



**MATCH-UP**  
Interreg Europe



# County of Northeim ACTION PLAN

**Action Plan to boost modal  
interchange with and between  
low-carbon means of transport**



**Interreg  
Europe**



European Union | European Regional Development Fund

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## Glossary of Terms

Acronym	Meaning
ArL	“Amt für regionale Landesentwicklung Braunschweig” (Office for Regional Development Brunswick)
EU	European Union
EAFRD	European Agricultural Fund for Rural Development
ERDF	European Regional Development Fund
ESF	European Social Fund
OP	“EFRE und ESF – Multifondsprogramm” (Lower Saxony Multi-Fund Operational Programme)
GöVB	“Göttinger Verkehrsbetriebe GmbH” (Göttingen public transport company)
LA	Local Authority
MA	Managing Authority
NNVG	“Niedersächsisches Nahverkehrsgesetz” (Lower Saxony Local Transport Act)
LTP	“Nahverkehrsplan ZVSN” (NVP, Local Public Transport Plan ZVSN)
RBB	“Regionalbus Braunschweig GmbH” (Regional Bus Brunswick GmbH)
SRA	Southern Regional Assembly
VSN	“Verkehrsverbund Süd-Niedersachsen” (Public Transport Authority Southern Lower Saxony)
ZVSN	“Zweckverband Verkehrsverbund Süd-Niedersachsen” (Regional Public Transport Authority of Southern Lower Saxony)

## Part 1: General Information

### 1.1 General Information

<b>Project</b>	<b>MATCH-UP – The Role of Modal Interchange to Foster a Low-Carbon Urban Mobility</b>
<b>Partner organisation involved</b>	<b>“Landkreis Northeim” (County of Northeim)</b>
<b>Description</b>	<p>The County of Northeim is located in the middle of Southern Lower Saxony. The state capital of Lower Saxony Hanover is located only about 90 kilometers and the university town of Göttingen around 20 kilometers away. Eleven cities and municipalities belong to the county. Around 133,000 people live on approximately 1,266 km<sup>2</sup> (as of December 31, 2017).</p>  <p>Kalefeld, <a href="https://www.landkreis-northeim.de/unser-landkreis/der-landkreis/der-landkreis-stellt-sich-vor/">https://www.landkreis-northeim.de/unser-landkreis/der-landkreis/der-landkreis-stellt-sich-vor/</a></p> <p>A large part of the territory of the county is rural. Due to the autobahn A7 and the proximity to the train/ICE stop in Göttingen some parts of the county are very well connected within the region and also to other parts of Germany. Eleven cities and towns belong to the county, which are connected by federal, state and district roads, as well as further railway lines that ensure north, south and east-west connections. The main axes are determined by the classic road-based public transport.</p> <p>Looking at areas more far off from well-used connections, the situation becomes difficult. In many remote areas, i.e. small towns and villages, public transport can only be maintained with a high subsidy from the public sector. Often these places are only reached by school buses in the morning and afternoon hours. The school transport therefore is the only guarantee that public transport takes place at all. This is why the majority of commuters chose to use their own cars. Due to this problem, the topic of mobility more and more became a critical issue to deal with for the County of Northeim during the past years. This includes the areas of public transport, electric mobility,</p>

	<p>alternative forms of operation and also solutions to deal with the current number and related problems of motorized private transport.</p> <p>According to the Lower Saxony Local Transport Act, the administrative authorities for the road-based public transport are the counties. The counties must therefore ensure sufficient transport conditions in their area. There is also the possibility that several authorities (counties) come together to form a special-purpose association and transfer these tasks to this association. There is such a union in Southern Lower Saxony. The County Administrations of Göttingen and Northeim (with the exception of the City of Göttingen) have commissioned the “Zweckverband Verkehrsverbund Süd-Niedersachsen”, ZVSN (Regional Public Transport Authority), to carry out public transport in their regions. On 01.01.2020 the neighboring County of Holzminden also joined the ZVSN.</p> <p>According to the ZVSN association statutes, the County of Northeim is represented in all political bodies/organs of the association and consequently can influence the work of the ZVSN.</p>
<b>Country</b>	Germany
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Table 1.1: General Information

## 1.2 Primary Policy Stakeholder

<b>Name of stakeholder</b>	<b>“Zweckverband Verkehrsverbund Süd-Niedersachsen, ZVSN (Regional Public Transport Authority)</b>
<b>Type of stakeholder</b>	Regional Public Transport Authority – provider of the public transport
<b>Description</b>	<p>The “Zweckverband Verkehrsverbund Süd-Niedersachsen” (ZVSN) is responsible for the operation of the public transport in the counties of Göttingen, Holzminden and Northeim.</p> <p>The aims and objectives of the ZVSN arise primarily from the Lower Saxony Local Transport Law and named in the association regulations. These include the following tasks:</p> <ul style="list-style-type: none"> <li>• Preparation and updating of the Local Transport Plan in accordance with § 6 NNVG.</li> <li>• Provision of transport services.</li> <li>• Issue of requirements for public transport services.</li> <li>• Information and advice of the association members as well as their cities and municipalities in planning and transport issues.</li> <li>• Operation of school transport (without special and single shipment/transport).</li> <li>• Securing the financial planning of the overall system.</li> <li>• Coordination of transports crossing the boundaries of the association.</li> <li>• Further development and promotion of the association (VSN).</li> </ul> <p>The tasks essentially result from the Lower Saxony Local Transport Act. According to this law, the ZVSN is the “responsible body” and “responsible authority” for public transport in its operation area.</p>
<b>Responsibilities/role within the development and implementation of the policy improvement</b>	There are two public transport authorities in the area of Southern Lower Saxony, which are responsible for managing and provision of different transport services in the region. The first one is the ZVSN and the second one is the “Verkehrsverbund Süd-Niedersachsen”, VSN (Public Transport Association of Southern Lower Saxony, s. P.9). Both public transport authorities coordinate public transport in the network area. They coordinate the measures for the respective local transport plans, describing the framework for the further development of public transport.

	<p>The ZVSN in its operation area defines the framework for the further development of public transport in its respective Local Public Transport Plan ZVSN (LTP). The LTP is processed jointly by the ZVSN office – as a Managing Authority – in coordination with their political committees, consisting of representatives of the counties in the operation area of the ZVSN and with the participation of transport companies, the cities and municipalities in the area of Southern Lower Saxony.</p> <p>The ZVSN is a corporation under public law. There are two political organs - the Association Assembly, the Association Committee and the Association Director. These are comparable to the council, the administrative committee and the mayor in a municipality. The members of the political committees of ZVSN are Heads of County Administrations, Heads of departments, offices and political representatives from three counties in the ZVSN area.</p>
<p><b>Does this organisation provide political support to the implementation of the policy improvement? If yes, how?</b></p>	<p>Yes, the elected members of the committees of the ZVSN are providing political support to their counties at a local level to improve the selected policy instrument by agreeing to incorporate a new on-demand transport service into the LTP 2021-2025 and to develop and implement of pilot projects for integration of this service with regular rural transport.</p>
<p><b>Website</b></p>	<p><a href="http://www.zvsn.de/de/organisation/zvsn-und-vsn-">http://www.zvsn.de/de/organisation/zvsn-und-vsn-</a></p>

Table 1.2: Details of Primary Policy Stakeholder participating in policy improvement design and implementation

### 1.3 Stakeholders involved in development & implementation of policy improvement

<p><b>Name of stakeholder</b></p>	<p><b>“Landkreis Göttingen” (County of Göttingen)</b></p>
<p><b>Type of stakeholder</b></p>	<p>Local Authority</p>
<p><b>Description</b></p>	<p>The County of Göttingen is the southernmost district of Lower Saxony and also borders on Thuringia and Hesse. It includes an upper centre with the City of Göttingen. It was created in November 2016 by the merger of the previous district of Göttingen with the district of Osterode am Harz and has around 330,000 inhabitants on an area of 1,753.41 km<sup>2</sup>.</p> <p>The economic development of Göttingen is promising. In 2016, the district area has been classified by the Future Atlas as having “high future potential” in terms of economic development.</p>

	<p>The mobility offer in the county of Göttingen is versatile and includes good rail and bus-connection. In addition to the autobahn 7 Hannover-Kassel in north-south direction, autobahn 38 runs through the district. Furthermore, the federal highway 3 in conjunction with the federal highway 27 forms an intersection in Göttingen, a veritable north/south axis or east/west axis. The county of Göttingen (above all the city of Göttingen) forms one of the most important north-south traffic axes due to its connection to the Hannover-Würzburg express railroad line.</p> <p>The County of Göttingen is part of the Southern Lower Saxony Transport Association, to strengthen regional transport. The buses of the Göttingen public transport company (GöVB) operate in the Göttingen city area.</p>
<b>Responsibilities/role within the development and implementation of the policy improvement</b>	In addition to the County of Northeim, also the County of Göttingen have commissioned the ZVSN with the implementation of public transport in the county area. The employees and political representatives from the County of Göttingen are elected political committees of the ZVSN.
<b>Does this organisation provide political support to the implementation of the policy improvement? If yes, how?</b>	Yes, the elected members of the committees of the ZVSN are providing political support to their counties at a local level to improve the selected policy instrument by agreeing to incorporate a new on-demand transport service into the LTP 2021-2025 and to develop and implement of pilot projects for integration of this service with regular rural transport
<b>Website</b>	<a href="https://www.landkreisgoettingen.de/index.php">https://www.landkreisgoettingen.de/index.php</a>

Table 1.3a: Details of organisation n.2 participating in policy improvement design and implementation

<b>Name of stakeholder</b>	<b>“Landkreis Holzminden” (County of Holzminden)</b>
<b>Type of stakeholder</b>	Local Authority
<b>Description</b>	<p>The County of Holzminden is the third smallest county in Lower Saxony in terms of the population of 70,972 people (as of December 31, 2018). The county area extends over 692,65 km<sup>2</sup> and also borders on Hesse and North Rhine Westphalia. The county town is Holzminden.</p> <p>The mobility offers of the county of Holzminden are limited, inevitably the share of private transport is high. Nevertheless, the closest motorway connection is at least 50 km away.</p>

	<p>In the public transport sector, the County of Holzminden is part of the Public Transport Association of Southern Lower Saxony. In addition, the “Regionalbus Braunschweig GmbH”, RBB (Regional Bus Brunswick GmbH), uses buses on various routes in the district of Southern Lower Saxony.</p> <p>The local rail passenger transport is limited to three stops (Holzminden, Stadtoldendorf, Lauenförde-Beverungen), to which only one railway is connected.</p> <p>The economic situation is difficult. In 2016, the Future Atlas classified the economic situation as “future risk”.</p>
<b>Responsibilities/role within the development and implementation of the policy improvement</b>	In addition to the Counties of Göttingen and Northeim, also County of Holzminden have commissioned the ZVSN with the implementation of public road transport in the county area. The employees and political representatives from the County of Holzminden are elected political committees of the ZVSN.
<b>Does this organisation provide political support to the implementation of the policy improvement? If yes, how?</b>	Yes, the elected members of the committees of the ZVSN are providing political support to their counties at a local level to improve the selected policy instrument by agreeing to incorporate a new on-demand transport service into the LTP 2021-2025 and to develop and implement of pilot projects for integration of this service with regular rural transport.
<b>Website</b>	<a href="https://www.landkreis-holzminden.de/">https://www.landkreis-holzminden.de/</a>

Table 1.3b: Details of organisation n.3 participating in policy improvement design and implementation

<b>Name of stakeholder</b>	<b>“Verkehrsverbund Süd-Niedersachsen”, VSN (Public Transport Association of Southern Lower Saxony)</b>
<b>Type of stakeholder</b>	Public Transport Authority
<b>Description</b>	<p>The VSN was founded in 1996 as a planning, consulting and service company for transport providers in the Southern Lower Saxony region. The VSN is now owned by 15 transport companies that provide transportation services in the counties of Göttingen, Holzminden Northeim and the City of Göttingen. The Public Transport Association consists of:</p> <ul style="list-style-type: none"> <li>• Transport companies, including bus companies and rail companies</li> <li>• The Zweckverband Verkehrsverbund Süd-Niedersachsen (ZVSN)</li> </ul>

	<ul style="list-style-type: none"> <li>The City of Göttingen</li> </ul>
Responsibilities/role within the development and implementation of the policy improvement	<p>In its own transport plan, VSN sets the framework for the development of public transport in the VSN area. This transport plan is coordinated with the LTP of ZVSN in order to provide the uniform transport service to the whole area of VSN. Furthermore, the VSN is indicated in some measures of the LTP as an important participant and stakeholder. The VSN is responsible for the implementation of some measures and projects in the LTP like establishment of a mobility center, designing of bus and train stations: positioning of automatic ticket machines, setting up of passenger information, barrier-free expansion of bus stops, participation in marketing campaigns, etc. The VSN is involved in the creation and confirmation of the LTP 2021-2025.</p> <p>The VSN is a merger of transport companies that implemented the public road traffic in the tariff association of the VSN. It has large interest in an increased use of public transport in the region.</p> <p>In the action describes by this action plan, a concept for on-demand offer is to be integrated into the existing public transport offer. When developing the concept, the local transport companies included in the VSN are identified as important participants. The developed concept of on-demand service integrated into the local public transport offer will be coordinated with the VSN. In the further implementation of the concept, the local transport companies should act as service providers.</p>
Does this organisation provide political support to the implementation of the policy improvement? If yes, how?	<p>Not directly.</p> <p>VSN is involved in the creation of the LTP of ZVSN. In most measures of the LTP the VSN is one of participants.</p>
Website	<a href="https://vsninfo.de/de/home">https://vsninfo.de/de/home</a>

Table 1.3c: Details of organisation n.4 participating in policy improvement design and implementation

Name of stakeholder	<b>“Amt für regionale Landesentwicklung Braunschweig”, ArL (Office for Regional Development Brunswick)</b>
Type of stakeholder	Local Authority
Description	ArL is responsible for essential questions of regional development, regional planning, urban and rural development, economic promotion – especially in the implementation of the European Structural Funds – land consolidation procedures and accompanying land management,

	<p>in matters of domain management, in questions of land use planning, in matters of foundation supervision and for European information.</p> <p>The ArL forms the essential interface between the state government and local as well as other regional actors.</p>
<p><b>Responsibilities/role within the development and implementation of the policy improvement</b></p>	<p>The County of Northeim is located in the administrative district of Brunswick, which has developed the “Regionale Handlungsstrategie Braunschweig” (Regional Action Strategy for Brunswick) serving as a practice-oriented instrument for regional cooperation. Within the strategy, mobility is described as a key field of action.</p> <p>The relevant regional actors and the public are involved in creating the strategy (so-called “bottom-up” approach). The Lower Saxony Ministry for Federal and European Affairs and Regional Development and the State Secretaries’ Committee on State Development and EU Funding are also involved. The strategies thus contribute to inter-municipal cooperation and cooperation between the various actors from politics, administration, business and society. The Regional Action Strategy for Brunswick will be of major importance in the future when evaluating funding projects within the framework of regionally important measures in the ERDF, ESF and EAFRD. Here the projects are evaluated with regard to the corresponding fields of action of the respective action strategies and the results then flow into the basis of the funding decision. By interlinking the different funding strands at regional level, synergy effects in regional funding are achieved and limited financial resources are used effectively.</p>
<p><b>Does this organisation provide political support to the implementation of the policy improvement? If yes, how?</b></p>	<p>The outcomes of MATCH-UP may influence the further development of the Regional Action Strategy for Brunswick.</p>
<p><b>Website</b></p>	<p><a href="https://www.arl-bs.niedersachsen.de/startseite/">https://www.arl-bs.niedersachsen.de/startseite/</a></p>

Table 1.3d: Details of organisation n.5 participating in policy improvement design and implementation



## Part 2: Policy Context of Action Plan

### The Action Plan aims to impact on:

- Investment for Growth and Jobs Programme
- European Territorial Cooperation programme
- Other regional development policy instrument

### Name of the policy instrument addressed:

“Nahverkehrsplan ZVSN” (NVP ZVSN) – Local Public Transport Plan (LTP)

Point 8 "General and overarching projects" and under "Examples of good practice for possible planning projects to improve the modality" (pages 152-154, LTP ZVSN 2017)

Link to the LTP: <http://www.zvsn.de/de/infothek/nahverkehrsplan>

### 2.1 Description of the Policy Context

In order to benefit from European funds, Member States must submit operational programmes to the European Commission. The government of the Lower Saxony has developed a regional innovation strategy for intelligent specialisation: the “EFRE und ESF – Multifondsprogramm” (Lower Saxony Multi-Fund Operational Programme, OP). It pursues the objectives of the Europe 2020 strategy for smart, sustainable and inclusive growth. The Lower Saxony Programme contains the objectives and priorities for the ERDF and the ESF and is therefore referred to as a multi-fund programme. The financial envelope amounts to € 978.31 million Euro EU funds. Of this total, € 690.79 million are earmarked for the ERDF. Climate protection and sustainable and resource-efficient development are integral parts of the programme. One of the funding priorities of the OP is the topic “Reduction of CO2 emissions”. The OP (priority axis 3, investment priority 4e, Specific objective SZ11) is designed to reduce CO2-emission in different sectors and within by future investments in alternative low-CO2-emitting drive technologies and sustainable mobility solutions. The investment of measures is linked to the support programmes (directives) of the Land of Lower Saxony. The Investment and Development Bank of Lower Saxony (NBank) advises, decides and managed funding applications in the ERDF and the ESF. One of such relevant programme from the government of Lower Saxony for sustainable mobility, based on the OP, is the directive “Improving urban/rural mobility in local public transport (flexible modes of operation)” the establishing and expanding of flexible and alternative public transport offers.

Approaches for promoting the reduction of CO2 emissions and improving urban and rural mobility can also be found in the Regional Action Strategy for Brunswick, serving as a practice-oriented instrument for regional cooperation. The approaches of the action strategy are developed in parallel with the

preparation of the EU funding programs at the level of the NUTS 2 regions in Lower Saxony. As the County of Northeim belongs to the administrative region of Brunswick, the strategy is also relevant.

These planning instruments correspond to each other in order to solve targeted and effective the problem areas on relevant topics – including CO2 emissions and urban-rural mobility.

The planning instrument for the area of local public transport in the County of Northeim is the LTP, which is developed by the responsible public transport authority. Such LTP has been developed by the ZVSN for the Counties Göttingen, Holzminden and Northeim and describes relevant aims and goals for the further development of the public transport in its operation area. The LPT is the selected policy instrument which should be improved through the implementation of a pilot project developed in the framework of the MATCH-UP. The funding for the implementation of the project should be given by the above-mentioned directive "Improving urban/rural mobility in local public transport (flexible modes of operation)".

More detailed descriptions on how the selected policy instrument will be improved through the implementation of this Action Plan are provided in Part 4 of this document.

## 2.2 Policy Description

### Description of the policy instrument selected for the improvement

The LTP was adopted in autumn 2016. The plan describes the existing transport infrastructure and mobility offers in the region. The LTP also shows how future mobility offers in the region can be created and implemented at a level that is necessary for regional development. The plan describes concepts for the further improvement of public transport which include concrete measures to optimize the public transport offers, test orders for the further development of public transport as well as extensive planning projects. Every five years the LTP has to be updated (§ 6 NNVG). The revised LTP will be entering into force on 1<sup>st</sup> January 2021.

The implementation of these measures should be realized over a longer period of time. This e.g. includes the installation of a mobility center and implementation of flexible forms of mobility which are based on the directive "urban-rural-mobility" which has been issued based on the Lower Saxony Multi-Fund Operational Programme.

# Nahverkehrsplan 2017 Zweckverband Verkehrsverbund Süd-Niedersachsen



**ZVSN** Zweckverband  
Verkehrsverbund Süd-Niedersachsen

Figure 2.2: "Nahverkehrsplan ZVSN 2017", Local Transport Plan, LTP

## Part 3: Stakeholders Involvement

Within the MATCH-UP project, the County of Northeim is working with various stakeholders to define appropriate mobility solutions for the county area. These stakeholders are regularly informed on the project progress and they have been invited to join the MATCH-UP stakeholder group. This group includes local authorities, the regional public transport authority, transport associations, government body, specialist interest groups, and civil society.

### 3.1 Stakeholder Engagement for MATCH-UP Project



Figure 3.1: Stakeholder Engagement for MATCH-UP Project

Part 4: Action – Revise the LTP to include a new on-demand transport service within the County of Northeim which will be integrated into the existing public transport to improve rural transport connectivity for rural citizens with mobility or health issues.

#### 4.1 Policy needs to be addressed through the policy improvement

As a part of the implementation of the LTP, some flexible offers were developed and implemented in the area of the County of Northeim in the past years. For example, in December 2017, the first Night Bus Einbecker Night Owl has been introduced for evening and night trips at the weekend. The offer was further developed and improved by expanding the routes and involving several providers. The bus line has been well received by young people

Another example of a flexible offer in the county area is the EcoBus, which was pilot-tested there in 2018. At that time the Bad Gandersheim Festival took place and this transport offer was very well received by the audience. There are also other flexible offers in the operational area of the ZVSN, such as village and citizen buses, which have been enriching the existing mobility offer for some time.

However, the evaluation results of some pilot projects that have already been implemented and are on-going clearly show that stand-alone projects that are not linked to the local public transport service lack efficiency and with regard to the duration often not very long-term. Furthermore, the effects of demographic change and globalization point to the increased consideration of the problem of rural mobility. Within the County of Northeim, the following situation can be found: aside of the main transport routes, which do connect larger cities via public transport and roads, smaller villages and districts are not sufficiently connected and the maintenance of public transport is only possible with high subsidies. Often smaller villages are only approached in the morning and afternoon with school buses. As a result, most of the commuters use their individual transport means. The problem of insufficient mobility particularly affects those groups of the population who are not mobile and are therefore dependent on public transport:

- Elderly people.
- Children and young people who are not yet automotive (without driver license).
- People with physical or health restrictions (handicaps) of all ages.
- Economically weaker groups of people of all ages who cannot afford a car.

Through MATCH-UP we are seeking to improve the policy instrument by implementing a new on-demand transport service within the County of Northeim which will be integrated into the existing public transport to improve rural transport connectivity for rural citizens with mobility or health issues. The LTP is thus the policy instrument and the central document for the identification and

definition of topics, into which the lessons and experiences of the MATCH-UP project are to be incorporated in order to determine the appropriate mobility solutions for the rural County of Northeim.

In the current LTP in point 8 under the sub-items "General and overarching projects" and under "Examples of good practice for possible planning projects to improve the public transport" the topic "Linking measures and mobility projects at the defined transport connection points" is explained and good examples from Germany's regions are presented. This point will be supplemented by a test order from the County of Northeim for the on-demand service with the topic "Introduction of an on-demand offer integrated with the local transport offer in the County of Northeim" through the project MATCH-UP. In the course of the implementation of this test order, the ZVSN should work out suitable offers of on-demand transport service for the County of Northeim. Given the funding, pilot projects should also be implemented in the context of the EU MATCH-UP project and the results evaluated.

## 4.2 Action

### **Relevance to the Project**

The idea of the project to focus more on on-demand transport service in the County of Northeim is based on the local needs and individual aspects from the good practice "Local Link Rural Transport Programme" from Ireland, which was introduced to the MATCH-UP project by the Irish partner – the Southern Regional Assembly. This good practice was presented in the workshop and its transferability was discussed. By means of a site visit and staff exchange in January 2020 in Ireland many relevant aspects and questions to this GP have been clarified.

The good practice describes two types of local bus services: Door-to-Door and Regular Rural Services. The Door-to-Door Services operate a pick up and drop off at the passenger's door bus service and the Regular Rural Services operate a daily bus service on a fixed route and timetable. In rural areas, where people cannot get to the multimodal hubs / bus stops, several door-to-door services, as e.g. additional offers to the fixed bus-lines, are very important. In this context, there should be the possibility to pick up the passengers directly at or close to the place of residence and to bring them back home in the form of a semi-flexible transport service. The service can deviate from the route, if necessary, to meet the needs of the passengers. Some Local Link offices offer non-emergency transport services like outpatient clinics, hospital appointments and for renal dialysis. These services are run in conjunction with their local Ireland's Health Service offices.

When planning and implementing the on-demand transport services for the County of Northeim – similar to the Local Link Rural Transport Programme Strategic Plan 2018 to 2022 which describes the strategy for this service in Ireland – the following points must be taken into account:

- Comprehensively linking to and integration with public transport services provided by other local entities and operators including improved connectivity and integration with existing ticketing systems;
- Improving linkage of rural transport services between and within towns and villages in order to provide more direct access to workplaces, health services, shops and educational establishments, etc.

Similarly to the Local Link Transport Programme, combating social exclusion plays an important role in improving rural mobility. The most affected target groups of the local population and the most important routes must be considered when developing the transport offer.

New pilot projects of on-demand transport – that will be developed in the framework of the MATCH-UP – should be focused these sub-groups and their needs. One relevant specific need identified in the operation area of the ZVSN is health-related transport service.

### **Nature of the Action**

The ZVSN, as the regional public transport authority in the Counties of Göttingen, Holzminden and Northeim, is keen to align its mobility offers to the mobility needs of its citizens. For this reason, it is being considered how the offer of on-demand transport in conjunction with on-demand transport service like ride pooling can be advanced in the three counties in order to improve the mobility situation in the rural region of Southern of Lower Saxony.

A possible starting point for making an on-demand ride pooling offer sustainable could be to couple this offer that is accessible to the general public with a further special mobility need. Such a special mobility need could e.g. be health-related transport. There could be great potential here, particularly with regard to the insufficient offers provided by doctors in rural areas. As in many rural regions, the County of Northeim also has a shrinking social infrastructure. Current trends such as demographic change and globalization make one of the most important factors of general interest - medical treatment difficult to reach for many rural population groups. Health related transport services are provided by a number of organizations and charitable bodies. The health system in Germany sees various options for funding health-related transport services that are compatible with other funding programs.

In order to be able to better assess the possibilities in this regard or with a view to another combination, it seems sensible that a feasibility study is carried out in a first step. A funding of the feasibility study via the funding directive “Improving urban/rural mobility in local public transport (flexible modes of operation)” appears to be possible at the current status. The feasibility study would have to take into account the interactions with other modes of transport or their integration into the new offer system.

The following steps are and will be taken within the framework of policy instrument improvement:

Main steps	Deadline	Result
1. Meeting with policy owner to discuss recommendations for attributes of the on- demand service to be included	01.2020	Completed
2. Planning games/stakeholder meeting to improve the policy instrument and implementation of the action	02.2020	Completed
3. Draft amendment to policy instrument for new on-demand transport service for County of Northeim	05.2020	Completed
4. Obtain formal agreement for new on-demand policy improvement from policy owner	07.2020	Completed
5. Revised LTP to be drafted with the new on-demand transport service for County of Northeim	08.2020	Completed
6. Draft amendment to revised LTP with the new on-demand transport service for County of Northeim	10.2020	
7. Obtain formal agreement for revised LTP with the new on-demand transport service for County of Northeim	12.2020	
8. Revised LTP incorporating the new on-demand transport service for the County of Northeim to be entering into force	01.2021 Date of actual policy improvement implemented	
9. Review all feasibility studies and/or pilot projects to ensure the new on-demand policy improvement	06.2021	

Table 4.2: Action, Nature of the Action

## **Stakeholders Involved**

Regional Public Transport Authority (ZVSN), County of Göttingen, County of Holzminden, Public Transport Association of South Lower Saxony (VSN), Office for Regional Development Brunswick (ArL).

## **Timeframe**

Policy improvement deadline: 01.2021

Application for funding for feasibility study: 03.2021

## **Costs**

### **Costs for feasibility study:**

- 50% subsidy of the funding directive of the N-Bank “Verbesserung der Stadt-/Umlandmobilität im öffentlichen Personennahverkehr (Flexible Bedienformen)” (Improving urban/rural mobility in local public transport (flexible modes of operation))

Link: [https://www.nbank.de/%C3%96ffentliche-Einrichtungen/Infrastruktur/Verbesserung-der-Stadt-Umlandmobilit%C3%A4t-im-%C3%B6ffentlichen-Personennahverkehr-\(Flexible-Bedienformen\)/index.jsp](https://www.nbank.de/%C3%96ffentliche-Einrichtungen/Infrastruktur/Verbesserung-der-Stadt-Umlandmobilit%C3%A4t-im-%C3%B6ffentlichen-Personennahverkehr-(Flexible-Bedienformen)/index.jsp)

- Other public financing support.

**Staff costs** for employment of Northeim / Göttingen / Holzminden / ZVSN.

**Costs for implementation of the pilot projects:** Given state funding.

## **Funding Sources**

Counties of Northeim/ of Göttingen/ of Holzminden and ZVSN will cover their own staff costs.

The planned funding for the feasibility study is the funding directive “Improving urban / rural mobility in local public transport (flexible modes of operation)” (s. “Costs”).

Additional funding for the pilot projects – various finance options from the health system.

## **Performance Indicators**

Policy change:

- Number of feasibility reports completed for on-demand transport service. Target: 1
- Number of pilot projects incorporating on-demand transport service. Target: 3 (i.e. one pilot project for each of the three Counties within the operation area of the ZVSN)

### 4.3 Enablers and barriers of Action Plan development and implementation

Enablers		
	Description of enabler	Importance of enabler and potential impact on development and implementation of policy improvement
1	The ZVSN-Association Assembly consensus on the policy change	The approval and confirmation of the including a new on-demand transport service for the County of Northeim into the LTP allows the change of the policy instrument. That means that the ZVSN will work on the development and on-demand transport services in the frame of the realization of the LTP. The implementation of pilot projects will provide important results of the change in the LTP as well as new experiences about the implementation of such projects in the region and the use of ERDF funds.

Table 4.3a: Enablers affecting the development and implementation of the policy improvement

Barriers		
	Description of enabler	Importance of enabler and potential impact on development and implementation of policy improvement
1	Lack of funding	No implementation and testing of projects in practice.

Table 4.3b: Barriers affecting the development and implementation of the policy improvement

### 4.4 Transferability conditions and factors

Transferability factor		
Factor	Description of factor	Importance of factor and potential Title of impact on regional of policy improvement
1	There are no barriers envisaged to the transfer of the improvement in the policy instrument to other regions.	As there are no barriers to transfer then the impact is minimal as the policy improvement is easily transferable to other regions.

Table 4.4: Transferability conditions and factors

## 4.5 Risks and mitigating actions

Risks and Mitigating Actions			
Title of risk	Description of risk	Level of probability (High, Medium, Low)	Description of mitigating action(s)
Change in the priorities	The Regional Action Plan and subsequent policy instrument improvement may be compromised if there is a change in ZVSN-operation area priorities or strategic direction.	Low	Support and evaluation of the implementation of the political instrument in the ZVSN-operation area by the political committees of the County of Northeim.
Lack of funding for feasibility studies or for the implementation of pilot projects	The Regional Action Plan and subsequent policy instrument improvement may be compromised if there is no suitable funding for the implementation of pilot projects.	Medium	Fast and efficient development of pilot projects, ensuring appropriate funding.

Table 4.5: Risks and mitigating actions

## Part 5: Interregional learning that influenced Policy Improvement

The action of this Regional Action Plan is based on lessons and experiences coming from site visits and staff exchange in partner countries, policy learning platform, participation in webinars and communication with project partners. The good practices from the MATCH-UP partnership inspire the County of Northeim for the development of new ideas, which will be implemented as pilot projects with given funding in the County of Northeim.

### Good Practices

Local Link Rural Transport Programme	
Project Partner involved	Southern Regional Assembly (IE)
GP owner	County of Waterford / Local Link Waterford
Can this GP address the policy need(s) identified in Table 4.2? If yes, how?	<p>Yes. The good practice provides two types of local bus services that delivers Door-to-Door and Regular Rural Services. The Door-to-Door Services operate a pick up and drop off at the passenger's door bus service and the Regular Rural Services operate a daily bus service on a fixed route and timetable. Some Local Link offices non-emergency transport services like outpatient clinics, hospital appointments and for renal dialysis in the cooperation with their local Ireland's Health Service offices.</p> <p><u>Inspiration for Policy Improvement</u></p> <p>The interregional site visit and staff exchange to Waterford, Ireland, in January 2020 provided County of Northeim with the opportunity to see first-hand the Local Link Rural Transport Programme good practice. The County of Northeim also viewed how this good practice was improving multi-modality and obtained more information on the creation and implementation of the good practice from the Local Link Rural Transport Programme Strategic Plan 2018 to 2022.</p>

Table 5.a: Description of Good Practice used in policy improvement process

### Interregional Learning Events

Interregional Learning Event Title	
Type of Event	LOW-Carb Online Exploitation Workshop
Location	Online via GoToWebinar
When	25 June 2020 09:00 - 13:00 CET

<p>What Learning took Place</p>	<p>The County of Northeim makes first experience on the participation in the Interreg-Europe Programme working on MATCH-UP. This workshop was a good opportunity to learn from the LOW-CARB partners how to turn their project results into a reality. The projects in various mobility areas with success factors, obstacles and challenges were presented. Participation in the discussion session on the subject of SUMP and Self-Assessment Tools was of particular interest because therefore we collected our first experiences and general information about SUMP. This particular European instrument has not been yet integrated into our County Administration. We have a different mobility concept. It's called VEP ("Verkehrsentwicklungsplan") which doesn't include e.g. land-use or noise abatement.</p>
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Table 5.b: Description of Interregional Learning Event used in policy improvement process

## Part 6: Action Plan Endorsements

The Regional Public Transport Authority of Southern Lower Saxony as Managing Authority acknowledges the added value of the MATCH-UP project and its contribution to the LTP, provided through the identification of Good Practice and Interregional learning and the development of this Regional Action Plan.

The Regional Public Transport Authority of Southern Lower Saxony considers the potential import of the Good Practice and Interregional learning mentioned in this Action Plan, with necessary adaption according to regional context, to represent a valuable input for further development of improved low carbon urban mobility and modal interchanges and reduction of CO<sub>2</sub> emissions in the ZVSN operation area.

We hereby confirm our support for the import and implementation of the Good Practice as described in this Action Plan as well as for the implementation of the action reported in Part 4 of this document.

**Name & Function:** Ms Klinkert-Kittel, Head of the County Northeim Administration

**Date:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Name & Function:** Mr Michael Frömming, Executive Director of ZVSN

**Date:** \_\_\_\_\_ **Signature:** \_\_\_\_\_