

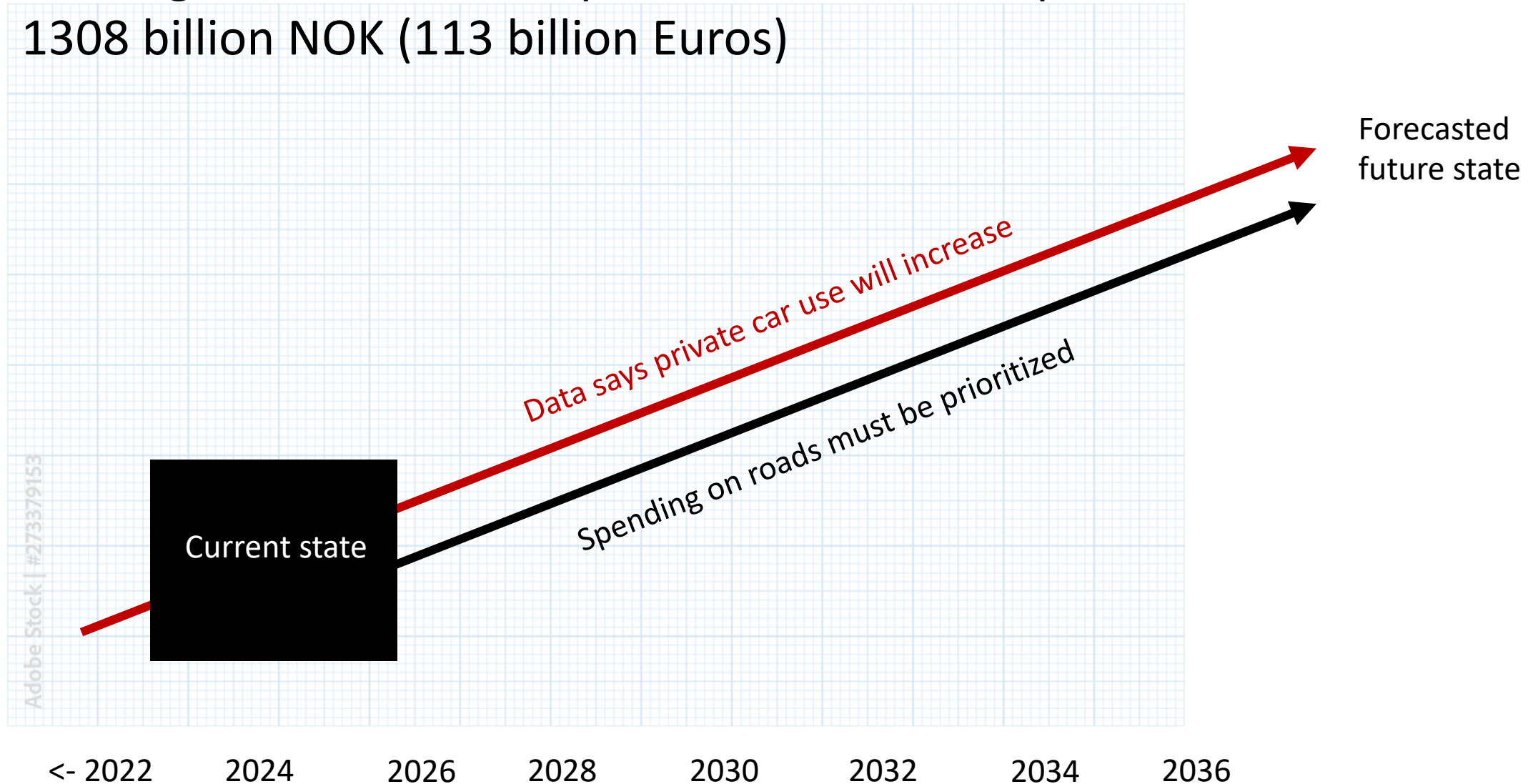
Better and more sustainable mobility through better data understanding

26.03.2024 - Arild Tjomsland

24.3.2024

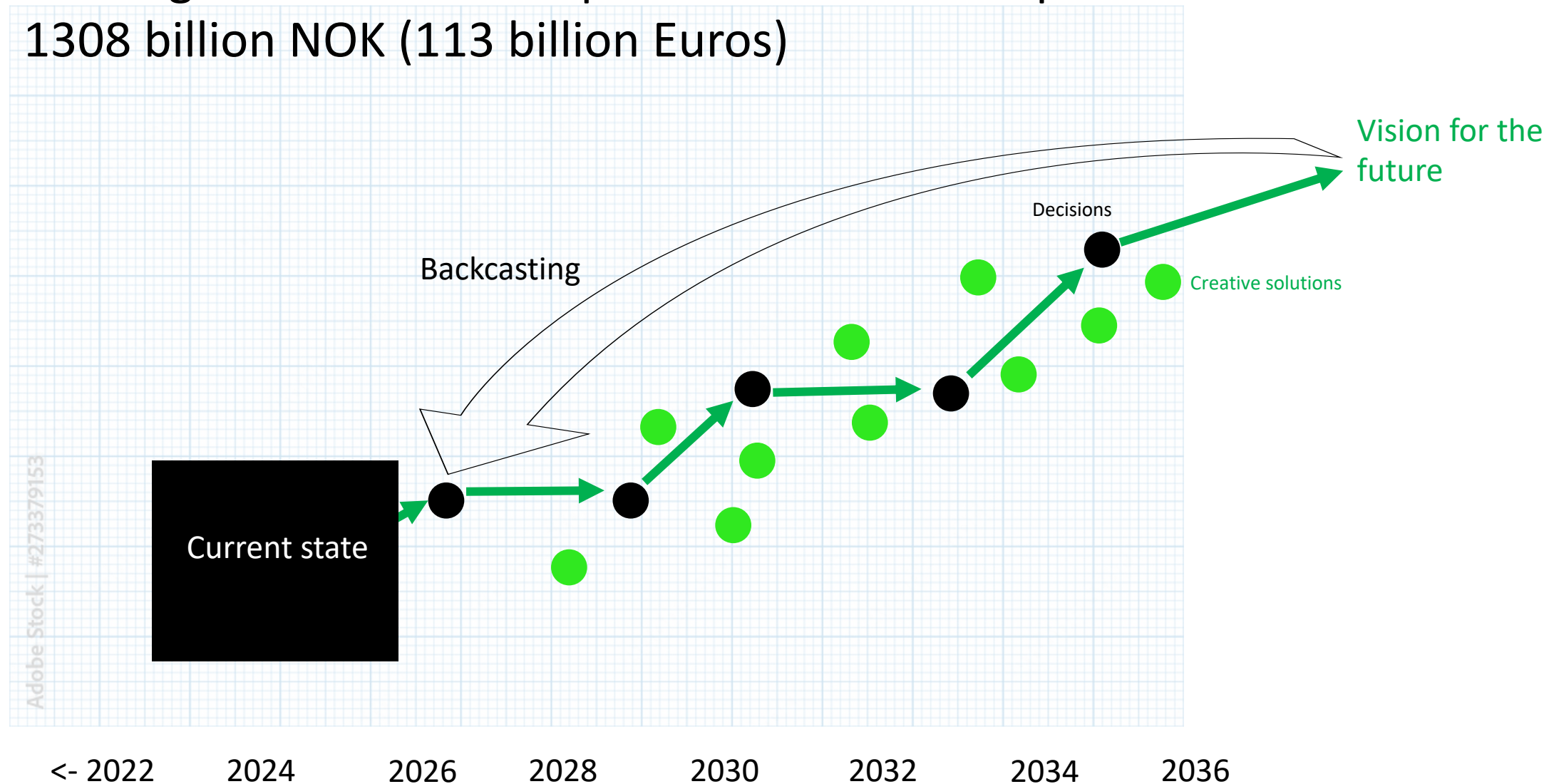


Norwegian National Transport Plan 2025-2036 published
1308 billion NOK (113 billion Euros)



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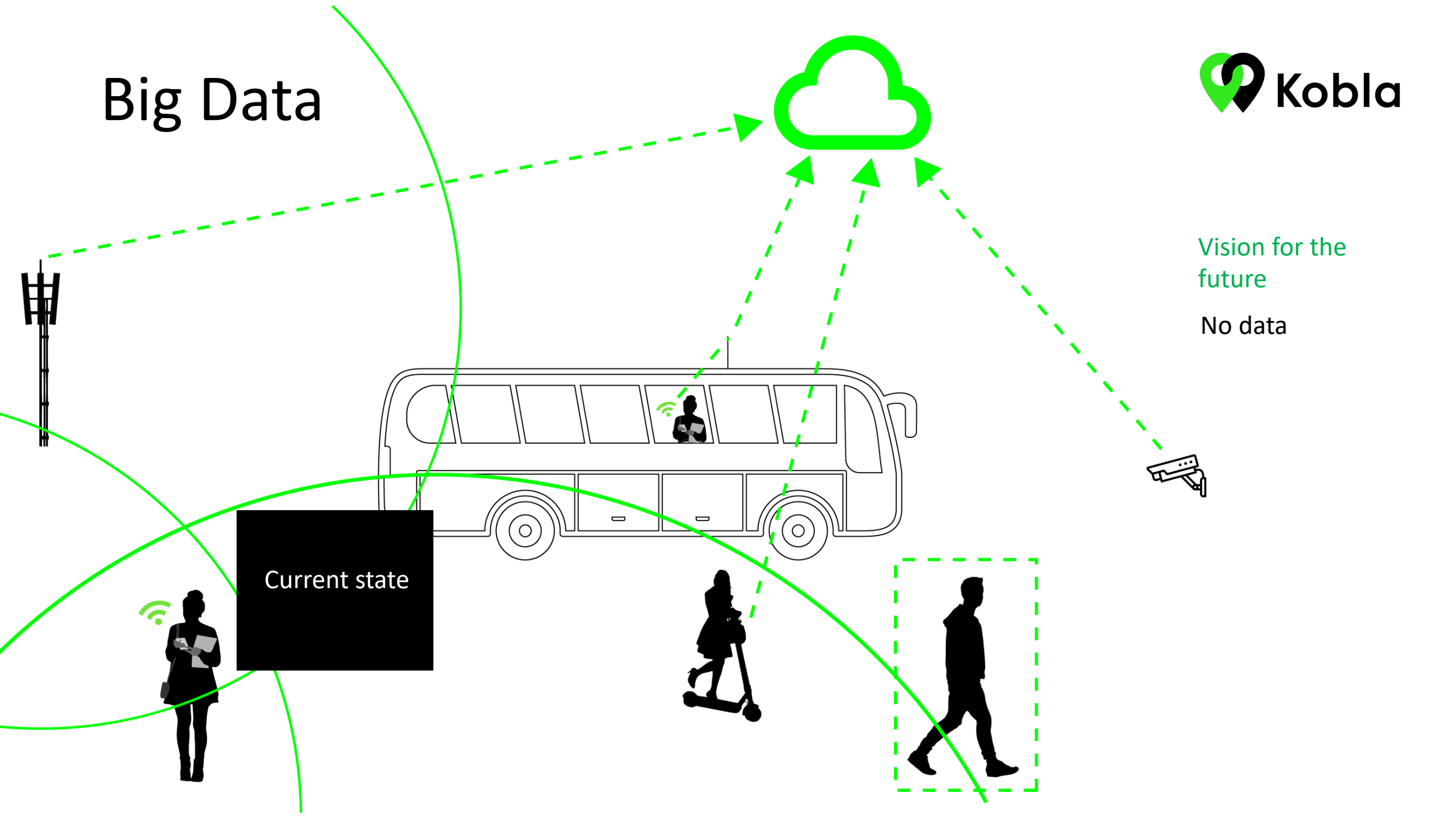
Big Data



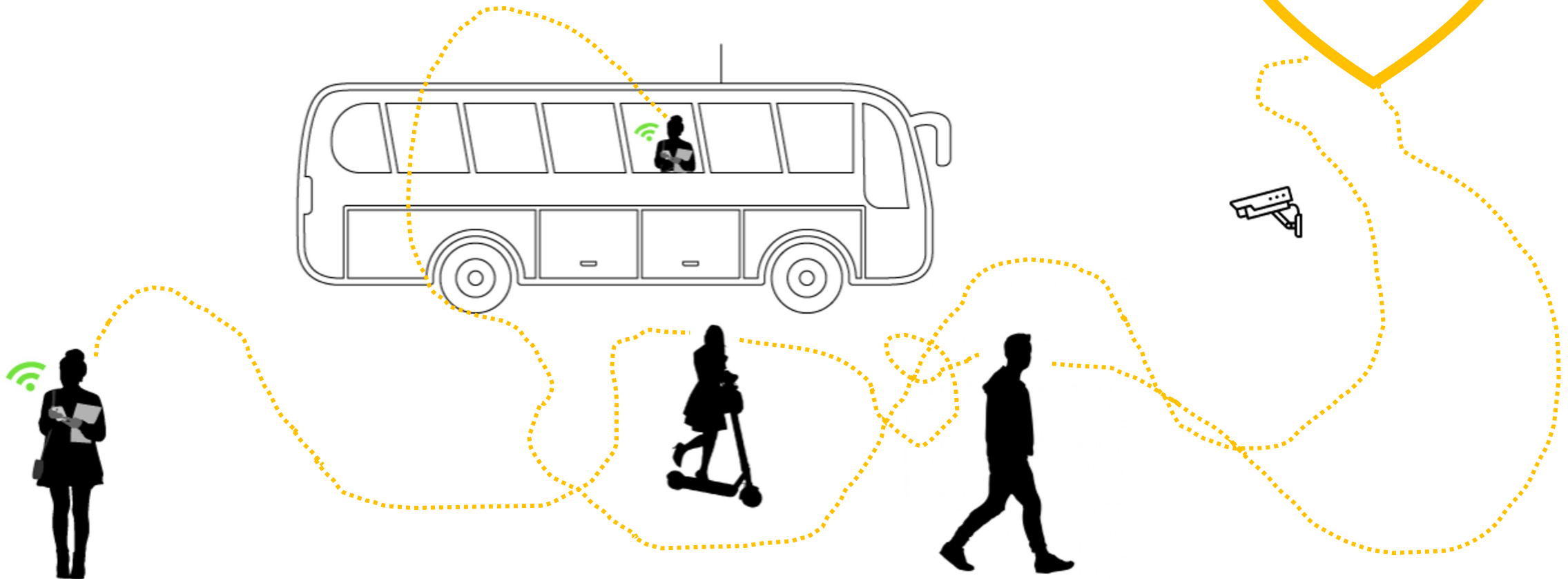
Vision for the
future

No data

Current state



Needs, wants, preferences,
routines, patterns,





Mindset switch away from public transport as something rigid, bound by routes and timetables, towards a more fluid trust-based offering.



Public transport provider

Hello Anna! Would you like to collect and share mobility data?

OK!

Anna



Personal Digital Travel Survey app collects travel habits, travel patterns = travel diary, day, week, month. User enriches this data with needs, preferences, wishes.

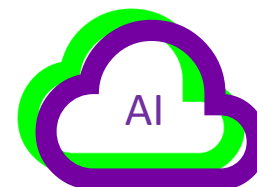
Needs a business model!

Hello again, Anna! Would you like to share your travel needs dataset?

OK!

User chooses to share their transport needs and preferences as a dataset with public transport provider.

Big Data



Dynamic planning in real-time:

- Balancing parameters to create efficiency
- Subsidising and coordinating subcontractors

Third parties: Micromobility, DRT, Carpooling, Car Sharing, Small Buses, Big Buses, Whatever...

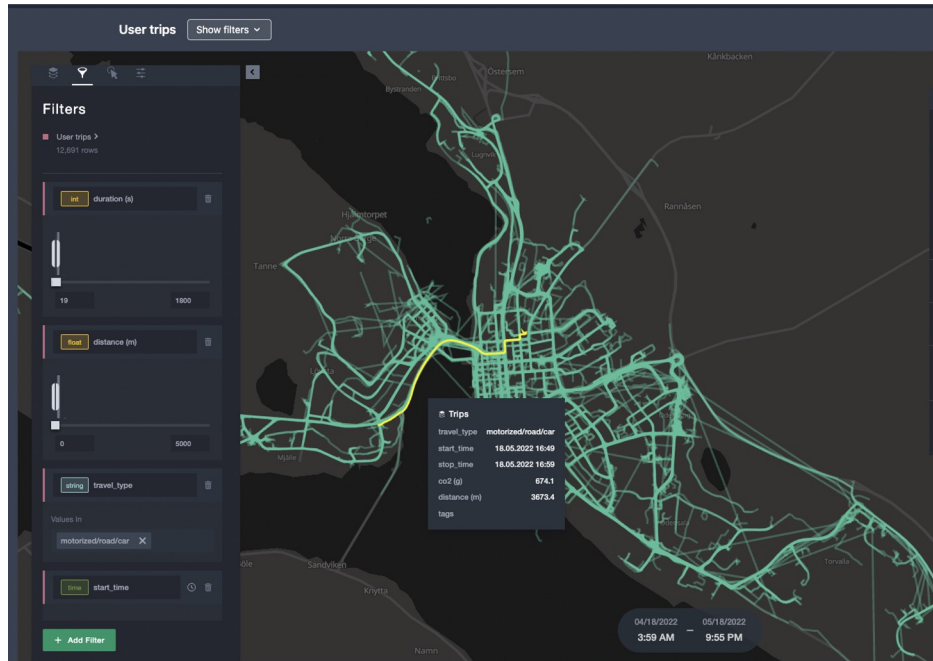
»Would you prefer our competent and timely mobility offering to the effort and cost of driving your car?»

Yes, thank you!

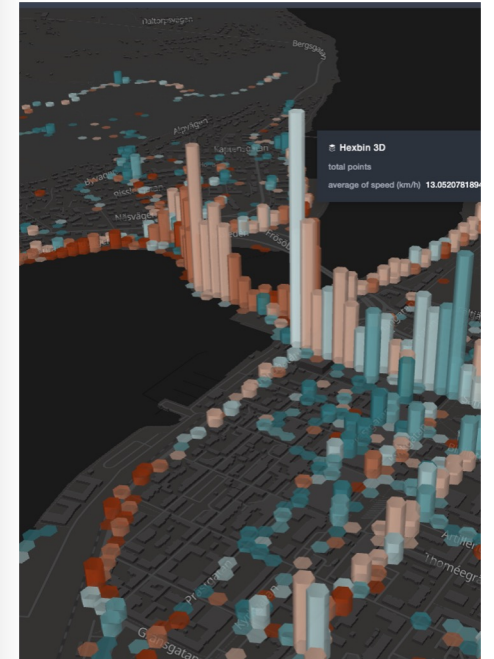


26.03.2024

Kobla Regis Digital Travel Survey



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