

Roger Vahnberg, Senior Vice President Västtrafik AB

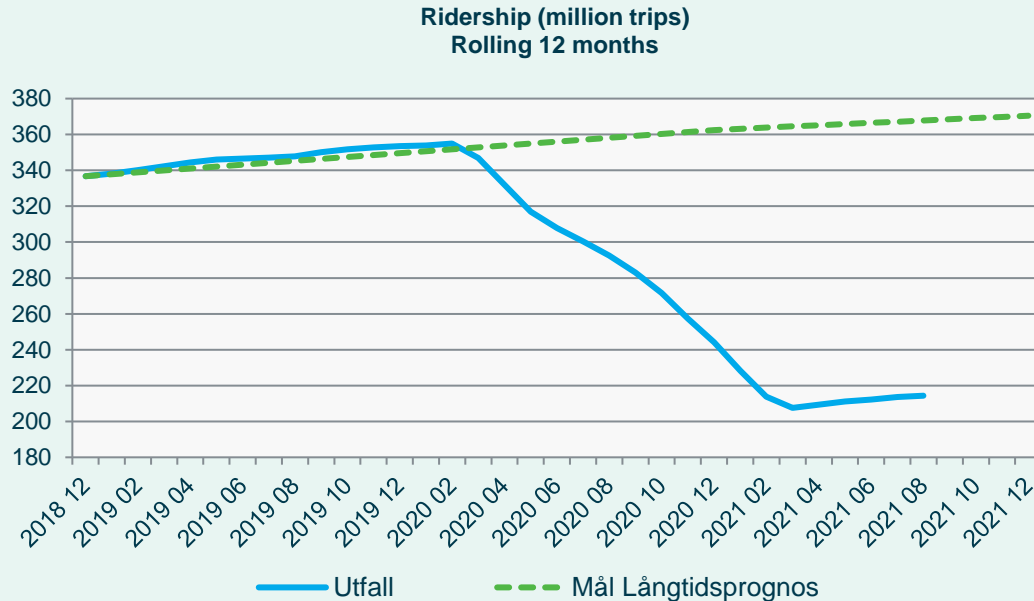
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Västtrafik – Mobility for a sustainable future

Västtrafik



Ridership 2019 – Aug 2021

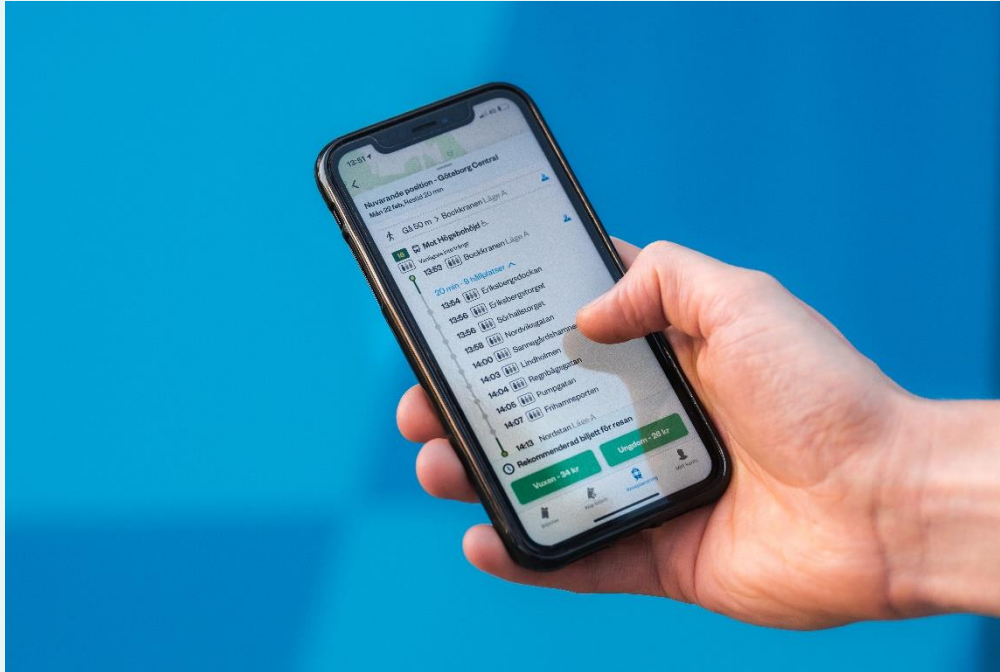


- Ridership down 50%
- Dramatic fall in revenue
- Kept the service level 100%
- Closed the front doors
- Flattening the morning peak
- Encourage walking and biking
- 30% worked from home

Crowding on board



Travelplanner helps our customers choose alternative



- Showing steps for short trips – encourage walking
- Bike path for short and medium trips
- Levels of crowdedness on different trips

Social distancing



Prioritized areas



Regaining the customers

When the restrictions are eased, it is of high importance to quickly regain the will, confidence and security of our former customers to travel together from all sustainability perspectives.



Economic sustainability

Economic sustainability shall primarily be achieved through securing the revenues. With lower traveling in the short term, the supply needs to be streamlined and dimensioned according to a new economic reality.



Development of society

Sustainable travel has lost ground. Societal challenges remain. People will travel, meet and work in new ways. Thus, the ability to influence society in a sustainable direction together with other actors and adapt and develop the offer to new travel habits is central.

Regaining the customers

- Make our customers feel safe
- More cleaning
- Help to avoid crowded vehicles
- Free trial periods
- A new flexible ticket for those who are in the office 2-3 days per week



Economic sustainability



- Open front doors with safety barriers
- Increased ticketing inspections
- In most buses only front door boarding
- More efficient operation

Development of society

- Climate crises
- Steer towards a more sustainable direction
- Enhance sustainable development
- Electrification of PT
- Regain and increase the market share of all sustainable modes



Our long term goals remain



- Rolling out electric buses in all city traffic
- 146 new electric buses last December
- Another 175 electric buses procured this year

Steer towards a more sustainable society



- Prioritize sustainable modes in land use
- Work together with other stakeholders
- Adapt to new mobility patterns

Thank You!

Contact:

roger.vahnberg@vasttrafik.se

