



Demand-Responsive Transport to ensure accessibility, availability and reliability of rural public transport

DRT PILOT IN GJOVIK, NORWAY

By Innland County Council
- Innlandstrafikk



Table of Content

1.1	BACKGROUND	1
1.2	OVERALL OBJECTIVE FOR INNLAND FOR PARTICIPATION IN RESPONSE:	3
1.3	INTERMEDIATE OBJECTIVES	3
1.4	TARGETS	3
1.5	MILESTONES	4

DRT Service in the Gjøvik region

1.1 Background

Innland County - Innlandstrafikk has long experience with demand-responsive transport (DRT) services in several places all over Innland County in Norway. We sometimes see when establishing a new route that the customer base is not real and that the person requesting the offer often has no further ownership of the offer after the start-up.

Therefore, there has been a desire to put more knowledge, analysis, user involvement and local ownership behind a decision to create a DRT-service. To make the finished product more sustainable, it is thought that you need a local partner. Preferably both as an "ambassador" but maybe also as an economic partner.

The Interreg Baltic Sea project RESPONSE has given the Innland County Council - Innlandstrafikk a unique opportunity to work systematically with the DRT services, partners, target groups and framework in the Gjøvik Region.

1.2 Overall objective for Innland for participation in RESPONSE:

To create and test a framework for a DRT service to improve mobility in areas or periods that currently have little or no public transport, and by this addressing vulnerable groups that today have problems reaching local service centers or social activity.

1.3 Intermediate objectives

- Mapping potential target group and its need for DRT Service to supplement existing route offers in Gjøvik
- Investigate the possibility of and attach one or more partners in connection with the creation of a DRT Service

1.4 Targets

- Establishment and/or further development of cooperation with relevant partners (local public authority)
- Create a DRT Service, with a framework that has transfer value for other geographical areas and target groups

1.5 Pilot milestones

Activity	Milestones	Comments
Meeting with local authority and transport operators	31.01.2020	
Framework for new service	31.05.2020	Postponed due to COVID-19
Route and concept finalized	30.06.2020	Postponed due to COVID-19
Media coverage/Press release	31.08.2020	Postponed due to COVID-19
Marketing activity	31.08.2020	Postponed due to COVID-19
Launching of DRT-service	01.09.2020	Postponed due to COVID-19
NEW: Framework for new service	01.09.2020	
Route and concept Finalized	20.09.2020	
Media Coverage/Pressrelease	15.10.2020	
Marketing activity	15.10.2020	Web, SoMe, where the target group is
Launching of DRT-service	19.10.2020	
Customization / Evaluation	01.11.2020	If needed
Marketing activity	01.11.2020	
Media Coverage/Pressrelease	15.11.2020	
Media Coverage/Pressrelease	15.12.2020	
End of Pilot Service	31.12.2020	
Evaluation	28.02.2021	