

WP 2 A6:

Mobility hubs Tønsberg **- Deployment report upscaling**

Interreg
North Sea



Co-funded by
the European Union

ShareDiMobiHub

Interreg NSR ShareDiMobiHub Project

Date: August 2025

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Introduction

Tønsberg Municipality and Vestfold County are collaborating on a pilot project to establish mobility hubs in the city center of Tønsberg. Our goals are:

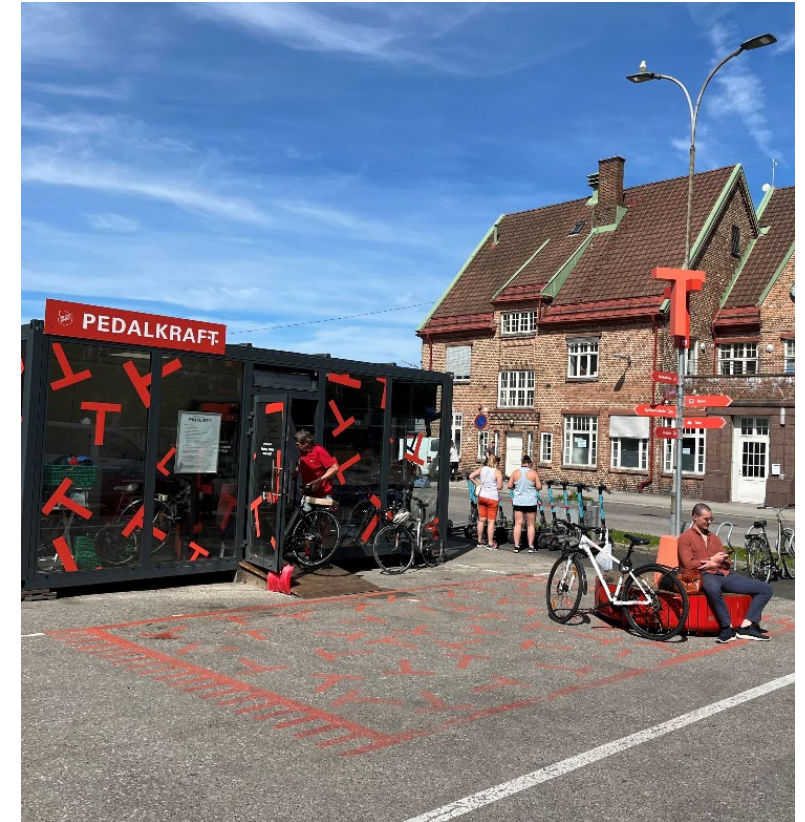
- Improve the overall mobility offered through public and shared solutions
- Zero growth target where shared mobility is part of the solution (an offer that can lead to increased green mobility)
- Make shared and public transport solutions visible and accessible

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.

Our ambitions for upscaling phase are:

1. Further developing existing shared mobility hub services in Tønsberg with additional hubs and introducing e-bike and e-scooter services
2. Defining Vestfold County's strategic role in facilitating shared mobility at a regional level and in supporting municipalities with shared mobility solutions

This document describes ambition 1: the process of deploying the new hubs in the city centre of Tønsberg in the upscale phase.



Hub at the railway station.
Source: Municipality of Tønsberg

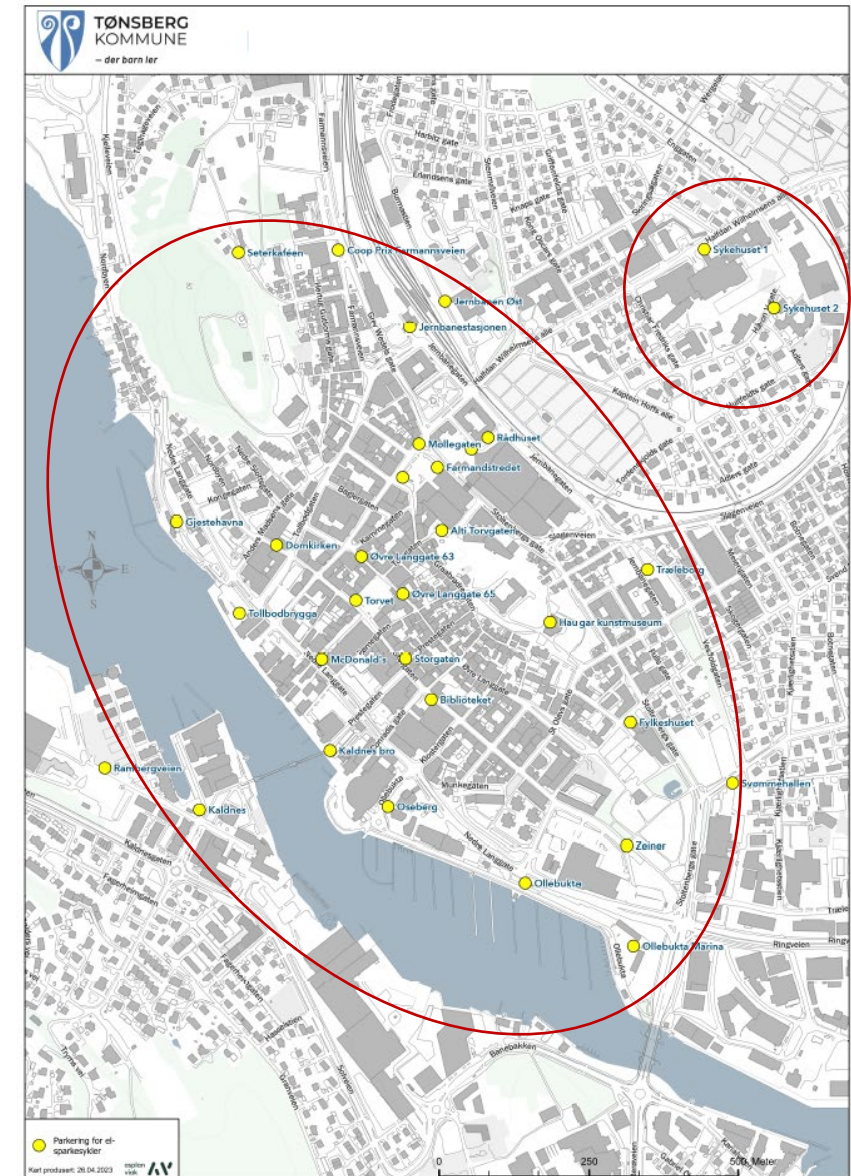
1. Framework for upscaling

1.1 New regulation

The first action in the scaling-up phase was the creation and formal approval of a regulation overseeing micromobility service rentals in Tønsberg.

This regulation was politically requested to facilitate improved management of service operations and was officially enacted in autumn 2024.

The regulation sets out specific conditions for renting out e-scooters and e-bikes, with more stringent rules applied to the city centre and the vicinity of the hospital as marked on the map on the right side. The regulation can be accessed [here](#).



1.2 Procurement

Following the implementation of the new regulation, Tønsberg Municipality initiated a public procurement process late autumn 2024 to contract a provider for e-bike and e-scooter rentals for the 2025-27 period.

The tender stipulated that the provider must supply up to 300 e-scooters and at least 60 e-bikes. Furthermore, Tønsberg Municipality committed to providing an annual financial contribution of NOK 100,000 to the selected provider to support the provision of e-bikes. This funding level was established after consultations with other counties and market discussions with leading Norwegian operators.

The financial support is independent of the rental service's revenue and is intended to facilitate the establishment and operation of the e-bike service, whose economic sustainability remains uncertain. The grant aims to incentivize the provider to develop the service and promote its usage. The aim is to mature the market so the future contracts can be carried out without financial support.

Three providers submitted bids, and following evaluation, the contract was awarded to Ryde.



Source: Municipality of Tønsberg

2. Deployment

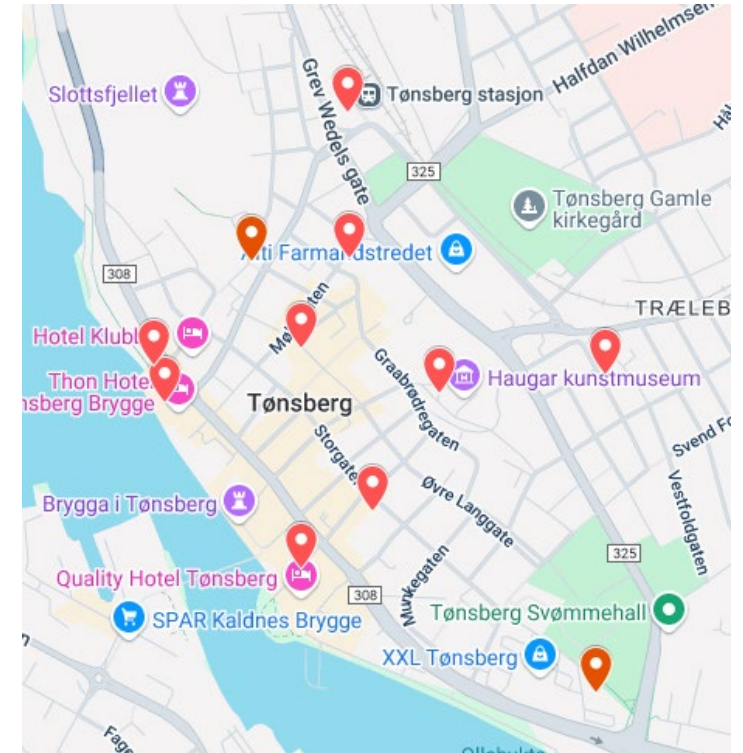
2.1 Location selection

The municipality will establish ten additional hub locations on public land within the city centre in this second phase of the project. These are supplementing the existing hubs at the railway station, Kaldnes, and Sørbyen.

The designated locations include:

- **Bryggja:** Two hubs situated at either end of the pier, a key recreational area featuring restaurants, bars, and hotels.
- **Tønsberg torg:** Three hubs positioned on the outskirts of the city's main square.
- **Tollbodtorget and Farmannstorget:** Two hubs adjacent to smaller public squares.
- **Gunnarsbøparken and St. Olavsparken:** Two hubs located near public parks that provide opportunities for outdoor activities.
- **Haugar:** One hub placed beside the art museum.

The locations were chosen based on important target points and visitor destinations in the city of Tønsberg. You can read more about this process in the *Location selection report WP2 A5*.



Location of new hubs in the city centre.
Source: Municipality of Tønsberg

2.2 Physical location of each hub

After each location was selected, a process was initiated to determine the final placement within that area based on the following criteria:

- locations classified as public spaces or traffic zones to avoid extended approval processes that might have delayed the project
- existing paved areas to minimize site preparation costs
- Whenever possible, choosing sites already fitted with bike racks suitable for e-bikes
- Ensuring placement provided sufficient space to accommodate both e-bikes and e-scooters

Site inspections were carried by the *Department of technical operations* to finalize the locations of the new hubs within the identified areas.



Situated near the central city square, the chosen hub site served as an addition to the current bicycle racks. Since this area is part of a public roadway, no formal application procedures were necessary. Source: Tønsberg municipality

2.2 Marking and signage

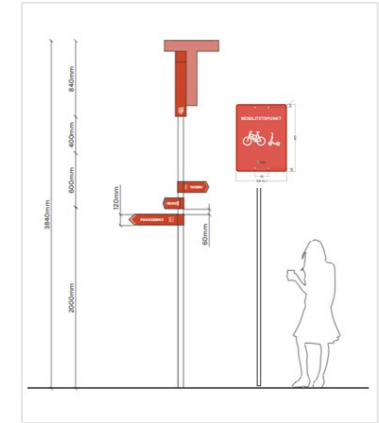
The new hubs will be distinctly marked to enhance their visibility throughout the urban area. As they do not require an external power supply, installation is limited to place signage and ground markings. The *Department of Technical Operations* is responsible for these tasks.

Sign design and installation

- The aim is for the new hubs in Tønsberg is to be consistent with the design and signage of the original three hubs.
- No external design agencies were engaged for the expansion; instead, the existing concept was internally refined in dialog with The Department of Technical Operations and The Department of Communication.
- The Department of Technical Operations handled the procurement and installation of the new signage, opting for a straightforward approach by attaching sign plates to existing municipal signposts and concrete bases.

Ground markings

- The ground markings were completed by *Parkline*, a company specializing in these services and often used by the municipality. They only had the symbol for e-scooters available, so this was chosen for the first hubs.



Draft design for the signage of new mobility points. Source: Tønsberg municipality



Example of one of the new hubs - near the police station in Tønsberg city center. Source: Tønsberg municipality

3. Best practice

What to do...

Involve the Department of Technical Operations in the project from an early stage. They have the experience and knowledge needed to carry out the project at low cost.

However, stay closely involved — solutions they choose may lack aesthetic and spatial quality, so be present during site inspections and co-develop the designs.



Employees from the Technical Operations Department installing signage for the new hubs.
Source: Tønsberg Municipality

...or not do!

Avoid pretending to possess design skills — engage design professionals to ensure good solutions.

In the Tønsberg case, the new hubs suffered from limited visibility caused by smaller signage and the selection of colors and fonts.



Example of one of the new hubs which didn't get the best aesthetic and spatial quality.
Source: Tønsberg Municipality