The road to a BRT investment decision

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Örebro

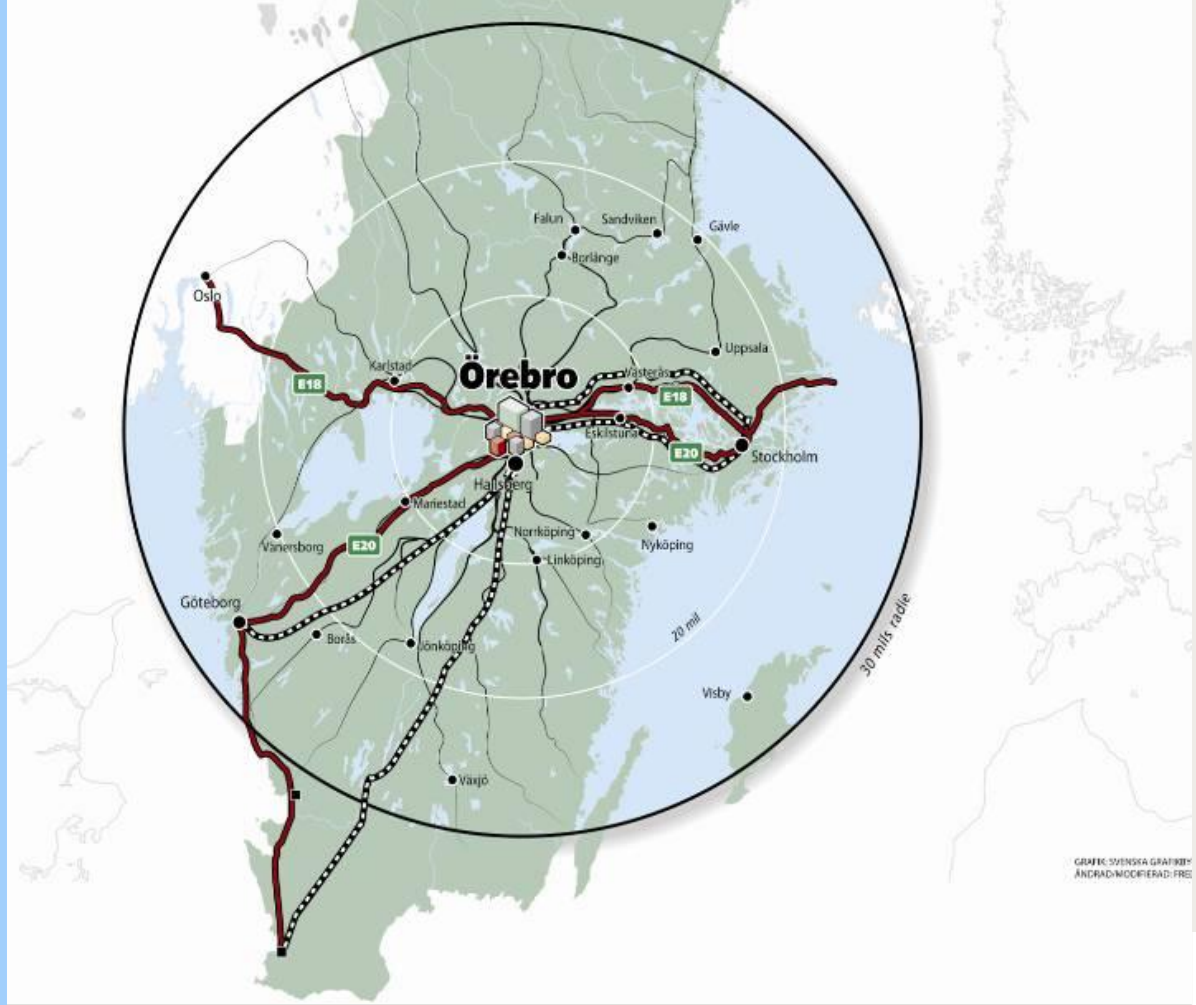
155 000 inhabitants
+2000/yr, No. 6 in Sweden

Regional centre, 200 km west of Stockholm.

University with about 15 000 students.

A few large industries, many employees in trade and service sectors.

Logistical centre, both road and rail.



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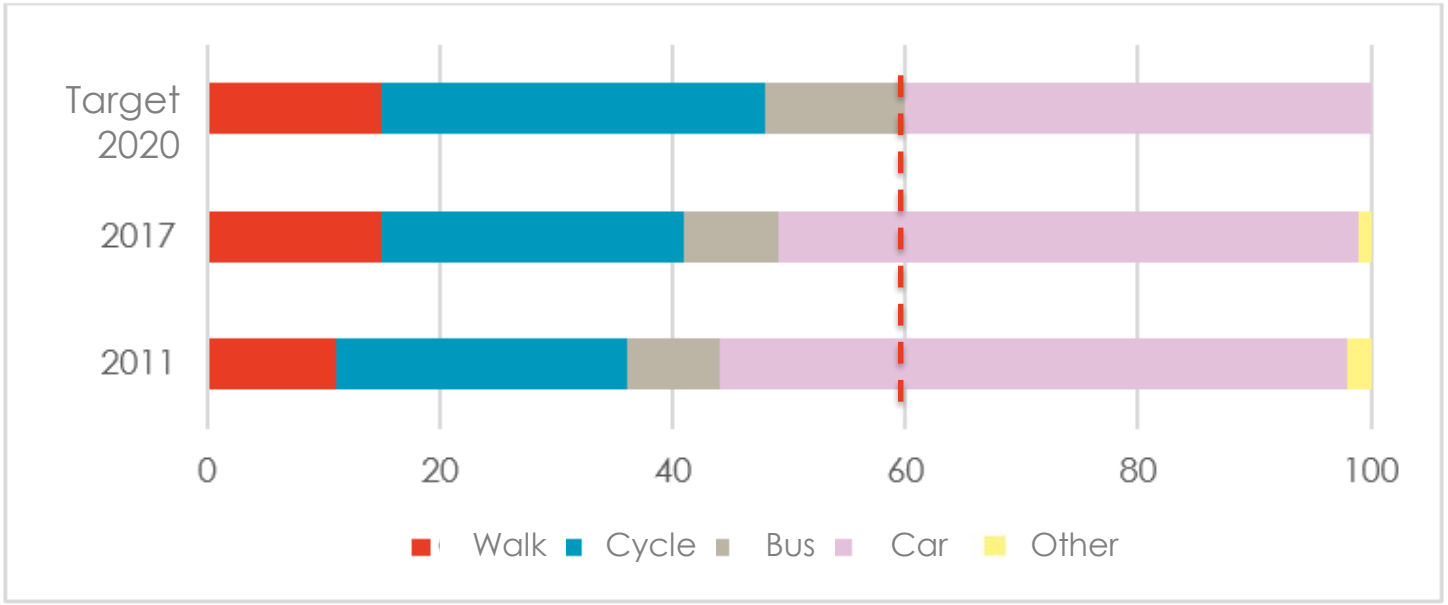
Modal split: We are a cycling city!



Modal split (percent) in Örebro municipality according to the travel surveys in 2011 and 2017, and the municipality's modal split target for 2020

Population: We are a growing city!

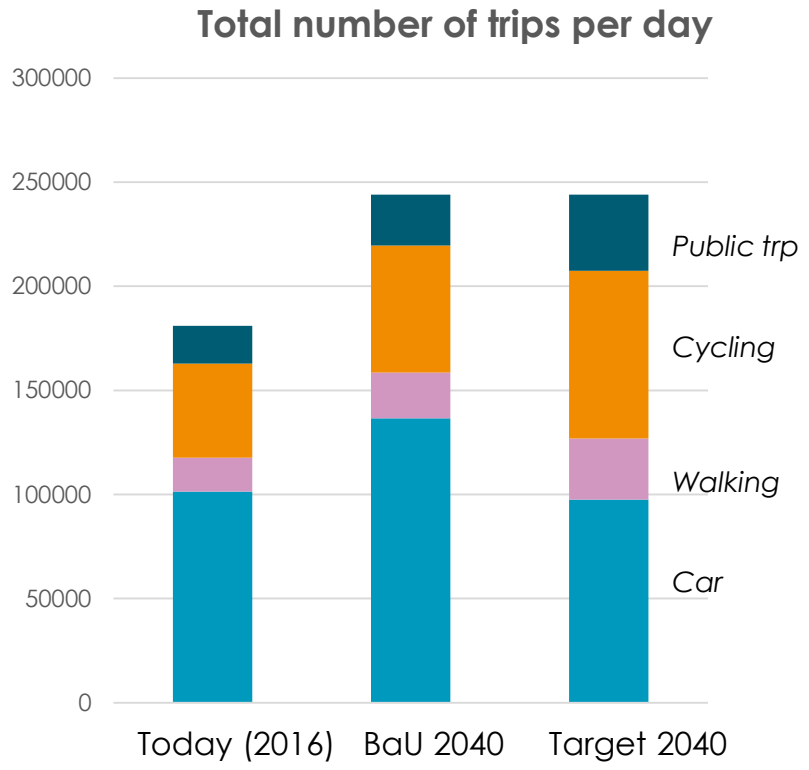
Prognosis:
Increase by 50 000 up to year 2040.

Business as Usual:
Same travel habits as today means plus 35% for all transport modes.

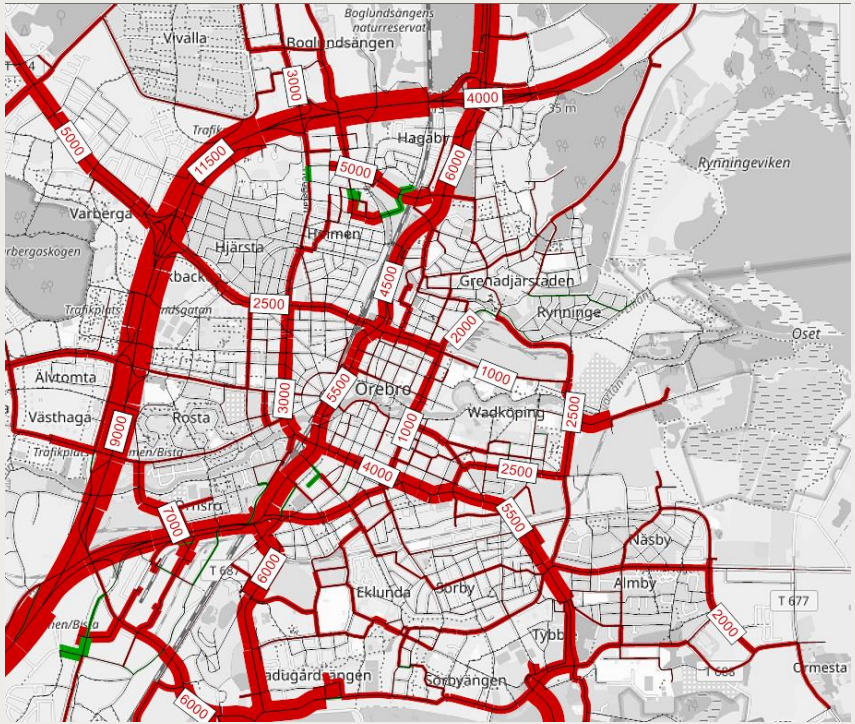
If we reach our target for 2040:

- Trips with public transport, bike and walking will double but…
- the number of car trips will be the same as today!

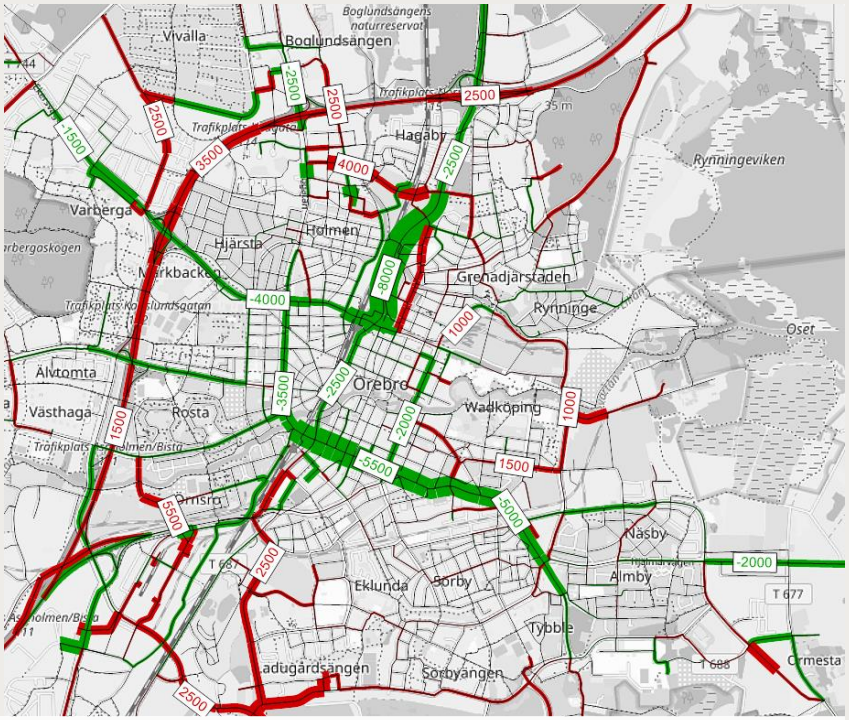
To remain an accessible and attractive city we need to prioritize space-efficient and sustainable transport modes.



Modelling of car traffic in the city year 2040 (VISUM)



No change in modal split.
Red = increase compared to 2016.



Modal split target achieved.
Green = decrease compared to 2016.

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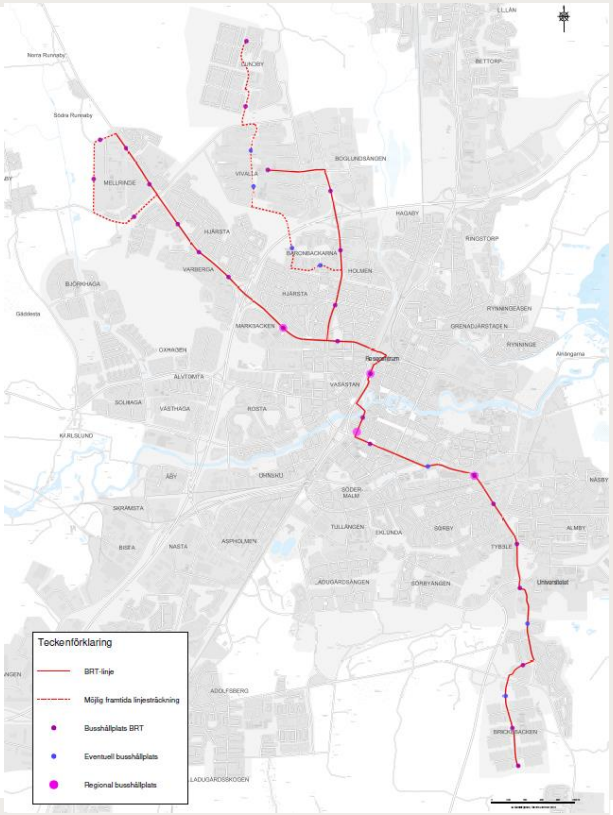
The BRT project very briefly

- First part to be built in 2021–2025.
- Total distance 7 kilometres.
- On about half the distance – the busiest part – the buses will have own lanes and receive priority in traffic signals.
- Estimated cost for the first part is 18–25 million euros, of which half comes from governmental funding.



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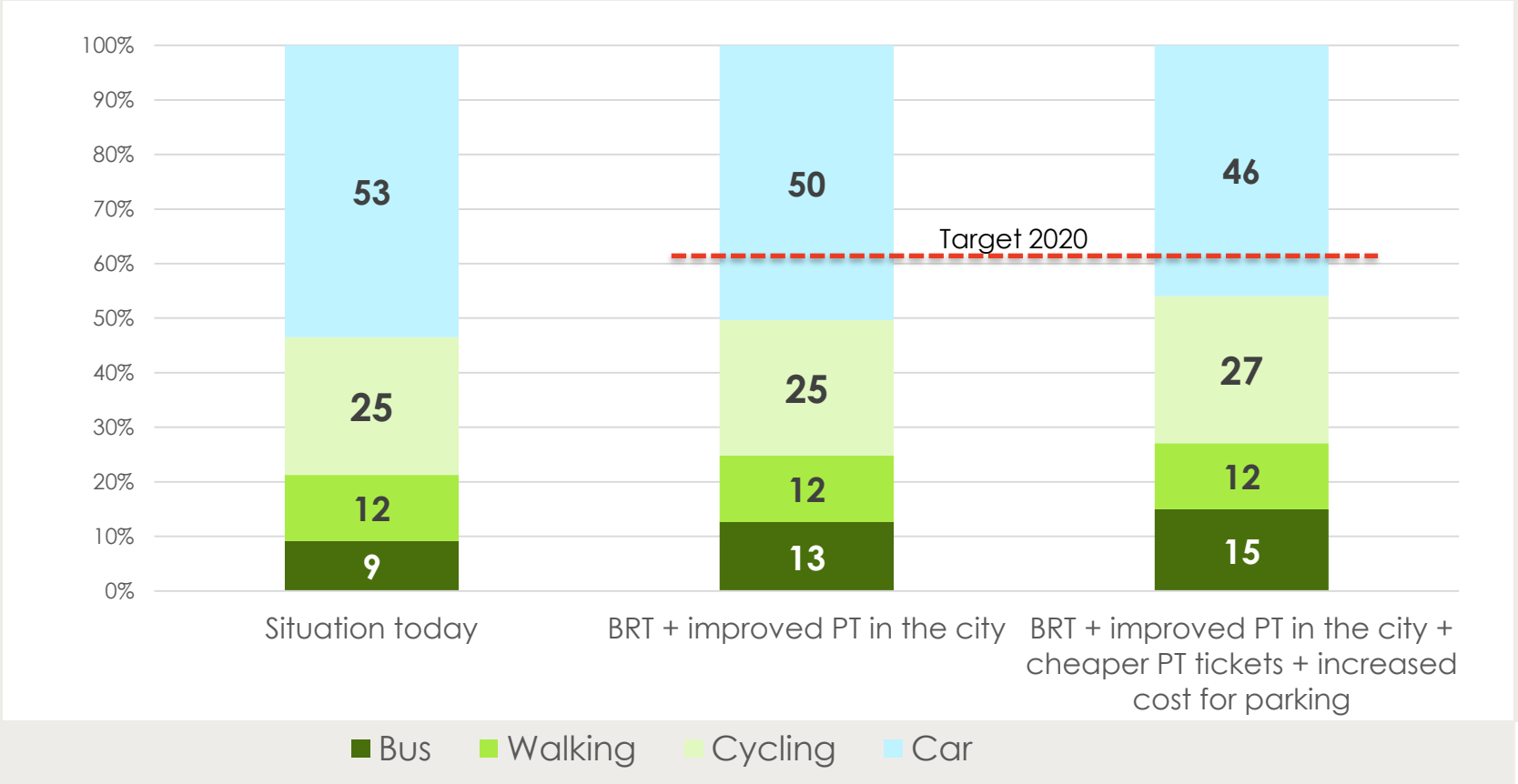
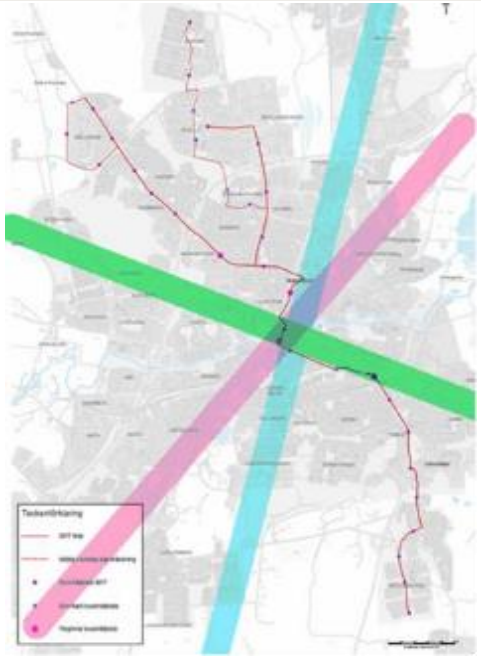
Will BRT be enough to reach our targets?



Additional measures already decided



- Substantial increase in parking taxes.
- Investigation of a new city bus network

Still more needed to reach targets!

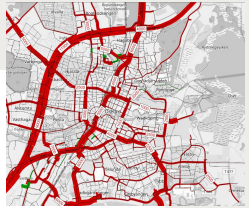
- An attractive and dense city.
- Lower speed for car traffic.
- Signal priority for walking and cycling.
- Reduced space for car parking.
- Incentives from national level.

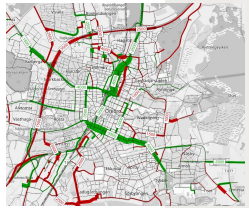
Summary – lessons learnt

1. Modelling results and illustrations important tools to visualize :

- the need for action
- what can be achieved in terms of accessibility and attractiveness (story telling)
- The impact of different measures, giving a roadmap for further action.

2. Backcasting can also help us to set better targets in the future.





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Further information

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Read also our article in Thinking Cities #15! ☺

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