

PUBLIC ENGAGEMENT FOR SUSTAINABLE PUBLIC TRANSPORT



DISTRICT OF GRAFSCHAFT BENTHEIM ACTION PLAN



PART I – GENERAL INFORMATION

Project: **Public Engagement for Sustainable Public Transport (PE4Trans)**

Partner organization: **District of Grafschaft Bentheim**

Other partner organizations involved (if applicable) -

County: Germany

NUTS2 region: Weser-Ems

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PART II – POLICY CONTEXT

WHAT THE ACTION PLAN AIMS TO ACHIEVE:

- ✓ **Other regional development policy instruments.**

POLICY INSTRUMENTS ADDRESSED:

1. Update of the local transport plan of the District of Grafschaft Bentheim (formal)
2. Mobility Concept for the District of Grafschaft Bentheim (informal)

DESCRIPTION OF THE POLICY CONTEXT

The District of Grafschaft Bentheim is located in the northwest of Lower Saxony and borders the county of Emsland (Lower Saxony) to the northeast, the county of Steinfurt (North Rhine-Westphalia) to the southeast, the county of Borken (North Rhine-Westphalia) to the southwest and the Dutch provinces of Overijssel and Drente to the west.

The District of Grafschaft Bentheim is divided into seven municipalities. The county seat is in the city of Nordhorn.

The County of Grafschaft Bentheim is in the process of creating a mobility concept to promote sustainable and networked forms of mobility and defining corresponding projects.

The goals are:

- Increase the share of the environmental alliance (bus, train, bicycle, pedestrian traffic) and reduce car traffic also on regional relations,
- Increase of traffic safety for the weaker road users, especially pupils, seniors as age groups as well as cyclists and pedestrians under modal aspects,
- Public and non-motorized transport with a focus on improving the competitiveness of public transport, reducing the environmental impact of public transport and promotional measures (focus on rail, bus),
- Better interconnection of transport modes, especially through mobility stations,
- Supporting a change in awareness of transport use towards sustainable forms of mobility.

NEED FOR IMPROVEMENT:

An outstanding feature of the county is its integration into the EUREGIO (joint economic area of German and Dutch municipalities). In the medium term, the transport links between the Grafschaft Bentheim region and the neighboring Dutch provinces should be further improved. The extension of the regional train (RB 61) from Bad Bentheim to Hengelo, which was implemented at the end of 2017, already represents an initial improvement. In the future, the planned reactivation of the Neuenhaus - Coevorden (NL) rail line for regional passenger traffic is also expected to further improve connections.

The demographic development in the district will lead to a change in the use of and demand for various means of transport and services - even if only in the longer term. On the one hand, occasional and leisure traffic will continue to increase due to a growing proportion of older people; on the other hand, the proportion of school traffic will decline due to falling school numbers.

Commuter traffic is still at a high level due to the high employment rate in the district, although modern working time models such as part-time work, teleworking and other working time models could lead to a decrease in commuter traffic in the future. At the same time, however, economic structural change is leading to an increase in flexible working hours and thus to a decrease in the possibility of bundling trips to the workplace. The overall situation is made more difficult by the industrial parks and decentralized facilities spread throughout the district, some of which are poorly connected to public transportation and therefore rely primarily on MIV (motorized private transport).

The partially low population density in the district, the spatial distribution of central facilities and shopping opportunities also restrict the bundling of means of transport, which leads to a disadvantage of public transport as well as to an increased individual use of bicycles and cars. At the same time, the strong spatial and temporal fluctuations in transport demand place high demands on the flexibility of transport systems. While this flexibility is given for the use of individual means of transport (bicycle, car), special demand-oriented service forms are required for public transport in order to enable this flexibility also for dispersed settlement structures and remote facilities. However, certain bundling effects could also be achieved by combining individual transport with public transport.

Improved accessibility of tourist hotspots by rail, connections to public transport in the region, and combinations with cycling are further starting points for strengthening the position of Grafschaft Bentheim County in the future. For example, the increased connection of the county via Bad Bentheim to Rheine and on the other hand to the Netherlands will significantly increase the attractiveness of the county (not only as a tourist destination).

The demand for transportation in the county is dependent on population development and economic strength. However, the existing settlement structure, which is essential for public transport, considerably limits the possibilities of an economical and well-developed public transport system. A bundled operation beyond the main axis is hardly possible. The public transport system in the county of Grafschaft Bentheim is therefore based on the principle of scheduled operation along the main axes by bus and train, flexible on-demand services used as a supplement in the area, and the use of cars and bicycles along the main axes as feeder services.

The reactivation of the rail line for passenger transport in conjunction with the realignment of bus line transport and the generally high proportion of bicycle use in the district, as well as the measures implemented to date or to be implemented in the near future, therefore fundamentally offer a good starting position for driving forward the mobility turnaround (in rural areas as well as in the district). Nevertheless, there is still a need for action for the sparsely populated areas of the district, which are difficult to reach by means of transport beyond the private car, and for the means of transport of the transport association, whose utilization results predominantly from school traffic.

Nevertheless, despite all the panerpic approaches aimed at improving the transport system, there is a need for a far-reaching change in the behavior of the population, more away from the use of the private car and towards alternative and sustainable modes of transport. At this point, it is appropriate to learn from the international project partners within the PE4Trans project network and to include their experiences. This is exactly where the knowledge deficits lie, closing the gap between the planning measures that need to be put in place to improve sustainable mobility offerings and their desired actual use. This is one of the main reasons for participating in the PE4Trans project, in addition to the inspiration for the introduction of conventional forms of service: How can the stakeholders use an action plan to make it effective across the population?

PART III: DETAILS OF THE ACTION ENVISAGED

ACTION 1: DEVELOPMENT OF THE FLEXIBLE TRANSPORT SERVICE (BUS) INTO AN „ON-DEMAND-SERVICE"

RELEVANCE FOR THE PE4TRANS-PROJECT

Lesson learnt	Source of the Lesson
<ul style="list-style-type: none"> • Users need digital offerings • They want more flexibility over the current system and more convenience so they change their transportation choices • All segments of the pupulation need more 	<ul style="list-style-type: none"> • Student-BarCamp • Stakeholder-Group Meeting-Workshop 4

information about new types of offerings	
Inclusiveness of public policies i.e. taking care of special needs groups like the elderly is an important value for all the society. Following this value makes all policies for transport behaviour change more acceptable for the society.	PE4Trans interregional workshop "How to change behaviours and habits" 20-21 February 2020, Valladolid, Spain And the discussion on net carbon footprint reduction effect of this action at the "Action Plan feedback workshop", 22-23 September 2021, Kalisz, Poland

THE NEED FOR A CHANGE IN POLICY

Although the call bus service introduced in the early 2000s is an established and functioning transport service in the county of Grafschaft Bentheim, it is still underused overall to achieve sustainable relief effects for the environment and climate. Therefore, the offer must become even more attractive.

Suggestions from the population and comparisons with new types of flexible public transport systems show that there is great potential for change here.

Thanks to digitization, it is now possible to use appropriate software and modified organizational forms to better adapt operations to people's needs. In the future, for example, it should also be possible to book the call bus both online and via app and transfer it to a modern on-demand system.

It should also be possible to make the journey times more flexible and adapt them to the needs of the population. In this way, non-scheduled transport services can also be offered in the future if they are more market-driven.

In this way, the political demand for better public transport services can also be met in very sparsely populated rural areas, so that the use of private cars can be reduced and further sections of the population can become more mobile without a car.

TYPE OF MEASURES

- Digitization of the public transport offer
- Increasing flexibility, possibly offering a door-to-door system
- Promotional and information campaigns for the use of the new system (especially for seniors).

The objectives of the actions are the following:

- Increasing the flexibility of public transport and lowering the inhibition threshold to use volunteer-organized public transport
- Sustainable mobility alternative in sparsely populated areas of the District of Graftschaft Bentheim

New types of on-demand transport have been introduced recently, either to provide spatial access to areas without regular public transport or to serve transport routes during periods of low demand. They are essentially a further development of the classic demand-responsive forms of public transport (shared-call cabs, on-call buses). New software developments make it possible to schedule trips that operate unscheduled and without fixed routes. As paratransit, they are similar to cab services, with the difference that, unlike the latter, they explicitly collect people in a corridor who have similar destinations at the same time. Generally, these shuttle services are collectively referred to as "ridepooling." Summarized.

In order to implement such a ridepooling concept, it is necessary to determine suitable software or to further develop existing software. To this end, an agreement must be reached with the responsible transportation company and a schedule coordinated. In terms of planning, the service corridors for the ride-pooling service are to be determined and integrated into the software. In addition, an app for users will be developed. A communication concept will be developed for the overall project.

TARGET GROUPS

The action is basically aimed at the entire population of Graftschat Bentheim County. Nevertheless, it contains target group-specific elements: The offer to be developed is aimed at commuters, senior citizens as well as youth and young adults. However, each of these must be addressed via specific elements. For commuters, there will be an optimal connection with the train as well as with the regional bus in order to make the travel time in commuter traffic competitive with the car. For seniors, a door-to-door service will be offered to maximize their mobility and provide a convenient mobility alternative. For teens and young adults, a weekend night service will be explored to improve their mobility and reduce car dependency.

This broad approach is chosen because, on the one hand, as many people as possible should be addressed in the sparsely populated district in the first place, and, on the other hand, because it was expressly desired by the various population groups, particularly in the bar camps and workshops, to reach as large a proportion of the inhabitants as possible.

INDICATORS FOR EVALUATION

The following indicators will be used to evaluate Action 1:

- Evaluation user numbers that can be tracked for all trips.
- Public transport barometer for customer satisfaction and usage statistics
- Verification of awareness of the service through surveys

INVOLVED ACTORS/STAKEHOLDERS

- Transport companies (operational provision of the specific offers and data for the platform)
- District of Grafschaft Bentheim (responsible public transport authority in the county organizes and ensures financing)
- VGB - Verkehrsgemeinschaft Grafschaft Bentheim (implementation of the tariff framework and compilation of the different data sources as umbrella organization of the transport companies)

TIMEFRAME

- Step 1: Creation of a time and action plan until summer 2022
- Step 2: Coordination with transport companies
- Step 3: Selection of the dispatching system
- Step 4: Preparation of a draft resolution for politicians in summer 2022
- Step 5: Commissioning of the execution of the service
- Step 6: Implementation by May 2023

COSTS

110.000 € p.a. A more precise cost forecast can only be made after obtaining the relevant offers.

SOURCE OF FUNDING

It is planned to implement via funding from public transport funds from the state of Lower Saxony ("regionalization funds"). These funds are made available to the County for the further development of public transportation and are based on the Federal Regionalization of Public Transportation Act (RegG). These funds are made available to the public transport authorities or the counties in accordance with the provisions of the Lower Saxony Local Public Transport Act (NNVG), § 7(5).

The implementation of the measures is dependent on the provision of the above-mentioned funds by the politicians. They are only available after a positive political decision has been made on their use.

The PE4Trans project team creates a template for the district committee with a proposal for a resolution to accept the action. The district committee, as the responsible political body, decides on the submission.

ACTION 2: CREATION OF NEW DIGITAL INFORMATION SERVICES ON TRANSPORT SERVICES

RELEVANCE FOR THE PE4TRANS-PROJECT

Lesson learnt	Source of the lesson
<ul style="list-style-type: none"> • Citizens want a unified digital access platform for all mobility services, regardless of their type • They want easy and fast access to information and booking options • They demand a unified ticketing for all offers from public transport to car sharing and bike rental systems 	<ul style="list-style-type: none"> • Miniworkshops • Good practice: SMARTA2, a mobility-related application in the Municipality of Trikala, Greece • Good Practice: Assist-Mi - an app designed to help disabled passengers travel more easily. It connects the passenger with transport schedules and with their destinations to ensure that their needs can be met (UK) • Student BarCamp • Stakeholder group meeting workshops 3 & 4. • Multiticket for the use of public transport and sharing offers of the Verkehrsverbund Rhein-Sieg (Rhine-Sieg Transport Association) •
The policy actions need clear targeting for different users (potential users of public transport)	<p>Joint survey methodology provided by PE4Trans expert and the analysis of the groups made on the PE4Trans interregional capacity building workshop</p> <p>19-20 September 2019, Thessaloniki, Greece</p> <p>As well as PE4Trans interregional workshop "How to change behaviours and habits"</p> <p>20-21 February 2020, Valladolid, Spain</p>

THE NEED FOR A CHANGE IN POLICY

In the future, information and booking options for mobility services should be compact and from a single source. Demands are being heard from the public to significantly simplify complicated tariffs and confusing information. Digital platforms offer the opportunity to establish such a simplified access system. Good examples in transport associations (Rhein-Sieg, Aachen) show that such systems can be built up step by step. The county of Grafschaft Bentheim should also participate in this

TYPE OF MEASURE

- Creation of a mobility information platform or application for information and booking of future on-demand transport services, car sharing services, rental bike services.

Information and booking platforms offer the possibility to get information about the trip, departure times or disruptions and to plan routes as well as to perform (online) booking and payment of tickets or user fees. Such platforms currently already exist for many available modes of transport, from cars to public transport. They offer the following advantages:

- Lowering the inhibition threshold for the use of sustainable mobility services.
- Intermodal linkage and optimization of the transport system by improving the interfaces at the transition between transport modes
- Provision of a wide range of different transport modes (multimodality) in order to offer a wide choice of mobility offers

TARGET GROUPS

The action is aimed more at the younger and IT-savvy sections of the population (hedonists) in the county of Grafschaft Bentheim. It primarily addresses those who find it too cumbersome and unfashionable to register for the current call bus by telephone and for whom the laborious search for timetables and information on various websites is an obstacle to using public transport and other mobility services such as car sharing, bikesharing, etc. The campaign is intended to interest all those who are interested in public transport. It should interest all those for the public transport who like to communicate mobile and internet-based intensively. The aim is to direct them to sustainable transport options. At the same time, however, the app must also be designed in such a way that new user groups who are not yet IT-savvy can also find easy access and good explanations.

In the stakeholder workshop on 12.11.2021, participants indicated that a mobility app for the purposes mentioned had been developed in an INTEREG project at the University of Oldenburg: The app "Fahrkreis" is the result of the project Nemo ("Sustainable fulfillment of mobility needs in rural areas"). The aim of the project is to strengthen rural areas and improve the mobility situation. Information: <https://nemo-mobilitaet.de/blog/de/fahrkreis-fahrplan/#> Thus, the exchange within PE4Trans has already produced first positive results.

INDICATORS FOR EVALUATION

The following indicators will be used to evaluate Action 2:

- Numbers of Downloads of the App
- Development of the number of accesses to the App content
- Awareness of the App through surveys of the population

ACTORS/STAKEHOLDER INVOLVED

- Transport companies (operational provision of concrete offers and data for the platform)
- District of Grafschaft Bentheim (responsible public transport authority in the county organizes and ensures financing)

- VGB - Verkehrsgemeinschaft Grafschaft Bentheim (implementation of the tariff framework and consolidation of the different data sources as umbrella organization of the transport companies)
- NITAG Niedersachsen (Niedersachsentarif GmbH Niedersachsen) (coordination of the booking system and revenue sharing)
- LNVG (Niedersächsische Landesnahverkehrsgesellschaft) (coordination with the state-wide public transport system network with regard to uniformity of data, data interfaces, etc.)

TIMEFRAME

- Step 1: Creation of the requirements catalog and preliminary coordination with potential providers by summer 2022
- Step 2: Preparation of a draft resolution for politicians in summer 2022
- Step 3: Solicitation of bids and award of contract by the end of 2022
- Step 4: Commissioning by fall/summer 2023

COSTS

Approx. 25.000 € - A more precise cost forecast can only be made after obtaining the relevant offers.

SOURCES OF FUNDING

It is planned to carry out through funding from public transport funds from the state of Lower Saxony ("regionalization funds"). These funds are made available to the County for the further development of public transportation and are based on the Federal Regionalization of Public Transportation Act (RegG). These funds are made available to the public transport authorities or the counties in accordance with the provisions of the Lower Saxony Local Public Transport Act (NNVG), § 7(5).

The implementation of the measures is dependent on the provision of the above-mentioned funds by the politicians. They are only available after a positive political decision has been made on their use.

The PE4Trans project team creates a template for the district committee with a proposal for a resolution to accept the action. The district committee, as the responsible political body, decides on the submission.

ACTION 3: INTRODUCTION OF MOBILE STATIONS AND ACTIONS TO STRENGTHEN BIKE + RIDE

RELEVANCE FOR THE PE4TRANS PROJECT

Lesson learnt	Source of the lesson
<ul style="list-style-type: none"> • Users want a one-stop shop and a single location for their needs • Users want to move quickly and comfortably from one means of transport to another. • Users want more flexibility and no additional tickets for bicycle transportation • Users need intensive advertising input for sustainable forms of mobility 	<ul style="list-style-type: none"> • Student-BarCamp • Stakeholder-Groupe Meeting-Workshops 3 & 4 • Mobility Station Concept of the State of North Rhine-Westphalia
<p>The policy actions are influenced by ideas and best practice examples from the stakeholders and GP's from the other European partners. So the project team tries to get synergy effects from both sides.</p>	<ul style="list-style-type: none"> • GP – Examples in Germany • Dutch examples nationwide • GP: Pupils riding bicycles to school (European project STARS; Municipality of Valladolid) • Mini-workshops • Results of the action plan: Promotional campaign for sustainable mobility (Valladolid). • Student BarCamp • Free bicycle transport in other federal states / transport associations and districts

THE NEED FOR A CHANGE IN POLICY

With the development of highly attractive forms of mobility, such as the reactivated Bentheim Railway line and its expansion plans, there is growing pressure and need to make these services accessible to the population of the entire county. Places and settlements that are further away from the railroad line should also be easily accessible. This is not always possible via bus transport. With the help of bicycles and especially e-bikes, this goal can be achieved if good transfer facilities are created where the bicycles can be safely and conveniently parked and perhaps also charged. Likewise, it should be possible to easily transport the bike on the train, especially during leisure time, without having to buy complicated and expensive additional tickets. Mobility stations and free bike-sharing offers create a significant relief here, which is also increasingly in demand

TYPE OF MEASURE

- Implementation of different parts of service components at a central location (e.g., bus stops) to link different transportation services.
- Promote the combination of bicycle and rail/bus transportation through improved bicycle parking parking facilities, bicycle transport on public transport

The action focuses on facilitating accessibility and safety of multimodal transportation for commuters and students, as well as healthy transportation behaviors - walking and biking. It is envisioned as part of a larger policy targeting the elderly population with the following goals:

- Expand individual non-motorized mobility options.
- Flexible use of different modes of transportation
- Simplified transition at mobility stations between modes of transportation.
- Promotion of sustainable mobility behavior.

For the intelligent and simple linking of the mobility services mentioned above, they are increasingly bundled in the form of mobility stations at one location. In addition to the modern mobility services mentioned above, these stations now also include various forms of bicycle parking facilities, charging infrastructures for e-bikes and e-cars, and parking facilities. Mobility stations can be found both at public transport transfer points and in residential neighborhoods. The mix of service infrastructures, information and mobility services is intended to facilitate the switch to lower-CO2 means of transport. In North Rhine-Westphalia, the state and the "Future Network Mobility NRW" are driving forward the expansion of a network of mobility stations at public transport hubs under the title "Mobility Stations".

TARGET GROUPS

The offer of mobile and bike&ride stations to be developed with Action 3 is primarily aimed at students and commuters who, through the combination of public transport and bicycles (or other sharing offers), should be given the opportunity to reach their education and workplaces in a similar quality as by car.

However, each of these must be addressed via specific elements: For commuters, bicycle parking facilities must be provided not only for pre-transportation, but also for post-transportation, e.g., to business parks, e.g., at Bf Nordhorn-Blanke). Likewise, commuters need lockable bike boxes for e-bikes. In order to get more students on bicycles, a sufficient number of bicycle parking spaces must be provided; the total number is measured by the number of students plus a surcharge for new users.

INDICATORS FOR EVALUATION

The following indicators will be used to evaluate Action 3:

- Total users of the bicycle parking facilities on key dates to be defined.
- Number of users of the sharing facilities
- Survey of the degree of awareness of the Bike & Ride and sharing offers

ACTEURS/STAKEHOLDER INVOLVED

- Local authorities of the joint municipalities (provision of land, constructional implementation)
- District of Grafschaft Bentheim (organization of the overall project, support of the municipalities)

- Transport companies (help select locations, also offers at the individual stations)
- Energy suppliers (provide e-infrastructure)
- VGB - Verkehrsgemeinschaft Grafschaft Bentheim (takes care of public transport issues)
- ADFC (Allgemeiner Deutscher Fahrrad-Club) (takes care of bicycle issues)

TIMEFRAME

- Step 1: Negotiations with public transport companies to introduce the systems (2021-2022)
- Step 2: Negotiations with the municipalities to introduce the facilities (2022)
- Step 3: Preparation of a draft resolution for politicians in the summer of 2022
- Step 4: Invitation to tender and award of contract (summer/fall 2023)
- Step 5: Implementation in fall 2023

COSTS

Approx. 160.000 € - A more precise cost forecast can only be made after obtaining the relevant offers.

SOURCE OF FUNDING

It is planned to implement via funding from public transport funds from the state of Lower Saxony ("regionalization funds"). These funds are made available to the County for the further development of public transportation and are based on the Federal Regionalization of Public Transportation Act (RegG). These funds are made available to the public transport authorities or the counties in accordance with the provisions of the Lower Saxony Local Public Transport Act (NNVG), § 7(5).

The implementation of the measures is dependent on the provision of the above-mentioned funds by the politicians. They are only available after a positive political decision has been made on their use.

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AWARENESS MEASURES FOR THE ACTIONS 1 TO 3

Actions 1 to 3 described above need to be anchored in the population in such a way that the use of sustainable transport modes is a high priority when deciding on personal mobility alternatives. For this purpose, a spectrum of measures has been designed to be applied to the above actions. Only in their interaction do they lead to the desired effect, namely a change in mobility behavior. Therefore, different user groups are addressed, each with specific measures and communication strategies. All these measures will be carried out in parallel with the implementation and introduction of the projects described in Actions 1 to 3 (see respective timeframes Actions 1 to 3). In this way, the greatest possible synergies can be created.

RELEVANCE FOR THE PE4TRANS PROJEKT

Lesson learnt	Source of the lesson
<ul style="list-style-type: none"> • Senior citizens are often unsure about using public transport and need encouragement and motivation as well as information if they are to use public transport more intensively in the future. 	<ul style="list-style-type: none"> • Field study trips • GP: Training on safe bus use by public transport operators for school children (Thessaloniki) • Mini-workshops • GP: Information, education and awareness seminars for people with disabilities (Thessaloniki). • Stakeholder group meeting workshops 3 & 4 • Nudging concepts • Comparable trainings at other transit agencies
<ul style="list-style-type: none"> • Concrete and simple offers as well as contact persons are needed to make it easier for people to switch to public transport. 	<ul style="list-style-type: none"> • Stakeholder Group Meeting Workshops 3 & 4 • Nudging concepts • Mentor ticket - marketing measures of the Cologne public transport company (KVB)
<ul style="list-style-type: none"> • The topic of using sustainable forms of mobility must be more firmly anchored among schoolchildren 	<ul style="list-style-type: none"> • Miniworkshops • GP: Pupils teach pupils about sustainable mobility (Valladolid) • Student BarCamp • Stakeholder group meeting workshops 3 & 4 • Regular continuation of student BarCamps as a participatory element
<ul style="list-style-type: none"> • Sustainable mobility needs to become a teaching topic 	<ul style="list-style-type: none"> • Miniworkshops • GP: Students teach students about sustainable mobility (Valladolid) • Student BarCamp • Stakeholder group meeting workshops 3 & 4

<ul style="list-style-type: none"> • Intensive promotion of greater use of bicycles is also needed, as well as the combination of transport modes 	<ul style="list-style-type: none"> • Regular continuation of student BarCamps as a participatory element • GP: Challenges of social cycling (Thessaloniki). • Mini-workshops • GP: A series of campaigns on sustainable mobility (public transport, cycling, walking) focusing on different aspects (Thessaloniki, West Midlands). • Student BarCamp • Stakeholder group meeting workshop 4 • Nudging approach • Nationwide campaign "Stadtradeln" of the network "Klima-Bündnis".
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THE NEED FOR A CHANGE IN POLICY

It is difficult to convince people who are used to years of routines to change their behavior when choosing a mode of transport. Therefore, concepts must take hold here that, on the one hand, convince people of the benefits, inform them well about the new options, and psychologically encourage them to try alternative, more sustainable modes of transportation. This is the only way to convince them of their benefits and also of the advantages over using cars exclusively. Thus, the stakeholders involved in the project must use methods that break down behavioral barriers and encourage the use of sustainable modes of transportation.

TYPE OF MEASURES

- Bus- and Train training for the target group seniors
- Sponsor tickets for the target group of adults (non-deposit holders) and Seniors
- Incentives for the use of public transport for all target groups, i.e. give aways for public transport users in the city of Nordhorn, free public transport rides on Saturdays
- Sustainable mobility „project days in schools“ for the target group of young people / pupils
- Measures to promote the use of sustainable forms of mobility (bicycles) for the target group commuters and students, i.e. construction of bicycle storage, more space for bicycles in trains and busses

This broad approach is chosen because, on the one hand, as many people as possible should be addressed in the sparsely populated district, and on the other hand, because the population itself explicitly wanted to reach as large a proportion of the population as possible, especially in the bar camps and workshops.

The actions focus on changing the awareness of individuals and groups towards behavioral changes in mobility actions using the nudging approach.

The EAST concept of the nudging approach was used in the planning of the actions. In general, the goal of the nudging approach is to intuitively encourage people to adopt a better lifestyle through a "nudge" or "prod". Nudging, then, is a behavioral approach to persuading and motivating people to adopt different behaviors.

Essentially, it involves motivating people to adopt a more environmentally and socially responsible lifestyle without prohibitions or commandments.

The EAST concept represents a more comprehensive nudging approach that incorporates several features to achieve a higher impact of nudging. The acronym EAST is composed of the words easy, attractive, social, timely, which represent the characteristics of a "perfect" nudging intervention.

In short, the individual components can be defined as follows

easy

This means that behavior change should be as simple as possible. People are particularly receptive to messages and actions that are as simple as possible. So to get people to change their behavior, the hurdles should be set as simply as possible, preferably intuitively.

attractive

This means that the nudging approach followed should be as attractive as possible, in several ways. On the one hand, the chosen approach should generate a lot of attention, for example through advertising slogans or posters that generate emotions or sympathy. On the other hand, attractive in this sense also means creating incentives. Monetary or psychological incentives should be used to encourage people to adopt a better lifestyle in a fun way. Incentives make it attractive to change traditional lifestyles in favor of a "better" lifestyle.

social

This refers primarily to the social component, i.e., involvement in society or groups. Thus, by integrating groups or generally creating new groups, a co-responsibility of each member is also created in an intuitive way. Achieving certain goals seems to become easier through the group.

timely

Actions should start at the right time, in the appropriate time window, to be fully effective. This often works in situations of upheaval, such as a move, a new job, graduation, etc. Then it is important to address mobility needs and steer them toward sustainability. In this way, lifestyle changes can arise and be initiated by personal upheavals. This requires appropriate measures that start right there and become effective.

Objective:

- Mobility training as the key to ensuring older people's participation in social life.
- Pointing out sustainable mobility alternatives
- Preservation of personal independence in the organization of everyday life
- Imitation of sustainable mobility practices
- Attracting new customers
- Providing information through public transport professionals
- Creating incentives for the use of sustainable means of transport
- Push and pull instrument
- Reward effects

- Reduction of arctic traffic with motorized private transport
- Relieving congestion in city centers and reducing pollutant emissions
- Raising awareness of issues related to the transport revolution and climate-friendly mobility
- education
- Participatory element to involve students in socially relevant topics

ACTEURS/STAKEHOLDER INVOLVED

- Local authorities of the joint municipalities (establishment of contacts to the citizens to be involved, provision of rooms, support of advertising measures, e.g. web and social media presences)
- District of Grafschaft Bentheim (coordination and project management)
- Transport companies (contact person for the individual campaigns and integration into the respective company marketing)
- VGB - Verkehrsgemeinschaft Grafschaft Bentheim (contact person for tariff matters)
- ADFC (Allgemeiner Deutscher Fahrrad-Club; represents interests of cyclists)
- Seniors' representatives (represents interests of the elderly population and establishes contacts with seniors' clubs etc. locally)
- Secondary schools in the county of Grafschaft Bentheim (multipliers for the young population, integration into school life)

TIMEFRAME

The awareness measures will be adapted to the implementation times of actions 1 to 3. Discussions with the institutions and with associations of the civil society are necessary for this..

COSTS

Approx. 50.000 € p.a. for the years 2022 and 2023

SOURCE OF FUNDING

The implementation of the actions is dependent on the provision of financial resources by politicians. The necessary funds will be registered in the budget and will only be available after a positive political decision has been made.

The PE4Trans project team creates a template for the district committee with a proposal for a resolution to accept the action. The district committee, as the responsible political body, decides on the submission.

Likewise, it is planned to implement through funding from public transport funds from the state of Lower Saxony ("regionalization funds"). These funds are made available to the district for the further development of local public transport and are based on the Federal Regionalization of Local Public Transport Act (RegG). These funds are made available to the public transport authorities or the counties in accordance with the provisions of the Lower Saxony Local Public Transport Act (NNVG), § 7(5)

Date: 31.01.2022

Name of the organization: District of Grafschaft Bentheim

Signature of the organization:



(Frank Adenstedt, Head of Mobility Department)