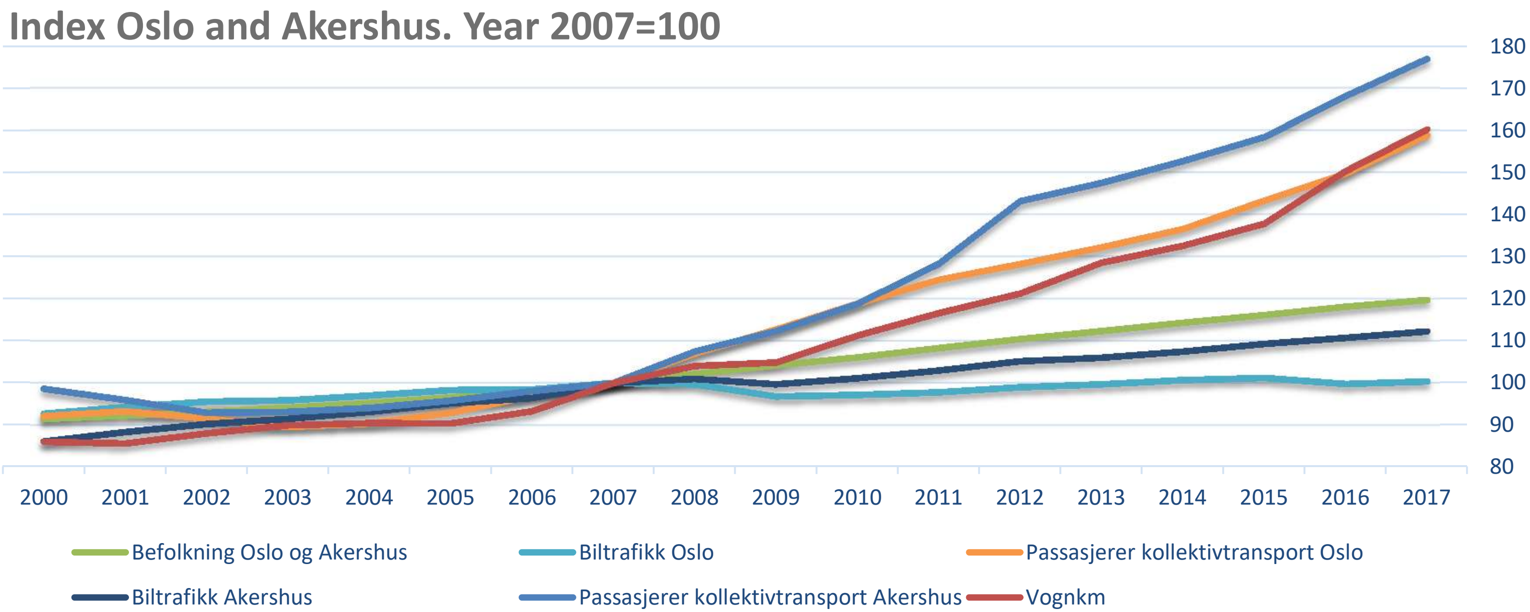
# Combined mobility

## Dialog conference November 13th 2018

Endre Angelvik, Vice President Mobility Services, Ruter AS

# A success story – but …



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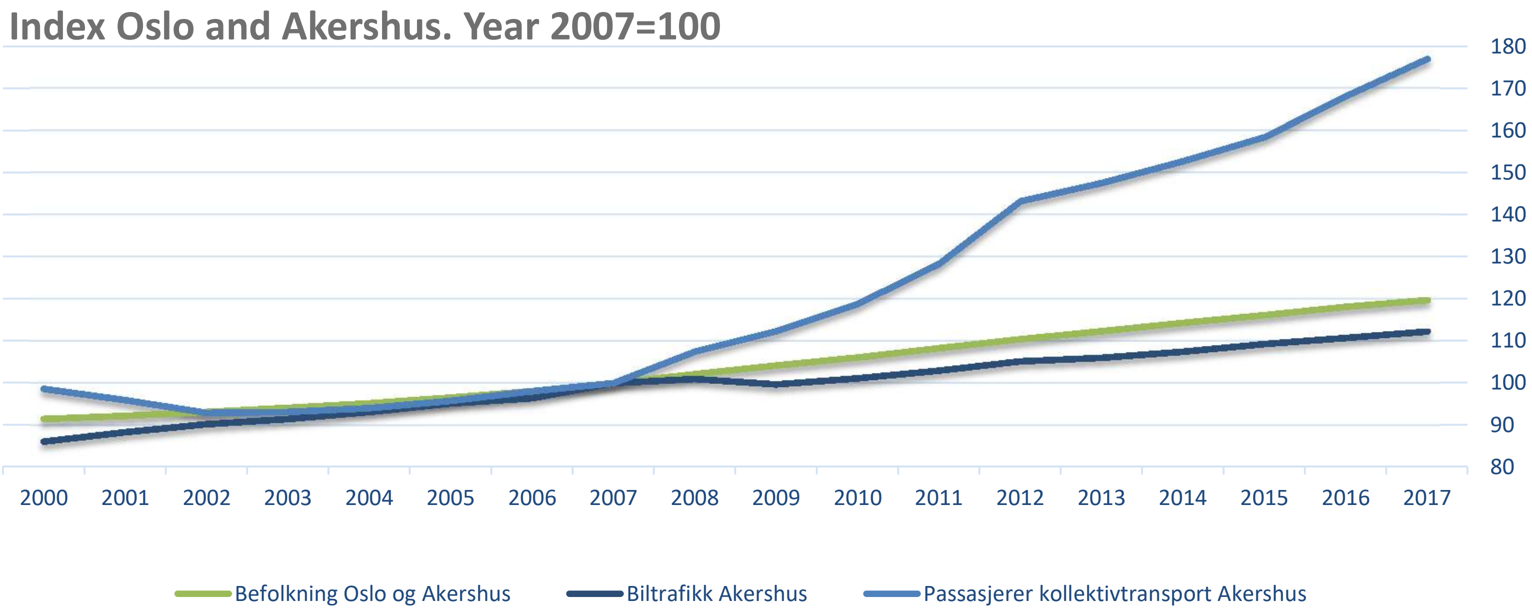
# Still more work to do

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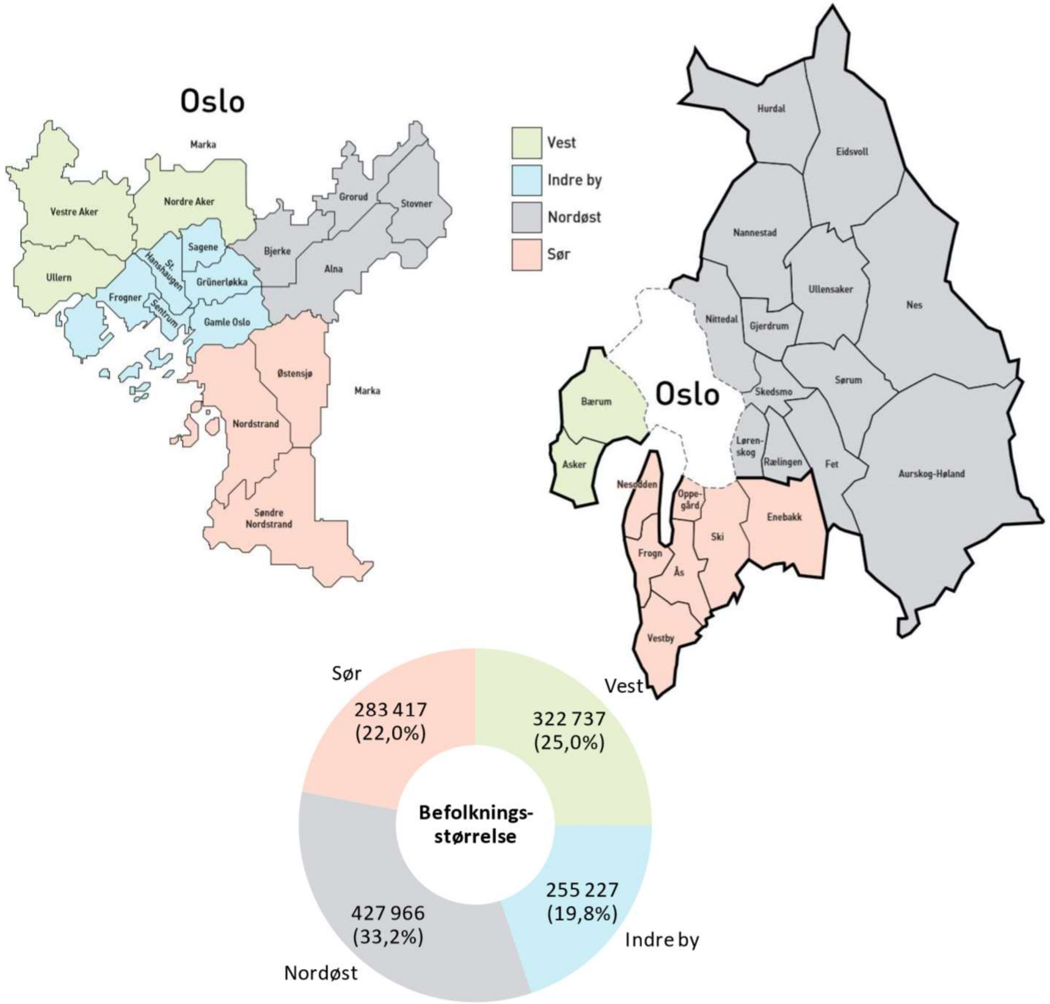
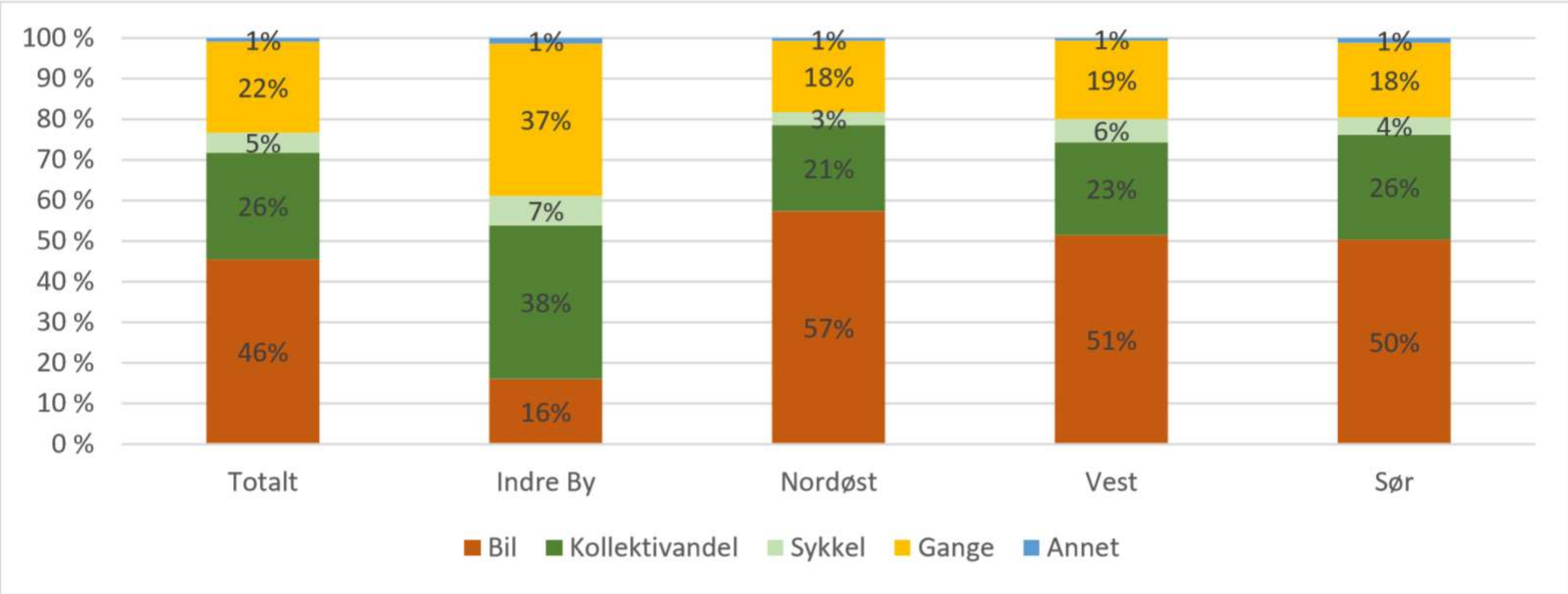


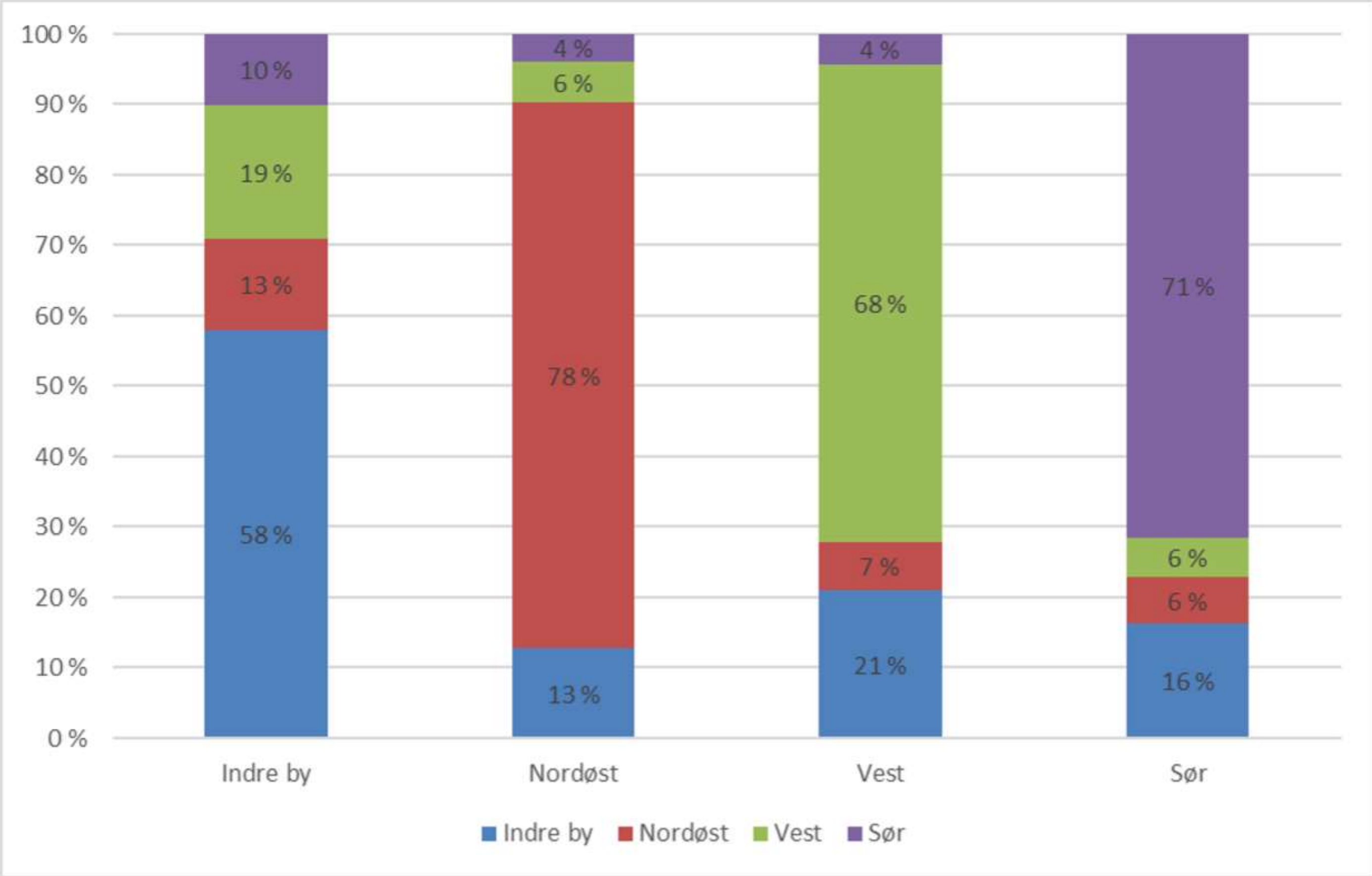

*Figur 3 - Ruters markedsområder, med befolkningsstørrelse*



Ruter#



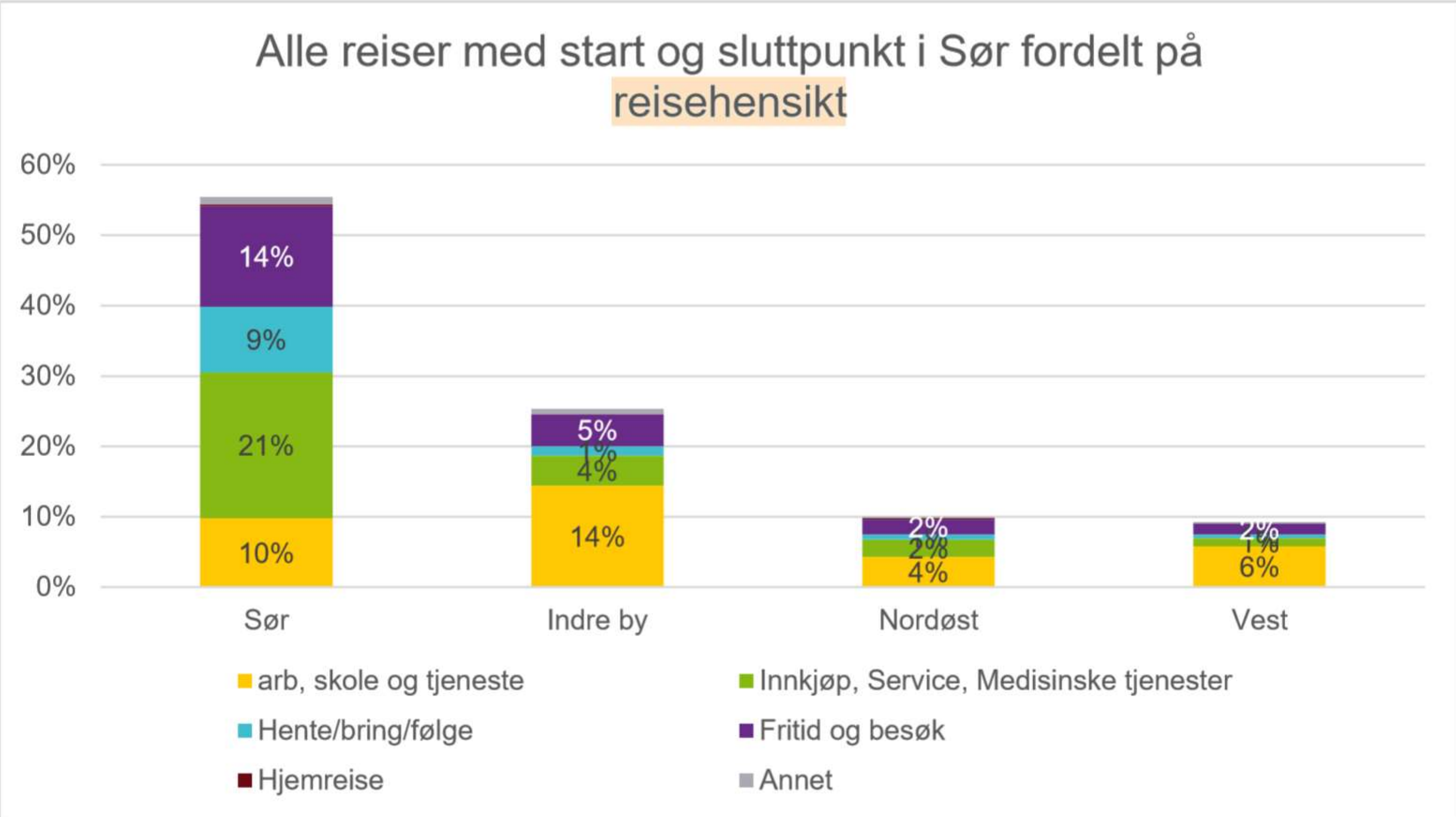

*Figur 17: Fordeling av ulike reisemåter. Kilde MIS 2017*



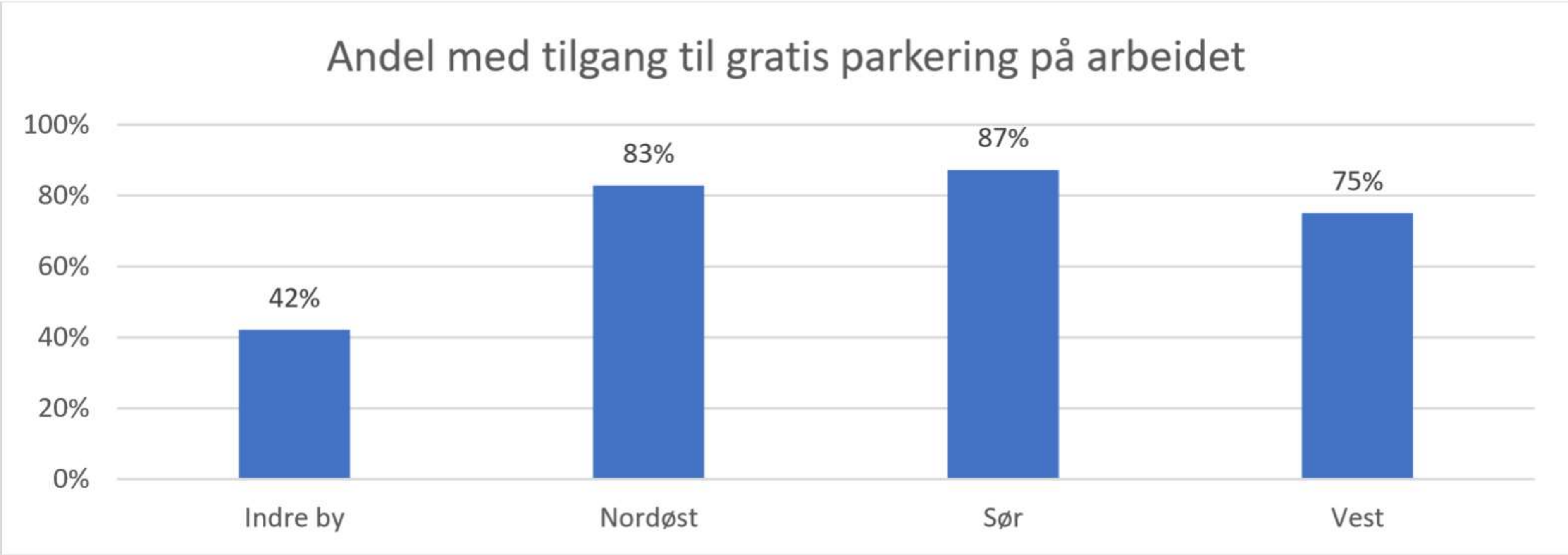

*Figur 10 - Alle reiser i og mellom markedsområder (MIS 01.2015 - 03.2017)*



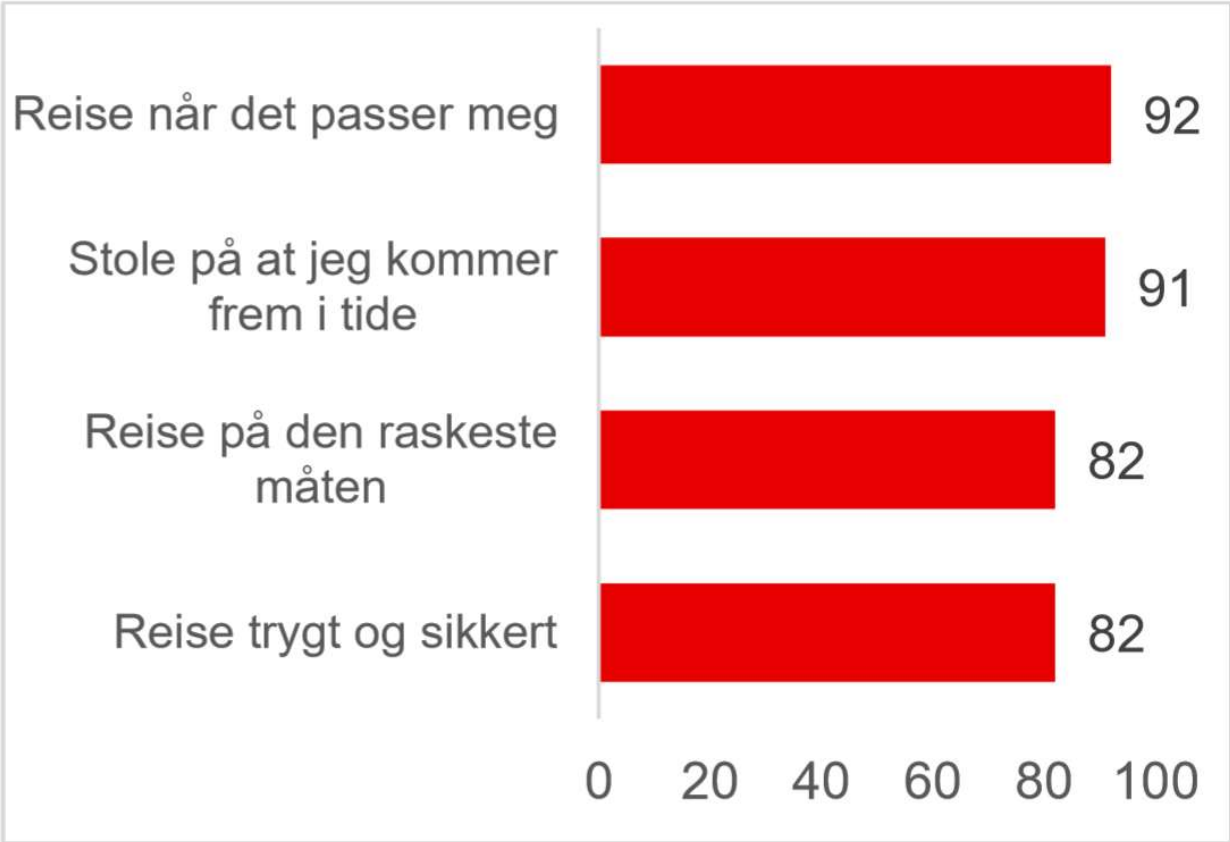
Ruter#




*Figur 12 - Alle reiser med start- og sluttpunkt i Sør, fordelt på reisehensikt*

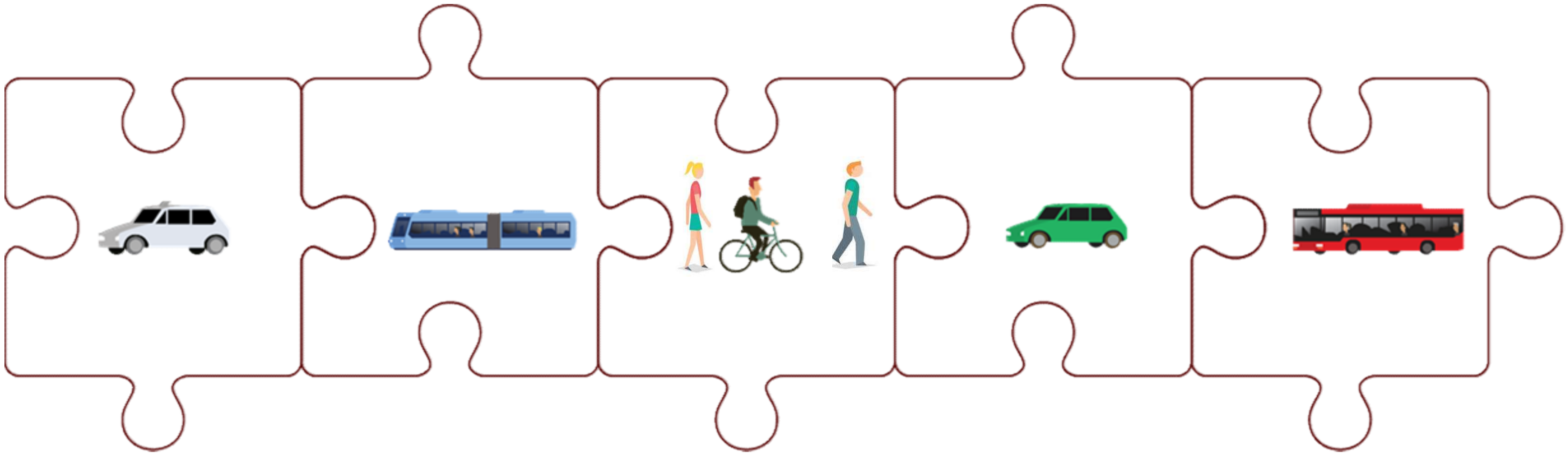



*Figur 31: Andel med tilgang til gratis parkering på arbeidet*



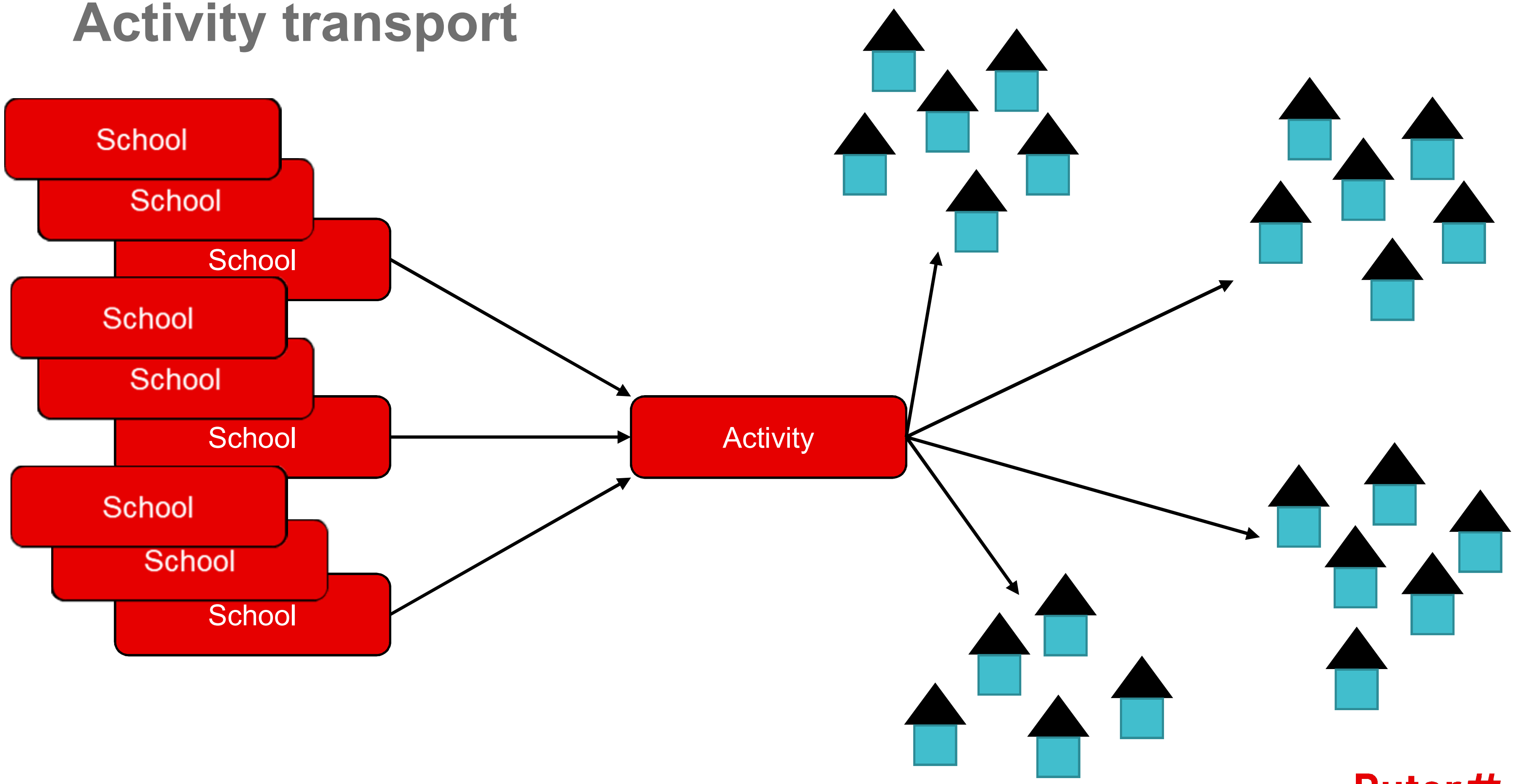

*Figur 12: Segementeringundersøkelse (Kantar TNS)*

# How can we compete with private cars ?



Ruter#

# Activity transport

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# Reduction of private cars

**3:00pm at «place of pick-up»**

**4:00pm at «place of pick-up»**



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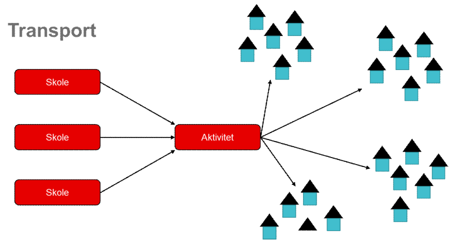
# Activity transport



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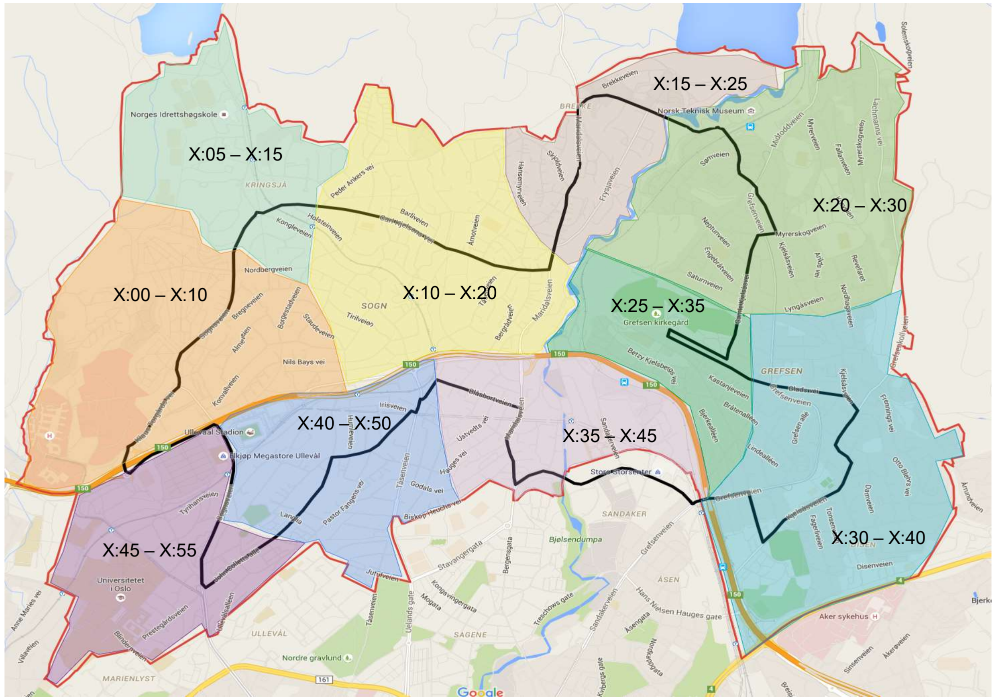
# On-demand service for seniors





| Alder | Antall | % |
|---|---|---|
| 67-70 | 32 | 5 |
| 71-75 | 100 | 17 |
| 76-80 | 115 | 19 |
| 81-85 | 140 | 24 |
| 86-90 | 144 | 24 |
| 91-95 | 52 | 9 |
| 96- | 7 | 1 |
| **SUM** | **590** | **100** |



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# City bike integration

**Oslo Bysykkel**
June 22 ·

Sjekk her! Nå vises ledige sykler og låser rett i RuterReise-appen Du kan skru det på under innstillinger for kartet.

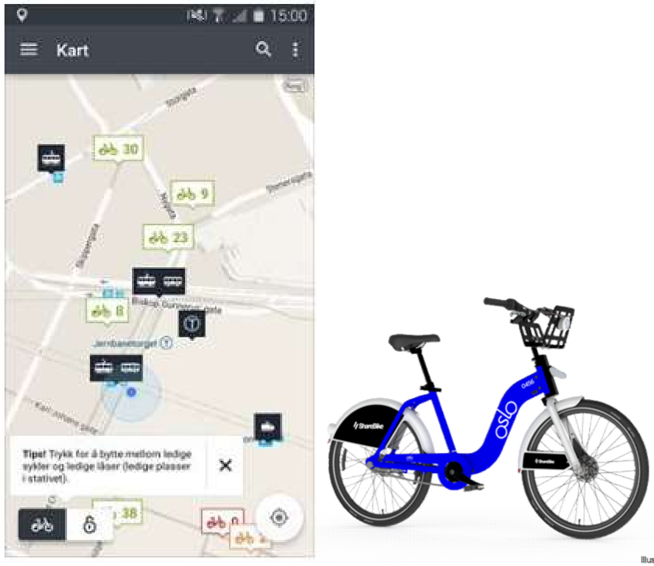
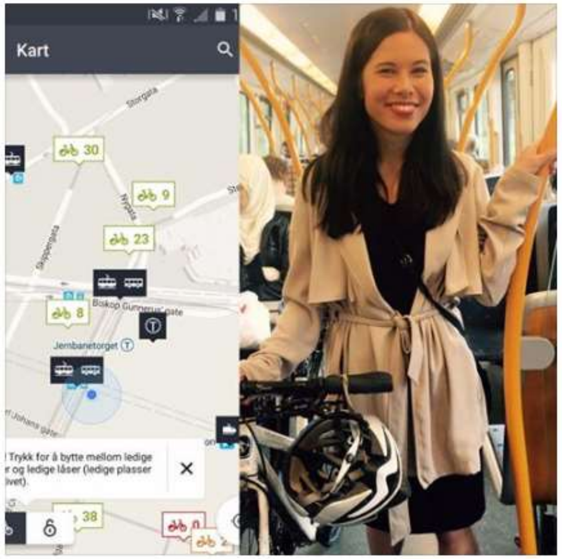


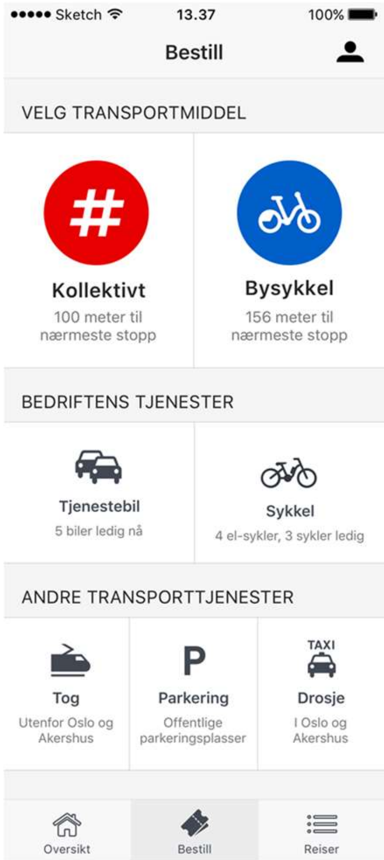

Illustration: Frost Produkt AS

**Lan Marie Nguyen Berg** feeling amazing.
June 24 ·

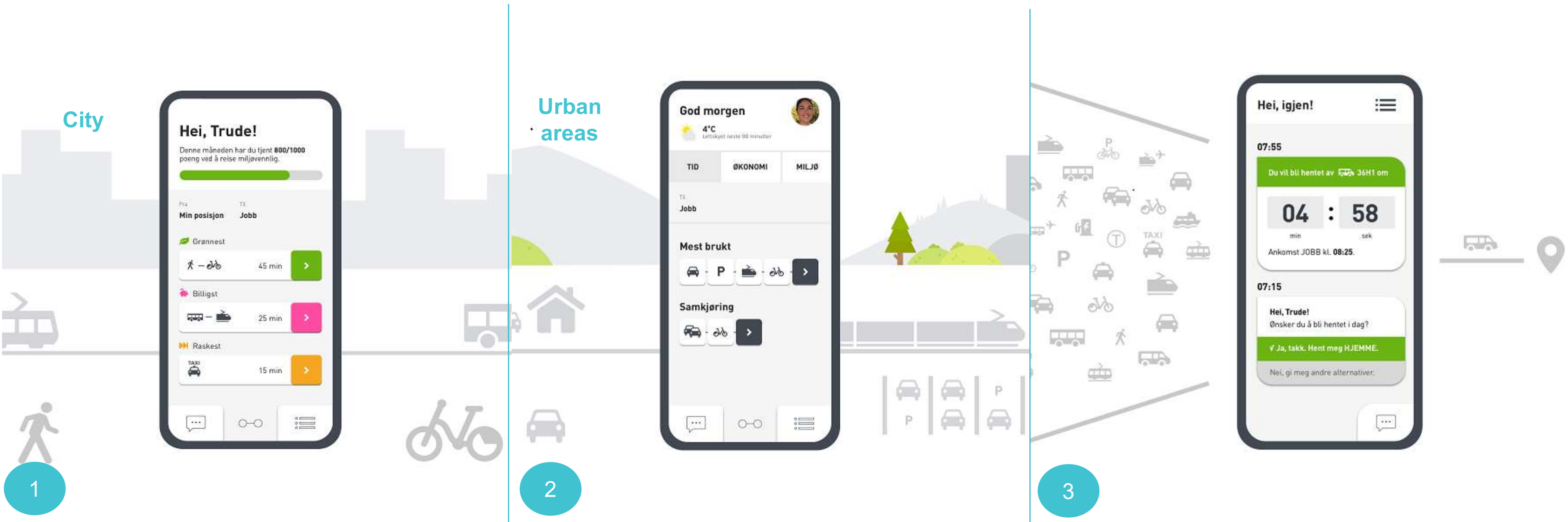
I hele Juli er det gratis å ta med sykkelen på t-banen! Og, om du mangler en sykkel, kan du bruke ruter-appen til å finne ledige bysykler. Det kaller jeg vinn-vinn. God helg!



# Not just individuals – also targeting organisations



# Piloting life without owning a car

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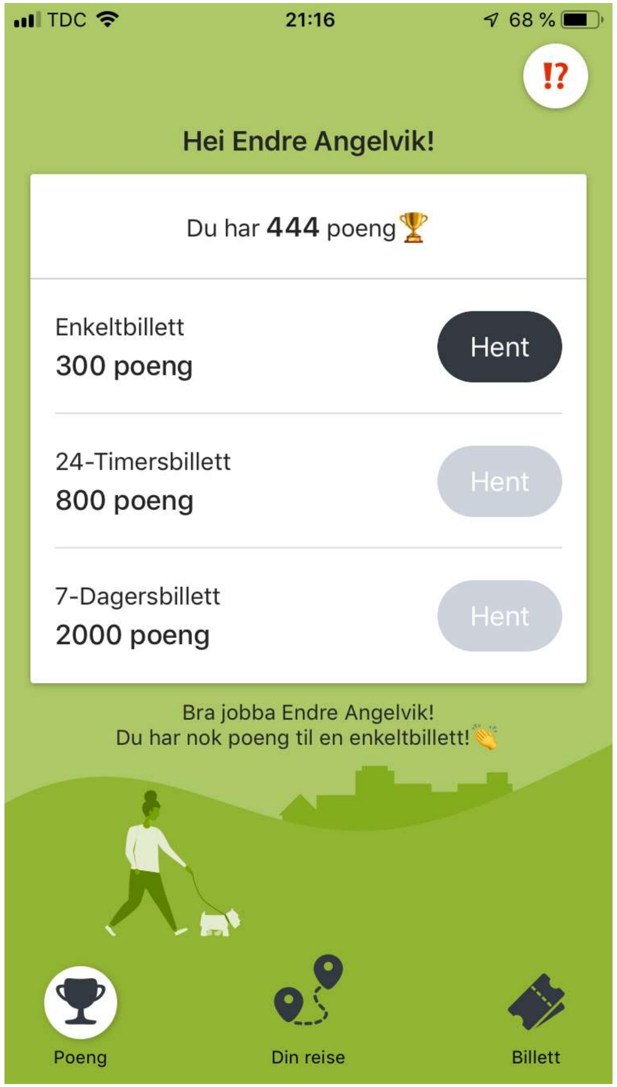
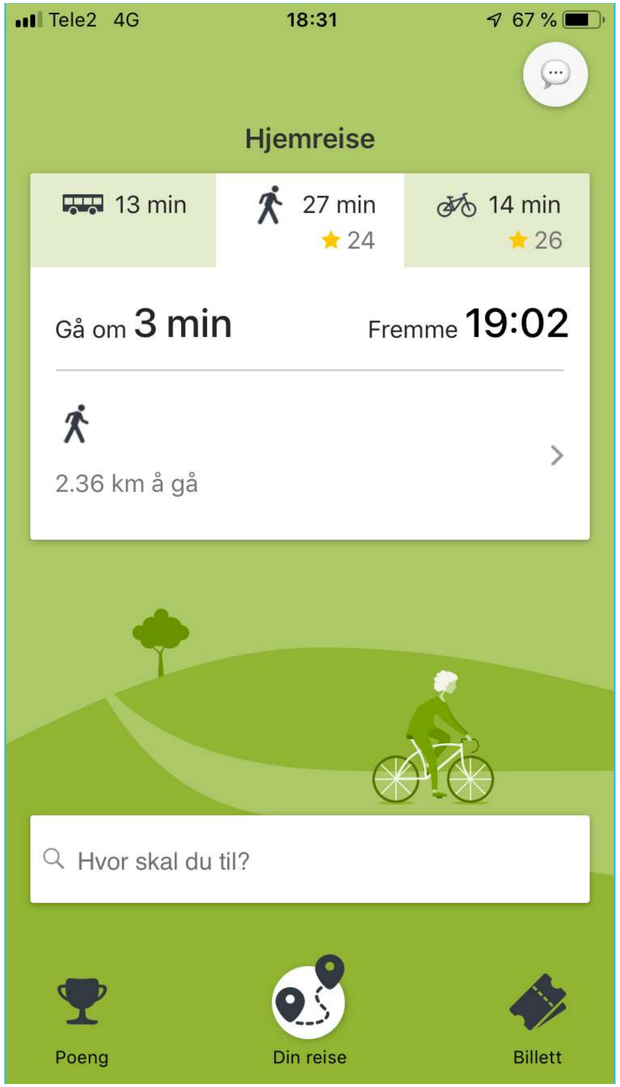
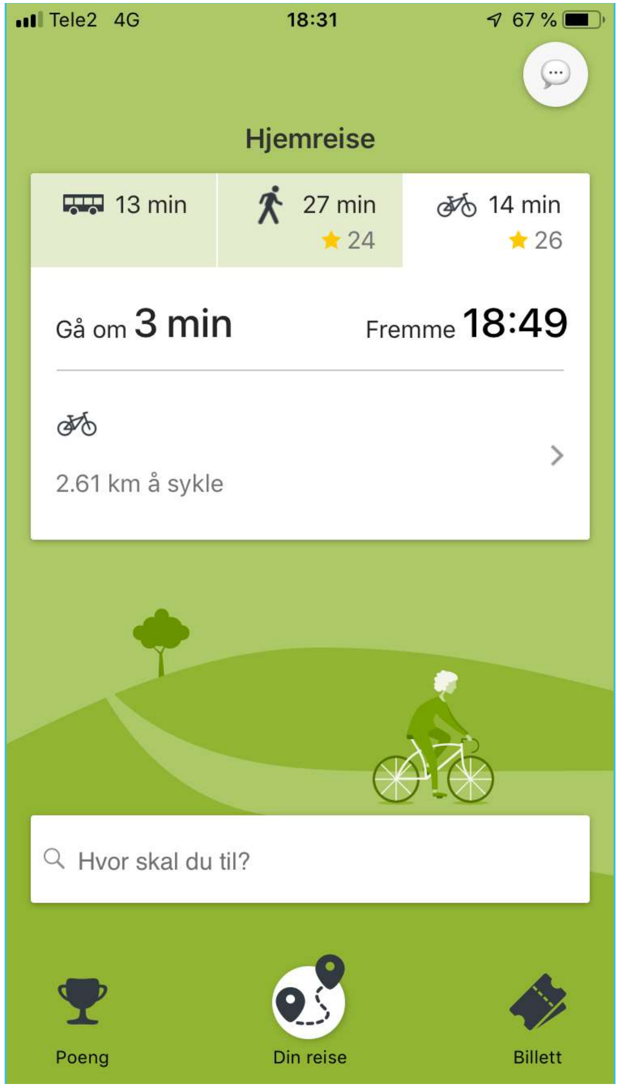


TDC
21:16
68 %
!?
Hei Endre Angelvik!
Du har 444 poeng
Enkeltbillett
300 poeng
Hent
24-Timersbillett
800 poeng
Hent
7-Dagersbillett
2000 poeng
Hent
Bra jobba Endre Angelvik!
Du har nok poeng til en enkeltbillett!
Poeng
Din reise
Billett




Ruter#


Tele2 4G
18:31
67 %
Hjemreise
13 min
27 min
24
14 min
26
Gå om 3 min
Fremme 19:02
2.36 km å gå
Hvor skal du til?
Poeng
Din reise
Billett


Tele2 4G
18:31
67 %
Hjemreise
13 min
27 min
24
14 min
26
Gå om 3 min
Fremme 18:49
2.61 km å sykle
Hvor skal du til?
Poeng
Din reise
Billett

Ruter#


STORØYA
SKOLE
FORNEBU S
FORNEBU
STORØYA
STORØYODDEN
BADEPLASS


OBOS
Bli med
Selvkjørende gratisbuss

# Testing a self-driving fleet in Oslo and Akershus

- Autonomous public transport on demand services
- A fleet of 10-50 units operating in our public transport network
- To be used by real customers as part of our regular service
- Evolve together with technological progress




Ruter#


AUTONOMOUS
Ruter#
EL 07392

# Customer interaction is key

# How can we get more walking and biking?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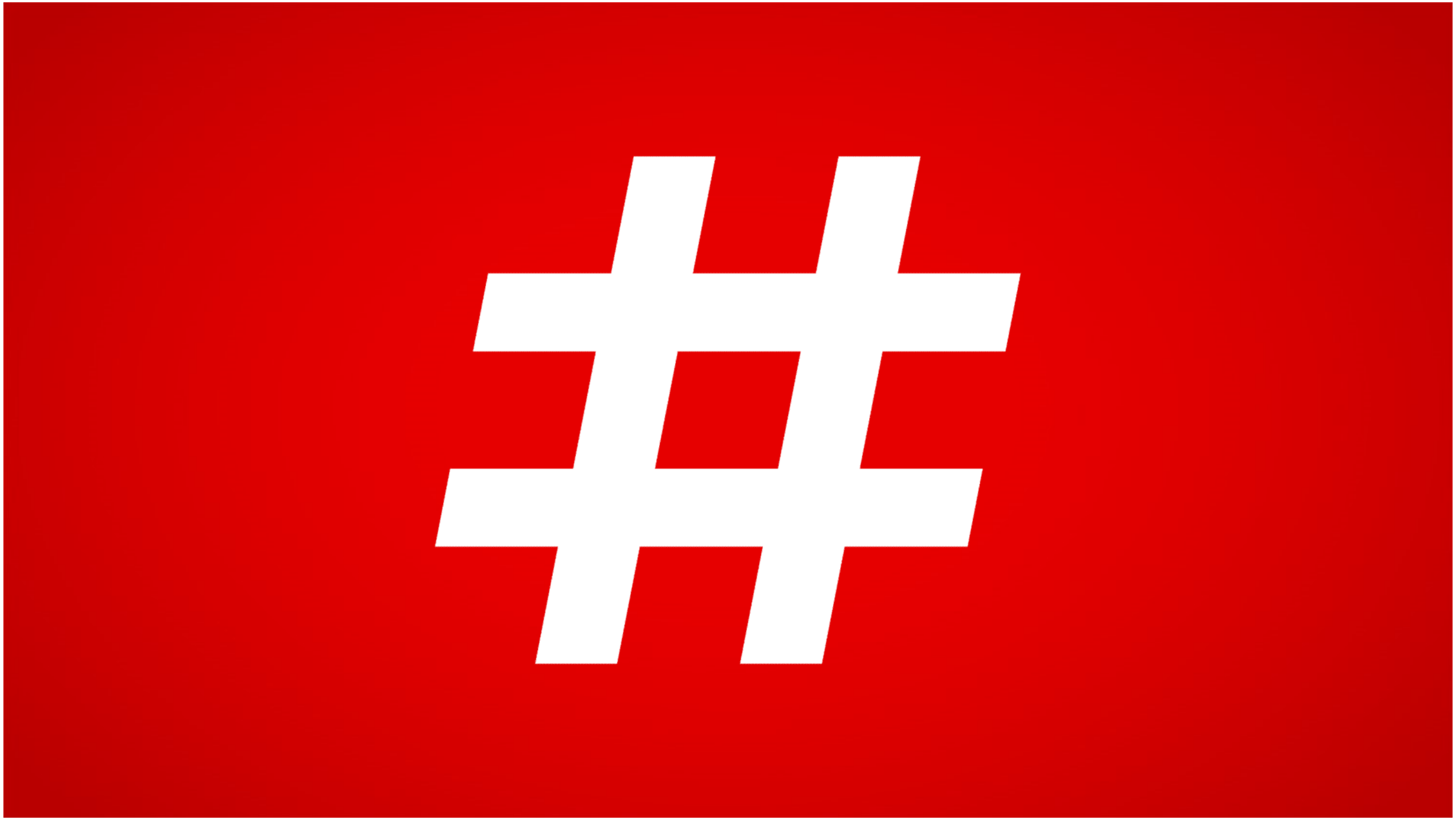
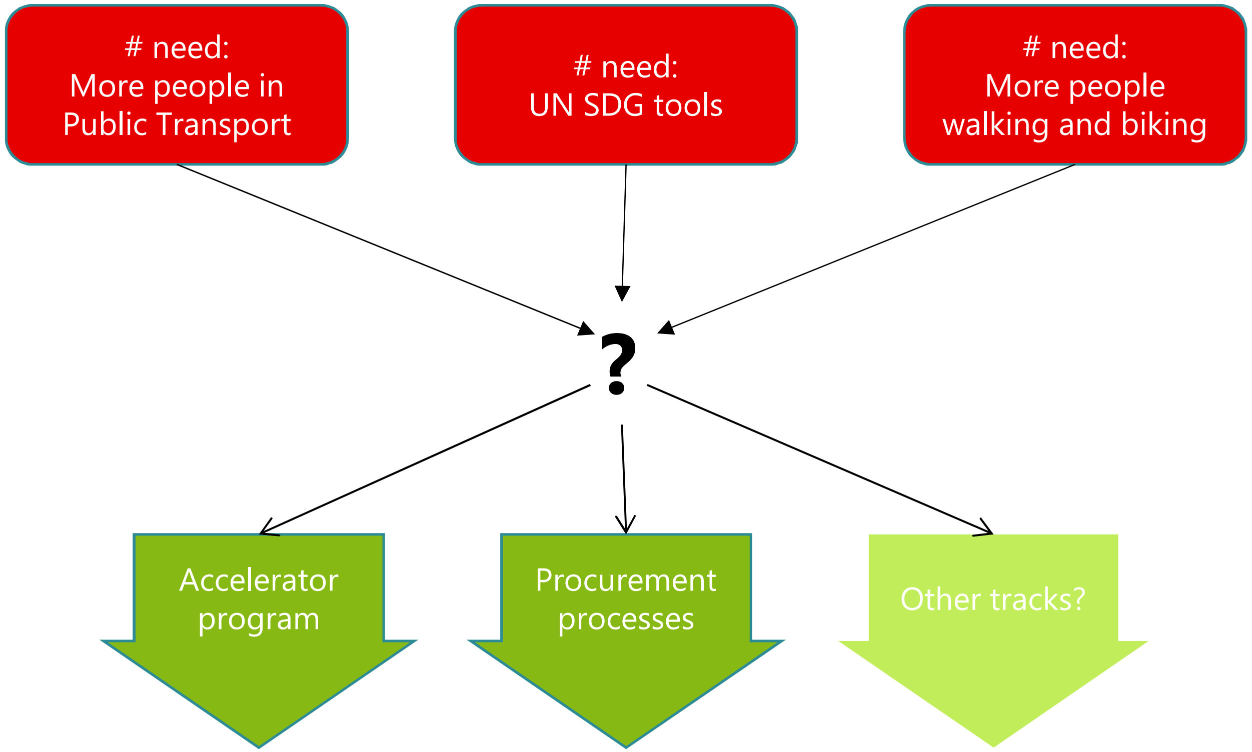


**Focus areas**

**Possible tracks forwards**

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