

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	
Project partner	Ministry of Regional Development and Transport Saxony-Anhalt (Lead Partner)
Pilot name	Introducing a new bus service to connect peripheral towns
Pilot location	Möser, Osterburg
Person(s) responsible for pilot implementation	Sophie Golinski Anna Meyer
Pilot starting date	19.02.2018 (Osterburg), 03.05.2018 (Möser)
Author of the interim report	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 Buses in Saxony-Anhalt, the new bus service in Osterburg started on 19th February 2018. The second Citizen Bus will start its regularly operation on 3rd 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 5th 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 8th 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 27th 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. Biros, 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 innovate 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 19th 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

Hinweis! Die Preisstufe richtet sich nach der Anzahl der befahrenen Tarifzonen.

Preisstufe	Einzelfahrtschein	Einzelfahrtschein (ermöglicht)
1	1,75 €	1,30 €
2	2,25 €	1,50 €
3	3,10 €	2,00 €

* Ermöglichte Preisstufen gelten für Kinder von 6 Jahren bis zur Vollendung des 14. Lebensjahres (in Vorbereitung).

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 Nahverkehrsangebotsgebiete mit einer Kernzone. Die Zahl in der Stadt kann dann für Anfahrtskosten, Einpreis oder andere Erledigungen genutzt werden.

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

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

Das Projekt Bürgerbusse für Sachsen-Anhalt wird vom Ministerium für Landesentwicklung und Verkehr zusammen mit der Nahverkehrservice Sachsen-Anhalt (NUSA) GmbH umgesetzt. Die Bürgerbusse in Osterburg und Möckern 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.interreg-central.eu/Content.Node/RUMOBIL

Ihr Kontakt

Amte für Verwaltungssteuerung und Demografie
Erich-Thälmann-Straße 10
39606 Hainestock Osterburg (Altmark)

Tel.: 03937 4206
Mail: buergerbus@osterburg.de
www.osterburg.de/buergerbus

Ihr Kontakt zum Fahrer des Bürgerbusses: **0152 36116778**

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

Gurtpflicht
In unserem Bus herrscht Gurtpflicht.

Kindersätze
Sie möchten mit Kindern unter 12 Jahren den Bürgerbus nutzen und können keinen eigenen Kindersitz mitbringen? Dann melden Sie dies bitte bis spätestens einen Tag vor Fahrtantritt an, damit der Bürgerbus einen entsprechenden Kindersitz mitführt.

Beförderungsbedingungen
Es gelten die Beförderungsbedingungen und Tarifbestimmungen des Bürgerbusses Osterburg, einzusehen unter: www.osterburg.de/buergerbus

BürgerBus Osterburg

SACHSEN-ANHALT
Ministerium für Landesentwicklung und Verkehr

Unser Bus für alles, was muss.

www.osterburg.de/buergerbus

„Wir leben Land“ Bürger fahren Bürger

Liebe Bürgerinnen und Bürger,

Gestatten Sie ein Mittelmeer. 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 bebaut und lebendig zu gestalten.

Hier setzt das Prinzip **„Bürger fahren Bürger“** an. Es baut auf gegenseitige Vertrauen, Liebe durch ehrenamtliches Engagement, einbein den nachbarschaftlichen Zusammenhalt und die Identität in den Dörfern und in der Stadt. Es fällt unser Leitbild **„Wir leben Land!“** mit Leben. Der Anfang ist gemacht, jetzt heißt es einsteigen und losfahren. Denn das Projekt **Bürgerbus Osterburg** steht und nutzt mit dem Einsatz der Fahrerinnen und Fahrerinnen und letztlich mit der Annahme durch die NutzerInnen.

In welchem dem 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	Hin-fahrt	Rück-fahrt
Hainestock	8:30	12:27
Waldseele	8:47	12:46
Flessau - Ballenstedter Straße	8:47	12:40
Ort	8:50	12:37
Schule	8:51	12:36
Hörn	8:53	12:34
Steinbach	8:58	12:29
Ort	9:00	12:27
Osterburg - Bismarck Straße	9:07	12:20
Kirchstraße	9:10	12:17
Parplatz Lindenstraße	9:12	12:15
Bahnhof	9:14	12:16
Alt	9:20	12:20

2 Tour Gladgau donnerstags / gerade KW

Ort / Haltestelle	Hin-fahrt	Rück-fahrt
Gladgau	8:17	12:47
Eisenhütten Straße	8:17	12:45
Dorf	8:20	12:42
Schleimense	8:22	12:37
Oppensdorf	8:29	12:31
Altenbach	8:32	12:30
Osterburg - Bismarck Straße	8:42	12:20
Kirchstraße	8:45	12:17
Parplatz Lindenstraße	8:47	12:15
Bahnhof	8:49	12:16
Alt	8:55	12:20

3 Tour Rosau montags / gerade KW

Ort / Haltestelle	Hin-fahrt	Rück-fahrt
Klein Rosau - Ortseingang	8:30	12:02
Klein Rosau	8:32	12:00
Gärtnerweg	8:34	12:00
Schleimense	8:36	12:00
Rosau - Am Parkplatz	8:38	12:00
Ortseingang	8:38	12:00
Osternberg	8:40	12:00
Schleimense	8:45	12:07
Zeebe	8:52	12:00
Osterburg - Bismarck Straße	8:57	12:35
Kirchstraße	9:00	12:32
Parplatz Lindenstraße	9:12	12:30
Bahnhof	9:14	12:30
Alt	9:20	12:20

4 Tour Krevese freitags / gerade KW

Ort / Haltestelle	Hin-fahrt	Rück-fahrt
Pubken - Vor dem Ort	8:00	12:27
Drewecke	8:09	12:48
Waldseele	8:11	12:44
Krevese - Dequeder Straße	8:19	12:54
Krevese	8:21	12:56
Ortseingang	8:21	12:54
Krumbe	8:29	12:29
Schlosspark	8:31	12:27
Osterburg - Bismarck Straße	8:38	12:20
Kirchstraße	8:41	12:17
Parplatz Lindenstraße	8:43	12:15
Bahnhof	8:45	12:16
Alt	8:51	12:20

5 Tour Meesberg montags / ungerade KW

Ort / Haltestelle	Hin-fahrt	Rück-fahrt
Meesberg - Gut	8:15	13:10
Meyerbusch	8:24	13:01
Ort	9:06	13:59
Wandorf	9:28	13:57
Dobben - Brücke	9:38	12:47
Ort	9:40	12:45
Wendestelle	9:42	12:43
Osterburg - Kirchstraße	9:51	12:34
Parplatz Lindenstraße	9:53	12:31
Bismarck Straße	9:55	12:30
Bismarck	9:58	12:06
Alt	10:02	12:00

6 Tour Königsmark donnerstags / ungerade KW

Ort / Haltestelle	Hin-fahrt	Rück-fahrt
Blumenrose	8:30	13:30
Waldseele - Kirche	8:35	13:25
Waldseele	8:37	13:21
Rengerslage - Abzweig Lichterfeld	8:43	13:17
Dülmann	8:45	13:15
Osterburg - Bismarck Weg	8:47	13:13
Rengerslage	8:49	13:11
Waldseele - Höfner	8:55	13:05
Seydau	9:02	13:00
Königsmark - Rabenbacher Weg	9:06	12:56
DGH	9:08	12:54
Kirche	9:10	12:52
Ort	9:12	12:50
Osterburg - Kirchstraße	9:10	12:34
Parplatz Lindenstraße	9:14	12:31
Bismarck Straße	9:15	12:30
Bismarck	9:17	12:06
Alt	9:23	12:00

7 Tour Waldseele freitags / ungerade KW

Ort / Haltestelle	Hin-fahrt	Rück-fahrt
Waldseele - Goldbacher Weg	8:30	12:30
Gartstraße	8:32	12:28
Waldseele	8:34	12:26
DGH	8:36	12:24
Neue Welt	8:40	12:10
Osterburg - Kirchstraße	8:55	12:05
Parplatz Lindenstraße	8:57	12:03
Bismarck Straße	9:00	12:00
apothek	9:03	12:00
Alt	9:19	12:00

8 Tour Ballenstedt sonntags / ungerade KW

Ort / Haltestelle	Hin-fahrt	Rück-fahrt
Klein Ballenstedt	8:30	12:48
Ballenstedt	8:35	12:43
Bahnhofstraße	8:37	12:41
Polbau	8:42	12:36
Möckern - Sportplatz	8:45	12:33
Möckern	8:49	12:29
Ortseingang	8:49	12:29
Waldseele	8:51	12:28
Osterburg - Bismarck Straße	8:56	12:22
Kirchstraße	9:00	12:19
Parplatz Lindenstraße	9:03	12:17
Bahnhof	9:05	12:06
Alt	9:07	12:00

Andere Rufbusangebote

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

NUSA Der starke Nahverkehr
www.linia.de/inter
Tel.: 0391 636180

S **Noch nicht am Ziel?**
Hier geht es mit der S-Bahn weiter:
S1 in Richtung Stendal / Magdeburg:
08:25 Uhr, 09:29 Uhr, 10:29 Uhr und 11:29 Uhr
S1 in Richtung Wittenberge:
08:21 Uhr, 09:21 Uhr, 10:21 Uhr und 11:21 Uhr

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

BürgerBus
Osterburg
Wir leben Land.

Interreg 
 CENTRAL EUROPE European Union
 European Regional
 Development Fund
RUMOBIL

Unser Bus für alles, was muss.

www.osterburg.de/buergerbus


