

BUMMELBUS

Country: Luxemburg

OVERVIEW

The Bummelbus is a complement to public and private transport. It is an on-demand transport service organised in the framework of professional driver training for people that are long term unemployed.

Key success factors are the original financing of a mobility service by the Ministry of Labour and the extension of the service towards schoolchildren for their afterschool activities.

Innovation lies in the combination of mobility and professional reinsertion project.



Source: Forum pour l'emploi, Diekirch, Luxemburg

Main aspect/issue addressed by the good practice

- The main issue addressed is the difficulty for low skilled workers to find a job.
- The other issue is the provision of mobility in areas where means of transport are limited especially for elderly and youngsters going to after school activities

Main objectives of the good practice

- Providing driver training for people that need reinsertion in the job market
- Providing mobility to people that have no or limited access to mobility in rural areas
- Offering a door-to-door bus service
- Avoid competition with school bus

DESCRIPTION OF THE AREA

<i>Region</i>	<i>Target area</i>	<i>Population</i>	<i>Population density</i>
North of Luxemburg, (see figure below)	+- 1700 [Km ²]	80 000 inhab.	+-50 [inhab. /Km ²]

Other

The north of Luxemburg is the most rural part of Luxemburg. It makes little sense to develop the service in less rural areas. In those areas, it would furthermore come in competition with other PT.

Extending the service to the municipalities of Rospert, Mompach, Biver, Manternach and maybe Mertert could make sense as these are also rather rural.

Target user groups and needs

- All adults in need of mobility for whatever activity, e.g. going to a doctor, a shop, restaurant, hairdresser, etc.
- Also children willing to go to their sports training, music school, leisure activity, etc. but also all different kinds of day care
- Within the limits of the town or adjacent towns, "normal" school transport from home to school and school to home is done by another service.
- Trips can be made within the town itself and the adjacent towns.
- For the young children, parents want to know where they are. Therefore, a chip system is installed in the buses so that parents can know (via the call centre) where their children are.

DETAILED DESCRIPTION OF THE PRACTICE

Timeframe(s)

The good practice started in June 2001 in 3 villages as a service for elderly people and those deprived of public transport. At that time it was an extension of services offered by the "Forum pour l'emploi" (social insertion of people) who offered services like garden maintenance often for elderly people.

In the meantime, the service expanded to 80 towns – 255 villages. Also, the target group of people was expanded to the whole population, but mainly youngsters for their activities after school.

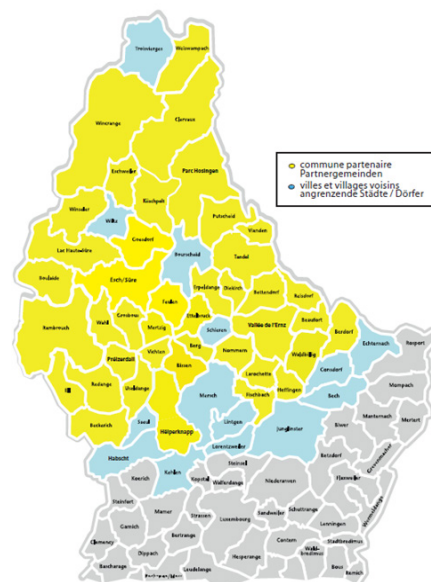
Bodies involved

- The service itself is organised by an association without a profit-making objective.
- The main body involved is the Ministry of Labour, Employment and the Social Economy which takes care of the main financing.
- Besides this, also municipalities are involved to promote the service. They also finance partly the service.

Mobility services provided/addressed

- Each inhabitant of a town where the service is active can call the service for a journey from his/her home to a destination in his/her town or an adjacent town (the point of departure can be anywhere within the coverage area, it does not have to be exclusively from home). The maximum distance is 35 km
- The service works between 6.30 and 21.15 on weekdays and between 6.30 and 17.15 on Saturdays.

- Rerservation is needed one day in advance. Reservation can be made between 8.00 and 18.00. The software that manages the rides is provided by the Trapeze group (www.trapezegrup.eu). In practice, up to 20% of reservations can be managed within the same day.
- Tarifs vary between 2 (up to 10 km) and 7 EUR (25-35 km) depending on the distance for adults and between 1.5 and 6 EUR for children.



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Luxemburg municipalities participating in the Bummelbus service in yellow, Neighbouring municipalities in blue.

- The service functions for a one time trips or for regular similar trips, music school or sport leisure activity every week for example. In practice, 80% of trips are regular.

DETAILED DESCRIPTION OF THE PRACTICE

- If possible the connection with regular public transport is made. This happens however only in a small minority of cases. 95% of traffic is offered door-to-door. (Parents prefer a door-to-door service for safety and comfort reasons conditioned by the possibility of permanent contact with the call centre).
- Since 2015, a confirmation SMS is sent with the precise departure time 2 hours before leaving. If there is a divergence of more than 5 minutes from the schedule, the passenger is informed about the delay by a second SMS.
- The service is operated by 50 buses. Around 100 persons/jobseekers are employed in the service.

Legal Framework

- The Bummelbus is in first place a social service. It provides a private transport service that is not dependent on particular legislation or procurement/contracting procedures. It will be however necessary to see how exactly the service will be integrated in the new transport landscape that will be shaped in the next years with the transport reform in Luxemburg.

Cost and Financing sources

- The main financing source is the Ministry of Labour, it provides a 70% subsidy. The municipalities in which the service operates and the revenues from ticket sales provide the remaining 30%.

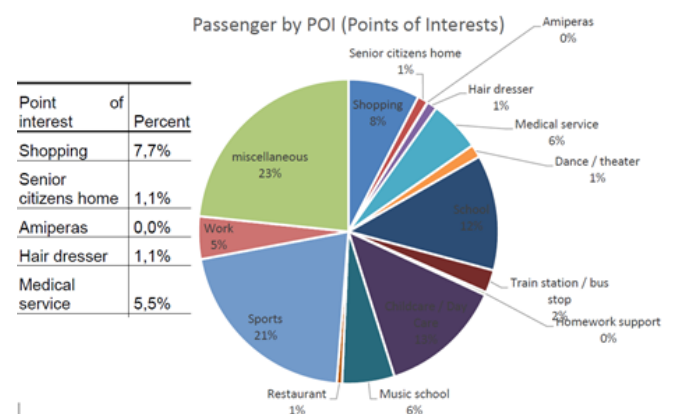
Organizational set-up

- The service is financed mainly by the Ministry of Labour and organised by the "Forum pour l'emploi". "Forum pour l'emploi" is a regional employment initiative that evolved from ERDF – European Regional Development Fund projects in 1998. It is organised as an "ASBL", an association without an objective of profit-making.
- The "busservice" within the association runs the bus service. It is a call centre including a planning service. It plans trips each day and makes provisional planning for the week ahead

- Other lateral services of the association intervene like the psycho-social service who is doing the follow up of the workers also concerning "abilities to live in society" or the administrative and human resources service.

Supporting technologies

- On the one hand side, there is the algorithm organising the allocation of reservations to routes. It goes in different steps with first a proposition done by the software. In the next step, it can be improved by the operators. An application to allocate reservations to buses is available, but would not be financially profitable.
- There is on the other hand also a "tracking system" for passengers, especially for children. Thanks to a chip, children can be localised in real time when they are on the bus.



Destinations of the Bummelbus (*Forum pour l'emploi dans analysis of technical state of the art of regional public transport systems and particularly flexible systems in rural tourism regions, Naturpark Oewersauer, May 2017*)

INNOVATION ASPECTS

ORGANISATIONAL RESPONSIBILITIES AND PARTNERSHIP WORKING ARRANGEMENTS

An association for insertion of jobless people organises a social transport service for elderly and youngsters having no access to cars.

LEVEL OF PUBLIC SECTOR FINANCIAL SUPPORT

The main financing comes from the Ministry of Labour. There is no financing from the Ministry responsible for Transport

INTERCONNECTIONS BETWEEN SHARED AND PUBLIC TRANSPORT SERVICES

The aim of the Bummelbus is a shared service in itself. It rather rarely brings people to a PT stop. It is however certainly not the aim to replace regular PT. (The aim is mainly to complement the regular PT, so to be a supplementary offer where the PT cannot cover the demand)

ICT CONNECTIONS AND IMPACTS OF THE TECHNOLOGICAL SOLUTIONS IMPLEMENTED

Bummelbus has the intention to further develop the access to mobility. The development of a mobile app is also being considered at the moment. A pilot project with real time reservations is considered, but not confirmed yet.

OTHER (E.G. SOCIAL INNOVATION, ETC.)

Not applicable

ASSESSMENT

Ridership and other key metrics/results (through key-indicators, where applicable)

- 50 minibuses transport 140 000 (not unique) clients among the 80 000 inhabitants of the villages in the North of Luxemburg. (22 VW Caddy vehicles – 24 Ford Transit)
- 60% of riders are children, 40% are adults, mainly elderly people, 20% of the trips are for sporting activities, 12% for school transport, 13% for day care
- From the social point of view, in 2016, 40 employees reintegrated into the job market.
- The quality of the service provided was probably good at its launch in 2001 but does not provide an answer to all mobility needs today. Today, technology should/could enable a better service, with possibility to reserve a trip one or two hours in advance instead of one day in advance. In this perspective, it is however important to keep in mind that in the past, several tentative attempts to put in place DRT have failed as those were expensive and necessary financing was lacking.
- Since last year particular efforts have been made to take better into account complaints of users via the instauration of a particular complaint service. Also, more targeted marketing efforts have been undertaken recently.

The setting up of a pilot project for real time journey planning is considered, but not confirmed yet. The pilot project would be a cooperation with KussBuss. KussBuss is a Luxemburg start up company providing a software to plan journeys in real time. This good practice can be transferred. However, the financing is quite expensive and cannot be implemented by a municipality on its own without another financing source.

- The association is busy with working on transparent statistics of the service to enable itself to improve service levels.
- It is also looking at how improve occupancy rates of its buses, especially in the summer period when the bulk of schoolchildren do not use the buses. Contacts with the tourist sector are underway.
- For next year, pilot projects for last mile mobility and enabling real time reservations are considered, but not confirmed.

Good Governance

- It is interesting to combine social policy and mobility policy.
- The Bummelbus is promoted by all the municipalities where it is active via municipal websites, flyers and municipal magazines. Municipalities are interested in the success of the initiative as they cofinance it.
- The service can be extended to tourist activities in cooperation with local tourist businesses or associations, especially in summer period when there is surplus capacity as fewer local people use the service.

Success factors/strengths

- The service provides an answer to a mobility need in rural areas.
- The originality of the financing by the Ministry of Labour of a mobility service

Difficulties encountered/weakness

- At a certain moment in time, the service was seen as a competitor by the regular transport companies. This is a difficulty as the service should train people for the regular transport companies. Today the relation between the association and the transport companies is much improved.
- The bus drivers have legal standard contracts which means a 40h workweek. The transport sector conditions are fixed by a collective agreement making it more difficult to find full occupation for the bus drivers during school holidays.
- A challenge is to see how the service will be integrated into the big public transport reform that is ongoing today. Bummelbus is already seen as an important actor in mobility issues as PT cannot cover the demand, so the question is how it will be integrated, not whether it will be integrated.

**FEATURES THAT ARE CONSIDERED TO BE GOOD PRACTICE
(LESSON(S) LEARNT)**

Mobility services can be perfectly initiated by other (non-mobility) players

REFERENCES FOR FURTHER DETAILS*Contact of the operator and of relevant stakeholders*

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Websites

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- www.mobiliteit.lu/se-deplacer/horaires-et-reseaux/bummelbus