

# The worlds best city e-bike system?

*Electric and integrated.*



*Espen Strand Henriksen, Mobility developer*



# Kolumbus in short

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- Kolumbus (74 employees) is the regional PTA, owned by the Rogaland county municipality, and has 25-30M travelers per year
- Rogaland has around 500,000 residents, and Stavanger is the biggest city (145,000)
- The county council stated (2017) that Kolumbus was to become a mobility company.
- The focus has shifted from selling bus tickets to contributing to the national/regional “Zero Growth Target”\*
- Since then, we have broadened our mental focus, our projects and services, one of them being city e-bikes
- Since 2019 Kolumbus own 75% of *Bysykkelen AS* (“Citybike Ltd.”), and Stavanger municipality the remaining 25%



**Kolumbus’ strategy:**  
*“Make it easier to move around in our region without using your own car”*

## Our owner

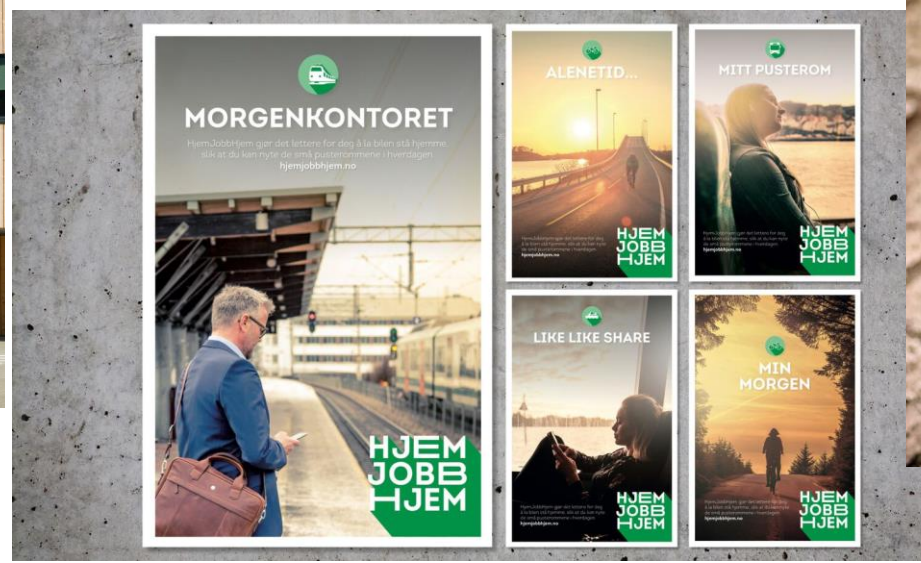
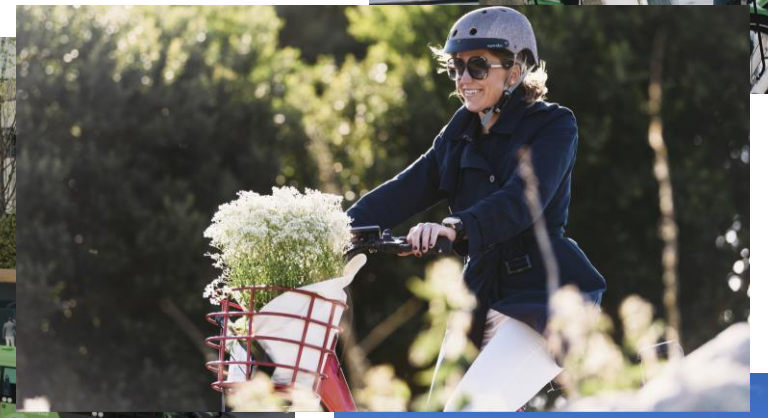
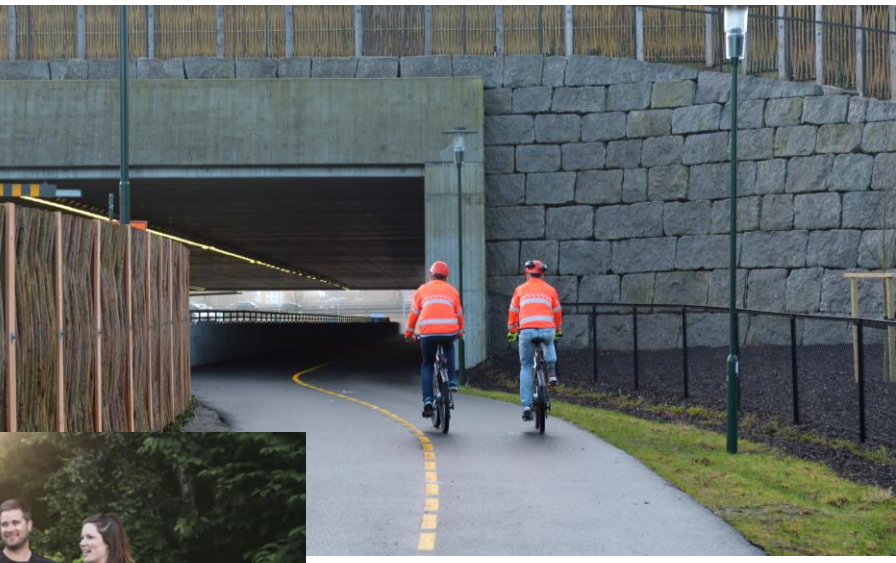
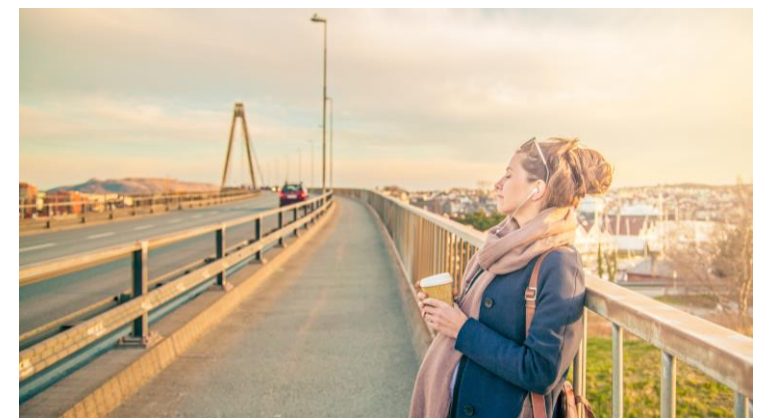


**Rogaland  
fylkeskommune**

\* All increase in passenger traffic should appear in public transport, cycling and walking, not in solo-driving in privately owned cars.



# Services, projects and concepts





# Green, shared and seamless mobility

Existing

Small scale/pilot

Planning



BRT / Busway



Bike highway

...and

## Mobility concepts



HomeWorkHome



Mobility hubs / Dev.projects

## Bus



Regular buses



OnDemand services (HentMeg)



Autonomous projects

## Boat/ferry



Car ferry



Express passenger ferry



Project: TrAM / "Medstraum"

## Train



Local train

## Micromobility



City e-bike



Bikes, parking and walking



Electric scooters

## Car as a Service



Car sharing



Carpooling (ride sharing)



Taxi (ride hailing)



# Our city e-bike



The worlds best city bike service?

⋮ Electrical since 2014. New model and fully integrated in our app/ticket since 2020.

➤ Kolumbus



# 2014



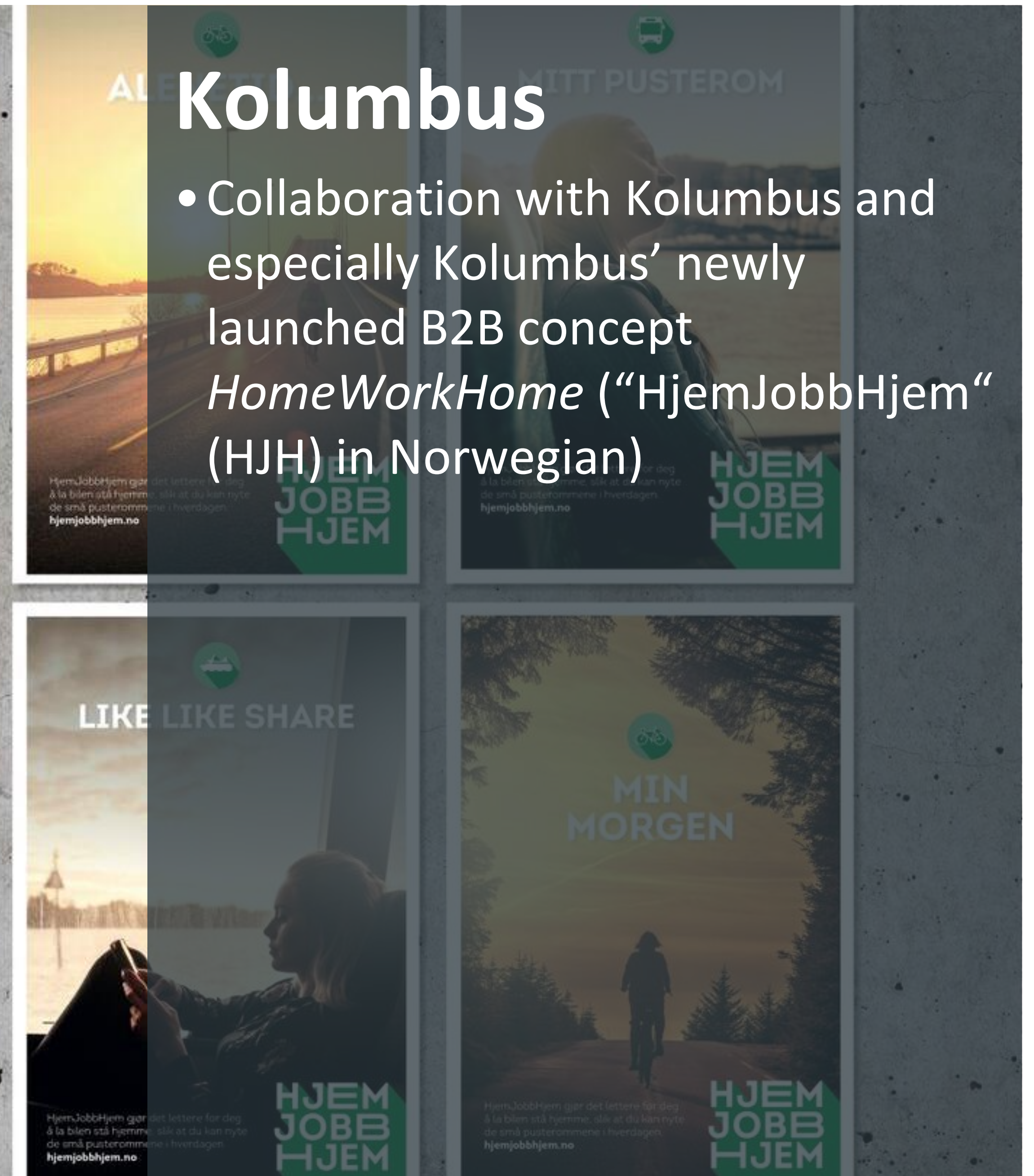
## Denmark

- We\* ordered the first six e-bikes from danish GoBike back in 2014

\*Forus Næringspark



# 2015



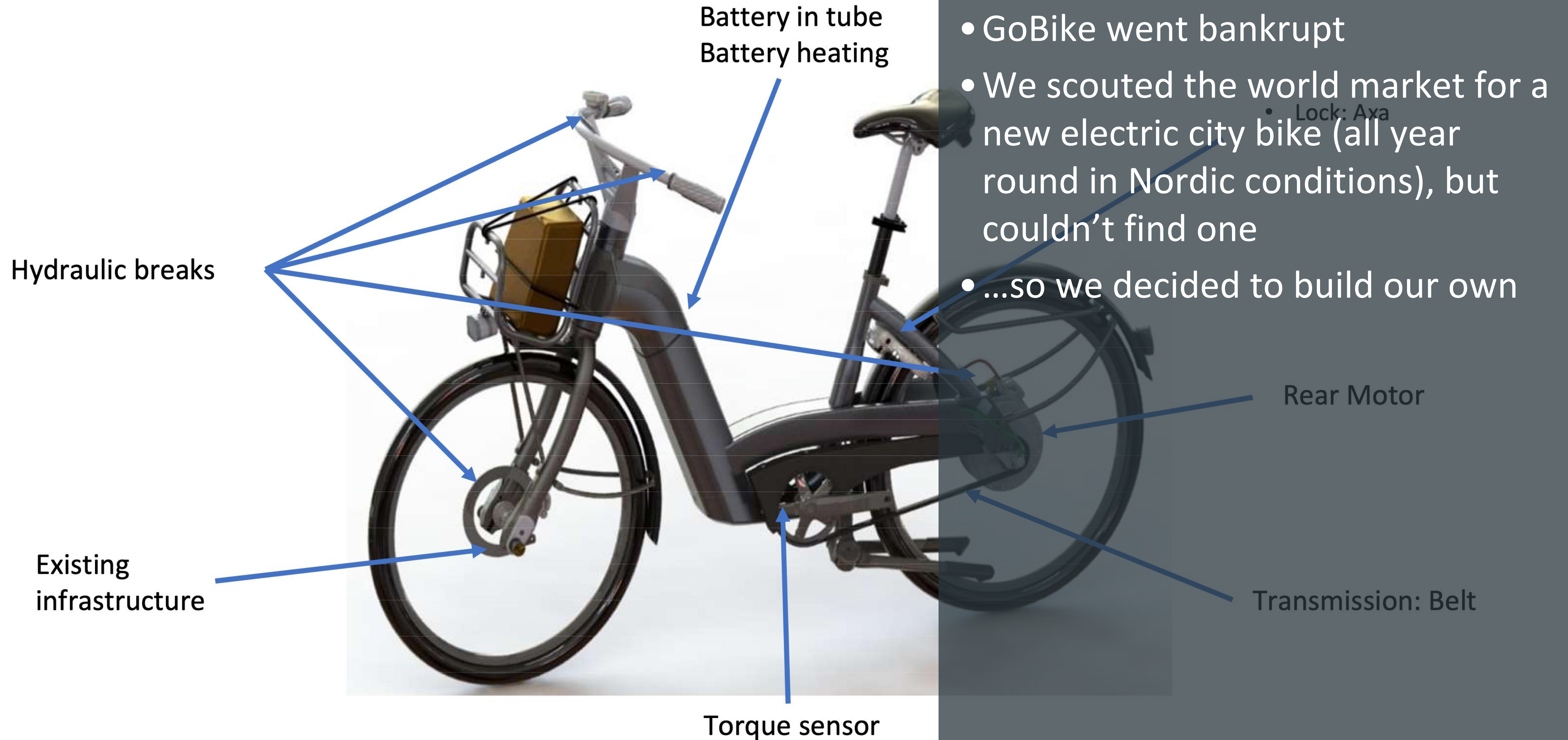
## Kolumbus

- Collaboration with Kolumbus and especially Kolumbus' newly launched B2B concept *HomeWorkHome* ("HjemJobbHjem" (HJH) in Norwegian)



# 2017

## Key requirements Change





# Collaboration



KILDEMOES

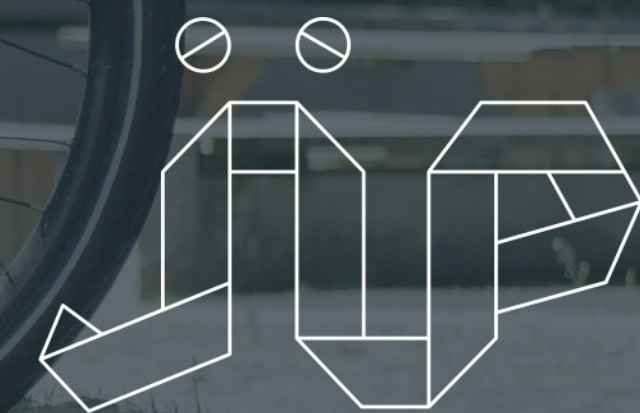
TECH MOBILITY

INTELLIGENT SHARING

Masterloop

OE | iCsys

FRANSO



JÆREN INDUSTRIPARTNER

The worlds best city bike service?

∴ The danish company Kildemoes won the tender for the bike.

➤ Kolumbus



# 2020



## Launch!

- Launched in Feb 2020
- 12 municipalities in Rogaland county
- 12 mayors were a part of the opening
- Valid public transport ticket = 15 minutes city bike included
- Employees in a HJH company = 60 minutes included (no need for a valid ticket even!)



# Success



## 2022: + 71% YOY



The worlds best city bike service?

∴ Over 70 % increase even with e-scooters in the mix. Other cities have 40-60% fewer trips.

 Kolumbus



# Success



## But more important

- City e-bikes replaces car trips
- Up to 10,000 car trips a month (source: Opinion 2021)



# Why?



## Reasons for success

- Experience since 2014
- Focus on long term, both within operations and production quality
- Dedicated regional mob. funding
- Electrical
- Collaboration with companies through Kolumbus' own B2B concept *HomeWorkHome*
- Technical and financial integrated in Kolumbus' service/tickets







# Next?



## Going forward

- At the end of a strategic process
- Collaboration with existing suppliers in the market?
- The public own the infrastructure, both physical and digital?
- Could/should our next bus tender include city e-bikes?

The worlds best city bike service?

∴ We will probably do it differently going forward, but based on our unique experience.

➤ Kolumbus



Thx.

SupperOffice

