



City of  
Gothenburg

# Road safety strategy for 2020

Speed bumps and autonomous cars

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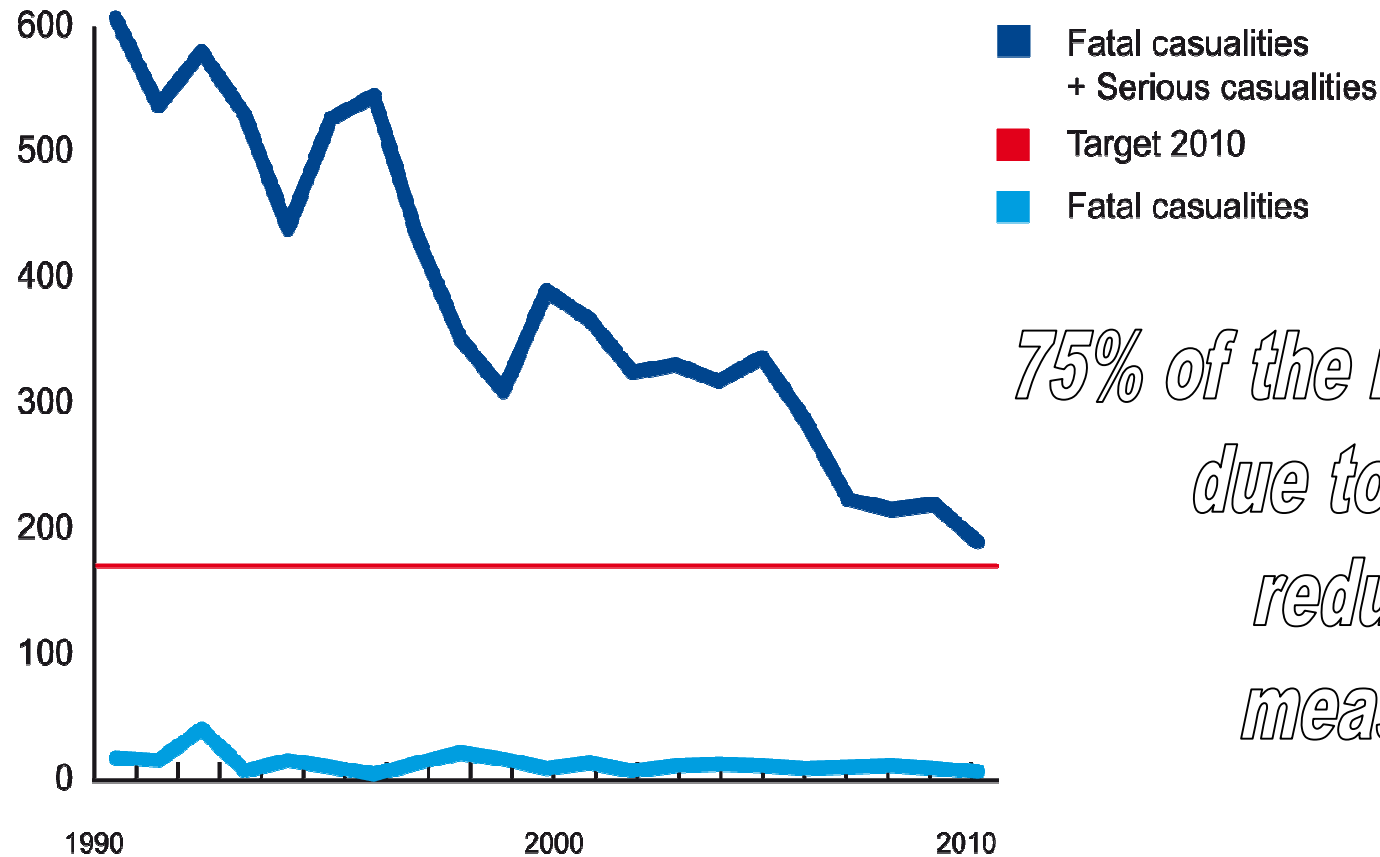


1. Prioritise road safety in city development
2. Prioritise vulnerable road users
3. Speed management
4. Safer vehicles and transportation
5. Motivating people and organisations to take more responsibility in traffic
6. Raising safety awareness in the young



# Target 2010

## Casualties

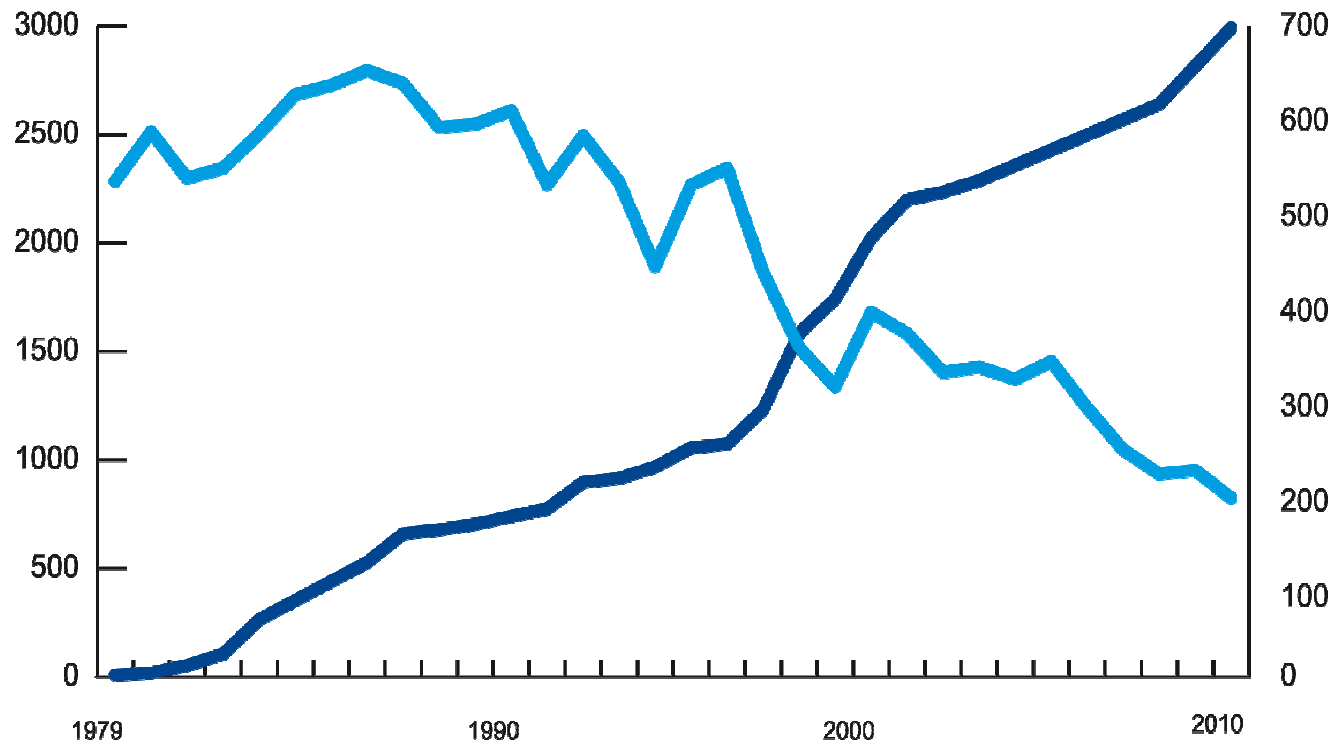


*75% of the improvement  
due to speed  
reduction  
measures!*

# Traffic calming measures

Traffic calming  
measures

Fatalities and  
serious casualties



- Traffic calming measures
- Fatalities and serious casualties





# Safe crossings

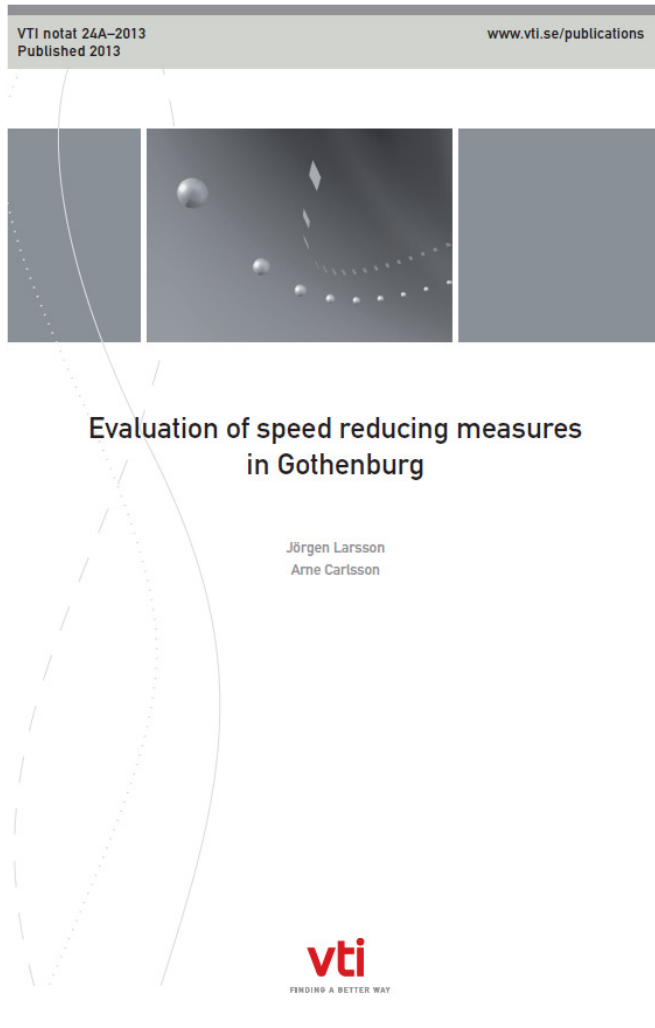




# Low speed areas



# Socio-economic estimate



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

# Intelligent Speed Assistance



District of Backa  
City of Gothenburg

Test	2011
26	Cars
100	drivers
1200	hours
46 000	km

## Effects

Distance above speed limit 25%  $\Rightarrow$  14%

Distance driven more than 15 km/h above  
speed limit 30 km/h 9%  $\Rightarrow$  2.5%

...and 14% less fuel consumption!

**ISA mandatory when the municipality  
purchases new cars since autumn 2012**



# Strategies for a liveable city



## ATTRACTIVE URBAN ENVIRONMENTS

- Priority for pedestrians and bicyclists
- Human speed
- Reduce barriers
- Local distribution



## Road safety challenges

To handle the transition in planning ideals that requires less or other separation of road users than today.

Strategy: separation based on speed instead of road user types?

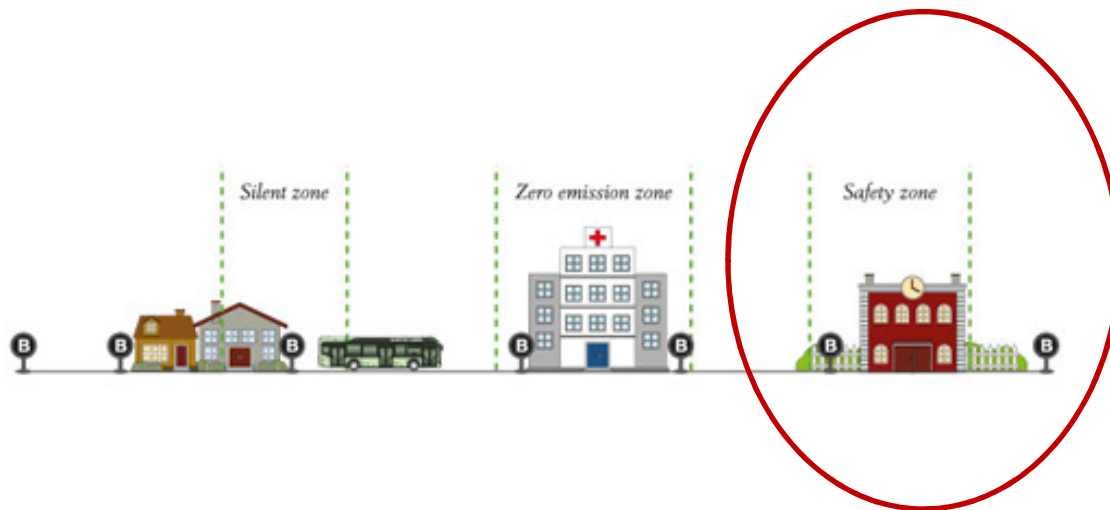
More public transport vehicles in street environments with pedestrians and cyclists.

Strategy: public transport vehicle in extremely low speed in mixed environments

# Volvo Buses new Zone Management Technology



## Geofencing



Hyper bus project

Buses that automatically switch to electric power and drive at low speed in sensitive areas

# The DriveMe Project



- Started 2013
- The world's first project on public roads
- Real world experience of Autonomous Driving
- 100 autonomous cars
- Real Drivers
- Real traffic environment



SUSTAINABLE CITY – OPEN TO THE WORLD





# Drive Me and the city of tomorrow



Autonomous cars and distribution

[https://www.youtube.com/watch?v=EMD\\_0SjzTcA](https://www.youtube.com/watch?v=EMD_0SjzTcA)



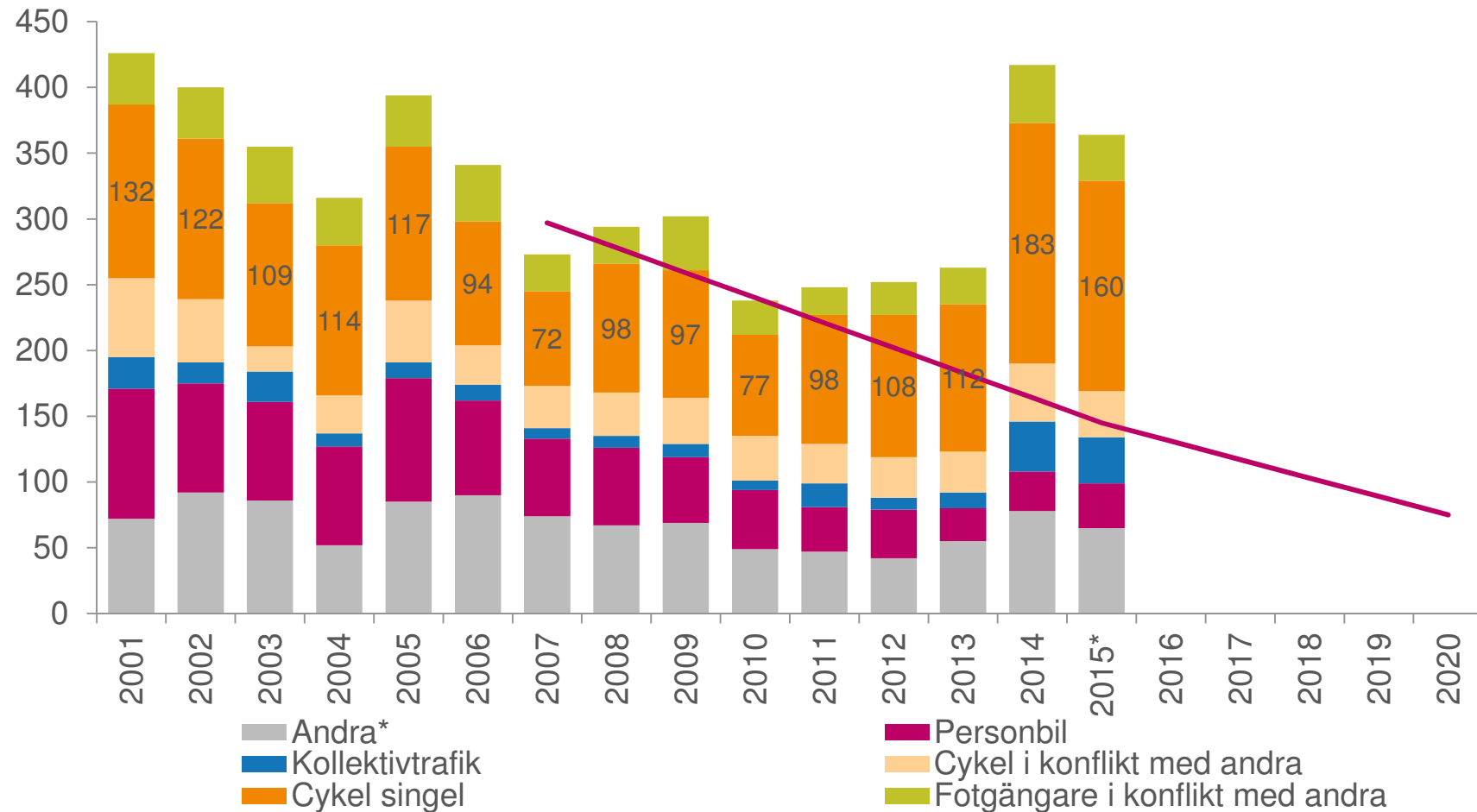
Temporary?!

SUSAINABLE CITY – OPEN TO THE WORLD





# Towards the target?



\* Rullande helår: kvartal 4 2014 – kvartal 3 2015

SUSAINABLE CITY – OPEN TO THE WORLD





**City of  
Gothenburg**



**Towards Zero  
Together**



**European Road Safety Charter**

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