



SKELLEFTEÅ PUBLIC MOBILITY

Building the foundation

skellefteå
buss



Skellefteå
kommun

LULEÅ
TEKNISKA
UNIVERSITET



Telia

HELLO
FUTURE!

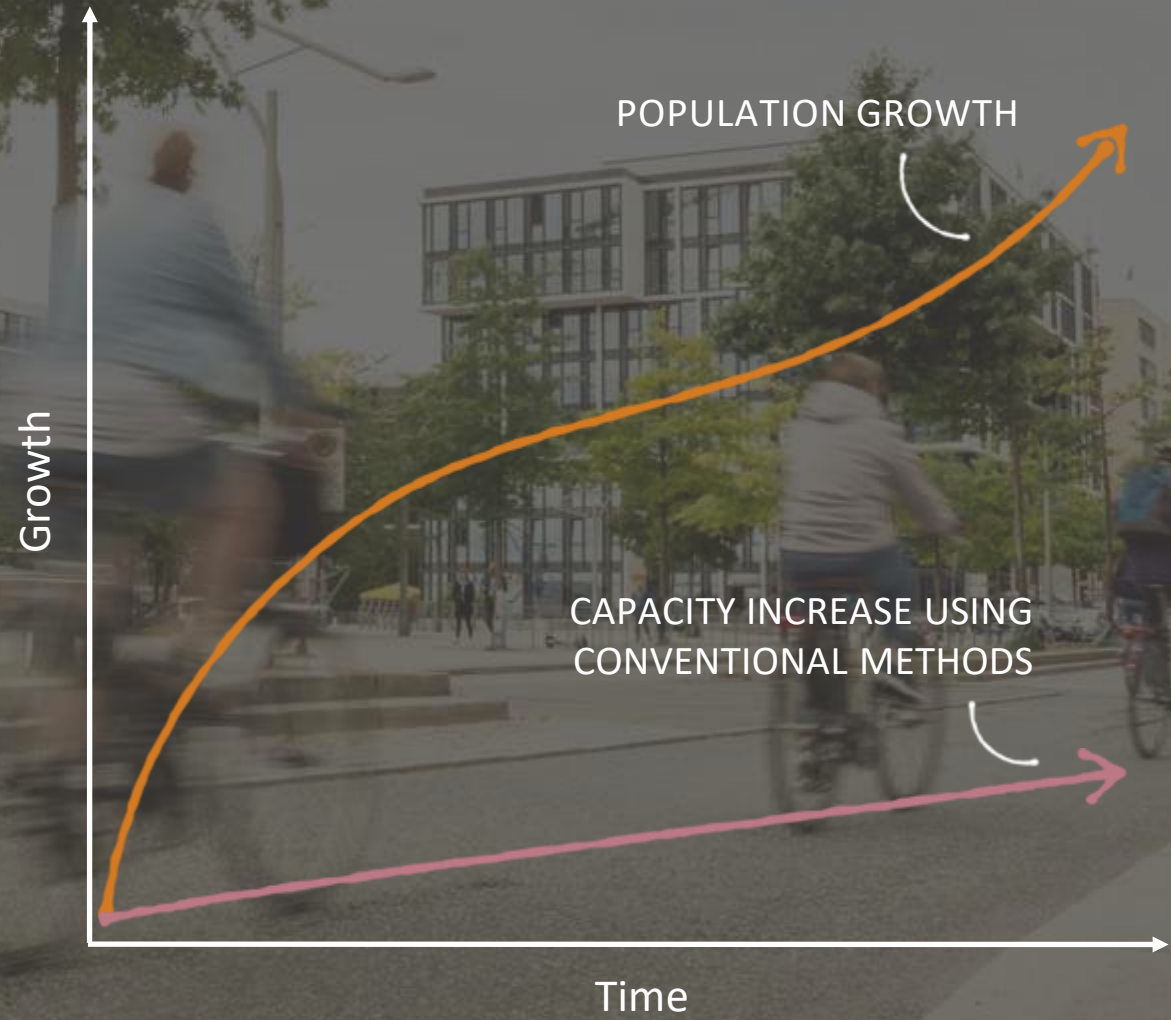




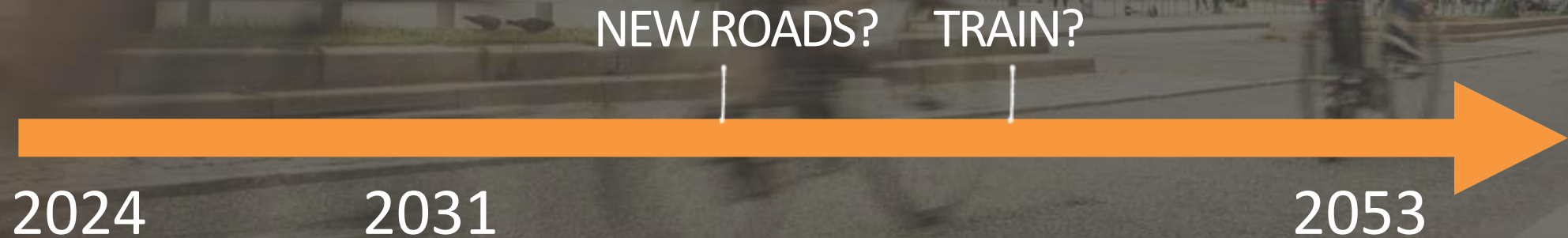
20%
in seven
years

Skellefteå's population growth

Skellefteå is growing rapidly,
and traditional solutions are
struggling to keep up with
the pace.



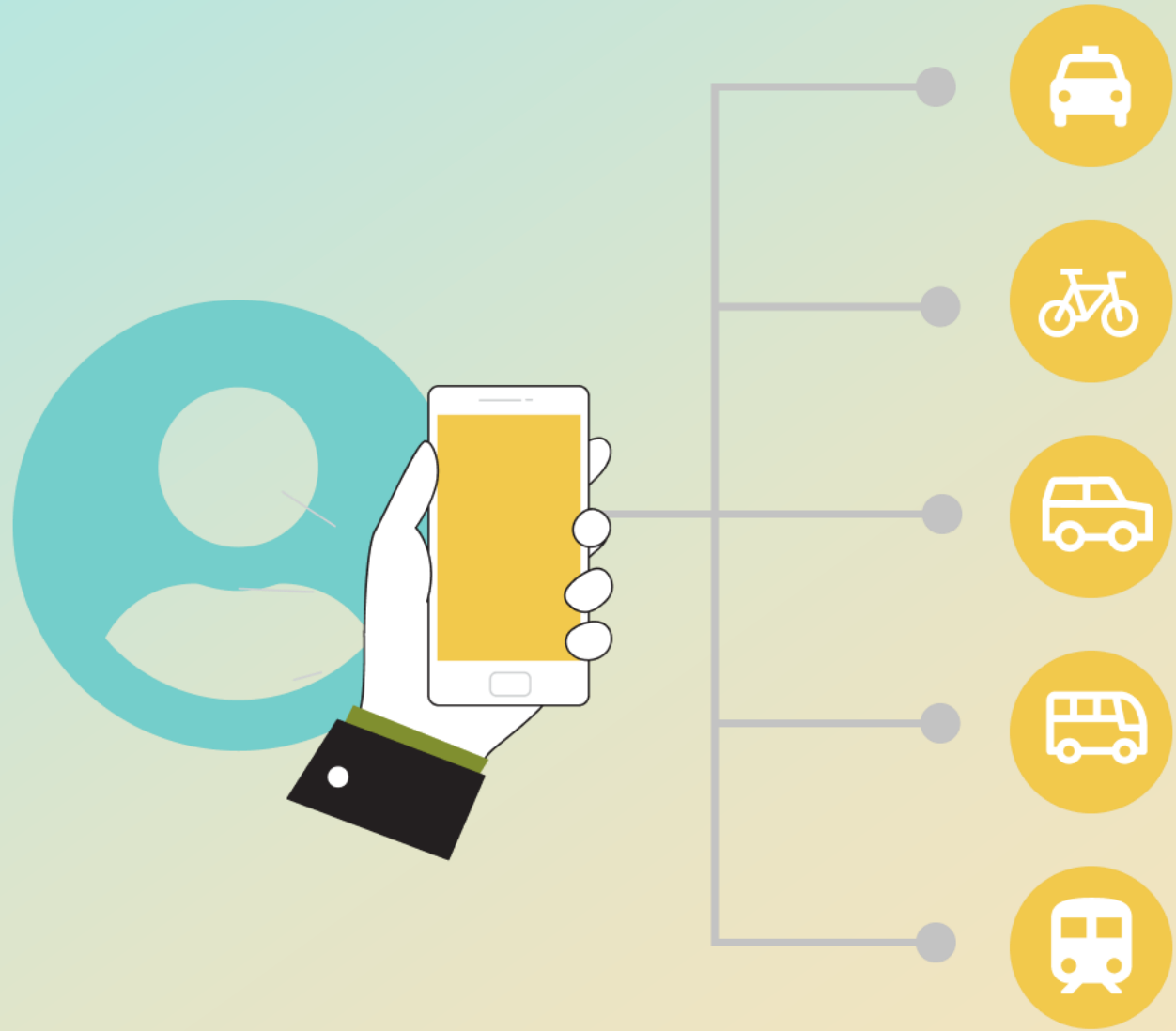
Trains are expected to arrive in 12-15 years, while the major roads are estimated to take at least 10 years to complete. We are not building enough homes. Not enough bike lanes, car pools etc.



Can we also improve infrastructure by using data in new ways?



In a way that makes it attractive enough not to always choose the car.



**Integrated mobility requires
shared data between publicly
produced public transport
and private mobility actors**

RESULTS



In the project, we have laid the foundation for **data sharing** by establishing a data hub - the Accelerator

The Accelerator combines **demand data** (mobile data, passenger counting, ticketing data) with **supply data** (currently bus timetables and the GPS position of the buses, but it is easy to add new supply data sources).



The accelerator creates value for several different actors

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The basis for continuing the work on orchestrating integrated mobility.

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A data source for dashboards; for data driven decision-making in traffic production

A data source that accelerates and enables real-time optimization in traffic using ML

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A data source of mobility data for the municipality's cloud platform - for analysis, integration and automation in many operational areas

innovators
in mobility

A data source for new mobility services that can work together with the current bus service.

NEXT STEP



Next step:

The journey towards integrated mobility

- Local actors are invited to become part of Skellefteå Public Mobility
- A study that quantifies the economic value of integrated mobility
- A Call-a-Bus service will be tested
- EU funding submitted: Measure gender equality in mobility using mobile data

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The Accelerator – data sources, benefits and data sharing

- Share data at Trafiklab and through the municipality's open data portal
- Further develop the BI dashboards for traffic planning - from this project
- Visualize behavioral change as Skellefteå grows – using mobile data
- Create projects to implement ML in traffic production

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THANK YOU!

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