

# RURAL MOBILITY AND DIGITALISATION

## Experiences with rural mobility in Brandenburg

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# Verkehrsverbund Berlin-Brandenburg

## A Verkehrsverbund

- Organises the entire public transport network of one region
- Provides a harmonised ticket-system for all modes of public transport
- Provides a passenger information system for the entire network
- Co-ordinates the offers of rail, bus, tram, metro to ensure efficient connections from A to B



Real-time data exchange between train and bus



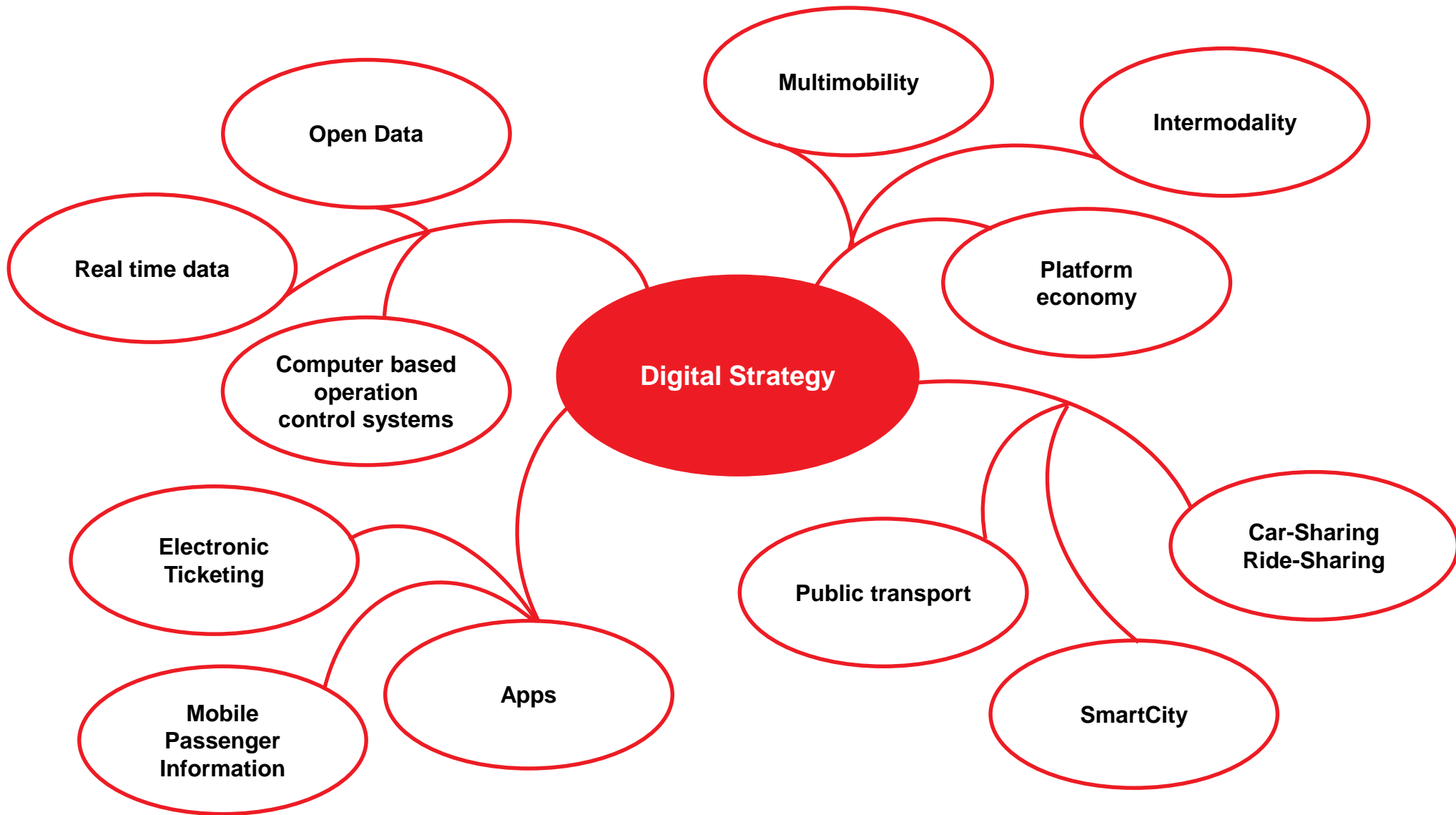
Bus & Bahn



One ticket from Neuhardenberg to Berlin Tegel

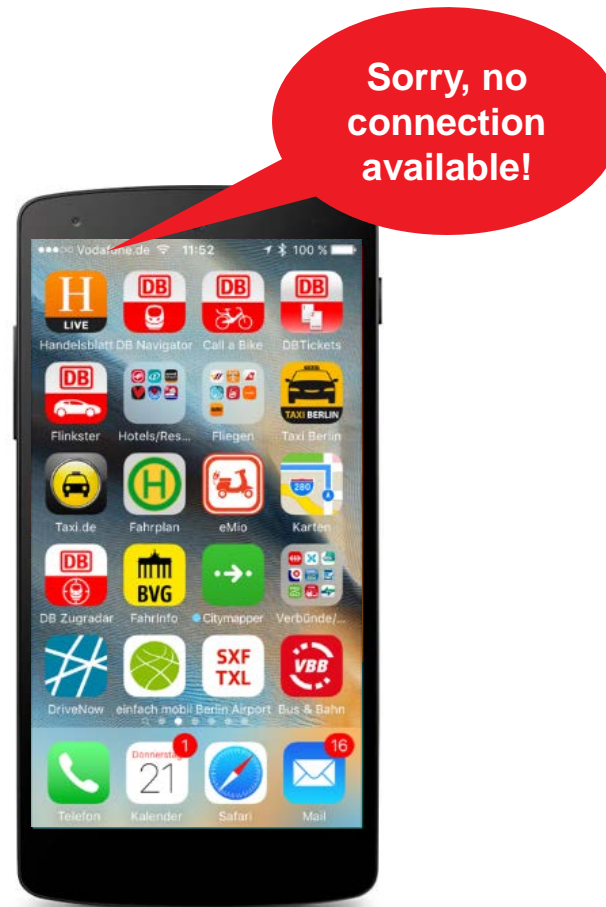


# Digital Strategy...



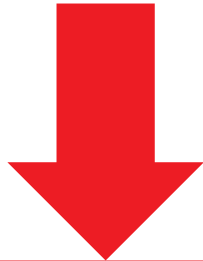
# ... and Analog Reality in Rural Brandenburg

Lack of mobile network!



# Decline in Brandenburg

1995 - 2015 strong decline in rural Brandenburg



**More Commuters**

In particular to Berlin

**More passengers**

in regional railways



**Less passengers**


In rural public transport

2000: ~ 90 % of passengers in rural public transport were schoolchildren

Because of emigration of the working population the number of schoolchildren fell since then by 50-60 %



# Public transport

- The idea of public transport is to bundle demand; one driver, many passengers
  - Where this is no more possible public transport comes to its limits
  - Do we need public transport in rural areas?
  - In 2005 VBB started to set up demand responsive systems. The “Rufbus” = Call a Bus was flexible like a taxi but tried to bundle demand
  - Flexibility of a taxi; price of public transport
- 
- Very low demand; low ridership figures; in small niches successful but not as a general solution



# New approaches thanks digitalisation

- New services enable more flexible routing and ride sharing
- Integrated into intermodal travel planners (as vbb-fahrinfo) and electronic ticketing systems
- UBER, door2door, clever shuttle... follow the same approach of shared rides which can also be a potential for rural areas
- Is it more efficient to subsidise buses or shared mobility offers?
  
- Are sharing platforms in reality more efficient?



# Do we need public transport in rural areas?

- Even in the rural parts of Brandenburg most people live in cities and along the main corridors
- Older people more and more have a car and are socialised by the car. If they are too old for a car they are too old for public transport as well!
- The neighbourhood cares for those who are not mobile!
- Young people use bikes or get driven!  
Quality of school transport often does not promote the use of public transport

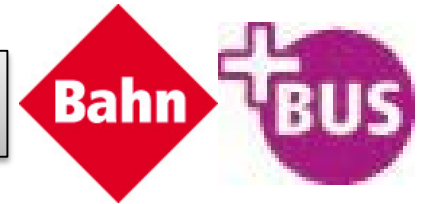




# Our approach now

Aim: A good basic service for everyone

► ***Regular services every hour along the larger corridors***



Accepting the limitations or rural areas and of public transport

Additional services for schoolchildren, demand responsive systems, Taxi



# Possible future

- Public transport for the main corridors (railway, roads between cities, urban areas)
- Autonomous buses that offer flexible door to door services while bundling demand as feeders to the public transport network



# THANK YOU!



**Verkehrsverbund  
Berlin-Brandenburg**  
Alles ist erreichbar.