



# Trafik Göteborg

– a joint organisation for proactive traffic management during the intense construction period for the City of Gothenburg

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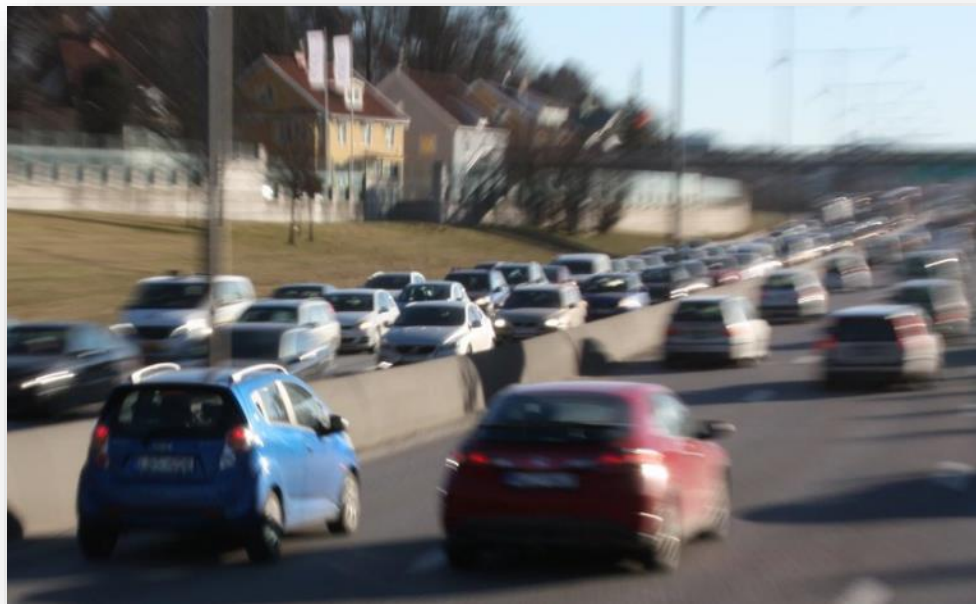
# A shared source for traffic information



*Trafik Göteborg is part of our partners' solution for well-functioning traffic in the city and labour-market region.*

# Objectives

- Three organisations with a "common customer"
- Facilitate decisions
- Improve accessibility

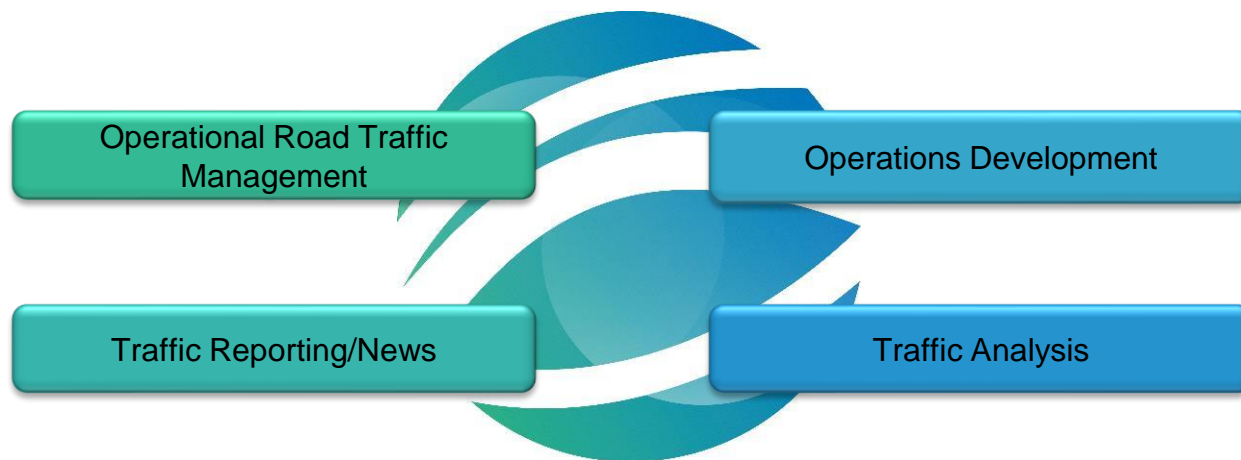


# What we deliver

- Traffic management
- Traffic information and news
- Reports
- Facilitation
- Dialouge

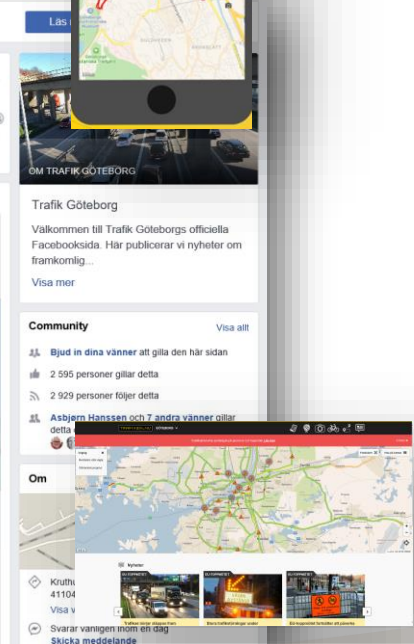
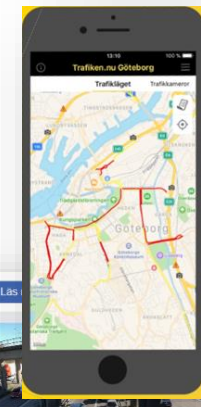


# The four parts of the organisation



# Products

- Social media
  - Facebook
  - Instagram
- Trafiken.nu
- Newsletters
- PR and external media
- Local radio
- Commercial Radio
- Advertising



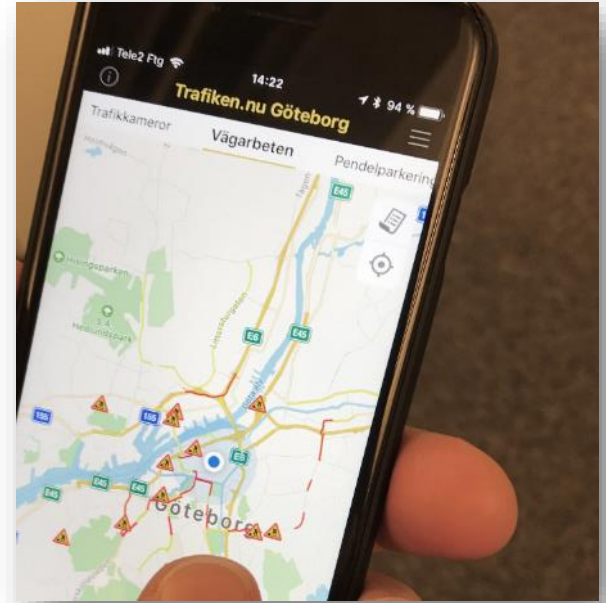
# Benefits

- Analysis
- Real time traffic status
- Coordinated traffic management



# Lessons learned

- *Strategic and long lasting cooperation is necessary*
- *Top management commitment is important*
- *Cooperation takes time*
- *Foundation for extended development and new partners*
- *Sharing technical systems is challenging*





**Efficient traffic management is more important than ever**





# Thank you!

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