



OSL_04: Reduce dependency on car ownership

Activities towards demonstration (How?)

Preliminary works

Agree with service providers

This phase will finalize the service agreements bike service providers and bike sharing providers. The request for information (RFI) carried out in the preparation phase will be used as a basis to define the requirements.

Agree with pilot companies / housing associations

This phase will require the signature of agreements with the entities that want to participate in the pilot. The aim is to collaborate with 1-3 companies (public and private) and 4 housing associations. The cooperation with housing associations will most likely be formalized through an agreement with Usbl.

Add the new services to the administrative interface in RuterBedrift

In this phase, Ruter will add the actual services to the administrative interface in Ruter's business portal (RuterBedrift). Users will receive a discount code when registering in RuterBedrift, to use when registering in the supplier's own systems. We will address services in the following order; public transportation, bike subscription and car sharing.

Deployment

Marketing campaign and recruitment of users

To recruit as many users as possible, several marketing activities with information about the new service needs to be conducted. The activities involve creation of posters to put up in various spots in the buildings of the pilot entities, digital information that will be posted in the pilot entity communications channels and a bigger event in the spring (referred to as the big launch of the pilot) where employees and residents for example get the possibility to try the bikes.

Launching the new service

Once the agreements with the service providers are signed and the services are integrated in RuterBedrift, the new services will be launched. For bike subscription, based on the service providers experience, it will be difficult to recruit users in the autumn/winter. It is mostly the biggest cycling enthusiasts that are cycling in the winter months. The demonstration will therefore run a soft launch in the first half of the year, with a focus on making the offer known among the employees to ensure a good adoption in the spring. PT and car sharing is less prone to season variations.

Demonstration activities

Final demonstration

After the big launch in spring, the focus will be on monitoring the process, supporting pilot entities, and making necessary adjustments. It is also important to encourage users to sign up to the service to get the insights we need to evaluate the pilots.

Data collection

The pilots will run under a "build-measure-learn" framework. An evaluation plan has been created to ensure that we measure and evaluate upon our learning goals. When launching the service, a questionnaire will be distributed to users participating in the pilot to capture existing travel habits. A new

