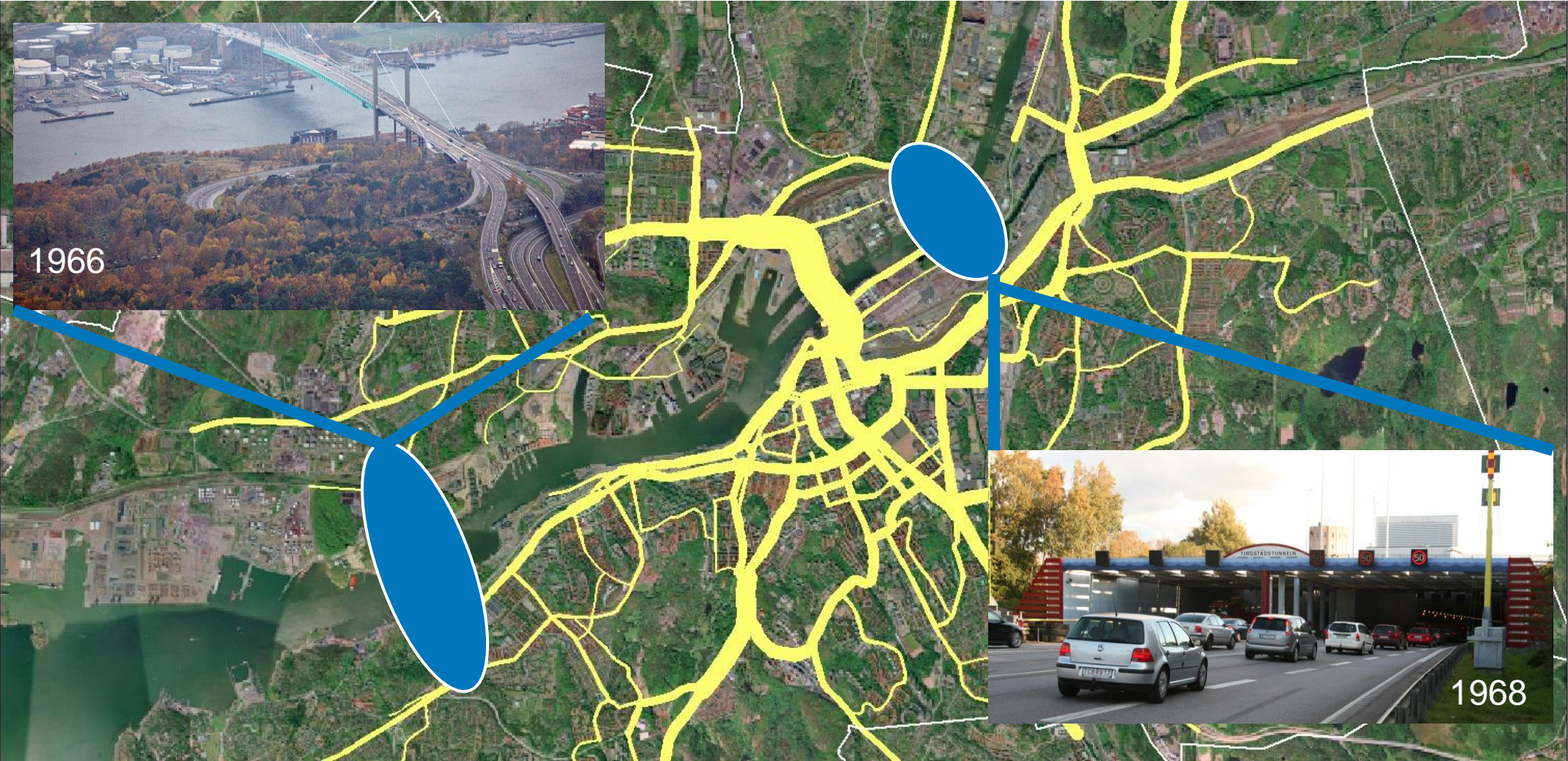


Sustainable city – open to the world

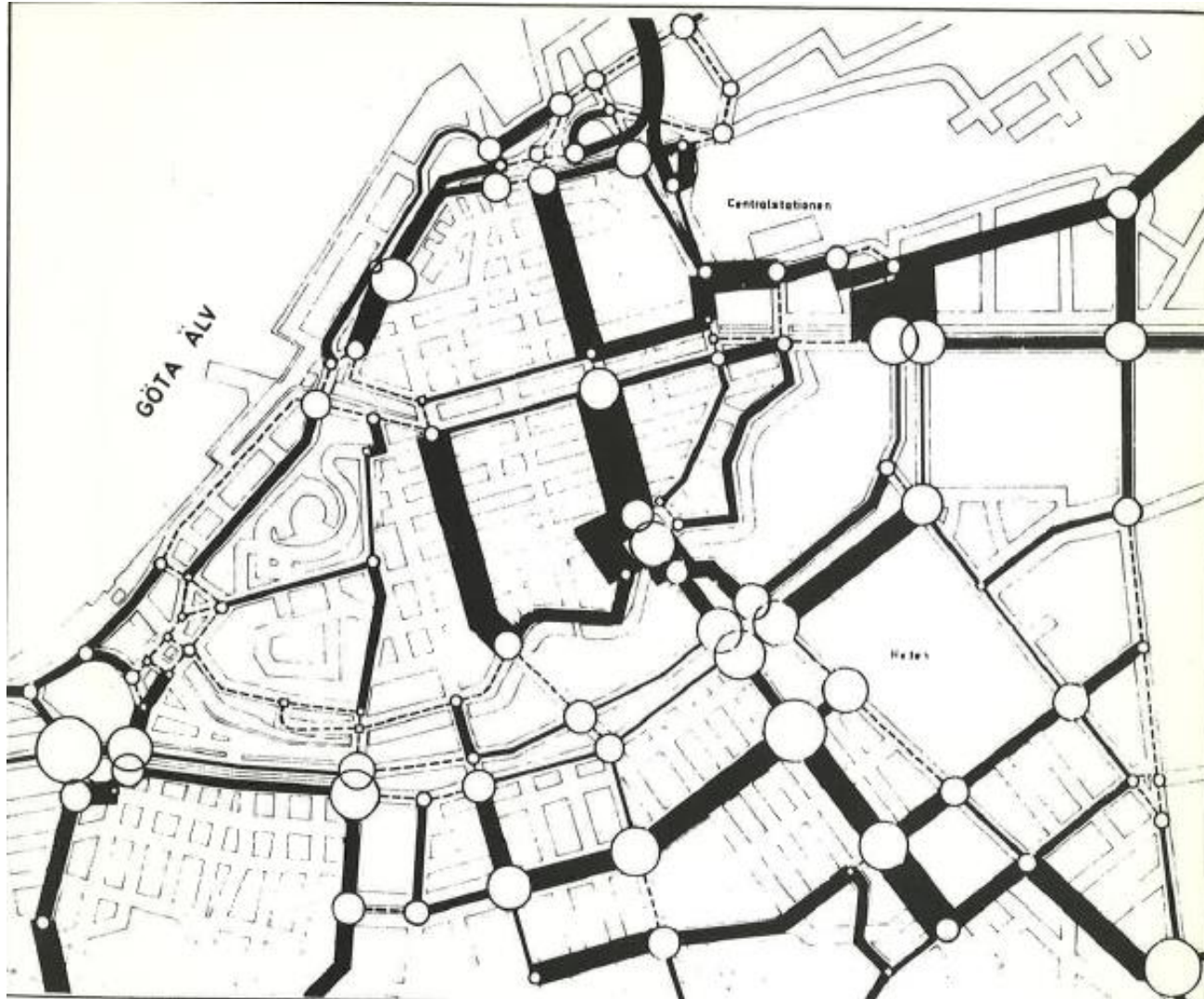
1900



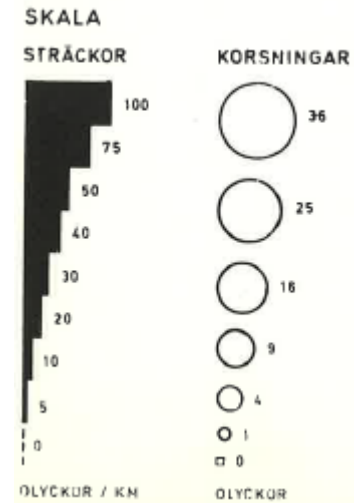
1963



Traffic safety problems



TRAFIKOLYCKOR 1970
FÖRE ZONSYSTEMETS
INFÖRANDE
(1.1.1970 - 17.8.1970)
ABSOLUTA TAL



Solution – New traffic circulation plan



During the late 1960s the City Council was urged to adopt a traffic regulation scheme for the CBD and the following objectives were identified:

- improved safety and a better environment for people living, working and walking in the CBD;
- improved public transport;
- rapid, inexpensive implementation.

Viewed in this way the CBD zone system in Gothenburg clearly falls into the rerouting category. The aim was to divert through traffic from the streets in the CBD on to the ring road. The scheme had two other objectives. There were to improve the environment and to reduce accidents. It also had important by-products. These included:

- opening the way to improved public transport;
- improved traffic circulation;
- opening the way to creating pedestrian streets; and
- obtaining a limited amount of traffic restraint within the CBD.

80s: expanding traffic cell implementation

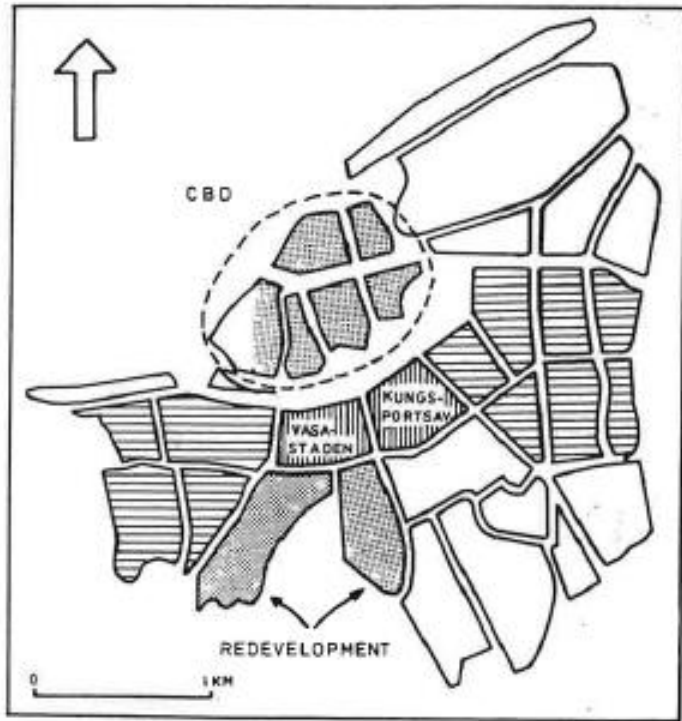





FIGURE 6
CENTRAL URBAN AREA (CUA) TRAFFIC CELLS

-  IMPLEMENTED
-  IMPLEMENTATION 1978-1980
-  DETAILED PLANNING GOING ON

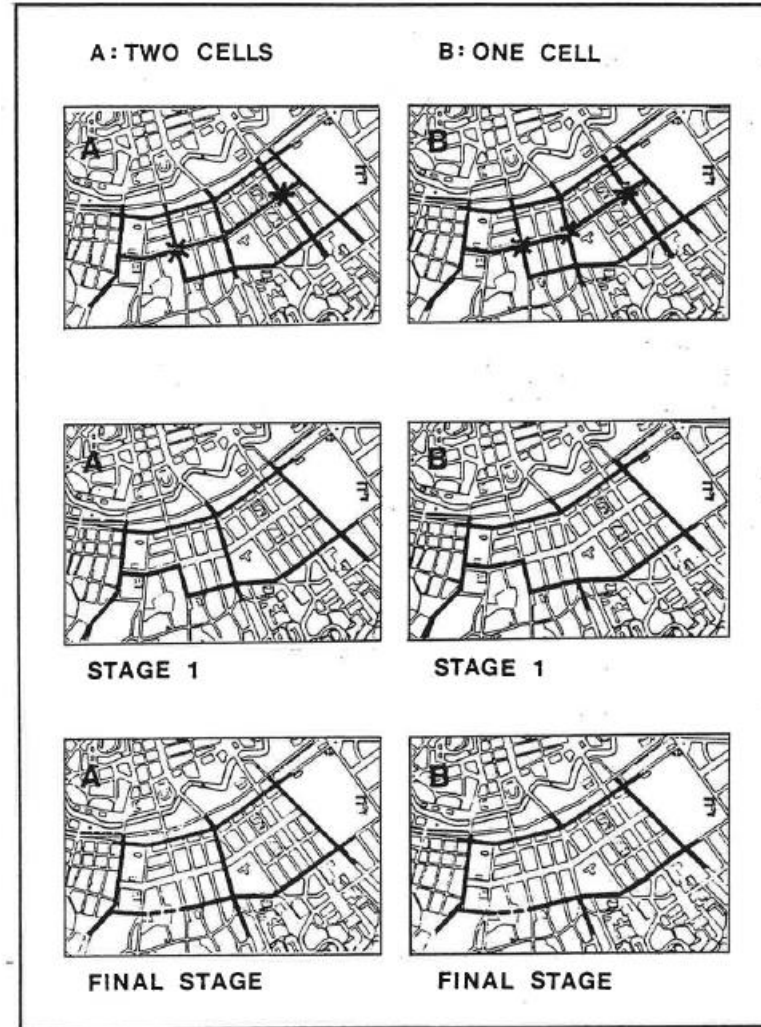


FIGURE 9
ALTERNATIVE MODELS



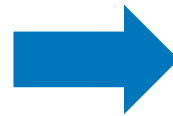
2000s: Implementation of Shared spaces scheme



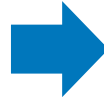
1621 -> 2023



Removing parking



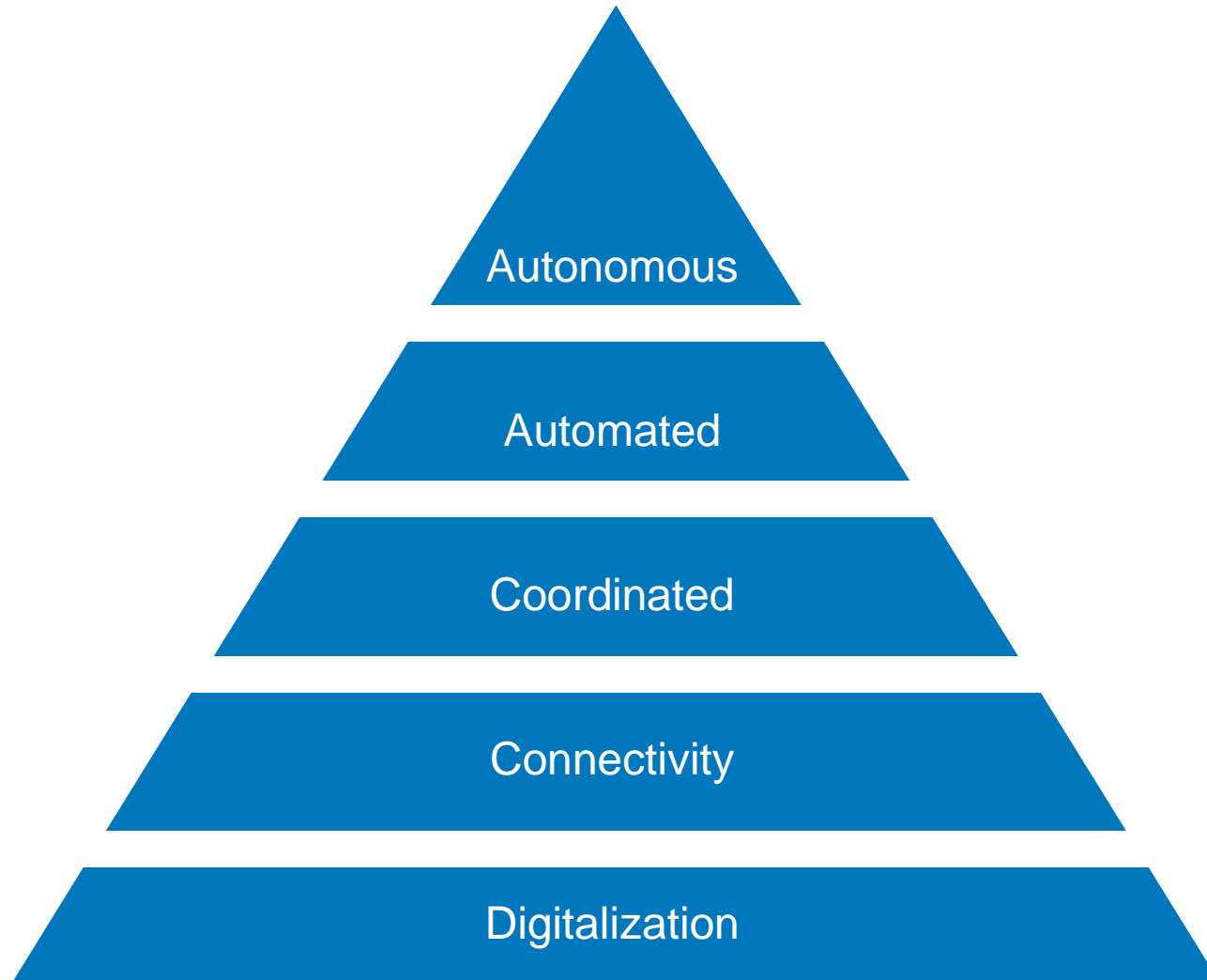
New usage of streets



New usage of streets



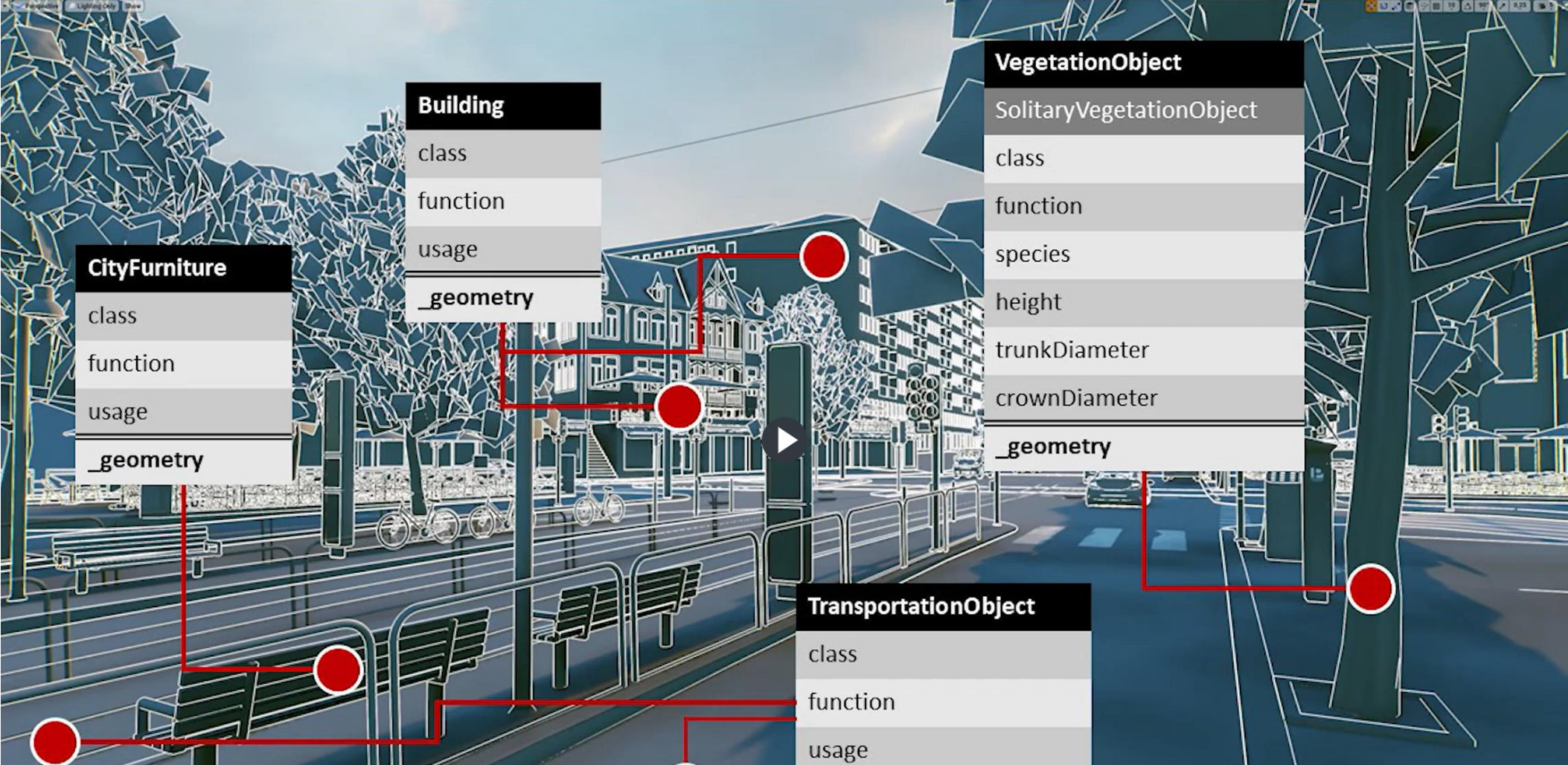
Urban Environment Department - Development strategy



Digital twin



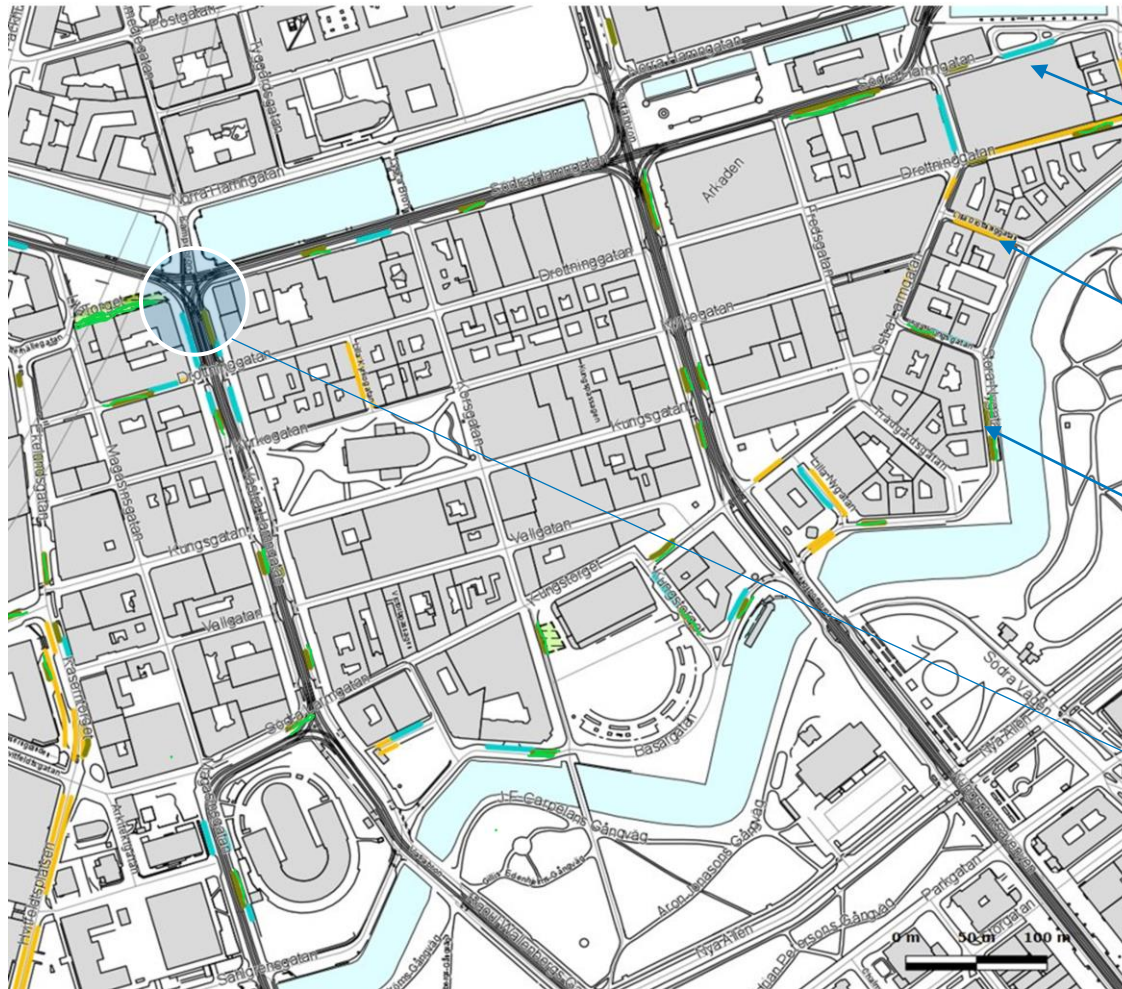
Digital twin



Improved maintenance



Digitalized regulation



Parking max. 10 min. (blue)



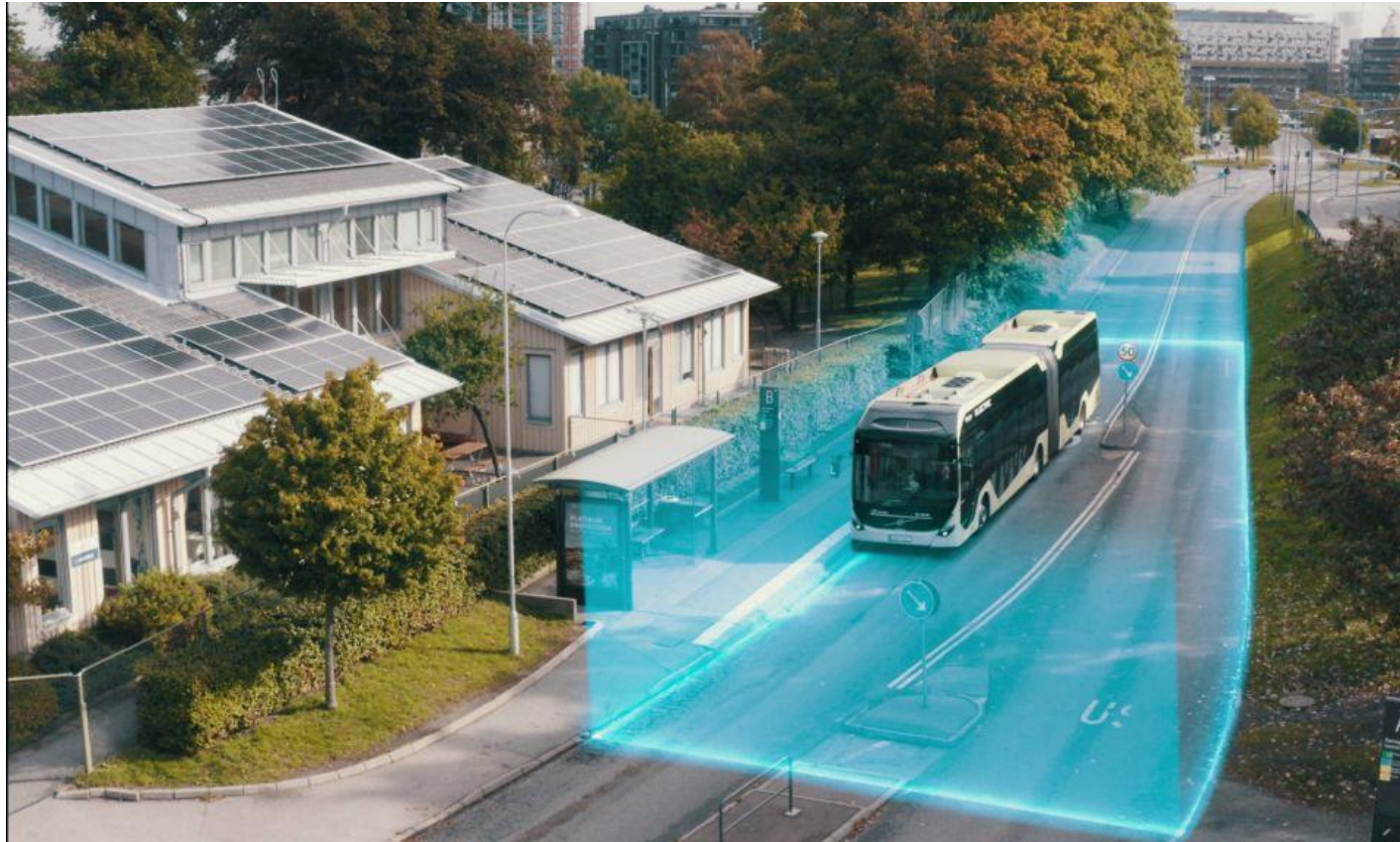
Parking not permitted (yellow)



Loading zone (green)

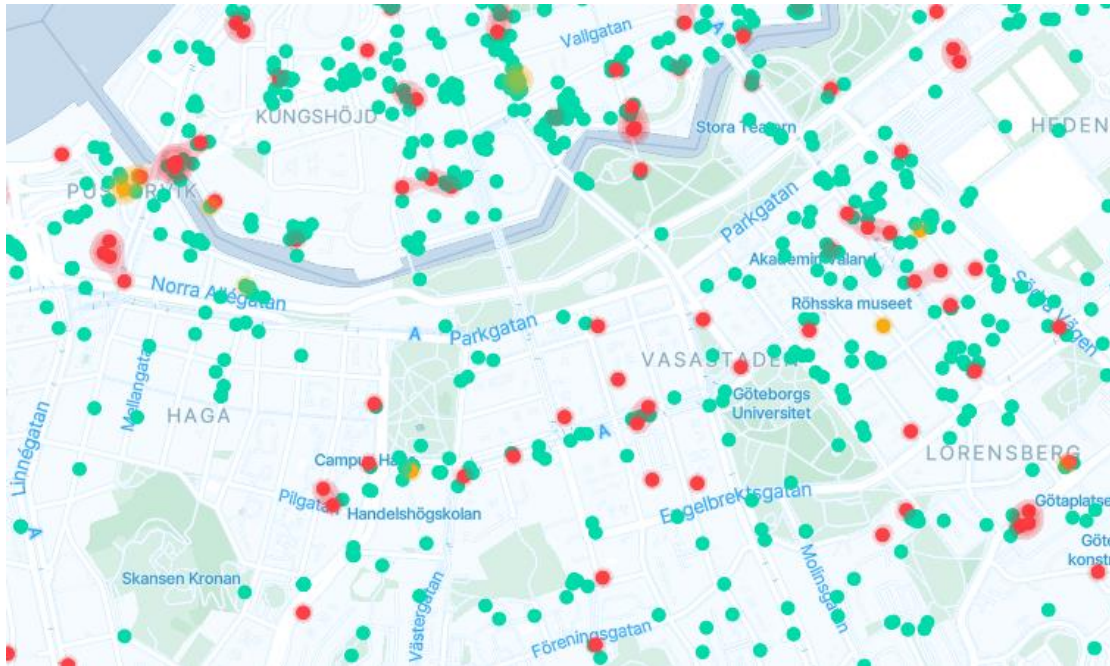


Geofencing



Sharing data

Fleet management



Infrastructure planning



Innovation Project: Smart Loading Zones



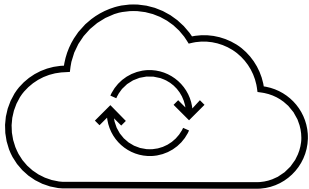
Detection



- Data sharing agreements

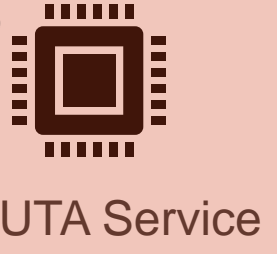
- IoT Sensors

UTA Interchange



3rd part service

TBD



UTA Service provision

TBD

UTA Service



UTA internal services

- Statistics,...



Summary

- Continue to digitalize
- Start collaborate with private sector



Contact

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