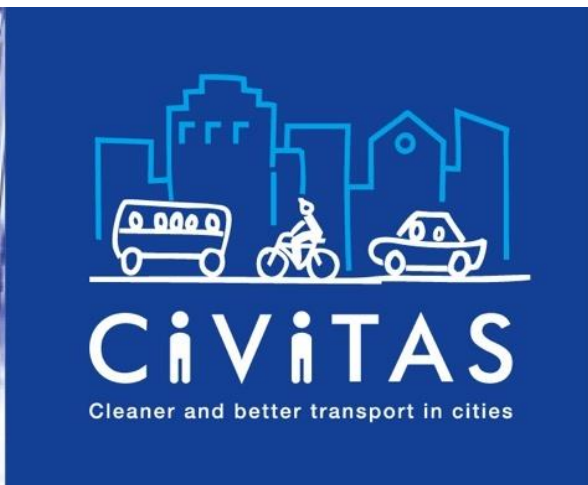




2014-05-15

Ulrika Bokeberg, Director Public Transport Authority,
Region Västra Götaland, Sweden



THE CIVITAS INITIATIVE IS CO-FINANCED BY
THE EUROPEAN UNION



Västra Götaland

Population: 1,6 million

49 municipalities

Gothenburg M.A.: ~ 1 million

Distance North-South: 300 km

Distance East-West: 250 km

(6,5 X Mallorca)



ELECTRICITY

- **What is it about?**
- **Why?**
- **Organisation**
- **Challenges right now**

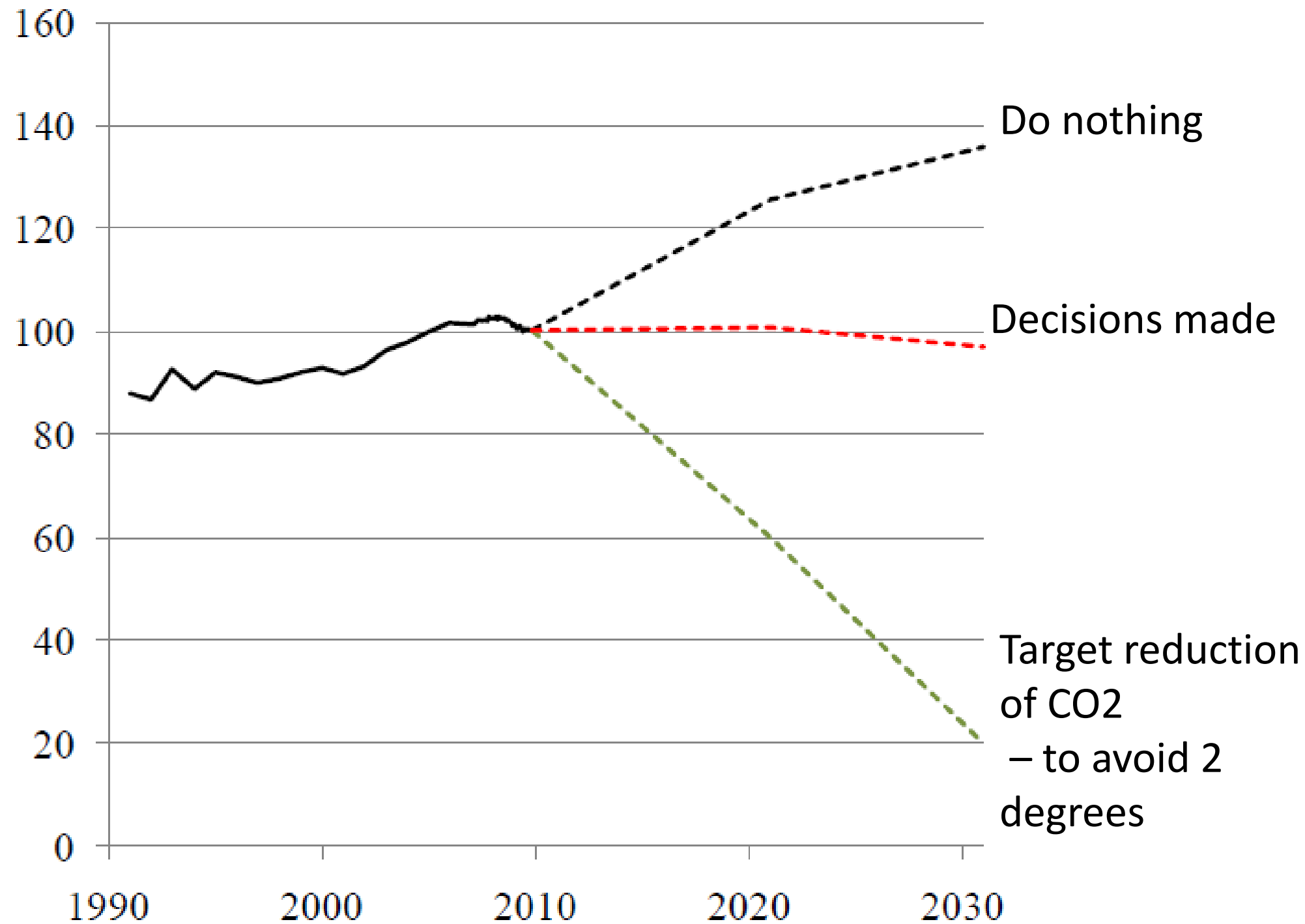


A unique demonstration project in Gothenburg

- Quiet, emission-free and fuel-efficient electric buses from Volvo
- Electric bus service connecting two parts of Chalmers Technical University – right through the central city
- Includes future bus stop solutions, ITS solutions, safety concepts, green depot and energy solutions
- Tests and demonstrates new ways to travel by public transport
- Starts June 2015



ELECTRICITY



More about Why – our regional perspective

- Increase attractiveness of public transport
- Smarter and more efficient mobility
- New thinking around city planning
- New jobs and companies within electromobility

Competitive, attractive and creative region

<https://www.youtube.com/watch?v=V6hgFrtGrGc>

Six partners from start in June 2013



Overall goal

To create an innovative electrified bus system that forms part of the public transport system in the City of Gothenburg in order to develop and test new services and products that contribute to a more attractive public transport system.

To develop, through the ElectriCity partnership, working methods for demonstration projects between public and private actors, and to produce new business models for sustainable mobility in the city that can be scaled up outside the demonstration arena.



ELECTRICITY

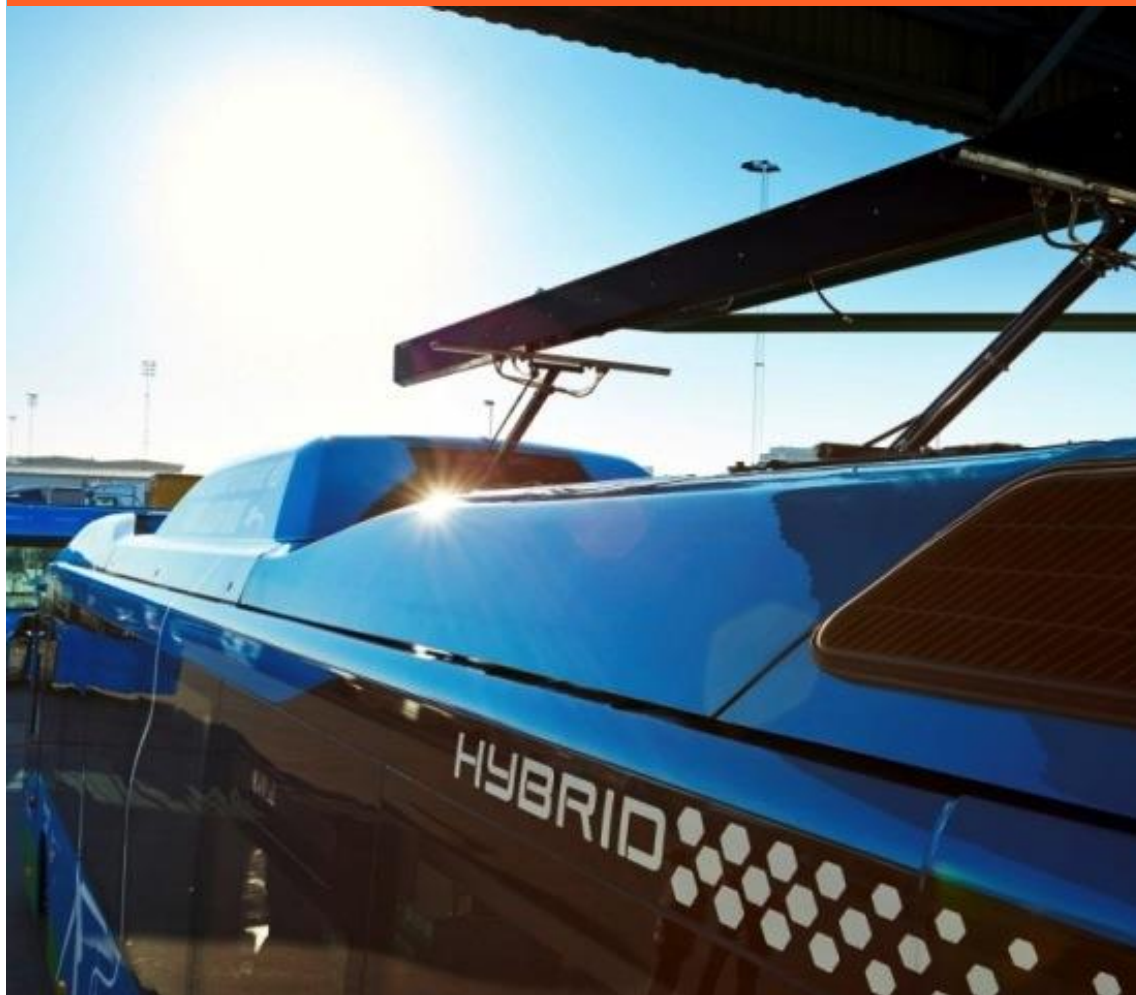
Test route

Lindholmen Science Park

Johanneberg Science Park

Two kinds of buses

Electric Hybrid



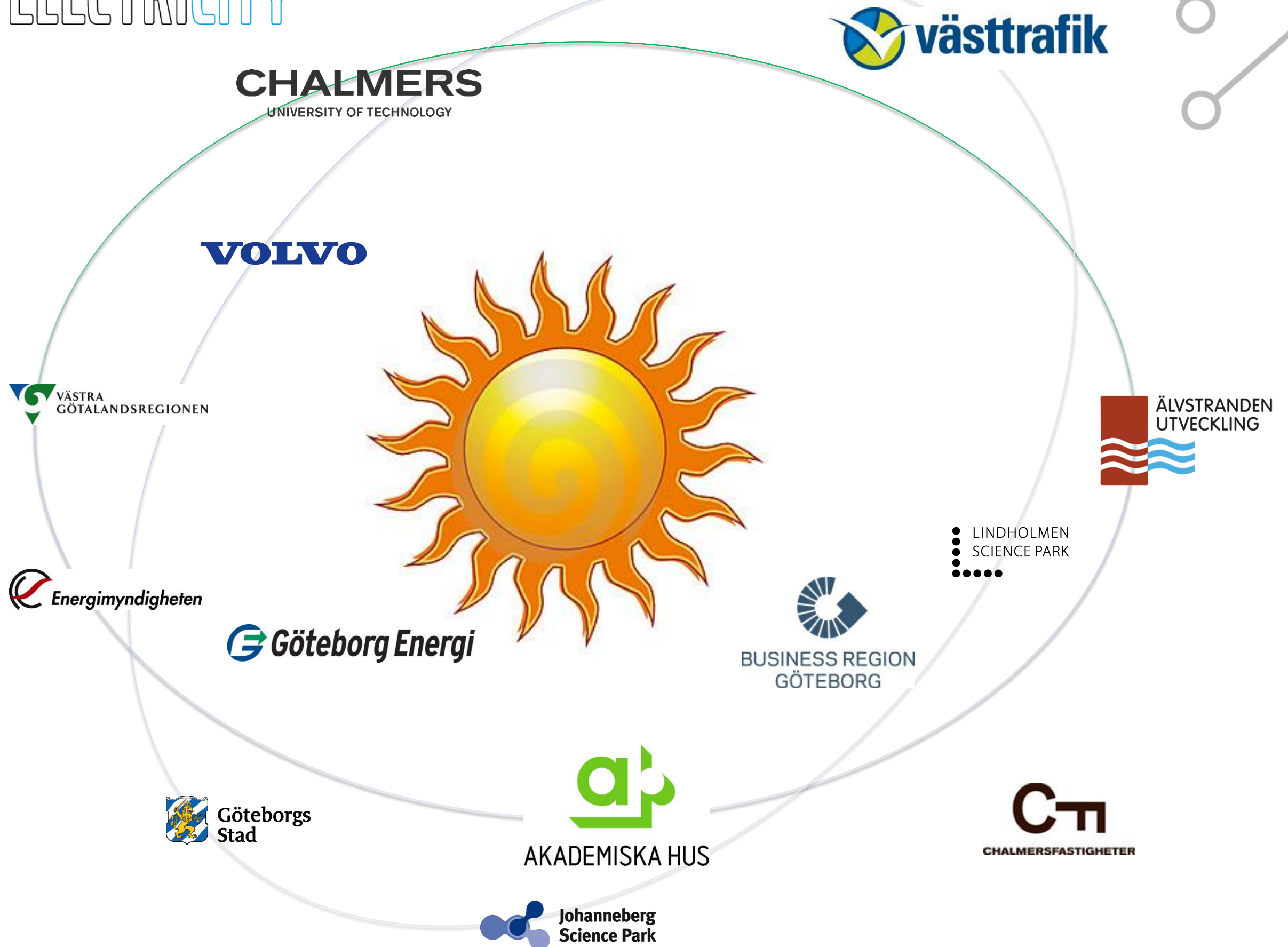
Full Electric

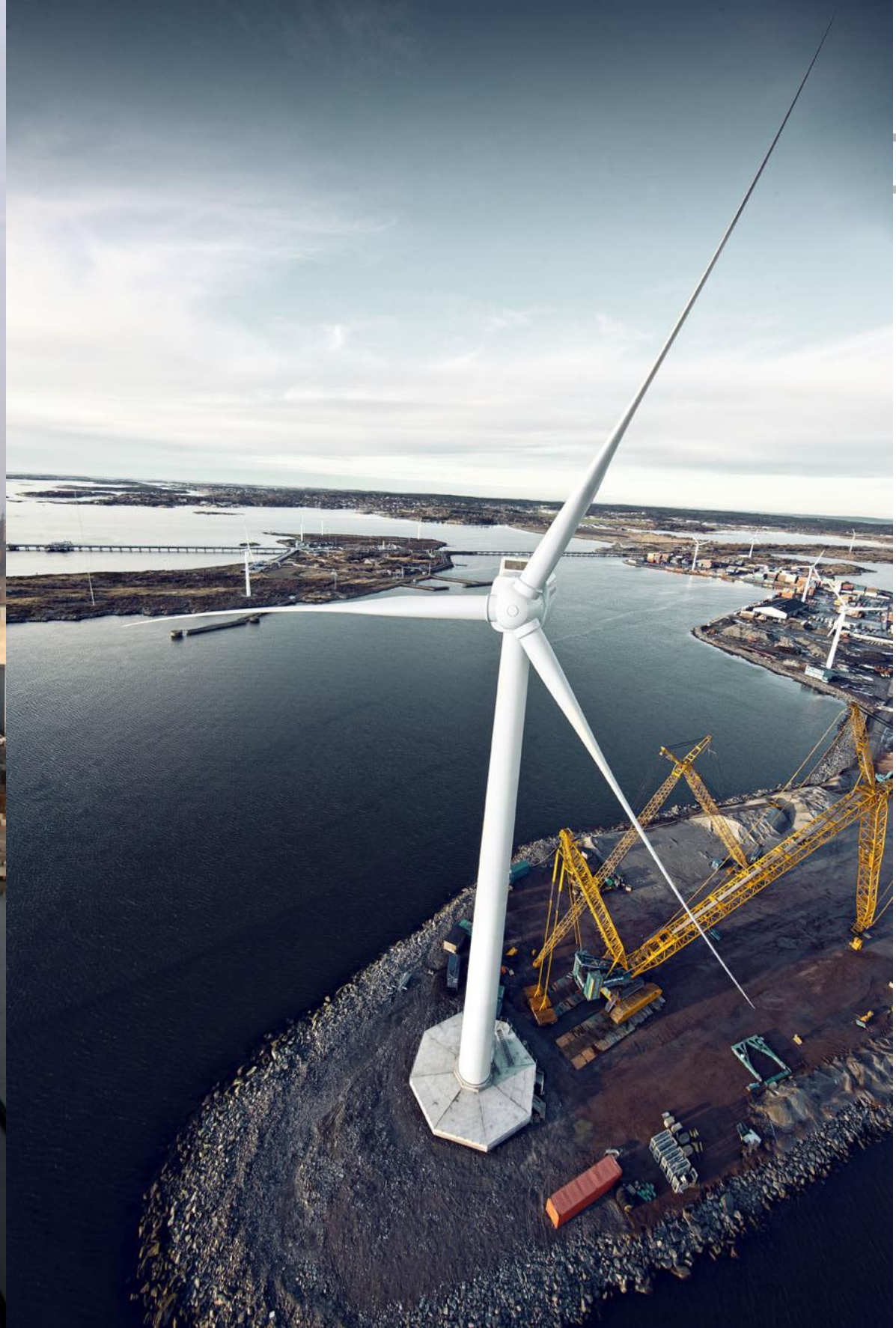


Full electric

- Zero emissions, using renewable electricity
- 80% energy saving
- Substantially lowered noise levels
- Opens up for indoor terminals and bus stops
- Allows traffic in sensitive environments with noise and emission restriction
- Bus behaviour – e.g. safety measures, geofencing, incident management
- Unique design with improved passenger experience

ELECTRICITY





ELECTRICITY

Bus stop indoors, "green spots", and...?



ELECTRICITY

Bus stop indoors, "green spots", and...?



**Electrical buses,
bus-stops,
charging stations,
depot**



**Quiet, emission free,
Safety solutions,
Mobility solutions,
Inventions for city planning,
Design and innovations in
and around bus-stops**



Organization

STEERING GROUP

Volvo, Västra Götalandsregionen, Västtrafik, Göteborg stad,
Göteborg Energi, Älvstranden Utveckling, Business Region
Göteborg, Trafikkontoret, Johanneberg Science Park, Lindholmen
Science Park, Energimyndigheten, Akademiska Hus, Chalmers,
Chalmersfastigheter

PROJECT OFFICE

Gbg stad (BRG), VGR, Volvo

COMMUNICATION

Alla parter

Project meetings

Leverans Buss och Trafik

Arbetsgrupp
**Buss och
Depå**

Volvo

Arbetsgrupp
Trafikering

Västtrafik
Volvo
Leverantör K

Leverans Hållplats och Laddning

Arbetsgrupp
Laddinfra

**Göteborg
Energi**
Volvo
Leverantör S

Arbetsgrupp
Hpl
Götaplatsen

Västtrafik
Volvo
Trafikkontoret
Gbg Energi

Arbetsgrupp
Hpl
Johanneberg

**Akademiska
Hus**
Västtrafik
Volvo
Gbg Energi
Trafikkontoret
Chalmersfast.

Arbetsgrupp
Hpl
Lindholmen

**Älvstranden
Utv.**
Västtrafik
Volvo
Gbg Energi
Trafikkontoret

Utveckling

Samordning
Forskning

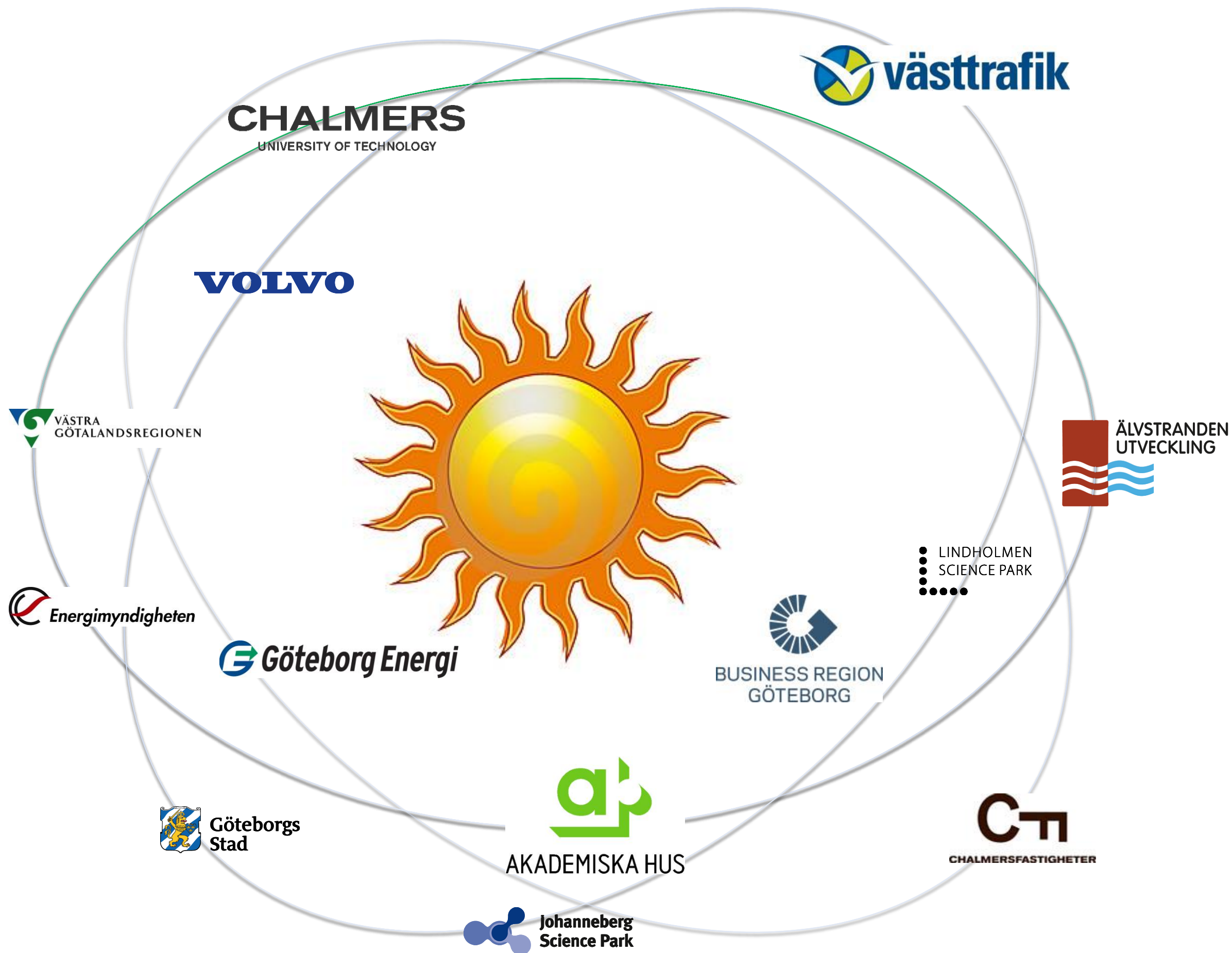
**Chalmers
tekniska
högskola
mfl**

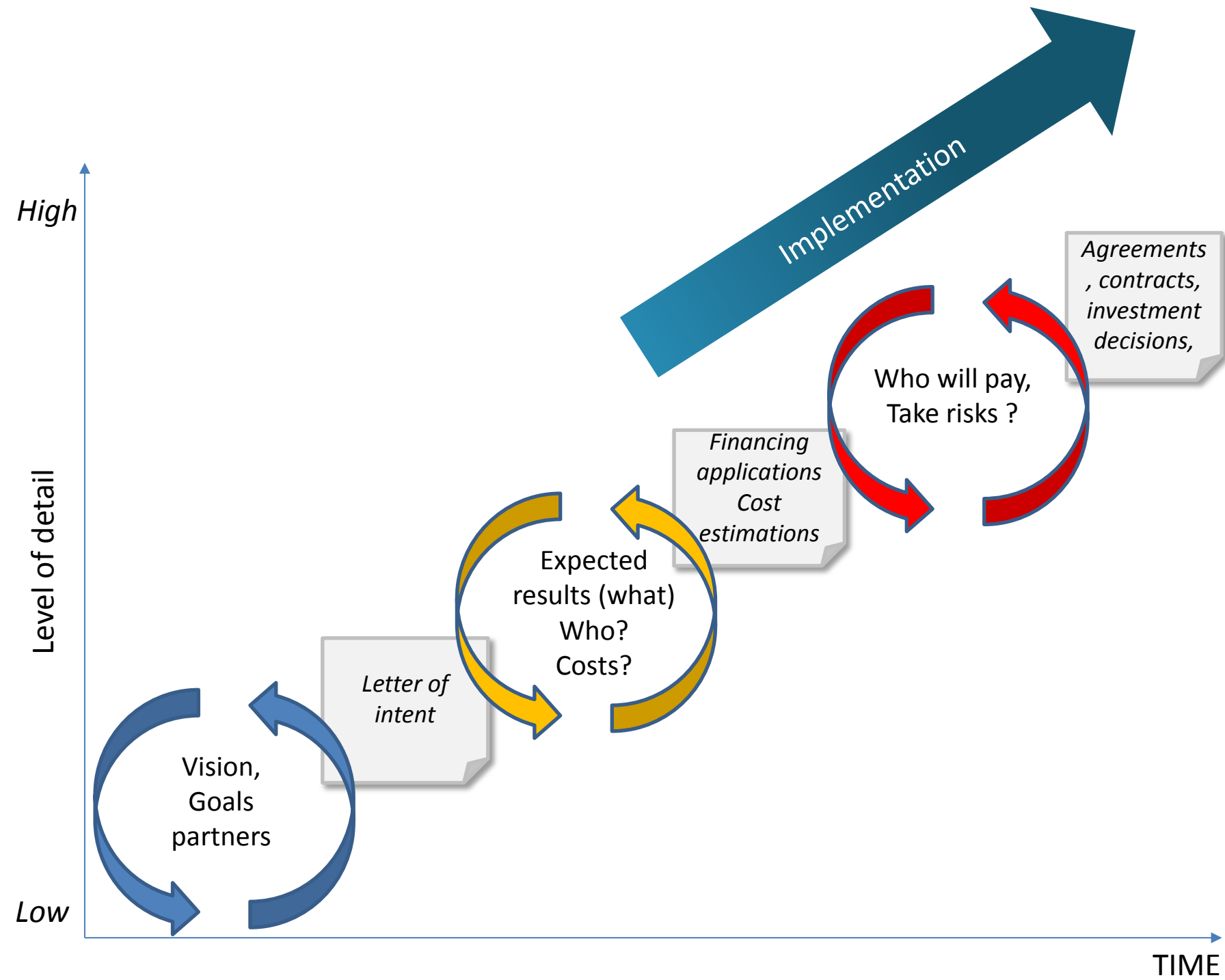
Samordning
Tjänsteutv.

**Lindholmen
Sciencepark**
De parter som
berörs av
delprojekt

Samhälls-
planering

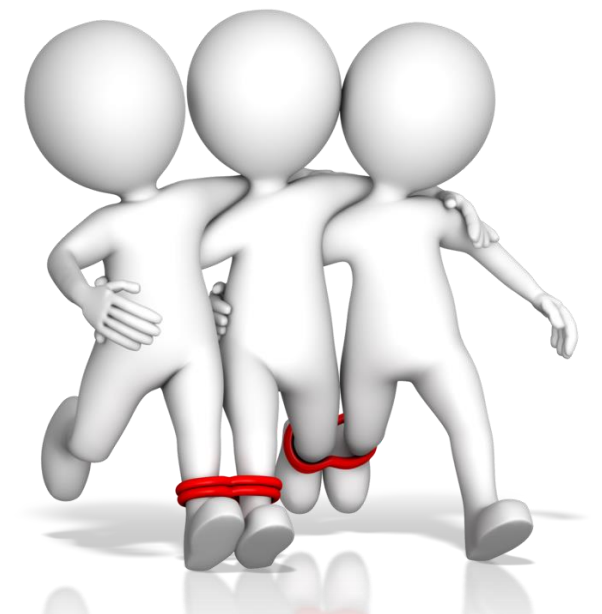
**Johanneberg
Sciencepark**



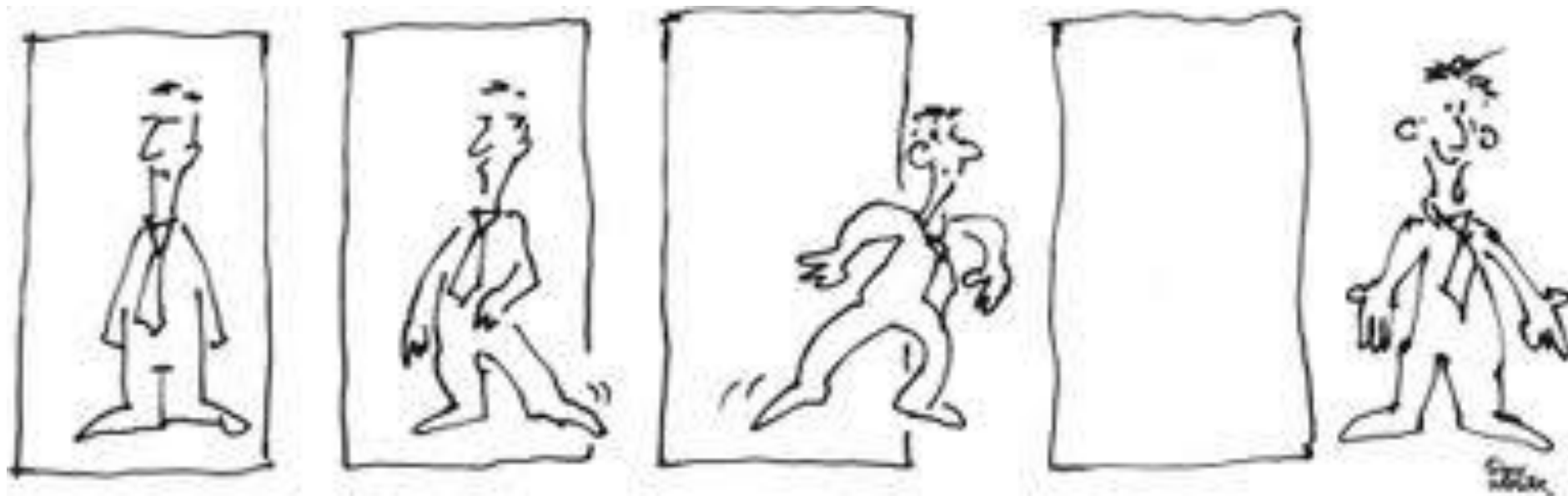


Challenges

- Time is short
- We want innovations – **”things we don’t know we want”**
- Depending on cooperation and coordination



No comfort zones



**Visionary partnership that brings us closer
to the goal of sustainable passenger
transport and profiles a progressive region**



Thank you for listening!

- Ulrika Bokeberg, Region Västra Götaland

