

Integrated transport solutions at Fornebu

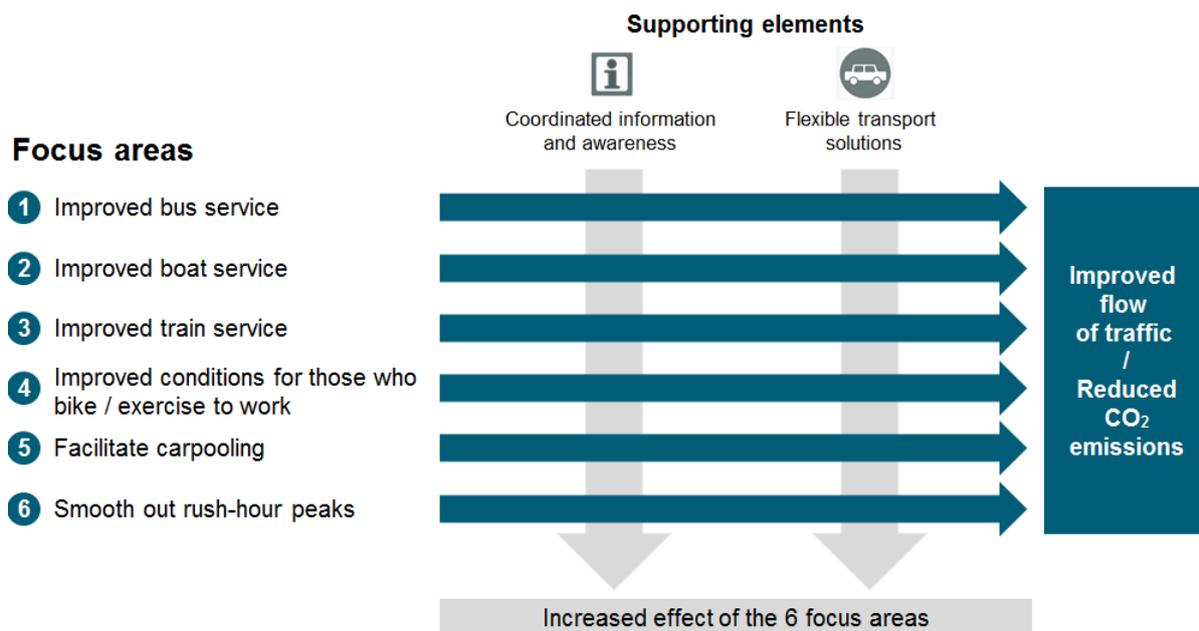


- *How to reduce rushhour traffic at Fornebu?*

1 Summary in English

Over the last couple of years, the traffic to and from Fornebu has increased along with the number of jobs and residences at Fornebu. With approximately 20,000 employees at Fornebu, the breaking point in terms of road capacity is now reached during rush hours. Consequently, the amount of days with very slow traffic is increasing. While awaiting the metro initiative, with completion in 2021 at the earliest, measures have to be taken. The project has reviewed short- to medium term measures that can contribute to reducing use of cars, and consequently reduce rush hour traffic towards 2020.

Supported by Transnova and the municipality of Bærum, the project has interviewed key stakeholders and conducted an extensive survey. With more than 3,500 respondents to the survey, the purpose was to identify the employees` perceived value and potential of six defined areas that can contribute to better traffic flow and reduces CO₂ emissions.



Each of the six focus areas will have a significant effect on the CO₂ emissions that stems from the commuting to and from Fornebu. Increased quality on train travels will have the largest effect on the CO₂ emissions. Car drivers that are inclined to choose train over car has a long travel in the first place, and by changing to train these drivers will eliminate large amounts of CO₂ emissions. By improving the offer to bus travelers, people using the distance as exercise, and carpoolers, will have approximately equal effect on emission reductions. Extended boat offer to Fornebu will give some an incentive to reduce the usage of car, but such initiative will at the same time increase CO₂ emissions from the boats.

Several of the focus areas involve large investment costs. Improving the train offer and the quality of the sidewalks to facilitate more physical travel to Fornebu, are associated with large investments. It is timely to get such investments approved and realized. In contrast,

measures to improve the bus and boat offers can be implemented relatively fast and with lower investment costs. However, these measures will result in a significant increase in operating costs. Universal for several of the measures is that they require an extensive coordination across different stakeholders groups.

Initiative 1: Improved bus service

As many as 30% of employees that primarily travel by car to Fornebu state that they are inclined to travel by bus. The respondents listed the following as motivational factors for bus: Bus lanes (will be completed in May 2015), more routes operated with express busses in rush hour, increased capacity and departures and discounts on bus expenses. On the basis of these findings, the project recommends four main efforts:

- **Discount on travel expenses**

Statoil and EVRY are the only companies at Fornebu that offer a discount on employees' expenses for travelling by bus to and from their daily work. The project recommends companies to initiate a cooperation with Ruter to stimulate usage of bus over car.

- **Free trial for new users**

Research shows that the travel habits of car users can be changed if they are offered to try the bus offering for a short period of time, for free. This might contribute to employees changing their habits and choose bus over car in the future.

- **Implement four new express routes in rush hour traffic:**

The project identifies five new express routes based on feedback from the respondents in the survey. These routes need to be evaluated by Ruter and further analysis is needed to determine whether it actually is a potential for these routes.

- Bus to/from Oslo bus terminal and Jernbanetorget directly to Fornebu without stopping at the National Theater, Skøyen or Lysaker.
- Bus on Ring 3 between Sinsen and Fornebu with as few stops as possible
- Bus between Slemdal, Hovseter, Røa and Fornebu
- Bus between Lommedalen, Bærums Verk, Kolsås and Fornebu
- Bus between Hosle, Østerås, Eiksmarka, Jar and Fornebu

- **Implement a bus between Rolfsbukta, Lysaker and Skøyen station:**

Many of the respondents need to change bus at Lysaker in order to get to Fornebu. However, the buses that go to Fornebu starts in the city and when they arrive at Lysaker they are full. The capacity is beyond the breaking point and the respondents experience a bottle neck at Lysaker and at Skøyen station. The project recommends a circle buss that operates between Lysaker, Skøyen station, Rolfsbukta (to pick up boat travellers) and the different stops at Fornebu.

Initiative 2: Improved boat service to Fornebu

8% of employees that primarily travel by car to Fornebu state that they are inclined to travel by boat. The respondents listed the following as motivational factors for boat: Bus from the bay to the office, possibility of bringing a bike onto the boat or a city bike solution between the bay and the office. On the basis of these findings, the project recommends five main efforts:

- **Implement boat routes that stops at Fornebu**

- Slemmestad – Vollen – Aker Brygge – Vollen – Slemmestad can stop at Fornebu
- Nesodden – Lysaker – Nesodden can stop at Fornebu
- Aker Brygge – Fornebu – Aker Brygge is expected to have a good amount of passengers and is planned to start operating November 3rd

- **Shuttle bus from Rolfsbukta**

The employees request a shuttle bus from Rolfsbukta to the office. This can be integrated in the recommended measure of a circle bus between Skøyen station, Lysaker, Rolfsbukta and Fornebu.

- **Facilitate so passengers can bring bikes onto the boat**

For many of the employees, the boat offerings from Nesodden, Aker Brygge, Slemmestad and Vollen would be far more attractive if it were possible to bring a bike onto the boat. Future boat offerings should consider this.

- **Safe bicycle parking at Aker Brygge**

Many employees state that a safe bicycle parking at Aker Brygge is essential for their usage of boat to work. Such a parking should therefore be considered.

- **Bike pool at Rolfsbukta**

Several of the employees request a city bike solution by the bay at Rolfsbukta. The project recommends that Rolfsbukta is included in Smart City Bærum`s plans of creating a city bike solution between Lysaker and Fornebu. The bike solution makes it easier to rent/borrow and return bikes before and after the working day.

Initiative 3: Improved train service

17% of employees that primarily travel by car to Fornebu state that they are inclined to travel by train. The respondents listed the following as motivational factors for this: More bus departures from Lysaker to Fornebu, increased capacity on the trains and better options for car and bicycle parking at the train stations. Additionally, several respondents question

the fact that many trains stop at Skøyen station and don't go to Lysaker. On the basis of these findings, the project recommends three main efforts:

- **Increase capacity on trains**

In December, NSB will increase frequency and capacity on several of the departures that stops at Skøyen station and Lysaker. Additionally, there will be initiated trains from Ski and Østfold to Lysaker. The project recommends a close follow up of these promised measures.

- **Parking for cars and bicycles**

It is a lack of parking space at train stations and at other important key spots such as Asker and Sandvika. Measures should be taken to ensure that employees at Fornebu are provided with parking at train stations and other key spots. The "bike hotel" in Drammen should be looked too as an inspiration.

- **Increased departures and capacity on the busses from Lysaker**

As mentioned, the circle bus can reduce the pressure on the city busses in terms of transport from Lysaker to Fornebu. This will increase number of departures from Lysaker to Fornebu and increase capacity from Lysaker.

Initiative 4: Improved conditions for those who bike / exercise to work

8% of employees that primarily travel by car to Fornebu state that they are inclined to walk or ride a bike to work in the summer (5% in the winter too), if the quality of this alternative increases. The respondents listed the following as motivational factors for travelling by foot or bike to work: Safer bike paths, incentives for biking or exercising to work, and better wardrobe facilities. On the basis of these findings, the project recommends four main efforts:

- **Improve bike paths from areas with many potential travelers**

To increase the amount of employees who use physical travel to work, measures to increase quality of bike paths should be prioritized. In Oslo, it is especially employees living in Frogner, Vestre and Nordre Aker, Grünerløkka and Ullern who state that an increase in the quality of this offer will make them use physical travel to work more. Employees living in Bærum request a better offer from Eiksmarka, Jar, Bekkestua, Sandvika and Hosle.

- **Provide better wardrobe facilities**

Wardrobe facilities vary between the companies at Fornebu. Employees at Statoil are mostly pleased with the facilities, whilst employees at other companies request better facilities to motivate them to use physical travel to work. It is recommended to strive for

better wardrobe facilities and ensure that employees are informed about the offer that their company provides.

- **Better incentive programs**

Incentive programs might increase the amount of employees inclined to use physical travel to work. As an example, DNV GL at Høvik has implemented a differentiated bonus program. The different companies at Fornebu should review if they can offer a similar program.

- **Increase safety and remove snow from sidewalks in the winter**

Employees at Fornebu request better safety and handling of snow on the sidewalks in the winter. To increase the amount of employees using physical travel to work in the winter, the most used sidewalks to Lysaker and further out to Fornebu should be kept safe and free of snow.

Initiative 5: Facilitate carpooling

12% of employees that primarily travel by car to Fornebu state that they are inclined to carpool with others to work every day. Employees who are interested in carpooling are also willing to coordinate with employees from other companies. Only 8% of the employees want to carpool only with employees from their own company. Thus, there is a great potential to have a common coordination tool for carpooling among the companies on Fornebu. The respondents listed the following as motivational factors for carpooling: A user-friendly web-portal and/or an app, access to bus lanes if there are three people or more in the car, and priority parking. On the basis of these findings, the project recommends four main efforts:

- **Introduce a carpooling coordination tool across companies at Fornebu**

Companies at Fornebu should collaborate and use a common coordination tool for carpooling that can make it easy to register specific travel routes from various areas and let employees from different companies located at Fornebu schedule and coordinate daily routes. Employees' use of the solution should be fronted and encouraged by companies at Fornebu through, for example, intranet and information screens that illustrate carpool routes and success stories with carpooling. Several solutions for carpooling already exist on the market today.

- **Introduce reserved parking for employees that carpool**

Attractive parking spaces should be reserved for drivers that carpool. This may be parking facilities located closely to the office building.

- **Access to bus lanes for carpoolers**

Carpooling with three people or more in the car should be granted access to the bus lanes on Fornebu.

- **Introduced compensation for employees that use their car for carpooling**

The companies at Fornebu may incentivize employees to use their car for carpooling. This may be accomplished by introducing bonus arrangements based on the number of kilometers the employee have transported other employees to Fornebu.

Initiative 6: Smooth out rush-hour peaks

A growing problem today is that the travel time to and from Fornebu is getting longer and more unpredictable. Travel time data provided by Ruter reveals that over the last year, it has become increasingly more cases where the travel time out from Fornebu is exceeding 8 minutes, as opposed to the expected 4 minutes. Consequently, companies at Fornebu should collaborate and coordinate measures that facilitate an adjustment for the travel behavior of the employees. A key focus area will be to prevent too many travelers during peak hours. Today, there are no initiatives that challenge employees to avoid rush-hour in order to improve the traffic flow and smooth out rush hour peaks. On the basis of these findings, the project recommends the following three efforts:

- **Stimulate more employees to work from home**

Employees at Fornebu may have a quota of days assigned for working from home. This will be on specific days in order to organize improved traffic flow.

- **Stimulate more travel to work outside of rush-hours**

The employees should be actively informed on the benefits of traveling to and from Fornebu outside rush-hour.

- **Improved collaborative planning of rush-hour peak information**

Companies at Fornebu should collaborate and coordinate communication on challenging traffic days like public holidays and special occasions where traffic is expected to be high. This effort will stimulate employees to make informed choices about transport and travel on days with predicted traffic challenges.

In addition to the six target initiatives outlined above, the project identified two supporting elements central to ensuring that the initiatives are successful. The supporting elements are centered around keeping employees informed on the various travel options, and that they have an offer providing them with flexibility if they choose not to travel by car.

Supporting Element 1: Coordinated information and awareness

Companies and real estate facilities at Fornebu should work more closely together to create continuous awareness around the alternative transport options substituting cars. To accomplish this, an information-forum ensuring tailored information to employees should be established. If, for example, a new direct-route bus is launched from an area, the employees in this area should be informed in an efficient manner on the new route. By providing the employees with updated information on available carpooling options in their area combined with success stories on reduced car usage, the threshold for changing travel behavior should be reduced.

Further, the companies should inform about departure times and expected travel time based on travel data for different transport options on, for example, information screens in the reception. Targeted and tailored information may this way efficiently reduce car usage and rush-hour traffic.

Supporting element 2: Flexible transport solutions

Several respondents state that they use the car to work to maintain flexibility in case something unexpected happens (like a meeting in the city or their child gets sick and needs to be picked up from kinder garden). By offering employees at Fornebu something that gives them the same amount of flexibility, it should be possible to get more people to use train, bus, boat or physical travel to work.

A car pool is a solution where employees get to borrow a car for their meetings and errands whenever they need a car. As an example we can again look to DNV GL. They have 10 cars in their car pool, and the cars are on average used twice a day each. The cars are also available for the employees in their private time and on weekends. A successful car pool at Fornebu would need approximately 60 cars to be able to tend to the potential demand.

Realization of the initiatives and supporting elements

To realize these initiatives, the project recommends that a cross-company team with participants from the biggest companies at Fornebu is established. The team should be working towards the goal of reducing the amount of employees using a car and increasing the amount that uses physical travel to work. The team should meet on a monthly basis to follow-up a joint plan for realizing and implementing the measures. Additionally, they should have a close cooperation with existing stakeholder groups like BBB, Fornebualliansen and Ruter¹.

¹ BBB (Buss, Bane, Båt) exists of residents of these residential associations: Snarøen Vel, Langodden Vel and Foreningen til Fomebos Vel. And employees of these employers: Statoil, Telenor, Aker Solutions and EVRY. Fornebualliansen consists of IT Fornebu, Koksa eiendom, KLP eiendom, OBOS and Telenor.