

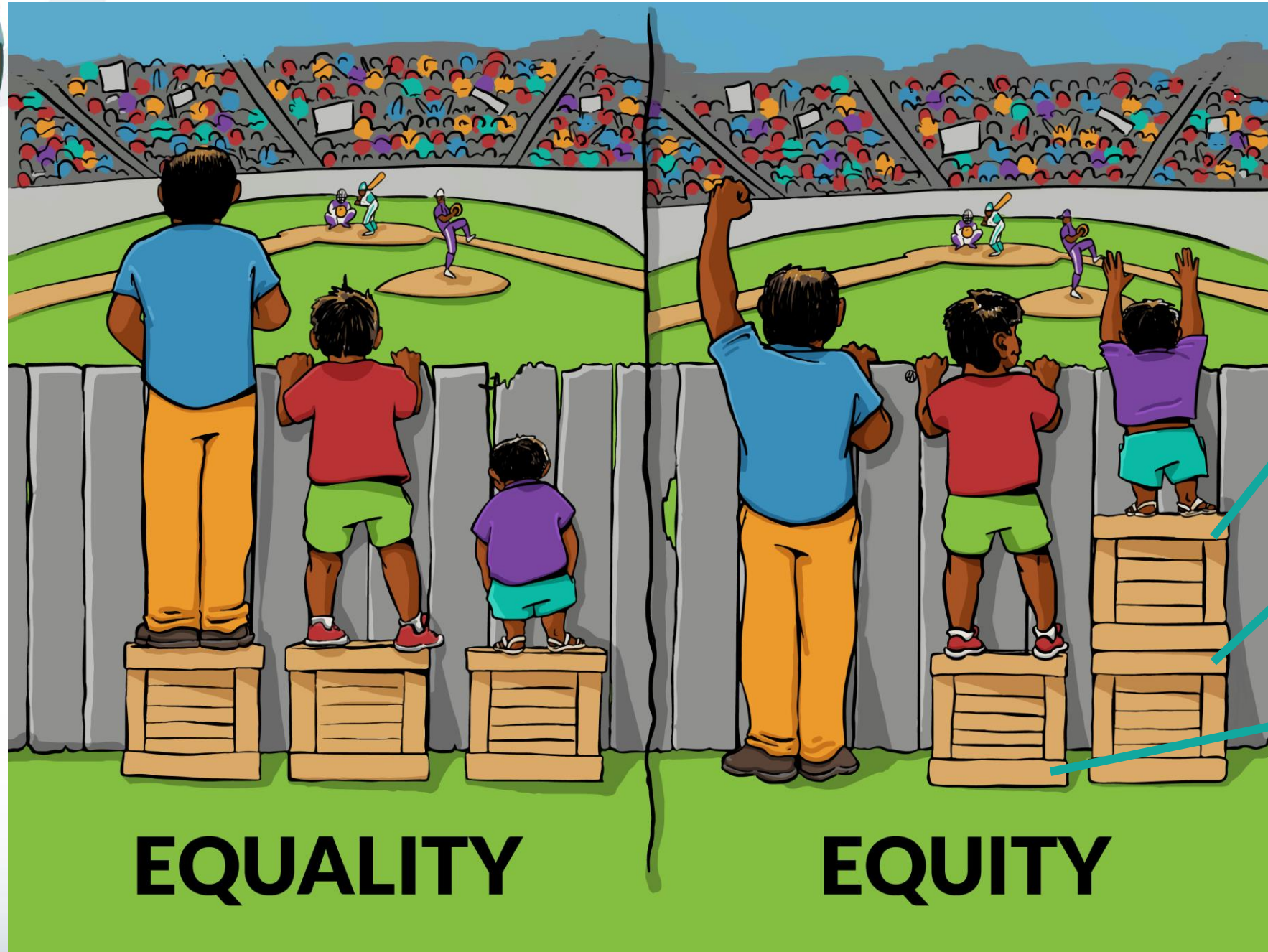


22.09.2020

How to make inclusive mobility a reality: 8 principles and tools for a fair(er) transport system



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EQUALITY

EQUITY

Audio/tactile
information

Sufficient
lighting and
security

Affordable
ticketing
options

Who is vulnerable to transport exclusion?

- Elderly
- Students/ youth
- Women
- Children
- Physically disabled
- Sensorially disabled
- Cognitively impaired
- Migrants
- People in rural/ remote areas
- People without a driver's license
- Job seekers
- People with a low income



Source: Harry Schiffer, Eltis.org



Source: Aira App, <https://aira.io/>



Source: Harry Schiffer, Eltis.org



Source: Eltis

51 case studies analysed

 Overview (x41)

 In-depth (x10)



8 principles for a fair(er) transport system

EMPOWERING



EMPATHETIC



ACCESSIBLE



AFFORDABLE



GENDER EQUITABLE



SAFE



CONVENIENT



EFFICIENT



ACCESSIBLE



The transport network, stations, vehicles and information are barrier-free (physically, sensorially and linguistically). This also includes ticket machines, apps for smartphone accessibility features, simple user-centric access to digital devices, acoustic and visual announcements at stations and aboard vehicles.

AFFORDABLE



Transport services are affordable for all users, in particular vulnerable users, relative to their income and proportional to their other overall cost of living. An inclusive society will have to cover related costs and subsidies, and avoid imposing a major cost factor on any particular user group(s).

CONVENIENT



The time and/or effort required for vulnerable users to reach a transport service (e.g. first and last mile) are minimised so that these users can benefit from the service in their everyday lives. Distance to the nearest service, reliability and adequate information provision about the service (e.g. timetables, route planning) contribute to its convenience.

EFFICIENT



Once vulnerable users are aboard a vehicle, the time and/or effort required to use the service (e.g. longer journey times, changing vehicles multiple times) are minimised so that these users can benefit from the service in their everyday lives. The main factors contributing to efficiency are vehicle routes, network coverage and intermodal connectivity.

EMPOWERING



Mobility solutions that **build vulnerable users' capacities to get around confidently** in their everyday lives. This idea can manifest in a training course or a scheme of "travel buddies" for certain social groups so that they are enabled to use certain transport options without requiring help by other people. Also technology can play a role here if it creates new degrees of freedom.

EMPATHETIC



Empathy-building initiatives foster awareness and build capacities (e.g. through training) among the **transport provider and general public for vulnerable users' needs** and **increase their readiness to help**. Sometimes, mobility options would be more accessible if there were some kind of "helping hand" (literally or metaphorically) to support vulnerable users.

GENDER EQUITABLE



Gender equitable mobility services enable all users, regardless of gender identity or orientation, to have **access to transport services that meet their daily needs**. This does not require providing equal services for all, but rather providing services that are equivalent but different, recognising that not all groups have the same mobility needs. Measures that improve and **facilitate intermodality, accessibility and safety** are primary considerations for gender equity.

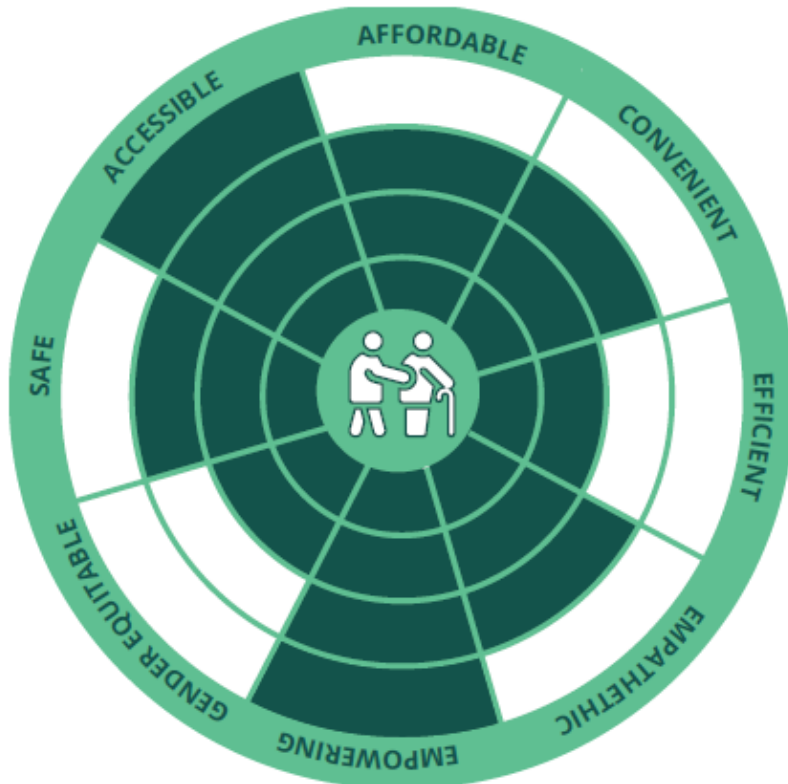
SAFE



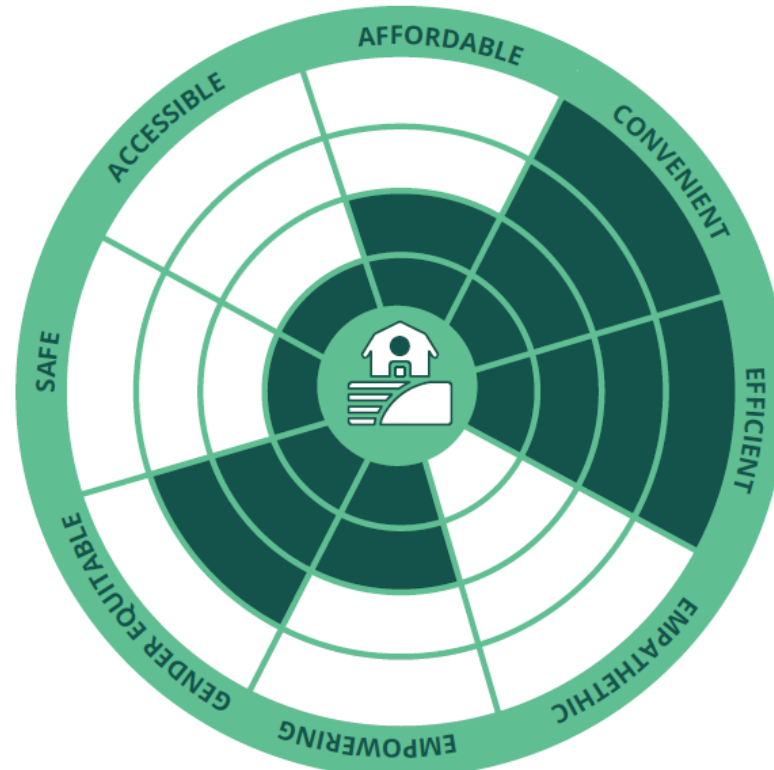
Mobility services that **increase the perceived and actual safety** of all vulnerable users by preventing accidents, theft, violence and harassment. Related interventions include hard measures (e.g. lighting, spatial layout, station and vehicle design, signage, emergency buttons, etc.) as well as soft measures such as human surveillance, communication, staff training and public awareness campaigns.

Vulnerable users' needs across the 8 principles

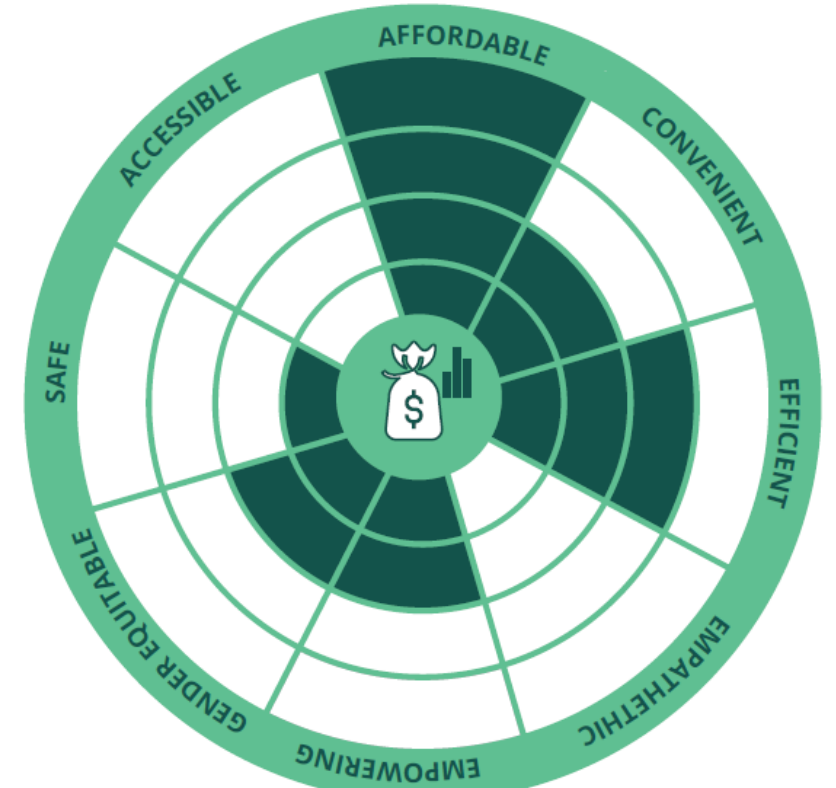
ELDERLY



PEOPLE IN RURAL/ REMOTE AREAS



PEOPLE WITH A LOW INCOME



Applying the 8 principles: understanding & responding to users' needs

- **Recognise compounded needs:** Many users are associated with more than one of the 12 user categories and are consequently even more affected.
- **Give them a voice:** Solutions that are developed by vulnerable users, for vulnerable users are nearly guaranteed to respond directly to their particular needs.
- **Build and maintain trust:** maintain direct, two-way communication with users throughout the process of developing inclusive mobility solutions.



Source: S. Findeisen/City of Bremen



Source: S. Findeisen/City of Bremen



Source: urbanista

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Thank you



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