

## Template for interim reports

**Deliverable for activity A.T2.2 – Piloting new services to better connect rural areas**

### Introduction

Each piloting partner has to document activities done during the pilot implementation. In RUMOBIL application form we promised to prepare three reports during pilot implementation (within period 8/2017 – 08/2018). This template is dedicated to the second report – interim report. The interim report should summarise the steps undertaken to start up new services, show the difficulties encountered and solutions found. Report should describe the period September 2017 – March 2018.

### Interim report

**(Period September 2017 – March 2018)**

General data	
<b>Project partner</b>	Ministry of Regional Development and Transport Saxony-Anhalt (Lead Partner)
<b>Pilot name</b>	Introducing a new bus service to connect peripheral towns
<b>Pilot location</b>	Möser, Osterburg
<b>Person(s) responsible for pilot implementation</b>	Sophie Golinski Anna Meyer
<b>Pilot starting date</b>	19.02.2018 (Osterburg), 03.05.2018 (Möser)
<b>Author of the interim report</b>	Sophie Golinski Anna Meyer

### Steps undertaken in period September 2017 – March 2018

After having for the most parts finished the intensive preparation phase of the two Citizen Busses in Saxony-Anhalt, the new bus service in Osterburg started on 19<sup>th</sup> February 2018. The second Citizen Bus will start it's regularly operation on 3<sup>rd</sup> May 2018. The busses will run for three years. After RUMOBIL financing ends, the Ministry of Regional Development and Transport Saxony-Anhalt prolongs the testing phase for two more years.

From September 2017 until March 2018 the following steps have been taken to launch the bus service:

#### Planning processes in Möser and Osterburg

Since May 2017, the planning teams in Möser and Osterburg have been working on the establishment of a Citizen Bus in their territories. In summer 2017 the main planning processes included the identification of "key stakeholders", parts of the organization of the new service (planning of routes and schedules, authorization of the new bus service, public procurement, and search for voluntary drivers). On the basis of these steps, further organizational issues and

preparatory works have been managed.

#### *Organization of the new bus service*

For the most parts, the municipalities Möser and Osterburg are responsible for all administrative issues. MLV and NASA assist in all steps:

##### **(1) Authorization of the new bus service**

Möser and Osterburg need an approval and official authorization for their public transport bus service. Osterburg applied for the authorization in January 2018 and got permission in February 2018. Möser applied in March 2018 and is currently waiting for the approval. A comprehensive documentation on bus routes and schedules, bus stops, tariff was necessary to get the permission for public transport.

##### **(2) Preparation of technical devices and software**

For the Citizen Busses GPS transmitters and devices for ticket sales have to be installed. Therefore, tablets and ticket printers were bought and software was developed to arrange ticket sales and GPS tracking in the bus. The latter allows an integration of the Citizen busses in real-time information systems. Furthermore, software to arrange the operation of the Bus (planning of voluntary drivers, etc.) was bought. We profited from another Citizen Bus association, as the planning software was developed by another Citizen Bus association. Partner municipalities and voluntary drivers were trained how to use software and devices.

##### **(3) Bus pick-up**

After having selected the lessee, the bus construction company started to adapt the mini bus to the special regulations of regular public transport services. On 5<sup>th</sup> February 2018 the vehicles were picked up by representatives of the municipalities Möser and Osterburg (see annex 1).

##### **(4) Permission and training for voluntary drivers**

Both Osterburg and Möser attracted enough voluntary drivers to launch the Citizen Busses. To become a voluntary driver in public transport volunteers need permission for passenger transport. Most volunteers successfully completed the permission. Afterwards, the voluntary bus drivers were trained how to drive the bus, which routes they have to follow, as well as how to use tablet and ticket printer.

#### *Installation of bus station equipment*

In order to make public transport in rural areas more attractive the Citizen Bus is accompanied by a densification of bus stops in each settlement along its routes. More precisely, in each settlement 3 up to 4 bus stops are installed instead of one to shorten the distance between home of passengers and bus stops. As this approach is regarded as a trial process, bus stops are equipped simply only installing a bus stop sign and an information plate for bus schedule. This is also to reduce costs in a pure trial period. The additional bus stops in Osterburg were established in the beginning of February 2018 after the final adjustments in Citizen Bus routes and schedule. In Möser equipment is ordered and will be installed before the kick-off in May 2018.

#### **Kick-off events**

In order to attract attention and promote the new service, some kick-off events were and are planned by Osterburg and Möser.

In Osterburg, Thomas Webel, Minister of Regional Development and Transport Saxony-Anhalt, officially handed the Citizen Bus over to the municipality on 8<sup>th</sup> February 2018 (see annex 2). The event was attended by the project team, local and regional politicians, voluntary drivers, representatives of the Citizen Busses in Möser (Saxony-Anhalt) and Dallgow-Döberitz (Brandenburg), employees of the construction company, media, and the public. In addition, a “road-show” was conducted to present the Citizen Bus in eight other small settlements. Residents were informed on the new service by the project team and got the opportunity to test the new service (see annex 3). Many press articles, radio spots and even regional TV clips reported on the event.

In Möser, the official handover of the Citizen Bus will take place on 27<sup>th</sup> April 2018.

A leaflet was produced to inform people on the new service, its routes, schedule, tariff and contacts (for further details see publicity campaign).

### **Publicity Campaign**

A publicity campaign is conducted to raise awareness on the Citizen Busses in Möser and Osterburg. An advertising agency has been contracted to produce professional marketing items. This includes a common branding (logo for the Citizen Busses with local references) as well as materials such as leaflets (see annex 4), give-aways, and videos. The design includes common elements to promote Citizen Busses in Saxony-Anhalt (branding) and individual elements referring to the selected municipalities. The variety of give-aways for locals (see annex 5) was chosen according to the function of the Citizen Bus. Biers, shopping bags, and note paper can be used to prepare and conduct shopping or appointments at doctors in the town centres. Small standees shall be spread among different shops and institutions of public interest to attract further attention and show support. Finally, a short video clip is produced in Möser and Osterburg to explain how Citizen Busses work, present their advantages and promote the approach to be used by other communities.

### **Difficulties encountered and solutions found**

#### *Regulations and competition hamper innovation and flexibility*

New approaches in public transport seek to enhance flexibility and promote innovative approaches according to the demand of residents. To some point innovative approaches to realize public transport go beyond the understanding of classical public transport. In Germany, there are some approaches with consider door-to-door-transport, get rid of fixed routes and schedules, or combine passenger and good transport. This however might raise competition between new agents and classical service providers, such as public transport companies or taxi companies. Against this backdrop and following the results of many local stakeholder meetings, Citizen Busses were mainly adjusted to the currently existing regulations in public transport. This means an introduction of fixed routes and schedules as well as an adaptation to the existing tariff system. Specific needs of users and a high flexibility could only be partly realized. The Citizen Busses, however, bring an added value to the region as they close gaps in public transport in temporal and spatial perspective, consider the demand of local residents, reduce distances between bus stops, or provide a bus service adjusted to special demands (e.g. medial care, associations work).

#### *Difficult negotiations between stakeholders*

The active participation of various local stakeholders is an important aspect for the realization of the new bus offer. However, negotiations become difficult when positions collide and the willingness to support new approaches is limited. In the case of Möser, the planning phase of the Citizen Bus took much longer than in Osterburg, as different parties were not able to agree on common solutions. Critical points were the developments of routes and schedules which were said to compete with the offers of the local public transport company as well as the tariff system. Several meetings were necessary to increase the understanding and finally approach to a common position.

#### **Success achieved, lessons learnt and recommendations.**

*Successful results* are the launch of our two Citizen Busses in Saxony-Anhalt. The first Citizen Bus started in Osterburg on 19<sup>th</sup> February 2018 and the second will start operating in Möser in May 2018. The Citizen Busses have already attracted lots of attention in both public and media. Many local residents attended the information events and took part in the official handover ceremony in Osterburg. The media (press, radio, and TV) produced local, regional and even national reports.

*Lessons learnt* refer to the presentation and marketing of the Citizen Busses along with the start of the service. We learnt that a well prepared marketing campaign is necessary to attract attention and reach local residents. This includes print materials, media representation, and local events. Furthermore, we learnt that every Citizen Bus project is unique: Challenges which might occur in one project might not be relevant to another.

*Recommendations* to partners and interested actors can be specified to a comprehensive preparation of starting events and public information. Additionally, involvement of key stakeholders remains as important as in the beginning of the pilot work.

#### **Annex**

- 1) Pick-up of Citizen Busses in Schönebeck, 05.02.2018





2) Official handover of Citizen Bus Osterburg in Walsleben, 08.02.2018



- 3) Road Show to present Citizen Bus in different settlements around Osterburg, 15./16.02.2018



- 4) Leaflet to inform on and promote Citizen Bus: example Osterburg



### Linienetzplan

### Wir verbessern die Mobilität in Ihrem Ort!

#### Bürgerbusse für Sachsen-Anhalt

Bürgerbusse ergänzen das Busangebot, insbesondere in ländlichen Regionen. Dort verbinden sie **kleinere Orte** ohne Haltepunktangebot mit einer Haltestelle. Die Zeit in der Sie das Busangebot nutzen, ist für Anwohner, Erholer oder andere Erledigungen genutzt werden.

Bürgerbusse sind **Kleinbusse für höchstens 8 Fahrgäste**, die von Ehrenamtlichen in der Freizeit gefahren werden. Sie verkehren auf festgelegten Strecken und nach einem festen Fahrplan.

Im Land Sachsen-Anhalt gibt es neben dem Bürgerbus Osterburg einen Bürgerbus in **Möser** (Landkreis Jerichow-Land).

Das Projekt Bürgerbusse für Sachsen-Anhalt wird vom Ministerium für Landesentwicklung und Verkehr zusammen mit der Nahverkehrsverbund Sachsen-Anhalt (NVA) gefördert. Unterstützt die Bürgerbusse in Osterburg und Möser werden im Rahmen des **EU-Projekts RUMOBIL** gefördert. RUMOBIL entwickelt Strategien für einen zukunftsorientierten Nahverkehr in ländlichen Regionen. Das Projekt wird im Programm Interreg CENTRAL EUROPE gefördert und aus dem Europäischen Fonds für regionale Entwicklung (EFRE) finanziert.

Weitere Informationen zum Projekt erhalten Sie unter [www.osterrb.de](http://www.osterrb.de), [info@osterrb.de](mailto:info@osterrb.de), [kontakt@osterrb.de](mailto:kontakt@osterrb.de).

### Ihr Kontakt

Amt für Verwaltungsteuerung und Demografie  
Ernst-Thälmann-Straße 10  
39606 Hainestadt Osterburg (Altmark)

Tel.: 03937 4906  
Mail: [buergerbus@osterrb.de](mailto:buergerbus@osterrb.de)  
[www.osterrb.de/buergerbus](http://www.osterrb.de/buergerbus)

Ihr Kontakt zum Fahrer des Bürgerbusses: 0512 36116778

Außerhalb der Betriebszeiten wenden Sie sich bitte an das Amt für Verwaltungsteuerung und Demografie der Hainestadt Osterburg (Altmark).

### Unterstützen Sie den Bürgerbus Osterburg!

Sie wollen etwas bewegen? Dann werden Sie ehrenamtliche Fahrer oder ehrenamtliche Fahrer für den Bürgerbus Osterburg.

**Sprechen Sie uns an!**  
Tel.: 03937 4906  
Mail: [buergerbus@osterrb.de](mailto:buergerbus@osterrb.de)

### Als ehrenamtlicher Fahrer (m/w)...

- ... führen Sie den Kleinbus an **ausgewählten Tagen**.
- ... sind Sie **Ansprechpartner** für Ihre Fahrgäste.
- ... sind Sie **vollständig versichert**.
- ... erhalten Sie eine **Aufwandsentschädigung** plus Kilometergeld für Ihre Fahrten.
- ... erhalten Sie **neue Kontakte** und erfahren viel Spaß dabei.

Auch Engagement außerhalb des Fahrerberufs (z.B. für die Dienstplanung) ist gesucht.

### BürgerBus Osterburg

SACHSEN-ANHALT  
Ministerium für Landesentwicklung und Verkehr

Unser Bus für alles, was muss.

[www.osterrb.de/buergerbus](http://www.osterrb.de/buergerbus)

### „Wir leben Land“ Bürger fahren Bürger

Liebe Bürgerinnen und Bürger,

Gestalten Sie ein Miteinander. Gemeinsam gilt es Wege zu beschreiten, die uns im Alltag vorantreiben und unsere Region fit für morgen machen. Dazu zählt der Bürgerbus. Für mich als Bürgermeister im ländlichen Raum spielen Mobilität und Infrastruktur eine wichtige Rolle. Die Gemeindeverwaltung trägt Verantwortung, unser aller Lebensumfeld lebenswert und lebendig zu gestalten.

Hier setzt das Prinzip **„Bürger fahren Bürger“** an. Es baut auf gegenseitiges Vertrauen, lebt durch ehrenamtliches Engagement, etabliert den nachbarschaftlichen Zusammenhalt und die Identität in den Dörfern und in der Stadt.

Es fällt unser Leben **„Wir leben Land“** mit Leben. Der Anfang ist gemacht, jetzt heißt es einsteigen und losfahren. Wenn das Projekt **Bürgerbus Osterburg** steht und nutzt mit dem Einsatz der Fahrerinnen und letztlich mit der Annahme durch die NutzerInnen.

An wachsendem Projekt eine erfolgreiche Zukunft und bitte Sie um Unterstützung für eine attraktive Mobilität in unserer Heimat.

*Mira Schulz*  
Mira Schulz  
Bürgermeister

gültig ab  
**19. Februar 2018**

#### 1 Tour Flessau sonntags / gerade KW

Ort / Haltestelle	Minifahrer	Rückfahrer
Natterhede	8:30	12:27
Flessau	8:47	12:40
Ort	8:40	13:17
Schulze	8:51	13:36
Holt	8:53	13:34
Reich	8:58	13:29
Ort	9:00	13:27
Osterburg	9:07	13:20
Kirchstraße	9:10	13:17
Parplatz Lindenstraße	9:12	13:15
Bahnhof	9:14	13:16
Ald	9:20	13:20

#### 2 Tour Gladgau donnerstags / gerade KW

Ort / Haltestelle	Minifahrer	Rückfahrer
Gladgau	8:15	12:47
Eisenhäger Straße	8:17	12:45
Dorf	8:20	12:42
Schnecken	8:25	12:37
Ostendorfer	8:29	12:34
Bismarck	8:32	12:31
Osterburg	8:42	12:20
Kirchstraße	8:45	12:17
Parplatz Lindenstraße	8:47	12:15
Bahnhof	8:49	12:16
Ald	8:55	12:20

#### 3 Tour Rossau montags / gerade KW

Ort / Haltestelle	Minifahrer	Rückfahrer
Klein Rossau	8:30	13:02
Gartenweg	8:34	13:06
Rosau	8:36	13:04
Ordnung	8:39	13:04
Schnecken	8:40	13:03
Schnecken	8:45	12:47
Zeiden	8:52	12:40
Osterburg	8:57	12:35
Kirchstraße	9:00	12:32
Parplatz Lindenstraße	9:12	12:30
Bahnhof	9:14	12:26
Ald	9:20	12:30

#### 4 Tour Krevese freitags / gerade KW

Ort / Haltestelle	Minifahrer	Rückfahrer
Pubken - Vor dem Ort	8:00	12:27
Dreidecke	8:09	12:48
Bismarck	8:11	12:44
Krevese - Dequede Straße	8:19	12:38
Krevese	8:21	12:36
Ordnung	8:21	12:34
Krumbe	8:29	12:29
Schnecken	8:31	12:27
Osterburg	8:38	12:20
Kirchstraße	8:41	12:17
Parplatz Lindenstraße	8:43	12:15
Bahnhof	8:45	12:16
Ald	8:51	12:20

#### 5 Tour Meesberg sonntags / ungerade KW

Ort / Haltestelle	Minifahrer	Rückfahrer
Meesberg - Gut	9:15	13:10
Meierbusch	9:24	13:01
Ort	9:26	12:59
Wandorf	9:28	12:57
Dobru - Brücke	9:38	12:47
Ort	9:40	12:45
Wendstede	9:42	12:43
Osterburg	9:51	12:34
Kirchstraße	9:53	12:32
Bismarck	9:55	12:30
Parplatz Lindenstraße	9:58	12:26
Ald	10:02	12:30

#### 6 Tour Königsmark sonntags / ungerade KW

Ort / Haltestelle	Minifahrer	Rückfahrer
Bismarck	8:30	13:30
Wendstede	8:35	13:25
Wendstede	8:37	13:21
Rengstede	8:43	13:17
Ordnung	8:45	13:15
Bismarck	8:47	13:13
Rengstede	8:49	13:11
Wendstede	8:55	13:05
Seggen	9:02	13:00
Königsmark - Rahnbecker Weg	9:06	12:56
DGH	9:08	12:54
Kirche	9:10	12:52
Ort	9:12	12:50
Osterburg	9:30	12:34
Parplatz Lindenstraße	9:32	12:32
Bismarck	9:35	12:30
Bismarck	9:37	12:28
Ald	9:43	12:30

#### 7 Tour Walsleben freitags / ungerade KW

Ort / Haltestelle	Minifahrer	Rückfahrer
Walsleben - Goldbecker Weg	8:30	12:20
Gartstraße	8:32	12:18
Walsleben	8:34	12:16
DGH	8:36	12:14
Neue Welt	8:40	12:10
Osterburg	8:55	12:05
Parplatz Lindenstraße	8:57	12:03
Bismarck	9:00	12:00
Seggen	9:03	12:00
Ald	9:19	12:00

#### 8 Tour Ballenstedt sonntags / ungerade KW

Ort / Haltestelle	Minifahrer	Rückfahrer
Klein Ballenstedt	8:30	12:48
Ballenstedt	8:35	12:43
Bismarck	8:37	12:41
Polbau	8:42	12:36
Exleben - Sportplatz	8:45	12:33
Möden	8:47	12:31
Exleben	8:49	12:29
Landwehrstraße	8:51	12:28
Osterburg	8:56	12:22
Kirchstraße	9:00	12:19
Parplatz Lindenstraße	9:03	12:17
Bahnhof	9:05	12:16
Ald	9:07	12:10

### Andere Rufbusangebote

Bus verpasst oder keine passende Zeit gefunden? Dann nutzen Sie doch die anderen Angebote des Nahverkehrs. Informieren Sie sich unter:

**Der starke Nahverkehr**  
[www.imm.de/nah](http://www.imm.de/nah)  
Tel.: 0391 5363780

## 5) Promotional material: example Osterburg (biro, note paper, shopping bag, standee)

