



**LINC 2011,
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Mobility in rural areas
*„mobicult - a sustainable
mobility culture“*

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1. Specific trends

Economic and demographic change

- aging and shrinking of the population
- shrinking of pupil numbers
- Shrinking of the potential clientele for the bus and train-lines



More and more bus and rail lines in the public passenger transport are unprofitable

Public transport, which is offered in the regions today is mainly based on school buses!



How much public transport in the area is profitable?



2. Development and demands

- Consequences:
The use of private vehicles and the dependency on a variety of lifts is going to take over the functions of traditional public transport!
- Politicians, scientists, planners and business operators innovate together solutions for a balanced range between services for local people and visitors and financial possibility



This confronts us with the question whether more or less public transport, how to achieve an optimal accessibility of already existing commercial services can be combined with complementary single solutions!

3. Aims for community transport

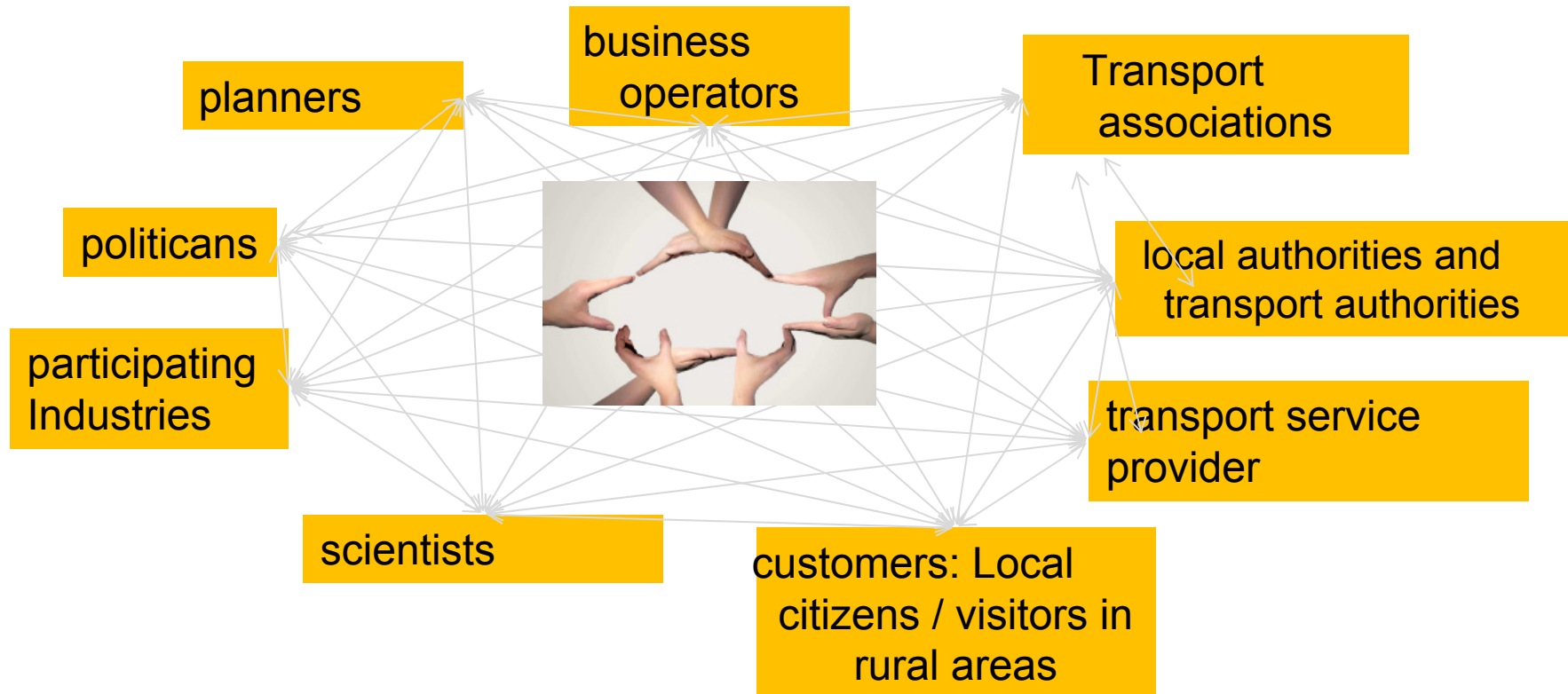
New forms for community transport services

- making possible a sufficient service level
- bus and rail routes flexible services
- inter-modal co-operation
- future-oriented service provider
- new disposition-, communication- and service-possibilities
- financial base for community transport services
- social responsibility



4. Cooperation and networking

In future participating companies and institutions are planning and financing together!



Quelle: Schmidtman, 2010

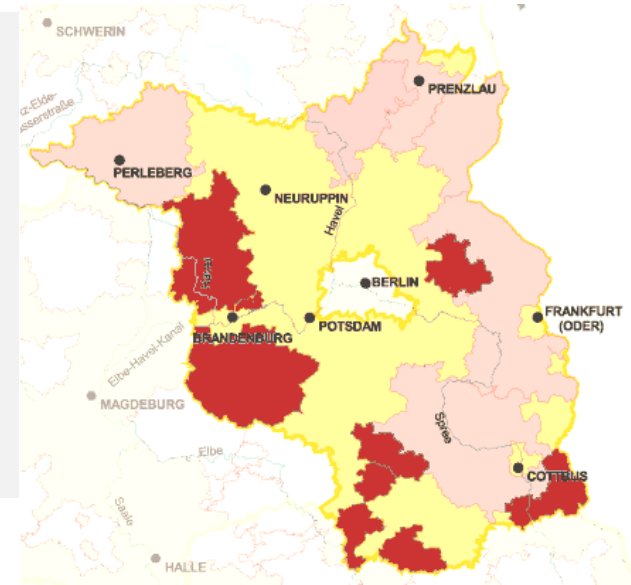


4. Cooperation and networking



mobicult - Mobility is culture

- was funded by the European Union (LEADER +)
- 06/2005-08/2007
- 6 regions together in Brandenburg
- Technical University of Berlin
- Berlin Institut nexus



Aims:

- to stabilize public transport in rural areas
- to promote cooperation on the ground
- expand civic engagement
- to gain new customers with new offers for public transport

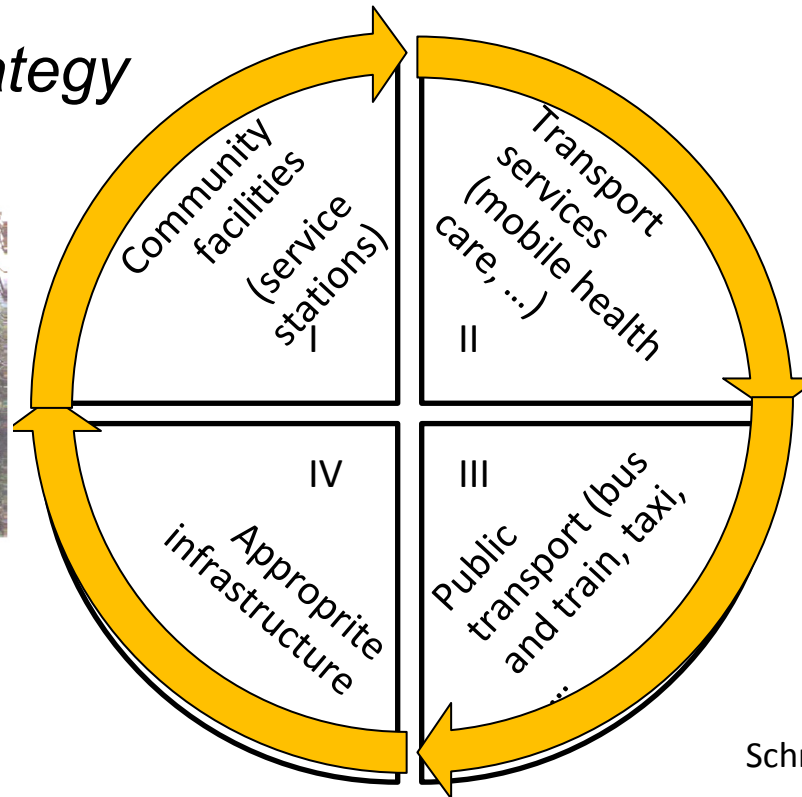


5. Mobility concepts

How to find a demand matching supply?

Good accessibility for all is central challenge

development strategy



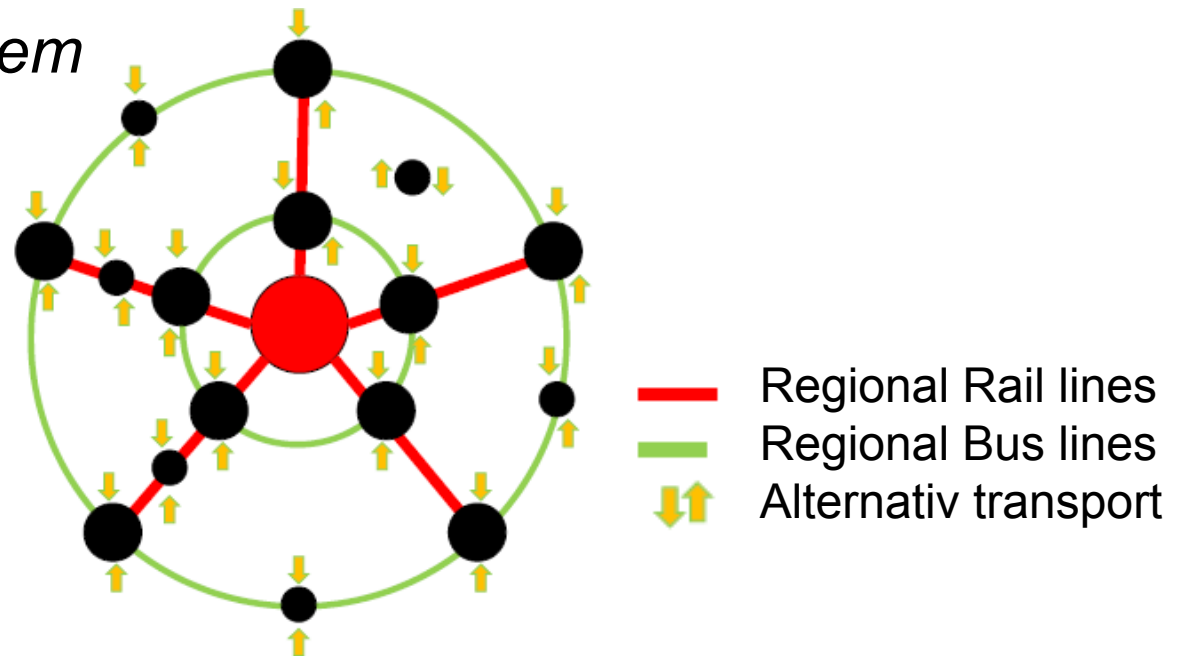
Schmidtman 2008



5. Mobility concepts

Public transport - opportunities and limitations for the future

public transport system



Heinze, Kill 2009

Design of attractive transport models requires both an interdisciplinary and integrative approach to actor



6. Mobility solutions

I Service station

better quality of life through community facilities:

**for foods, mobility, public and private services,
medical and tourist services**

- concentration of public and private services,
- contact points for mobile providers, for passenger transportation,
- contact points health care services, neighborhood assistance and social activities in one place.



**WHERE - WHO - WHAT - HOW
???**



6. Mobility solutions

I Service station

Service station Plessa,
Elbe-Elster / Brandenburg



Mobility agency city country
bike in the model region
Stettiner Haff districts of West
Pomerania and Uecker-
Randow, Mecklenburg-
Vorpommern





6. Mobility solutions

II Transport services

Shop in Shop

Mobil Shop

Home-Service



Kreissparkasse
Euskirchen



Greifswald,
Schwester
AGNES



Chemnitz Bücherbus



6. Mobility solutions

III Public transport

- mobility demand and services
- mobility management
- vehicle localisation and communication
- legal restrictions and business concepts

Forms of community transport services with private individuals and civic engagement:

- classical forms of bus and rail
- alternative forms, hotel-bus, club-bus, disco-taxi
- combination of bicycle transport and infrastructure
- services with other modes of transport, connection with various services to participate it
- park and ride, taxi, car-sharing,



6. Mobility solutions

III Public transport



RufBus
Landkreis Prignitz



Fläming
Skater-Shuttle



BürgerBus
Hoher Fläming

It will be used where
conventional traffic
line is not
economically viable.



6. Mobility solutions

III Public transport



TheaterBus;
Uckermärkischen Bühnen
Schwedt/O.



VeloBus Unteres Odertal



6. Mobility solutions

IV appropriate infrastructure

- for combination of bus, train, bike and car
- inter-modal infrastruktur for all people with and without disabilities / no barriers
- traffic safety

Hotel
Rheinsberg



Station Zittau



Busstation, Eggesin



7. Innovations of the future

- legal standards
- organizational structures and responsibility of all actors
- self-determination to be mobile and access to shape itself
 - for every citizen and every citizen, regardless of the occasion, from physical abilities, age, or financial capabilities.
 - communication and cooperation

Innovations of the future are not in engineering or technology, but in the adaption of institutional, financial, legal and organizational frameworks, involving new constellations of actors.



Thank you!

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