



The sole responsibility for the content of this brochure lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.



Staying Mobile: A guide to mobility management in ageing societies



www.aeneas-project.eu

Staying Mobile

A guide to mobility management in ageing societies



Written by: **Matthias Fiedler, Bonnie Fenton (Rupprecht Consult)**

Copyediting/proofreading: **Rachel Hideg (Regional Environmental Center for Central and Eastern Europe – REC)**

Design and layout: **Greg Spencer and Tricia Barna (REC)**

Photo credits: **Front cover – Green City
Back cover (from left to right) – ELTIS/Harry Schiffer;
Green City; Salzburg AG**

Szentendre ● March 2011

Published by: **The Regional Environmental Center
for Central and Eastern Europe**

ISBN: **978-963-9638-22-8**

Printed by: **Typonova in Hungary**

Contact: **Rupprecht Consult – Project
Coordinator ● Matthias Fiedler
Tel: +49 221 60 60 55 22 ● E-mail:
m.fiedler@rupprecht-consult.eu
Web: www.aeneas-project.eu**

Contents

- 3 Going strong
- 17 Encouraging travel by public transport
- 29 Encouraging bicycling
- 41 Mobility events and campaigns
- 51 Bus driver training
- 57 Passenger support services in public transport
- 69 Individualised travel marketing
- 77 Peer-to-peer approaches in public transport

CARRYING CAPACITY: Trying out a three-wheeled pedelec in Munich. Photo: Green City



HUMAN TOUCH: A public transport assistant in Kraków offers help to passengers at a public transport stop.
Photo: ELTIS/Harry Schiffer

Going strong

Context and aims

The AENEAS project, Attaining Energy-Efficient Mobility in an Ageing Society (August 2008 to May 2011), involved 12 European partners. It was co-funded by the Executive Agency for Competitiveness and Innovation (EACI) under the Intelligent Energy Europe programme (ec.europa.eu/energy/intelligent).

What is an old person?

What makes a person “old”? Is it reaching a particular age? Or retiring from work? Are a person’s abilities and activity levels relevant? Or is it a question of individual perception? Various approaches are valid. In terms of mobility behaviour, however, there is a clear difference between the working population and those who have retired. The AENEAS project therefore focused on those beyond retirement age. As this is not a definition often used in statistics, we used in parallel the age limit of 50 years. The proportion of retired people of this age is equal to the proportion of working people in European countries. In addition, there is a sharp increase in the number of people with locomotive disabilities at this age. A second line can be drawn at 75, since personal mobility constraints tend to become statistically more pronounced at this age. Based on these observations, the AENEAS project roughly divided its target group into “young old people”, that is, people between the ages of 50 and 75 who are still physically fit; and “older old people”, that is, people over the age of 75 or who suffer from severe mobility constraints.

General trends and challenges

The impacts of ageing societies and demographic change on urban transport and mobility have been much discussed in recent years, both in Europe and beyond. Most local authorities and transport providers are apparently aware of the challenges. However, many practitioners and decision mak-

ers still find it difficult to identify the most appropriate approach for their city or region, bearing in mind the heterogeneity of the target group “older people”. In some cases, decision makers and stakeholders still need to be convinced.

While there are slight differences between European countries, one thing is clear: the circumstances surrounding today’s ageing baby boomers are very different from those their parents faced:

- Older people are a heterogeneous and increasingly diverse target group. Their self-image is very different from that of their parents’, and older people today still have plans and aspirations. As the first migrant generations grow old, they also bring to the target group diverse ethnic and religious backgrounds.
- Today’s senior citizens are less familiar with alternatives to the private car. They gained their driving licence at the age of 18, and due to the economic prosperity of recent decades they had no need to return to “poor people’s transportation”, such as public transport, cycling or walking. Public transport in particular has an unfavourable image among this target group.
- Statistics show that car ownership and usage is growing among the elderly in Europe. This is particularly true among women. At the same time, young people are increasingly moving away from individual motorised transport.
- Life expectancy and overall levels of personal fitness are rising. Many older people today are still active and keen to make a positive contribution to society. They are therefore far more mobile than previous generations.
- Finally, these changes in society are accompanied by changes in urban patterns. Many people are now growing old in city suburbs, and while suburban life has always fostered car dependency, another challenge is emerging. Many of the smaller shops and services loc-

ated outside the inner city are either closing or moving to new out-of-town retail centres. Those without a car therefore have reduced access to goods and services.

We are therefore faced with apparently conflicting objectives. On the one hand, we want elderly citizens to remain mobile and independent for as long as possible. On the other, we are seeking to reduce car traffic in order to combat climate change, improve quality of life and make the transport system as a whole more affordable.

Aims: Working towards the “multi-mobile” older traveller

But are these two goals really so inconsistent? Is there really no way to promote both active ageing and green mobility? The AENEAS project claims there is! But in order to achieve these goals, it is essential to recognise what older people need and expect — that is, a transport system that older people can and want to use.

This leads to an extended definition of accessibility in mobility. Urban transport systems must offer the possibility of independent mobility and provide an accessible environment that is welcoming for everyone. Accessibility encompasses more than just physical access to transport services. It also means addressing the needs of people with sensory constraints (visual impairments, hearing problems), cognitive and psychological constraints (reduced and selective cognitive processes, lack of flexibility, higher sensitivity to stress, anxiety and mental health problems), delayed reactions and slower decision-making abilities, or simply insufficient knowledge or confidence to use particular means of transport. “Accessible” must therefore mean not only easy to *reach* but also easy to *use*. Accessibility also implies a basic level of confidence and safety when using transportation and therefore concerns not just older or disabled people, but all citizens.

The AENEAS project addressed older people’s mobility from the perspectives of both accessibility and mobility management. The aim is thus to promote alternatives to the car while at the same time adapting these alternative modes of transport to the needs and expectations of older travellers. This requires accessibility experts to adjust their focus, as sustainable transport will not win over older travellers simply because it is available. Promoting sustainable mobility among older people requires highly developed communication skills and a product that is both attractive and useful to the target group.

AENEAS considers ageing a process, not a condition. Older people wish to retain their level of mobility, even as their abilities change. The project aims to support the process of ageing in such a way that senior citizens have a

PASS HOLDERS: The Rhine-Ruhr region’s BärenTicket offers a winning combination of convenience and simplicity.

Photo: VRR AÖR

sufficient number of travel options to enable them to remain mobile for longer under changing (personal and framework) conditions.

In conclusion, the transport system of the future needs to take the following into account:

- It should enable older people to use alternatives to the private car, including walking, cycling, car sharing and public transport.
- Older citizens need to be motivated and encouraged to change their behaviour.
- Public transport companies and mobility providers need to become aware of the market potential in considering older people as a consumer group, and in addressing their wants and needs in terms of mobility and transportation.
- Health is a precondition for mobility. Those who travel actively (i.e. walk and cycle) tend to stay healthy and are less prone to lifestyle-related diseases.

If these conditions are met, our senior citizens will remain independent and continue going strong to a ripe old age.

AENEAS activities and partners

AENEAS applied “soft measures” that aimed to encourage and enable older people to use alternatives to the private car in five European cities. Such measures included various training events, individualised travel marketing and awareness-raising campaigns. The project also aimed to transfer knowledge to other cities, and to build links with stakeholders working on mobility in ageing societies across Europe and beyond. Dedicated workshops for practitioners were part of the working programme, and training materials can be found on the AENEAS website. Information is available in seven languages (English, Basque, Danish, French, German, Polish and Spanish), including a good practice database with case studies for free download at www.aeneas-project.eu.

The consortium included five European cities represented by their municipalities, public transport operators, and local organisations working in the field of older people and mobility:

- City of Donostia–San Sebastián (Spain)
- City of Kraków (Poland)
- City of Munich (Germany), with the local NGO Green City and the public transport operator MVG



- City of Odense (Denmark)
- Salzburg AG (Austria), the public transport operator, together with local NGO ZGB (Centre for Generations and Accessibility) (until June 2010)

In order to increase its European outreach, two networks participated in the project:

- AGE Platform Europe; and
- European Metropolitan Transport Authorities (EMTA).

The partnership was completed by two supporting organisations:

- The Regional Environmental Center for Central and Eastern Europe (REC) (dissemination); and
- Rupprecht Consult (project coordination).

About this document

This guide focuses on the implementation of soft measures in mobility and transportation that are aimed specifically at older people. It is addressed to practitioners who are planning to implement similar measures and who may have the following questions:

- What approaches would be right for us?
- What should we bear in mind when implementing such a scheme?
- How can we address older people appropriately?
- What are the main steps to be carried out?
- What are the costs and the timeframe?
- What are the benefits?
- Where can I get further information?

The guide is divided into two sections. The first provides some general background knowledge and key facts on mobility among older people and the AENEAS project. The second part comprises seven technical chapters, each of which contains a number of European examples of a comparable methodology. The technical chapters each follow a similar structure, addressing the questions above. Each chapter begins with an introduction to specific concepts and activities, and an explanation of the background, objectives and benefits. The next section focuses on the key actors, additional stakeholders and target groups for each measure. The programme phases are then described,

from the initial concept to planning and preparation, implementation and long-term operation. Costs and cost savings are then covered, and finally contacts and sources of further information are provided. Each chapter is illustrated with examples from European cities and regions, collected by the AENEAS team.

The advice and recommendations contained in this document are based on the sound, hands-on knowledge of practitioners from across Europe. First, the AENEAS team analysed the measures applied in the five AENEAS partner cities regarding transferability conditions. Second, site visits and structured interviews with practitioners



Policies as driving force (Odense)

The Danish city of Odense has two policies that directly address the mobility of older people.

The first, called the Senior Life Policy, aims to keep older people independent and healthy. The second, the Health Policy, seeks to make mobility for all

citizens healthier and greener by promoting active travel.

All AENEAS activities applied in Odense are based on these two policies, which address all modes with a focus on walking and cycling.

Sample programme**The KOLLA project (Gothenburg)**

In Sweden, a national action plan issued in 2000 aims to make all public transport accessible by 2010. This, and the increasing costs of door-to-door services, were the main drivers for launching the project.

The KOLLA project aims to improve physical accessibility and to encourage people who rely on special transportation services to use flexible bus lines (i.e. lines that operate in a defined area with no fixed stops and a certain flexibility in schedule allowing passengers to be picked up or dropped off close to where they live) and mainstream public transport. Its comprehensive approach combines hard measures with behavioural change, and its target groups are older people with mobility constraints and disabled people of all ages. Key elements of KOLLA include:

- an intelligent division between standard public transport, flexible lines and door-to-door services;
- improvements to the most heavily used stops,

and the scanning of and removal of obstacles from footpaths in a 200 m radius;

- information on accessibility for the disabled available on the Internet and real-time information at bus stops;
- a service at major interchanges to help passengers from one vehicle to another, since older people experience change as a stress factor;
- training for all public transport staff to raise awareness of the needs of older people;
- one-to-one training for senior citizens to help them use public transport more safely and confidently; and
- a broad communication campaign including direct mailings, test days, meetings and lectures, as well as a magazine for passengers with special needs.

were carried out in 10 European cities. This was complemented by further desk research. Every section of this document has been peer reviewed in order to ensure relevance and consistency.

This guide is addressed to all stakeholders planning activities in the field of mobility management and ageing societies, for example:

- (local) authorities;
- public transport operators and authorities;
- NGOs with a focus on the environment and sustainable mobility (e.g. walking and cycling organisations);
- associations working with older people and/or representing them;
- research organisations and consultancies; and
- organisations offering mobility services (e.g. car sharing, public bicycles, taxis, shopmobility etc.).

Older people as a target group for mobility management

An introduction to mobility management

The mobility management concept aims to promote sustainable transport and manage the demand for car use by

achieving a shift in travellers' attitudes and behaviour towards more sustainable transport modes. Mobility management makes use of soft measures such as marketing; information and communication; organising services; and coordinating the activities of different partners.

Mobility management takes into account the fact that traffic demand can be actively managed by changing behaviour. It addresses individual road users in order to convince them to make intelligent and energy-efficient transport choices. This does not usually require large financial investments and is therefore seen as a cost-effective alternative to increasing infrastructure capacity.

Mobility management is demand driven rather than supply oriented. This means that the building of new tram lines, new bicycle paths or new roads is considered complementary to mobility management.

The objective of mobility management is to reduce the negative effects of mobility (emissions) while at the same time increasing access to mobility.

Why is mobility management for older people necessary?

What connects older people and mobility management? A 2007 market survey carried out by MVV, the public transport association of Greater Munich, revealed big market potential among older people, particularly among the "young old" living in neighbourhoods outside the city centre but with good access to public transport. Many of

WAY TO GO: Munich residents participate in an orienteering game designed to promote walking.
Photo: Green City

Sample programme

Traveller training as a starting point for a comprehensive approach (Salzburg)

The public transport operator StadtBus, together with local NGO ZGB, which works with older people, jointly developed a comprehensive approach. Beginning with passenger training in 2004, the programme focuses on retaining older passengers (aged 75 and over) by addressing their safety and service needs. Key elements are:

- training to enable passengers (mainly older women) to travel safely and confidently;
- training to raise bus drivers' awareness of the needs of older people as paying customers;
- appointment of an ombudsperson to handle passenger complaints, questions and suggestions;
- ongoing communication with the target group via coffee parties, lectures and information stands;
- annual mobility day at the bus depot, including a small trade fair addressing all aspects of mobility for older people;
- marketing activities (e.g. brochures describing points of interest along the main trolleybus lines);
- guided walks in the city centre; and
- strong involvement of local media.

the interviewees stated that, while they could easily reach their usual destinations by public transport, they either never used it or only used it infrequently. The reasons they gave touched on issues of safety, security, user friendliness, service quality and image.

Two conclusions can be drawn. Firstly, the generation of 50 and above offers big market potential, and public transport in particular will have to learn to exploit it. With numbers in other age groups decreasing, and with fewer older customers, public transport providers could find themselves in difficulties if they fail to take action. Second, mobility providers and policy makers need to become aware of the needs and expectations of older people if they want older people to change their mobility behaviour and become their customers. As outlined above, it is not only a question of accessibility but of offering an attractive, easy-to-use urban transport system.

While mobility management has always been sensitive with respect to target groups, older people have scarcely been considered to date. There are various reasons for this. Firstly, until recent years the mobility behaviour of the upper quartile of the population was relatively sustainable and less car focused. Senior citizens were seen as “captive users” of public transport, or as pedestrians. Secondly, the changes made thus far have focused on the physical accessibility of public transport, addressed by introducing low-floor vehicles and other technical features to overcome barriers. This implies that older people have simply been put in a single category with physically impaired passengers. Thirdly, it has proved to be quite difficult to address this target group via marketing and awareness-raising activities. Everyone develops routines over their lifetime, becoming less open to trying new things and particularly

unresponsive to advertisements and new media. Producers of television commercials, for example, consider 49 as the upper age limit of their target groups.

Mobility management has more than one decade of successful application across Europe and beyond. It has proved to be an excellent means of raising awareness, providing skills and information, promoting alternative transport and influencing mobility behaviour towards greater sustainability, health and safety.

Factors triggering change

When applying mobility management, it is important to identify points or events in life that trigger change or make it more likely. For older people, these may include:

- retirement;
- becoming a grandparent;
- moving to smaller and/or better adapted accommodation;
- an illness or accident;
- the death of a partner;
- losing one's driving licence; or
- relationships with grandchildren.

Needs and expectations of older people

When working towards a change in behaviour, the wishes of the target group should be taken into account. Otherwise, measures risk affecting only those who have no alternative, rather than influencing the mobility behaviour of

ON TRACK: A UK cyclist gets road ready on the practice track. Photo: CTC



STAYING MOBILE

non-captive users. Older people generally want:

- an independent lifestyle;
- active and healthy ageing;
- participation in society;
- an easy-to-use transport system;
- comfortable journeys;
- safety and security;
- quality service;
- support when they need it; and
- not to be patronised or stereotyped.

Such needs and expectations cannot be met by changes in infrastructure, but require a response that includes mobility management and soft measures. In recent years, various approaches targeting older people have been developed across Europe, starting with training sessions on how to use public transport (e.g. in Thun and Salzburg) and bicycles (e.g. in the Netherlands and Munich). Details are provided in the seven chapters that follow, but in general all these successful pioneer schemes:

- consider older people as a relevant (customer) group;
- keep in mind the heterogeneity of the older population;
- involve organisations already working with older people in order to reach their target group;
- pay careful attention to communication; and
- do not refer to their target audience as “older people”.

Towards an integrated approach

While it is a good idea to start with a small, well-defined scheme when first targeting older people, you will soon recognise that there are overlapping needs and the overall impact of a piece-by-piece approach remains limited.

There are different issues to be tackled, and heterogeneous target groups to be addressed. It is also clear that not every senior citizen can participate in a comprehensive training scheme: the efforts required would simply be too great.

It is therefore necessary to work towards an integrated and balanced approach that matches overall (transport) policy targets to the needs and expectations of older people. An integrated policy must address all mobility modes according to their relevance for older people. The role of the private car and the implications of car use are often underestimated. At the same time, the potential of walking and cycling tends to be neglected, despite the generally positive attitude towards them among the target group, with walking still being the key to mobility. In terms of mobility services such as car sharing, older people are completely ignored as a potential customer group. Finally, it is crucial to integrate mobility concepts for older people into related sectoral policies, such as land-use planning, health and social policies.

The sample programmes from Munich, Salzburg and Gothenburg (see boxes) provide examples of modest but well-defined packages of measures that have been implemented with some success in several European cities.

Transferability

One of the main criteria when compiling this document was that the selected examples should be relevant for other cities and easily transferable. For ease of comparison, some of the main characteristics of the cities and example measures are shown here in table format, although readers should bear in mind that the framework conditions and aims will be very different in each city and for each stakeholder. More detailed information can be found in the individual chapters.

Sample programme

Individualised travel marketing as a connecting element (Munich)

The city of Munich does not have an integrated strategy on older people's mobility. However, the individualised travel marketing described in Chapter 6 functions as a connecting element or catalyst for different information, marketing and training-related activities (both new and existing).

Individualised travel marketing informs older people about how the various travel options can address their personal mobility needs and directs them to appropriate information sources and training offers, including:

- public transport training to enable senior citizens to use buses, trams and other public transport safely and confidently;
- training in using modern technology (smart phones, the Internet etc.) to obtain information about public transport, public bicycles and car sharing; and
- cycling training to improve the skills of older cyclists and to introduce them to specially adapted bikes such as tricycles and pedelecs.

Transferability: City characteristics

City/area	Population	Characteristics
Donostia–San Sebastián (Spain)	185,000	Hilly city, where walking is an important transport mode.
Kraków (Poland)	756,000	City under rapid development; public transport prevails while private car use is increasing rapidly.
Munich (Germany)	1,330,000	Growing city with focus on public transport and cycling; strong integration of land-use planning and mobility policies.
Odense (Denmark)	185,000	Cycling city with a focus on mobility management.
Salzburg (Austria)	148,000	Large trolleybus network; cycling city.
Almere (Netherlands)	188,000	Rapidly developing new town; spatial segregation of mobility modes.
Bochum (Germany)	376,000	Transition city in a polycentric, formerly industrial urban area with shrinking and ageing population; car-dominated transport system.
Colchester (UK)	104,000	Rapidly growing city.
Cologne (Germany)	998,000	Biggest city within a polycentric agglomeration; car-focused infrastructure.
Essen (Germany)	576,000	Transition city in a polycentric, formerly industrial urban area with shrinking and ageing population; car-dominated transport system.
Frankfurt (Germany)	672,000	Biggest city within a polycentric agglomeration; well-developed public transport system.
Gothenburg (Sweden)	513,000	Well-developed public transport system; good integration of mainstream public transport, flexible lines and special transport services.
Graz (Austria)	257,000	Recent activities related to public transport, cycling and mobility management.
Herford district (Germany)	250,000	Semi-rural area in a polycentric setting.
Manchester (UK)	464,000	Biggest city within a polycentric agglomeration; recent investments in public transport system.
Paris (France)	2,193,000	Very large public transport networks; increasing role of cycling (although not among older people).
Thun (Switzerland)	42,000	Public transport, cycling and walking all play a role; short journey distances due to relatively small size.
Zeeland Province (Netherlands)	382,000	Rural area with focus on tourism and agriculture; shrinking and ageing population; car-based transport system.
Zurich (Switzerland)	383,000	City with a long public transport tradition; non-motorised modes have received attention recently.

Transferability: Measure characteristics

Measure	City	Main aims and characteristics	Target group
CHAPTER 1			
Public transport training	Salzburg	Providing older people with training on using buses more safely and comfortably.	Older senior citizens
Public transport training	Thun	Multimodal mobility training (public transport, walking and cycling), including ticket purchasing, orientation, health and safety.	Older senior citizens
Public transport training	Essen	Training on safety, ticketing and security.	Older senior citizens
Public transport training	Munich and Salzburg	Providing training on using public transport more safely and comfortably.	Older senior citizens
Public transport training	Kraków	Training with a focus on ticketing machines and safety.	Older senior citizens
Public transport training	Donostia–San Sebastián	Providing older people with tips on how to use buses more safely and comfortably.	Older senior citizens
Public transport training	Manchester	One-to-one training.	Older senior citizens
CHAPTER 2			
Cycling training	Munich	Training covering safety and practical aspects; and testing of specialised bicycles.	Older people in general
Cycling training	Graz	Four-stage training on standard bicycles addressing aspects such as safety, maintenance and riding skills.	The young old
Cycling training	Colchester	Extensive training for those who have never cycled or who only have basic skills; focus on health.	The young old
Cycling training	Almere	Training as part of a public event; focus on riding skills and bicycle maintenance.	The young old
CHAPTER 3			
Older people as pedestrians	Zurich	Workshops on safe and comfortable walking.	Older senior citizens
Walking and safety	Donostia–San Sebastián	Workshops on safe and comfortable walking.	Older senior citizens
Walking tours	Odense	Group tours to promote walking.	The young old
Cycling trips	Odense	Group tours to promote cycling.	The young old
City map and neighbourhood walks	Munich	Creation of walking maps for three neighbourhoods featuring information important to older people; testing and improvement by the target group.	Older people in general
Mobility day	Salzburg	Large-scale event in a trade fair setting, providing information on mobility solutions with emphasis on public transport and walking.	Older senior citizens

Transferability: Measure characteristics (continued)

Measure	City	Main aims and characteristics	Target group
CHAPTER 4			
Bus driver training	Donostia–San Sebastián	Training to raise awareness of older people's needs and expectations.	Bus drivers
Bus driver training	Salzburg	Training to raise awareness of older people's needs and expectations.	Bus drivers
CHAPTER 5			
Raising awareness among children	Kraków	Playful programme for school pupils to raise their awareness of older people's needs.	School children
Assistants' programme	Kraków	Availability of service staff at a major public transport interchange to help older people change vehicle and to provide travel information.	Older senior citizens
Les compagnons du voyage	Paris	Service to accompany older people on public transport.	Older senior citizens
MobilityAgents	Herford district	Volunteers providing travel information in rural areas.	Older people in general
Customer support agents	Bochum	Service staff on trams to provide information and support and increase feelings of security.	Older people in general
CHAPTER 6			
Individualised travel marketing	Munich	Marketing campaign providing information and further advice on sustainable urban mobility, including different training offers.	The young old
CHAPTER 7			
Patenticket	Cologne	Public transport season ticket holders share tips and journeys with less experienced friends during a three-month trial period.	Older people in general
Public transport ambassadors	Zeeland	Experienced older public transport users encourage peers to use public transport by accompanying them on trial journeys and sharing knowledge in workshops.	Older senior citizens
Seniors train seniors	Frankfurt	Experienced older travellers organise workshops and share their knowledge with peers who are less familiar with public transport.	Older people in general

Project stages and timeline

While projects will vary in length, depending on content and local circumstances, they will all involve four broad stages, as outlined below. The aspects mentioned here apply to all the programmes presented in the individual chapters, where further details may be found. We have also included a series of questions and points to consider to help you in your planning.

- 1 Considering a new project:** Before making a commitment to carry out a project, you need to define the problem you wish to address and to determine whether or not your project is feasible.
- 2 Planning and preparation:** Once you have demonstrated that it is feasible to carry out your proposed project, you can make the commitment to implement it. The end of the planning and preparation stage is

Stages and timeline

Stage	Activity	Questions to ask yourself	Timing
1 Considering a new project	● Defining the problem or gap in service	<ul style="list-style-type: none"> ● What is the problem that needs to be solved? ● How can the problem best be addressed? 	Six weeks to three months
	● Looking at the existing policy	<ul style="list-style-type: none"> ● Does the idea fit with our organisation's mandate? ● Is there an existing policy that would be supported by our project idea? 	
	● Securing the necessary support	<ul style="list-style-type: none"> ● Do we have the support of key stakeholders? ● Whose support is essential to the success of this project? ● Do we have the necessary political support? ● Is there any opposition to the idea? 	
	● Approaching potential partners and stakeholders	<ul style="list-style-type: none"> ● What partners do we need to work with to make this project successful? ● Who has expertise in this area? 	
	● Ensuring sufficient funding	<ul style="list-style-type: none"> ● What are the potential sources of funding? ● Who might benefit from the positive results of our proposed programme activities? 	
2 Planning and preparation	● Team building	<ul style="list-style-type: none"> ● What skills are needed to implement the project successfully? ● Which partners would be respected and trusted by our target audience? 	Two to six months
	● Programme development	<ul style="list-style-type: none"> ● What is the programme's format (e.g. peer-to-peer; young people helping senior citizens; one-on-one assistance; workshop; event; campaign)? ● What would be the content of the programme? How long would it last? How often would it take place? Where would it be held? How many people would be involved? ● Do we have concrete goals? How do we define success? 	
	● Communication	<ul style="list-style-type: none"> ● Are all our partners up to date on the project planning? 	
	● Staff recruitment	<ul style="list-style-type: none"> ● What qualities and qualifications does a person need to do this job? ● Is the work appropriate for paid staff or volunteers? 	

the point at which you present your project to your target audience.

3 Implementation: When project activities are initially launched, it will be something of a guessing game as to how things are going to proceed. However, you will quickly be able to spot areas that need improvement and to predict and avoid possible problems.

4 Maintaining and developing: On completion of a pilot phase, or once the project has been running long enough for you to feel comfortable with it, you will probably receive some evaluation results and will be aware of what has been most effective and valuable. You may then start to ask yourself how you can keep the project going in the long term, and how you can build on it.

Stages and timeline (continued)

Stage	Activity	Questions to ask yourself	Timing
2 Planning and preparation (continued)	● Staff recruitment (continued)	<ul style="list-style-type: none"> ● Do we have the resources to supervise and support volunteers? ● What kind of staff training do we need to provide? 	Two to six months
	● Promotion	<ul style="list-style-type: none"> ● Who exactly is our target audience (age, gender, fitness level, transport mode)? ● What is the best way to reach them (posters, personal letter, face to face, website)? ● What message do we want to convey (health, safety, social, environmental)? 	
3 Implementation	● Ongoing promotion	<ul style="list-style-type: none"> ● Is our message getting to our target audience? ● Are the media aware of our programme? ● Do we have early success stories to share? 	Three to six months
	● Follow-up and adjustment	<ul style="list-style-type: none"> ● Is more staff training needed? ● Are activities taking longer (or shorter) than expected? ● Are there any danger spots we need to avoid? ● Is the venue appropriate? ● Are the activities fun and engaging? 	
4 Maintaining and developing	● Evaluation of results	<ul style="list-style-type: none"> ● Are there aspects we should remove, refocus, change or add? ● Are participants gaining what we hoped from the programme? Can this be demonstrated? 	N/A
	● Expansion	<ul style="list-style-type: none"> ● Can we offer new programmes to the same audience or the same programme to a new audience? ● Is there an obvious audience for the next step? 	
	● Funding	<ul style="list-style-type: none"> ● Is it possible for the programme to generate some income of its own? ● Is there any way to lower our current costs? ● Who stands to benefit from the success of the programme (apart from the individual participants) (e.g. health insurance providers, healthcare providers, road safety organisations)? ● Does the programme create cost benefits in other areas (e.g. reduction in vandalism and fewer fare dodgers on buses due to presence of support staff)? 	



MASTERING TECHNOLOGY:
Passengers learn how to use new
ticket vending machines in Kraków.
Picture: Senior na czasie

Encouraging travel by public transport

About this activity

Background

Travel training gives older passengers the confidence to make independent use of public transport. It introduces them to new technologies such as e-ticketing and less-known features such as prism buttons. The content of the training should be tailored to the needs of the trainees and can cover a range of aspects including accessibility, planning a trip, orientation at major stops, information sources, ticketing, safety and behaviour.

The majority of schemes focus on bus travel, since older people tend to have particular problems when entering or alighting from buses and moving inside the vehicles. Topics such as confidence, trip planning and ticket purchasing apply equally to buses, trams and trains.

The introduction of ticketing machines or e-ticketing, or a rise in the number of accidents involving older people using public transport are typical triggers for launching a public transport training scheme.

Benefits

Travel training can have a big impact on trainees' lives by enabling them to use public transport independently. Training schemes:

- encourage senior citizens to use public transport rather than a car and retain loyal public transport customers;
- help older people feel safer and more comfortable and confident using public transport;

- familiarise older passengers with innovations in public transport (e-ticketing, Internet travel information etc.);
- reduce accidents involving older people in public transport vehicles (in Salzburg, 64 percent of all accidents in buses and at stops were found to involve people over 65); and
- improve the image of the public transport operator.

People involved

Target audience

The principal target group comprises older people who do not know how to use public transport and/or do not feel safe. It is important that participants are still able to travel independently. The training should be open to all senior citizens, although it seems to appeal most to those aged 75 and over. Typically, more women than men take part in public transport training schemes.

Key partners

The core team, which works closely together to implement the training scheme, should be fairly small in order to be as effective and efficient as possible. Team composition will depend on the concrete aims of the training and the target group. Each project needs an initiator. This should be a person or an organisation that has the interest and possibility to drive the implementation process forward. Stakeholders in such a position could be public transport

“Many older people are nervous about our new ticket vending machines. We’ve found that very often they are not able to use the machines simply because nobody has ever shown them how.”

— Dariusz Niewiata, organiser of the Kraków public transport training

operators, associations, authorities, local authorities, politicians or interest groups. The core project team might include the following stakeholders:

- **Public transport operators and associations** may introduce the concept of a training scheme and provide funding and staff for planning and implementation. In many cases they make available vehicles and equipment for the training.
- **Local authorities or public transport authorities** can also act as initiators of the process and may provide funding and/or support for planning and implementation.
- **Interest groups (e.g. for older people)** can have a crucial role in initiating the process and lobbying for support from local operators and public authorities. In some cases they are sub-contracted to plan and carry

out a training session. They also have a key role in communicating with the target groups.

Other stakeholders

Depending on the target group and the aims of the training, a range of partners should be approached by the core project team:

- **Local politicians** may become “champions” that support a scheme with ongoing funding.
- **The media** should be involved to raise awareness of a scheme and to show its benefits.
- **Health services** may become important partners in working towards common goals (independence of trainees, reduced need for special transport services).

The content and format of a public transport training scheme

Aspects generally covered in public transport training for senior citizens:

- Using public transport safely, including getting support from drivers and other passengers.
- Planning a trip, buying tickets and travelling independently.
- Personal security. (This applies in bigger cities only and is best offered separately. It can include statistics on the actual risk of victimisation in public transport, avoiding danger, and tips in the event of aggressive behaviour.)

Safety training should cover:

- Keeping one's balance on a moving vehicle.
- Getting on and off.
- Entering a bus with a cane or walking frame.
- Door opening buttons (where they are and how they work).
- Getting a seat.

The ideal location for safety training is a stationary bus or tram with two or three trainers and a bus driver.

Trip planning and ticket purchasing training should cover:

- Finding information and planning a trip.
- Ticket options (and how to combine them).
- Purchasing a ticket (from a ticket machine or on the Internet).
- E-ticketing.
- Orientation at major interchanges.

The ideal location for such training would be a quiet public transport stop, inside a vehicle or in a dedicated room (equipped with ticketing machines, maps, schedules, ticket punchers etc.).

Training format:

- Each training session should last between two and three hours, involve groups of eight to 10 people, and be held in a quiet and protected environment. Accessibility and the availability of suitable toilet facilities are important aspects to consider.
- If the content does not fit into a single three-hour session, it can be divided into two sessions, either as a two-part course (e.g. safety on day one and trip planning on day two) or as two separate courses. Remember the importance of social contact and schedule in coffee breaks and a warm and personal welcome.
- Make time to listen to trainees' concerns (e.g. buses not stopping close enough to the pavement or high-floor buses). Be sure to respond to all questions, also explaining what bus drivers cannot do and why. Training sessions should include a practice journey with several changes, which should ideally end at a café to allow time for informal conversation.
- Giveaways such as network maps and timetables (ideally in large-print format) can be distributed at the end of the session, together with a brochure on public transport for older people. (It is well worth the effort of producing one.) Small gifts like this are greatly appreciated as a thoughtful detail.

- **Public authorities** at different levels (local, regional, national, EU) are important frame setters (e.g. by establishing legal requirements for accessibility) and may provide funding.

From idea to reality

Considering a new project

Decision makers' support and start-up funding: Managers of public transport companies and local politicians who are needed to provide support for the establishment of a training scheme often need to be convinced of its value. Our ageing society and the high number of older public transport users can be key arguments for making older people a priority group in a strategy for enhanced

accessibility and safety and for greater user orientation in public transport.

Planning and preparation

Dedicated initiators and close links to users: The initiator may be a public transport operator or an interest group for older people. As illustrated by the Salzburg example, close cooperation between the local transport operator and a local interest group in developing a training scheme can be very fruitful. Interest groups usually have close contacts with the community of older people and a

IN GOOD HANDS: An educational bus excursion in Salzburg. Photo: Salzburg AG



good understanding of older people's needs. The trainers need to have a high degree of empathy with older people. One member of the public transport operator's staff should be the "face" of the training scheme, that is, someone that older people can approach directly with their concerns. In the preparation phase it is crucial to get in touch with the older community via interest groups and associations of older people in order to collect user input.

Information material: The first marketing material to be developed should be an easy-to-read brochure containing in-

HOLD ON: Trainees in Essen learn the importance of holding on with both hands.

Photo: [www.lokomotiv.de/Thomas Willemsen](http://www.lokomotiv.de/Thomas_Willemsen)

formation for older people on safe bus use, fares and services for senior citizens. A brochure of this kind can be developed in just a few weeks. In Salzburg, more than 20,000 brochures have been distributed over the last five years.

Designing the training scheme: Experience shows that two sessions over two days with small groups at the

Sample programme

Travel information and electronic devices (Munich, Germany)

Internet and mobile devices can simplify trip planning or navigation during a journey. However, many older people, especially those over 80 but also many 60-year-olds, are not familiar with computers and smart phones. Along with the provision of better public transport services and information, older people benefit from catching up with modern media.

The Munich-based NGO Green City offers a special training course designed to teach senior citizens how to use new communications media. Each course comprises five 90-minute training

units, and participation is limited to 10 people in order to ensure a high level of individual support. The aim is to enable older people to use Internet travel information, mobile phones and ticketing machines in the context of energy-efficient travel.

Participants practise using websites for local and long-distance trip planning for a variety of transport modes, including public transport, car sharing and public bicycles. The training also covers ticket purchasing and explores the ecological impact of the different modes of transport.

Sample programme

One-to-one training scheme (Manchester, United Kingdom)

In order to give older people the confidence to use public transport for days out, shopping or appointments, the Manchester-based organisation Age Concern and the Greater Manchester Public Transport Executive (GMPTE) developed a one-to-one training scheme that is tailored to individual needs. The target group for this type of individualised training comprises older people with mobility constraints who face difficulties using public transport safely and confidently alone.

As a first step, the trainer carries out an assessment to identify the skills and abilities that the older person needs to successfully complete a journey. The training is then designed accordingly. The trainer accompanies the trainee until he or she is able to travel independently. Before making the first trip alone, the trainee takes a test ride, shadowed by the trainer who can assist if problems arise.

The trainers are volunteers who work regularly with older people (e.g. in old people's associations or health services). Age Concern offers a train-the-

trainer course to provide trainers with all necessary skills to train successfully. To date, approximately 30 volunteers have been trained to provide one-to-one training for older people.

Initial experience has been very positive as the following story illustrates. Peter, aged 83, was recovering from a back operation and could walk with the help of a cane. Referred to the programme by his physiotherapist, he wanted to travel into Manchester city centre as he used to but did not feel confident enough to go by himself.

Isobel, an Age Concern volunteer trainer, visited Peter to discuss the journey. She helped him identify a bus suited to his special mobility needs and she walked with him from his home to the bus stop to identify and reduce any potential safety problems. After four travel training sessions, Peter and Isobel agreed he was ready to do a shadowed journey. Peter managed this and he is once again using public transport independently and safely.



Sample programme

Travel training in Donostia, Kraków and Munich

The three cities launched travel training activities within the AENEAS project based on exchanges of experience with Salzburg and each other. In all three cities, the local public transport company, local NGOs and the municipality collaborate, but each city developed a tailor-made approach suited to the local needs.

In Kraków, the need for training was prompted by the introduction of ticket vending machines and on-board ticketing machines, which older people were not able to cope with. The training also included a safety component. Part of the training takes place in a tram (the most common mode of public transport in Kraków), and meeting rooms at the premises of the public transport operator are used for the other

sessions. The entire training takes about two hours.

In Donostia–San Sebastián, the focus is on safety and on understanding timetables, and the scheme is complemented by a training for bus drivers (see page 51).

In Munich, a two-day training session was developed that includes safety and physical exercises on the first day and an actual training trip on the second day. Senior citizens' centres cooperate in the implementation, and some participants register via individualised travel marketing (see page 69).

After initial reluctance, the initiators of the scheme have experienced growing interest over the course of the project on the part of involved stakeholders, particularly public transport companies.



“Focus group meetings are very valuable. They can indicate whether preparations and planning are going in the right direction. They help us ensure that what we are offering is relevant and needed.”

— Tomasz Zwoliński, organiser of the Kraków public transport training

bus depot provide sufficient time to address the relevant training topics in a relaxed atmosphere. A bus or tram with a driver is needed and an easily accessible room where the group can meet.

Start small and expand later: Training activities can start with a few courses. Experience and user feedback from these events will be helpful in further fine-tuning and expanding the training scheme step by step if desired. This may include courses for older people with special needs (e.g. wheelchair users).

Implementation

The implementation phase covers the time from the first training course until the scheme is firmly established.

Communication and PR: Older people should be made aware of the training through tailored communication channels. These can include newspapers or the newsletters of old people’s associations. Ideally, there should be an opportunity for personal communication, for example at a marketplace stand, where older people can ask questions. Attending meetings of old people’s associations is another way of raising interest in the training. Communication is vital, since it is not always easy to work with older people.

GOING UNDERGROUND: Trainees get oriented in the Munich metro. Photo: Green City

Registration for training: Older people should have the opportunity to register for a training course by phone. They should then receive written confirmation with all the relevant information. A useful model is the Salzburg approach, described in this chapter, which has been tested and refined over several years.

Bus driver training: Bus drivers need to be made aware of the needs of older people and should practice skills such as driving safely and stopping close enough to the curb to make (low-floor) buses easily accessible. Further information on driver training can be found on page 51.

Media involvement: Local newspapers or television stations can be asked to report on training schemes and their benefits, which can help in obtaining the support of decision makers.

Maintaining and developing

Evaluation and continued support: Not all travel training schemes are evaluated, but it is advisable to carry out at least a simple evaluation via a questionnaire. This can help you determine the effectiveness of the training, fine tune your approach and justify continued support from decision makers and funding bodies.

Possible extension and complementary elements: Training schemes usually start small and, by building on experience, can be expanded in terms of number of trainees or activities. A wide range of complementary activities can be included, aimed at the same target group. The public

Sample programme

Interest group and operator team up in travel training (Salzburg, Austria)

Key stakeholders in the training were the public transport operator StadtBus and the NGO ZGB (Centre for Generations and Accessibility), who cooperate closely on the travel training activities. As part of Salzburg AG, the operator of urban public transport services, StadtBus provides innovative services for older passengers. Its activities cover training (for both passengers and drivers), public relations, marketing and information. Communication issues are addressed via an ombudswoman, and the lively dialogue between the operator and older citizens ensures a high level of stakeholder involvement.

ZGB is responding to the coming demographic changes by offering innovative seminars and consulting services on — among other things — mobility for senior citizens. ZGB works closely with Salzburg AG in addressing older people’s transport needs and in setting up and carrying out training activities.

To share their training experience focusing on older passengers, Salzburg AG and ZGB developed a “toolkit” for public transport companies wishing to carry out similar training. Kits contain a handbook (available in German and English) and two 25-minute films.

transport operator and the Centre for Generations and Accessibility in Salzburg, for example, organise a mobility day for older people that takes the form of an exhibition of mobility-related services and products for older people, helping them get in touch with the target group.

Work on more accessible public transport in general: Travel training can help to enhance the accessibility of public transport, but it should go hand in hand with a more accessible public transport system in general (in terms of infrastructure, information etc.), ideally via an integrated accessibility strategy.

Costs and cost savings

Travel training is relatively inexpensive, compared, for example, to infrastructure measures.

Start-up costs

- **Development costs:** Sufficient resources must be allocated for this stage, as it takes time to build a network, develop a training concept and advertise a scheme.
- **Marketing materials:** These can range from a simple brochure to a series of training materials. However, the cost of producing such publications should be weighed against the potential cost savings and additional revenue from new customers.

BACK TO SCHOOL: A theoretical session in Donostia–San Sebastián draws a packed room.
Photo: Ayuntamiento de Donostia–San Sebastián Udala

Ongoing costs

- **Staff time:** Personnel costs will depend on the kind of scheme implemented. Individual training schemes require more time, while travel training for small groups can be carried out relatively time efficiently (for example by permanent part-time staff of the operator or by a sub-contracted NGO).
- **Catering and giveaways:** Coffee and cake or a light lunch are greatly appreciated by participants. Giveaways such as pens or shopping bags can also raise the profile of the training course.

Possible cost savings

While training schemes do not generally generate direct income, it is important to balance the costs against the additional revenue from new customers; increased use by existing customers; and potential cost savings from the reduced need for special transport services. Older people form an important target group: in Salzburg, for example, around one in every three passengers is a senior citizen.

“Appreciation for the workshop, expressed in the questionnaires and in many spontaneous reactions during the course, confirms the need for more of this type of practical training in the future.”

— Dariusz Niewiata, organiser of the Kraków public transport training

Sample programme

Get mobile and stay mobile (Thun, Switzerland)

Since its launch in 1999, the goal of Rundum Mobil has been to strengthen older people’s independence through an integrated mobility training package. It was felt that training in one aspect of mobility was not sufficient to enable older people to travel autonomously and that health, walking, cycling, using ticketing machines and taking the bus and train are complementary topics.

The courses are currently offered throughout Switzerland via a kind of franchising system, in bigger cities by local teams, and in smaller municipalities with the help of local specialists in the field of mobility.

The training comprises four modules:

- 1 Getting mobile with public transport
- 2 Walking, traffic safety and health
- 3 Safe cycling
- 4 Driving and cycling

Each course lasts approximately three hours and courses can be combined or shortened where necessary. The courses were initially longer, but based on evaluations and feedback, Rundum Mobil realised that shorter sessions would be more effective.



Sample programme

Bus passenger training scheme (Essen, Germany)

EVAG, the public transport operator in Essen, operates a small unit dedicated to mobility training. In response to demographic changes, the company has been targeting older people since 2006. The aim of this initiative is to increase customer loyalty and to respond to needs in relation to safety, security and service.

EVAG picks up participants (between 15 and 20 persons per course) by bus in the city centre. The three-hour session is divided into two parts: a presentation on safety and security, ticket purchasing

and trip planning; and practical travel training at the bus depot.

The highlight of each session is a simulated emergency braking using a dummy. This demonstration is a dramatic illustration of the importance of sitting safely. Since the bus is going slowly and participants are advised how to sit, they are in no danger.

In response to participants' questions, and with the forthcoming introduction of e-ticketing, there are plans to cover tickets, tariffs, trip planning and ticketing machines in greater detail in future trainings.

“[Through the project] the public transport provider was able to gain valuable information about mobility behaviour in an important and growing target group.”

— Florian Paul, MVG Munich

Further information

Project contacts

Bus training (Essen, Germany) ● Essen Public Transport Company (EVAG) ● Ms Gertrud Lüttkenhorst
Tel: +49 172 82 60 497

E-mail: g.luettkenhorst@evag.de

Web: www.evag.de/evagfuersenioren.html (German)

Electronic travel information and public transport training (Munich, Germany) ● Green City e.V.

Mr Andreas Schuster ● Tel: +49 89 89 06 68 33

E-mail: andreas.schuster@greencity.de

Web: www.greencity.de → Projekte (German)

Project case study: www.aeneas-project.eu → case studies → search “electronic travel information Munich” (English)

Multimodal travel training (Switzerland)

Rundum Mobil GmbH ● Ms Andrea de Meuron

Tel: +41 33 334 00 24

E-mail: a.demeuron@rundum-mobil.ch

Web: www.mobilsein-mobilbleiben.ch
German and French)

One-to-one travel training (Manchester, United Kingdom) ● Greater Manchester Public Transport Authority ● Mr Stuart Murray

Tel: +44 161 244 1730 ● stuart.murray@gmpte.gov.uk

Age Concern Manchester ● Ms Julie Hussey

Tel: +44 161 223 6062

julie.hussey@silverservice.org.uk

Web: www.silverservice.org.uk (English)

Public transport training (Donostia–San Sebastián, Spain) ● City of Donostia–San Sebastián

Mr Andrés Martínez ● Tel: +34 943 48 28 09

E-mail: Andres_Martinez@donostia.org

Project case study: www.aeneas-project.eu → case studies → search “Donostia public transport training” (English)

Public transport training (Kraków, Poland)

City of Kraków ● Mr Dariusz Niewiła

Tel: +48 12 616 87 80

E-mail: dariusz.niewitala@um.krakow.pl

Project description: www.aeneasproject.eu → Kraków → measure 3 (English and Polish)

Public transport training (Munich, Germany)

Munich Public Transport Company (MVG)

Mr Florian Paul ● Tel: +49 89 21 91 24 50

E-mail: paul.florian@swm.de

Travel training for older passengers (Salzburg, Austria)

● StadtBus Salzburg ● Ms Angelika Gasteiner

Tel: +43 662 44 80 61 10

E-mail: angelika.gasteiner@salzburg-ag.at

Web: www.salzburg-ag.at → search “Senioren” (German)

Project description: www.aeneas-project.eu → Salzburg → measure 2 (English)

Passenger Training Manual: www.aeneas-project.eu → download (English and German)

Public transport training (Kraków, Poland)

City of Kraków ● Mr Dariusz Niewiła

Tel: +48 12 616 87 80

E-mail: dariusz.niewitala@um.krakow.pl

Project description: www.aeneasproject.eu → Kraków → measure 3 (English and Polish)

Further reading

Older passengers: It’s all about communication.

Report on the Salzburg workshop – AENEAS (2010):

Retrieved from www.aeneas-project.eu → download → Salzburg, November 2010 training report

Be Safe by Bus: Practical training for older passengers

– AENEAS (2010): Retrieved from: www.aeneas-pro

AT THEIR PEAK: Bus training in Switzerland.

Photo: Swiss Traffic Association (VCS)/Suzanne Troxler

ject.eu → download → manual for passenger training
(English and German)

**Improving Connectivity and Mobility Access /
amobilife training lab:**

[www.learningpool.com/moodle_front/amobilifetrainin
glab/](http://www.learningpool.com/moodle_front/amobilifetrainin
glab/) (English, requires registration)

**Improving Connectivity and Mobility Access /
amobilife solutions database:** [www.icma-
mobilife.eu/solutions-new/](http://www.icma-
mobilife.eu/solutions-new/)

**NICHES+ sources on travel training in public
transport:** Accessible via www.niches-transport.org →
innovative concepts (English)

**NICHES+ sources on travel training in public
transport:** Accessible via <http://niches-transport.org/index.php?id=216>.

*This chapter is based on the Guidelines for Implementers of
Travel Training for Public Transport, developed by Sebastian
Bührmann (Rupprecht Consult) for the NICHES+ project.*





ON COURSE: A participant in a Graz cycling class runs through the paces.
Photo: Verein für Familien- & Gesundheitsmanagement

Encouraging bicycling

About this activity

Statistics from various countries indicate that, from the age of 75 on average, people who previously cycled regularly begin to cycle less due to safety concerns or lack of physical fitness. In some European countries, there was no cycling culture when today's senior citizens were young.

Many senior citizens would like to cycle to increase their personal mobility and to improve their health through outdoor exercise. Several studies across Europe have confirmed the health benefits of cycling regularly, while an age-specific analysis showed that the relative benefits of cycling are greatest in the older age categories. While cycling obviously depends on physical ability, older people can be trained to help keep them cycling for longer, and cycling itself contributes to maintaining good health.

Benefits

Cycling training schemes (re)introduce members of the older generation to the pleasures of cycling. Specifically:

- Training sessions increase older citizens' cycling confidence and contribute to safer cycling by educating on traffic rules, appropriate clothing and riding skills.
- Cycling schemes create opportunities for group activities, helping to prevent isolation and loneliness.
- Cycling offers seniors greater flexibility and independence and is an enjoyable way to get around.
- Regular cycling contributes to better health, even among those with chronic illnesses.
- Seniors who do not think they can cycle can be introduced to the range of specially adapted bikes (tricycles, e-bikes, etc.) now available.
- A Cycling England study revealed that the economic benefits of getting more people onto their bikes are approximately EUR 270 per year per cyclist (for those aged between 45 and 64).

People involved

Target audience

The selection of the target group deserves particular attention, since "older people" are a very heterogeneous group. The following target groups may be considered:

- older people who are still active but who have problems using standard bicycles;
- senior citizens who still use their own bicycles but who would like to refresh their skills and who probably feel challenged by today's traffic;
- adults between the ages of 50 and 70 who suffer from chronic illnesses and have low levels of physical activity; and
- older people who never learned to ride a bike but who would like to learn now. These should be people at the lower age limit who are still fully fit both physically and mentally.

While your training scheme might be offered to many target groups of senior citizens, you may soon realise that only a small segment sign up, while others are missing. It can be useful to check back to the originally intended target groups and objectives from time to time in order to avoid omissions.

Key partners

The initiative for a cycling training scheme for older people usually comes from an NGO or the municipality. An NGO or a specialised organisation is typically in charge of implementing the scheme. However they are organised, the most successful schemes are those in which there is close cooperation between the operator and the political authorities.

The organising team generally includes cycling or environmental organisations or agencies specialising in sports and health issues. Those in charge of the training activities should also have experience working with older people.



The content and format of a cycling training scheme

It is helpful to structure cycling schemes into different modules, each led by experts on the specific topic.

Modules may include:

- Traffic rules and road safety (and possibly helmet use and clothing) with the local police.
- Which bicycle is right for me? An opportunity to try out specialised bicycles.
- Tips and hints for cycle maintenance and adjusting your bike.
- Practice the basics: Getting on and off, starting, braking, cornering etc.
- Fitness tips from a physiotherapist.
- A group bicycle ride.
- Sharing experiences with other older cyclists (over coffee).

These modules can be combined and/or some of them omitted depending on the training objectives and the skills and experience of the participants, although older people tend to appreciate a mix of elements. When the Munich-based NGO Green City began to focus on practical aspects (e.g. testing specialised bicycles), participants asked for a greater focus on theory (e.g. with police and physiotherapists).

Group size may range between eight and 15 people. In a smaller group, of course, participants receive more personal attention but fewer people can be reached in one go. If a particular topic is addressed in detail it is best to stick with one module at a time to avoid information overload. Sessions should be limited to four or five hours per day.

TOP MARKS: Graduates of a training programme in Manchester (UK) collect their completion certificates.
Photo: CTC

“Police officers are very important to the target group. If the police participate in the programme, people trust that it will be good.” (Munich cycling training)

Other stakeholders

- **Social centres and community centres** offer sports and cultural programmes to neighbourhood residents. In Munich, senior citizens’ centres promote the training sessions at neighbourhood level, are in charge of registration, and provide a venue for the teaching modules.
- **Local cycling clubs** can assist, or play a key role, in implementation and can advertise the scheme among their members.
- **Health services and insurance providers** are interested in keeping their clients fit and mobile. In the English scheme organised by the national cyclists’ organisation CTC, the health service refers older adults with lifestyle-related health problems to the cycling courses. In Munich, a health insurance provider partly sponsors the training activities.
- **Bicycle retailers, rental companies and manufacturers** may provide the training course with bicycles. In Munich, a wide range of specialised bicycles is offered for testing. In Graz, a regional **electricity provider** makes available pedelecs (bicycles assisted with electric motors).
- It is advisable to cooperate with the **local police** on safety and traffic issues as the police have specialist knowledge on accidents involving older cyclists. Cooperation with the local police will also raise the profile of the scheme and improve its acceptance among older people.
- In Graz and Munich, **sport scientists and physiotherapists** participate in the training sessions, providing practical advice and demonstrating simple exercises to help older people to keep fit. This part of the training is greatly appreciated by participants.
- In Graz, a **bicycle mechanic** passes on tips on bicycle maintenance.
- The **local media** play a key role in reaching the target group. Older people are often loyal readers of free weekly newspapers and daily newspapers, and a regular audience for local radio and television stations. In Graz, the local newspaper is directly involved in the trainings by managing advertising and registration.
- It is important to front the campaign with a **well-known public figure**. This may be a politician or a celebrity, or even a widely recognised senior citizen, such as Gunda Krauss, who cycled across Germany despite her hip problems.

“I was a complete beginner at the age of 61. I just never had the opportunity to ride a bike as a child.”

— Cathy, CTC cycling training participant

Sample programme

Cycling safely into old age (Munich, Germany)

Supported by the municipality, the Munich environmental NGO Green City developed a cycling training for older people in 2006. The main goal of the courses is to get older people to enjoy everyday cycling. The scheme is implemented in cooperation with the local police and a physiotherapist, and senior citizens’ centres help to promote the programme and provide the venues.

Training sessions begin with an introduction by the police on road safety issues. A physiotherapist discusses age-related health issues and demonstrates simple exercises to help participants keep fit for

cycling. Finally, participants can test bicycles that are specially adapted to the needs of older people (and, ideally, overcome their possible prejudices against “old people’s bikes”).

The training sessions last for about three hours, with 10 to 15 participants at each, and are offered throughout the summer in various neighbourhoods. The German cyclists’ association also offers training on conventional two-wheeled bikes to adults between the ages of 30 and 60 who have never learned to ride.

From idea to reality

Considering a new project

- **Ensure the support of decision makers:** While in principle it is possible to set up a cycling training scheme without strong support, it is also true that the backing of politicians and decision makers will make your life easier. It will also help you to obtain public funding or third-party sponsorship.
- **Involve multipliers and stakeholders, and build on existing networks:** There are many initiatives to help older people and to promote active mobility. Individual organisers could benefit from exchanging experiences and connecting networks, but they are not always aware of the existence of the other initiatives. Stakeholders may offer their services, premises and facilities for the cycling training scheme. It is advisable to include the local police, although officers should be briefed to avoid focusing too much on accidents, which can scare participants.

Planning and preparation

- **Build a dedicated team:** You will need a committed and friendly team made up of the key supporters mentioned

FULL SPEED AHEAD: Seventy-year-old Gunda Krauss took a 1,250 km journey with a pedelec tricycle.
Photo: Green City

above so that the appropriate skills and knowledge are represented. Trainers of older people need a lot of patience.

- **Set a realistic timeframe:** Training events should be timed to coincide with the start of the cycling season, that is, between March and May, when people are thinking about cycling (again) and newspapers are likely to dedicate articles to the topic. Planning for a first cycling scheme should start more than a year before the initial event takes place. You will need time to build a network, find a good venue, develop a training approach and materials etc. If your preparations are hampered by delays, you might end up with the first event scheduled for autumn, which will have less impact. However, if you are planning a special winter cycling course, such as the one offered in Odense, November is the right month. It is also advisable to avoid the hottest summer months as older people are not comfortable undertaking physical

“It is very important to encourage older people to stay mobile in this fast-moving civilisation. Your courses made me fit and gave me the will to go on a very big tricycle tour!”

— Gunda Krauss, aged 70, cycled 1,250 km from Munich to the Baltic Sea coast on her pedelec tricycle

Sample programme

Senior Cycling Information Day (Fietsersbond, the Netherlands)

De Fietsersbond (The Cyclists' Union) in the Netherlands has developed the “Safe and Healthy by Bike” bicycle information day for older people. The programme includes:

- Welcome by the mayor or councillor (referring to the importance of cycling and traffic safety policies).
- An interactive session during which participants demonstrate their traffic safety knowledge.
- A bike check by a bicycle mechanic (brakes, reflectors, lights, saddle height).
- Check-ups for sight, hearing and response time.
- A discussion with a police officer about danger

spots, as well as possible improvements and alternative routes or times of day.

- Physical exercises to practise balance and improve response times.
- Skills practice in a protected area (starting and stopping; slalom steering; looking round and signalling; and riding in a straight line for 5 m on a 15-cm-wide path).
- A cycle ride through the town, practising skills and safety instructions.

Evaluations indicate that most participants enjoy the programme, learn useful skills, and feel safer on their bicycles. Several participant groups have even started up cycling clubs to organise half-day tours.





STAYING MOBILE

Sample programme

Mobile and safe in old age: Cycling for all stages of life (Graz, Austria)

In autumn 2009, the city of Graz and the Association for Family and Health Management launched an initiative to promote safe cycling among the older generation. The training scheme aims to improve mobility and to contribute to better health and fitness among those aged 50 and above. Training groups comprise 20 to 30 participants who usually bring their own bikes. Most participants still use standard bicycles.

The scheme includes four modules (plus one optional module) taught during one day:

- 1 Traffic theory, rules of the road and safety tips with the local police.
- 2 The bicycle itself: how to select the right bicycle and carry out simple repairs.
- 3 Practising standard skills, such as getting on and off, braking and turning.
- 4 Learning about and practising fitness, balance and coordination.
- 5 Optional cycling trip in the framework of "Cityradeln", an event to promote cycling in the city.

The initiative is implemented in close cooperation with the local newspaper in order to generate publicity. Other partners are a regional energy provider and a bicycle retailer.

"Reaching the target group is an easy task via senior citizens' centres. They can advertise events very effectively by word of mouth. Potential participants trust the staff there, so they're an important multiplier."

— Andreas Schuster, Green City, Munich

activities at 35°C and hot temperatures will increase the likelihood of health problems.

- **Be aware of user needs:** Your training scheme should focus on what (potential) older cyclists really need. You could, for example, organise a roundtable or informal meeting with older people to discuss major issues directly. Before going public, you should arrange a **pilot training** in order to test your approach.
- **Design your training scheme:** It is advisable to begin with a simple but carefully thought out approach, which can be added to at a later stage. Older people appreciate a combination of theory and practice. A training session should not last longer than four or five hours. People tend to become less receptive after half a day and may also have other things to do. If you are planning a more intensive scheme, sessions should take place on different days. However, experience has shown that such schemes are only necessary if your target group has no, or only very basic, cycling skills. Those who are still active cyclists or who have stopped cycling only recently usually prefer shorter courses.

KNOW YOUR BIKE: A trainee in Graz gets a feel for his vehicle. Photo: Verein für Familien- & Gesundheitsmanagement

- **Information material:** You do not need to produce a lot of material, but there should be an easy-to-follow leaflet or brochure and/or a poster. The brochure should include information on safe and enjoyable cycling.

Implementation

- **Reaching potential participants:** Local sports clubs, leisure centres and newspapers can be important multipliers by offering the cycling training scheme as a special service to their customers or members. In some cases, these stakeholders also manage the registration process or provide venues.
- **Registration:** Some trainings are open to the general public and no registration is required. While this makes the trainings easier to organise, and while some people may join in spontaneously, some people might be too nervous to participate.
- **Venue and facilities:** Depending on the programme, you will need a room for the presentations and the theoretical sessions, plus an equipped training area. If you are including an exercise session with a physiotherapist, this may require an extra room. Ideally, you should also have an indoor training area for the practical sessions, which can be used in bad weather. All the rooms should

be close together and there should be toilets available nearby. The venue should be quiet and secure so that participants can hear instructions easily and practise on the bicycles without risk of falling. The venue should be easily accessible. In larger cities, it is advisable to offer trainings in different neighbourhoods.

- **Group size:** There should be between 10 and 15 participants per group, although smaller groups are recommended for more intensive work on individual riding skills. There should be approximately one trainer for five to seven trainees, and a minimum of two trainers per session. In bigger cities, it is advisable to offer the scheme in different neighbourhoods so that more people can be reached and group sizes remain reasonable.
- **Types of bicycles:** Training days provide a good opportunity to familiarise older people with specialised bicycles. Many older people are not aware of the variety of human-powered vehicles available on the market, or simply find them odd. It is recommended to involve bicycle retailers who can explain the characteristics and usage of the different bicycles. However, you should avoid letting your training day take on the character of a sales event, so clear agreements are necessary.
- **Breaks and catering:** There should be a break every 90 or 120 minutes. Older people will appreciate it if the programme is not overloaded and if there is time to chat over coffee and cake.

Maintenance and development

- **Evaluation:** It is important to collect feedback from participants, if possible on two occasions (directly after the training and six months later). You should document the success of your scheme and show how many people have been trained, what positive impact this has

HAPPY TRAILS: Cycling is not only healthy and environmentally friendly, it's fun. Photo: CTC

had on their mobility and quality of life, and (if possible) what costs have been saved for society. An impact assessment might also help to further fine tune the programme.

- **Spread the word:** After successfully establishing your scheme you should advertise it in the local media. This will keep up interest and might help to secure the support of decision makers.
- **Ensure long-term support:** Many schemes receive start-up or pilot funding but are at risk once this funding runs out. It is important to convince decision makers (e.g. by positive evaluations) and to identify additional funding. Once a scheme has been established, less effort is required and costs are usually lower. Partners and sponsors can also contribute to keep the costs low.
- **Extension and complementary elements:** Once a programme is well established, you may consider organising complementary activities, such as group bicycle rides, or even creating a modified version of the programme in order to better respond to the different needs of the target group.

Costs and cost savings

Start-up costs

- **Programme development (staff):** Sufficient time and staff budget should be reserved to develop a concept and prepare the scheme (including announcement, registration process, materials etc.).
- **Marketing and training materials:** In most cases, a simple brochure is sufficient. You may also think of

Sample programme

CTC Cycle Champions (England)

Great Britain has relatively low cycle use along with poor public health. A Cycling England study has shown that the economic benefits of getting more people cycling are particularly high among people aged between 45 and 64, at approximately EUR 270 per person per year. However, many adults lose their cycling skills as they become older. To address this situation, the British cycling charity CTC has developed a scheme aimed at encouraging physical activity among older adults who suffer from lifestyle-related health complaints.

The CTC Cycle Champions campaign covers 13 towns in England with a focus on areas with high

levels of deprivation. The participants are usually between 50 and 65 years old. Some are referred to the training by their doctors, and others are recruited via local multipliers such as football clubs. Other stakeholders include older people's charities, such as Age Concern.

The course programme is very intensive and lasts eight weeks. Since some of the participants have never learned to ride a bike, the course starts with basic bike handling skills and then builds up to longer rides. It is important to start with the basics and improve skills and confidence step by step. Certificates are a good incentive.



STAYING MOBILE



preparing a guidance booklet for older cyclists, as well as leaflets and posters. Announcements in local newspapers are cost effective since they have a large readership among older people.

Ongoing costs

- **Programme coordination and implementation (staff):** Once the scheme is running, staff will have few tasks. However, a training session cannot be run by a single person. Depending on the topics covered, the abilities of the participants and the size of the group, there should be three or four trainers present. The additional trainers do not necessarily need to be employed full time but can even be hired just for the training days. Further resources are needed for preparation/follow-up, registration and PR/communication.
- **Rooms and equipment:** If you do not have access to an appropriate venue you will need to rent rooms for the teaching sessions as well as an indoor/outdoor training area. Special equipment will also be needed for the training area (e.g. traffic signs, traffic cones etc.).
- **Bicycles:** Some participants may not have their own bicycle, or you may want to encourage them to try out specialised bicycles. You can cooperate with retailers or manufacturers, although retailers will probably cover at least the shipping costs.
- **Expert fees:** It is advisable to involve experts on specific topics, such as a physiotherapist.

- **Catering:** A simple lunch or coffee and cake will not cost much but will be greatly appreciated by participants.

Possible cost savings

- Since it is difficult to generate income from cycling training schemes, you will need to apply for public funding. Most of the cycling schemes analysed in this document are free of charge for participants (only one of them requested a participation fee of EUR 10).
- It is highly recommended to identify partners who can help keep your costs low. You must have good facilities for the theoretical session and a well-equipped training area. Some municipalities and police have such facilities at their disposal.
- Bicycle retailers and manufacturers may offer you test bicycles for free, which is particularly valuable if you want to provide an opportunity for participants to try out specialised bikes.
- In Graz, the scheme organisers work in cooperation with the local newspaper, which is responsible for announcing the scheme and managing the registration process.
- Health insurance providers may be interested in sponsoring your scheme and in helping you to cover at least part of the costs.
- You might also identify volunteers to support the core team in the implementation of the training and to take over certain tasks.

DESK WORK: Cycling training should also include a theoretical component covering road rules, safety tips and equipment. Photo: Verein für Familien- & Gesundheitsmanagement

Further information

Project contacts

Bicycle Information Days (The Netherlands)
Fietsersbond ● Mr Mario Kramer ● Tel: +31 36 521 61 73 ● E-mail: mgkramer@almere.nl

Project presentation: www.aeneas-project.eu → download → Odense, June 2010 workshop presentations → training for safe cycling (English)

Cycling for Health (England) ● CTC
Mr Steven Bailey ● Tel +44 844 736 8450
E-mail: steven.bailey@ctc.org.uk

Project presentation: www.aeneas-project.eu → download → Odense, June 2010 workshop presentations → activating older people (English)

Four-stage cycling training (Graz, Austria)
Familien- & Gesundheitsmanagement
Mr Arne Öhlnknecht & Mr Jürgen Pucher
Tel +43 676 82 14 16 55
E-mail: office@familienmanagement.at

Web: www.familienmanagement.at

Project description: www.diesportwissenschaftler.eu/Seniorenrad.pdf (German) or www.graz.at → search “Senioren Rad” (German)

“Radeln im Alter – aber sicher” cycling training for older people with a focus on specialised bicycles (Munich, Germany) ● Green City e.V.
Mr Andreas Schuster ● Tel +49 89 89 06 68 33
E-mail: andreas.schuster@greencity.de

Web: www.greencity.de → Projekte (German)

Project case study: www.aeneas-project.eu → case studies → search “Munich Internet courses” (English)

Further reading

A physically active life through everyday transport with a special focus on children and older people – World Health Organization, Regional Office for Europe (2002): Retrieved from: www.euro.who.int → search “physical activity through everyday transport” (English)

Cycling and Health in an Ageing Society. Report on the Odense workshop – AENEAS (2010): Retrieved from www.aeneas-project.eu → download → Odense, June 2010 training report (English)

Cycling and health: What’s the evidence? – N. Cavill and A. Davis (2007): Cycling England. Retrieved from: www.dft.gov.uk/cyclingengland → health and fitness → health benefits of cycling (English)

Fietsen zolang het kan – Fietsberaad (2006): Retrieved from: www.fietsberaad.nl/library/repository/bestanden/document000135.pdf (Dutch)

Ongevallen met oudere fietsers – Theo Zeegers, Fietsersbond (2010): www.fietsberaad.nl → kennisbank → cijfers over fietsgebruik → fietsgebruik van ouderen (Dutch)

Safe and joyful cycling for senior cyclists – Lars Leden, VTT (2008): Retrieved from: www.vtt.fi → search cycling for senior citizens” (English)

Time to Ride project. Final project report – Bicycle Victoria (2006): Retrieved from www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2008/11/time-to-ride-project-report.pdf

European projects that include activities related to cycling for older people

Active Access: www.active-access.eu

Lifecycle: www.lifecycle.cc

Presto: www.presto-cycling.eu



BREAK: Recreational bike rides can be a gateway to riding for transport.
Photo: Odense Kommune

Mobility events and campaigns

About this activity

Background

Research has shown that the incidence of many lifestyle-related diseases can be greatly reduced among older people simply by incorporating regular physical activity into their lives.

However, people of all ages generally need a compelling reason for changing their habits, and changes in personal mobility are no different. This chapter highlights a selection of projects and programmes that encourage the use of active and sustainable modes of transport. They are (mainly) in the form of offers for leisure activities or campaigns encouraging active mobility. Rather than training people in a skill, these events and campaigns motivate them to be active by offering interesting social events that incorporate physical activity.

Benefits

A wide range of activities and events are described in this chapter, which offer a wide range of benefits. In general, the activities described encourage older people to be more physically active, to use all the mobility options available to them in their daily lives, and to establish healthy and sustainable habits. Specifically:

- Road safety activities improve safety conditions for pedestrians, raise awareness of the needs of older people in the urban environment, and increase older people's awareness about their own safety.

- Mobility days are a good way for public transport providers to show that they care about their loyal customers and to promote public transportation as an energy-efficient mobility mode.
- Cycling and walking campaigns show how enjoyable physical activity can be — especially the social aspect of group activities — and can lead to the formation of new walking clubs or cycling groups.
- Neighbourhood maps for senior citizens can help them enjoy daily walks and explore their neighbourhood on foot.

People involved

Target audience

The target group is very broad, including anyone over the age of 50. Specific groups (based, for example, on age, fitness level or mobility limitations) can be targeted for particular events or tours, and activities can be tailored to their particular needs. When promoting walking, for example, it is possible to address an older group. Even those with mobility problems, on the understanding that they may need extra support and that the distances covered will vary, can benefit from physical (and social) activity. Distance and level of difficulty (hills, stairs, uneven surfaces etc.) will be deciding factors when targeting participants for each event or campaign.

“New residents in Odense have used the trips to meet new people and get to know the city ... The trips have been a good opportunity to introduce the variety of cycling possibilities and to tell people about what is going on in Odense.”

— Dorthe Råby, organiser of the Odense cycle tours

A cycling campaign should only be targeted at those who have cycled regularly in the past and who still feel relatively confident on a bicycle, and/or at “younger” older people for whom balance is less of a concern and a small fall is less likely to have serious consequences.

When focusing on encouraging road safety, in addition

to senior citizens as potential walkers or cyclists, the target audience should include drivers of all ages, and learner drivers in particular.

If the focus is on encouraging walking through the improvement of facilities in urban areas, city planners may also become a target audience as designers of the urban environment.



Importance of road safety training

In Donostia–San Sebastián, walking is a popular activity among older people. However, programme organisers discovered a lack of road safety awareness among pedestrians in this age group. Most senior citizens had never had any formal road safety training, and those with driving licences had obtained

them so long ago that they had forgotten their road safety education. Although they did not initially see the need for safety training, once people were made aware of their lack of knowledge they were very keen to participate and agreed that it improved their safety significantly.

Sample programme**Traffic safety campaign for older pedestrians (Zurich, Switzerland)**

In response to statistics concerning older people injured or killed in traffic accidents, the Swiss NGO Pedestrian Mobility Switzerland launched the campaign *Zu Fuss im hohen Alter – Sicher im Strassenverkehr* (Older people as pedestrians – Safety in traffic).

The main objective was to implement an information campaign based on a brochure and a flyer on traffic safety for older people as pedestrians. The more detailed brochure was created for professionals

working with older people, for example in old people's homes or as physiotherapists. A shorter flyer was produced for older people themselves as well as for their relatives and younger drivers. The two hand-outs were based on scientific research on the topic.

The campaign also included training for new drivers regarding the needs of older people as pedestrians or cyclists. The campaign benefited greatly from the patronage of a well-known Swiss actor, who helped publicise it and raise its profile.

Key partners

Campaigns can be spearheaded by any number of organisations, including — but not limited to — city departments, senior citizens' organisations, road safety organisations, health organisations or NGOs.

An older people's organisation, association or club should be a key partner in any such undertaking. They have direct contact with older people and may be able to provide a venue for a course that is easily accessible to their members. They can promote the campaign through their networks, and their support and participation will lend a new scheme credibility. A local social welfare department (or similar) may be able to provide a list of associations for retired people to help you get started.

Other stakeholders

Depending on the specific activity you are aiming to encourage, other stakeholders might include:

- A doctor or physical therapist experienced in treating older people, who can recommend appropriate activities for various fitness levels.
- A drivers' organisation, road safety organisation or police road safety unit, which can introduce the topic of road safety to senior citizens' groups.
- Volunteer leaders for walking or cycling groups, who can help to plan excursions, propose routes, lead groups on trips, and possibly act as role models if they themselves are older.
- Organisations or clubs that can organise themed walks of various lengths. These could include a historical or architectural society, public art group, city planners, nature group or environmental association.

- Organisations or businesses that offer mobility-related information or services to older citizens, who could make a presentation or lead an organised tour.
- An educational institution in the field of health care, gerontology, physiotherapy or other related field, which could use a walking programme as an opportunity for students to gain direct experience by serving as walking assistants to support slow walkers, pushing wheelchairs or accompanying participants using walking frames.
- Driving schools (or associations of driving schools or driving school instructors), which can include in their training programmes tips on improving the safety of older citizens, whether as pedestrians, public transport passengers or cyclists.

From idea to reality**Considering a new project**

- **Define the problem:** What is the problem that needs to be addressed? How can it best be addressed? What partners do you need in order to be most effective?
- **Look at the existing policy:** It is useful to look at the policies that already exist in your city with regard to older people. If there is a clear policy aimed at improving the situation for older people, referring to it may help you focus your project concept. In Donostia–San Sebastián, for example, it was easier for project organisers to obtain the support of other municipal departments by pointing out how the project fulfilled the existing policy.

Planning and preparation

- **Timing:** In general, preparation time will depend on local circumstances, such as existing contacts with organisations, the size of the organising team, particular

GREEN TRANSPORT: On foot in Donostia–San Sebastián.
Photo: Begoña Calleja

obstacles to negotiate etc. Depending on the complexity of the campaign and how many stakeholders you expect to involve, you should allow several months for planning.

- **Finding partners:** If you want to plan a series of themed walks or rides, look for groups or individuals who are experts on the themes to take on the organisation. In Donostia–San Sebastián, for example, a local hiking club was a valuable source of expertise. Those who take the initiative to contribute to such a project and to design a route based on their own interests and expertise are more likely to assume ownership of the activity and take it seriously.
- **Recruiting group leaders:** Although not always possible, group leaders should ideally be older people themselves. They can then serve as role models for participants and can relate to the groups' needs and challenges. In Odense, volunteer cycling leaders, or "cycling captains", were recruited through local cycling organisations and clubs and via advertisements in the local newspaper. They are all experienced cyclists over the age of 55 who were able to propose interesting and appropriate routes for their groups. In Donostia–San Sebastián, the person who accompanied the excursions, while not a senior citizen, was already involved in older people's activities and was thus able to encourage people to participate in the activities. Finding good group leaders will make a big difference to the success of your programme; leaders are the "face" of the organisation and often take on a lot of responsibility and work.
- **Planning excursions:** Excursion leaders (as content experts) and organisers (who have the overall picture) should plan excursions in collaboration. In the case of

RIGHT DIRECTION: An orienteering exercise in Munich demonstrates a fun way to encourage travel by foot. Photo: Green City

outdoor activities, weather conditions must of course be taken into consideration: walks and bike rides should not be planned for summer days that are predicted to be particularly hot. It is advisable for leaders of group cycle tours to have some first aid training and experience of cycling in larger groups. In any physical activity, leaders should be aware of the fitness level of the participants and any health problems they may have and ensure that participants do not over-exert themselves.

- **Ensuring accessibility:** Right from the initial planning phase, accessibility in all areas is an essential consideration. This includes the layout and font size used in brochures, posters, websites and other media. It also means making sure that participants can sign up for trips by telephone, since many people in the target group do not have Internet access. At events, meeting points must be easily accessible (e.g. located as near as possible to potential participants) and suitable toilet facilities must be available. You may also need to plan for more staff to be present at activities and events, bearing in mind that older people often require more time and personal attention.

Implementation

- **Developing credibility:** Partnering with organisations such as the police or health institutions can help to build trust and ensure the credibility of your project among your target audience. Positive coverage in the media can also help raise the standing of the project in the eyes of potential participants. The involvement of a

"Questionnaires are an important way of seeing what people think, but even more than that, of seeing how well they have understood what was explained."

— Andrés Martínez, organiser of the Donostia–San Sebastián walking programme

Sample programme

Planning cycling excursions (Odense, Denmark)

Cycle trips are organised in May, June, August and September. An initial meeting with the cycling captains is typically held in February.

The initial planning phase can be time consuming, since the cycling captains must first be selected

and must then get to know one another. After the first year, far less effort is required as the same trips can be run again, people are familiar with the routes, and the layout for adverts and brochures can be reused.



group of experts in the pedestrian safety campaign in Switzerland led to a product that was both technically and educationally sound. The research carried out for the original study on road accidents involving older people clearly signalled the urgent need for action.

- **Promoting the project:** Once you have established where and when your event will take place, you can market it by distributing posters and brochures to senior citizens' centres, libraries, sports clubs, doctors' offices, shopping areas, and the premises of the host organisation. You can also use newspaper ads, press releases and the Internet. Including the logos of your partners on all promotional materials may help to give your project greater credibility. It can be particularly helpful if you can get a local television station to do a feature on your programme.
- **Reaching your target audience:** Your city's social welfare department may be able to provide you with a list of associations for retired people. Senior citizens' centres where older people meet regularly are good places to get word-of-mouth advertising started. Some clubs are re-

luctant to organise events beyond their normal activities, and some are so busy that they do not have time for other activities. The staff of these centres are generally trusted and are therefore important multipliers. Working with such centres also allows you to present your event in a familiar setting, increasing levels of trust and comfort in relation to a potentially unfamiliar activity.

- **Keeping it fun and interesting:** Once you have determined what needs to be done, think about the best way to organise your activities so as to appeal to the target group. Do not underestimate the value of providing refreshments and creating a pleasant atmosphere. Such aspects are more likely to attract participants than the idea of physical activity. In Odense, the most popular bike tours were those that incorporated some sort of information about the area. In Donostia–San Sebastián, someone was subcontracted specifically to assist people during the excursions and to organise coffee parties. In the case of the senior citizens' city maps, people appreciated being involved in a process where concrete results were visible after just a couple of months.



Maintaining and developing

- **Check in with your stakeholders:** While an ever-growing programme of activities may seem to be a good thing, you need to ensure that your stakeholders are not starting to feel lost in the crowd. You should check in with them regularly to make sure they still feel that they are gaining enough from the campaign to compensate for the efforts they put into it.
- **Don't rest on your laurels:** Even when things are going well it is important to continue evaluating and evolving. In the case of group rides or walks, it is essential to add new routes in order to maintain participants' interest.

Costs and cost savings

Costs can vary widely, depending on the sort of scheme you undertake and whether it is a single event or a series.

Start-up costs

- **Planning and coordination:** This can be fairly time-intensive at the beginning as you develop contacts and set up activities for the first time. The efforts required are significantly lower once activities have been implemented for the first time.
- **Brochures and posters:** These publications will need to be planned, designed, laid out and printed.
- **Distribution:** You may have a mailing list for brochures. Otherwise, batches of brochures can be delivered to locations where members of the target audience can easily pick them up. Information can also be distributed in the form of inserts in appropriate newspapers or magazines.
- **Equipment:** This could include, for example, buying safety vests for participants, or bike repair tools and first aid kits for group leaders.

ON BOARD: Bus passenger training is a good way to orient seniors to new ticketing systems and other on-board technologies. Photo: Salzburg AG

Ongoing costs

- **Programme coordination:** These costs will go down significantly once your programme is up and running.
- **Marketing:** This can include updating and reprinting brochures and/or posters for each new season. You may also want to pay for newspaper adverts or other forms of advertising. Reflective ankle bands or bike seat covers featuring your programme are nice giveaways for participants as well as being a good way to promote your activities.
- **Facilities or room hire:** If one of the organising partners has premises that you can use, these costs can be quite low. Otherwise, hiring a room is an unavoidable ongoing cost for activities that need to take place indoors.
- **Excursion leaders:** If the groups are led by volunteers, salaries are not an issue although you may still have to pay their travel or other costs and perhaps purchase a gift to express your appreciation for their efforts.
- **Other personnel costs:** These can include expert fees for presenters or other sub-contracted support workers, depending on the activities you are undertaking.
- **Catering and entertainment:** These costs are constant. As mentioned above, providing food and drink is a key way of creating a pleasant social atmosphere that will attract participants.

- **Draw prizes:** These are not necessary for every event and do not need to represent a big expense, although the thoughtfulness of providing small gifts is generally very much appreciated.
- **Evaluation:** It is important that participants fill out evaluation forms so that you can find out what is working well and what you might want to consider changing in the future.

Possible cost savings

The Mobility Day organised in Salzburg is the only programme described in this chapter that would potentially bring in income to cover costs. In events of this kind, it should be possible to recover most (but probably not all) of the costs by asking participating organisations to pay a fee to participate. The Salzburg organisers found that this was also a good way to guarantee that participating organisations took their commitment seriously.

For all other events and campaigns, cost savings will be indirect, in the form of lowered healthcare costs and accident rates among participants and lowered CO₂ emissions. It might be useful to show your evaluation results to organisations that can potentially benefit from the positive effects of your programme to see if they would be interested in sponsoring your events. These could include health-related organisations, health insurance companies, or road safety organisations.

“The well-known Swiss comedian Emil was the face of the campaign. A press conference with him received a lot of attention, including TV coverage. A lot of people ordered brochures and flyers and downloaded them from the homepage.”

— Christian Thomas, Fussverkehr Schweiz, organiser of Older People as Pedestrians in Zurich

Sample programme

Mobility Day (Salzburg, Austria)

Once a year, StadtBus opens its doors to older people in Salzburg. Mobility Day is an opportunity to communicate information about public transport and alternative modes of transport, and for organisations, institutions and private companies to advertise special offers for senior citizens. The event takes the form of a kind of exhibition for senior citizens and people with mobility constraints. Older people usually arrive by public transport and can benefit from the different services on

offer. The event also brings participating organisations together and encourages them to benefit from synergies.

StadtBus (with ZGB) is the main organiser and coordinator. Participating organisations are responsible for their own content and are selected by the coordinator to guarantee a good mix of services and offers. The day also features presentations and guided tours of the control centre.

Sample programme

Senior citizens' neighbourhood maps (Munich, Germany)

In 2010, the city of Munich decided to develop free neighbourhood maps for senior citizens in three districts. AENEAS partner Green City worked with the Munich police, the Older People's Service Centre and the city of Munich to offer workshops combining pedestrian safety training with a chance for senior citizens to give their input into the neighbourhood maps.

Each workshop took place over two afternoons. At the beginning of the first session, the Munich police gave a much-appreciated presentation about road safety. A draft version of the neighbourhood map was then shown to participants and the group went on a short walk to practise using it.

Each participant was given a copy of their local map to "test walk" for a week to ensure that it was complete, accurate and easy to use. At the

second workshop, Green City and the city of Munich received feedback from participants, which was acted on directly to make the maps more useful for others.

The large-scale maps each cover a single neighbourhood and show everything that is available within a small radius. They show places of particular interest to older people (e.g. shopping, social and recreation centres, libraries, museums, pharmacies and medical facilities, and public toilets).

The opening hours and telephone numbers of the places indicated are given on the back of the map by category. Information is presented in several languages so that members of the different cultural groups living in the neighbourhoods are all able to use it easily.

Further information

Project contacts

Mobility Day (Salzburg, Austria) ● StadtBus
Ms Angelika Gasteiner ● Tel: +43 662 4480 6110
E-mail: angelika.gasteiner@salzburg-ag.at

Web: www.salzburg-ag.at → search "Senioren" (German)

Project case study: www.aeneas-project.eu → case studies → search "Salzburg mobility day"

Stadtteilspaziergänge (Neighbourhood walks) (Munich, Germany) ● Green City e.V. ●
Mr Andreas Schuster ● Tel: +49 89 89 06 68 33
E-mail: andreas.schuster@greencity.de

Walking and cycling trip campaigns (Odense, Denmark) ● City of Odense, Denmark
Ms Dorthe Gyldenlund Råby ● Tel: +45 6551 2750
E-mail: dgyr@odense.dk

Project description: www.aeneas-project.eu → Odense → measure 3 (English)

Project case studies: www.aeneas-project.eu → case studies → search "Odense cycling" or "Odense walking" (English)

Walking and safety (Donostia–San Sebastián, Spain)

Mr Andrés Martínez ● Tel: +34 943 48 28 09

E-mail: andres_martinez@donostia.org

Project descriptions: www.aeneasproject.eu → Donostia → measure 1 and measure 3 (English)

Mobility Day (Salzburg, Austria) ● StadtBus
Ms Angelika Gasteiner ● Tel: +43 662 4480 6110
E-mail: angelika.gasteiner@salzburg-ag.at

Web: www.salzburg-ag.at → search "Senioren" (German)

Project case study: www.aeneas-project.eu → case studies → search "Salzburg mobility day"

Zu Fuss im hohen Alter (Older people as pedestrians) (Zurich, Switzerland) ● Fussverkehr Schweiz
Mr Christian Thomas ● Tel: +41 43 488 40 30
E-mail: info@fussverkehr.ch

Web: www.fussverkehr.ch → unsere Themen (German) or nos thèmes (French) or nostri temi (Italian)

QUEUED UP: During Salzburg's Mobility Day, residents can learn more about the city's public transport system. Photo: Salzburg AG

Further reading

Active Access project: www.active-access.eu (English)

Health benefits of physical activity: the evidence – Darren E. R. Warburton, Crystal Whitney Nicol, Shannon S.D. Bredin (2006): Retrieved from: <http://www.cmaj.ca/cgi/reprint/174/6/801> (English)

Inclusive Design for Getting Outdoors (I'DGO) project: www.idgo.ac.uk/ (English)

Pedestrian Quality Needs project: www.walkeurope.org (English)

WALK21 paper search: www.walk21.com → paper search (English)

Walking and Traffic Safety in an Ageing Society Report on the Donostia–San Sebastián workshop – AENEAS (2009): Retrieved from: www.aeneas-project.eu → download → San Sebastián, October 2009 training report (English)

Zu Fuss im Hohen Alter: Sicher im Strassenverkehr – Fussverkehr Schweiz (2009). Retrieved from: www.fussverkehr.ch → unsere Themen → zu Fuss im Alter → Unterlagen (German)



Feedback on Mobility Day in Salzburg

- For many participants, Mobility Day has become an annual tradition.
- The high number of visitors demonstrates a demand for information about products and services that assist older people in their daily mobility.
- Usually more women than men visit the event.
- For many people who have had to give up cycling or driving their own car, an accessible public transport system is a basic requirement for an independent life.

Feedback from visitors indicates that:

- the information and services offered are helpful;
- they will use public transport as a real alternative to the private car; and
- they are using (and will continue to use) public transport in their daily routine and for everyday errands.

Feedback from participating organisations indicates that the event is a good opportunity to make contact with new customers.



HELPFUL ADVICE: Public transport becomes more accessible to the elderly when staff are sensitised to their needs.
Photo: Salzburg AG

Bus driver training

About this activity

Background

Public transport operations are tightly calculated: schedules allow little freedom and delays must be avoided. This can make using public transport a stressful or frightening experience for older citizens, whose movements may be slower or constrained. Public transport providers must also bear in mind that older people are no longer a captive audience. More senior citizens than ever before have a driving licence, so bus companies need to make their services attractive to people who could otherwise choose to travel by car.

If elderly passengers frequently face unpleasant experiences when travelling by bus (e.g. rudeness or accidents) they will stop using public transport altogether. This will mean that they either sacrifice their mobility and independence, or put another car on the road. In either case, the transportation company will lose a paying customer. However, if bus drivers make a good impression on their older passengers, they instantly improve the image of their company as a whole.

While some of the lessons in this chapter are transferable to other modes of public transport, the focus is on improving bus services for older passengers through training aimed at bus drivers. Issues affecting buses uniquely include their position among other vehicles in the traffic; the possibility of difficult access due to floor height; sudden movements when starting, stopping or turning; uncertainty about routes, since buses do not run on tracks; and the image of buses in many cities as “transport for the poor”.

Benefits

Bus driver training can create a safe and comfortable environment for older bus passengers, leading to a range of benefits. For example:

- Accident rates go down when drivers understand the challenges that older passengers face and know how to accommodate them.
- The image of a public transport provider can be improved significantly by measures aimed at improving their services for senior citizens. The bus company receives fewer complaints (and more compliments) from passengers who travel with well trained bus drivers.
- Drivers can help senior citizens overcome the barriers of modern ticketing technology and the stressful uncertainty about whether they have the right ticket for their journey.
- Supportive and positive experiences in relation to bus drivers nurture the confidence that older people need to travel by bus, enabling them to remain independently mobile without putting more cars on the roads.

People involved

Target audience

The target group for the training is bus drivers.

Key partners

A training programme to make bus drivers aware of the needs of older bus passengers can be initiated by a muni-

“The perfect driver is the darling of senior citizens.”

— A senior citizen quoted in the Salzburg bus drivers training manual

ciality, a senior citizens' organisation, a non-profit association, or the public transport operator or authority itself. Regardless of who initiates the scheme, it must have the full support of the public transport operator if it is to succeed. In some cases, a specialised company is hired to carry out the training sessions.

Another key partner is a senior citizens' group or organisation that can represent the needs of the group to the target audience.

Other stakeholders

The focus of this activity is very narrowly defined and there are no other stakeholders.

From idea to reality

Considering a new project

- **Ensure support:** The programme should be initiated by the public transport provider, or the initiator should have an excellent relationship with the provider. Many bus operators, particularly large companies, subcontract their training to private institutes that have standardised training programmes, which makes it difficult to integrate training units on older people. You will need to find out what the situation is in your city in order to ensure the feasibility of your project. The company's support will manifest itself in the way the participating drivers view the training. It is important for drivers to know that the bus company considers the training as an important activity.
- **Assess the issues that need to be addressed:** The assessment can be carried out with the assistance of repre-

AT YOUR SERVICE: Drivers need to be attentive to the special needs of older passengers.

Photo: MVG/Kerstin Groh

sentatives of senior citizens' organisations or focus groups. You will need to determine the issues that older bus passengers face and how bus drivers can play a role in addressing them. These issues might include, for example, difficulties in balancing when the bus starts, stops or turns; finding a seat (ideally before the bus starts moving); encountering rudeness or lack of helpfulness; or feeling under pressure to get on and off the bus quickly.

Planning and preparation

Bus drivers receive various forms of training on a regular basis, although a focus on older passengers is not generally included. It may be necessary to "prove" to participating drivers the value of specific training on the needs of senior citizens (e.g. through concrete examples, statements from senior citizens, or simulation exercises).

A training programme should help drivers to understand what it is like for an older passenger to travel by bus. Rather than being theoretical or academic, the programme should be engaging and hands on and should create a sense of empathy among drivers with their older passengers. This can be achieved by using tools such as special glasses that simulate impaired vision or earplugs that make hearing difficult.

Two important aspects of the training are:

- communication skills to make relationships with older people easier, including concrete suggestions on how to improve older bus passengers' travel experiences; and
- small changes in driving habits that can make things easier for senior citizens (e.g. allowing passengers time

Sample programme

Bus driver training programme (Salzburg, Austria)

An interactive, step-by-step drivers' training course was developed by the Salzburg AG (Salzburg Company for Energy, Transport and Telecommunication) together with the ZGB Zentrum für Generationen & Barrierefreiheit (Centre for Generations and Accessibility). It includes a training DVD with input from senior citizens and showing drivers talking to drivers about the importance of "being good" to their older passengers.

The training course includes sessions on demographic changes in the future; their significance for the company (gaining and keeping customers); typical age-related changes; the impor-

tance of mobility; and the value of respect, friendliness and helpfulness.

The programme toolbox contains:

- a training DVD with PowerPoint presentation and video clips;
- films on training for bus drivers and safety training for senior citizens;
- a magnifying glass;
- special glasses to simulate visual impairments; and
- earplugs to simulate hearing loss.



to find a seat before starting; not closing the doors too quickly; making starting and stopping smoother).

The training should also clearly acknowledge the challenges and stresses that bus drivers face on a daily basis and should highlight the value of their work in terms of society (e.g. their key role in enabling senior citizens to contribute actively to the community); economics (since a public transportation company provides and sells a service and the company's economic success safeguards jobs); and the environment (public transportation companies play a pivotal role in environmental protection as mobility providers).

It is important to find appropriate trainers/instructors. Presentation is crucial. As well as understanding the needs of older people, instructors must be dynamic and skilful communicators, able to make the information they convey

interesting and relevant, and sympathetic to the challenges and pressures faced by bus drivers on a daily basis.

Implementation

- **Carry out training workshops:** The driver training can be carried out as a component of regular training activities.
- **Evaluate of success:** A simple evaluation of the programme after completion will indicate whether the information conveyed has been well received and understood. If possible, a follow-up evaluation should be carried out several weeks or months after the end of course, as this can provide valuable information as to what (if any) lasting changes have taken place in participants' behaviour.



Sample programme

Bus driver training (Donostia–San Sebastián, Spain)

In September 2008, the city of Donostia–San Sebastián began a bus drivers' training programme for its 350 drivers. The four-year programme was initiated by the human resources department of the local bus company, Dbus, and the plan is to train every Dbus driver by the end of the programme.

Before launching the training programme, Dbus looked at what other cities were doing in the field of driver training, as well as at local needs. The findings were shared with a professional training company, which then designed the training programme. The training lasts for 14 hours in total and is delivered to groups of 15. The goal is to

provide bus drivers with communications tools that will facilitate their relationship with their older passengers. Drivers have expressed satisfaction with the training, and since the launch of the programme public opinion of Dbus drivers has been very positive.

A key factor in the success of the programme has been that both drivers and company managers regard the training as valuable. While the training was initiated and piloted through support from the AENEAS project, Dbus intends to continue to include it in its regular driver training beyond the end of the project.

EASY DOES IT: Helping a passenger off the bus in Salzburg. Photo: Salzburg AG

Maintaining and developing

Even where the training programme is initiated by someone other than the bus company, once the training programme has been designed and piloted the course itself should take place within the context of regular driver training. This makes it easier to implement; ensures that all drivers receive the training; demonstrates to drivers that their employer takes the needs of older passengers seriously; and instils a high level of pride and service into the culture of the bus company.

Costs and cost savings

Start-up costs

- **Course development:** Developing a relevant and effective training programme for bus drivers takes time and effort. The Salzburg bus drivers' training manual is available for download free of charge (in English and German) to facilitate the start-up process. For more information and links, see the contact information at the end of this chapter.
- **Equipment:** Costs include the purchase of components of the training kits (special glasses, earplugs etc.).

Ongoing costs

- **Programme coordination:** This should require relatively little effort once the programme is well established.
- **Trainers:** You will be able to bring down costs if you can incorporate training on issues affecting senior citizens into a broader training programme.
- **Evaluation:** It is worth carrying out a follow-up evaluation with drivers several months after the training programme to find out what they have incorporated into their work and whether there are other aspects they

think should be addressed in future training sessions. Customer surveys among older passengers after the training has been completed will indicate whether they find their needs are being met.

Possible cost savings

In Donostia–San Sebastián, the proportion of trips paid for by people over the age of 50 using a season ticket rose from almost 39 percent in October 2008 to almost 49 percent in October 2010, indicating that the age share of older Dbus users is gaining in importance.

Further information

Project contacts

Bus driver training programme (Donostia–San Sebastián, Spain) ● City of Donostia–San Sebastián
Mr Andrés Martínez ● Tel: +34 943 48 28 09
E-mail: andres_martinez@donostia.org

Bus driver training programme (Salzburg, Austria) ● StadtBus Salzburg ● Ms Angelika Gasteiner ● Tel: +43 662 4480 6110 ● E-mail: angelika.gasteiner@salzburg-ag.at

Web: www.salzburg-ag.at → search “Senioren” (German)

Project description: www.aeneas-project.eu → Salzburg → measure 2 (English and German)

Bus driver training manual: www.aeneas-project.eu → download → bus driver training manual (English and German)

Further reading

Older passengers: It's all about communication. Report on the Salzburg workshop – AENEAS (2010): Retrieved from: www.aeneas-project.eu → download → Salzburg November 2010 training report

“I can highly recommend implementing dedicated services that improve the mobility of older citizens. We are proud of our successful passenger training, driver training, and marketing and communications activities for older passengers. They serve as a role model for other public transport companies.”

— Gunter Mackinger, Managing Director of the Salzburg public transport company StadtBus



RED SHIRT: One of Kraków's young public transport assistants offers help to passengers at public transport stops.
Photo: ELTIS/Harry Schiffer

Passenger support services in public transport

About this activity

Background

Driving can be stressful for older people, but at least it is a familiar activity and drivers feel a certain degree of control over the situation. By contrast, using public transport can be challenging for the uninitiated — of any age. Timetables are complicated; connections are unclear; there is a bewildering array of ticket categories; and modern ticket machines can be intimidating. Add to this the fact that some people fear for their personal safety and it is easy to see why many prefer to avoid public transport.

However, with an increasing proportion of older people in our society, public transport providers (many of which have reduced staffing levels) need to recognise that their task involves more than simply getting people from A to B. In order to attract and retain customers, public transport companies need to provide older people with services that enable them to travel safely and confidently. If elderly passengers can be sure that the vehicles will be clean, that support will be available if they need it, and that the people they encounter will be helpful and friendly, they are more likely to use public transport more often.

While training for bus drivers (see page 51) and passengers (see page 17) is important, this chapter focuses on services and support for older public transport passengers, including helping them to enter and exit vehicles; advising them on finding a seat; accompanying them on a trip; providing information and tips on schedules, connections and tickets; and using ticket machines.

Benefits

- Measures aimed at senior citizens can lead to a growth in revenue. In Bochum-Gelsenkirchen, during the pilot phase of their passenger support programme, revenue increased by more than 20 percent.
- Providing older passengers with personalised tips on how best to optimise their use of the system (good connections, best rates etc.) greatly increases senior citizens' levels of satisfaction with public transport services.
- Giving older people a sense of confidence in using public transport enables them to remain (or become) independently mobile without putting more cars on the roads.
- Through their “on-the-ground” experience, assistants can help the public transport provider identify gaps in service or possible areas for improvement.
- Providing extra services at bus exchanges and encouraging young people to give up their seats for older passengers sets an example for others in helping older people in public transport.
- According to questionnaires completed in Kraków schools, children's eyes were opened to the problems faced by older public transport passengers and they became more concerned about the needs of their fellow travellers.
- The public transport provider's image can be improved significantly by measures aimed at improving services to senior citizens.

“When the assistants were moved from Hala Targowa stop to another part of the city, our office received many calls from senior citizens saying they missed 'their' assistants and asking for them to be brought back.”

— Tomasz Zwoliński, organiser of the Kraków senior citizens' assistance programme

Sample programme**Raising awareness among children (Kraków, Poland)**

In December 2009, a series of five workshops for children aged between 12 and 14 took place in several Kraków primary and secondary schools. The campaign was launched to raise children's awareness of older people's needs in the context of their mobility on public transport.

The workshops were active events, with lots of room for imagination. They allowed the young participants to come up with creative solutions to the problems that older people face on the bus.

In May 2010, the city launched a follow-up outdoor stage to the campaign. A well-known local artist

was asked to design two posters to raise awareness of older people's needs and the problems they face when travelling by tram or bus. The posters encouraged all public transport passengers — especially young ones — to help older people, particularly by giving up their seats for older passengers.

The posters gave the campaign a gentle, humorous touch. They were displayed in the centre of Kraków, near public transport stops and schools, in the local media, on the screens inside buses, and on the municipality's website. They were also disseminated to all Kraków's primary and secondary schools.

Sample programme**Mobility Agents fill a gap in rural areas (Herford District, Germany)**

The Mobility Agents were established in Herford District, Germany, when a group of individuals passionate about local and regional transportation issues recognised the need for a service that was not being offered by their public transport providers. Faced with a patchwork of relatively small providers, people were unable to find the in-

formation they needed to get from A to B by bus or train. The Mobility Agents applied for funding to start their programme in 2005. Since then, the 10 agents have been providing advice by telephone, Internet and in person at community events on tariffs, routes and schedules, based on their thorough knowledge of the regional transport network.

People involved**Target audience**

The target audience for most of the programmes described in this chapter is older people who are physically able to get around on their own but who rarely travel by public transport, have difficulties doing so, or simply need a little assistance occasionally.

One of the programmes described here is unique in its approach of targeting children and youngsters. This is a group that is sometimes perceived as not being mindful of the needs of others, and it can be reached relatively easily through schools or youth clubs. By choosing children as the target audience, the goal is to provide lessons that will be important throughout their lives. The programme also has an indirect effect on the parents, as children take home the lessons they have learnt.

Key partners

Service and support programmes for older public transport passengers can be initiated by a municipality, a senior citizens' organisation, a non-profit association, a group of

community volunteers, or the public transport provider itself. However, without the support of the public transport provider (association/authority), a project of this kind stands little chance of success. The public transport provider must understand the needs of its customers and, in the context of an ageing society, must work to attract older customers.

Another key group is the senior citizens themselves. Understanding the experience of using public transport from their perspective is crucial. Their concerns, needs and input can be channelled by older people's organisations or societies.

In relation to awareness-raising programmes aimed at younger bus passengers, the key partners are schools and youth centres.

ARTISTIC IMPRESSION: Kraków's programme included sensitivity lessons in grade schools.
Photo: Flickr.com

“I’m only sorry that [the assistants] work at just one stop. I would be too shy to ask for help myself.”

— An older passenger quoted in a Kraków newspaper, talking about the assistance programme

Other stakeholders

The media are important as a means of disseminating information to the public and raising awareness by publishing articles on the support services.

From idea to reality

Considering a new project

- **Ensure the support of stakeholders:** As a key participant, the support of the public transport provider should be secured at an early stage.
- **Assess the needs:** The first step involves identifying the

gaps in the services and support available to older public transport passengers. This can be done by consulting senior citizens’ organisations and/or forming focus groups. A study carried out in Bochum-Gelsenkirchen, for example, found that some people preferred not to take the bus, tram or subway at night due to a perceived lack of safety. Assessing needs also means determining the best pilot location(s) (based, for example, on daily passenger volumes, number of accidents, or safety perceptions) and the best times to offer services (days of week, time of day). It may be necessary to adjust these after the launch of the programme if other choices prove more suitable.





STAYING MOBILE

A STEP UP: The passenger support agents in Bochum-Gelsenkirchen offer personal assistance to those who have physical challenges in accessing public transport. Photo: BOGESTRA.

Planning and preparation

- **Timing:** Planning a programme of this kind requires at least six months (and perhaps a year or more for something on a larger scale) in order to allow time for stakeholder consultation; programme development; the recruitment and training of appropriate personnel; and an information campaign.
- **Consultation:** Consultation with relevant stakeholders should take place regularly throughout the planning process, including a final workshop to fine-tune details before the project is launched.
- **Establish guidelines for services:** Determine what services to offer and how to offer them (at public transport interchanges, on vehicles, by telephone, or by pre-booking). Create a policy for your service, including job description, expectations and guidelines for staff.
- **Recruit service providers:** It is crucial to select the right staff, as they will be the face of the public transport provider. Empathy with older people and patience are essential attributes in members of staff (whether paid or volunteer). Ideally, service staff will have customer service experience and/or experience working with older people. They also need to have an excellent knowledge of the local or regional transportation network in order to be able to advise travellers on their transportation options. A neat appearance is also important when building trust with older passengers.
- **Train service providers:** Appropriate staff training is important as they will be working independently and can face a range of different people and situations. Training may cover:
 - rules, guidelines, and expectations;
 - how to use ticket machines;
 - information on schedules and the network;
 - first aid;

Sample programme

Public transport assistance programme (Kraków, Poland)

A scheme ran from May to December 2010 in Kraków to provide extra services for older public transport users. Initiated and developed by the municipality of Kraków, a group of nine young people (working four at a time) were trained to help older people at the bus/tram stop near a large market popular among senior citizens for daily shopping.

The assistants were available between 8 and 11 a.m. from Monday to Friday. They wore red jackets or

t-shirts bearing the AENEAS logo and also carried an easily recognisable identity card. They provided ticket and schedule information, helped older passengers use the ticket machines, and assisted them getting on and off buses and trams. The idea was for the assistants to help older people while at the same time acting as role models for other young people. It is hoped that more and more young people will start helping older passengers to get on and off vehicles, find their connections and purchase tickets.

Sample programme

Passenger support agents (Bochum-Gelsenkirchen, Germany)

Passenger support agents are mobile contacts for the public transport provider, BOGESTRA.

Launched as a pilot project on a single tramline in 2005, there are now approximately 200 passenger support agents covering the entire area served by the provider.

The programme is based on personal contacts. Support agents are available throughout the network, providing information on tickets and prices; advice on connections; and increased security, both real

and perceived, through their presence on vehicles. They also provide assistance to those with mobility constraints.

The project was supported financially in its first year by the regional transport association and the Agency for Labour. All the passenger support agents were referred to BOGESTRA through an employment programme at the Agency for Labour. Since its first year, BOGESTRA has financed the programme itself, although it is currently actively looking for a partner.

- security (although the staff should not be regarded as replacements for security personnel); and
- the specific needs of older people (presented by a specialist on ageing).

Although the presence of extra personnel will increase (real and perceived) security, the role of passenger support staff should be clearly distinguished from that of security staff. Their primary function is service oriented.

- **Promotion campaign:** The public must be made aware of the new service, for example to prevent senior citizens feeling anxious if a young person approaches them at a bus stop or on a tram to offer assistance. The programme can be promoted on municipality websites; through the local media; in senior citizens' centres and libraries; by posters at public transport stops; or on real-time information panels if your city has them.
- **Training for youngsters:** Awareness-raising programmes aimed at young people should be entertaining, hands on, and age appropriate (e.g. children should be encouraged to talk to their own grandparents and perhaps take a bus trip with them). Ideally, the trainers should have experience working with both young people and senior citizens.

BIG STEP: The easily identifiable helpers in Kraków act as social role models.
Photo: ELTIS/Harry Schiffer

Implementation

- **Overcoming fears:** It can take time to gain the trust of older people in a new service and to overcome the barriers to making contact with strangers. The experience in Kraków shows that once such barriers are overcome, those using the service are extremely happy with it, giving it a rating of 4.63 out of a possible 5 points. In Bochum-Gelsenkirchen, market research indicated almost 100 percent positive feedback.
- **Serving seniors:** The various forms of service include:
 - helping older people to get on and off buses and trams;
 - accompanying senior citizens throughout an entire journey;
 - providing information and tips on schedules;
 - finding the best connections;
 - giving ticket information (cost, availability etc.);

“We’re on the ground and up close to the system and to the users — really, we’re their neighbours, so our agents know exactly how to advise people.”

— Hajo Lübben, Chair of the Mobility Agents in Herford District, Germany

Sample programme

Door-to-door escort for senior citizens (Paris, France)

Les compagnons du voyage is a service offered in Paris to older people in the form of personal companions for trips on public transport. Established in 1993 by the French national railway company (SNCF) and the Paris public transport provider (RATP), Les compagnons du voyage operates no vehicles and consists solely of (approximately 100) personal travel companions.

The fundamental concept is to increase people's independence and to ensure their right to be mobile. This door-to-door service offers older people access to regular destinations and everyday activities.

Companions guide older people through the city; explain the basics of public transport networks; and show older passengers how to travel safely, allowing them to maintain or regain the self-

confidence they need to travel independently.

Although based in Paris, the service can also be extended to trips to surrounding districts, or even abroad. It is available seven days a week, 24 hours a day, and is offered to individuals directly or through community organisations. It targets older people, those with disabilities and those requiring accompaniment for children. Services are tailored to the needs of each customer and can be booked by telephone, fax, post or e-mail.

Those interested in the service provide details of the journey, including date and time of travel, departure point and destination, and any particular needs, and Les compagnons du voyage makes an estimate of the costs. The user then confirms their acceptance in order to complete the booking.



- selecting the best type of ticket (daily, group, season etc.); and
- helping passengers use the ticket machines.

Service staff may be available at particular times of the day at certain public transport exchanges or on public transport vehicles. They may provide services on call, by pre-booking, or at any time by telephone. Young members of the service staff, and young people who have been trained to be aware of older citizens' needs, can also act as role models for other youngsters, showing them how to behave appropriately towards older public transport passengers.

- **Training and supporting staff:** Since service staff work alone for the most part, it is important to train them well and to support them through regular coaching so that they feel confident in the services they offer.
- **Publicising the programme:** Media interest is extremely valuable, since stories accompanied by images and quotes from satisfied older public transport passengers are more effective than any paid advertising. Stories like this will inform other senior citizens about the service and encourage them to make use of it.

Maintaining and developing

- **Funding:** Long-term funding is a key issue for such programmes. In Kraków, those who responded to the satisfaction survey were very pleased with the service provided at the market bus and tram stop, but wanted to know if it would be expanded to other public transport interchanges. A strong argument can be made for funding such programmes on an ongoing basis, through either the marketing or the customer service budget (or both) of the public transport provider. The rural Mobility Agents programme, although established, organised and run entirely by a volunteer-based non-profit association, is financed entirely by the regional public transport association, an agglomeration of nine public transport providers in the region. Where this is not possible, a partnership with a public health

THE MORE THE MERRIER: Travelling is more fun with your peers. Photos: Salzburg AG



organisation might be an option, as the active mobility and social contacts achieved by using public transport contribute to the health of older citizens. Another option might be to find partners interested in funding services at given public transport interchanges as a contribution to the community. It should be stressed, however, that even if the public transport provider does not provide the main funding, it must be an enthusiastic supporter if the programme is to succeed.

- **Finding champions:** In the case of awareness-raising programmes for children, identifying champions in the

targeted institution who can continue presenting the training, and providing the programme content to teachers, schools or other youth organisations, are ways of allowing the information to be used more widely and without extra cost to the original organiser. The drawback is that you will not know how many children have received the training, making evaluation difficult.

- **Job creation:** A programme similar to the one implemented in Bochum-Gelsenkirchen creates a number of job opportunities.

“Our concept is to maintain a ‘critical mass’ of support agents throughout the system so that passengers are aware of their presence. We’ve determined that level to be approximately 10 percent of our total employees. Our ultimate goal, however, is to have a customer support agent on most vehicles at all times.”

— Bjoern Smith, Division Manager, Transport Management and Quality, BOGESTRA





STAYING MOBILE

Costs and cost savings

Start-up costs

- **Programme development:** If you are starting from scratch, it will take time to develop your programme. Activities that need to be considered include assessing the needs; developing partnerships; designing the programme itself; and developing a staff training programme.
- **Recruiting and training:** It is worth devoting time to finding the right people for the job, that is, people with sufficient patience and empathy with older people. Since these agents will be the face of the public transport provider, they need to be well trained to enable them to deal with a wide range of situations.
- **Equipment:** These costs should not be high, the main expense being staff uniforms. However, if you are implementing awareness-raising programmes for children, you will need training kits containing, for example, special glasses to simulate impaired vision and earplugs to simulate hearing difficulties.
- **Information campaign:** This is crucial at the beginning of the programme and well worth investing in. If people are not aware of the new service, success will inevitably be limited.

Ongoing costs

- **Programme coordination:** The time required for coordination will lessen as the programme becomes more established.
- **Staff costs:** These are likely to be the highest costs, since the success of such programmes depends on person-to-person contacts.
- **Public awareness campaigns:** Awareness raising will be an ongoing effort, although you will probably find that you need to spend less as the amount of free publicity increases. Positive stories in newspapers and on television often result in greater awareness than a poster campaign, and experience from cities that have implemented such programmes indicates that such media coverage is relatively easy to obtain.
- **Communications:** The volunteer rural Mobility Agents provide their free information by telephone and need Internet access to timetables and tariffs, which means that their telephone and Internet charges need to be covered.

- **Evaluation:** The programme can be evaluated via occasional simple surveys in order to ensure user satisfaction and identify new or changing needs.

Possible cost savings

The main potential economic benefit is in the form of increased passenger numbers. In the case of programmes that involve a significant staff presence on vehicles, there is also likely to be a reduction in the number of fare dodgers and vandalism.

Further information

Project contacts

Assistance programme for senior citizens (Kraków, Poland) ● Urban Infrastructure Office Municipality of Kraków ● Mr Tomasz Zwoliński
Tel: +48 12 616 87 48 E-mail: tomasz.zwolinski@um.krakow.pl

Project case study: www.aeneas-project.eu → case studies → search “assistance for older passengers” (English)

Awareness raising among young public transport users (Kraków, Poland) ● Urban Infrastructure Office Municipality of Kraków ● Ms Joanna Majdecka
Tel: +48 12 616 87 70
E-mail: joanna.majdecka@um.krakow.pl

Project case study: www.aeneas-project.eu → case studies → search “awareness-raising for children” (English)

Customer Support Agents (Bochum-Gelsenkirchen, Germany) ● BOGESTRA AG ● Mr Bjoern Smith
Tel: +49 234 303 26 92
E-mail: b.smith@bogestra.de

Les Compagnons du voyage (Paris, France)
Ms Chantal Couprie ● Tel: +33 1 58760364
E-mail: direction@compagnons.com

Web: www.compagnons.com

Mobility Agents in Rural Areas (Herford District, Germany — contact in German only)
Mr Hajo Lübben ● Tel: +49-5223-65 30 509
E-mail: hajo.luebben@mobilagenten.de

Web: www.mobilagenten.de (contact in German)

Further reading

Older People and Public Transport – M. Fiedler (2007): European Metropolitan Transport Authorities. Retrieved from www.emta.com → publications → surveys

STEADYING HAND: A Paris programme offers personal escorts for public transport trips.
Photo: Compagnons du Voyage



IN THE BAG: The AENEAS project has organised training programmes for well over 1,000 people all across Europe.
Photo: ASZHaidhausen

Individualised travel marketing

About this activity

Background

More senior citizens possess a driving licence now than ever before. While some older people may no longer enjoy driving in heavy traffic or at night, they may simply be in the habit of using a car and be unaware of the other available transportation options.

During the transition from working life to retirement, activities and routines change, creating an ideal opportunity to introduce alternative mobility habits.

Individualised travel marketing materials look very similar to the welcome packs that new citizens receive when moving to a new town or city. They provide recipients with a range of information about transportation options. However, individualised travel marketing goes a step beyond “standard” promotion, in that it targets (usually either geographically or demographically) a particular audience in order to inform them about the full range of available mobility choices. People are encouraged to use those options that are the most interesting or appropriate for them by being provided with personal contacts, relevant information and training (where necessary) on their chosen option(s). Although such focused marketing has rarely been targeted specifically at older citizens, it has enormous potential.

Individualised travel marketing does not (necessarily) require the development of new active mobility programmes in your town or city. The main task is to gather information on existing active mobility services, trainings, seminars or activities that are relevant to older citizens. This information is then made available to the target audience in an attractive, accessible format, and personalised follow-up services and information are provided on request.

Benefits

Individualised travel marketing:

- helps older people stay healthy and mobile by providing them with knowledge about the various active

and sustainable travel options and opportunities available to them;

- serves as a tool to promote valuable existing programmes, projects and services rather than creating new, competing ones;
- has a multiplier effect (the project in Munich showed that people tend to talk about the scheme and share the handbook with friends and relatives);
- creates a positive image for the city as a “messenger” bringing news to citizens about such a range of activities, events, programmes and special offers;
- can be useful to other audiences apart from senior citizens (your valuable research can be reused);
- increases the customer base for public transport; and
- builds relationships among existing service providers, helping to strengthen local networks.

People involved

Target audience

In general, people tend to be more open to changing their mobility habits when they are making other life changes, such as moving house or getting a new job. Retirement is another ideal opportunity to encourage changes in people’s mobility habits. The target audience for an individualised travel marketing programme should thus be people around retirement age and/or senior citizens who are still relatively active (around 60 to 75 years old).

Key partners

An individualised travel marketing programme can be launched by an NGO, a senior citizens’ association or the municipality. Key partners are, of course, the senior citizens themselves. Since it is their needs you are trying to meet, it is advisable to consult extensively in order to identi-

fy exactly what those needs are. Even if the city is not the initiator of the programme, it is important to obtain its support. The credibility of the materials you produce will be significantly greater if they have the city's logo on them.

Other stakeholders

You are likely to discover a wide range of organisations and bodies that can provide information, services, activities or programmes contributing to older people's mobility. Contacting existing sustainable mobility groups or networks should facilitate your research. Suggestions include:

- **Environmental groups**, which can offer seminars and training on environmental issues and how mobility affects the environment. They might also offer guided walking or cycling tours highlighting nature in an urban setting.
- **Public transport provider(s)**, which can offer training sessions on ticket machines and ticket options. They can also provide schedules, network maps and other information, and perhaps even offer public transport

ALL AGES: Cities should strive to make public transport accessible and attractive to everyone.

Photo: Kerstin Groh

passes as prizes or as incentives to senior citizens to try out public transport.

- **Police and/or traffic safety organisations**, which can provide traffic training sessions and expertise. They can also lend credibility to your project in the eyes of the target audience.
- **Health insurance providers**, which have lots of information on health issues for older people. They may be able to share their expertise in training sessions or seminars.
- **Cycling organisations**, which can provide cycling maps of the region and cycling training courses. They may already be offering excursions that you can promote in your materials, or they may be interested in setting up new tours specifically for senior citizens.

“We discovered that a wide range of services were already available but were not necessarily presented or promoted in such a way that the target audience could make the best use of them.”

— Johanna Balthesen, Coordinator of Munich's individualised travel marketing project

Timeline for Munich's individualised travel marketing project

Starting 1 year pre-distribution	<ul style="list-style-type: none"> ● Begin the process of gaining permission to use public registry data
12 to 7 months pre-distribution	<ul style="list-style-type: none"> ● Issue tender for subcontractor ● Set up focus groups to find out about the current transportation habits of the target audience ● Research the available mobility options and collect information on existing public transport, training sessions and events relevant for older people
6 to 0 months pre-distribution	<ul style="list-style-type: none"> ● Develop, lay out and print a mobility handbook that presents information on the full range of mobility options in an attractive and user-friendly package (checking with stakeholders and the target group at the draft stage)
1 to 7 months post-distribution	<ul style="list-style-type: none"> ● Follow up as needed to remind individuals about the handbook ● Respond to specific requests for further information and phone those who express interest to give detailed information on training sessions
4 to 5 months post-distribution	<ul style="list-style-type: none"> ● Evaluate to determine the long-term effects of the promotion activities and to determine if any changes need to be made to the programme



Collaboration with the providers of the various services available to senior citizens is crucial. All the main stakeholders should be invited to a presentation on the design of the project in the early stages in order to give their input and comments. Stakeholders should be kept up to date on project progress on a regular basis and should have the chance to revise the information proposed for inclusion in the mobility handbook at the draft stage.

Other organisations that may be able to provide useful materials include:

- relevant city departments or state or federal ministries;
- car-sharing schemes; and
- road safety groups or car clubs (information on ageing and driving).

From idea to reality

Considering a new project

- **Ensure support from credible authorities:** You will find it easier to implement your project if you have the support of the city, police or other respected body. It is best to secure this support before you make a commitment to go forward.
- **Ensure you can reach your target audience:** Before you get too far in your planning, you need to be sure that you have an effective way to reach your target audience. In countries where citizens are required to register their residence with the local authorities, the registry office may provide the relevant information, although you will need to clarify data protection issues. In Germany, for example, you must be able to demonstrate that the data

“The mobility guidebook fulfils two important goals at once: senior citizens remain mobile and can more easily take part in the rich social life our city offers. At the same time, environmentally friendly transportation such as cycling and public transport are promoted. Those who cycle have the added benefit of remaining fit and improving their health. So the battle cry of seniors who don't want to look old can only be the Queen song, ‘I want to ride my bicycle, I want to ride my bike!’.”

— Christian Ude, Lord Mayor of Munich



Contents of Munich's mobility handbook

Public transport

Getting around the city by train, tram and bus; tips on using public transport; ticketing options.

Inform yourself, order what you need, get active!

Information on the activities, events and further materials that can be ordered through the mobility handbook, as well as a quiz with one-week transport tickets as prizes.

On foot and by bike through Munich

Bike route maps and tour suggestions, information on

public bikes, safety tips for pedestrians, information on Nordic walking.

Motoring in the city

Information on parking space management, car sharing, taxis and the low-emission zone.

On your way — the big picture

A look at environmental, health and security issues and the flexibility offered by a multi-modal approach to transportation.

“We — meaning my family and friends — will certainly make regular use of [the brochure and other materials]. Your campaign deserves every success...”

— A recipient of the Munich mobility handbook

WIRED GENERATION: Internet courses in Munich show how passengers can get travel information.

Photo: mediencenter 50plus

will be used for the public good or for research (as opposed to commercial purposes). The process may take some time.

In countries where people are not required to register with the local authorities, other possibilities include collaborating with insurance companies, who can contact their clients when they reach retirement age, or collaborating directly with large employers by providing them with mobility handbooks to distribute to their employees on retirement. The positive side of these options is that people can be approached at a time where they are making a major change in their life — a strategic moment for introducing new travel choices. On the other hand, retirement can be an emotionally challenging time and the topic needs to be presented with sensitivity. You would be dealing with a large number of contact people and would be approaching new retirees indirectly (through employers or insurers), which would leave you unaware of exactly how many information handbooks have been distributed and unable to follow up with recipients unless they get in touch with you.

- **Evaluate your circumstances:** An individualised travel marketing project has a better chance of success where a reasonable public transport system and/or cycling network exist, where there are existing programmes and training sessions that can be promoted, and where there are available means for reaching the target audience. While you do not necessarily need all these conditions in order to be successful, evaluating your circumstances will help you understand where potential challenges lie.

Planning and preparation

- **Research existing programmes, services and activities:** You may be surprised at the number of projects, services and activities that already exist in your town or city that would be valuable and appropriate for your target audience. It is important to take time to find out what is already available. Tapping into existing mobility management or active transportation stakeholder networks should help to make this research easier.
- **Broaden the offer (if necessary):** As individualised travel marketing is more or less a communication channel for existing programmes and information, it is crucial to have partners that organise interesting training opportunities for the target group. If the existing services and information do not seem sufficient, it may be worth asking some of the service providers (police offering safety information, cycling organisations offering courses) if they would be able to offer more programmes, offer existing private programmes to the public, or adapt existing programmes to an audience of senior citizens.
- **Obtain the support of public transport providers:** The support of your local public transport provider in the form of free public transport tickets is valuable both to be given as prizes and as an incentive and invitation for people to try out public transport.

Implementation

- **Coordination time:** Because of the potentially large number of partner organisations involved, projects of this kind require quite a lot of coordination time.
- **Suggestions for the content of a mobility handbook:**
 - Many brochures that focus on road safety topics in particular tend to be written in a pedagogical style. However, unlike children, who need to learn the fundamentals of road safety, older people need instead to be sensitised in an appropriate way to the potential new dangers that arise with ageing.
 - You should avoid overusing terms such as “senior citizens” and “older people” in your materials. Not everyone likes to be reminded of the fact of ageing and many simply do not see themselves as old.
 - Focus on “insider” tips and information as opposed to general information that is available from other sources. Such tips increase the perceived value of the book in the reader’s mind.
- **Writing for an older audience:** The information provided in a mobility handbook for older citizens is, in principle, the same as might be offered in a “welcome package” to people moving to your city. There will be some small differences both in how you present the

material and what you present. For example, you might:

- use photos of older people;
 - choose a larger font size;
 - offer excursions interesting to the target age group;
 - mention the availability of escalators/elevators and other similar access aids;
 - use clear wording and no terms in foreign languages;
 - provide fewer Internet links and more telephone numbers; and
 - give more detailed explanations of “high-tech” services such as electronic travel information.
- **Make it fun and engaging:** The handbook you distribute should be pleasant to read. One useful element to include is a quiz, the answers to which can be found throughout the handbook. This is valuable for three reasons: it encourages people to read the material in greater detail; it gives them a reason to contact you (i.e. to win prizes); and it is fun and entertaining.

Maintaining and developing

- **Annual distribution:** One option is to distribute the handbooks annually to each new generation of retired people. The handbook would, of course, need to be updated as information changes, but revised editions would be significantly easier to produce than the initial publication.
- **Ensure long-term support:** It is important to convince decision makers of the value of the programme in order

GOOD FORM: The individualised travel marketing campaign reached 10,000 households in Munich. Photo: Wigand von Sassen

to ensure ongoing funding. Once a scheme is established, less effort is required and costs are usually lower. Partners and sponsors might also contribute to keep the costs low.

- **Obtain feedback:** Make sure you obtain feedback from programme participants. This can include evaluations of individual training sessions, feedback on the mobility handbook itself, and, if possible, indications of changes in mobility behaviour. Feedback can help you make improvements in the future, while reports of changes in mobility behaviour are indicators of success and a reason to continue the programme.

Costs and cost savings

Start-up costs

- **Research:** Analysis of the existing situation prior to developing the handbook in order to determine what services already exist, what kind of services senior citizens need/want, and the best way to present them.
- **Programme coordination:** Extensive communication and relationship building with partner organisations in the early stages.
- **Mobility handbook:** Development, layout, printing and distribution.
- **Prizes:** In Munich, 50 one-week public transport tickets were given as prizes. Although passes make ideal prizes as they encourage people to try out public trans-

Sample programme

Individualised travel marketing project (Munich)

The project was intended as a link between the various service providers — who often have difficulty getting their message across to their target audience — and the citizens who can benefit from their services. Information was collected from dozens of organisations and presented to the target audience in an attractive and easy-to-read handbook.

In January 2010, the mobility handbook was sent by the office of the mayor of Munich to 10,000 Munich households with members between the ages of 60 and 75. The handbook contains a comprehensive overview of sustainable mobility options in the city of Munich, as well as arguments for the smarter use of private cars. For each of the mobility options, in-

formation was provided on ticketing, training courses and services targeted at older users, as well as contact telephone numbers and web links.

Recipients were invited to order additional free materials, including maps and information on special tickets, using the supplied reply card. The reply card also gave recipients an opportunity to express interest in the training courses introduced in the guide. Those interested received a personal telephone call to provide them with more detailed information and course registration. More than 20 percent of recipient households expressed an interest, requested further information, or registered for a course.



port, other prizes are also possible depending on the available funds and resources.

Ongoing costs

- **Programme coordination:** In Munich, coordination required an average of 10 hours per week for the duration of the project.
- **Individualised marketing process:** This involves the follow-up contact with programme participants, which in Munich was undertaken by a subcontractor.
- **Evaluation:** In Munich, this took the form of 500 telephone interviews.
- **Reprinting:** Extra copies of the mobility handbook will be needed as supplies run out if you decide to continue the programme over the longer term.

Possible cost savings

Projects of this kind do not have great potential for generating income to directly cover costs. Considered from a broader perspective, however, there are certainly economic benefits: increased ticket sales for public transport companies, fewer environmentally harmful emissions, fewer accidents and healthier ageing due to more physical exercise. Unfortunately, these cost benefits do not translate into funding. Sources of funding are most likely to be the city or town's own resources, possibly with the support of health or senior citizens' organisations or agencies or other levels of government, or through participation in EU projects.

Further information

Project contacts

Individualised travel marketing (Munich, Germany)
 Ms Johanna Balthesen ● City of Munich
 Tel: +49 89 233 22442
 E-mail: johanna.balthesen@muenchen.de

Munich mobility handbook: www.aeneas-project.eu → download → der Mobilitätswegweiser (German)

Further reading

As far as we are aware, the Munich project is the first to focus specifically on individualised travel marketing for senior citizens. However, the following links may be useful.

Mobilitätsverhalten von Seniorinnen und Senioren – zur Entwicklung zielgruppenspezifischer Mobilitätsangebote – S. Haustein. and M. Stiewe (2010): Institut für Landes- und Stadtentwicklungsforschung. Retrieved from: www.ils-forschung.de/down/trends_1_2010.pdf (German)

Information on individualised travel marketing: www.sustrans.org.uk → what we do → TravelSmart (English) ● www.socialdata.de/info/IndiMark.pdf (English and German)



PLATFORM FOR CHANGE: In Cologne, public transport pass holders are encouraged to introduce their friends to the service.
Photo: Birgit Kasper

Peer-to-peer approaches in public transport

About this activity

Background

In terms of mobility management, older people are considered difficult to reach as a target group. They tend not to like traditional marketing campaigns, which makes it harder for public transport companies and authorities to get their message across. They may also question why a much younger person should be training them on how best to manage age-related constraints. A different approach is thus required with regard to marketing, awareness raising and training.

Peer-to-peer approaches have great potential in this regard, since older people are often more open to advice from their peers. Senior citizens have a far greater awareness of the needs of other people their age, and a monthly pass or a car-sharing scheme recommended by a good friend may mean far more to them than a marketing brochure.

But how can the positive effects of peer-to-peer counselling be used? This chapter illustrates the value of peer-to-peer approaches and suggests what implementers should keep in mind. While such approaches can also be transferred to other modes, such as cycling and car sharing, this chapter will focus on public transport

Benefits

Peer-to-peer approaches:

- are an effective way to promote public transport among older people — about 30 percent of the trainees in Cologne's PatenTicket decided to buy a season ticket after the end of the trial;

- allow public transport providers to benefit from the skills of its experienced passengers and reach older people in a way that traditional marketing cannot;
- build closer links between public transport providers and their users, while trainers appreciate the behind-the-scenes view of their local public transport system;
- build on the confidence that seniors have in their peers, who share a common language and can learn from each other's experience;
- also reach the "young old" — in Cologne, PatenTicket trainees were on average younger and had higher car availability than current season ticket holders; and
- are fulfilling for the trainers, most of whom consider it very rewarding to share knowledge with their peers that can help them improve their mobility.

People involved

Target audience

Peer-to-peer approaches have two main target groups:

- Senior citizens, who can explain and promote public transport use to other senior citizens and show them how to use it (i.e. trainers):
 - public transport season ticket holders;
 - people who enjoy taking public transport and who use it frequently; and
 - former public transport staff.

"Now my friend can try taking public transport regularly, despite owning a car. Otherwise, he wouldn't do it. A car just outside the front door is simply too tempting."

— PatenTicket participant



“A public transport provider shouldn’t undertake such a project without partners who are experienced in working with older people. This is particularly true when it comes to the recruitment of trainers and trainees, which is not possible for a public transport authority without huge efforts.”

— Dr. Johannes Theißen, Manager of European Projects for traffiQ, Frankfurt

- Senior citizens who are given information, recommendations and support (i.e. trainees):
 - older people who are not familiar with public transport, who do not like it, who are nervous about using it, or who simply never thought about it as a transportation option for them.

Key partners

The number of partners and stakeholders involved will vary from case to case. The PatenTicket scheme, for example, involved only the public transport operator and an external partner acting as moderator and providing

project management. The public transport operator or authority usually leads the implementation of this kind of activity. Key partners are:

- the public transport company or authority;
- local or regional authorities (in the case of the Public Transport Ambassadors project);
- moderators or consultants facilitating the process; and
- older citizens acting as volunteer trainers or ambassadors.

Other stakeholders

- The media.
- NGOs dealing with sustainable transport.

TWO'S COMPANY: Travelling is more fun with a friend.
Photo: Gábor Bodó

From idea to reality

Considering a new project

- **City size and public transport system:** While peer-to-peer approaches can generally be applied wherever public transport exists, the PatenTicket approach is suitable for bigger cities with dedicated season tickets for senior citizens. An attractive public transport system should already be in place.
- **Openness:** If the public transport operator is not initiating the project, it is important that the company is open to peer-to-peer approaches and maintains its commitment throughout the project lifetime.

Planning and preparation phase

- **Develop the general approach, a communication strategy and information material:** A lot of emphasis should be placed on this phase, which can last between

three and six months. You will need to decide how to recruit and how to communicate with the trainers (or “sponsors”, as they are called in the PatenTicket project). Communication materials such as brochures, letters and websites should state their message clearly and attractively (see page 69). Letters should be signed by a recognised authority or personality, such as the public transport company or the city’s mayor.

- **Recruit trainers or ambassadors:** In the case of the PatenTicket scheme, the target group of potential “god-parents” was clearly defined: season ticket holders in the city of Cologne aged 60 and over. Contacting them by standard mail and telephone led to positive results: almost 120 people agreed to participate in the pilot, representing 15 percent of contacted ticket holders. In other cases, trainers were recruited via the local media or through associations and clubs for older people.
- **Train the trainers:** It is crucial for future trainers to identify strongly with the project. They should be very

Sample programme

Public Transport Ambassadors (Zeeland, the Netherlands)

The province of Zeeland in the Netherlands is one of the least urbanised in the country. The province has an ageing population and younger people are moving to urban centres. At the same time, car dependence is rising since supermarkets and other facilities are increasingly concentrated in out-of-town retail centres. Despite efforts to offer quality public transport, the regional government has observed that there are gaps in older people’s information about public transport; they are challenged by innovations such as e-ticketing; and they tend to become inactive and stay at home when car driving gets too difficult.

In order to prevent dependence and isolation, the pilot project OV Ambassadeurs (Public Transport Ambassadors) was launched in 2009 and became fully operational in October 2010. It is hoped that the programme will be made permanent if the pilot proves successful.

The programme development steps are:

- 1 Recruitment:** Many ambassadors are former public transport employees, retired teachers or public transport enthusiasts. They are all at least 55 years of age, meaning that participants are learning from their peers.
- 2 Training:** The one-day sessions take place in groups of 10 to 15 people and information is provided on the tariff system, schedules and the

network. There is a focus on e-ticketing, which will be implemented nation-wide by 2011. The ambassadors are supplied with marketing and guidance materials.

- 3 Publicity:** The publicity campaign included media coverage, posters and leaflets. The ambassadors were “inaugurated” by Zeeland’s deputy for transport at a large public event. About 200 senior citizens were brought to the event by historic buses. They were given information about the ambassadors and about public transport in general and then used modern public transport to get home.
- 4 Implementation:** On request, the ambassadors organise journeys by public transport with individuals or groups with the aim of familiarising trainees with public transport and providing them with positive travel experience. The ambassadors also give presentations at senior citizens’ clubs. A central helpdesk is open to all (older) travellers in Zeeland to provide them with information or redirect them to the ambassadors.

An in-depth evaluation of the project design is planned, but the ambassadors are very well accepted by the trainees and are very enthusiastic about their work. The goal is to reach at least 2,000 people and to convince them to become public transport users.

familiar with the aims and content to be communicated to their peers. In the case of the OV Ambassadeurs project, the ambassadors first had to be acquainted with the new national e-ticketing scheme before starting their activities. Workshops for small groups (of eight to 12 people) are ideal for training future trainers. If the training meets their expectations, your trainers or ambassadors will be enthusiastic about passing on their skills to other senior citizens. If not, you might lose them and have to recruit new trainers.

- **Assign clear tasks to the trainers and support them in the execution:** Older trainers are typically asked to

do two things. They can show friends (or peers) how to use public transport simply by travelling with them. This is generally relatively straightforward, particularly if the participants already know each other, as in the PatenTicket scheme. Trainers can also be asked to give workshops on public transport. In this case, you should offer them prior training on presentation skills and workshop organisation and support them in preparing events and reaching and registering participants, ideally through a helpdesk that is available throughout the project lifetime. It might also be helpful to accompany trainers to their first workshop or to have older trainers

“The peer-to-peer approach works because older people have greater confidence in their peers; they have a common language and can benefit from one another's personal experience.”

— Johan Janse, DTV Consultants, Breda, the Netherlands



Sample programme

PatenTicket (Cologne, Germany)

The German research project FRAME, which focused on the leisure-time mobility of older people, highlighted a need to make older people more familiar with public transport and to promote its use. The PatenTicket project was developed as a response.

Since it is difficult to reach this target group via standard marketing campaigns, a peer-to-peer approach is used. Older customers ("sponsors") who already hold season tickets receive a free three-month pass to give to a friend, neighbour or relative who does not regularly use public transport. During this time, the sponsor passes on tips and hints on using buses and trams, and goes on journeys with the new users, showing them how easy and comfortable it is to use public transport. The relatively long trial period of three months gives adequate time for the establishment of new routines.

The concept was developed independent of a spe-

cific location and Cologne's public transport operator KVB agreed to run a pilot project in 2009. Sponsors received training in small groups from the public transport operator and a dedicated contact person was available throughout the trial phase.

Results show that:

- more than 30 percent of participants decided to buy a season ticket after the trial, and additional customers were acquired through snowball effects; and
- on average, the new users were younger and had better access to cars than the sponsors.

A follow-up project is envisaged for 2011, with a focus on senior citizens living on the outskirts of Cologne and in suburbs with good public transport access.

working in teams of two. If trainers feel frustrated, or that too much is being asked of them, they may resign.

Implementation

- **Inform the public:** When your trainers are ready, it is time to publicise your scheme. The best way is via the local press and television, an attractive brochure (see above for tips on writing for senior citizens) and a website. You can also send information directly to older people by mail, if the option is available. However, the most effective way to promote your scheme is probably to organise a public kick-off event. As in the Zeeland example, this could take place in a central location, where your scheme can be presented attractively; or as part of a leisure trip or other event that appeals to your target group.
- **Use existing networks:** While PatenTicket relies on the peer-to-peer counselling of friends and relatives, you will need to support trainers in recruiting participants for workshops or test rides. This can happen via various channels such as the local media, posters and leaflets in public buildings, etc. However, it can also be helpful to use existing networks, such as community centres, sports clubs and old people's associations, as communication channels.
- **Trial period:** In the case of PatenTicket, offering a three-month trial period during which "godparents"

and "godchildren" used public transport together, proved successful. This relatively long period allowed participants really to get to know the public transport system in the city and to establish new routines.

- **Don't underestimate social aspects:** Apart from being easier to accept advice from a peer, this approach also has important social aspects. In the case of the PatenTicket scheme, participants established an informal club that created snowball effects by reaching additional people not directly involved in the project.

Maintaining and developing

- **Keep trainers motivated:** Trainers are not in it for the money, as they usually receive only a small reimbursement, if any. They are motivated by a desire to share their knowledge with their peers and to be valued as skilled people who can still serve the community. This motivation needs to be recognised and maintained, which means keeping in close contact with, and being ready to listen to, the trainers. A friendly manner and open attitude are vital on the part of the staff who are in contact with the volunteers. The existence of a helpdesk staffed by familiar people is greatly appreciated, however little it is actually used. Small tokens of appreciation, such as a dinner, can also be helpful.
- **Ensure the commitment of public transport companies:** If your organisation is not the public transport operator, you will need to win and renew the commit-

REST STOP: You have plenty of company when you ride public transport on market day in Kraków.

Photo: ELTIS/Harry Schiffer



STAYING MOBILE

Sample programme

Seniors Train Seniors (Frankfurt, Germany)

The Seniors Train Seniors (STS) project is run by traffiQ, Frankfurt's public transport authority. Similar approaches exist in the neighbouring city of Offenbach (managed by LNO OF) and in other municipalities in the Rhine-Main area (managed by the regional transport association RMV).

The STS project borrows elements from public transport training for older people in the Frankfurt region and from the European ICMA/amobilife project, in which traffiQ and LNO participated. It was also inspired by the Swiss project Rundum Mobil (Overall Mobile).

The central idea behind STS is to involve a significant number of older people in Frankfurt in a peer-to-peer public transport promotion campaign. Older passengers who use public transport fre-

quently are given a two-day training covering the public transport network, schedules, tariffs and tickets, as well as practical lessons on safety and comfort in the public transport vehicle.

After completing the workshops, new trainers begin to organise 90-minute workshops where they pass on their knowledge to their peers.

While the STS project is still in its early stages, the hope is that it will become more closely integrated with the programmes for senior citizens offered by Frankfurter Verband, an organisation that runs many social centres in the city. Trainers will then be able to use Frankfurter Verband facilities, and events can be announced via the Verband's channels. Since they have social centres in almost every neighbourhood, good coverage will be ensured.

ment of the public transport provider throughout the project lifetime. Decision makers may agree to a trial, but you will have to demonstrate its positive impacts in order to make your activity sustainable.

- **Make sure the project or the concept takes hold after the trial phase:** If the trial is a success, think about how it can be continued and who will be responsible for this. It does not need to be the organisation or person who launched the trial. Keep people informed about the trial and keep them involved.

Costs and cost savings

During the set-up phase, peer-to-peer schemes may generate costs in the first year of operation. These costs will become lower once the scheme is established, while snowball effects will raise awareness levels.

Start-up costs

- **Development costs:** Dedicated staff and adequate resources are needed in order to develop a sound approach that will be accepted by the target group and that should become more sustainable over time.
- **Marketing and training materials:** If you expect your trainers or ambassadors to organise trainings or events, you will need to equip them with clear and attractive

training materials, ideally in the form of a "toolbox". The quality of the presentations and the level of motivation among the trainers will correlate with the efforts you put into this. The same is true for the brochures, websites and communication materials you use to publicise your scheme. Easy to follow guides, aimed at older people, on how to use public transport are good examples of training materials that can be used by the ambassadors.

Ongoing costs

- **Project team and helpdesk:** Staffing is the most important cost factor, particularly during the set-up phase. It is vital to operate a helpdesk to give older trainers confidence. Experience shows that trainers do not return very often to the helpdesk, so this task could be covered by the project manager. In the case of OV Ambassadeurs, the helpdesk also serves as a frontline office to channel requests from the general public. This prevents the ambassadors from being overloaded but requires dedicated members of staff.
- **Test ride tickets:** These are a relatively small but important part of the budget. The longer the trial period, the greater the possibility of people switching over to public transport permanently.
- **Catering:** Light refreshments should be available during events.

CHILLING EFFECT: Bad weather can pose particular challenges to older passengers.
Photo: Bernd Decker

“The ambassadors feel valued as experts both by the public and officials. The fact that they were officially ‘appointed’ contributes to this.”

— Wiepke Barentsen-Van den Broeke, Provincie Zeeland

Possible cost savings

Thirty percent of the participants in the PatenTicket trial bought a season ticket, which easily refinanced the investment made by the public transport company in consulting and trial tickets. Peer-to-peer approaches rely on the support of volunteers, who receive only small cost reimbursements. The cost of implementing such a scheme should be compared to the cost of a standard marketing campaign, which is usually less precise in reaching its target group. Finally, the impact of a standard marketing campaign is quickly over, while peer-to-peer approaches need time to develop their impact but then create snowball effects.

Further information

Project contacts

PatenTicket (Cologne, Germany)
Kölner Verkehrs-Betriebe AG (KVB)
Mr Jürgen Toepsch ● Tel: +49 221 547 12 12
E-mail: juergen.toepsch@kvb-koeln.de

Web: www.patenticket.de (German)

PatenTicket (continued) ● Urbane Konzepte GmbH
Ms Steffi Schubert ● Tel: +49 69-80 43 83 38
E-mail: schubert@urbane-konzepte.de
Ms Birgit Kasper ● Tel: +49 69 80 43 84 48
E-mail: kasper@urbane-konzepte.de

Public Transport Ambassadors (Zeeland, Netherlands)
● Provincie Zeeland
Ms Wiepke Barentsen Van den Broeke
Tel: +31 118 631521
E-mail: w.vd.broeke@zeeland.nl

Websites: www.degoedekantop.nl/ (Dutch)
www.ovambassadeurs.nl/ (Dutch)

Public Transport Ambassadors (continued)
DTV Consultants ● Mr Johan Janse
Tel: +31 76-513 66 31
E-mail: j.janse@dtvconsultants.nl

Seniors Train Seniors (Frankfurt, Germany)

traffiQ public transport authority
Mr Johannes Bardong ● Tel: +49 69-21 27 12 48
E-mail: j.bardong@traffiQ.de

Further reading

Factsheet on Seniors Train Seniors – Improving Connectivity and Mobility Access (2009) www.icma-mobilife.eu → solutions → travel training for seniors (English)

Improving Connectivity and Mobility Access / amobilife training lab:

www.learningpool.com/moodle_front/amobilifetrainin_glab/ (English, requires registration)

Overview of PatenTicket project in Cologne – AENEAS (2010): www.aeneas-project.eu → download → Munich, March 2010 workshop presentations (English)

PatenTicket project description and resources:
www.bkplanung.de → PatenTicket (German)

AISLE SEATS: People are more likely to use public transport if they can do so in the company of their peers.
Photo: Salzburg AG

