

# FUTURE TRANSPORT AND MOBILITY MANAGEMENT

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Jesper Johansson





# LIFECANGES



Grass

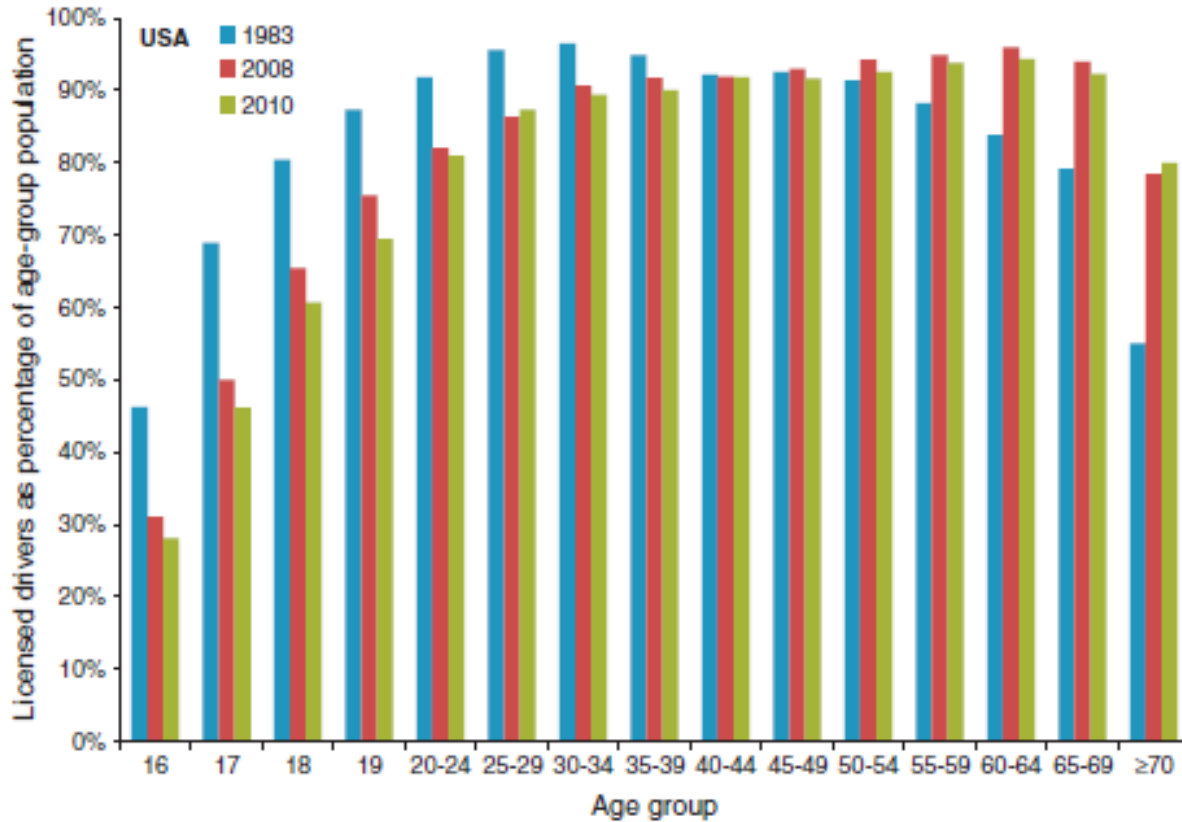
Coal

Oil

Data

# PARADIGM CHANGE

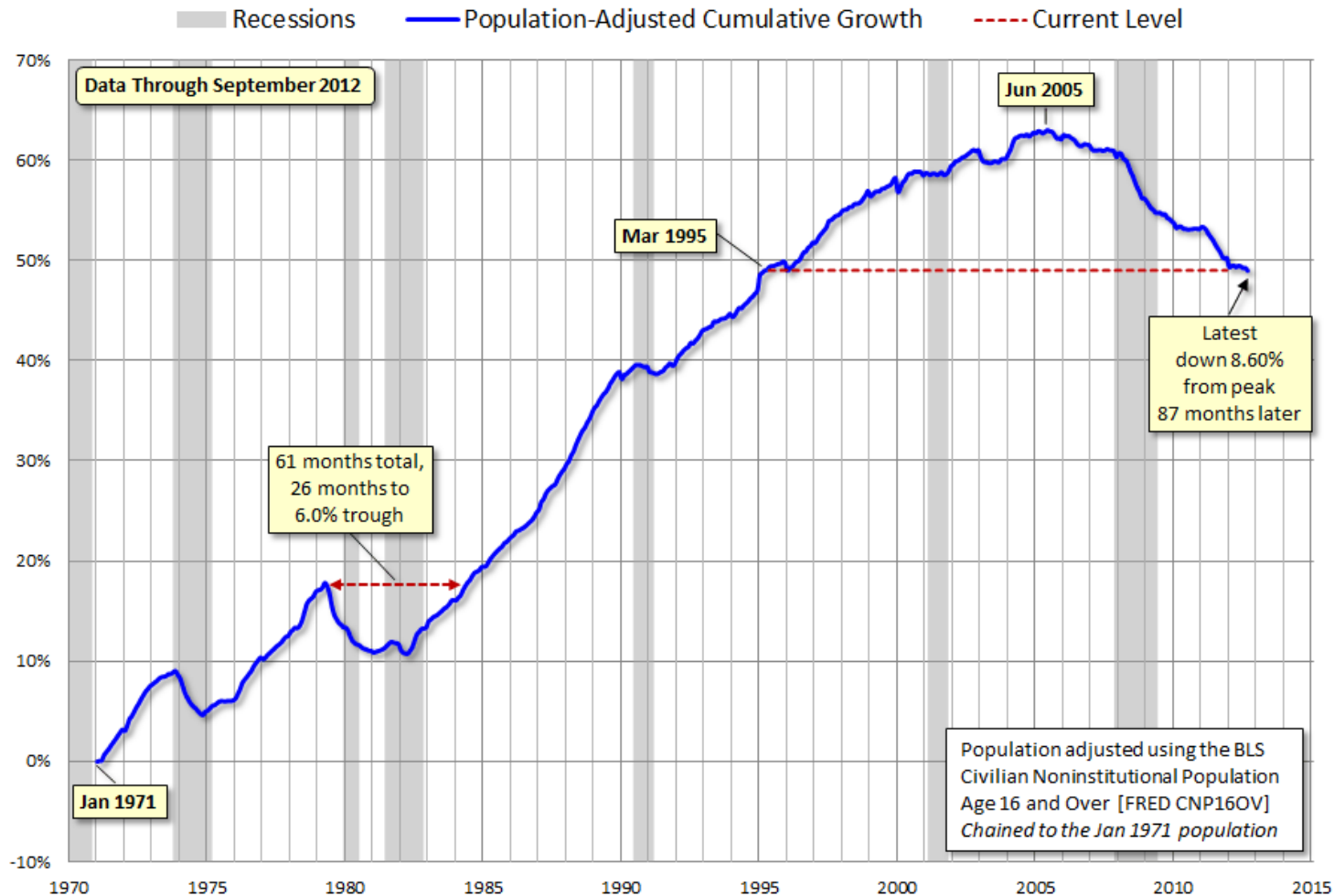




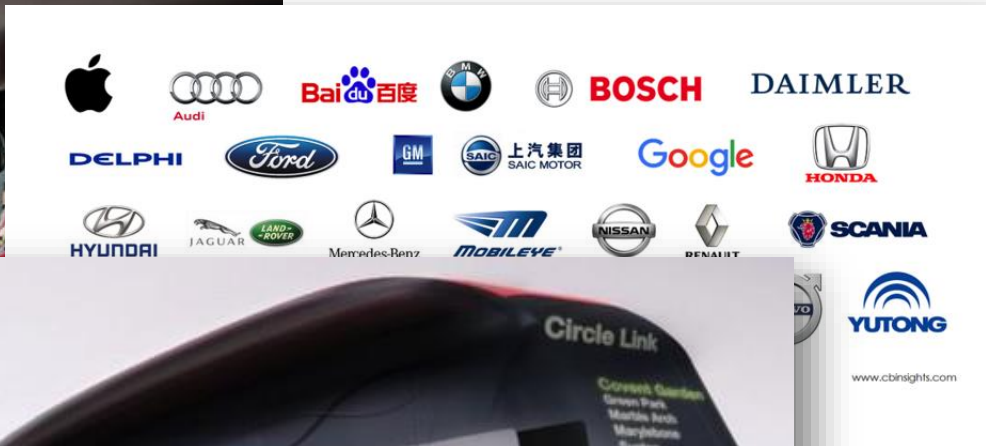
Michael Sivak and Brandon Schoettle of the University of Michigan Transportation Research Institute, 2012

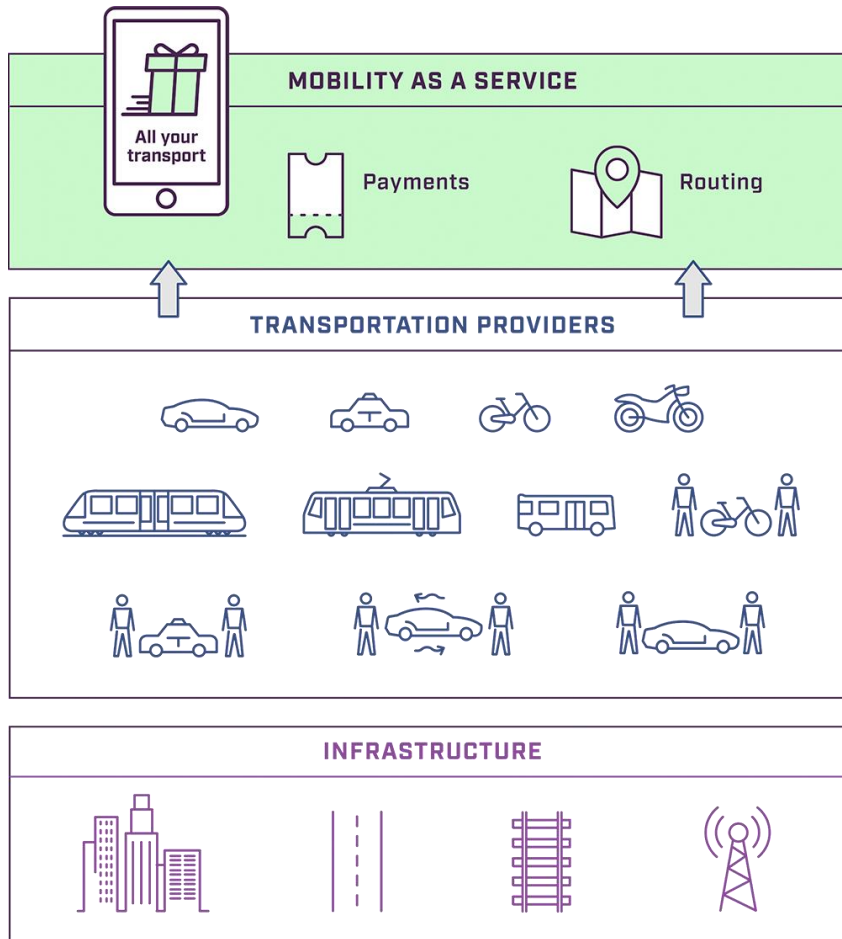
# Estimated Vehicle Miles Driven on All Roads

dshort.com  
November 2012



# AUTONOMOUS VEHICLES





Helsinki

Hannover

Gothenburg





30/9



9/5



64/8



27 000 vehicles

USA  
Canada  
Sweden  
Germany  
Italy  
China  
Netherlands  
Austria  
Denmark  
Spain  
United Kingdom  
Turkey  
France

# P2P SHARING

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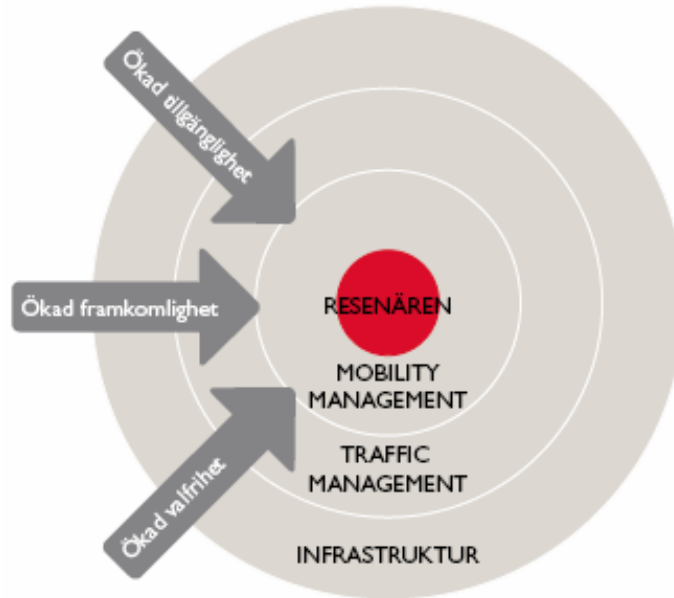
Bla Bla Car

22                      25                      1

RideShark.com

# MOBILITY MANAGEMENT/TRAVEL DEMAND MANAGEMENT

Change attitudes and behaviours



Information

Communication

Marketing

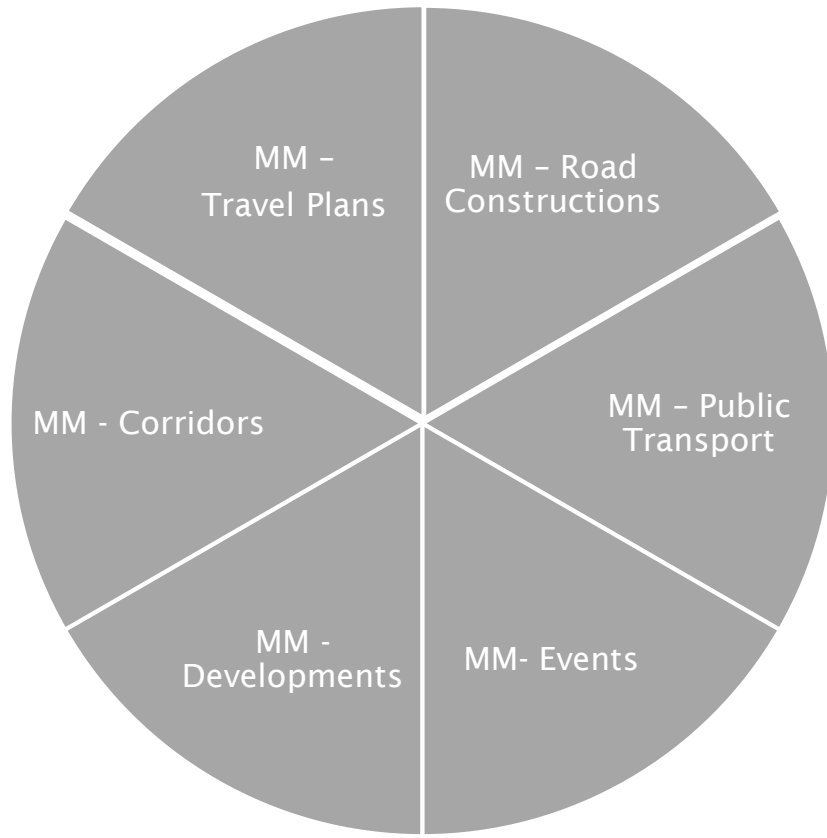
Cooperation

Coordination

Small investments

Positive cost-benefit

Complementary service



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# MM - TRAVEL PLANS

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Largest workplace area in Sweden

ICT cluster

Commuter trains

8 500 companies

Kista Galleria

65 000 employees

Underground

Buses

6 000 students

Highways

15 km north of Stockholm C



TRAFIKVERKET



kista  
SCIENCE CITY



LÄNSSTYRELSEN  
I STOCKHOLMS LÄN



Sunfleet 

People Travel Group

ATEA

ORACLE®

KLÖVERN



Microsoft®



VASAKRONAN





Microsoft

-24 %



-23%

ORACLE®

-20 %

ATEA

€ 1 million/year

-21 %



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# MM - DEVELOPMENTS

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# MOBILITY PLAN

Studies the **mobility needs** of an area

**Target oriented** planning process

**Measures** differ from one area to another

Measures designed to **reach the target**

- reduce the need of car use
- increase share of sustainable transport

**Reduction of** existing or planned **parking spaces**



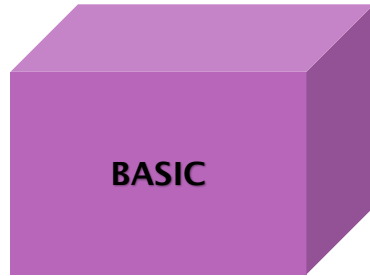
0,8



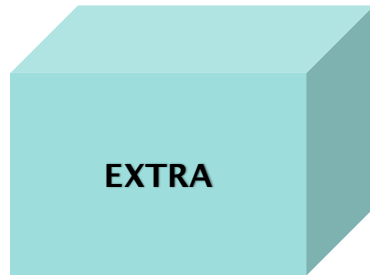
0,3

# 2 PACKAGES – BASED ON DEVELOPMENT PLAN

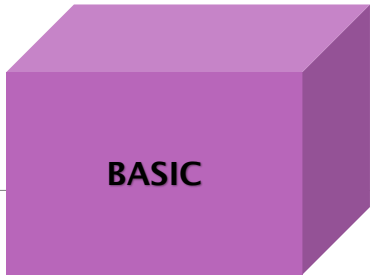
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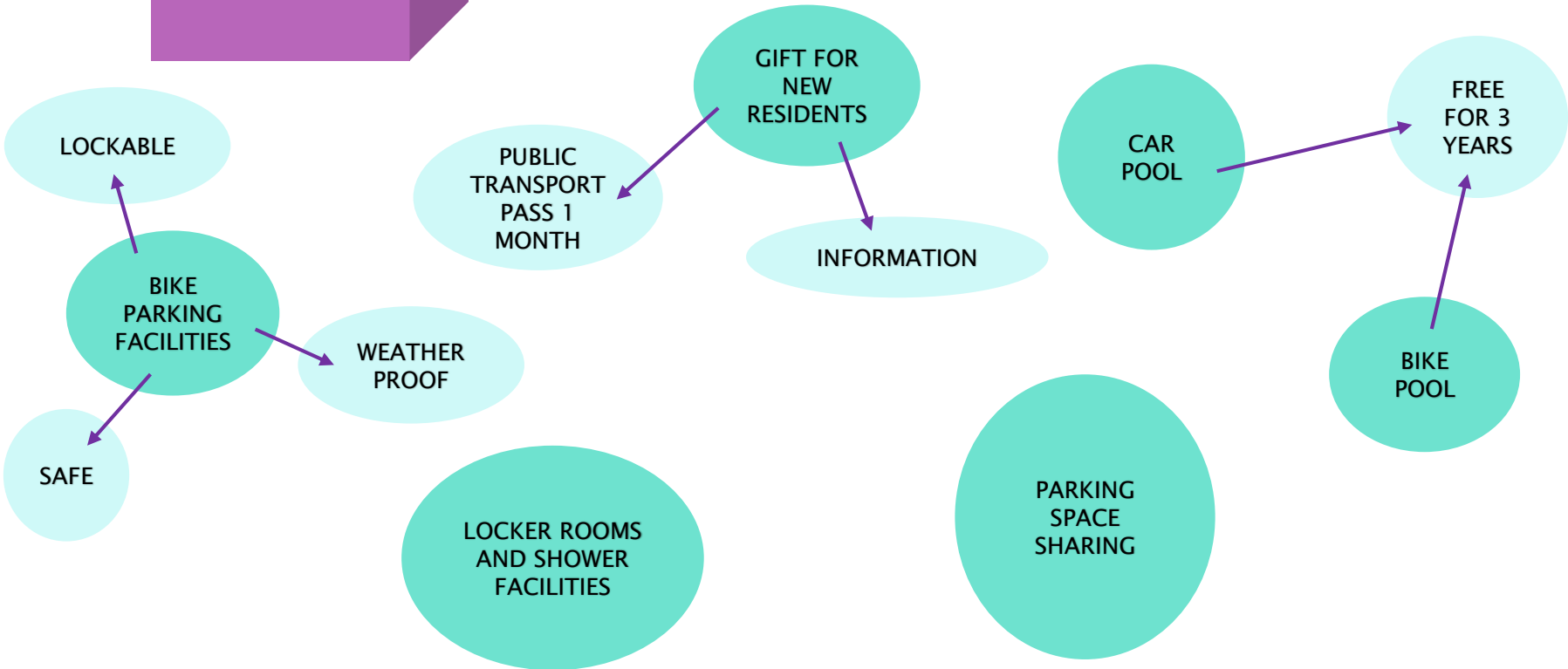
Measures implemented in all three properties  
60 % reduction of parking spaces estimated



Smaller apartments only  
Estimated reduction with an additional 15 %  
Measures implemented separately



0,8  0,3 (-390 parking spaces)



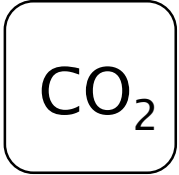
# EFFECTS



60 % reduction of car parking spaces = 390 (634 to 246)



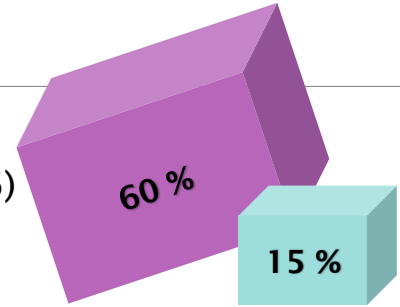
CO<sub>2</sub> reduction of 363 tonnes CO<sub>2</sub>/year



Cycle parking spaces 1521 to 1593 (72 extra)



Cost savings around € 8,4 millions



**SEAMLESS**

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**FUTURE TRANSPORT ARE...**

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**DEMAND DRIVEN**

**FREE FROM FOSSIL FUEL**

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# THANK YOU!

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