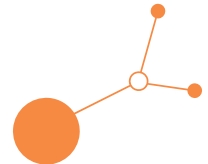


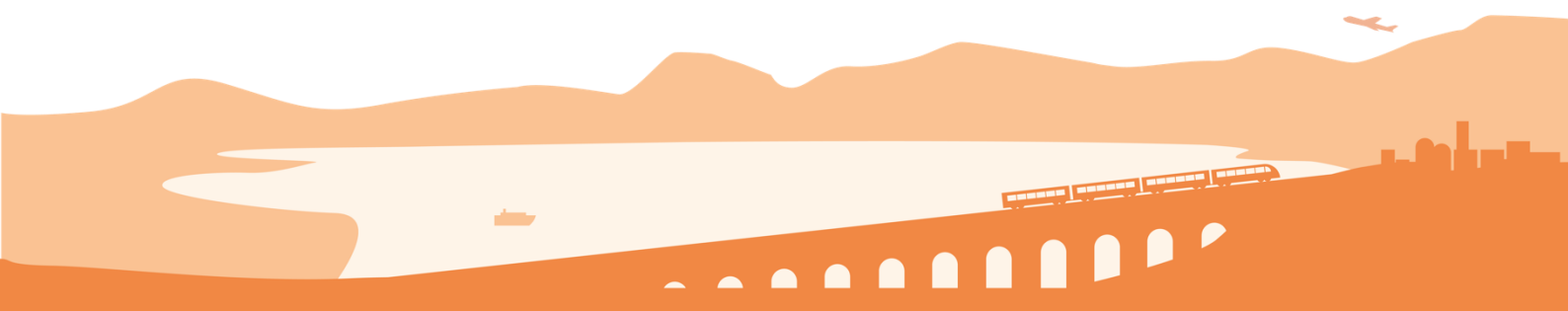
Quick scan and service planning guideline

A methodology for quick scanning local needs and starting service planning processes



Final Version

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Authors and change log of the document

Partner No.	Partner Acronym	Name of the author	Action	Version
11	nexus	Wiebke Blum, Paul Schlichting	Describing the solution component	1
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1. Summary

The following guideline has been developed and tested within the context of the region of Stuttgart, with the support of technical project partners and inputs from other pilot sites experiences in the planning and implementation of DRT services. The DRT in the region of Stuttgart is organized by the interregional transport association NVBW and locally organized by each municipality. While the NVBW is an umbrella association that all municipalities are connected to, the fragmented operation of DRTs leads to every commune dealing separately with similar problems.

The elaborated and tested methodology helps first to identify common struggles in the operation of DRT within a municipality and second to solve common struggles together within an interregional network. The evaluation of the service is centred around the needs of users from a perspective of users, non-users and DRT operators. The following methods were used to analyse and improve the DRT, centring citizens' needs:

- **Persona method** - to identify expectations of users' needs by the DRT operator
- **Ad hoc surveys** - to gain an insight of citizens' mobility behaviour as well as knowledge and struggles with the local DRT
- **Ad hoc interviews** - to understand users motivations for choosing the local DRT
- **Stakeholder Workshop** - to strengthen local network of DRT providers and tackle common challenges together

The methods are further described in the following.



2. Identification and of local struggles and goals for DRT

2.1. ... with the operating agency

To understand the expectations of users' needs and develop a more focused understanding of the target groups for the DRT service, the persona method was used in a workshop with the local DRT provider. The persona method is loosely derived from a design thinking process, applied in product development.

Generally, the so-called Persona-Method is an increasingly popular participatory method that functions as a thought experiment allowing participants to imagine diverse lived realities of different people coming from different contexts and backgrounds. It centers around the creation of different "personas" i.e., people with different characteristics, socio-economic, familiar or cultural backgrounds, goals and so forth, for the understanding and analysis of different lived experiences with regard to a specific situation, object or intention. However, there is no blueprint or fixed plan for the method. The concrete design of the method can take different forms and must be adapted to the respective context.

An option for design could be the following: in a participatory workshop, participants are asked to take different pre-determined roles (alternatively, participants may also create their persona's themselves). The preparing group creates templates for profiles with questions for different persona's with certain characteristics. The workshop participants are asked to fill out the templates in small groups by putting themselves in the shoes of the persona. The more detailed the persona is described and imagined, the better. Questions to help imagining a concrete persona could include:

- What are their demographic data? Age, ethnicity, gender identity, etc.
- Where and how does the persona live? Big city, rural area, alone, with family...
- What is their social status?
- What is their job?
- What is the persona's relation to money? Are they rich, poor, do they like to spend money, are they good in handling their finances?
- What are the persona's flaws, what are their skills?
- What character does the persona have?
- How is their relationship to their friends?
- What motivates them in live in general (e.g. money, fame, love, feeling helpful, influence, power...)?

Afterwards, the results are presented and discussed in a plenary, opening the space for participants to jointly identify potential communalities or differences between personas and the different challenges and hurdles they face with respect to the issue at hand.

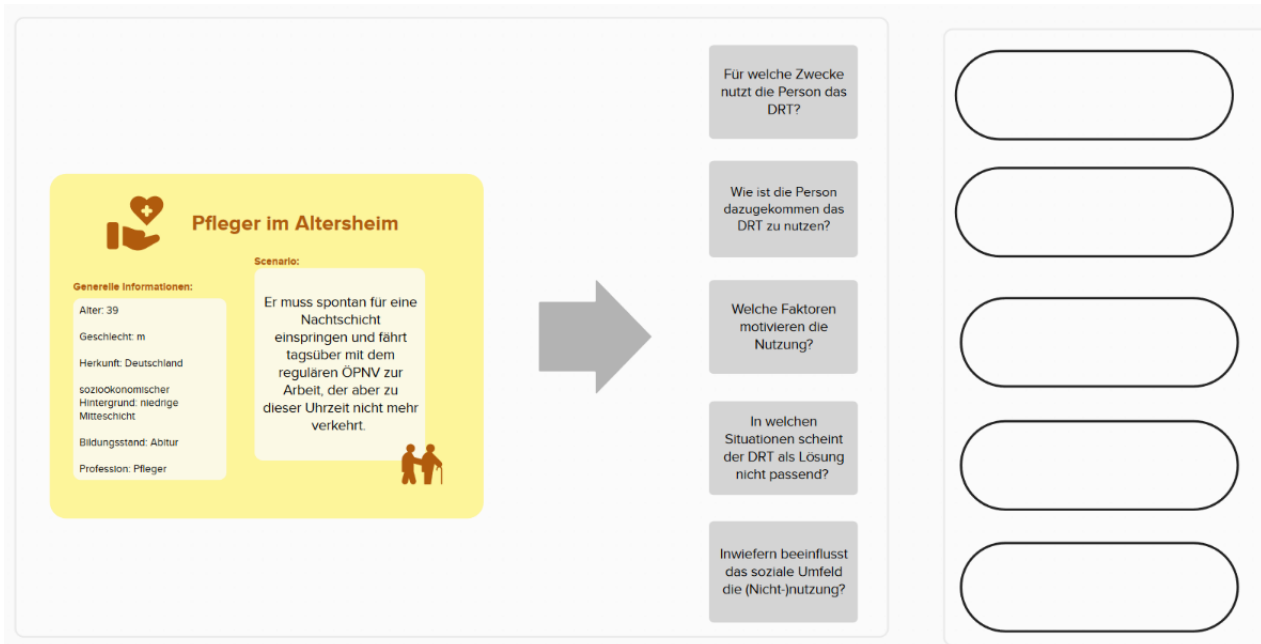
In the case of the mobility transition (and specifically DRT) the method can be very helpful for creating a better understanding of different people or groups of people's connection to mobility options and their attitude towards mobility transitions. Specifically, it can be very helpful for identifying hurdles and challenges for usage for different people or groups of people.

An example:

We are aiming to identify reasons for (non-)usage of a local DRT in a rural area in Germany. Participants are confronted with different personas. For example: a caretaker for elderly people, who usually takes regular public transport to his work, which is in the nearby city. However, we are now dealing with the following scenario: he spontaneously has to take over a night shift for someone else, who got sick. The regular busses do not drive at this hour. With this scenario and the persons specific background in mind, participants are asked to answer a set of questions, that are usually:



- WHY does the persona use the product?
- HOW does the persona use the product?
- WHAT motivates the persona to use the product?
- WHICH obstacles is the persona facing while using the product?



Example of a persona description

2.2. ... with citizens

To get an insight in the local citizens' understanding of the DRT service and their mobility behaviour, ad hoc participation is suggested. A stand in the pedestrians' area is installed to talk to as many citizens as possible and gain a broad overview of the local knowledge about the existing DRT. It was expected, to reach mainly non-users of the DRT through the stand. The questions posed and the engagement shouldn't take too much time, therefore, posters where printed, on which the passers-by could stick a point for a statistical picture. One poster asks the Question: "Do you know about the local DRT service?" and includes a scale from "never heard about it at all" to "I use it frequently". The second posters is divided into sections for different modes of transport on which the citizens are asked to mark, which is their preferred mode of transport. When people stop by to engage with the posters, they were also asked to fill out a survey that asks more detailed questions on their mobility behaviour.



Survey in pedestrian zone



Additionally, to also get insights from users of the DRT, ad hoc interviews can be made directly with passengers in the DRT.

The questionnaire for non-users, interview guideline for users as well as the templates for the two posters can be found in the annex.

3. Strengthening interregional network to solve common struggles together

3.1. Stakeholder workshop

The stakeholder workshop aims to combine forces of regional DRT providers. Since they deal with similar issues, it is useful to identify common struggles and tackle them together.

Therefore, a workshop is suggested, that is divided into two parts:

In the first part, participants exchanged views on the primary challenges in on-demand transport that they face in practice. The second part of the workshop focused on finding solutions to the challenges identified in the first part. An agenda can be found below.

Zeit	Programmpunkt
<i>Teil 1 - Operationelle Ebene Fokus: Herausforderungen im On-Demand-Verkehr</i>	
10:00	Begrüßung & Vorstellung DREAM_PACE
10:15	Vorstellungsrunde mit kurzen Inputs (jeder Landkreis circa 5 M
10:55	Diskussionen zu Herausforderungen in den 3 Themenfeldern • Organisation des Angebots • Marketing • Finanzierung <i>inkl. Kaffeepause</i>
13:00	Mittagspause
<i>Teil 2 – Governance Ebene Fokus: Gemeinsame Lösungsansätze</i>	
13:45	Kurze Erklärung Programmablauf Nachmittag
13:50	Arbeit in Kleingruppen - Formulieren von Lösungsansätzen
14:50	Kaffeepause
15:00	Vorstellung im Plenum / ggf. kleine redaktionelle Anpassung
15:30	Ausblick/Abschluss/Feedback
15:35	Ausklang bei Kaffee und Kuchen

Example of workshop agenda



During research beforehand, three main fields have been identified, in which the DRT shows deficits. The discussion on challenges in DRT was therefore structured across these preliminary identified areas:

1. Service organization (operational level),
2. Marketing and communication, and
3. Service financing

A poster was used to specify as many problems in each field as desired while answering the following questions:

- Why is this a problem?
- What are the effects of the problem?
- Who is affected by the problem?

After identifying and describing common problems, solutions are discussed for each of them. Therefore, another template was prepared to answer the following questions for the solutions:

- Which political level addresses the solution (municipal, regional, county, national)?
- Who are the key stakeholders involved in the solution?
- What is your (the participants/local DRT providers') role in the solution?
- What exactly does the solution look like?
- How much effort does it take to implement the solution? (mark on a scale)



Stakeholderworkshop in Calw

Templates for the problem description (“Vorlage_Problembeschreibung”) as well as for the solution discussion (“Vorlage_Loesungsansatze”) can be found in the annex.



4. Annexes

- Posters from ad hoc survey (“Lebendige Statistik_InfoStand Calw.pdf”)
- Questions for users and non-users of DRT (“Fragebogen Rufbus.pdf”)
- Template problem description for stakeholder workshop (“Vorlage_Problembeschreibung.pdf”)
- Template solution discussion for stakeholder workshop (“Vorlage_Loesungsansaeetze.pdf”)



4.1. Posters from ad hoc survey (“Lebendige Statistik_InfoStand Calw.pdf”)

Which mode of transportation do you use most often in your daily life?

Car (also as passenger)

Bicycle / Pedelec /
E-bike / Cargo bike

Public transport (ÖPNV)

on foot

DRT Bus / Transport
service / On-demand
transport / Taxi

scooter / motorbike



4.2. Questions for users and non-users of DRT (“Fragebogen Rufbus.pdf”)

Info Booth Questionnaire – On-Demand Bus (Calw)

Questionnaire – Non-Users

1. Introduction

Have you already used the on-demand bus in Calw?

- ☐ Yes → Users Questionnaire
- ☐ No → Non-Users Questionnaire

2. Attitudes and Perceptions

Are you familiar with the on-demand bus in Calw?

- ☐ Yes, very well
- ☐ Yes, a bit
- ☐ No, hardly
- ☐ No, not at all

Have you ever considered using the on-demand bus?

- ☐ Yes
- ☐ No, because... (please state reasons)

Do you consider the on-demand bus a good alternative compared to conventional modes of transport?

- ☐ Yes, for me personally
- ☐ Yes, for other people
- ☐ No
- ☐ Not sure

3. Potential Use Cases and Routes

For which routes or purposes would you use the on-demand bus in Calw? (Multiple choice)

- ☐ Commuting to work
- ☐ Shopping
- ☐ Leisure
- ☐ Medical appointments
- ☐ Care work (e.g., pick up or drop off relatives)
- ☐ Other

What operating hours would make using the on-demand bus feasible for you?

- ☐ Evenings and nights only
- ☐ Daytime
- ☐ All day
- ☐ Specific peak hours (e.g., rush hour)

4. Price Expectations and Willingness to Pay

Which ticket types and corresponding prices would you consider fair for the on-demand bus (e.g., single ticket, monthly pass for the on-demand bus only or integrated into the public transport pass, multi-ride ticket)?

5. Barriers and Concerns Regarding Use

In your view, what are the barriers that keep you from using the on-demand bus? (Multiple choice)

- ☐ Costs too high
- ☐ Limited availability (e.g., at certain times)
- ☐ Difficulties with booking
- ☐ Safety concerns (e.g., traveling alone in the evening/night)
- ☐ Lack of reliability (e.g., punctuality, availability)
- ☐ No information about the service
- ☐ No suitable route or stops near me
- ☐ Other (please specify)

Could you imagine integrating the on-demand bus into your daily routine on a regular basis?

- ☐ Yes, as my main mode of transport
- ☐ Yes, as a supplementary mode of transport
- ☐ No, more for occasional trips only
- ☐ No, not at all

What else would need to be offered or adjusted so that using the on-demand bus would be an option for you? (Open text)

Is there anything we haven't asked that you would still like to mention? (Open text)

6. Demographic Information

Age (18–24, 25–34, 35–44, 45–54, 55–64, 65+)

Gender (male / female / non-binary)

Questionnaire – Users

1. Introduction

Have you already used the on-demand bus in Calw?

- ☐ Yes → Users Questionnaire
- ☐ No → Non-Users Questionnaire

2. General Information on Usage

How often do you use the on-demand bus in Calw?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Less often
- ☐ Used only once

For which routes or purposes do you most frequently use the on-demand bus?

- ☐ Commuting to work
- ☐ Shopping
- ☐ Leisure
- ☐ Medical appointments
- ☐ Other

Are there specific destinations or occasions for which you prefer to use the on-demand bus? (Open text)

3. Time of Use

Which operating hours for the on-demand bus do you consider sensible?

- ☐ Morning (06:00–09:00)
- ☐ Mid-morning (09:00–12:00)
- ☐ Midday (12:00–14:00)
- ☐ Afternoon (14:00–18:00)
- ☐ Evening (18:00–22:00)
- ☐ Night (22:00–06:00)

4. Price and Booking Preferences

Would you like additional booking options besides booking by phone?

- ☐ No, booking by phone is sufficient

☐ Booking via app

☐ Booking via website

How do you evaluate the current booking system and the payment function? (Open text)

What is the maximum price you would pay for a ride with the on-demand bus?

☐ 1 euro

☐ 2–3 euros

☐ 4–5 euros

☐ More than 5 euros

☐ No opinion

5. Satisfaction with the Service

How satisfied are you with the following aspects of the on-demand bus?

Availability (Whenever I need a ride, one is available):

☐ Very satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Very dissatisfied

Waiting time (How punctual is the pickup):

☐ Very satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Very dissatisfied

Comfort (e.g., seating, air conditioning):

☐ Very satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Very dissatisfied

Cost:

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

6. Experiences and Challenges

Which challenges have you experienced when using the system? (Multiple choice)

- ☐ Long waiting times
- ☐ Difficulties with booking
- ☐ Problems with payment
- ☐ Insufficient coverage in my residential area
- ☐ Unsafe stops
- ☐ Other (please specify)

Were there situations in which you could not or did not want to use the system? Why? (Open text)

Do you think the on-demand bus is a useful supplement to existing public transport?

- ☐ Yes
- ☐ No
- ☐ Not sure

How has the on-demand bus influenced your use of other modes of transport? (Open text)

7. Demographic Information

Age (18–24, 25–34, 35–44, 45–54, 55–64, 65+)

Gender (male / female / non-binary)

Survey DRT service in Calw

- for non-users -





4.3. Template problem description for stakeholder workshop ("Vorlage_Problembeschreibung.pdf")

Challenge - operational

Problem description

Why is it a problem?

What are the consequences of this problem? How does it show?

Who is affected by this problem?

Challenge – Marketing & Communication

Problem Description

Why is it a problem?

What are the consequences of this problem? How does it show?

Who is affected by this problem?

Challenge - Financing

Problem Description

Why is it a problem?

What are the consequences of this problem? How does it show?

Who is affected by this problem?



4.4. Template solution discussion for stakeholder workshop ("Vorlage_Loesungsansaetze.pdf")

Solution Component

addressed problem

Which level is being addressed? (e.g., state politics, local politics, administration, society/passengers, etc.)

Who needs to work together to find a joint solution?

What is your role in the approach?

What does the solution look like in concrete terms?

How costly would implementation be?

Immediately implementable

Long-term structural change