

1. Describe the region shortly. Focus on those aspects relevant for the ride-sharing initiative

The town of Kröpelin is conveniently located on the highway B 105 and the railway line from Wismar to Rostock/Tessin, which is why the connection Eastwards and Westwards is quite a good one at daytimes. However, the city Kroepelin are also a number of villages, included into the administrative structure as city districts, that are scattered in the rural surrounding, in average 6 km away from the town of Kröpelin. The distance to the seaside resorts Kühlungsborn and Rerik is about 12 km each. As the bus connections between the town itself and these rural areas is very limited or even poor, people are currently used to riding by private cars, children are driven to school or use the school bus which is running only 4 or 5 times per day, so that they lack flexibility, particularly regarding their leisure time activities – a situation that significantly effects on the attractiveness of the region for family and young people. Which is particularly relevant as the social structure in this region were badly shaken up by the political changes in Germany. Main relevant aspect was the worsening job situation related from a lack of local job offers and flexible employment modes – which made many people move towards the surrounding or even South German big cities. The migration of younger workers and the, related, high share of elderly people increases the problems in maintaining a certain municipal infrastructure. As the municipality is lacking financial sources to develop attractive settlement programs, improvement solutions have to be innovative and based on community-cooperation, so that ride-sharing is a welcomed approach in two respects: as mobility solution and social activity.

2. Have there been initiatives related to this topic in the region in the past?

What was the outcome and why?

The only solution implemented in the past to improve the transport situation in Kröpelin region is the so-called call and collect taxi service (“Anrufsammeltaxi”) which was established three years ago. The principle here is that the bus is running along a certain route and stops at the stations only if called in advance. Still, this option is provided only on Thursdays, i.e. once a week, and only at one time in the morning. Apart from this, no other approaches exist so far.

3. Which institutions, apart from the local citizens, have to support the ride-sharing activities?

How do you want to involve them? Any obstacles?

To expedite dissemination of this idea, it would be desirable if the local government, associations and media get involved as all these institutions listed above may serve as a multipliers. Regarding the pupils and kids to be involved, schools, offerers of leisure time activities and of evening events should become cooperation partners (to be specified in a poll implemented in Kröpelin in June 2013). For the elderly people, local/regional physicians, authorities and institutions like the public people’s school (Volkshochschule) should be included into the dissemination of the offer and get involved as active supporters.



4. What could be the main problems of implementing the ride-sharing initiative?

The main problem which has been widely discussed in preparation of this project is the fact that the elderly people as one important target group in Kröpelin are not open towards new technologies as the Swedish population is in rural areas. So the initiative in Kröpelin is aware of the fact that alternative solutions to a certain transitional period should be established.

In addition, the wireless coverage in some districts is absolutely unsatisfactory. Still a broadband cable connection is currently installed and will improve the situation from autumn 2013 on.

5. Assuming everything goes well: How many persons will be involved in ride-sharing 3 years after the end of the project?

It is planned that the first 500 people who live in the districts of Kröpelin will get involved into this project until the end of 2015, an increase to 10% of the local population as active participants in the ride-sharing until 2017.

Should it become apparent during the project that acceptance is especially good for the citizens, then it would be quite possible that a much larger segment of the population could be addressed by adding more connections. This concerns for example the group of people who want to participate in the lively cultural life of the Hanseatic cities of Rostock and Wismar and, related to this, are dependent on appropriate transport services in the late evening and night hours



Partner region analysis: Kröpelin

Identified Parameters	Target group (teenagers, elderly, ...)	Elderly people	Families with children
Description		This is the largest group among the inhabitants of the rural area that surrounds Kröpelin, namely the persons which are 60 and older.	They are a minority in the surrounding villages, but a comparatively high share in Kröpelin itself.
Needs		Daily trips and excursions, ranging from doctor appointments, trips to authorities to private visits, shopping tours and leisure time activities.	Reaching the leisure time offers in the region, mainly as shares between these families itself.
Benefits from participating		Greater mobility and flexibility and thus, a larger scale of available offers in their daily life.	It will be easier for them to use the existing leisure time offers more regularly and extensively.
Travel habits (commuting, night time activities, ...)		Mainly during the day time, occasionally, i.e. at no regular times, apart from regular leisure time activities.	Mainly in the afternoon, after the end of the school day.
Routes (most frequent ones: from/to, distance, ...)		Seaside resorts, towards Kröpelin centre and to Bad Doberan (link to further outbound connections)	Seaside resorts, towards Kröpelin centre and to Bad Doberan (link to further outbound connections), Rostock and Wismar after the end of the train services.
Participants (possible)		Mainly residents of the villages that surround Kröpelin, i.e. about 1500 potential users	Families from Kröpelin and the surrounding areas, i.e. about 600 potential users.
Technology (smart phones, "regular" cell phones, computers,...)		Mainly computer, terminals and telephones	Mobile, smartphone, computer
Payment (if and how (instant or accumulated, cash, invoice, paypal, ...))		Accumulated, in monthly intervals, bank transfer	Accumulated, in monthly intervals, bank transfer or Paypal
Security (open/closed system, size of trusted network, information about driver/passenger, ...)		Closed system with a majority of the users personally known	Only personally known person (mediation/introductory meetings among these target group members might make sense).
Penalty system (report misconduct, bloc users, ...)		Report & evaluation system, penalty in case of misuse	Report & evaluation system, penalty in case of misuse

Partner region analysis: Kröpelin

Identified Parameters	Target group (teenagers, elderly, ...)	
	Teenagers	Employees
Description	Only few of them live in the areas that surround Kröpelin, in Kröpelin itself, the share is significantly higher (though lower than in the surrounding larger cities).	Persons who work in other parts of the region, e.g. in local enterprise, municipal institution or agricultural sector
Needs	Ride-shares related to leisure time activities (mainly later afternoon/evening) or back from school (greater flexibility than with the school bus).	Can offer rides to the other target groups but could also ride-share themselves, i.e. within the target group
Benefits from participating	Participation in additional cultural events (clubs, concerts, theatre etc.), mainly in Rostock and Wismar, after the train operation hours	Cost-reduction with their frequent car-rides
Travel habits (commuting, night time activities, ...)	Mainly in the later afternoon and in the evening	All times of the day, depending on the mode of employment (many jobs = office hours, tourism services even in the evening, early morning)
Routes (most frequent ones: from/to, distance, ...)	From Kröpelin to Rostock and Wismar, partly to other towns in the region, e.g. Bützow	From Kröpelin towards the seaside resorts, between Kröpelin and the surrounding villages
Participants (possible)	Mainly citizens of Kröpelin town, about 400 potential users in total	Mainly citizens of Kröpelin town, about 1000 potential users in total
Technology (smart phones, "regular" cell phones, computers,...)	Mobile, smartphone, computer	Mobile, smartphone, computer
Payment (if and how (instant or accumulated, cash, invoice, paypal, ...))	Accumulated, in monthly intervals, bank transfer or Paypal	Accumulated, in monthly intervals, bank transfer or Paypal
Security (open/closed system, size of trusted network, information about driver/passenger, ...)	Only personally known person (mediation/introductory meetings among these target group members might make sense).	Only personally known person (mediation/introductory meetings among these target group members might make sense).

Partner region analysis: Kröpin

Penalty system <i>(report misconduct, block users, ...)</i>	Report & evaluation system, penalty in case of misuse	Report & evaluation system, penalty in case of misuse
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