

Objectives of the measure

- **At measure level:**
 - Increased usage of shared micromobility amongst more user groups, both as a part of multimodal travels and for one modal travelling.
- **Contributing to city level objectives:**
 - Reduce trips made by private vehicles
 - Increase freedom of movement and supplement current first/last mile solutions

Description of the measure

- **Situation before:**

Ruter has a vision of providing our inhabitants freedom of movement, to move from where they are to where they want. Ruter's owners has a goal that the growth in personal transportation should be taken by cycling, walking, and public transportation. Ruter is integrating micromobility to help our owners reach this goal, as well as creating a sustainable freedom of movement to all our user groups. For the city to reach its zero-growth target it is paramount to reduce the non-essential use of private car. As such it is important to also help new user groups embrace the service.

Ruter launched a micromobility service in two of our municipalities, with one goal being to increase usage of public transport and to provide micromobility as an alternative travel mode in areas with limited public transport offer. After 3 years, 46% of the users reports that the micromobility service makes it easier to not travel without using a car. 44% of the users report that it is now easier to access mobility hubs and bus stops, 41% of the users reports that it is easier to travel with public transport than before, 22% says that they travel more with public transport than before, while 42% says that they don't travel more than before. Studies from Transport Economic Institute show that 5% of users *have* gotten rid of their car because of shared micromobility, while another 7% are considering it. 14% also indicate that the service reduces their need of an extra car.

In May 2023 Ruter integrated micromobility in the Ruter-app, and our users can now book and travel with e-scooters and e-bikes in the Ruter-app. To further facilitate for last mile, the screens on our busses shows how many shared micromobility vehicles that are available at the next bus stop. We will continue to work for increased adaption of escooters and e-bikes as first mile and last mile, and we want to adopt more user groups.

In the development on the micromobility service, Ruter has involved non-profit organizations to better understand how we can take care of accessibility for all user groups. Several user groups that find shared micromobility (escooter, ebike, mechanical bikeshare) less fitting to their needs, and some outright dangerous to use, and that vehicles have a negative impact on accessibility. This could be related to physical disabilities, gender, or age. Through interviews with members of the non-profit organizations for vulnerable user groups, we have asked what is important for their members when we are integrating micromobility with our traditional transportation offer. The feedback is that they also want to "feel the wind in their hair". We want to explore how we can give more user groups a freedom of movement through integrating more forms of micromobility to our current mobility offer. Giving more user groups the possibility to travel with micromobility for a one modal travel, will also free space on public transport for other user groups (for example free space for wheelchairs).

- **General description:**

This measure aims to test a new inclusive shared micromobility scheme. We want to involve members from different interest groups, as well as other user groups (for instance inhabitants in certain geographical areas and owners of private bikes). When we have identified a barrier of adoption for a large enough user group, we will through dialogue with relevant operators and stakeholders aim to design a pilot scheme.

- **Measure outputs:**

The measure will deliver:

- Workshop with stakeholders and user surveys for improved understanding of current adoption barriers for shared micromobility. Both in general, and in a local context where adoption is considered very high (source: fluctuo).
- Learning points for how the existing shared micromobility offering can be tailored to new user groups.
- Pilot of shared micromobility with vehicles that gives a more inclusive shared micromobility scheme.

- **Supporting activities:**

Engage stakeholder groups and shared micromobility (escooters, ebike, bike-share) operators in the project where needed and necessary.

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

This measure is related to the following measures in Oslo:

- **OSL_04:** Reduce dependency on car ownership

Target groups and/or geographical impact areas

- **Target groups:**

- Women, children, elderly, or mobility impaired (could be due to physical or psychological factors)

- **Geographic implementation area:**

- To be decided after initial survey. Will be located close to important locations for the target groups.

Stakeholders

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

- **Interest organizations:** To understand target groups and improve communication externally.
- **Shared micromobility operators:** Operationalize new types of vehicles

U-tools support

The implementation of this measure will be supported by the following UPPER tool:

- **U-GOV** could be used to take account to the user's needs

Link to other UPPER measures

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

- **ROM_03:** New mobility services in multimodal interchange nodes
- **IDF_04:** Added-value services in multimodal nodes to integrate active modes with PT
- **LIS_09:** To improve the integration of PT and active travel modes
- **HAN_03:** Added-value services in multimodal nodes to integrate PT with active modes

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Design of measure. Identify attractive pilot hypotheses that may make shared micromobility more inclusive. Identify target group(s). Define internal learning criteria (Ruter and Municipality) and, user- and operator-KPIs.	- Dialogue conference with operators and stakeholder organizations
Insights	Data collection, desk research, interviews and questionnaire.	- Identify 2-3 attractive pilot opportunities hypotheses that may make shared micromobility more inclusive
Tender	Potential tender of pilot (tender not needed if the scheme is a bike-share, it will then be awarded to bike-share operator)	
Pilot	Initialize pilot based on build-measure-learn framework. Collaboration with operator. Data collection of desired effects	- Monthly meetings with operator - Questionnaires half-yearly - Final evaluation
Scale	If intended effect – scale measure.	

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
OSL_06	More inclusive micromobility	- Number of new micromobility-vehicles tested - Cost/income per vehicle - User satisfaction - Car use among users (city-level)