

# Redefining Public Transport as Shared Mobility

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Integrating Cars into rural Public Transport  
Johanna Lindberg, Wiebke Reim, Glenn Berggård

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# Project funders

RörLa (Moving Rural Areas)  
SMALL (Viable Rural Communities)



**VINNOVA**



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# Changing ruralities across a region: Actors, policies, innovations

- Actors: The Regional Public Transport Authority in Norrbotten & Regional Traffic Norrbotten
- Policy: Policy for connection to RKM's payment and ticketing system (BoB)
- Innovation: Integrating Cars into rural Public Transport, new business model, policy and digital solution.



## What we wanted to do

Question in practice: **Use all possible transportation in rural areas such as public transport by sharing mobility data**

Research question: **How can private vehicles be part of the public transport system?**

## Theory Morphogenetic framework (Archer 2011)

- **Agency** refers to individuals and groups with the capacity to act, reflect, and make choices. Actors respond to structural and cultural conditions in different ways, based on their positions, interests, and interpretations. Through their interactions, they either reproduce existing structures and cultures or contribute to their transformation.
- **Culture** concerns ideas, norms, beliefs, and knowledge systems. Culture conditions action by shaping how actors interpret situations, what they see as possible or legitimate, and what they strive to achieve. Digital transformation in rural areas
- **Structure** refers to relatively enduring social arrangements such as institutions, roles, and resource distributions.

# Method

Participatory design through

Innovation process – 13 interviews

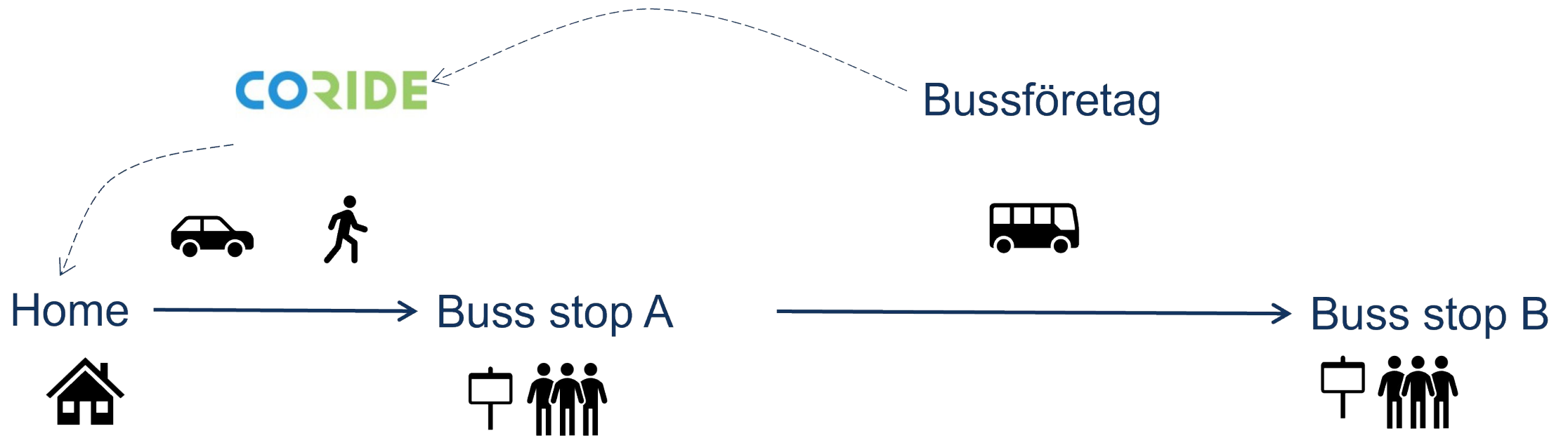
Rural Living Labs – structured interactions with end users for three years...

Living Labs – working closely (structured process) with The Regional Public Transport Authority in Norrbotten & Regional Traffic Norrbotten

Digitally collecting mobility data

Secondary literature overview

# Using Coride for last-mile transportation to and from the bus stop – passengers **Test**



# new business model

The pick up person uses Coride

Bussbiljetten köpes via Coride

**CORIDE**  
+2,50kr

Bussföretag  
+85kr



This business model is based on the idea that carpooling is organized via Coride with the aim of traveling the distance to a bus stop to travel on. The bus ticket is purchased via Coride. The Coride trip becomes cheaper because a certain part of the bus ticket money can be used to cover Coride costs.

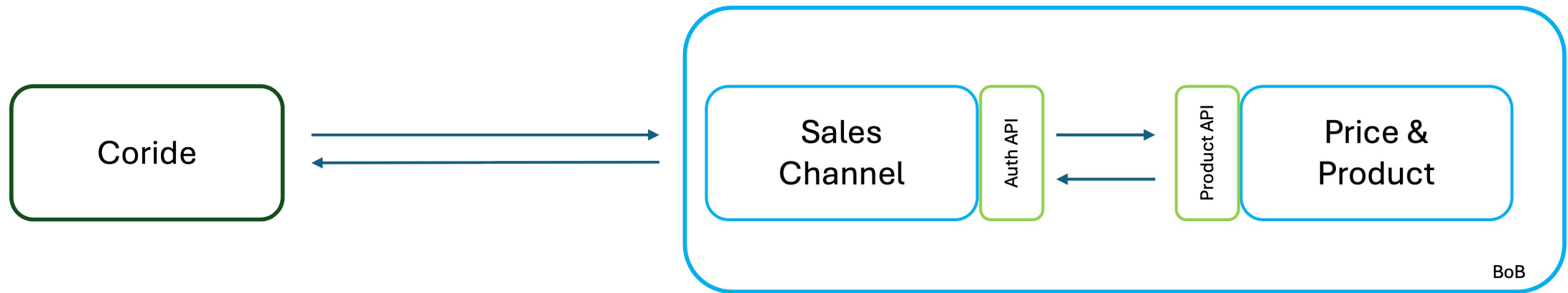
## Challenges

- The technical solution
- Risk of cheating
- Difficulty in assessing where it should be allowed (time and distance)
- Price negotiation between actors

## Success factors

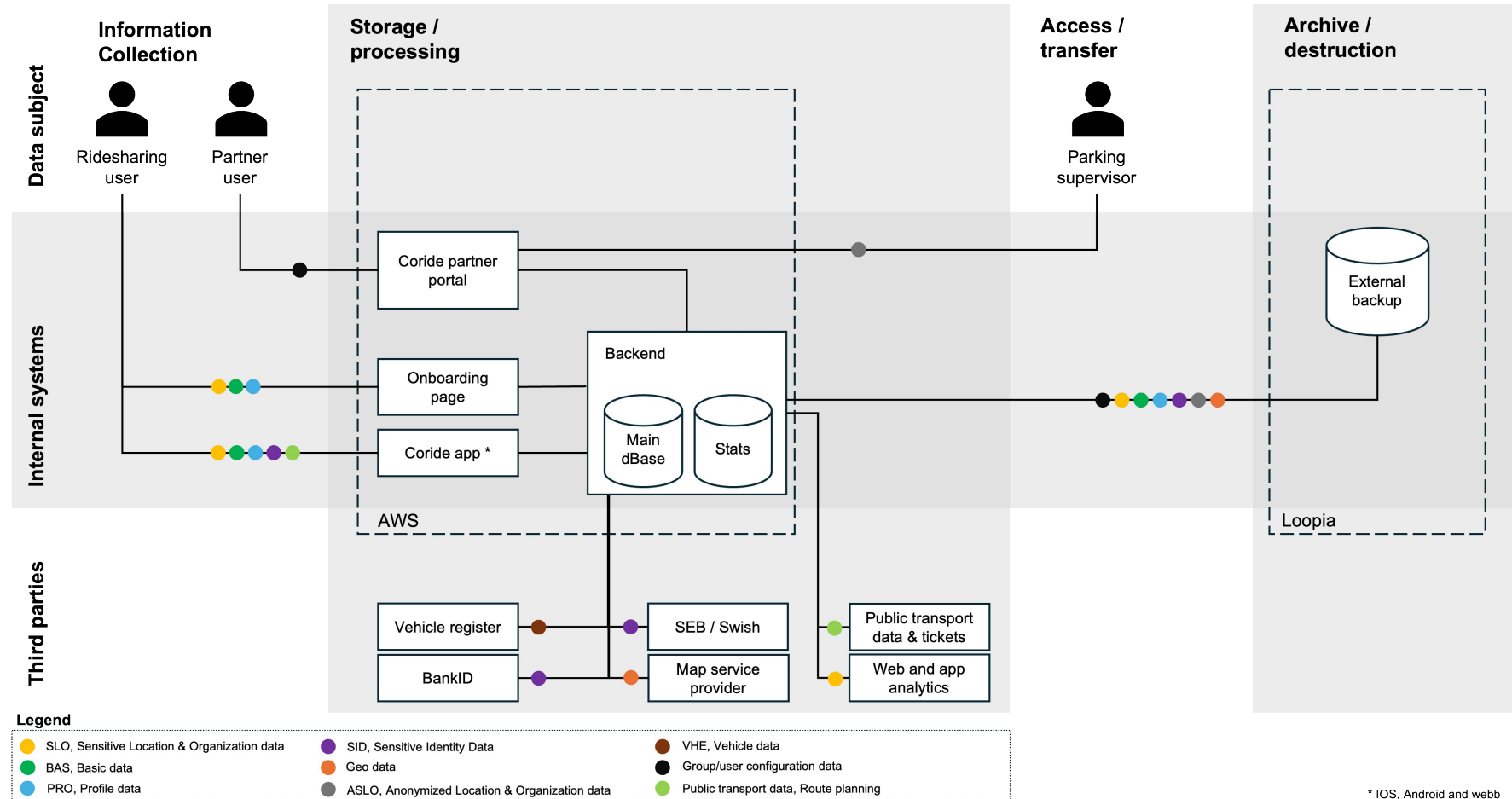
- Service integration
- Good communication
- Easy app usage
- Passengers pay the same price with car and bus travel included

# Technical solutions Coride - BoB



# Technical solutions Coride - BoB

## Data flow diagram



## **New policy suggestion:** Policy for connection to RKM's payment and ticketing system (BoB)

This policy regulates which IT systems and apps are allowed to connect to RKM Norrbotten's payment and ticketing system BoB, as well as conditions for access, integration, data management, reporting and fees. The policy applies to:

- Regional and local traffic actors (including urban transport companies and Länstrafiken),
- Third-party suppliers (e.g. travel apps, carpooling services, ticket sellers),
- Technology and payment partners that integrate with BoB.

# Kontakt

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Johanna Lindberg  
Johanna.Lindberg@ltu.se



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