



OSL_04: Reduce dependency on car ownership

Description of the measure and main outcomes expected

This measure aims to create cooperation models between Ruter, landowners (we have partnered with USBL, which is the second largest housing cooperative in Norway) and mobility service operators. It involves developing an administrative backend system and scalable combined mobility offers for residents. Through different business, pricing and service models, the use of public transportation and shared modes will be incentivized. The goal is to make combined mobility agreements easily accessible to housing associations and residents, offering discounted PT tickets and various shared modes. Landowners have economic incentives to cooperate, while mobility service operators benefit from exposure to Ruter's customer base.

1. Reduce dependency on car ownership

By offering a bundled mobility subscription, residents will have access to a variety of transport services, decreasing their need for personal cars.

2. Reduce barriers connected to pricing for shared mobility and public transportation

Incorporate the subscription fee into the fixed costs associated with holding an apartment, simplifying billing and ensuring widespread participation.

Encourage the use of public transport by reducing car ownership, thereby lowering traffic congestion and environmental impact.

Residents will benefit from access to a personalized bundle of services at a discounted price, which reduces their dependency on car ownership. Housing organizations and real estate developers will experience improved utilization of space as the need for parking spaces diminishes. For the environment, the increased use of public transport will lead to lower emissions and better air quality. Public health will also see improvements, as reduced traffic congestion contributes to fewer road accidents and overall better health. Lastly, enhancing public transport usage and reducing car dependency will support the private economy by decreasing individual transportation costs.

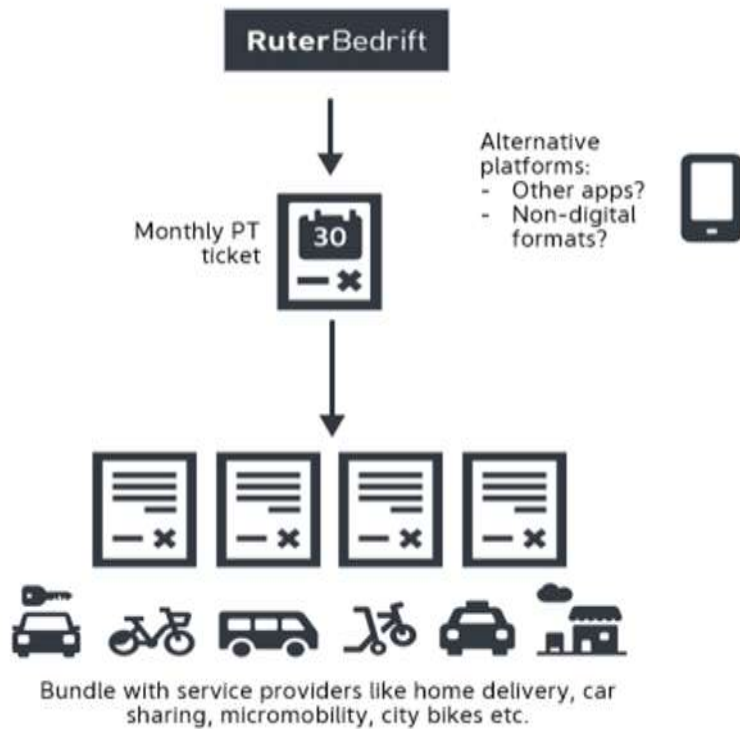


Figure 1: Concept illustration.

Preparation of the measure

Knowledge summary

Ruter has collated all insights from previous efforts on the topic, the most relevant being focus groups on mobility together with OBOS on Fornebu and a former pilot with USBL. We also invited the PTA of Trondheim, AtB, to talk about their efforts on integrating city bikes and car sharing in the monthly public transportation offer. Through the hackathon in Oslo, we explored lots of new ideas for the measure which we will bring with us.

Partnerships – housing cooperative

Ruter initiated a dialogue with the two largest housing cooperatives in Norway and have been in discussions with OBOS and USBL. Both were positive to the concept, but USBL was by far the most motivated of the two. OBOS will follow the project from the sideline.

Together we identified 15 potential housing organizations under USBL's governing. After site visits, we evaluated how well suited the locations were for the pilot with regards to access to shared mobility services, parking availability, private bike facilities, city bike and access to public transportation in the immediate vicinity. We ended up with 4 sites, 174 apartments and approximately 300-400 residents for the first piloting stage.

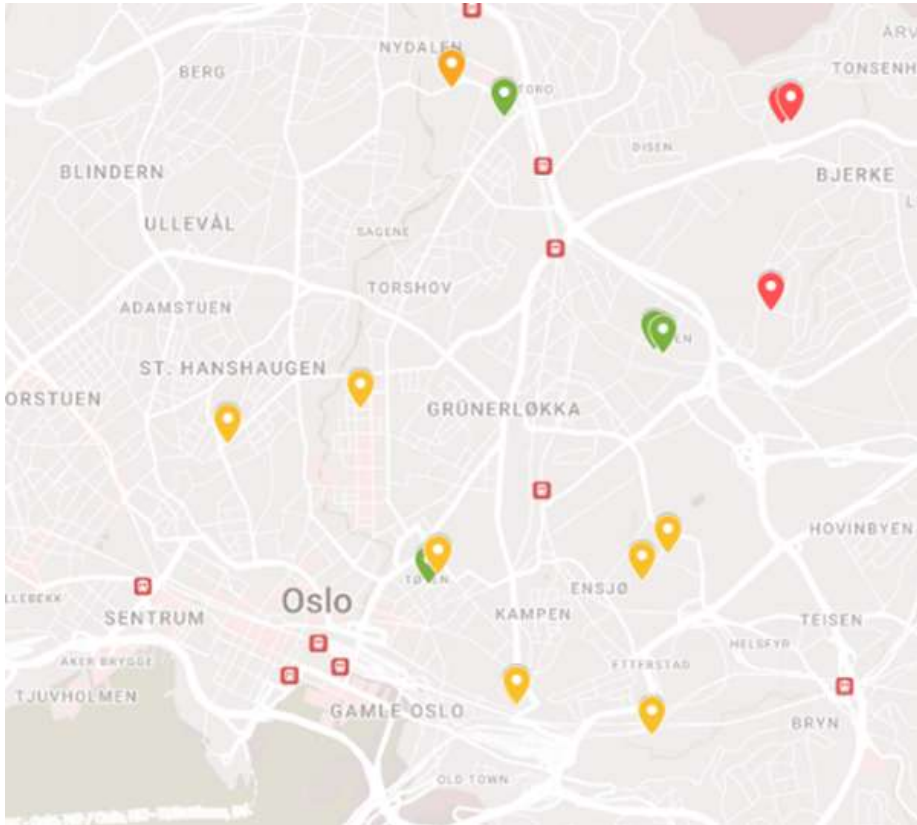


Figure 2: Map of the potential pilot locations. Green pins mark the selected locations.

The dialogue with the residents goes through a board representing each of the 4 locations. These boards will also be essential when it comes to communicating the offer when it is available. Together with USBL and the local evaluation manager we formed a Questback survey for the residents which received 72 responses. It was of course very positive that *69% of the respondents felt that this mobility subscription was either relevant or highly relevant to them*. Other interesting takeaways were which types of mobility services are most used and the share of people considering buying a car. We will send out the same survey in a few months into the pilot to measure results.

Table 1 - Questions from the survey

Demographics

1. Where do you live?
2. What gender are you?
3. What age group do you belong to?
4. How many adults are there in the household? (18+ years)
5. How many children are there in the household? (Under 18 years old)

Mobility habits

6. Do you have a car driving license?
7. Do you have access to a car you can use on a daily basis?
8. Are you planning to buy a car within the next 3 years?
9. How much do you agree or disagree with the following statement: I am dependent on my car in everyday life
10. At this time of year, how often do you use the following means of transport?
11. What type of public transport ticket do you use from Ruter?

Feedback on mobility subscription

12. Do you think this type of subscription might be right for you? If no, what is the reason why this doesn't sound relevant to you?
13. Will the inclusion of these services make the subscription more relevant to you?
14. Are there any other services within the travel or transport segment that you think would make the subscription more relevant to you?

Partnerships – service providers

We sent out a Request for Information to the private market in March and got eight answers from different types of service providers (car sharing, city bike, micromobility, bike lockers). These answers, and follow-up meetings with five of these service providers, are input for the terms, conditions and business model of the subscription. For micromobility we will cooperate closely with Ruter's micromobility team and three of their planned activities:

Bike subscription service (OSL_06)

City-bike integrated in the Ruter-app (MOVE21 initiated)

Price discount for free floating e-scooters and e-bikes

The survey showed that car sharing would make the subscription more attractive to the residents, so we will focus on implementing this first. We are currently discussing terms for these providers, aiming to have this cleared by the beginning of September.

Admin-system / minimum viable product

The administrative interface will as mentioned be based on Ruter's company solution. This solution is ready for integrating new services and a simple MVP has been developed.



Medlemsnr

Fakturaref (avtalenummer)

Startdato

Relasjon

Reisende
 Voksen
 Barn
 Honnør

Antall soner

Tilleggstjenester
 Tjeneste 1
 Tjeneste 2
 Tjeneste 3
 Tjeneste 4

Månedpris per desember 2023
3 011 kr

Figure 3: Example of interface.

Challenges & Mitigations

We are assured that the technical solution will not be an issue in the pilot. However, for it to scale well, the recurring payments need to be processed without the need for any human assistance regardless of which accounting system the housing organizations uses. There might be some development left to do on integration with the invoicing systems, and we will have to cooperate with housing organizations to find a flexible and generic solution for this.

Next steps towards implementation

Agree with service providers and add the actual services to the administrative interface, starting with car sharing, then city bike and bike subscription.

Create communication/marketing material for onboarding of residents

After launching: new round with user survey