



# Rethinking mobility poverty

Understanding users' geographies, backgrounds and aptitudes

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# Overview

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- What is Mobility poverty
- Where is more likely to suffer it
- Who is more likely suffering it
- Looking at the users!

01

# What is Mobility poverty

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Traditionally, mobility poverty is defined as the lack of service for some social layers.



While other  
ones have  
good service....





even  
personalized....





Usually the (main)  
answer to mobility  
poverty is “**more**”.

**More buses, more  
trams, more lines,  
more train, more taxi.**



Or “less”, that is,  
cheaper ticket.

Both are - of course -  
good answers...





As HiReach, we tried to go beyond the traditional answer(s)...

- Focusing on the spatial elements
- Focusing on the social layers
- Focusing on the “ability” to use a service

*In other words, we aimed to understand user's needs, abilities and their social-geographical specificities.*

This goes beyond the traditional increase of service (which not always matches needs)

In other words, we aimed to understand user's needs and abilities to navigate transport systems.



We have done the work

- via a theoretical investigation.
- via 6 EU field research.



02

Where is more  
likely to suffer it

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# City versus rural

In the city the “more” and the “less” approach can be applied (with some limits) rather easily.



The centralized top-down mass transit **fails** to offer an appropriate answer in low **density** areas





But also the  
suburban areas are  
very vulnerable to  
transport poverty!!!





03

Who is more  
likely suffering it

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- Children and young people
- Elderly
- Low income and unemployed
- People with reduced mobility
- Migrants and ethnic minorities
- People living in rural and deprived areas

• Women

Too often transport systems are thought for the more advantaged groups, those who has no problem in satisfying their mobility needs.



While, looking at the more vulnerable groups let us to understand *how to feed a service according to their need and practice...*



Focusing on the “ability” to use a service,  
that is, approaching transport service  
as a **complex system**.



**04**

Looking at the  
users!

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# Spatial knowledge: I know where to go, and how to go.





Mobility as  
identity space,  
e.g. more than  
going  
from A to B







Transport knowledge and cognitive ability to use the transport system...  
...including how to use the apparently “banal” escalator.

# Safe Use of Escalators 安全使用电动扶梯

Most escalator incidents are due to improper use. Escalator safety is everyone's responsibility. Do your part to keep you and your family safe when using the escalator.  
电动扶梯的意外往往是由于不正确的使用。电动扶梯安全，人人有责。为确保您和家人的安全，请正确使用电动扶梯。



**Hold on to the handrail.**  
使用电动扶梯时，请时时紧握扶手。



**Young children must be accompanied by adults.**  
幼童使用电动扶梯时，需要由家长或大人陪同。



**In the event of an emergency, push the emergency button to stop the escalator.**  
在突发状况时，请按紧急停止按钮。



**Do not stop or loiter at the landing area to avoid obstructing other passengers.**  
请勿在电动扶梯出口区域停留，以免阻碍其他乘客。



**Do not be distracted by mobile devices. Do not drag or slide your feet off at the end of the escalator.**  
请避免使用手机和其他电子设备，以免分心。上下电动扶梯时，请不要拖着脚步。



**Passengers who are pushing trolleys, prams or luggage, or who have limited mobility, should use the lifts instead.**  
使用购物小推车、手推婴儿车、或行李箱的乘客，或是行动不便者，应该使用电梯。



**Do not play or run on the escalator, or lean over the handrail.**  
请勿在电动扶梯上玩耍或跑动，或将身体的任何部位伸到扶手装置以外。

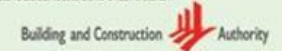


**Do not stand near the sides of the escalator. Soft footwear may get stuck in between the gaps in the escalator.**  
请勿站靠近梯级边缘。穿着软鞋类的乘客请注意梯级边缘、梳齿板等的细缝，以免鞋子被夹住。

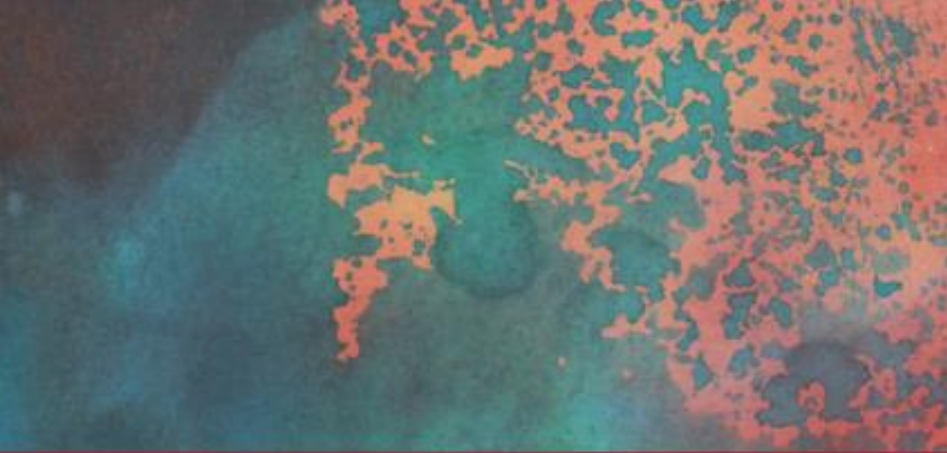


**Do not stand at the edge of escalator steps. You may lose your balance and fall. Stand within the yellow lines where marked.**  
请勿踩在两个梯级的交界处，以免失去平衡而摔倒。请站在梯级踏板黄线内。

This message is jointly brought to you by:  
这项信息由国家发展改革委及建设局联合带给您:



1. Solutions need to be customer-friendly, easy use and, as much as possible, tailored.
1. They have to be considered carefully the spatial situation (urban, rural, semi-rural) too.



*Transport and Society*

# RE-THINKING MOBILITY POVERTY

UNDERSTANDING USER'S GEOGRAPHIES,  
BACKGROUNDS AND APTITUDES

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# All this will be soon an open access book!!!



# Thank you

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