Objectives of the measure

- **At measure level:**
  - Simplify life without a private car.
  - Reduce dependency on car ownership through reduction of private car parking and development of new combined mobility products.

  Note: Work with both landowners and service operators to reduce car ownership dependency among Oslo's residents and establish more sustainable travel habits. Landowners, as described in this measure, will primarily be housing organisations and real estate developers, but might also include municipalities and private companies.

- **Contributing to city level objectives of:**
  - Freeing space and reducing traffic for a more liveable city.

  Note: The City of Oslo, Ruter and NPRA all have a focus on decreasing number of trips by private car and increasing number of sustainable trips. Reducing parking supply for private cars has proven to be a very efficient push measure to achieve less car traffic, but to maintain the same freedom of movement for our residents, we also need to introduce alternatives.

  As an example, research shows that one "station based" shared car has the potential of replacing 10-15 private cars in an urban environment. This frees up space, in garages and in urban environments, which in turn makes the roads safer for pedestrians and cyclists. We also know micromobility has a great first/last mile potential and most trips either start or end on your own doorstep.

Description of the measure

- **Situation before**:

Combined mobility services for landowners, and especially housing organizations, have the potential of reducing car dependency for hundreds of thousands of residents in the Oslo-region. The housing organization is divided into local associations with their own boards / decision makers which are elected by the residents. Ultimately, it is the associations that have the final say in the usage of their areas, but the organizations facilitate and provide tools and support for administration. They also provide frame agreements with a wide specter of service providers.

Ruter, as a provider of sustainable freedom of movement, sees the potential in working with landowners, and have explored different related solutions for several years. However, we have not been able to scale this out of the pilot stages.

Ruter Bedrift is an established service consisting of a discounted monthly public transportation ticket to the employees in companies that sign up. This service has a suitable administrative interface which has been used in some of these pilots.

Over the last 5 years Ruter have had several pilots/activities on this topic:

- 2018-2019 Ruter Bedrift for residents in housing organizations: Ruter Bedrift developed a beta-module for administrating residents in housing associations enabling payment through the recurring housing costs. Combined mobility was not incorporated in this solution, just a monthly ticket for public transportation.
- 2019-2021 BoMaaS in Vestre Billingstad: Ruter engaged as a mobility advisor in a housing project aiming to reduce the need for private parking. The real estate developer invited Ruter into the project to provide advice on sustainable mobility, hoping this would enable a reduction of the minimum parking requirements set by the municipality. The project was called BoMaaS and took place in Vestre Billingstad in Asker municipality, Viken county. To start with, the car-sharing service was subsidised by the real estate developer, but it quickly became a success, and is now also economically sustainable. The real estate developer succeeded in lowering the parking requirements for this project.
- 2022-2022 Real estate development Fornebu Ruter, Ipsos and OBOS conducted focus groups addressing mobility services in parking garages and guest parking areas, identifying barriers and drivers and mapping how the residents respond to a range of scenarios from pricing to location of services.

- 2022-2023 Ruter Bedrift combined mobility solution: Ruter Bedrift develops a beta-module for administrating combined mobility services in their company offering. The pilot offered a bundled service consisting of carsharing and public transportation.
- **(ONGOING)** 2022-2025 Mobility Hub Network: The concept "Mobility Hub Network" was developed through an internal co-creation process in MOVE21. The City of Oslo and Ruter are currently working closely with OBOS to establish a network of mobility hubs in an area in Groruddalen. A large share of these mobility hubs will hopefully be established on OBOS-properties through local housing associations.

- **General description:**

This measure will have a top-down approach, creating models for cooperation between Ruter, landowners and mobility service operators. We will work on developing an administrative backend system and an easily scalable combined mobility offer for the residents. Through exploring different business models (e.g., incentives like loyalty programs and discounts for combined mobility), pricing/payment models (e.g., costs to be part of residents monthly recurring regular expenses like janitor services and hot water) and service models, we will incentivise the use of public transportation and shared modes.

Using Ruter Bedrift as a foundation for scalability we want to make combined mobility agreements easily available to decision makers / boards in housing associations. The housing associations will, through their mother organisation (typically OBOS or USBL), be presented with a variety of mobility services which their association and residents can subscribe to. The mobility services will likely consist of a discounted monthly PT ticket and several optional shared modes. Example of other services are escooters, ebikes, cargobikes, carsharing, DRT etc. This will also be scaled through other digital user interfaces (Ruter customer app, databases and apps for housing associations and residents).

Landowners have a clear economic incentive to cooperate. They are required to build/maintain a certain amount of parking spaces, which also is contra-productive to the objective of reducing traffic in the city. There is a possibility to reduce the parking supply requirements for new projects, through introducing new shared modes. If they are allowed to dedicate less space for cars, which we know this is crucial to reduce traffic and private car ownership, more space is made available for recreational areas, apartments, and other services. Mobility service operators also have a clear incentive. Ruter is already working with several of them, and we know exposure to Ruter's large customer base through bundling of mobility services is of high interest.

- **Measure outputs:**

This measure will deliver:

- Integration between Ruter Bedrift and housing organisations' resident database and digital interfaces towards residents.
- 3-5 new combined service pricing models.
- Reduced minimum requirements for private car parking supply in a real estate development project.

- **Supporting activities:**
  - Communication: Communicate through digital channels of both Ruter and stakeholders
  - IT-development: include "Ruter Bedrift" in Ruter's new app.

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

  - **OSL_02:** Consistent visual identity
  - **OSL_04:** Firs/last mile (as a mobility service for residents)
  - **OSL_05:** DRT (as a mobility service for residents)
  - **OSL_08:** App integration
  - HjemJobbHjem-initiative (english: HomeWorkHome) in the Stavanger-region, established by the PTA in the region, Kolumbus.
  - Establishing mobility hub locations is not within the scope of this UPPER measure as that is done in "Mobility Hub Network" in MOVE21. In MOVE21 we are piloting different services, understanding infrastructure requirements, selecting locations, understanding the user needs for each type of location, creating a best practice for all of this (i.e., the "nuts and bolts" of mobility hubs).

Target groups and/or geographical impact areas

- ***Target groups:***
  - Boards / decision makers in housing associations
  - Residents in housing organisations and new builds
- **Geographic implementation area:**
  - Ruter's region (Oslo and part of Viken County).

Stakeholders

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

- **Ruter**: PTA
- **Housing organisations** (housing provider and real estate developer) like OBOS and USBL
- **Service operators**: Third parties operating the services
- Indirect: MOVE21 and the City of Oslo – H2020 project working towards similar goals

U-tools support

The implementation of this measure will be actively supported by two IT tools from the UPPER toolkit:

- **U-GOV** will enable us to get feedback from residents and facilitate for a short feedback loop during piloting of new business/pricing models.
- **U-NEED** has the potential to provide valuable insight and identify underserved areas. Through mobility forecasts operators and housing associations will be able to get service recommendations.

Link to other UPPER measures

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

<u>Redistribution of urban space</u>

- **VAL_01:** Redistribution of urban space with a focus on Mobility as a Right
- **MAN_08:** Redesign urban space and test alternatives of using it for social purposes

<u>Combined mobility ticketing</u>

- **TES_08:** Create new incentive-based services in the MDMS system to increase the use of PT
- **TES_10:** Incentivize the use of PT in combination with active modes
- **LEU_05:** Mobility for all by optimising the use of financial incentives to increase the share of PT

Process of implementation of the measure

Stages	Description	Intermediate milestones
Insights	Collect knowledge from past and running activities, might need more insights based on the planned scalability.	- Knowledge summary - Additional surveys if needed.
Develop/design	Develop technical platform and design system user interface.	- MVP solution in place in “Ruter Bedrift” - Connection to resident database.
Pilot, iterate and scale	Pilot in pricing- and business models with landowners and service operators. If possible, through established hubs in MOVE21. Iterate on development. Scale further.	- Pilot in one housing association - Pilot in a few housing associations - Pilot with more than one housing organisation (e.g., OBOS and USBL) - Scale to Ruter’s area.

Sub-measures and preliminary indicators

Measure	Sub-measure *(if applicable)*	Impact indicators
OSL_04	N/A	- Number of reallocated parking spaces - Number of subscribers - Number of housing associations - Number of resident car trips at pilot site - Private parking space per apartments in new builds (requirement reduced)