

Defining the scope of the Campaign

SmartMove example: Euskirchen (VRS)

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SmartMove: Active mobility consultancy focusing on feeder systems
to increase awareness and use of public transport



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REGIONAL ENVIRONMENTAL CENTER



Implementation area Kreis Euskirchen

- Located in the south-west of North Rhine-Westphalia, next to Cologne, Bonn, close to the border of Belgium
- 187.437 permanent inhabitants
- Consists of 11 municipalities
- Biggest municipality 55.840 inh., smallest 4.172 inh.
- The PT in Kreis Euskirchen is part of VRS (Verkehrsverbund Rhine-Sieg), a German transport association (responsible for unique tariffs and harmonised timetables between Kreis Euskirchen, Cologne, and Bonn.

Map VRS



SmartMove: Focus on four communities

- Bad Münstereifel, Hellenthal, Kall, Schleiden
- Bad Münstereifel and Kall have a railway station
- All communities have similar prospects in demographic development
 - decreasing number of inhabitants
 - increasing no. of elderly people (absolutely & relative)
- Several TaxiBus-lines serve the PT
- TaxiBus acts as feeder systems to trains and main bus-line 829
- Additionally, railway stations and the bus-stops can be reached by foot, bike & car in all four communities

SmartMove activities in Kreis Euskirchen

- Dialogue marketing with 500 participants
- 16 bus trainings
- 6 mobility checks
- 2 citizen audits
- 6 civic participations (i.e. participation on local events with information desk and/or bus)
- Press releases
- VRS newsletter

Dialogue marketing

- Aim: 500 participants
- We sended out around 5.300 letters incl. response cards
- We made additional reminder calls because of low response
- 145 people wanted the additional information package
- 66 people got the information package through active measure
- 289 people got the information by phone but no additional package

Active measure: Bus training

- Training for elderly people on how to use the PT
- **A significant no. of older inhabitants haven't used PT for decades**
- Assisted by a trainer, they learn how to buy tickets, where to get information regarding timetable, special offers for elderly people et cetera
- Additionally we offer safety (behaviour) rules before, during and after using PT
- We combined the bus trainings with touristic offers like a little guided tour and – for elderly people in Germany very important – invited them to coffee & cake
- Partner: Local senior citizen networks





Active measure: Mobility check

- Checks on how the station or the bus-stop can be reached by foot
- Representatives from police, municipality, local stakeholders, transport operator are involved
- Elderly or disabled people (perhaps with wheel-chair or walking frame) are also welcomed
- Potential barriers were named, and together will be searched for solutions
- **If no “quick” solution was found, the information was given to municipality**
- output about the mobility checks are available
- Partner: Municipalities, local networks



Active measure: Citizen audit

- Two citizen audits in the region
- **First audit for “new inhabitants”** has been conducted in March
- **Second audit under the topic “touristic offers”** in August
- At both audits an intensive discussion with engaged people took place and further contacts are foreseen
- Minutes about the citizen audits are available
- Partner: Municipalities, local networks

Active measure: Civic participation

- Participation at six events with local stakeholders and local inhabitants
- Presenting at information desk
- Information material was given out to visitors
- Partner: Municipalities, local senior citizen networks







Problems/experiences

- Main problem: involving enough participants for the dialogue marketing
- We had to make an extra round with additional addresses (more than planned)
- We had to make also calls to activate people for participation
- To offer a bus training without senior citizen networks acts up because only very few people calls back
- Senior citizens prefer printed or personal information and no application or no ticket machine

First results/impressions on SmartMove

- By explaining and showing the PT system the customer perception changes a bit
- Using PT appears on the mental map of the customers for *some* trips after they get personalized information
- **A lot of customers didn't even think about using the PT** because of using the car for every way

Thank you!

Bernd Knieling

Verkehrsverbund Rhein-Sieg GmbH
Cologne, Germany

TaxiBusPlus

- The PT includes railways, busses and feeder systems like TaxiBus
- TaxiBus serves the PT on several bus-lines (solely and supplementally)
- TaxiBus
 - Order the tour (taxi) by phone
 - Start tour at the bus-stop
 - Pay PT tariff + surcharge (€ 1,20)
 - TaxiBus drives you to your bus-stop (or home in the small village)

DER NEUE TAXIBUSPLUS IN HELLENTHAL UND SCHLEIDEN

Zunächst als zweijähriges Pilotprojekt angelegt, vereint der **NEUE TAXIBUSPLUS** in Hellenthal und Schleiden die Systeme TaxiBusPlus und AST.



DIE LINIEN DES NEUEN TAXIBUSPLUS

- Linie 816 (Schleiden – Kerperscheid – Broich – Wintzen)
- Linie 831 (Gemünd – Dreiborn – Schleiden)
- Linie 836 (Schleiden – Bronsfeld – Harperscheid – Schönesseifen)
- Linie 837 (Hellenthal – Reifferscheid – Manscheid – Hecken – Paulushof)
- Linie 838 (Hellenthal – Reifferscheid – Rescheid – Schnorrenberg)
- Linie 839 (Hellenthal – Hollerath – Ramscheid – Udenbreth – Losheim – Kehr)
- Linie 879 (Wildgehege – Oleftalsperre – Hohnberggring – Hellenthal – Ingersberg – Eichen – Felsler – Wollenberg)
- Linie 895 (Wolfgarten – Gemünd – Malsbenden – Salzberg)