



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

PILOT DESCRIPTION

**Oppland county –
Opplandstraffik
(Norway)**



Demand-responsive transport service in the Gjøvik region

Background

Oppland County Opplandstrafikk (Innlandet County – Innlandstrafikk from 01.01.2020) has a long experience with demand-responsive transport (DRT) services in several places all over Oppland County, Norway. When establishing a new route, we sometimes see 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 Oppland County-Opplandstrafikk (Innlandet County – Innlandstrafikk) a unique opportunity to work systematically with the DRT services, partners, target groups and framework in the Gjøvik Region.

Overall objective for Oppland for participating in RESPONSE project

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 centres or social activities.

Intermediate objectives

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

Targets

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

Pilot milestones

Activity	Milestones	Comments
Meeting with local authority and	31.01.2020	
Media Coverage/Press release	15.02.2020	
Meetings with target groups	28.02.2020	
Framework for new service,	15.03.2020	Local authority and transport operators
Route and concept Finalized	20.03.2020	
Media Coverage/Press release	31.03.2020	
Marketing activity	31.03.2020	
Launching of DRT-service	31.03.2020	
Pilot service		
Customization / Evaluation	15.05. 2020	If needed
Pilot service		
Customization / Evaluation	15.09.2020	If needed
Marketing activity	30.09.2020	
Pilot service		
Media Coverage/Press release	31.03.2021	
End of Pilot Service	31.03.2021	
Evaluation	31.03.2021	