

Small scale mobility with big impact

How AtB works with suburban municipalities
to close the gaps in public transport



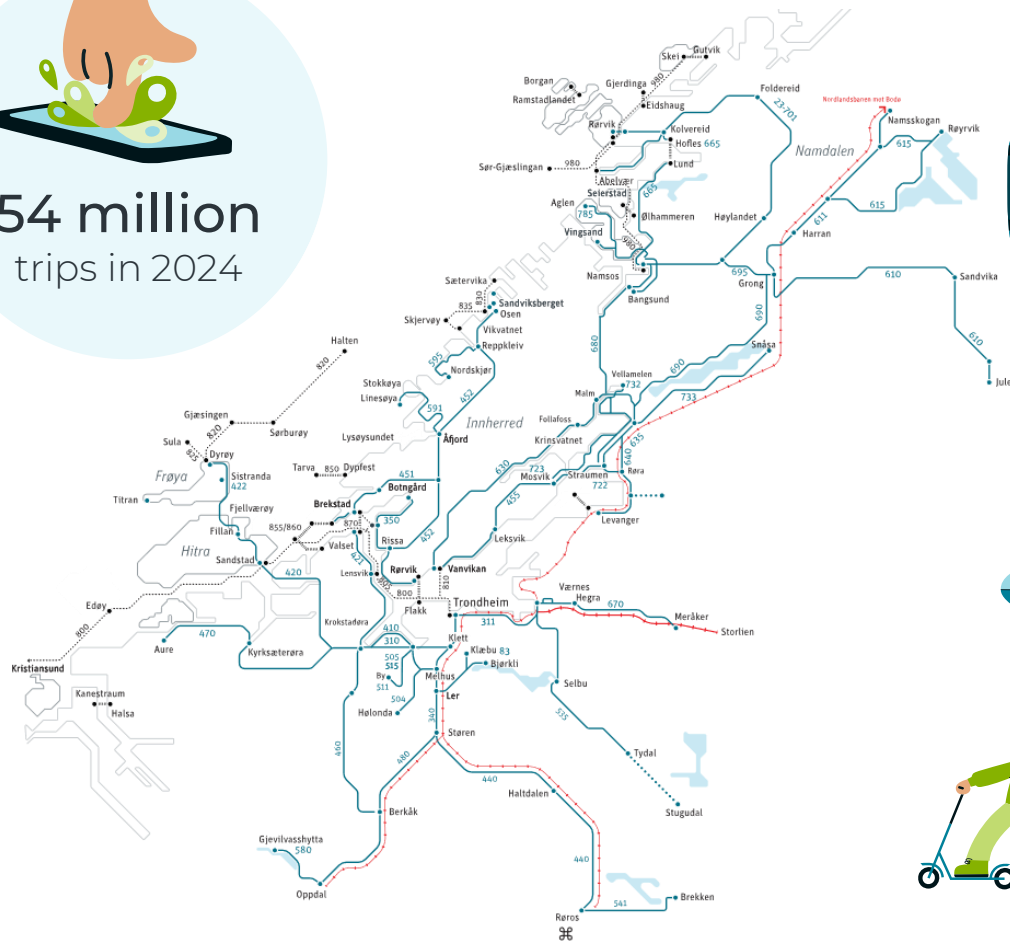
Eirin Aarem

Project manager and business developer | AtB
Eirin.aarem@atb.no

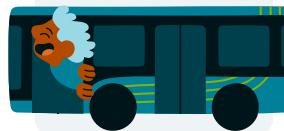




54 million
trips in 2024



850
buses



10 000 trips
with carpooling



23 vessel
19 connection



2,3 millions
departures



100 000
trips with
micromobility

(escooters and ebikes in
Stjørdal, Malvik, Melhus,
Skaun, Orkland)



475 000
active users of
the AtB app





“

AtB aims to make it easier to
live without owning a car –
always for some, often for many.



Micromobility pilot in the suburbs



- Aim to **close public transport gaps** in areas where traditional services are limited
- Deploying shared e-bikes and e-scooters where the operators see no commercial potential

5 Municipalities

2023 Melhus, Malvik, Stjørdal

- 300 ebikes and 300 escooters – Dott

2024 Orkland, Skaun

- 50 ebikes and 50 scooters – Voi

It's not about the long journeys,
but the many **short ones**.



First mile...



...last mile.



Purpose



Enable seamless multimodal travel



Reduce car dependency

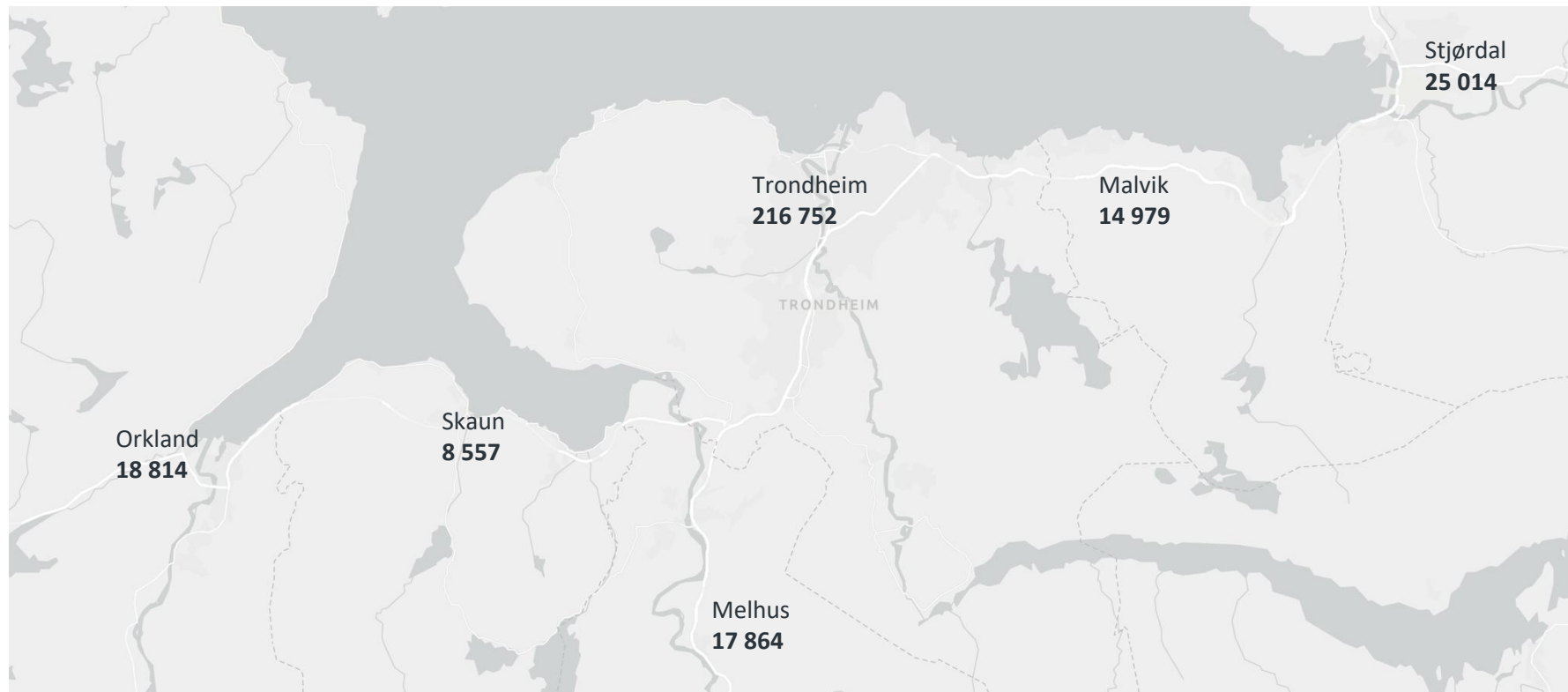


Support the reach of public transport region's zero-growth target for car traffic

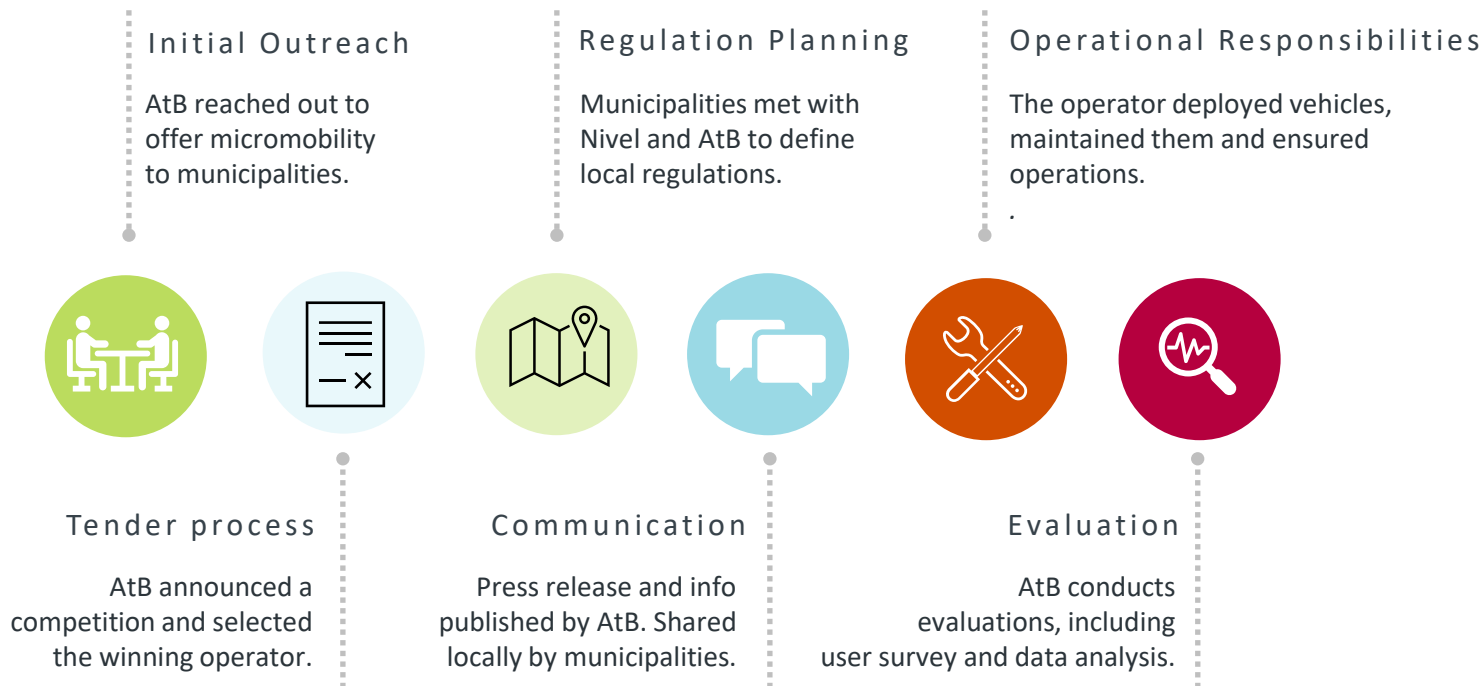


Expand by improving first/last-mile connectivity

Municipalities Inhabitants



Timeline



Micromobility collaboration Model



AtB

- Finances project via Miljøpakken
- Coordinates stakeholders and service model
- Manages contracts and communication
- Evaluates service and administers subsidies

Operators

- Receives subsidies from AtB to support vehicle deployment in municipalities.
- Rebalance, maintain vehicles and operate services
- Share data and performance reports



Municipalities

- Decide operational parameters
- Responsible for digital regulations
- Share project info locally
- Provide input based on local needs

Nivel

- Platform for digital regulation
- Enables parking zones and geofencing
- Facilitates data sharing and analysis

How the micromobility subsidy works



- Operators competed on number of vehicles offered for a fixed budget (*800NOK per municipality*)
- Operators receive subsidies in three stages
 1. Upon signing the contract
 2. Upon vehicle deployment
 3. A monthly operational support to ensure service quality
- Minimum 20% of fleet must be e-bikes.
- Contracts include options to expand fleet size and duration.
- Operators must report vehicle availability and performance regularly

StandAB Pilot in Stjørdal



- Pilot lautumn 2025 - 10 charging stations
- AtB, Dott, StandAB, Nivel, Stjørdal Municipality
- Goal is to establish a better parking culture, lower service costs, higher utilization rate, and fewer battery swaps
- 10% of all rides ended in a charging station
- Top-performing stations: Stjørdal train station and town square – reflecting strong multimodal travel



Usage data 2025

From april until august



28% increase in users since last year



11 035

Unique users
in 2025

Stjørdal
5 147

Melhus
906

Malvik
1 386

Orkland
2 265

Skaun
1 331

2024
8 563

Number of trips in 2025



83 507

Total trips



Stjørdal
47 465

Melhus
5 482

Malvik
8 386

Orkland
14 857

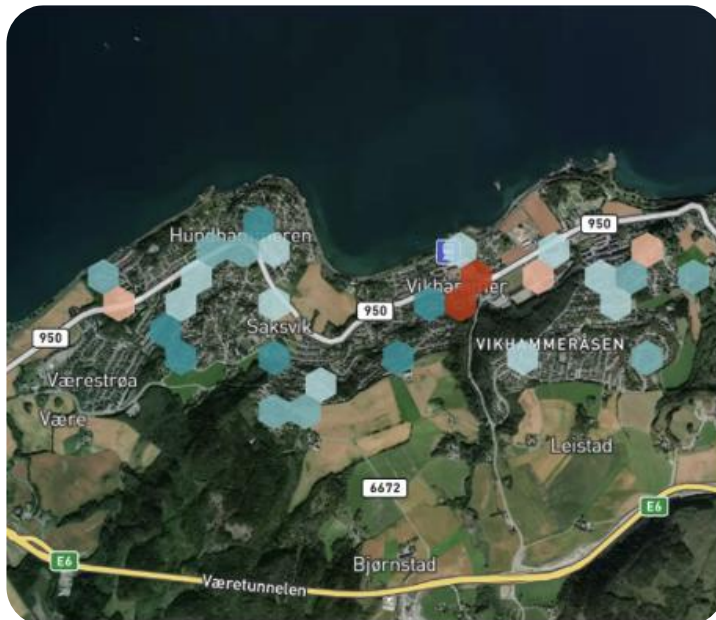
Skaun
7 317

2024
99 745

Consistent use near public transport during peak times



- Heatmaps from all municipalities show that usage is highest near public transport access points.
- Of these, most trips occur during morning and afternoon peak hours, aligning with commute patterns.



User Survey 2024

Data collection period: September 2 – October 23, 2024

A total of 654 people responded to the survey, of which 608 live in the pilot municipalities.

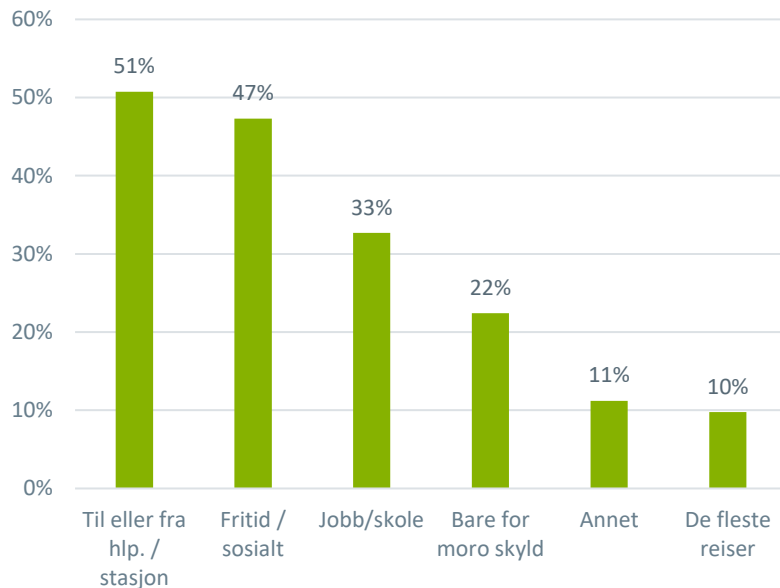
206 had used the micromobility service at least once, while 402 had never used it.



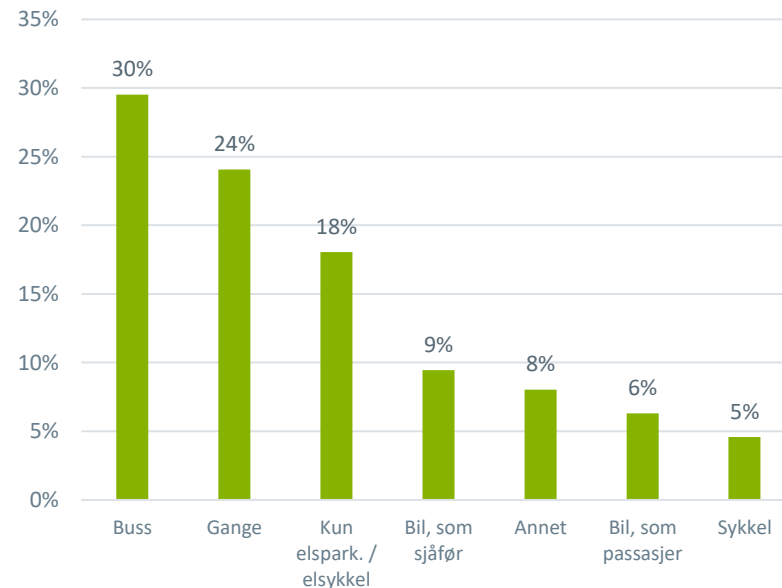
Survey shows combined use with public transport



Til hvilke formål har du brukt
elsparkesykler eller elsykler?



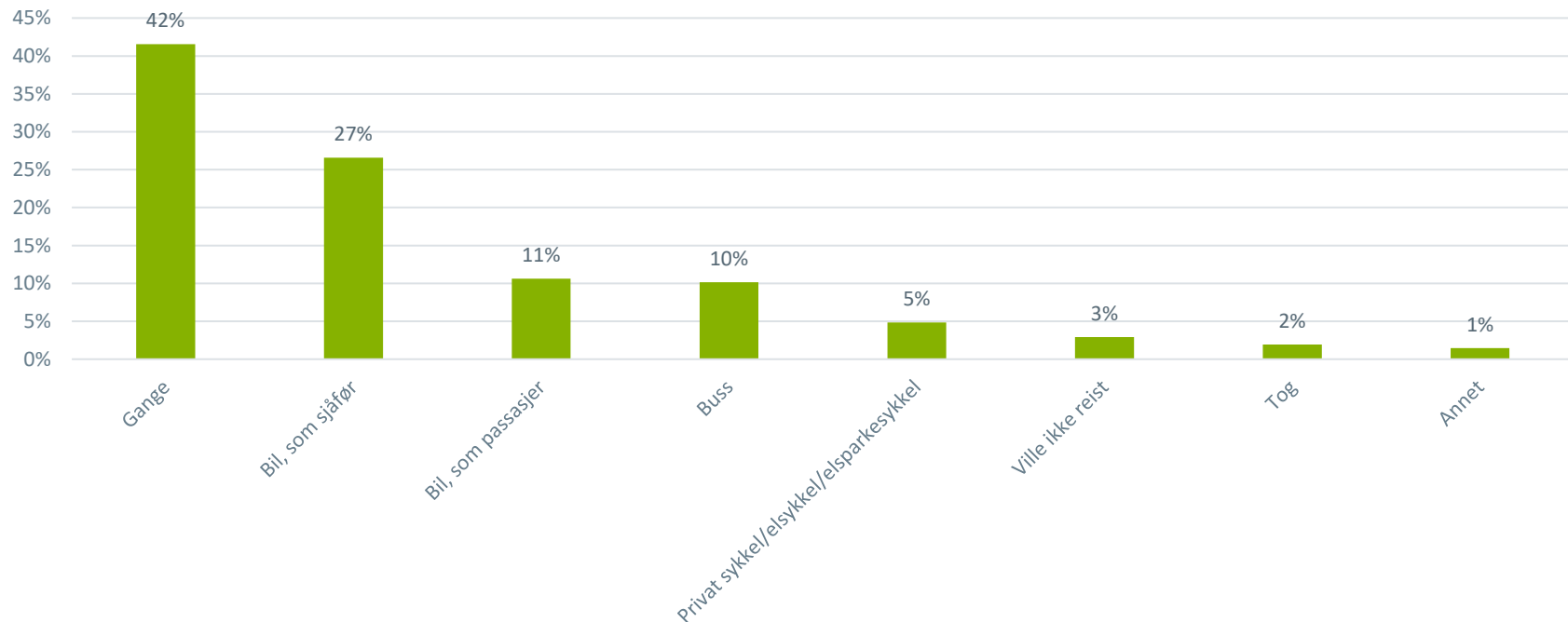
Når du bruker tilbudet, hvilke andre
transportmiddel bruker du på samme reisen?



Micromobility replaces car trips: 27% as driver, 11% as passenger



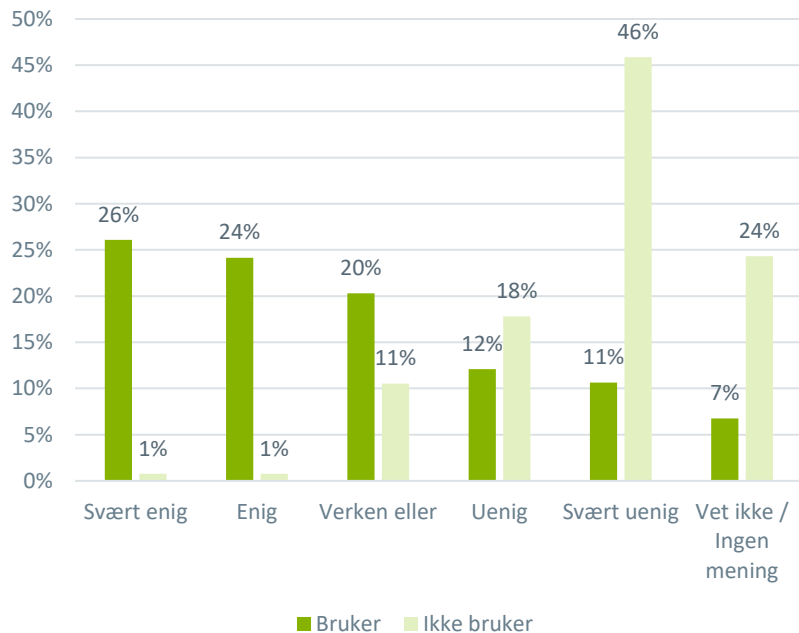
Tenk på den siste reisen hvor du brukte elsparkesykkel/elsykkel,
hvilket transportmiddel ville du brukt om de ikke var tilgjengelig?



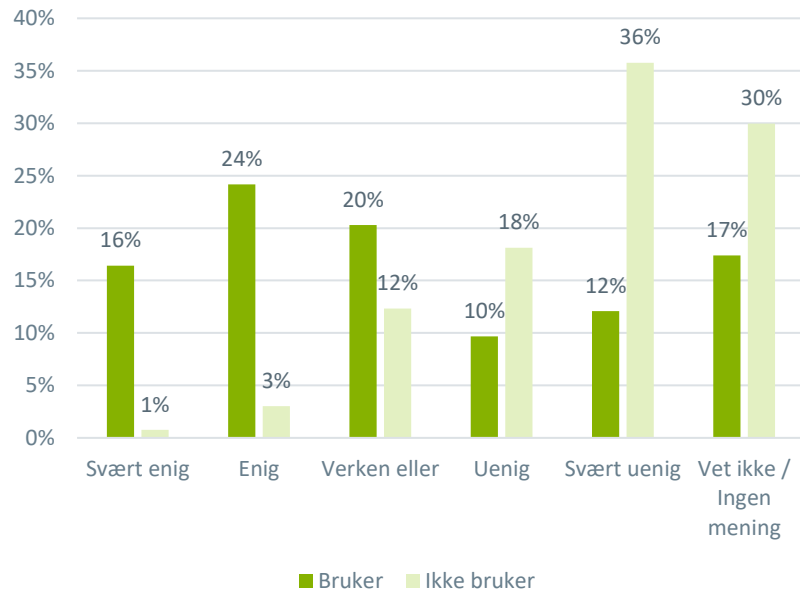
50% of users agree that Micromobility makes them less dependent on a car



Tilbudet har gjort meg mindre avhengig av bil



Tilbudet bidrar til at husstander/familier
kan klare seg med én bil isteden for flere



Key takeaways



Micromobility is used in combination with public transport and helps closing the gaps



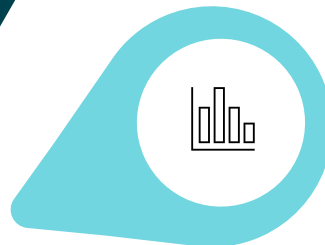
Subsidies mainly cover operational time and e-bike costs



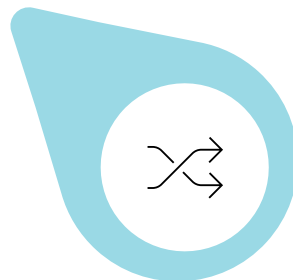
Regulation through subsidies is simple, effective and works well in practice



The service contributes to reducing car dependency and replacing short car journeys.



There is room to improve both the tender framework and stakeholder communication



Thank you for listening!

If you'd like to talk more about shared mobility,
feel free to pull me aside for a chat or send me an email.



Eirin Aarem

Project manager and business developer | AtB

Eirin.aarem@atb.no

