



Making Rogaland County a better place to live through a zero growth in private car traffic

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➤ Kolumbus

Rogaland county's public transport authority

75 employees (25 in the customer service centre) with specific knowledge and skills within the field of mobility.

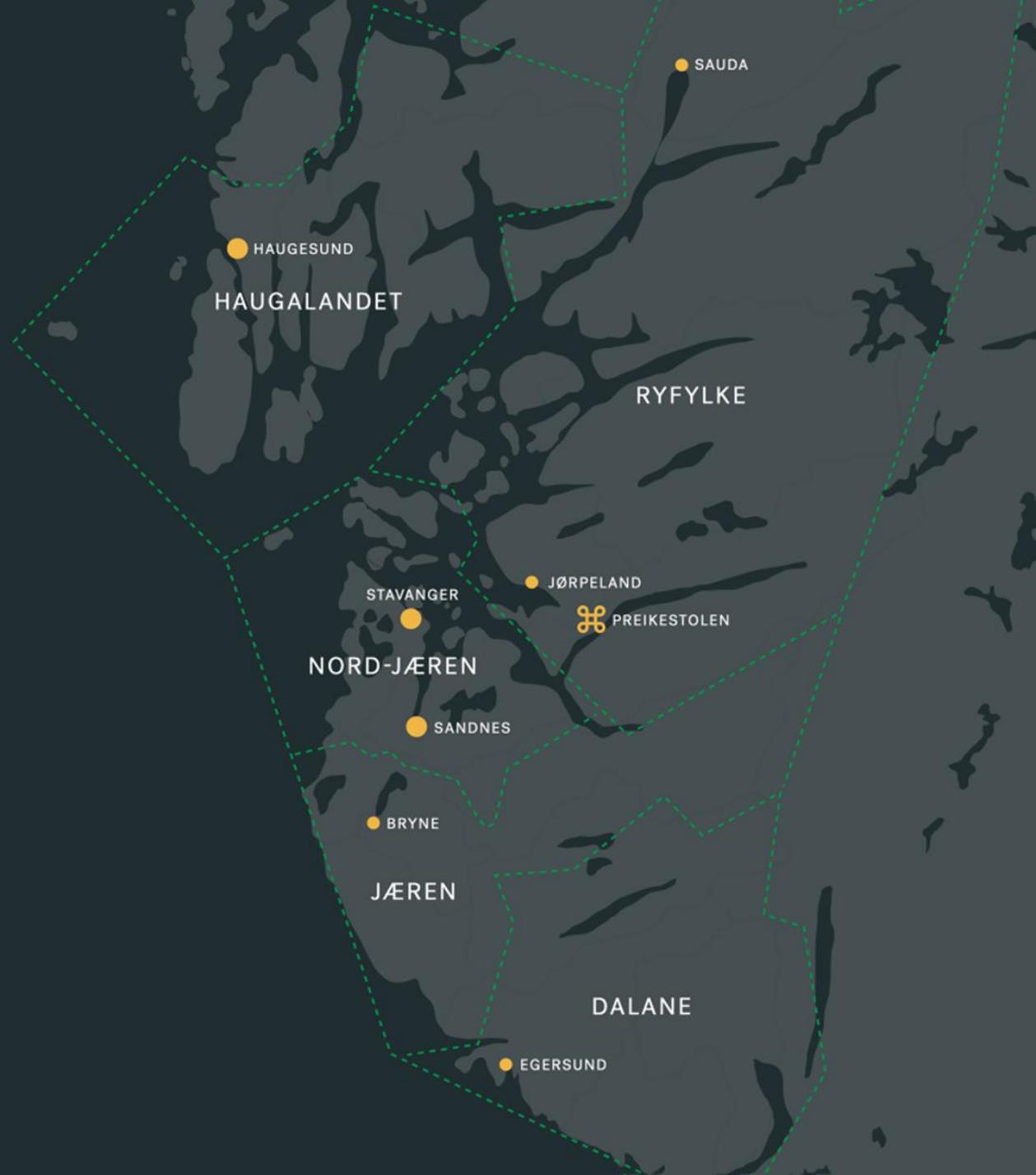
Business model - The market provides our services, such as buses, boats, drivers and developers.

Kolumbus is part of a riveting development.

Evolving our mobility services to include among other things:

- city bikes
- autonomous buses
- trains
- walking
- car sharing
- door to door transport

Our main target is to contribute to the zero growth goal.



The ideas, concepts and services

"Making it easier to move around without your own car"

We are an innovative mobility company



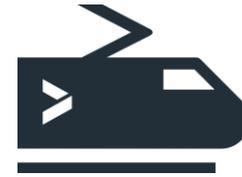
Autonomous bus

First in Norway



HentMeg

First we take Sauda...



Train + Kolumbus

First in Norway



TrAM

World's first



HjemJobbHjem

Unique and award winning



Car as service

First pilot started



Electric city bike

Unique globally



Leasing electric bikes

First in Norway



Mobility hubs

MaaS applied



Housing development

Cooperation for the future



Kick bikes

Smarter than their rumour?



App

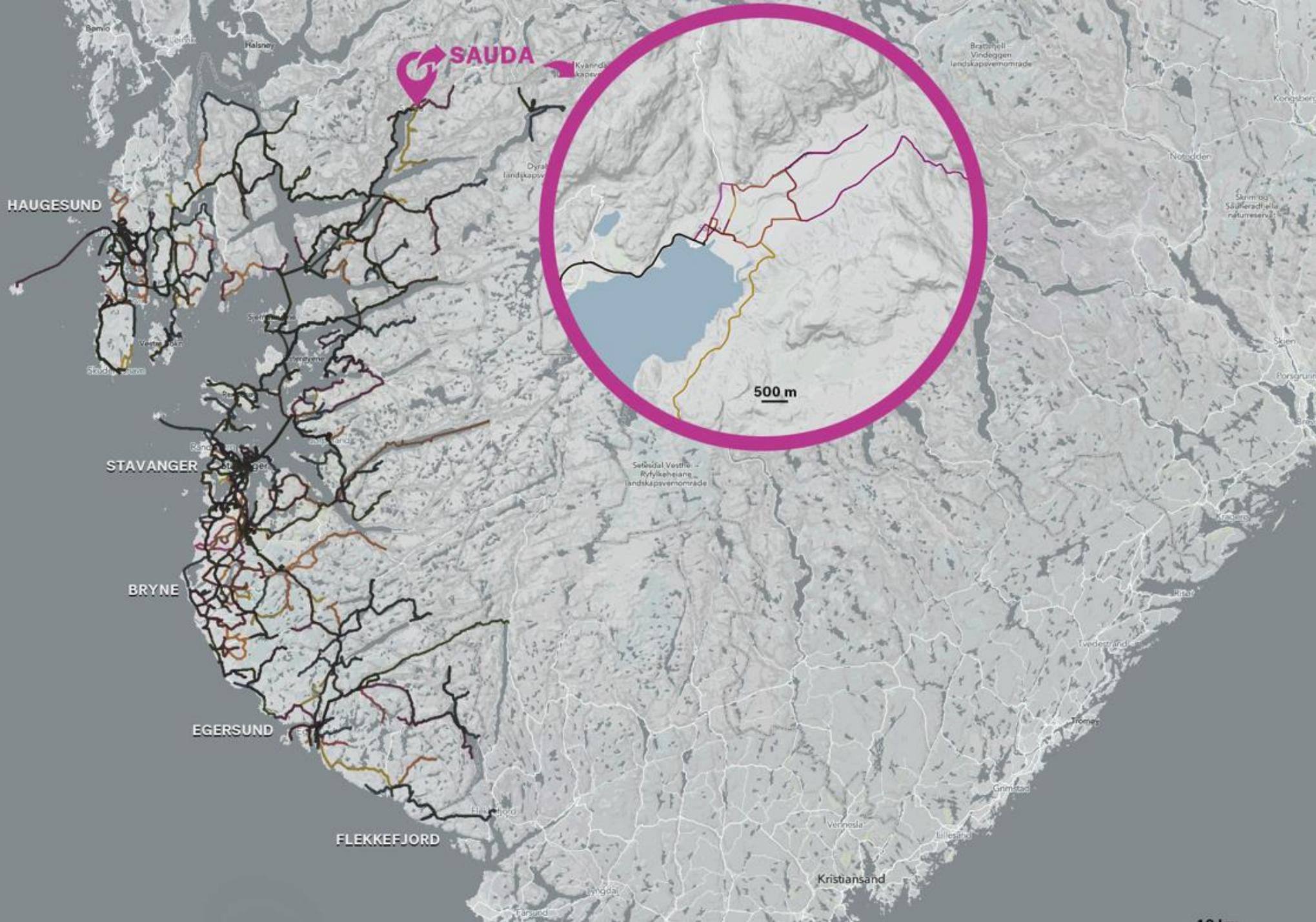
MaaS

HentMeg

A million billion new bus routes in Sauda.

Scandinavia's first
real-time on-demand
bus.

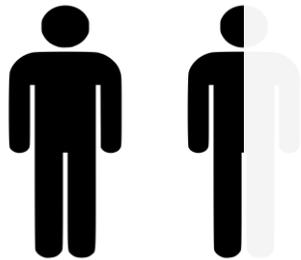




2017- «The city bus» in Sauda



110 departures per week



1,5 passengers average per departure



Fixed route
Fixed departure
Many simultaneously
Quite cheap



Flexible route
Flexible departure
One at the time
Quite expensive





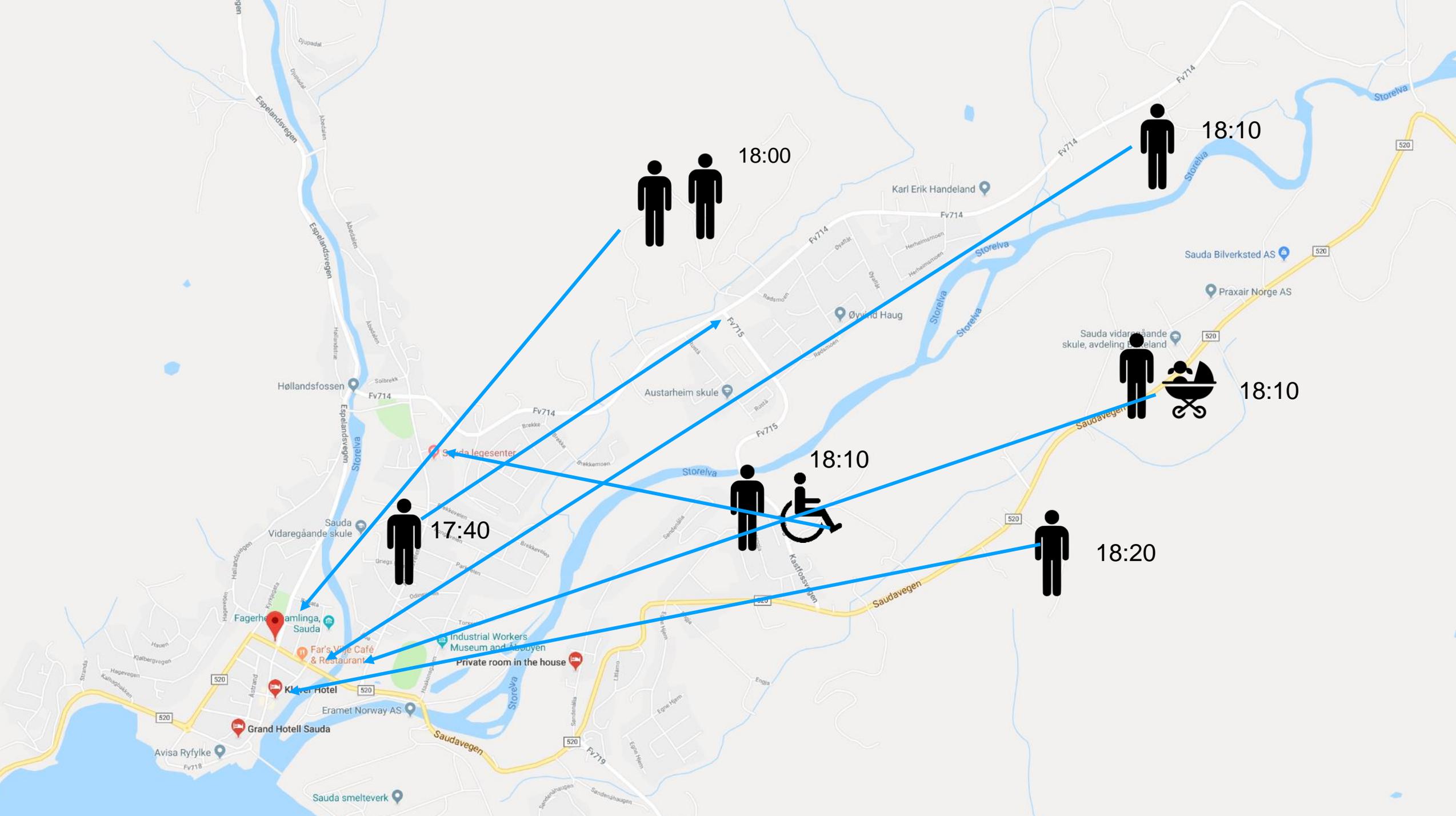
Fixed route
Fixed departure

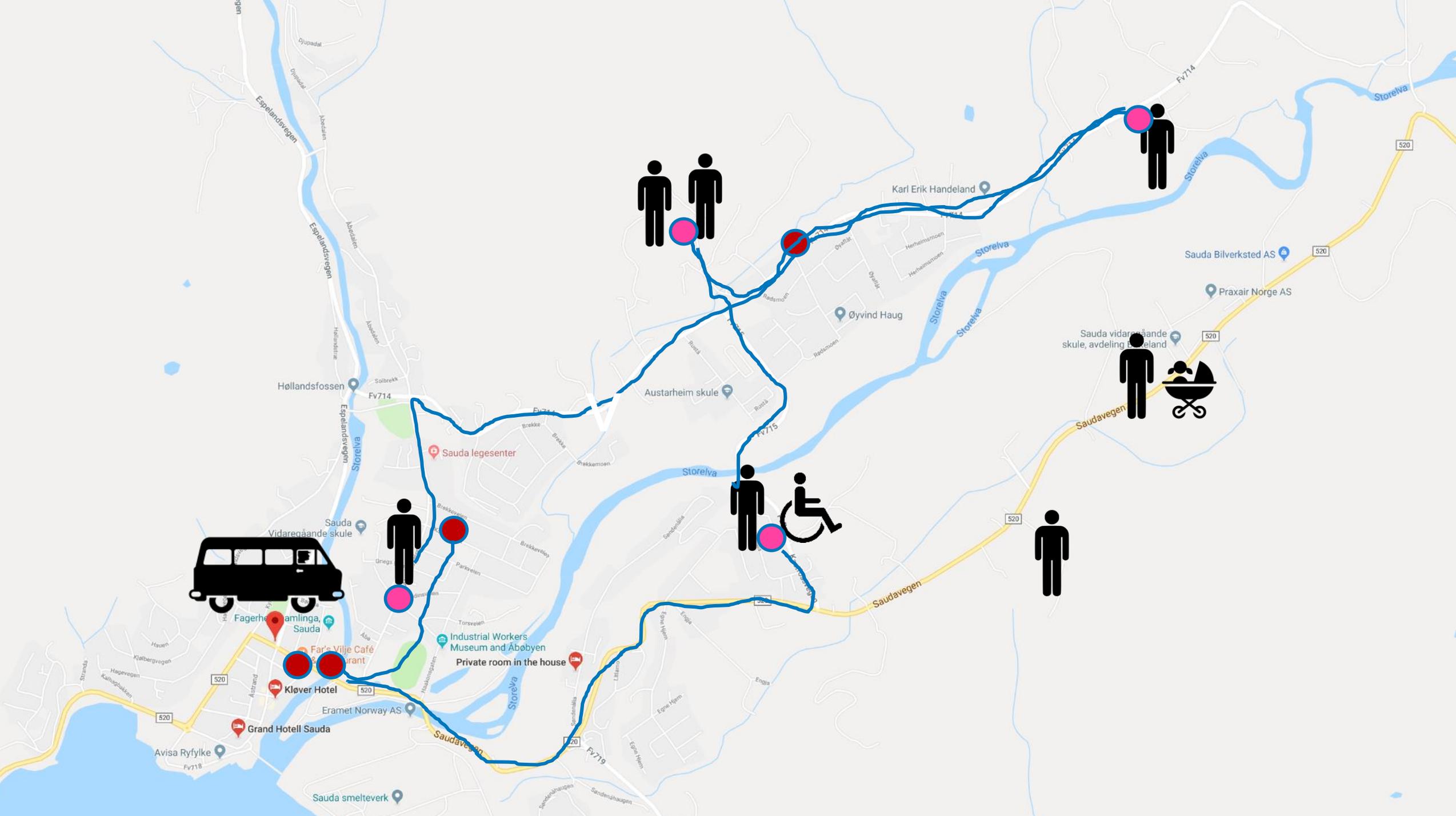


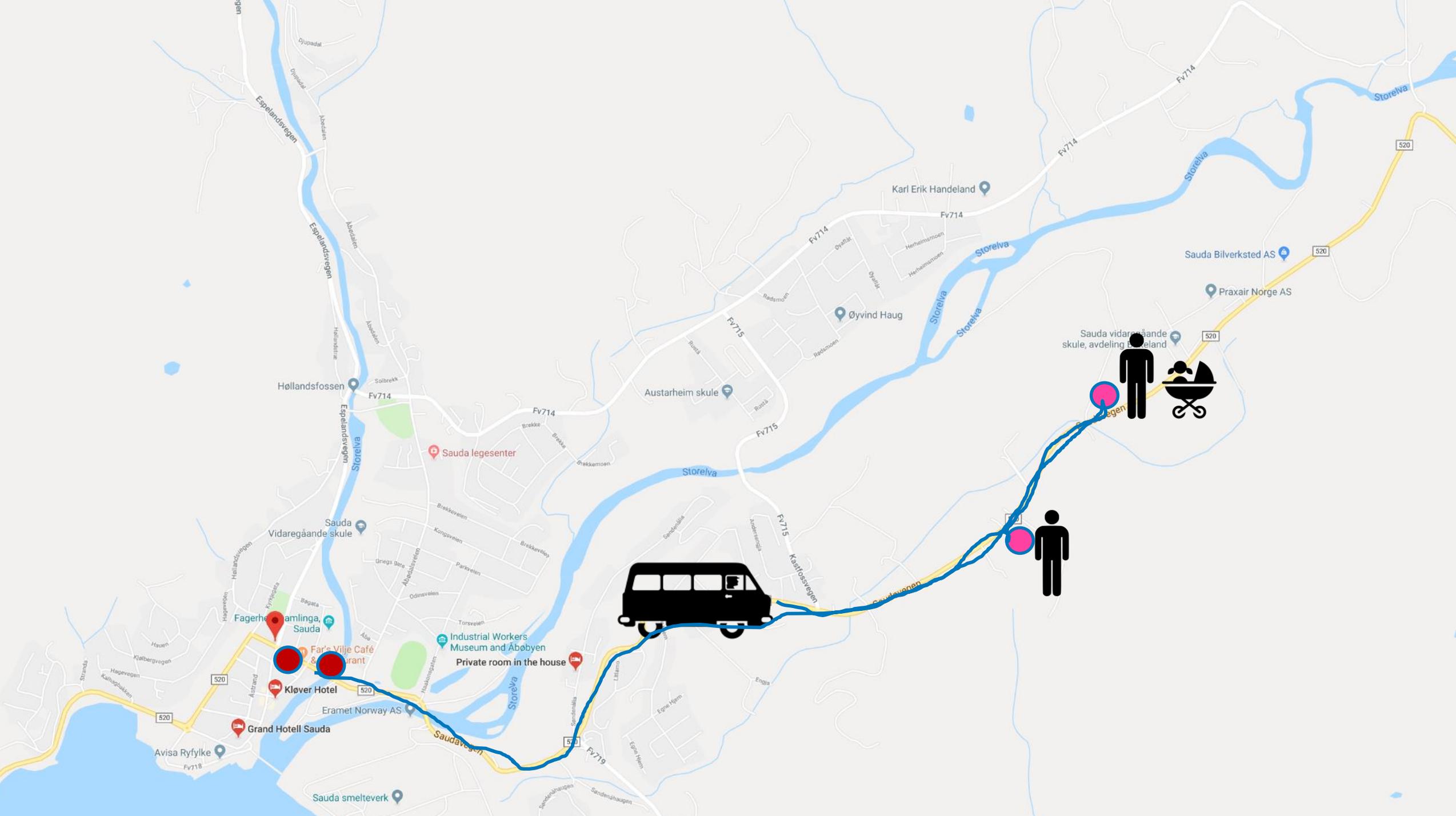
Flexible route
Flexible departure
Many simultaneously
Quite cheap

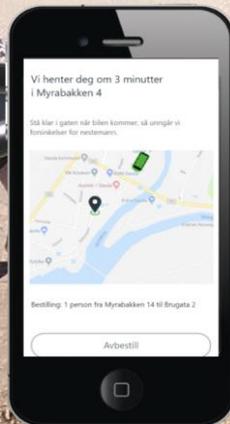


One at the time
Quite expensive













User

When and where you need

System

Optimalise resources

Minimalise enviromental footprint

HentMeg

- Exported pilots to Vestfold, Telemark, Vestland, Viken and Nordland...and Fukuoma
- Greener, cheaper and better?



HentMeg

First we take Sauda...

The city bike

- Experience with electric city bikes since 2014
- New model this autumn
- From 2 trips per bike per day in 2019 to 10
- Complete integration in Kolumbus' ticketing app
- One ticket for bus, boat, train and city bike. Unique in Norway and leading worldwide.
- Interest from municipalities outside Rogaland.



Electrical city bike
Unique worldwide

HjemJobbHjem

- Business concept started on North Jæren in 2015
- Exported to other counties.
- 700 companies og 61 000 employees
- Inspires employees to leave their car at home occasionally through various activities, such as bike service, leasing of electric bikes, stands, health pilots and other adapted pilot projects
- **Good dialogue with businesses:** great groundwork for further mobility discussions
- Reduces car use



NORCE og UiS have measured effect of HJH (2016 - 2018):

- HJH has contributed to reducing car use by 15%
- HJH has contributed to reducing share of cars by 19% (7%-poeng)
- Central areas / along the public transport axis seem to have the greatest effect



HjemJobbHjem

Unique and award winning

Sparkesykler

- «Kolumbus will test new solutions as micro mobility»
- Kick bikes cover a mobility need
- Operators want cooperation with public transport authorities
- Stavanger municipality runs a pilot in 2020, and one operator is up and running (Ryde)
- **Kolumbus evaluates different possibilities**



"The next big thing always starts out being dismissed as a toy"



Kick bikes

Smarter than their rumour?

Car as a service

- "Fleet cars"
- Pilot project in the city of Stavanger - 18 months
- Started 24 October 2019
- Apprx 800 employees and 150 companies
- 10 cars (e-Golf) and app provided by Hyre
- Cars can be used at work, privately, week days, weekends, day and night
- Purpose: reduce car use to work, as you have access to a car during the workday
- In general: We now consider different business models for Car as a service



Car as a service

First pilot is running



"Making it easier to move around without
your own car"

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