

Report

Regional stakeholder group meeting 3

Landkreis Grafschaft Bentheim

Allgemeine Informationen

The 16th. December 2020 21 participants attended the 3. SGM of the county Grafschaft Bentheim. The meeting took place between 14:00 and 16:00 in the premises of the district administration. The organisation team included three representatives of the county of Grafschaft Bentheim, as well as the moderator Mrs. Ute Blindert, who was in charge of the process organisation, and two external planning persons who were entrusted with the technical and content support.

As another participatory element in the PE4Trans project, the meeting represented the third stage in this process. The results of the barcamp were taken up and customer-specific wishes were discussed in in-depth thematic discussions. As in the case of the school bar camps, the thematic discussions were based on the central question already raised at the beginning of the process:

„Which mobility behaviour of people has the greatest potential for change in terms of the scope of transport policy instruments and the effects on reducing the CO2 footprint?“

The basis of this Stakeholder Group Meeting was the personal experiences of the students in the barcamps regarding mobility in the district of Grafschaft Bentheim. The fields of action or the measures developed in several workshop rounds Suggestions for improvement regarding a transformation to sustainable mobility, served as a basis for the discussion with the responsible stakeholders. Within this framework, the aim is to identify sensible suggestions for improvement and to prepare them for implementation so that they can be taken into account in the traffic planning of the district and the municipalities.

Various actors from different areas of politics as well as mobility and spatial planning, such as the specialist administrations involved, transport companies or regional advisory centres, have been invited to the Stakeholder Group Meeting. Furthermore, it was considered useful to involve the pupils, as an important customer group in this process, also in this meeting in order to directly share the experiences of the Barcamp as a democratic participation format with the stakeholders.

The following institutions could be won for participation in the third meeting

transport companies

- Bentheimer Eisenbahn AG
- Meyering Verkehrsgesellschaft für die Region Grafschaft Bentheim
- Emsländische Eisenbahn GmbH
- Richters Reisen

Representatives from local authorities

- Stadt Nordhorn
- Gemeinde Wietmarschen
- Samtgemeinde Schüttorf

National representatives

- Amt für regionale Landesentwicklung Weser-Ems

Schools

- Burg-Gymnasium Bentheim
- Lise-Meitner-Gymnasium Neuenhaus
- KBS Nordhorn
- Gymnasium an der Vechte Emlichheim

At the beginning an introduction to the topic of the PE4Trans project was given. Furthermore, first results of the barcamps, the CO2 footprint of the district of Grafschaft Bentheim, as well as infra-structural measures in the field of mobility were presented.

Based on the results of the barcamps, the lead partner of the project conducted in-depth thematic discussions in accordance with the specified methodology. In this context, typical personas have been designed in advance within the framework of empathy maps, which are symbolic of certain population groups with specific mobility practices. On the basis of these, obstacles and needs have been discussed for specific individuals and sustainable mobility solutions have been created.

Methodological background

In order to further deepen the problems identified in the barcamps for the implementation of a sustainable mobility system and to concretise fields of action with the various stakeholders, individual usage obstacles and solution strategies were formulated on the basis of different customer groups in the district of Grafschaft Bentheim.

Within this framework, the methodology of the Empathy Maps was used as specified. In this conceptual model, the personal needs and feelings of the potential customer are analysed at the level of the individual, which in a further step not only describes the wishes but also allows them to be understood comprehensively.

The personas developed in cooperation with the district by the external planning persons supported the process of the Empathy-Map. These are used to reduce the various customer profiles in a generalised way, which allows priorities to be set in customer analysis.

The following customer profiles, also called Persona Profiles, were discussed in more detail in the context of the Empathy Maps method:

- **Johann (20 Years):** living in Nordhorn, vocational school student and owner of an own car
- **Franz (75 Years):** living in Gildehaus, pensioner and no own car
- **Florian (8 Years):** living in Nordhorn-Klausheide, primary school children and travels to school by bus
- **Lena (14 Years):** living in Laar, high school student
- **Stephanie (38 Years):** living in Ringe, works part-time and is mother of 2 children
- **Michael (40 Years):** living in Schüttorf, works full-time for a transport company and is father of 2 children

The intensive focus on these exemplary customer profiles enables the stakeholders involved to gain a new perspective on the wishes of potential passengers. Ideally, creative solutions can be developed from this.

Summary

The customer focus through exemplary personas, which is deepened by the methodological format of the Empathy Maps, was highlighted as positive by the various stakeholders. By strictly focusing on exemplary population groups in the district of Grafschaft Bentheim, it was possible to identify specific requirements for mobility and current obstacles in the sense of a more sustainable mobility practice and to work out a tailor-made solution. The described approaches were developed against the background of the persona being worked on in a joint exchange of the participants.

In particular, the free and informal exchange between the stakeholder groups, especially between the participating students and stakeholders in leading positions, was unanimously perceived as a very positive experience. It was possible to discuss without any major restrictions and there was a lively exchange between all of them. As a democratic procedure for the participation of various groups of citizens, this approach was considered exemplary for other planning processes as well.

This is because the content of the conference allowed first-hand experience and advice to be communicated, which is of particular importance for the removal of obstacles to the use of sustainable transport services. With the help of the barcamp and this format, it was possible to collect information from a population group which, from a representative point of view, only participated to a very small extent in other surveys.

In summary, it has become clear that a colourful mix of fields of action must be implemented in the future in order to launch a more sustainable mobility practice in the district of Grafschaft Bentheim.

Derived from the concrete suggestions from the barcamps and the wishes that were once again focused on the customer groups during the stakeholder workshop, these main topics are now to be concretized in the form of packages of measures. In a next step, concrete projects should be developed in the form of a profile according to the specifications of the PE4Trans project, which will be incorporated into the future local transport and infrastructure planning of the district and the associated municipalities.

Decision on the change to be made

profile	conclusion
Johann (20 Years): living in Nordhorn, vocational school student and owner of an own car	<p>We would like Johann to switch to public transport more often by improving the public transport frequency.</p> <p>We would like to provide him with digital apps, which he can use to organize carpooling for example.</p>
Franz (75 Years): living in Gildehaus, pensioner and no own car	<p>We would like to enable Franz to participate in society by informing him better about the available mobility offers. This information should be accessible.</p> <p>Furthermore, the infrastructure (extension of footpaths and cycle paths) will be improved for Franz.</p> <p>In addition, training courses on the safe use of bicycles (e-bike) are to be held for Franz.</p>
Florian (8 Years): living in Nordhorn-Klausheide, primary school children and travels to school by bus	<p>We would like to improve the public transport infrastructure for Florian, for example by roofing bus stops in his vicinity.</p> <p>In future, he will be able to access information on bus delays and his student ticket via an app.</p>
Lena (14 Years): living in Laar, high school student	<p>We would like to give Lena the opportunity to order the Rufbus offers via app.</p> <p>Lena should be able to connect to the Internet via WLAN while driving in public transport.</p> <p>The safety of her way to school, which Lena travels by bike, is to be improved, for example by improving the lighting.</p>
Stephanie (38 Years): living in Ringe, works part-time and is mother of 2 children	<p>We want to make Stephanie feel safer on her daily way to kindergarten by improving the cycling infrastructure.</p> <p>Through a marketing campaign by the transport companies, we would like to better inform you about the existing mobility offers.</p>
Michael (40 Years): living in Schüttorf, works full-time for a transport company and is father of 2 children	<p>We would like to create general alternatives to the car for Michael, by introducing the promotion of freight bikes for private individuals throughout the district.</p> <p>By supporting companies with the introduction through job tickets we want to make it easier for Michael to change from car to public transport.</p>

Request for GPs identification

- We are looking for a GP which includes the introduction of a mobility app (preferably open source).
- We are looking for a GP where public transport information has been designed barrier-free.
- We are looking for a GP how older people are trained in safe handling of e-bikes.
- We are looking for a GP in which the public transport infrastructure is more comfortable.
- We are looking for a GP in which timetable information can be accessed and tickets can be displayed via a mobility app.
- We are looking for a GP where you can order and bill the on-call bus offers via mobility app.
- We are looking for a GP how to provide WLAN to passengers in buses.
- We are looking for a GP where footpaths and cycle paths are better lit.
- We are looking for a GP where the cycling infrastructure gives the users a good feeling of security.
- We are looking for a GP where citizens are informed about existing mobility offers in the form of a marketing campaign.
- We are looking for a GP where the promotion of cargo bikes is also possible for private individuals.
- We are looking for a GP where companies have been supported in the introduction of job tickets.

Photo documentation







