

Senior Citizen Mobility Conference Thun

Synthesis and Conclusion

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Das Plus für Mensch und Umwelt

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A little thought to start the conclusion

- Elderly people get more and more attention:
“Golden Age & Silver Surfers” is the title of an modern art exhibition in the Museum “Kunsthaus Baselland”, lasting until the 4th of October 2009.

The Sunday – rather conservative – newspaper NZZ Sunday presented the exhibition in his last edition.

Artists take “becoming older” as a topic for their work.

The art critic speaks about an “urgent issue” –

“Die Ratlosigkeit mancher Werke zeigt wie drängend das Thema ist.”

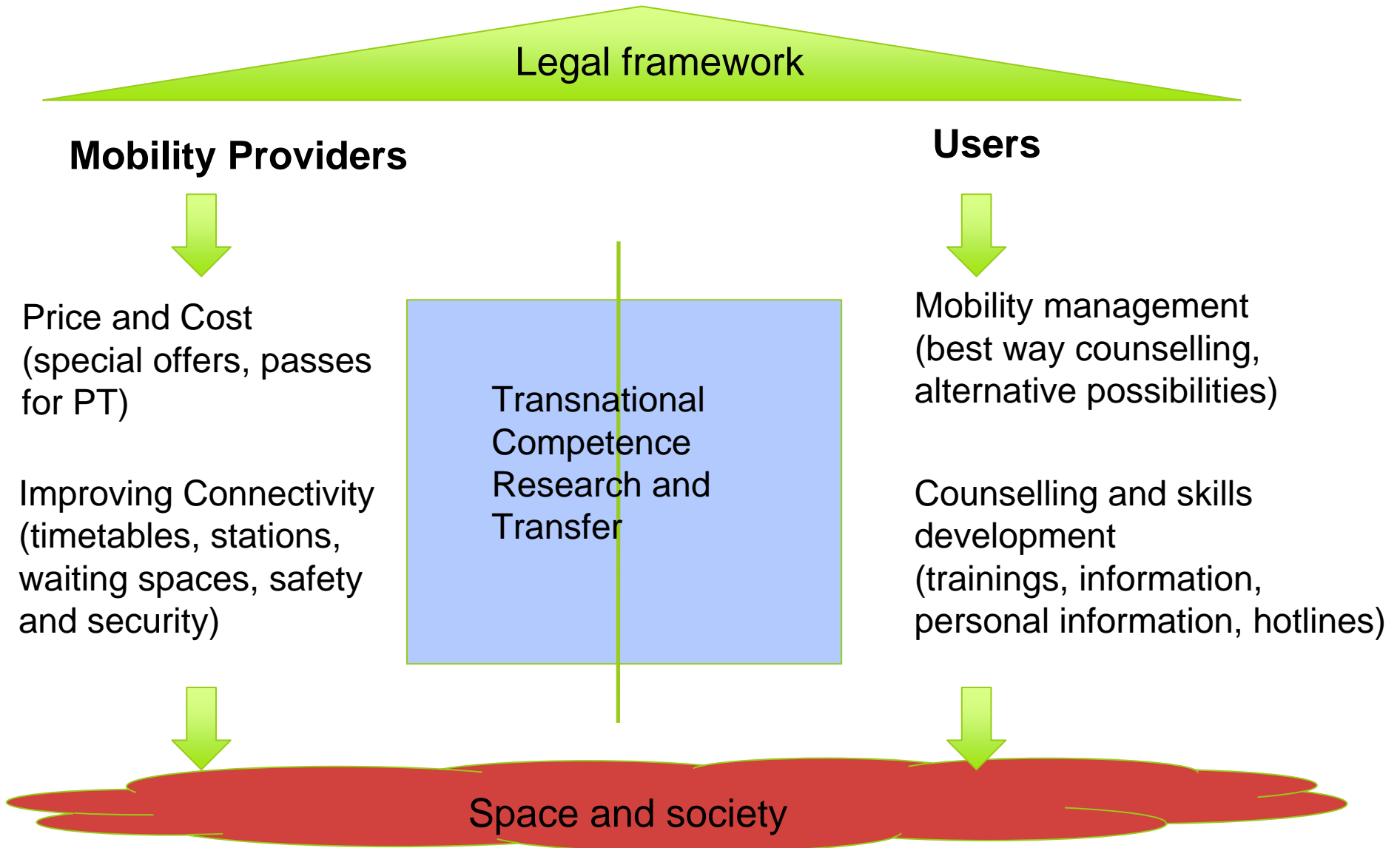
Facts

- The baby boomer generation is getting older, it becomes an important market segment.
- Technology inventions come faster and faster.
- Mobility stays individual, less polluting and provides more fun.
- The car access for the 65+ is growing (86% in 2005 compared to 82% in 1994 in CH)
- The group of owner of the general PT-yearly pass is growing (8% in 2005 compared to 4% 1994 in CH)
- Behaviour is different not only at different ages, but also for different genders.

Some conclusions from the socio spatial study about mobility practice of elderly people in suburban Canada

- The concept of mobility is based on the definition of Vincent Kaufmann as **access – competencies – appropriation**
- Travelling has a social meaning
- Amongst elderly people, four different mobility types are identified: **Homebounds – Neighbours – Perigrinators – Hypermobiles**
- Aging people adapt their lifestyle not their mobility practice (shift to corridors and “special” places) - they lose contact with certain parts of the urban space.
- The study shows that mobility of elderly persons increases and decreases:
 - Increased mobility is explained by spatial and social factors
 - Decreased mobility is explained by health and personal factors

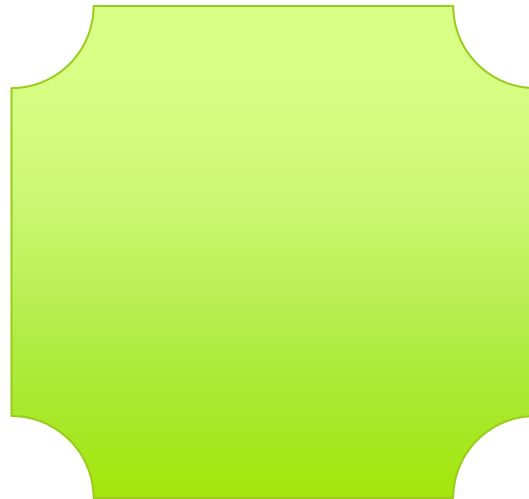
Intervention axes to improve mobility for elderly people



Four corners of intervention for a public transport company (PTC)

Training of elderly people
training days
act like “Tarzan”

Communication
Importance of direct human contact
e.g.
• Hotline
• Information stand
• and too: Safety brochure



Training of the staff,
specially of the drivers

Technical measures,
e.g.
• Pram button,
• additional seat for elderly
• low floor vehicles

Round table

- Is technology a chance for elderly people or an other barrier?
- Elderly people need and demand direct human contact; how to deal with the financial pressure for transport companies?
- Elderly men are more resistant to learning new forms of mobility practice than women.
- Encourage elderly to stay the owner of their own mobility, e.g. bicycles
- It makes a difference, who sends the message:
Transport companies, local authorities, NGOs don't aim exactly the same targets. But they can be complementary.

Thank you for your interest