

A blue tram is stopped on a city street. The tram has the number 402 on its front and a destination sign that reads "17 Sinsen-Grefsen st.". Two women are walking on the sidewalk to the left of the tram. The background shows a modern building and some trees. A large, semi-transparent dark blue oval is overlaid on the center of the image, containing white text.

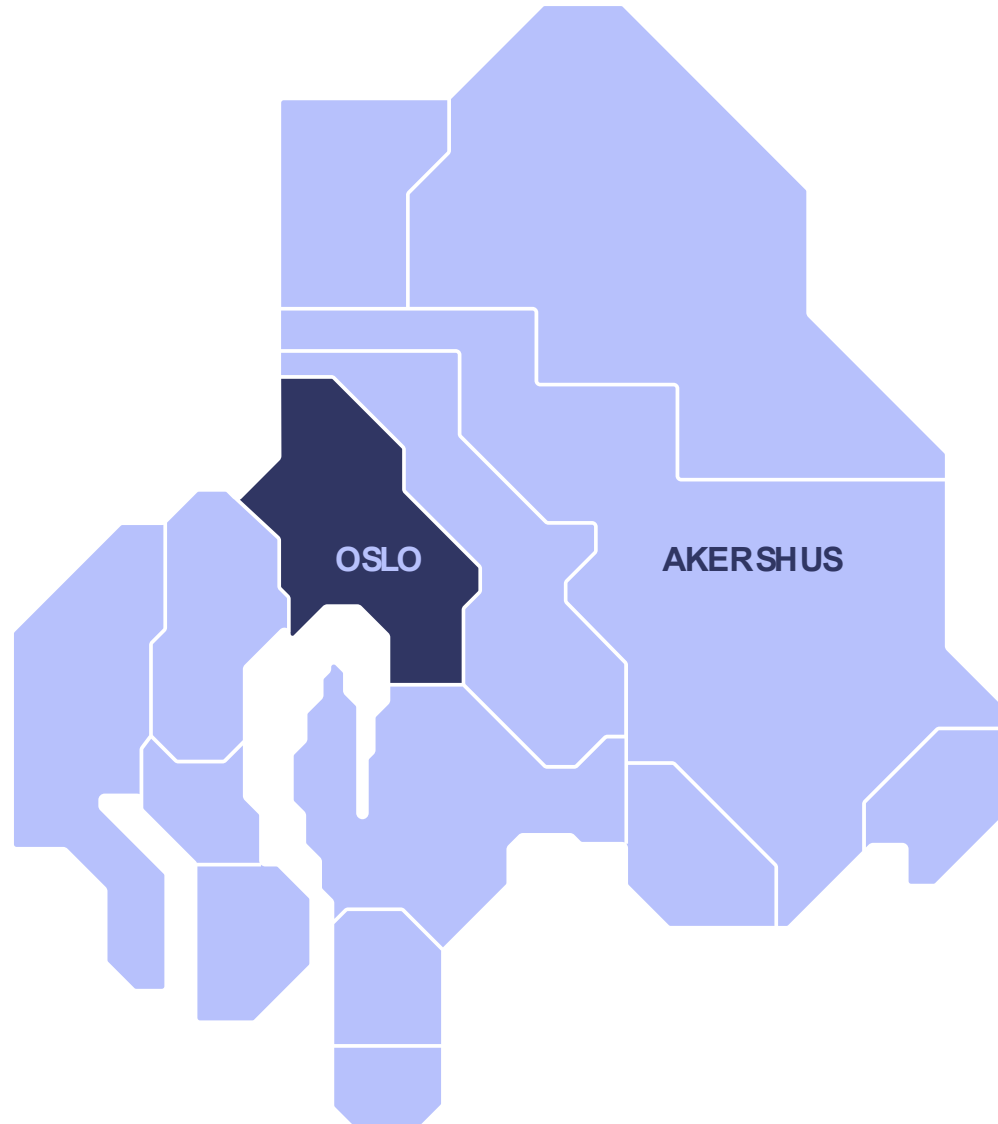
Tackling Fare Evasion in Ruter's Barrier-Free Network

Ruter#

Ruter is the public transport authority of the Oslo region, including Akershus County

Publicly owned by Oslo Municipality (60%) and Akershus County Municipality (40%).

- Ruter (PTA) plans, procures and promotes public transport in Oslo and Akershus.
- Operating companies (PTOs) bid on contracts to operate the public transport services in Ruter's area.

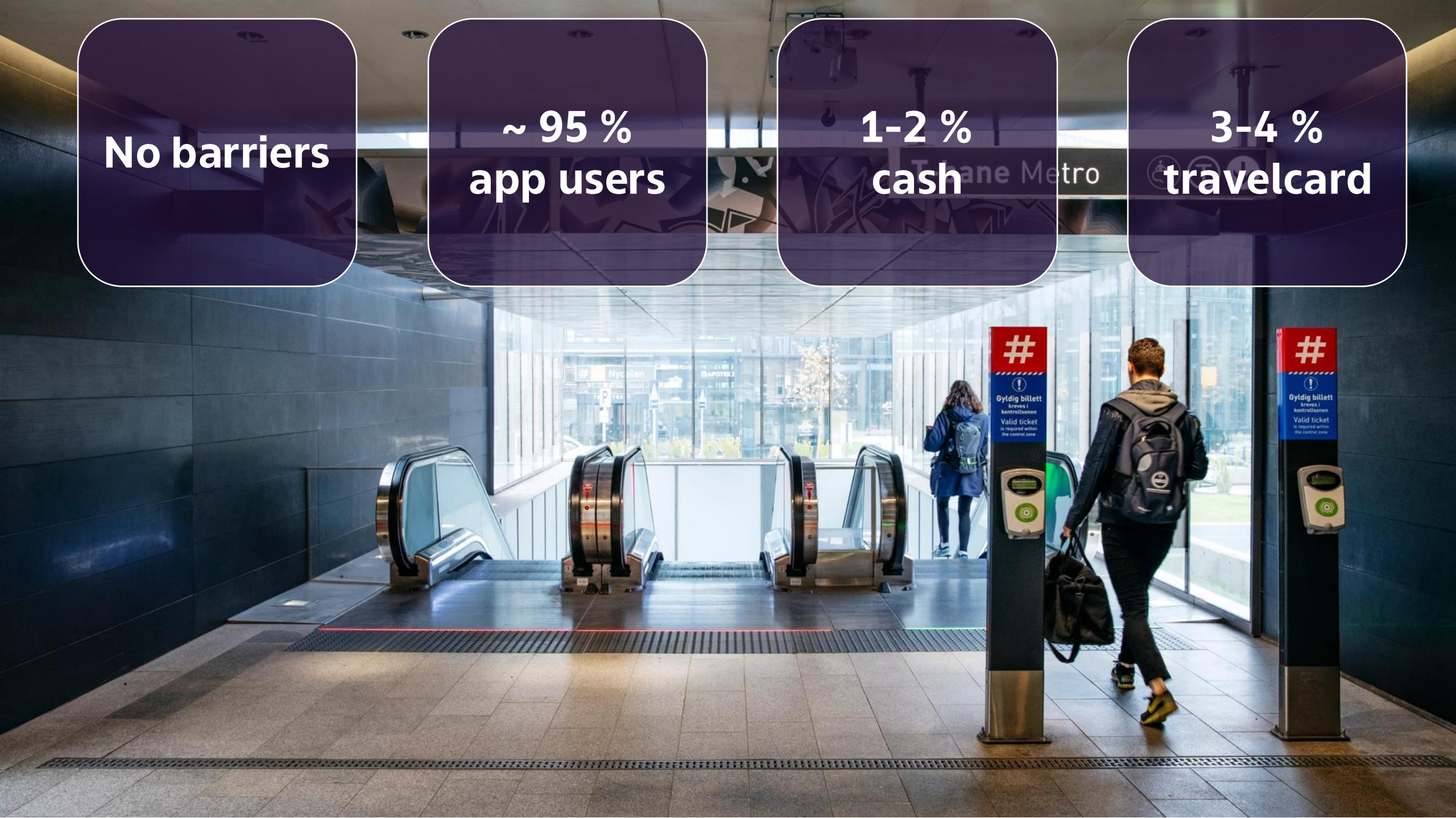


No barriers

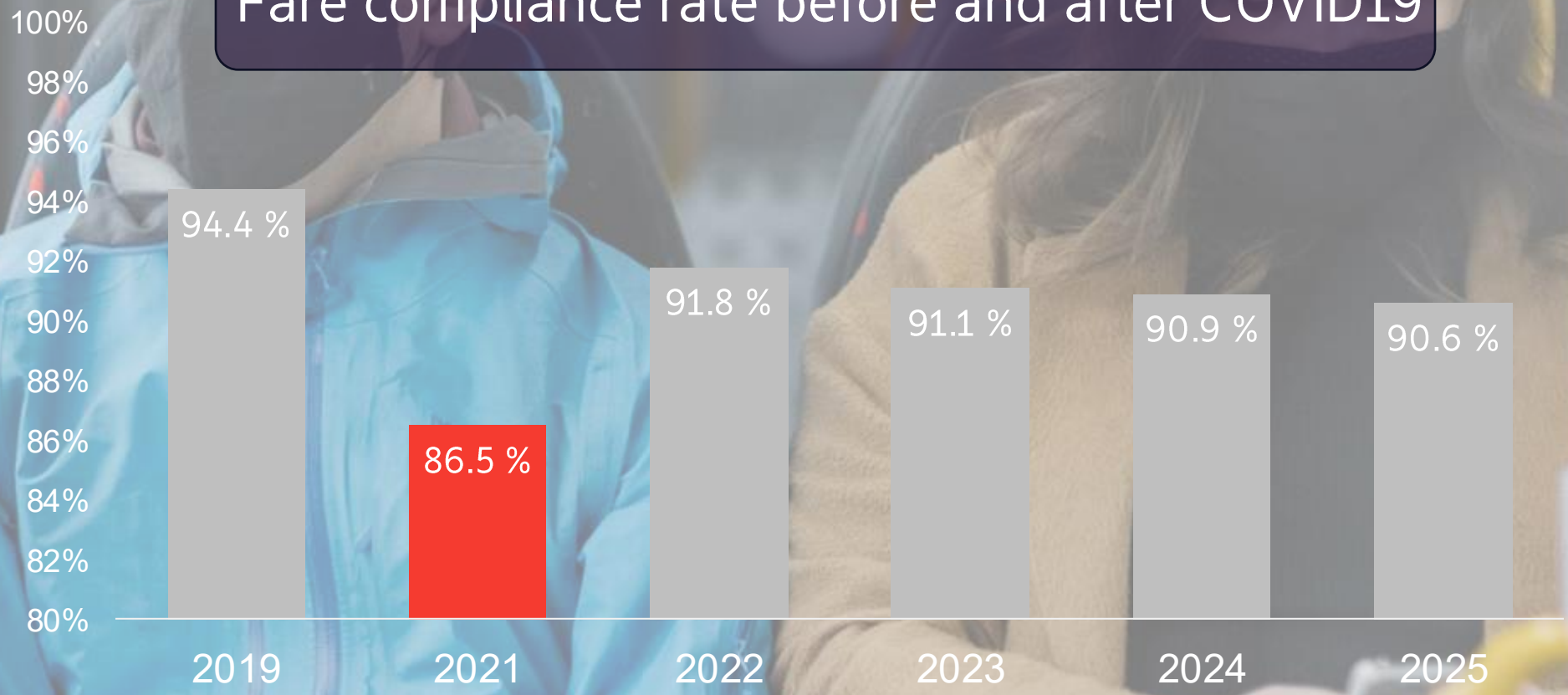
**~ 95 %
app users**

**1-2 %
cash**

**3-4 %
travelcard**



Fare compliance rate before and after COVID19



> 40 mill. Euros



What could 40 million Euros mean in practical terms?



100

electric buses



20

new bus routes for one year



1

route fully funded for 20 years



How is Ruter funded?

60%



Public subsidies

40%



Ticket revenues

We believe the future of public transport is **frictionless**... but how to make frictionless ticketing that ensures high **fare compliance**





Why do people evade fares?



Who are the fare evaders?



The Experienced

- Young male (15–29)
- Not afraid of inspections
- Fares too expensive
- Friends do the same



The critical

- Lives in rural areas
- Thinks “lousy service at high price”
- Makes a small protest



The unintentional

- Happy to pay, but forgets now and then
- Less digitally confident users



The risk-taker

- Delays the next 30-day pass
- “only traveling a few stops”



The experienced accounts for 47% of all fare evasion even though they are only 20% of the fare evaders



The critical



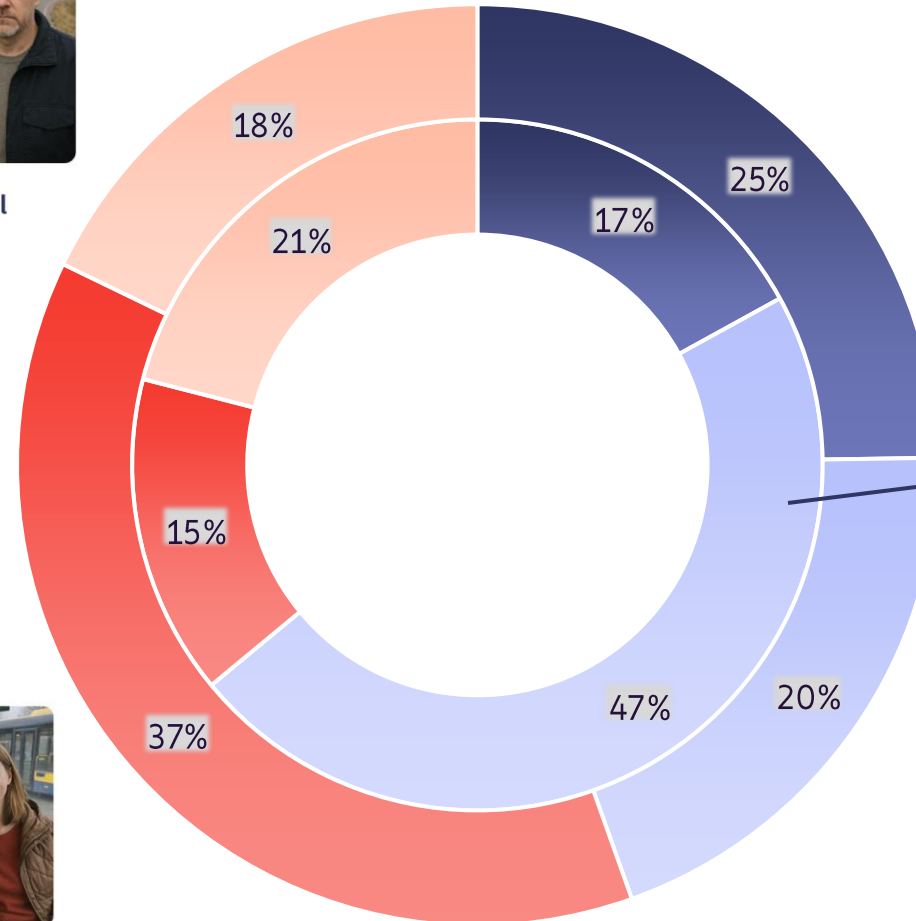
The risk-taker



The unintentional



The Experienced



share of evader segments

share of all evasions



What can we do about it?

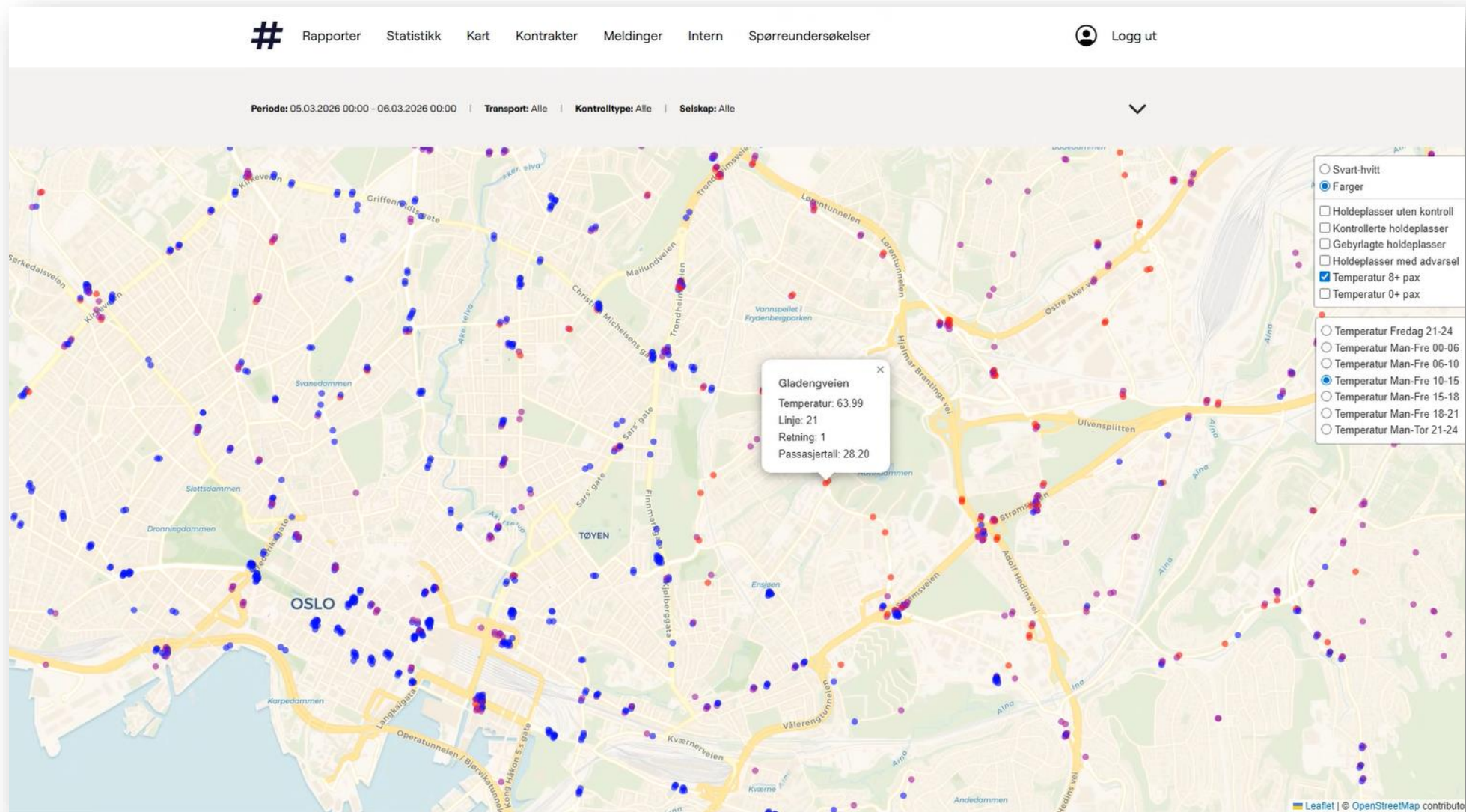
Fare inspections



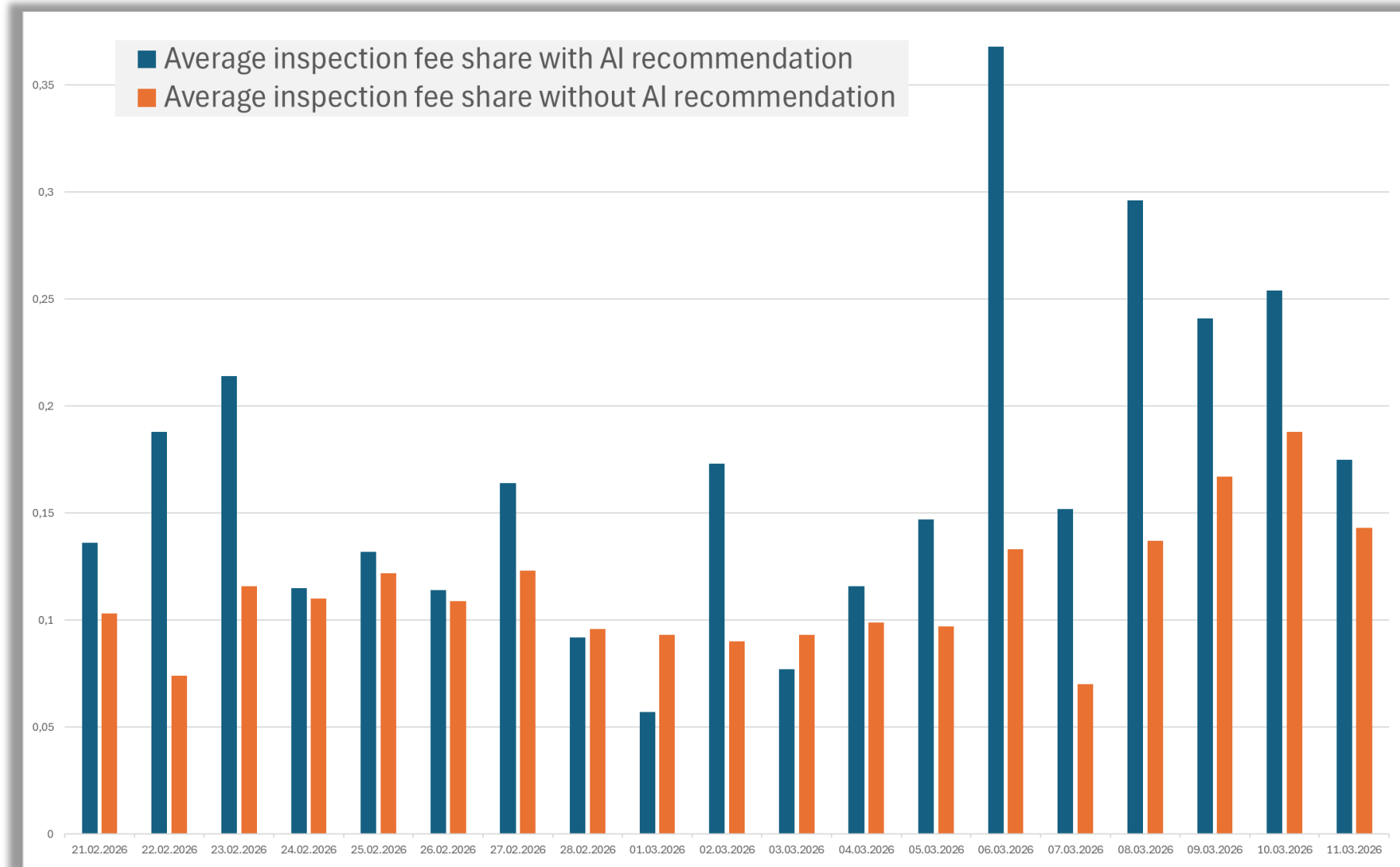
What can we do about it?

AI and ML

Heatmap tool which recommends where to do fare inspections



Fare evasion (bus)





10 %

Din neste rabatt med Reis



Reise



Billetter



Profil

What can we do about it?

Attractive tickets



What can we do about it?

Seamless UX



What can we do about it?

Ticket assistants

Ⓣ Retning øst Eastbound

Avgang
Departure

Spor
Track

13:03

1 Bergkrystallen

1 min

1 →

5 Ringen via Tøyen

2 min

1 →

!

2 Ellingsrudåsen

4 min

1 →

3 Mortensrud

6 min

← 3

Ruter#



What can we do about it?

Marketing

Building the Ruter brand while protecting revenue



Nå blir det mer kontroll på 20-bussen.

Takk for at du har billetten klar.

Ruter#

There will now be more fare inspections on Route 20-bus.

Thank you for having your ticket ready.



Takk for at denne linjen kjører

50

avganger i dag

Når du kjøper billett, bidrar du til flere avganger på T-bane, buss, trikk og båt.

Ruter#

Thank you for making this line run 50 departures today. When you buy a ticket, you help support more departures on trams, buses, the metro, and ferries.



Takk for at bussen også går om

natta

Når du kjøper billett, bidrar du til flere avganger på T-bane, buss, trikk og båt.

Ruter#

Thank you for making the bus run at night as well. When you buy a ticket, you help support more departures on the metro, trams, buses, and ferries.



Takk for turen.

Uansett hvor du er på vei, bidrar reisen din til et bedre kollektivtilbud - både for deg og de du ikke kjenner. Takk for at du alltid betaler.

Ruter#





Appealing to the customer:
Join the «dugnad»

Goal:

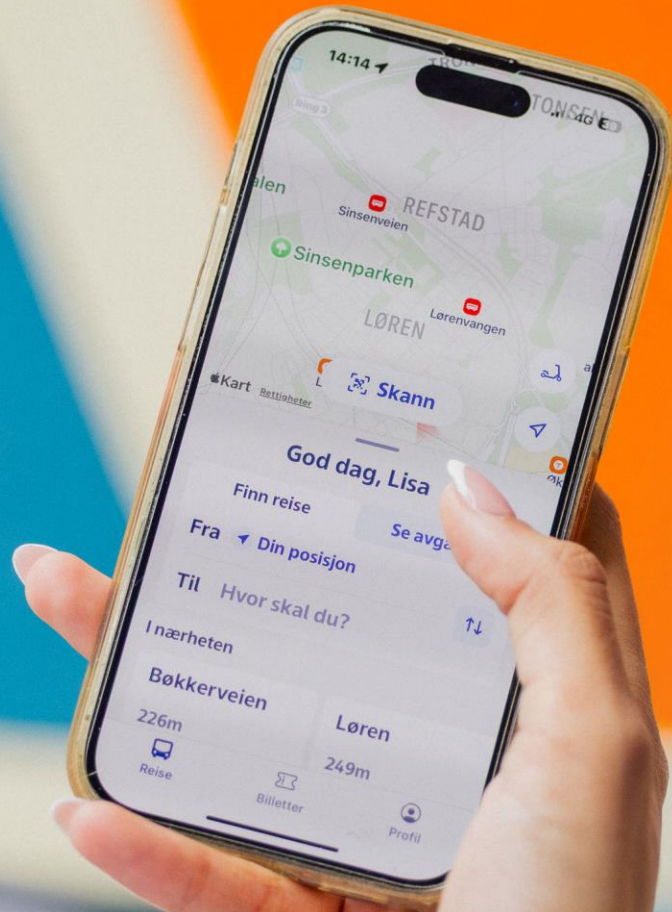
93%

payment share
by 2026





What does the future hold?



A more personalised
experience



Pay as you go

Mobility menu

Micromobility

E-bikes

E-scooters

City bikes

Mass transit

Bus

Tram

Subway

On-demand

Ride pooling

Microtransit

