

Objectives of the measure

- **At measure level:**
 - Integrating services in our digital interface, thus increasing the visibility of these.
 - Increasing use of cycling and car-sharing.
- **Contributing to city level objectives of:**
 - Accelerating the adoption of environmentally sustainable modalities.
 - Reducing need for/use of private cars.

Description of the measure

- **Situation before:**

In recent years, Ruter has moved from focusing mainly on traditional public transport to incorporating newer modes of transportation, such as micro mobility. With a highly fragmented marketplace, Ruter has an ambition to take on the role as a natural hub for *all* mobility needs. For this to work, we are seeking to incorporate additional relevant services— always with the goal of encouraging and propelling environmentally sustainable travel patterns.

- **General description:**

By integrating a wider span of services in our digital user interface, we aim towards accelerating the adoption of green modalities. We will use our positions as PTA and policymakers to cooperate with private operators and present their services as a supplement rather than a competitor to conventional public transport. To accelerate and improve the effect of integrating new services, we also want to explore the possibility of allocating space at public transportation hubs to enable people to use these services.

- **Sub-measures description:**

- **OSL_08_01:** Integrating bicycle parking in digital user interface. Explore the possibility of allocating space for bicycle parking lockers or safer bicycle racks on public transportation hubs.
- **OSL_08_02:** Digitally displaying availability of car sharing

- **Measure outputs:**

This measure will deliver:

- A wider range of mobility services offered by Ruter digital user interface
- An improved user interface
- Improved understanding of PT hub development

- **Supporting activities:**

N/A.

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

This measure is related to the following measures in Oslo:

- **OSL_02:** Consistent visual identity for PT and mobility hubs
- **OSL_04:** Reduce dependency on car ownership

Target groups and/or geographical impact areas

- **Target groups:** Ruter app users, people who want to use their own bike to and from PT, (potential) car sharing users
- **Geographic implementation area:** Our digital efforts have no geographical limits. If we are successful in allocating space in PT hubs in Ruter's region, we will begin with the most popular hubs.

Stakeholders

The following stakeholders will be required for the implementation of this measure.

- **Ruter**
- **Private operators/service providers** (i.e. providers of bike lockers and car sharing services)
- **PT hub landowners** (i.e., Sporveien, Bane NOR Eiendom) – To get access to space
- **City of Oslo**, to get access to space and potential funding of infrastructure

U-tools support

The implementation of this measure will not be actively supported by the IT tools from the UPPER toolkit.

Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **TES_08:** To create new incentive-based services in the MDMS to increase the use of PT
- **VAL_05:** New Multimodal Digital Mobility Services (MDMS) with a focus on accessibility and inclusion
- **LIS_07:** To create a new Multimodal Digital Mobility Services (MDMS)
- **ROM_06:** Innovative features into the MDMS system
- **MAN_05:** Modernize and increase the attractiveness of digital sales channels and private sector partnerships
- **LIS_07:** To create a new MDMS
- **BUD_05:** New services to increase accessibility and convenience of PT

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Research and planning Discovery	- Identification of user needs - Identification of relevant service operators Requirement analysis
Preparation	Prototyping, developing, testing	- Deciding on level of integration (app switch/deep integration)
Implementation	Technical implementation	- Integration of bicycle parking - Integration of car sharing

Sub-measures and preliminary indicators

Measure	Sub-measure <i>(if applicable)</i>	Impact indicators
OSL_08_01	Integration of bicycle parking in digital user interface	<ul style="list-style-type: none">- Number of reservations/bookings- Share of new cyclists among bicycle parking users
OSL_08_02	Displaying (digitally) car sharing offer	<ul style="list-style-type: none">- Number of viewings/app switches