

Better and more sustainable mobility through better data understanding

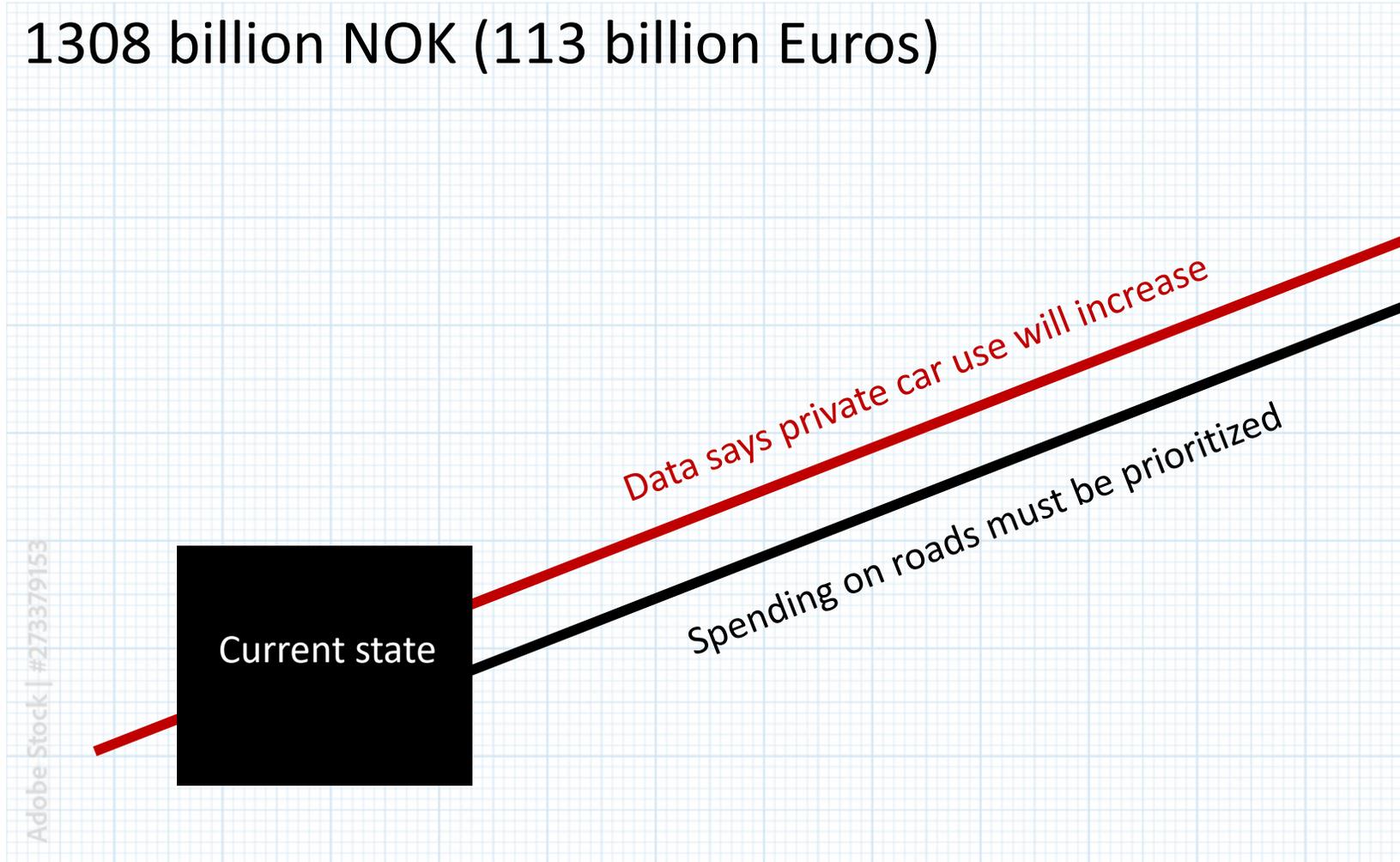
26.03.2024 - Arild Tjomsland

24.3.2024

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



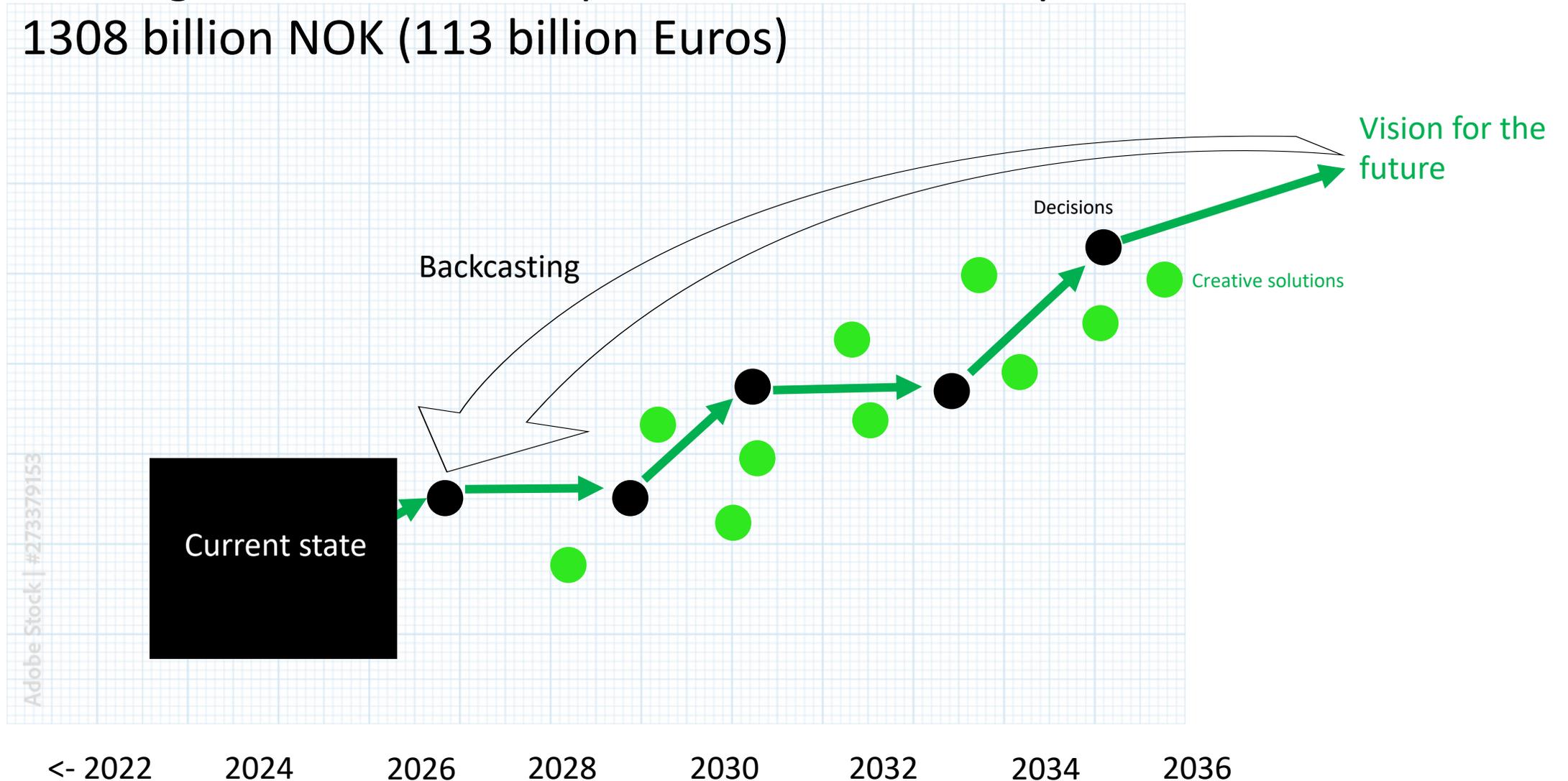
Forecasted
future state



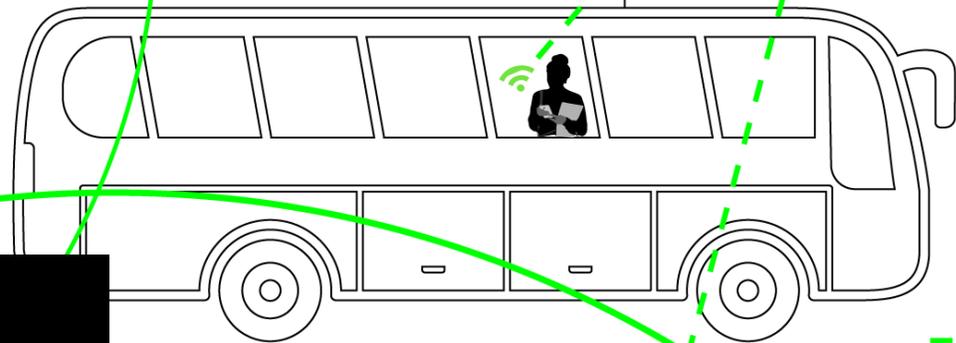
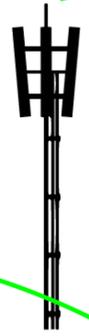
<- 2022 2024 2026 2028 2030 2032 2034 2036

24.3.2024

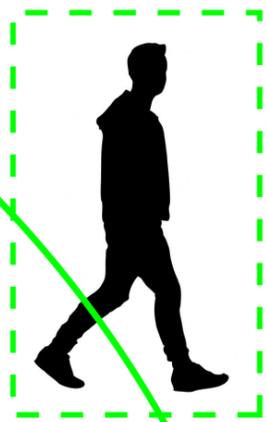
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Big Data

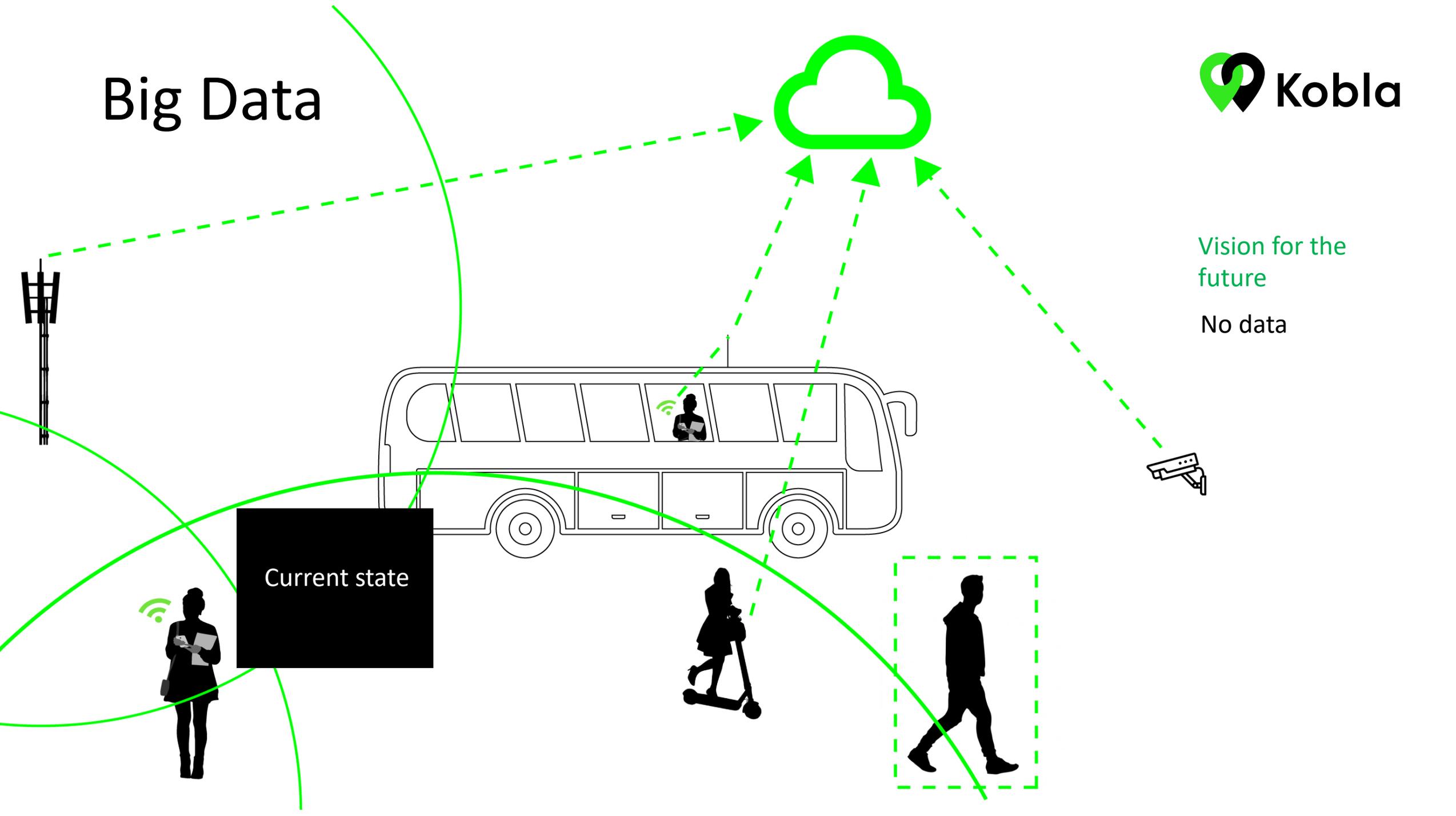


Current state

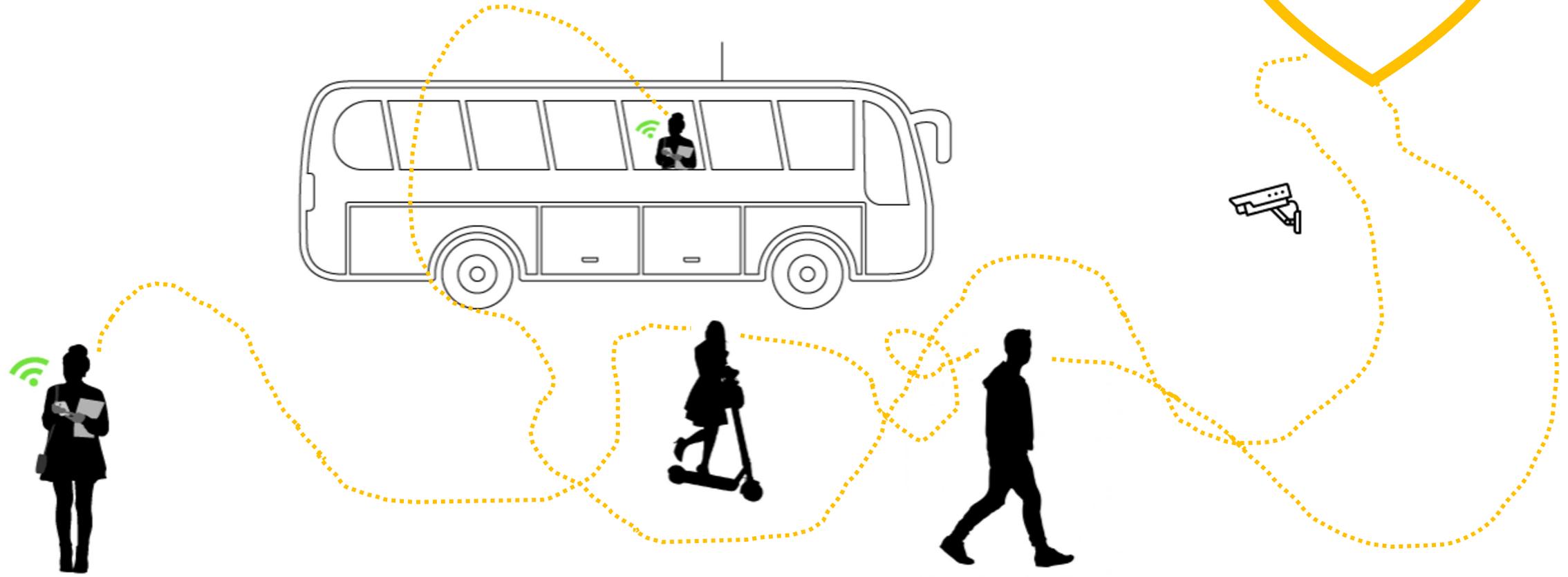


Vision for the future

No data



Needs, wants, preferences,
routines, patterns,



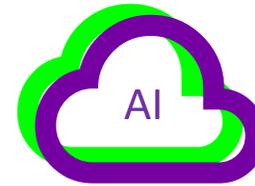


Mindset switch away from public transport as something rigid, bound by routes and timetables, towards a more fluid trust-based offering.



Public transport provider

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!

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

OK!

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

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.

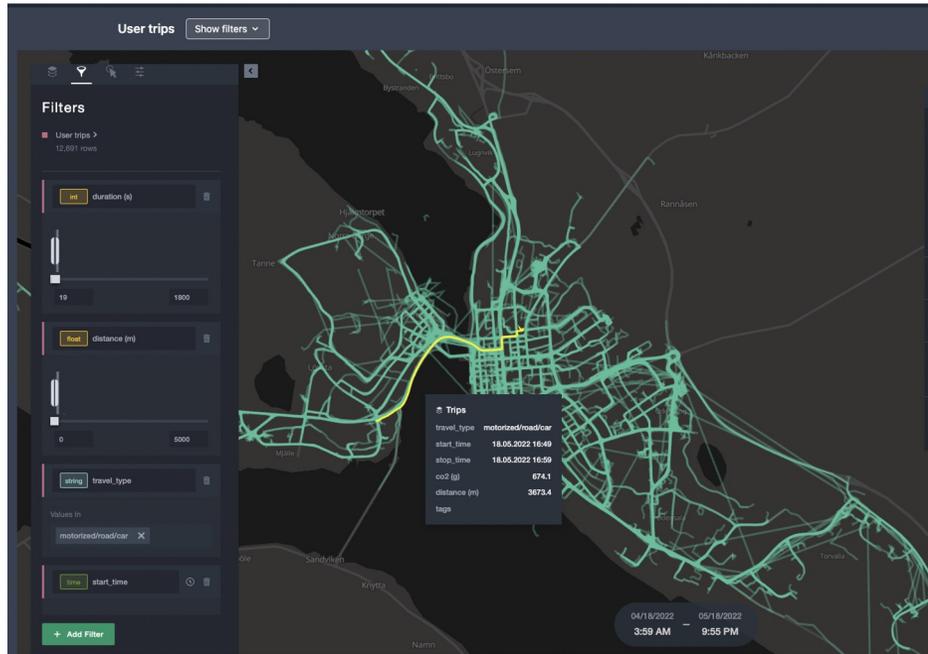
Needs a business model!

Anna

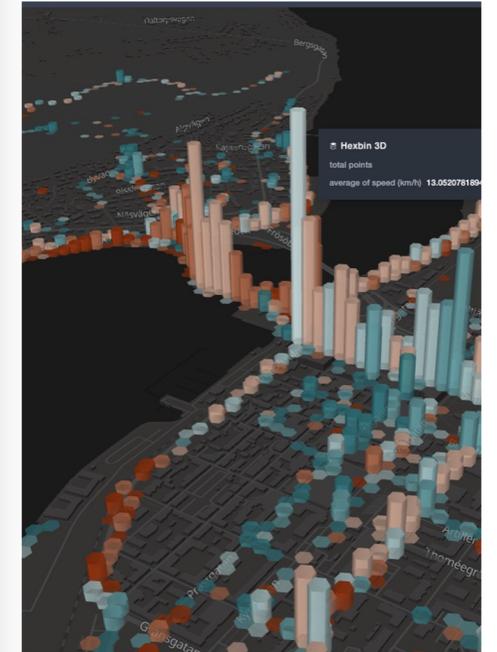
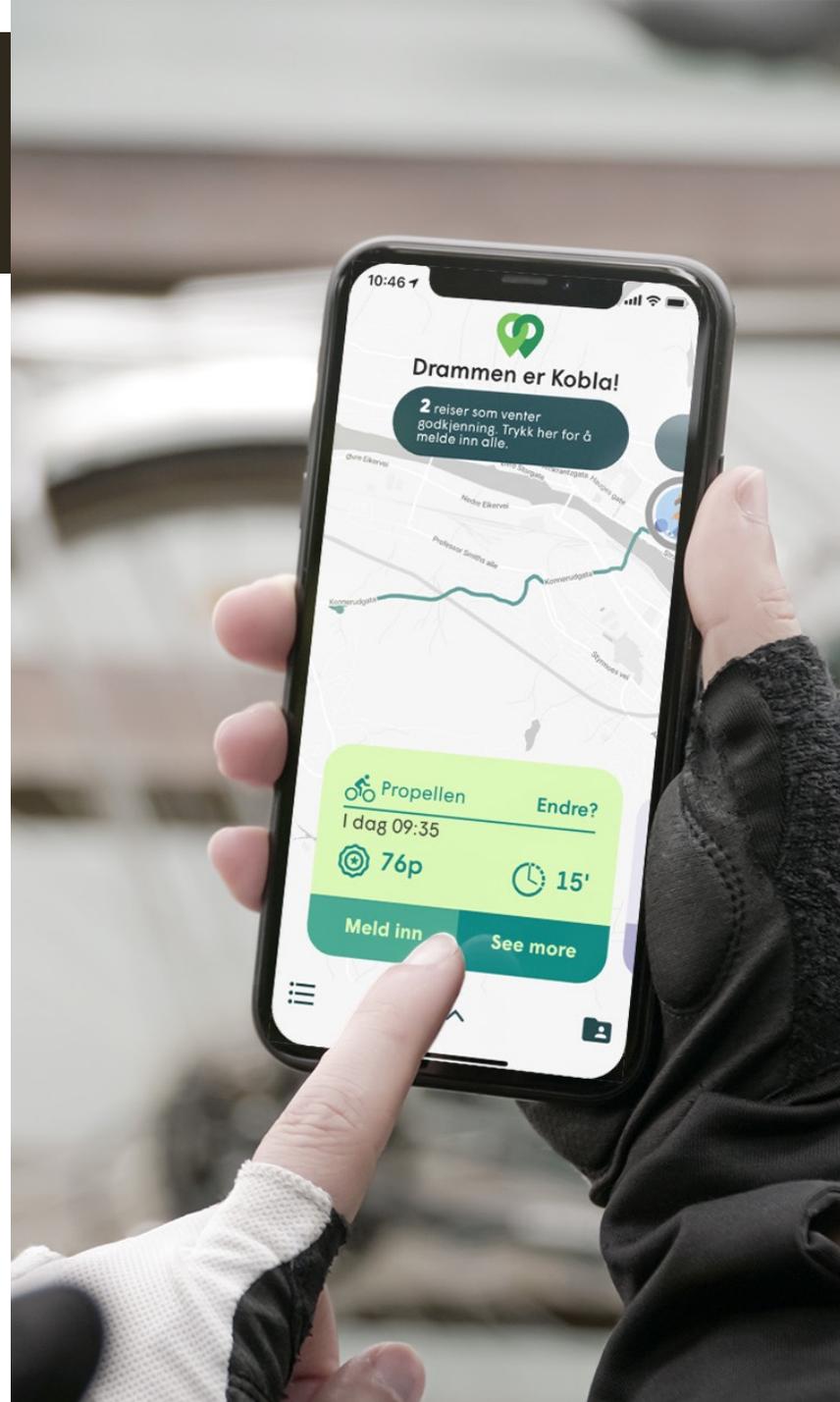


26.03.2024

Kobla Regis Digital Travel Survey



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