

**To:** Potential suppliers

**From:** Ruter AS

## Invitation to supplier conference regarding passenger counting solutions, 14<sup>th</sup> January 2016

### About Ruter

Ruter AS is the Public Transport Authority (PTA) of Oslo and Akershus, owned by Oslo municipality (60 %) and Akershus County Council (40 %). Ruter plans, commissions and markets public transport services, and has no direct ownership to any means of transportation. Various operator companies on contract with Ruter is responsible for performing the transport itself. The Metro and the Oslo tram are permanent contract partners, whereas contracts for operation of buses, ferries and boats are awarded based on competitive tendering. The table below summarises the number of vehicles commissioned by Ruter as of November 2015.

Type of vehicle	Approx. # in operation
Buses	1 150
Trams	70
Metro	115
Ferries	6
Boats	4
In total	1 325

More than half of the public transport journeys in Norway take place in Ruter's operational area. Oslo and Akershus is the fastest growing metropolitan area in Europe and population is expected to grow by 250.000 over the next 15 years. In 2014, 319 million journeys with public transport were undertaken in Oslo and Akershus. Within 2060, this figure is expected to grow to 800 million. One of Ruter's strategic objectives is to make sure that most of the growth in motorised transportation is handled by public transport. To achieve this, Ruter is working actively together with its stakeholders to make public transport, together with cycling and walking, natural first choices as modes of transportation within Oslo and Akershus.

### Passenger counting at Ruter

Automatic Passenger Counting (APC) was first installed on a Ruter operated vehicle in 2006. Today, APC is available on about half of the buses and likewise for the metro, while all trams and ferries have APC equipment. Current application areas for counting data span from route planning to management reporting to award criteria in contracts with operators.

Ruter's ambition is for all vehicles to have a passenger counting solution. Moreover, it is a clear ambition that future on board systems and equipment shall have open interfaces and shared functionality, leading to higher flexibility and more cost efficient solutions. Ruter experience that such a model is in alignment with European trends and ongoing standardisation work, and wants to collaborate with suppliers being able to support these ambitions.



## Aim of the conference

Innovative public procurement requires closer dialog between the client and different market participants than a default public administration procurement process prepares for, which is why Ruter regards a supplier conference to be suitable for this process. Target audience for the conference are all potential suppliers of passenger counting solutions and adjacent services. Ruter consider the following to be essential output for this conference:

- inform the market about Ruter and attract attention for the upcoming acquisition process
- give potential suppliers a better understanding of Ruter's needs, enabling them to offer a solution in alignment with Ruter's expectations
- challenge market participants to give input on how Ruter's needs can be clearly defined, how these needs can be fulfilled and what the opportunity set is

Ruter wants to gather information, experiences and input from the market regarding set of opportunities and approach to acquisition of a future-oriented solution for passenger counting, and is hereby inviting to supplier conference

**Date and time:** 14<sup>th</sup> January 2016, 12:00-16:00 (GMT+1, end time to be considered indicative)  
**Place:** Dronningens gate 40 (4<sup>th</sup> floor), 0154 Oslo, Norway

## Structure of the conference

The conference will be carried out according to the agenda described in the table below. An important objective is to stimulate innovation and possible cooperation between market participant, and for Ruter to get sufficient insight on market offerings today and in the years to come. In order to achieve this, Ruter wants all participating organisations to prepare a five to ten minutes presentation, giving their views on the questions outlined in the 'focus areas' chapter of this invitation. An open dialogue including Q&A will follow if time allows for it (depending on number of participants).<sup>1</sup>

Time	Topic/activity	
11:30	Registration	
12:00	Welcome and introduction	
	Information about Ruter, current setup and desired way forward	Endre Angelvik, CIO Ruter
	Passenger counting data – how are they used today and what do we aim for	Gylve Afret-Sandal, Head of Analysis department at Ruter
	Standardisation work in public transport across Europe: IT on board systems and back office features, implications for Ruter and future acquisition processes	Umberto Guida, UITP and Chairman of the ITxPT Executive Board
	<i>Break and refreshments</i>	
	Supplier presentations, feedback on questions (see 'Focus areas – questions to be answered at the conference')	Everyone, 5-10 minutes presentation per supplier
	Summary and further process	

<sup>1</sup> Participants at Ruter's conferences shall not enter into discussions, actions or behavior that violate competition laws. Participants shall not discuss or exchange confidential information or any other information that may be sensitive to competition, including non-public information regarding prices, discounts, marketing strategy, terms of sales or delivery and so on. This applies to formal discussions during the conference, but also to informal discussions or conversations before, during or after the conference.



Following the conference, all information put forward at the conference will be made available on Ruter's website, including minutes from the meeting as well as any presentations. This is to ensure that the same information is available to all suppliers, including those unable to attend.

The conference in its entirety will be conducted in English.

## Focus areas – questions to be answered during the conference

All participating suppliers are expected to prepare a brief presentation answering/discussing the following questions:

- How should Ruter move forward in order to achieve a future model where potential on board systems and equipment (passenger counting included) are based on an open, service oriented architecture, open interfaces and shared functionality, in accordance with common European standards? <sup>2</sup>
  - What considerations are important to make regarding the acquisition of a future-oriented solution for passenger counting?
  - What different solutions and delivery models for passenger counting should be considered, and which are preferred?
- How can Ruter utilize counting data as a customer information element?
- What do you consider important that Ruter do, and how, in order to make it possible/interesting for you to participate in a tender?

## Registration

As meeting room capacity is limited, attendance to the conference will be restricted to registered participants. For registration, please contact Thomas Sæter, [thomas.saeter@ruter.no](mailto:thomas.saeter@ruter.no), within 7<sup>th</sup> January 2016, 16:00 (GMT+1). We ask you to provide names and contact information for participating representatives. There will be a limit of two attendees from each organisation.

## Possibility of written feedback and one-on-one meetings after the conference

Ruter reserve the right to publish additional questions after the conference. Ruter will in that case distribute questions within 18<sup>th</sup> January 2016, and to suppliers participating at the conference only. These suppliers will be given the opportunity to submit written feedback.<sup>3</sup>

Suppliers who in turn choose to submit written feedback will be given the chance to have a one-on-one meeting with Ruter. Meetings will be held at Ruter's premises according to a fixed schedule, alternatively arranged as a conference call. The individual supplier will be allocated a time slot after written feedback is submitted. Duration of these

Suppliers attending the conference will receive information from Ruter regarding any further questions, with the possibility of one-on-one meetings, after the conference.

**Deadline** for submission of any written input after the conference will be explicitly communicated if/when questions are distributed. Suppliers can count on 4-5 working days for responding. Any one-on-one meetings will be held week 4/5, 2016.

<sup>2</sup> CEN standards, further developed, operationalized and implemented by parties such as ITxPT, 3ibs, EBSF (2)...

<sup>3</sup> Suppliers providing written information are asked to specify whether submitted documents contain trade secrets which Ruter is obliged to exempt from public disclosure in accordance with *offentleglova §13 (Act relating to public access to documents in the public administration - Freedom of Information Act)*, confer *forvaltningslova §13, first part, 2 (the Public Administration Act)*.



meetings will not exceed 45 minutes. Ruter reserves the right to contact the individual supplier for clarifications beyond agreed meetings if necessary.

Ideas appearing during this process may be utilised as input both in connection to preparation of requirement specification and for future acquisition processes.