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**ShareDiMobiHub**

**Tønsberg –Best practice report**

**DELIVERABLE 1.0**

**14.07.2025**

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## Summary sheet

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## Project partners

Organisation	Abbreviation	Country
<b>Province of Utrecht</b>	ProvU	Netherlands
<b>Capital Region of Denmark</b>	CRD	Denmark
<b>Vestfold county</b>	VTFK	Norway
Subpartner: Statens vegvesen	SVV	Norway
Subpartner: Tønsberg kommune	TK	Norway
<b>Promotion of Operation Links with Integrated Services</b>	POLIS	Belgium
<b>City of Amsterdam</b>	AMS	Netherlands
<b>City of Leuven</b>	LEU	Belgium
<b>University of Antwerp</b>	UAntw	Belgium
<b>Transport Authority for the Amsterdam Region</b>	VRA	Netherlands
<b>Mpact</b>	Mpact	Belgium
<b>Autodelen.net</b>	Auto	Belgium
<b>City of Rotterdam</b>	ROT	Netherlands
<b>Hamburg University of Applied Sciences</b>	HAW	Germany
<b>University of Applied Sciences Utrecht</b>	HU	Netherlands

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## 1 Shared and Digital Mobility Hubs – short introduction

Shared & Digital Mobility Hubs (ShareDiMobiHub) is an Interreg North Sea project that focuses on increasing the introduction and uptake of shared mobility hubs.

ShareDiMobiHub aims to improve urban multi-modal accessibility by increasing the introduction and uptake of shared mobility hubs, integrating them into Mobility as a Service (MaaS) ecosystem and public transport networks, resulting in a modal shift and behavioral change towards shared mobility hubs.

Seven partner cities and regions from four countries in the North Sea Region will implement different strategies to increase the uptake of shared mobility hubs. The project will use pilots and implement upscaling plans as well as develop and adopt upscaling strategies to promote shared mobility. For more, paving the way for others to do the same. Additionally, digitalization plans to integrate the hubs into the MaaS ecosystem will be undertaken.

## 2 Regional and municipal guidelines and goals for sustainable mobility

### 2.1 Vestfold county

Vestfold county (VFK) adopted a regional planning strategy for the period 2024-2028 with the goal of reducing CO<sub>2</sub>-emissions by at least 60 percent by 2030. VFK is committed to reduce car dependency in urban areas and has experience with cooperation on a broad policy package (including restrictive measures like road tolls) to this end. VFK is leading the multi-level government cooperation in Tønsberg, “Bypakke Tønsberg” based on the “Zero-Growth Goal”, which means that the city will continue to grow in numbers, but the number of trips done by car must not increase. The increase of trips must be done by either walking, cycling or by public transport.

A modal shift from private car use to shared mobility is needed to cope with increased transport demand due to urbanization. To speed up the transition, we need to implement an integral approach entailing a.o. measures to provide space for shared mobility, nudging & communication, restrictions for private cars, integration with public transport and with Mobility as a Service (MaaS).

### 2.2 Municipality of Tønsberg

Tønsberg kommune is a municipality with approx. 54.000 inhabitants. The region of Tønsberg has approx. 82.000 inhabitants (inhabitants of the municipality of Færder included). There are local and regional plans for spatial development and transport which set goals of a green transition and sustainable growth. The municipality of Tønsberg has adopted a plan for sustainable mobility (2021) with local measures. Shared mobility and the establishment of one or several mobility hubs is identified as an action point.

Tønsberg has adopted “the green pyramid of transport” as a framework for future development in the city centre. To change the modal split and reach the overall goal of reducing car trips Tønsberg points out several tools. Testing out mobility hubs is one of them. As mentioned, toll will be introduced in 2032 for car traffic passing in and out of the city centre. Infrastructure for busses, pedestrians and micromobility will be improved (missing links, high standard solutions will be rolled out in the coming years). Tønsberg already have high parking fees for cars in the centre of the city.

A local goal is to change the modal split in the city centre in 2030 by increasing the share of trips done by pedestrians, cyclists and PT from 40 % to 60%.



Figure 1: “The green pyramid of transport” is part of Tønsberg municipality’s “Plan for mobility” and for “The special strategy 2021-2022”. Source: Mobilitetsplan for Tønsberg sentrum.

### 3 Project description

#### 3.1 Problem definition

Like many Norwegian cities Tønsberg is a “car city”. A large proportion of the city’s space is occupied by cars and about 60% of all trips are made by private cars.

Modal split in the centre of Tønsberg from 2018/2019 (national survey, reisevaneundersøkelsen):

- Car: 59 %
- Buss: 7 %
- Cycle: 6 %
- Walking: 28 %

On the other hand, Tønsberg has the highest density of people pr. 1000 m<sup>3</sup> in the county of Vestfold (average 3,5 pr. 1000 m<sup>3</sup> within walking distance from the city centre, some central areas have 11 – 12 persons pr.1000m<sup>3</sup>)<sup>1</sup>. These are rather small numbers compared to for instance Oslo, but quite similar to other cities in Norway of this size. Tønsberg also has a high density of workplaces in the city centre. The hospital of Vestfold is the biggest with approx. 3800 employees. From 2008 to 2023 there has been an increase of workplaces in the city centre. This makes Tønsberg one of the cities in Vestfold with the best foundation for successfully changing travel habits.

For more data about the region of Tønsberg; investigate the Mobility Index developed by Beta Mobility<sup>2</sup>. Tønsberg is described as a well-connected area with strong walkability and multimodal infrastructure for daily needs.

<sup>1</sup> <https://storymaps.arcgis.com/stories/82942e8d78d34153a11557e069d2c19c>

<sup>2</sup> <https://index.betamobility.com/report>

### 3.2 The objective and goal of the pilot project

The overall objective for this project is to test measures and instruments that can help reduce the share of trips made by car in Tønsberg. The knowledge gained from the pilot will be important for both the municipality and the county in prioritizing measures and instruments to be implemented in the coming years to improve sustainable multi-modal accessibility of for citizens, tourists and commuters.

For the county, as operates the public transport (PT) in the region, it is especially important to obtain knowledge about combined travels and the potential to increase sustainable transport by upscaling the fleet of shared mobility in the region.

The pilot project is carried out in two phases: an implementation phase and an upscaling phase.

The goal in the first phase was to establish a network of mobility hubs in Tønsberg and increase the services offered.

#### Some learning objectives we considered in the first phase:

- Will Tønsberg be able to facilitate and meet expectations from the stakeholders?
- What makes a hub profitable/not profitable for the stakeholders?
- Will users understand the purpose and the functionality of the hubs?
- Will mobility hubs lead to less use of private cars in the city centre?
- Will Tønsberg and different stakeholders manage to cooperate?
- Will the different stakeholders feel equally treated?
- Will Tønsberg as an urban area profit of increased shared mobility?

Next phase will be to carry out a feasibility study for shared mobility in the region. A third step will be upscaling in other cities in Vestfold. This will probably be carried out from September 2025 (after the SDMH project period).

### 3.3 Project organization

The project has been a collaboration between the municipality and the county. The team consists of:

Lead of the project consortium Interreg: Linda Ehnmark

Lead planner, Tønsberg kommune (TK): Emilie Lassen Bue

Lead planner, Vestfold fylke (VFK): Lene Stenersen

PT advisor, VFK: Christel Reinertsen, Bjørn Gard Aasebø

### 3.4 Financing

In addition to support from Interreg, the local pilot project has received the following funding:

- 1) funding for initial studies and physical design (Climate Fund, Vestfold County)
- 2) funding for implementation and operation of the three points (measures in the action program for the Tønsberg City Centre Mobility Plan, dedicated budget line)

## 4 The pilot

### 4.1 Planning phase

Planning for the first phase of the pilot project began in November 2021. The project team engaged a team of consultants who helped us to define what a mobility hub could be in a Tønsberg context and explored the scope for implementing shared mobility services in cities the size of Tønsberg.

The first consultancy team we selected lacked specialized expertise in shared mobility services, so we decided to replace them halfway through the planning phase with a team that had specialist knowledge in mobility and the physical design of mobility solutions in urban spaces which consisted of Øyvind Sævig (Beta Mobility) and Jakob Steen Christensen (JAJA Architects).

An important part of this phase was to define criteria for hub concept (size and contents) and site selection.

#### 4.1.1 Hub concept

In the process of defining the size and content of the hubs, we chose to base our approach on a three-size concept: L, M, and S. The L-hub is developed with the aim of reaching a broad target audience and therefore includes the most functions. The M-hub and S-hub target narrower audiences, and their content is tailored to meet those specific needs.



Figure 2: Hub concept Tønsberg. Source: Jaja Architects

#### 4.1.2 Planning phase

Based on dialogue with service providers and geographic analyses of population and workplace density, we ended up defining three potential hub locations:



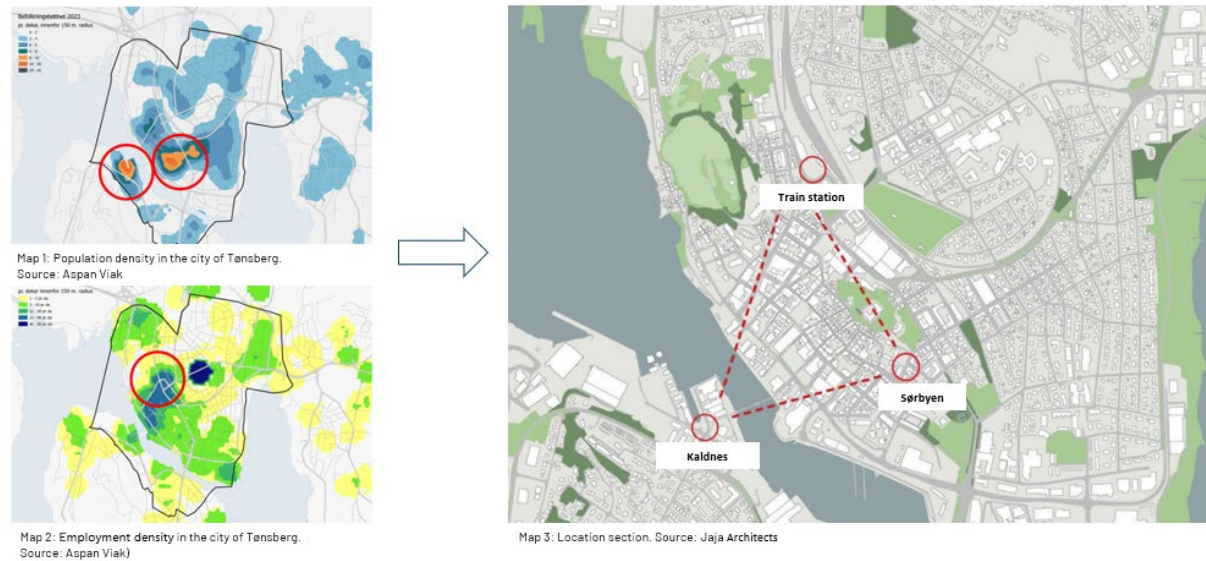


Figure 3: The maps on the left side show how we used geographic data to analyze potential hub localizations. Areas with high population density and job density were selected, as you can see on the map on the right side. Source: Asplan Viak and Jaja Architects.

Each location was planned with different types and number of mobility services; the most services at the station (hub L) and the fewest in Sørbyen (hub S). During the planning phase, several service options were considered. A dialogue was initiated with the Salvation Army, which was actively seeking new premises for its bicycle repair workshop after having to close its previous location due to lease termination. This collaboration led to the idea of establishing a pop-up bicycle repair and rental service at the station.

The following steps were carried out during the planning phase:

- Mapping of shared mobility services in Tønsberg and how they operate
- A workshop with various mobility stakeholders, developers, and other local actors to gather input on the content and location of the hubs
- Define criteria for hub concepts and site selection
- Analyse suitable locations based on data of population density and employment density
- Submit a political proposal to secure anchoring and support for the pilot project
- Establish dialogue with relevant service providers to define the scope and potential operational framework

## 4.2 Design phase

After the initial planning was completed and the framework for the pilot project was decided, the design phase began in the beginning of 2023. Since there is no national standard for mobility hubs in Norway, considerable effort was put into developing a layout that ensured strong visibility using symbols, colours, urban furniture, and signage.

Key steps during the design phase:

- Develop the design concept for mobility hubs in Tønsberg

- Create physical layout plans for each location



Figure 4: Layout for each hub in Tønsberg 1) the train station, 2) residential areas of Kaldnes and 3) Sørbyen. Source: Jaja Architects

### 4.3 Implementation phase

Following the completion of the physical layout for each site, planning for implementation was initiated the summer of 2023. To ensure the necessary expertise, the technical department of the municipality was involved in this phase. This was crucial to succeed. With their competence the following key issues were highlighted and ensured completed:

- selecting a contractor for execution
- securing sufficient power supply and contract with electricity supplier
- drafting and obtaining approval for the signage plan
- ordering signs, ground markings, and urban furniture

At the same time, the necessary agreements were established with the service providers operating within the hubs.

### 4.4 Opening event

A great deal of time and resources went into getting this pilot project off the ground, so it was especially satisfying to mark the official opening of the mobility hub at the train station in October 2023. We invited politicians, partners, colleagues, and other local stakeholders to the event.

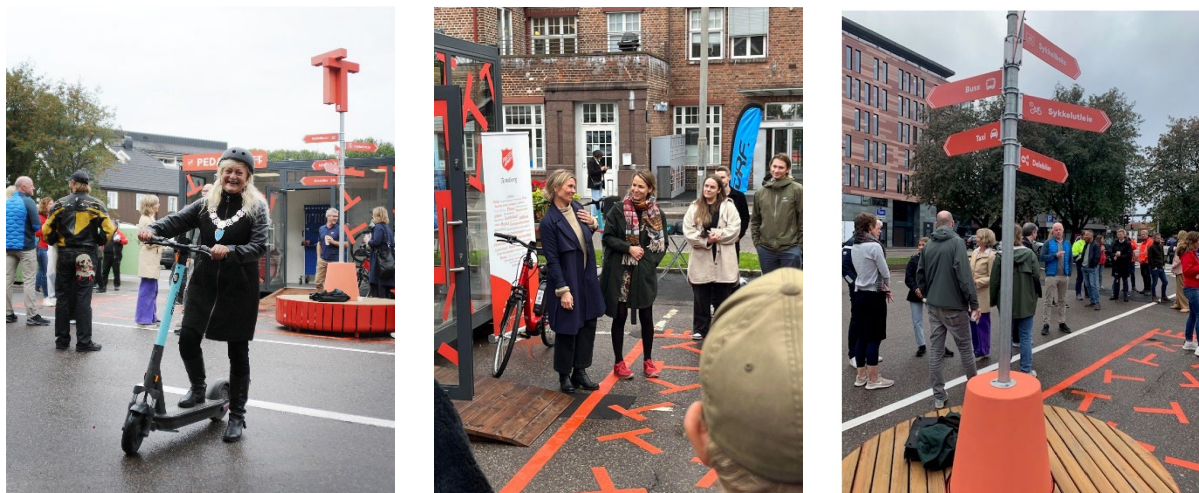


Photo 1-3: Pictures from the opening event with the mayor of Tønsberg Anne Rygh Pedersen, the project group with Lene Stenersen og Emilie Bue and other participants. Source: Tønsberg kommune

Due to several technical and regulatory challenges, the hubs at Kaldnes and Sørbyen were not opened until February 2024.

#### 4.5 Contracts and framework conditions for the services

The following contracts have formed the basis for the pilot period:

- **SURF:** The municipality had already entered into a two-year contract with SURF providing E-scooters. The contract terms did not entitle SURF to any subsidies, nor did they grant the municipality the right to charge a fee for the service.
- **Getaround:** An agreement was signed with Getaround for one year providing shared cars, which was extended by another year during the pilot phase. According to the contract terms, Getaround paid a parking fee equivalent to residential parking rates in Tønsberg city (NOK 2,460 per half-year). In addition, the municipality provided a revenue guarantee to ensure that the service would not operate at a loss during the pilot period. The guarantee model is based on experience from KOLUMBUS (Vestlandet County), where a fixed amount is defined per vehicle type (e.g., city car, SUV, or van), representing the minimum revenue required for the service to break even. If Getaround, in total, does not achieve this minimum revenue (aggregated across all vehicles, not per individual vehicle), the municipality has committed to covering the shortfall.
- **Salvation Army:** An agreement was made to operate the bicycle workshop. Tønsberg Municipality covered the rent and electricity for the premises (a glass container) and co-financed the salary of an employee. The workshop was open from 10 AM to 2 PM.
- **Bikely:** Two new bicycle lockers were purchased for the pilot, with a total capacity of 16 bikes. Eight of the spaces were reserved for bike rental and the bicycle workshop during the pilot period.
- **Globalstillas:** Rental of a container for the bicycle workshop (10.000 kr/mnd)

### **Best practice – piloting mobility hubs**

- It is essential to anchor the pilot in planning frameworks and/or political processes to ensure broad support for the initiative.
- Allocate adequate time and resources to the planning phase. We spent approximately 20 months from the fundings were approved until the hub was officially opened.
- During the planning phase, it is advisable to have dialogue stakeholders who possess substantial experience, such as service providers, other municipalities, and county authorities. Our experience demonstrated that few consulting firms had adequate expertise in the field of shared mobility.
- Involve personnel with expertise in road infrastructure to ensure that the pilot proposal incorporates traffic-safe solutions, is properly signed and marked, and that the necessary traffic plans are prepared and approved by the appropriate authorities (e.g., the police and national road authorities). These processes may require considerable time and should therefore be accounted for in the overall project timeline.
- Prioritize measures that do not rely on electricity, as such requirements can be costly and may reduce the flexibility of relocating the hub to alternative areas. Infrastructure dependent on electricity can be introduced at a later stage, if the project demonstrates favourable outcomes.

## 5 Communication

A communication framework and a communication plan were developed for the pilot.

### 5.1 Framework

#### **Why communicate?**

Mobility hubs offer services as an alternative to the private cars and the goal is to change travel behaviour so that the number of private car trips in Tønsberg city is reduced.

This must be clarified for the potential users:

- 1) mobility hub, what is it?
- 2) what kind of services is provided?
- 3) how to use them?

#### **What do the hubs offer?**

Our three hubs offer different modes and services and contain:

- shared cars
- shared kick-bikes
- bicycle: safe bike parking and bike workshop

Connected services are busses, taxi, train and pick-up-points for packages.

#### **Target groups**

Four target groups are identified to be potential users of shared mobility at the mobility hubs:

- residents
- companies / employees
- commuters
- tourists/visitors

#### **Where to communicate (channels)**

The following media platforms has been identified as relevant for the first phase of the projects:

- Own websites (included Facebook, Instagram and LinkedIn)
- Local partners websites (included Facebook and Instagram)
- Local media (both newspaper and radio)
- Interreg network

### 5.2 Activities/tasks in the first phase of the pilot period

#### **Activity 1 - A recognizable graphic profile**

*Aim:* Create a visible and recognizable profile and wayfinding to attract attention and use

*Target travel mode:* All modes

*Target group:* All groups

*Channels:* Physically at the hub and other platforms

*When:* Development and deployment phase

*How:* Developed by Jaja Architects



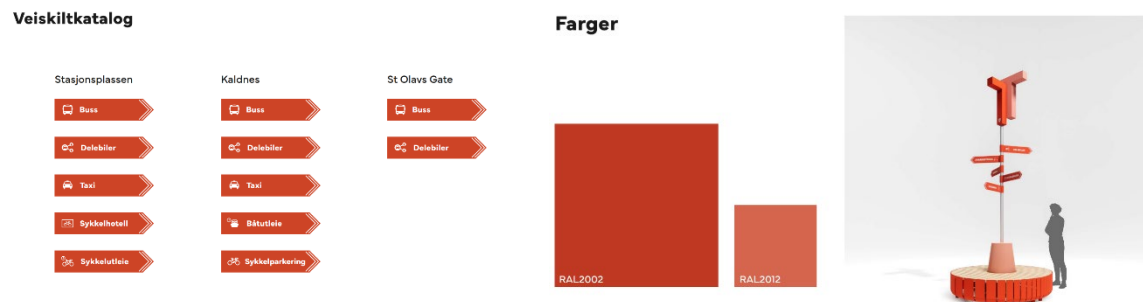


Figure 5: A clear vision for signage, colours and design was developed to make the hubs visible and recognisable. Source: Jaja Architects

## Activity 2 – Make the project known

**Aim:** Create curiosity

**Target travel modes:** All modes

**Target group:** residents, companies / employees and commuters, politicians

**Channels:** Political meeting, local media and own websites

**When:** Last part of deployment phase (august 2023)

**How:**

1 - Communication department at county and municipality prepare proposals in dialogue with the project team.

2- Meetings with local media and other local stakeholders with interest.



Figure 6: Website - Municipality of Tønsberg

### Activity 3 – How to use the hub

**Aim:** Share facts and information about how to use the facilities at the hubs

**Target travel mode:** All modes

**Target group:** All groups

**Channels:** Physically at the hub, own websites

**When:** Operating phase

**How:**

- 1- Digital: Create website with information about the facilities and links to the different suppliers.
- 2- Physical at the hub: information poster and QR- code which takes the user to the website



Figure 7: Poster on the wall of the bike- shop.

### Activity 4 – Kick off

**Aim:** Create buzz about the project

**Target travel mode:** All modes

**Target group:** All groups

**Channels:** Own websites (included Facebook, Instagram and LinkedIn), local partners websites (included Facebook and Instagram), local media (both newspaper and radio), Interreg network

**When:** Opening day 29<sup>th</sup> of September 2023 (photos page 11 in this report)

**How:** Invite local partners, politicians, local press, colleague, create good atmosphere, coffee, cake and good vibes.

### Activity 5 – Winter activity

*Aim:* Increase winter cycling and the activity at the bike workshop at the railway station

*Target travel mode:* Bicycle

*Target group:* All groups

*Channels:* Own websites (included Facebook, Instagram and LinkedIn)

*When:* December 2023

*How:* Digital campaign by the communication department in the municipality of Tønsberg

### Vintersykling er populært i Tønsberg

Gratulerer til 20 heldige personer som ble trukket ut som vinnere av vintersykling konkurransen vår. De møtte opp på Farmannstorget i dag og fikk sine nye dekk. I tillegg ble vinterdekkene gratis skiftet og montert på sykkelen av gutta fra Skaperverkets sykkelverksted.



Her trekker ordfører Anne Rygh Pedersen fire vinnere av refleksjakke sammen klimateknolog  
Hanne Fossen-Thaugland.  
Fotograf: Irene Wilhelmsen

Figure 8: Winter cycling campaign. Source: Municipality of Tønsberg



### Activity 6 – «Boost” different transport modes

*Aim:* Create buzz about the project

*Target travel mode:* All modes

*Target group:* All groups, but especially companies / employees

*Channels:* Own websites (included Facebook, Instagram and LinkedIn), direct information to companies /employees around the hub at the station

*When:* Spring 2024

*How:* Communication department at county and municipality prepare proposals in dialogue with the project team.



Figure 9: Boosting car sharing. Message: The major uses shared cars. Source: Municipality of Tønsberg

### 5.3 Evaluation communication

A lot of publicity in the first phase of the pilot made the mobility hubs and services known for the public. We experience that communication about the services must be put into a more strategic framework to make shared mobility common and attractive to the inhabitants of Tønsberg.

Due to the fact that we do not have a national symbol for mobility hubs we need to evaluate the use of signs and design for the hubs in Tønsberg. We are in dialogue with the National Road authority in Norway and they are aware of our challenges.

For the next phase we need to analyze the use of shared mobility and see what tools are needed to increase the use. Parallel to this the services increase in numbers in Tønsberg, and more modes are added to the fleet of shared mobility.

The next step will be to develop a nudging plan for the upscaling phase.

#### Best practice – communication

- Create a recognizable visual profile for the hubs, both physical at site and logos/symbols for digital use
- A communication framework and a communication plan are useful
- Make sure resources in your organization are available for planning and implementing communication tasks
- Use local media, websites and social media to broadcast events and news
- Evaluate the use of shared mobility in the pilot phase and if necessary, adjust plans for communication

## 6 Monitoring and evaluation of the pilot

Our first mobility hub was launched in September 2023, followed by two additional hubs at the beginning of 2024. Some providers, such as SURF with their e-scooters, were already operating in Tønsberg at that time. In this case, our role was to geographically relocate these services into the designated hubs.

Data collection has primarily been carried out by the providers, while the county has aimed to consolidate the data in a dashboard to monitor developments over time. The mobility dashboard was developed as part of the Interreg project by the Analytics department at Vestfold County.<sup>3</sup> For readers who wish to learn more, you can always refer to Deliverable 2.8, data and dashboards, where they will find more information about your dashboard - [click here](#).

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<sup>3</sup> [Microsoft Power BI](#)

Initially, we faced challenges with data collection, primarily because contracts had been signed before the project was launched, and requirements for data delivery were not adequately addressed in those agreements. As a result, it has been difficult to extract usage data from each hub location — except for car sharing services which was a new contract.

## 6.1 E-scooters

SURF signed an agreement with Tønsberg Municipality in 2022 to provide and operate e-scooter rentals in Tønsberg until December 2024. It has been challenging to mandate data collection for each hub individually, and therefore, the data presented here reflects the municipality as a whole:

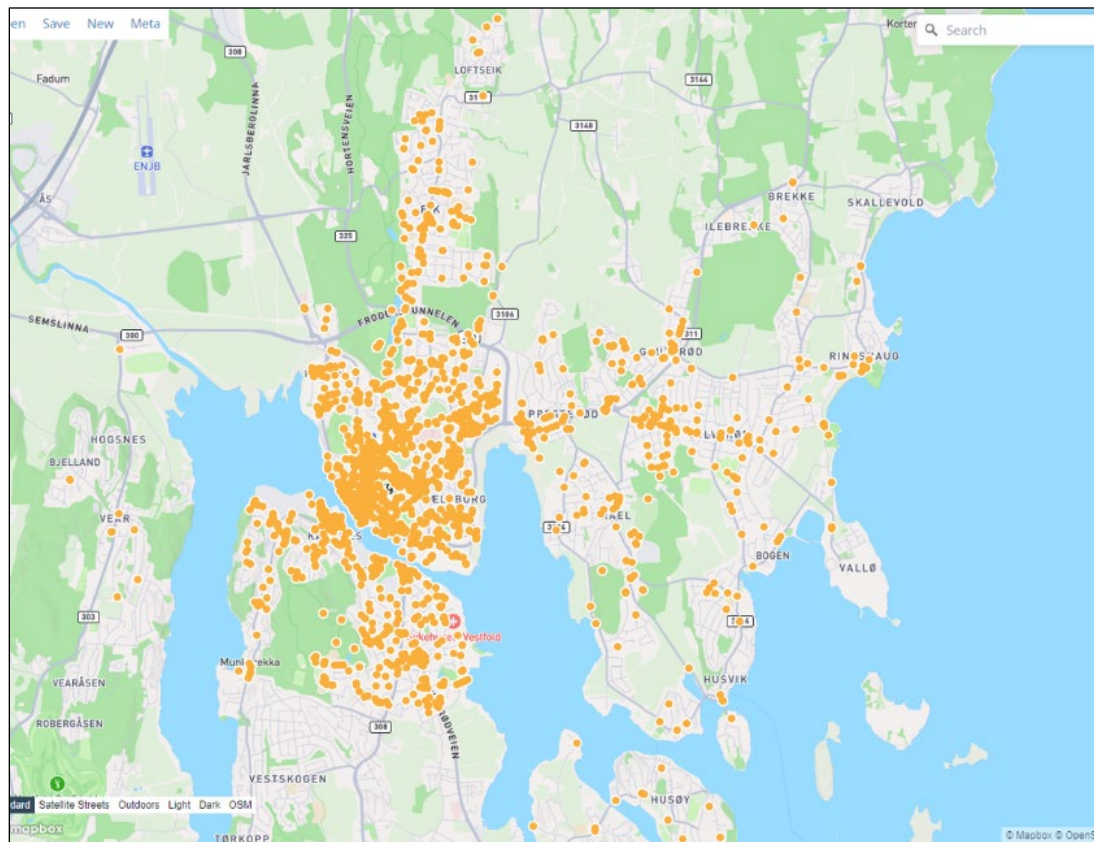


Figure 10: Map showing the range of use done by e-scooters in the region of Tønsberg and Færder municipalities (2023 – 2024). The distance from the city centre to the surrounding suburban areas is about 7 kilometres (Source: Surf).

	2023	2024
<b>Total Trips</b>	64307	59465
<b>Total Unique Users</b>	7324	5787
<b>Average Ride made by a Single Use</b>	8	10
<b>Total kilometres driven</b>	263658,7	267592,5

This overview shows that despite harsh winters where the scooters are stored away, e-scooters are a popular means of transportation in Tønsberg. The total kilometres driven has increased a little from 2023 to 2024. The average number of trips made by a single user has also increased. The number of unique users has dropped a bit, as well as the number of total trips. We assume the drop on users and trips could be related to the harsh winter of 2024 and that the release of the service spring 2024 was a bit delayed. The map shows the geographical distribution of the trips.

When Tønsberg municipality issued a new contract for e-scooter operations for the period 2025–26, Surf applied to continue its operations. This indicates that the market in Tønsberg is perceived as both attractive and economically viable.

## 6.2 Shared cars

Shared cars have been a service in the private market in Tønsberg for some years. As part of the mobility hub pilot, the first shared cars were made available in public parking spaces – which increased their visibility in the urban environment. Under the terms of its contract with Getaround, the municipality has provided a revenue guarantee. This means that the municipality commits to covering any shortfall in income for the entire vehicle fleet in months where Getaround does not generate sufficient revenue to meet operational costs.

As illustrated in the graph below, usage of the car-sharing service increased during autumn 2023 and spring 2024. However, a decline was observed during the summer holiday period and into autumn 2024. For most of 2024, the service operated at a profit, and guarantee payments were made by the municipality for just two months.

Due to uncertainty regarding the framework for the 2025 pilot phase, the number of available vehicles was reduced at the beginning of 2025. This reduction contributed to a temporary drop in usage during that period. The situation has since been addressed, and the number of rentals has once again increased rapidly.

As shown in the pie chart in the lower right corner of figure 5, the shared vehicles at the hubs are primarily used for private purposes. This highlights a potential to increase usage for work-related travel—both within the private sector and among public institutions. In this context, both the municipality and the county authority can play a role to increase the use of the cars by facilitating the use of such services for employee business travel.

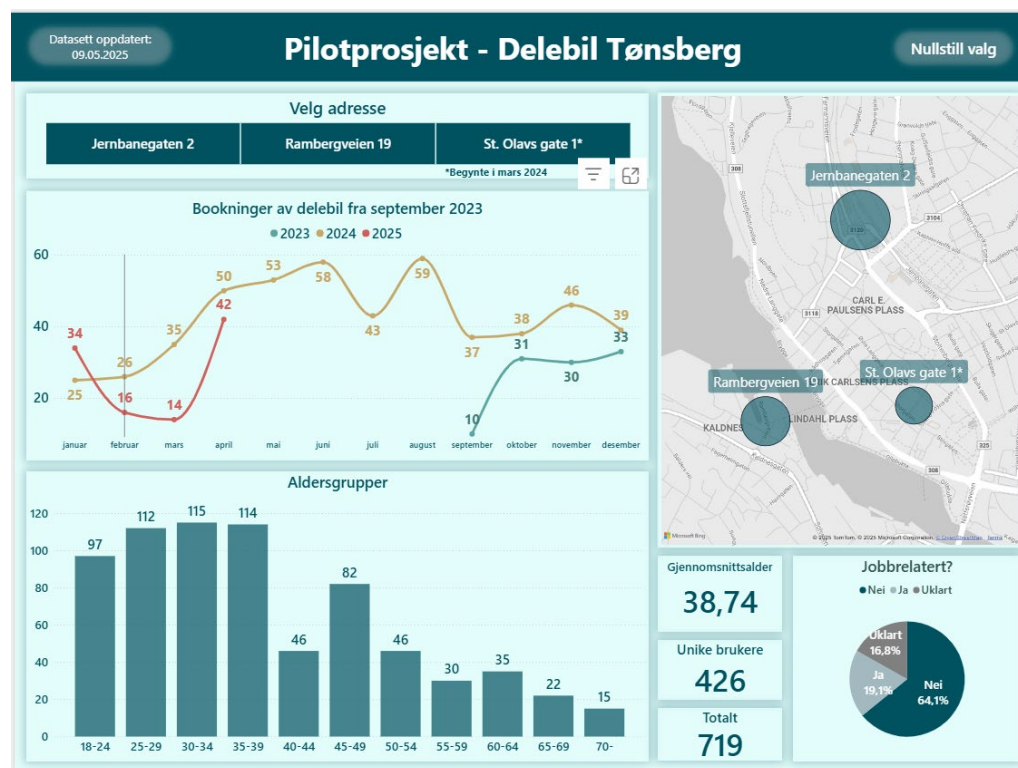


Figure 11: Total car-sharing usage across the three hubs during the pilot period. Source: Mobility dashboard, County of Vestfold

### 6.3 Bike workshop and rental bikes

In accordance with the agreement entered with the Salvation Army, the organization was responsible for operating a bicycle workshop and managing the rental of e-bikes owned by the municipality. Rentals were to be facilitated through the municipality's bicycle parking boxes (Bikely).

It quickly became evident that the Salvation Army faced challenges in establishing effective operational routines. During the first winter season, four out of five bicycles went missing. As a result, the rental service was discontinued in early 2024.

In contrast, the operation of the bicycle workshop has been more successful. However, experience from the pilot indicates that relying on a single staff member creates operational vulnerability. Despite the reduced opening hours (10:00–14:00), the Salvation Army has at times struggled to ensure consistent staffing, adequate personnel follow-up, and appropriate technical workshop solutions within the given framework.

No systematic data collection has been conducted regarding the use of the bicycle workshop. However, feedback from the staff member responsible for daily operations suggests that usage increased over the course of the pilot period. As expected, activity was lower during the winter months. Nevertheless, due to a growing number of winter cyclists, services such as studded tire changes were offered during this season.

The municipality financed both the premises and provided support for personnel costs. Given the limited scope of the service and the Salvation Army's lack of capacity to expand operations, the municipality conducted a comprehensive assessment in spring 2025 and decided to discontinue the bicycle workshop at the station.

#### 6.4 Safe bike parking (Bikely)

Over several years, Tønsberg Municipality has worked to expand the availability of secure bicycle parking in the city centre. Lockers from Bikely has been an important part of this offering. The municipality has procured several lockers in various sizes and strategically placed them near key destinations throughout the city. A number of these units were acquired with financial support from external partners, including the county. The rental cost for a locker is approximately €1 per day, which partially covers the operational fee charged by Bikely for managing the locking system and the associated app. As part of the mobility hub initiative, such lockers were procured and installed both at Kaldnes and at the railway station.

During the pilot period the usage has increased, particularly at the station. However, the municipality has experienced challenges related to winter maintenance, as snow has not always been cleared promptly. There have also been isolated incidents of misuse of the lockers for unintended purposes.

Despite these issues, the municipality considers the service to play an important role in facilitating increased bicycle use to and within the city.

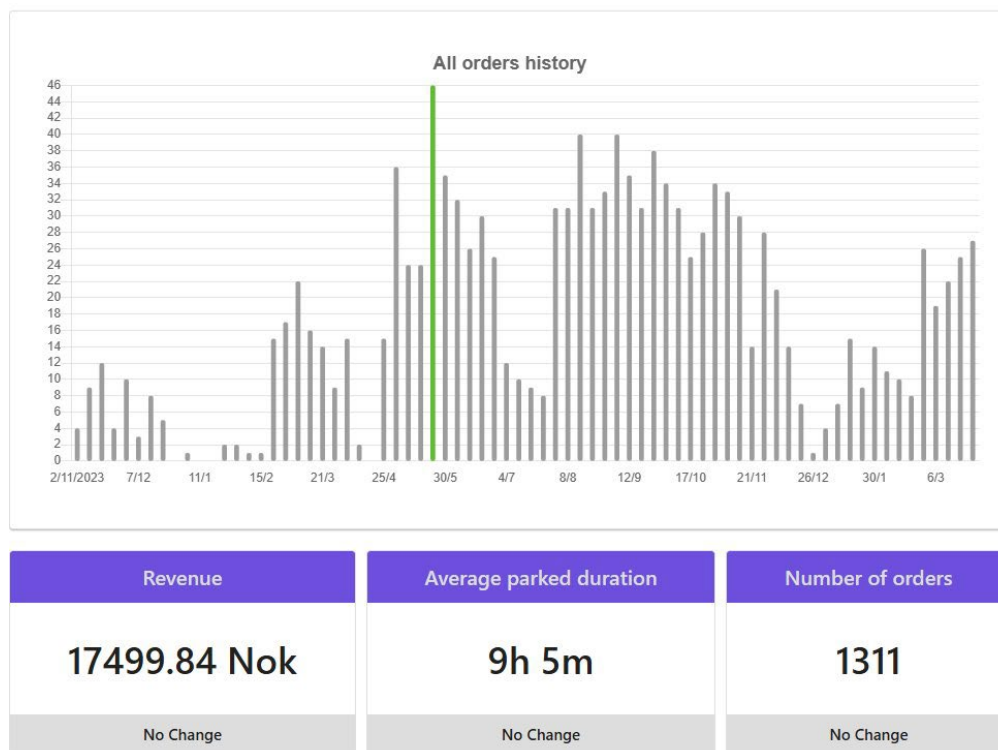


Figure 12: Use of lockers at the mobility hub at the station in Tønsberg period of autumn 2023-spring 2025. Source: Bikely

## 7 Conclusion

Tønsberg is a walkable city with suburban areas connected to the city centre with efficient infrastructure (PT and bikepaths). People live and work rather close to the city centre. There is a potential for increased trips made by shared mobility in combination with PT and other active transport modes. Important issues to deal with to redeem this potential is to avoid urban sprawl, work with parking policies for private car-use and to improve infrastructure for green transport solutions.

Some learning objectives we will consider in the second phase:

- What role must/can the county take in developing hubs of shared mobility?
- Can shared mobility contribute to better access to PT?
- Possibilities for upscaling of hubs in other cities in Vestfold County
- Increase knowledge about shared mobility in the region

### **Best practice – monitoring and running the hubs**

- Collecting data is crucial for evaluation and development of shared mobility and mobility hubs. Important to include this in the contract with the providers
- A mobility dashboard is a helpful tool – link to our dashboard: [click here](#)
- Working with social entrepreneurs needs close follow up and good support during start-up and in operative phase
- Regular meetings with the providers are necessary to ensure that the mobility offered is running as planned
- Operating mobility hubs during winter needs special attention, such as removing snow. Routines must be developed and implemented



## 8 The ShareDiMobiHub Consortium

The consortium of ShareDiMobiHub consists of 13 partners and 4 subpartners with multidisciplinary and complementary competencies. This includes European cities and regions, universities, network partners and transport operators.



For further information please visit <https://www.interregnorthsea.eu/sharedimobihub>

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