

Objectives of the measure

- **At measure level:**
 - Merging existing age friendly service with new, classic DRT open-to-all service
 - Investigating and testing target user needs in terms of:
 - Engaging solely with a digital interface
 - Meeting their demand with automated vehicles
 - Making our future DRT-offer more economically sustainable, by:
 - Increasing efficiency of DRT-vehicles and drivers
 - Transforming it to a fully digital service
- **Contributing to city level objectives of:**
 - Reducing traffic
 - Enabling freedom of movement to everyone

Description of the measure

▪ Situation before:

With its strategy, Ruter aims to offer mobility services to everyone. Since 2017, Ruter has piloted (later implemented) an on demand-service – specifically designed to fit the needs of elderly. The service is available within a growing number of districts in Oslo, and open to all above the age of 67+. So far, we've seen several positive effects, especially linked to increased socialization, better quality of life, and quite possibly reduced costs of health care services. However, the service is costly to fund, which raises a need to look for more economically efficient ways of operating.

▪ General description:

This measure seeks to find ways of integrating our age-friendly service with a projected, new DRT-service, no longer being limited to a particular age group. Instead of funding these services separately, our aim is to enable synergies and reduce costs by integrating the two. Relevant issues to uncover include (1) how to design a new “open to all” service which still takes into account the needs of the elderly, and (2) how can we support this particular target group onto a fully digital service. Additionally, the measure aims to cooperate with the ULTIMO project to learn how we can prepare and assist elderly onto the future, autonomous DRT vehicles.

▪ Measure outputs:

This measure will deliver:

- Testing of original target group's (elderly) adaptability to general DRT service (open to all customers), in terms of:
 - Ordering process (digital, rather than by phone)
 - Travelling (with a wider group of passengers, not only those within their own age segment)
 - Assistance (how much assistance is required from the driver/host, and which needs must be covered when we introduce autonomous vehicles)

The measure does not include a full-scale launch of an “open to all” service but will be an essential preparation for such a launch.

▪ Supporting activities:

A participatory process with the users to design the improved DRT service will be carried out as part of the measure.

▪ Interaction with other city measures: UPPER and non-UPPER measures

ULTIMO (Horizon Europe)

Target groups and/or geographical impact areas

- **Target groups:** Existing users of our age friendly service (67+) will be the primary target group for testing and piloting, but in the longer term anyone in our operating area is of course included in our target group for the DRT-service.
- **Geographic implementation area:** TBD by Aug 2023 by an ongoing, internal Ruter-project. These will be the city districts that are chosen for the implementation of our new DRT-services.

Stakeholders

The following stakeholders will be required for/have an interest in the implementation of this measure:

- **City of Oslo:** Owner (by 60% share) of Ruter
- **Department of Health, Ageing and Municipal Services:** Financing existing age friendly service
- **Relevant city districts:** Representing end user
- **ULTIMO:** Launching and integrating AV to our PT services
- **Ruter:** PTO for bus fleet

U-tools support

The implementation of measure OSL_05 can be supported by the following tool from the UPPER toolkit:

- **U-GOV:** This tool could help gain a better understanding of our target group's expectations, serving as a platform/facilitator for interaction, involvement, and discussions.

Link to other UPPER measures

This measure is similar to the following measure implemented in Mannheim:

- **MAN__06:** Defining concepts and test instruments to improve mobility in peri-urban areas for different user groups.

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Formulating hypotheses Investigating passenger experience and user expectations	- Data collection (interviewing target groups)
Preparation	Examining customers' ordering processes, on board experiences and potential need for services on autonomous vehicles	- Identifying pain points and critical elements
Implementation	Selecting measures to improve travel experience and service operation indicators	- Testing selected measures

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
OSL_05	N/A	<ul style="list-style-type: none">- Customer experience- Share of digital bookings- Vehicle utilization- Volume of shared rides