

WP 2 A5:

Mobility hubs Tønsberg

- Location selection process report

Interreg
North Sea



Co-funded by
the European Union

ShareDiMobiHub

Interreg NSR ShareDiMobiHub Project

Date: August 2025

Author: Municipality of Tønsberg



Introduction

Tønsberg municipality and Vestfold county are collaborating on this pilot project where we are to establish mobility hubs in Tønsberg city center. Our goals are:

- Improve the overall mobility offering through public and shared solutions
- Zero growth target where shared mobility is part of the solution, offerings that lead to increased green mobility
- Make shared and public transport solutions visible and accessible

In the first part of the project, we established three mobility hubs. The first one was established in the fall of 2023, followed by two hubs in the spring of 2024.

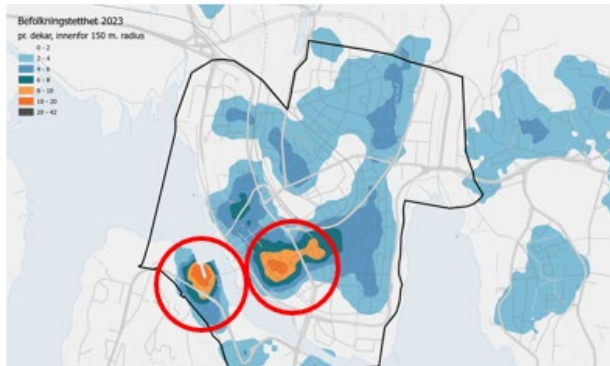
This document describes how we have worked on finding locations for new and smaller mobility hub in the city center in the second phase of the project (upscaling phase).



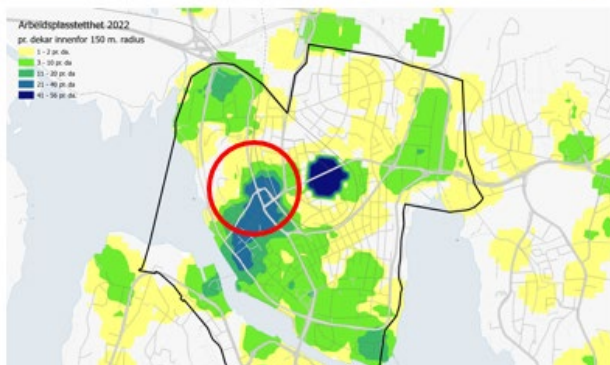
Brief review:

How we pointed out the first hubs

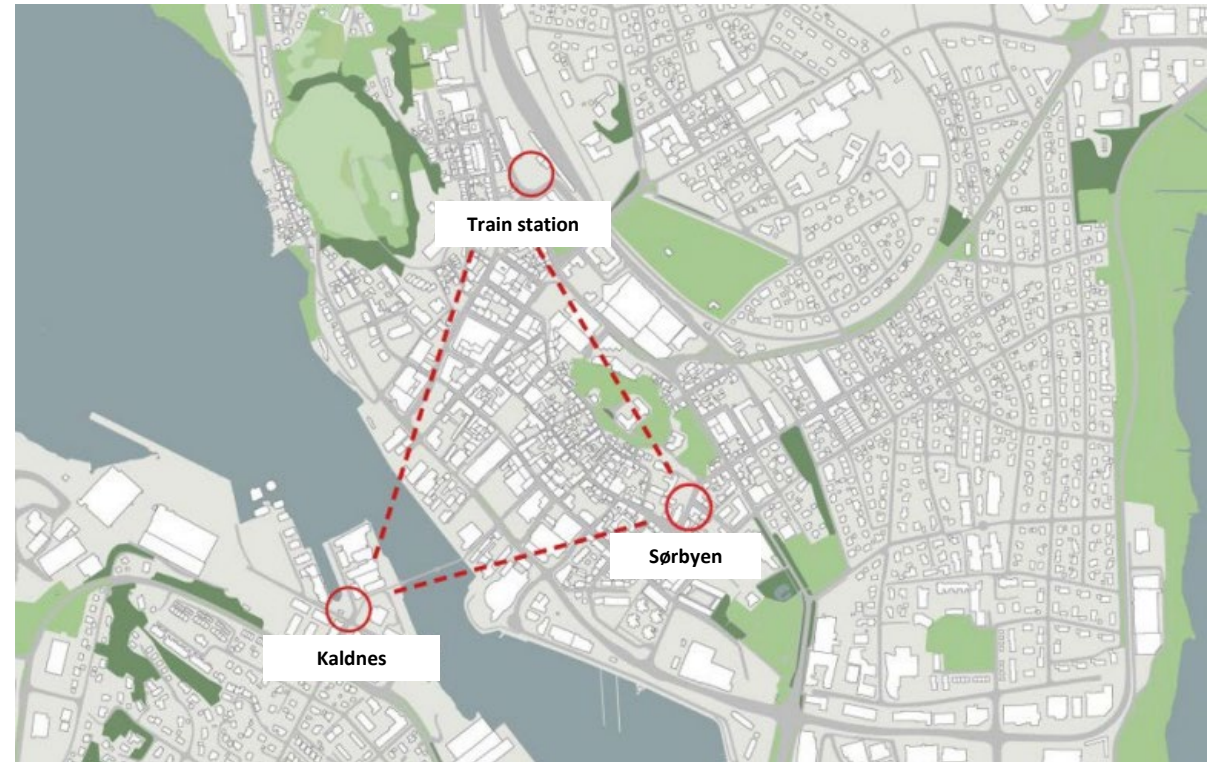
The three initial hubs were established in areas of the city with the highest population density and employment density; at the train station and the residential areas of Kaldnes and Sørbyen.



Map 1: Population density in the city of Tønsberg.
Source: Aspan Viak



Map 2: Employment density in the city of Tønsberg.
Source: Aspan Viak)



Map 3: Location section. Source: Jaja Architects

The framework for the upscaling

In this second phase of the pilot project, we are aiming to improve and expand the mobility services. To ensure this, we have carried out the following actions which impacts the location and requirements for new hubs:

- 1. New local regulation of micromobility rental (November 2024)**
The new regulation provides local guidelines for the rental of micromobility. Within the city center, fixed pick-up and drop-off zones are now required.
- 2. Expanding the mobility services (January 2025)** – a new public procurement (2025-27) has been conducted for the rental of micromobility in Tønsberg. This time with the requirement that the supplier has to offer a minimum of 60 e-bikes in addition to maximum 300 e-scooters.
- 3. Politically anchoring (May 2025)** to ensure the necessary financial framework for the upscaling of the project, a political case was presented to gain approval for the scaling up.



Criteria for location selection I

In 2023, the planning department, road authorities, and the trade association Tønsberglivet collaborated to identify key target locations for designating parking spaces for e-scooters in the city of Tønsberg. The map on the right illustrates these locations.

The following criteria were used as the basis for location selection:

- proximity to key points such as shopping centers, restaurants, and larger stores
- proximity to public offices and other public services such as the hospital, town hall, library, and swimming pool
- proximity to visitor destinations such as the cathedral, harbor, castle, and art museum
- larger workplaces were also identified as important destinations

However, these hubs were ultimately not established because the municipality at that time did not have regulations requiring the provider to have such hubs.

However, these locations have formed the foundation for selecting location for new hubs during the upscaling phase (spring 2025).



Criteria for location selection II

In the autumn of 2024, Tønsberg's politicians approved a new local regulation concerning the rental of micromobility within the municipality. This regulation specifies two designated areas that require fixed pick-up and drop-off zones for micromobility rentals:

1. the city centre (big red circle)
2. the hospital area (small red circle)

Based on the locations identified in 2023, the planning department and road authorities have worked on selecting location for the new hubs. In this work, some new criteria were considered:

- publicly accessible areas
- sufficient space for both e-bikes and e-scooters
- if possible, locations which have bike rack already (for the e-bikes)



How have we worked?

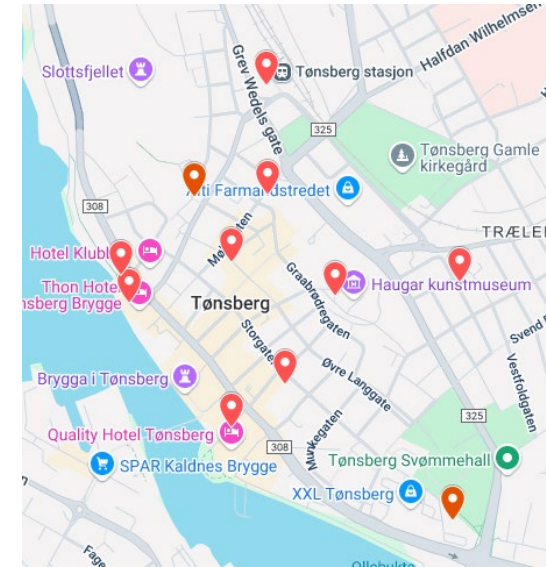
The municipality's technical department is tasked with overseeing the e-scooter and e-bike provider, Ryde, in Tønsberg, working closely with the planning department.

During the selection process for new mobility hub locations, the following steps have been undertaken:

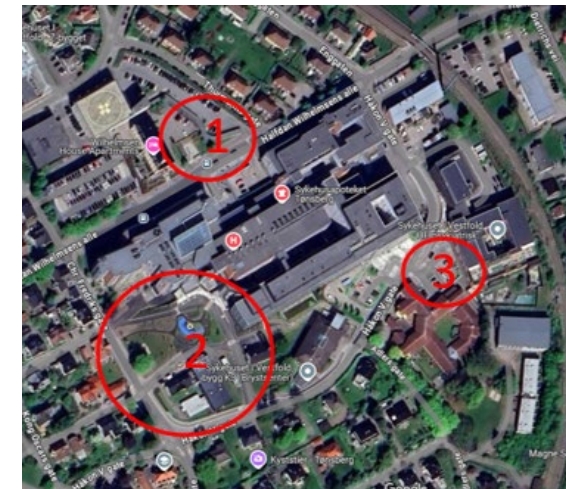
- Both departments collaborated using Google Maps.
- Meetings were held with Ryde and local stakeholders, including the hospital, to optimise hub placement. At the hospital, the following locations were prioritised:
 - Main entrance for patients and visitors
 - Main entrance for staff
 - Main entrance for the emergency and psychiatry departments
- Only areas designated as public space or for traffic use have been considered.
- Technical department staff conducted site visits to evaluate the agreed-upon potential locations, assessed their feasibility, and updated the maps accordingly.

All hubs situated on public property will be physical installations, with the technical department responsible for their marking and signage.

•Ryde may also negotiate agreements to mark hubs on private property; however, the municipality will not be involved in this process.



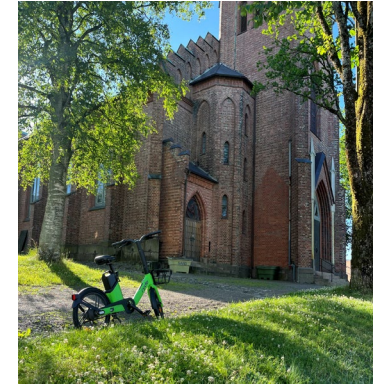
Map 5: Location of new hubs in the city centre marked in Google maps. Source: Municipality of Tønsberg



Map 6: Possible location of new hubs at the hospital area. Source: Municipality of Tønsberg

Experience following the integration of the e-bike and e-scooter fleet

- The deployment of e-scooters and e-bikes commenced in Spring 2025. Although parking zones in the city center were strictly regulated, significant disruption occurred during the initial weeks. This was largely due to the fact that the hubs were initially virtual only, as the municipality experienced delays in installing physical markings and signage for the hubs.
- There are currently few hubs located near the shopping center, which is a major destination within the city center. As mobility hubs continue to develop, it may be beneficial to establish hubs at all primary entrances.
- Following the installation of physical hubs and the municipality's launch of a dedicated information page on its [website](#), the service improved notably in the city center, resulting in fewer complaints from residents.
- A challenge that has arisen is the clustering of e-scooters and e-bikes along main roads, particularly near bus stops. In further developing mobility hubs, it may be pertinent for Vestfold county to consider solutions for establishing hubs adjacent to key bus stops along transit routes.



Here are several examples that highlight various challenges associated with hub localization. Source: Municipality of Tønsberg and Vestfold County.