



## Note

### **AtB invites to a market dialogue about the the mobility planning solution of the future**

AtB aims to make mobility planning much more efficient than today, leading to better resource utilization and better mobility solutions for the residents of Trøndelag. AtB wants to engage in dialogue with solution providers and all professional environments that can contribute to this.

**The market dialogue will take place on March 18–20, 2025 (week 12).**

A plenary session will be held on March 18 from 12:00 to 15:00 at AtB's premises in Trondheim (Prinsens gate 39), with an option for digital participation via Teams.

See the program for the day at the end of this note.

**Subsequent one-on-one meetings. See questions to be addressed at the end of this note:**

Optional physical meetings at AtB's premises in Trondheim or digitally via Teams:

- March 19 from 09.00-10.00
- March 19 from 10.30-11.30
- March 19 from 12.30-13.30
- March 19 from 14.00-15.00
- March 20 from 09.00-10.00
- March 20 from 10.30-11.30
- March 20 from 12.30-13.30
- March 20 from 14.00-15.00



If needed, more meeting times will be arranged continuously after March 20.

Sign up for the dialogue with AtB about the future mobility planning solution by sending an email to: [hilde.saterstro@atb.no](mailto:hilde.saterstro@atb.no) or [pal.fossmo@atb.no](mailto:pal.fossmo@atb.no) by March 11.

Please inform whether you/your organization will participate in the plenary conference and/or in a one-on-one meeting, and which time you prefer for the meeting.

Indicate how many people from your organization will participate.

### **About AtB**

AtB AS is the mobility company of Trøndelag County Municipality. AtB's main task is to facilitate smooth, seamless journeys tailored to different needs and travel patterns. AtB is responsible for planning, procuring, operating, developing, and marketing the public mobility offer, which consists of scheduled buses, school transport, various forms of on-demand transport, express boats, and ferry connections. In addition, AtB combines and makes all forms of mobility available in its travel planning app, which also includes micromobility and carpooling, creating a comprehensive offer for customers. In 2024, there were 53 million boarding passengers in AtB's total offer. Good operation and adaptation of the established public transport must be ensured every day. AtB does this in collaboration with, among others, different operators

AtB's goal is to provide everyone with an accessible and well-functioning public transport offer. This also means taking the initiative to develop new solutions. As a responsible, inclusive, and forward-looking mobility planner, AtB is looking for solution providers who share the same vision.

### **About the procurement**

AtB currently has a framework agreement for a route planning tool that is soon to expire. AtB will tender a new agreement with a supplier who can deliver a solution ready for implementation by late autumn 2025/early 2026. The solution can be "off-the-shelf" if it meets the needs.



At the same time, AtB intends to stimulate the market, professional environments, and potential solution providers of various kinds to develop new and/or better mobility planning solutions through development work, preferably in collaboration with several actors. It is most likely that AI technology will naturally be part of the solution.

### **Need for functionality in the new mobility planning system**

The system should improve and simplify current work processes and eliminate manual routines related to mobility planning at operational/tactical and strategic levels. The system need functions that automate, optimize, analyze, plan, simulate, and calculate, and be intuitive to use. The functionality must improve both productivity and data quality and handle information and data flow between AtB and external parties, such as operators and EnTur, and internally in AtB between. For example, the finance department and the marketing communications department. EnTur, the supplier of the national travel planner, must, among other things, have data from the mobility planning system in NeTex format.

The planning system must be easily integrated with other systems so that it takes into account all factors, elements and criteria that affect a mobility offer/solution. These can be included as data and assumptions in the system so that changes to these simulate and propose new mobility solutions. Changes in basic data and information/assumptions should preferably happen automatically, for example updating area plans and demographic data.

The planning system should be able to create combinations of mobility solutions/transport options into a comprehensive and seamless offer. A comprehensive mobility/transport solution consists of several transport options such as scheduled buses, trains, taxis, boats, and ferries, bicycles, electric scooters, and walking. It must also consider "incoming mobility" such as trains and buses entering Trøndelag from other parts of the country. The mobility solutions proposed by the tool should strive for the most optimized and attractive offer that facilitates the use of the offer by as many residents as possible.

In the coming years, there will be more zero-emission transport, such as electric buses. The system must be able to handle the different conditions that the various means of transport have, which affect and are important for AtB to gain insight into when designing mobility solutions. The system must be able to consider, for example, how charging can be planned and what electric effects are needed, as well as calculate CO2 emissions for different mobility vehicles and mobility proposals. Getting an overview of the extent of "deadheading" in the scheduled bus system and being able to analyze vehicle runs are also functions the tool should have.



The mobility planning system must be able to analyze travel time for different vehicles/mobility forms and analyze APC data (automatic passenger counting). There must be standardization in the interface between all related systems, such as data in the real-time system and the ticketing system. Today, counting sensors are installed in buses in Trøndelag for passenger counting.

The solution for mobility planning must be based on a forward-looking and flexible system architecture. It must have API interfaces in web standards, open protocols, and be cloud-based. It must be scalable for many users.

To gain insight into the current work process related to route planning, a sketch of the process can be seen here. This shows, among other things, some challenges and improvement opportunities that a new system must at least solve.

### **Suppliers we want to get in touch with.**

In the market dialogue in week 12, we want to get in touch with everyone who thinks they have ideas and solutions for a mobility planning system that can be used in the short term and has solutions for a system that takes mobility planning into the future.

Known providers and various data tools within route planning today include Giro/Hastus, Modaxo, Optibus, Datagrafikk, Remix, Asistobe, and INIT Group. We want dialogue with these. In addition, we want other providers of systems that need to communicate with the mobility planning tool, such as real-time and ticketing systems, to participate in the dialogue. AtB also wants to get to know any others who have expertise or solutions used in other industries, such as other types of transport or logistics planning, simulation solutions (traffic), AI solutions, etc. Professional environments in academia, consulting, expertise, start-ups, etc., are welcome to the dialogue.

***Are there existing solutions?*** Can better solutions be developed that in an even more resource-efficient way can propose comprehensive, environmentally friendly, and sustainable mobility solutions that the public, together with their operators, can implement and offer their residents?

**Program: Dialogue conference on March 18 from 12-15.**



- Welcome and introduction
- How do we work with mobility planning today?
- What are the challenges?
- AtB's goals and wishes for a future mobility planning system
- National needs for route data.
- What data can EnTur provide? by EnTur
- The future of mobility and how it can be planned by NTNU
- Task/input: What is needed to create the future mobility planning system? What are the possible obstacles that need to be solved?

### **One to one meetings**

In this meetings, AtB wants input on solutions that can lead to more efficient mobility planning. Based on AtB's needs, suppliers and professional environments can present and show solutions and/or ideas that:

- show dynamic, automatic, and comprehensive mobility planning that combines several mobility forms and proposes optimal solutions in terms of capacity, attractiveness (income), use, and costs
- show "a learning system"
- show time savings in operational work
- show planning of a mobility solution based on electricity, as well as the mobility solutions' CO2 emissions/carbon footprint
- show how all actors can use the same system
- show solutions AtB has not thought of but may be relevant in a future mobility planning system

One hour is allocated per meeting, and suppliers can submit their input in writing in advance if desired. Written presentations are requested in the meetings, and AtB asks to keep this material. If any suppliers/actors wish to have a joint meeting with AtB, this is possible – indicate who will participate.

The meetings are confidential and will not be recorded and published afterward.