

Mobility Management in Ageing Societies

The AENEAS project

8 April 2011

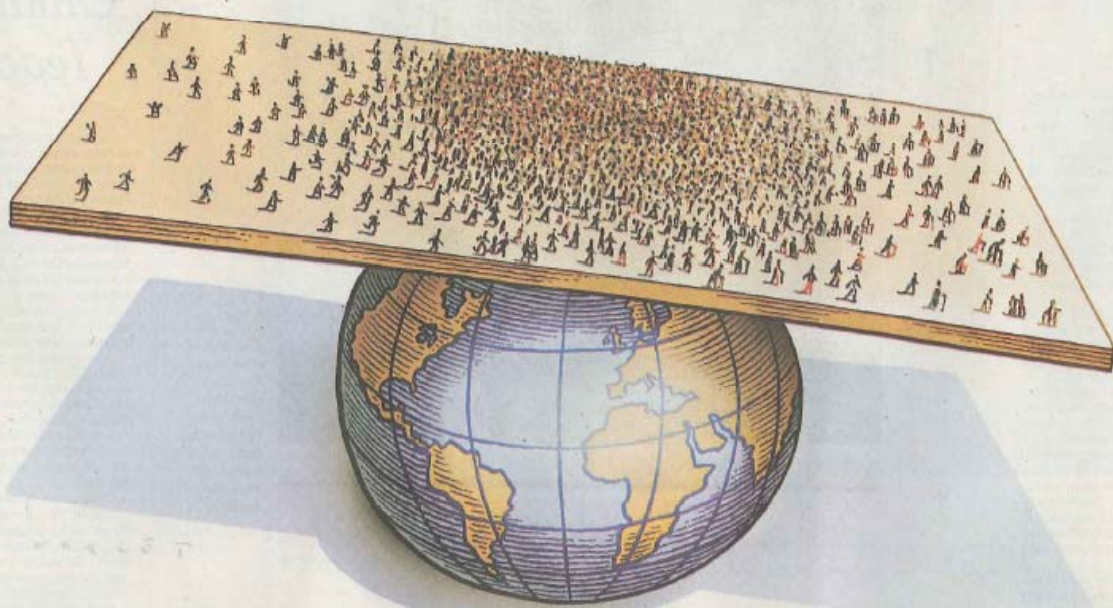
Siegfried Rupprecht, Matthias Fiedler

Rupprecht Consult

The New York Times

MONDAY, OCTOBER 25, 2010

Articles selected for *Süddeutsche Zeitung*



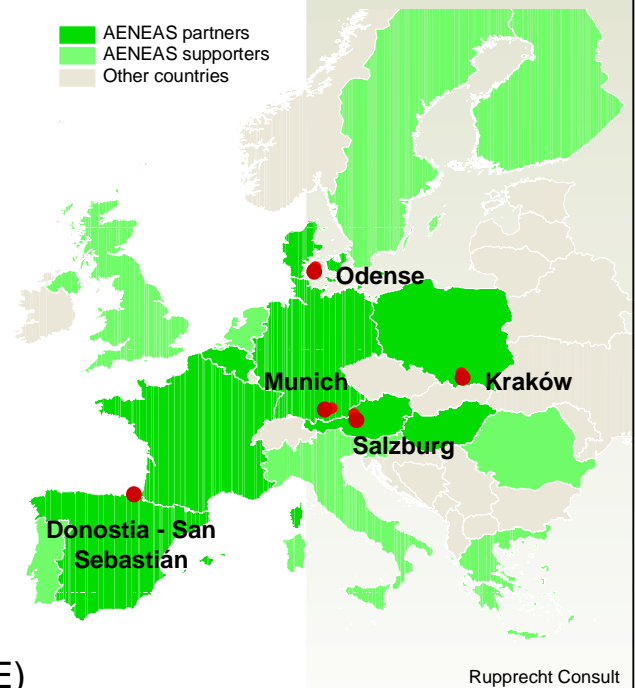
CHRISTOPHE VOISLET

The High Price of Longer Lives

Ageing Populations Could Bring Misery to Unprepared Nations

Who is AENEAS?

- 5 European Cities, their Public Transport Operators and Local NGOs
- 2 European Networks
 - EMTA – European Metropolitan Transport Authorities (FR)
 - AGE – The European Older People's Platform (BE)
- 2 Supporting Organisations
 - Rupprecht Consult (DE), Coordination
 - REC – Regional Environmental Centre for Central and Eastern Europe (HU), Dissemination
- Project Ambassador: Ragnar Domstad (SE)



Who is actually old?



- WHO: every person above the age of fifty years
- Ageing is a process
- Biological vs functional age
- Self-perception vs image

B Context

What does it mean to get old?

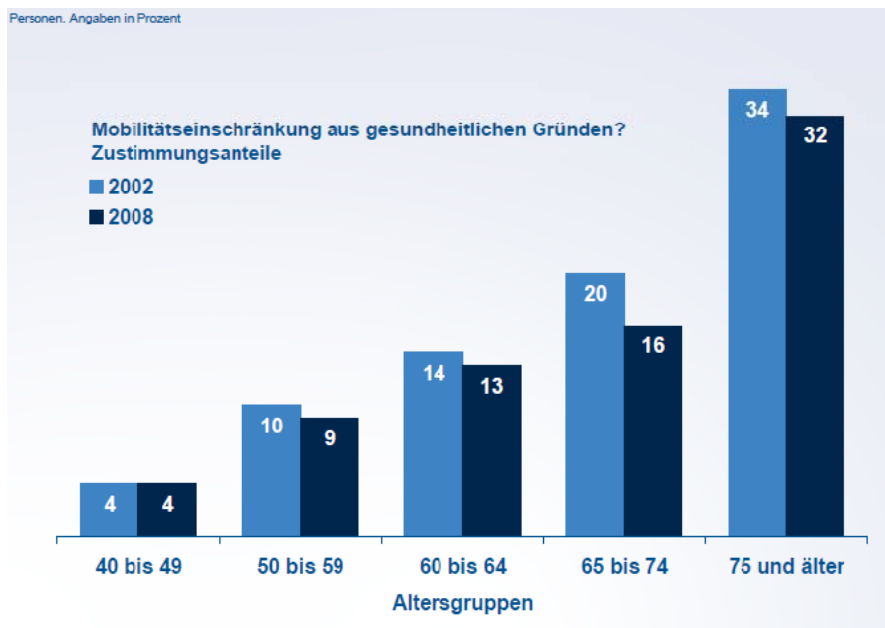
Ageing has an impact on

- Mobility of limbs & physical power
- Senses & Reactions
- Cognitive Processes & Psychology
- Rate of Chronic Diseases

Not all restrictions are visible to others – sometimes even older people themselves are not fully aware of their capacities

There is a link between health and physical activity

The relation between age and health



Fitter than previous generations – but mobility constraints increase with age

The positive impacts of active travel

Physical activity may prevent chronic diseases such as

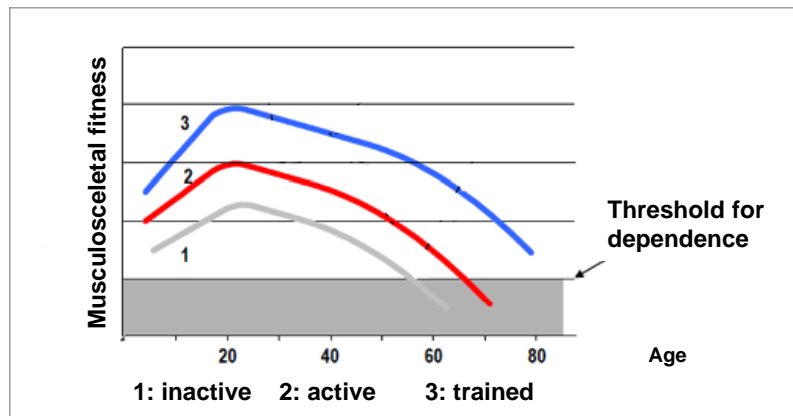
- Cardiovascular diseases
- Diabetes
- Some types of cancer
- Osteoporosis

and has positive impacts on

- Balance & coordination skills
- Oxygen uptake & Muscle power
- Sensory abilities
- Reaction time abilities

The link between physical activity and health

- Improvement still possible at older ages and with already established diseases
- Older people can improve their musculoskeletal fitness and such prolong their period of healthy and active living



Sources: Warburton et al. (2006) and Pucher & Öhiknecht (2010), based on Martin BW, Marti B. Ther. Umschau (1998)

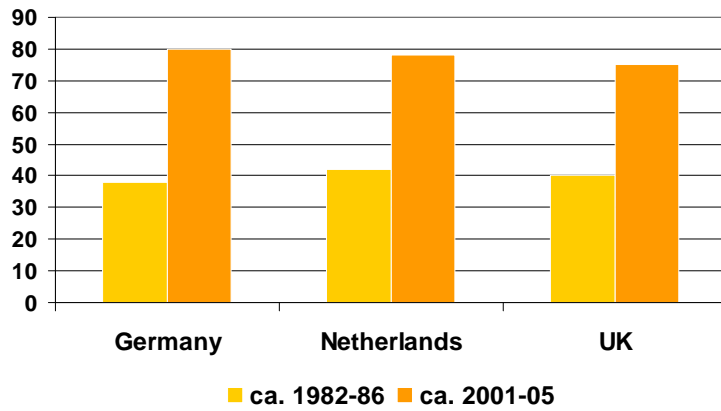
The baby boomers turning grey...

The number of older people in Europe is increasing. Compared to previous generations of older people, the baby boomers are

- Better educated
- Healthier
- Often wealthier
- More active
- More diverse (cultural background, lifestyle)
- More demanding
- ➔ **A very heterogeneous target group regarding their expectations, backgrounds and abilities!**

... means a car generation growing old

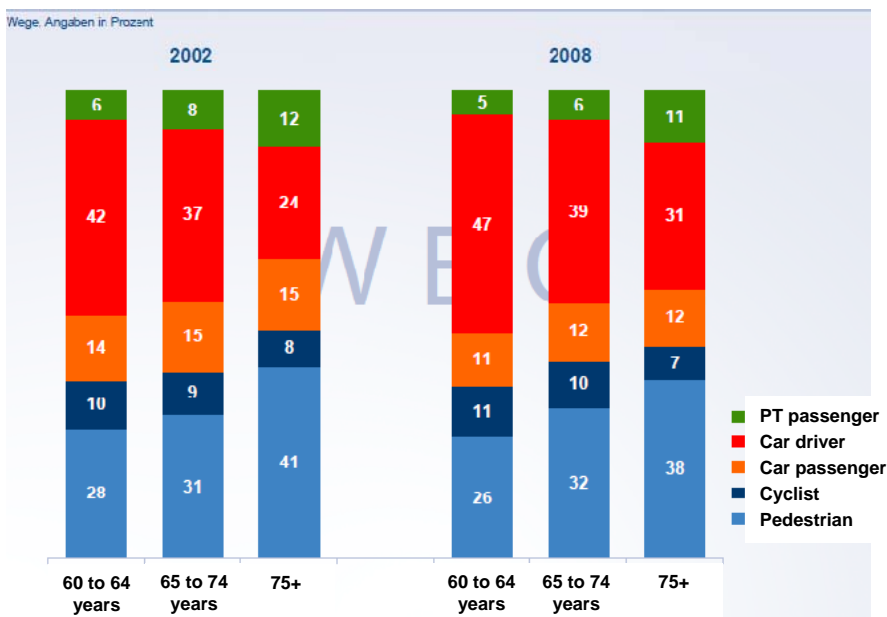
60 year old Women with Driving Licence (%)



Source: Rupprecht Consult 2007, data by BMVBS, AAV and DfT

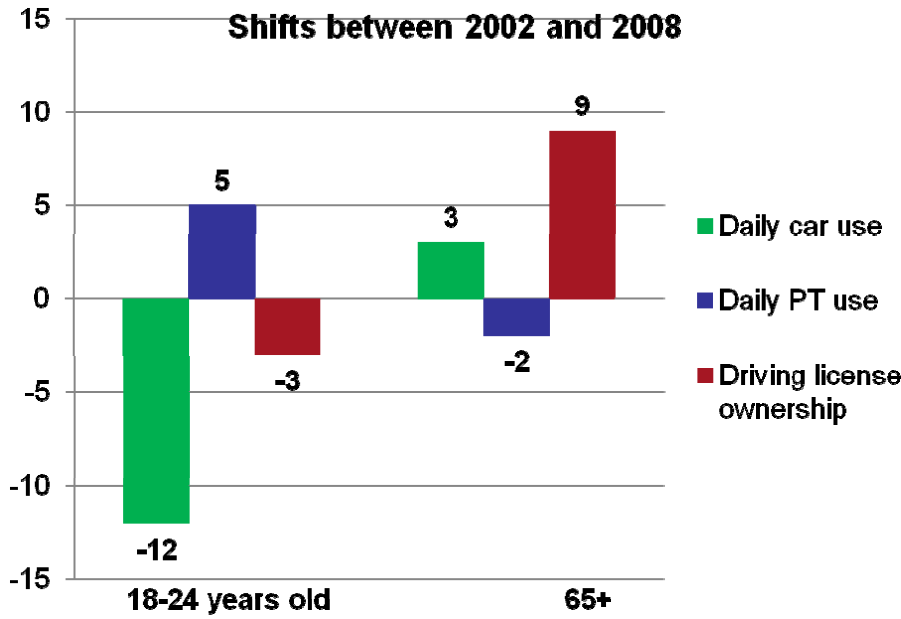
Increased driving license and car ownership

Modal shifts towards the private car...



Source: Mobilität in Deutschland 2008

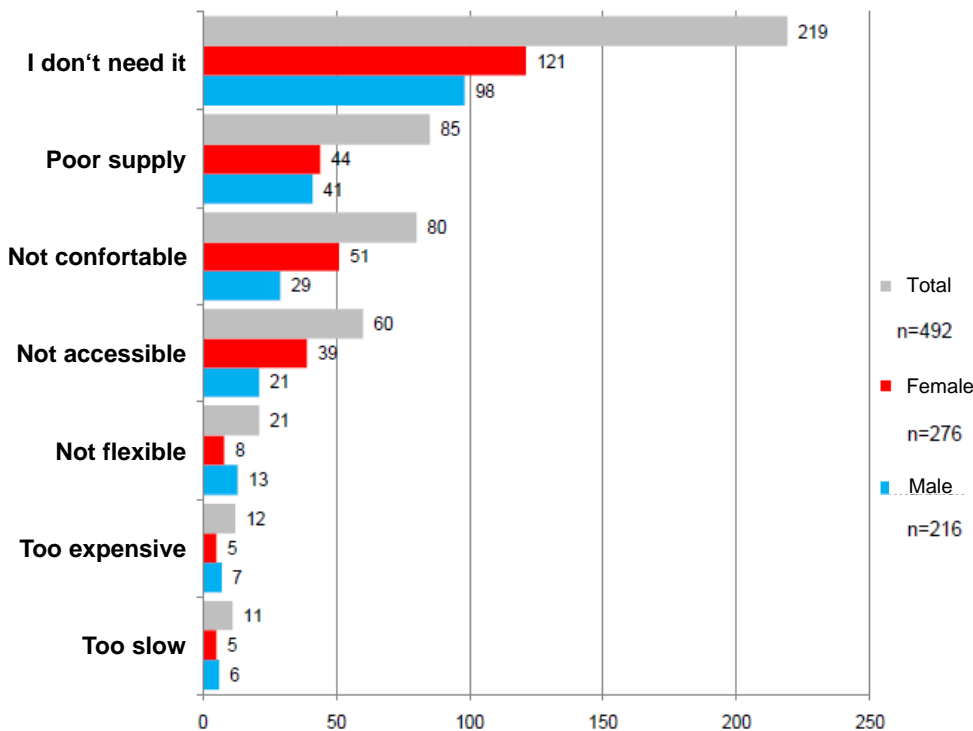
...while the generation iphone moves greener



Source: Mobilität in Deutschland 2008

Modal shifts towards the private car while the younger ones move greener

Why older people don't use public transport?



Source: ILS 2010

What are the changes in travel behaviour?

- Increased driving licence ownership
- Higher car use
- More trips and longer distances
- Less familiar with alternatives to the car
- Suburban lifestyles
- ➔ Older people today are increasingly depending on motorised private transport
- ➔ This trend is further increased by changing spatial and urban patterns

C AENEAS vision and objectives

What are older travellers expecting?

A transport system that is

- Easy-to-use and comfortable
- Safe and secure
- Accessible
- Good for health

➔ **Summa summarum: Older people want a transport system that supports active and healthy ageing**

Can car-based mobility cannot offer this?

The AENEAS vision

Car-based mobility has its limitations regarding objectives such as healthy and active ageing, climate and energy targets

- ➔ **The AENEAS vision: the multimodal older traveller**
- Is still active and independent when driving a car becomes difficult
 - Stays healthy for a longer period thanks to active mobility
 - Moves safely and securely
 - Finds easy access to shops and (medical) services in his / her neighbourhood

What has AENEAS done to achieve this?

- Overcome information gaps and lack of confidence among older users
- (Re-) activate skills of older travellers (e.g. Public transport, cycling)
- Improve the image of alternatives to the private car and encourage their use
- Resolve reluctance of older travellers towards new technologies / services
- Involve older citizens actively in planning processes
- Increase user friendliness and customer orientation among mobility providers (particularly in public transport)
- Train practitioners via dedicated workshops
- Provide good practice examples
- Raise awareness among decision makers
- ➔ **Older people are an important customer and target group!**

D AENEAS results

Overall results

- Workshops
- Publications
- Website

Donostia – San Sebastián: Promote walking and road safety

- Accident rates of older people are low in total, but high in relation to mileage and often have serious consequences
- Walking is on the retreat among older people
- Dedicated schemes to raise road safety and encourage walking
- High demand among target group

Donostia – San Sebastián: Promote walking and road safety



Kraków: assistance service at interchanges

- Background: still many highfloor tramways in operation
- Older people have difficulties, particularly at busy stops
- Group of 9 young persons (4 at the same time)
- Very positive and warm feedback

Some evaluation results (n=150):

- Awareness 77%
- Acceptance 95%
- Average mark 4,63 (scale 0 to 5 [best])
- 95% to continue activity

Kraków: assistance at interchanges



Photo © ELTIS/Harry Schiffer

Munich: Individualised Travel Marketing

- **Life events** as starting point for mobility management: Retirement, children leaving home, death of partner...
- Target group: **60 to 70 years old**
- **Individualised travel marketing** offers:
 - Information on mobility options
 - Personal advice
 - Switchboard to training courses
- Brochure “Mobilitätswegweiser” sent to 10,000 households, among them 1,000 widows



Munich: Individualised Travel Marketing

- **Reply quote: 20%**
- About **5,500 brochures** ordered (PT map, leisure activities with PT, cycling map, neighbourhood walking maps, ...)
- High interest in **training courses**
 - Mobility & fitness (24%)
 - Cycling training (21%)
 - Security in public spaces (19%)
 - Mobility information on the internet (10%)
 - Public transport training (4%, just started)



Munich: Individualised Travel Marketing



Odense: Guided Cycle Trips

- A decrease in the number of cyclists among older citizens – especially people aged 70+
- Aim: Encourage and promote cycling among older citizens
- Volunteer cycle captains plan tours and lead small groups
- Promotion of trips by newspapers “word of mouth”
- Social aspects and positive experience are important
- Cycling skills and bicycle maintenance courses were offered in addition

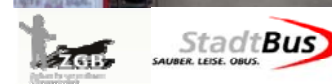


Odense: Guided cycle trips



Salzburg: Travel Training and Communication

- Approx. 33% of passengers are 60+
- Targets:
 - Counteract falls and other safety issues
 - Maintain the elderly mobile
 - Keep older people as costumers
- Training Scheme for Older Passengers
 - Theoretical and practical lessons in small groups
 - Co-operation with local NGO
- Training Scheme for Bus Drivers
- Mobility Days
- Bus Brochure
- Communication and Public Relation Work



Salzburg AG, ZGB

Salzburg: Travel Training and Communication



E Conclusions and Outlook

Conclusions

Car-based mobility has its limitations:

- Driving a car becomes more difficult or impossible at older ages
- It doesn't promote healthy and active mobility
- It supports urban structures that increase car dependency – a vicious circle
- It counteracts climate and energy targets

The AENEAS vision

Car-based mobility has its limitations:

- Driving a car becomes more difficult or impossible at older ages
- It doesn't promote healthy and active mobility
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Why multimobile mobility for older people – isn't the senior friendly car fair enough?

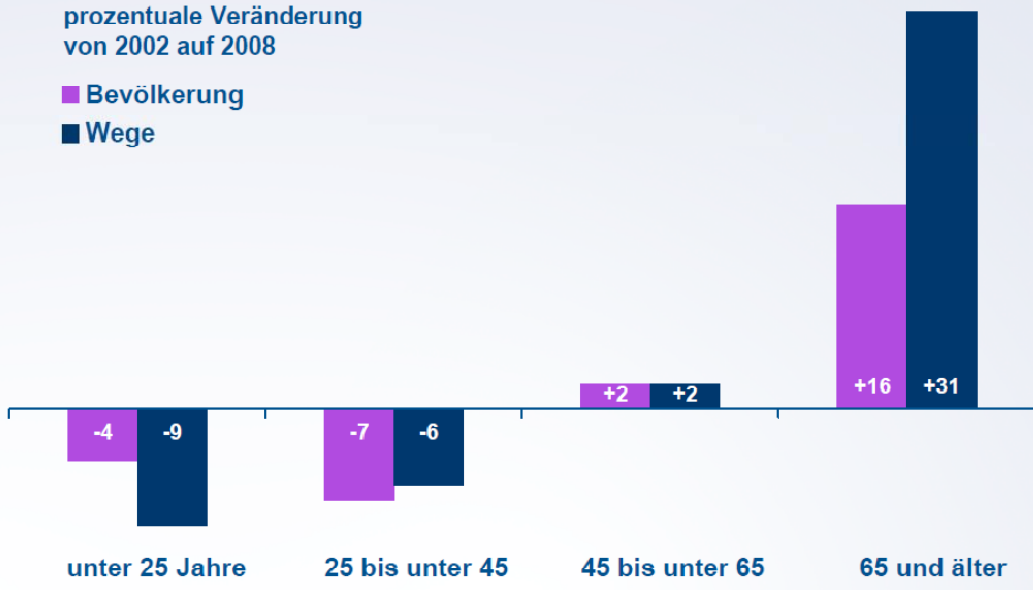
- First



Trends & Challenges

prozentuale Veränderung von 2002 auf 2008

■ Bevölkerung
■ Wege

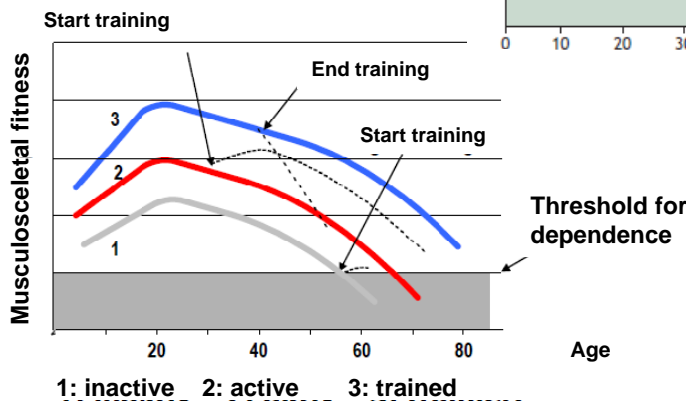
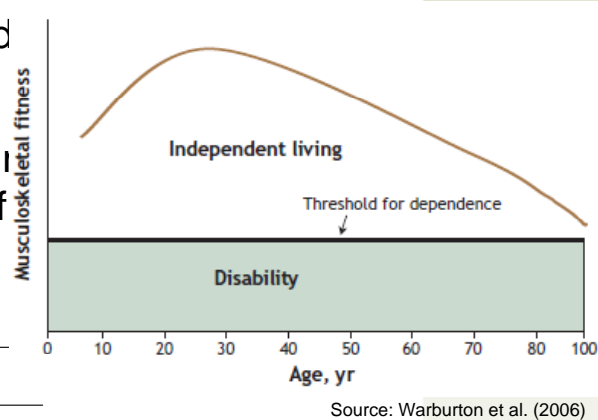


Source: Mobilität in Deutschland 2008

More traffic due to mobile older people?

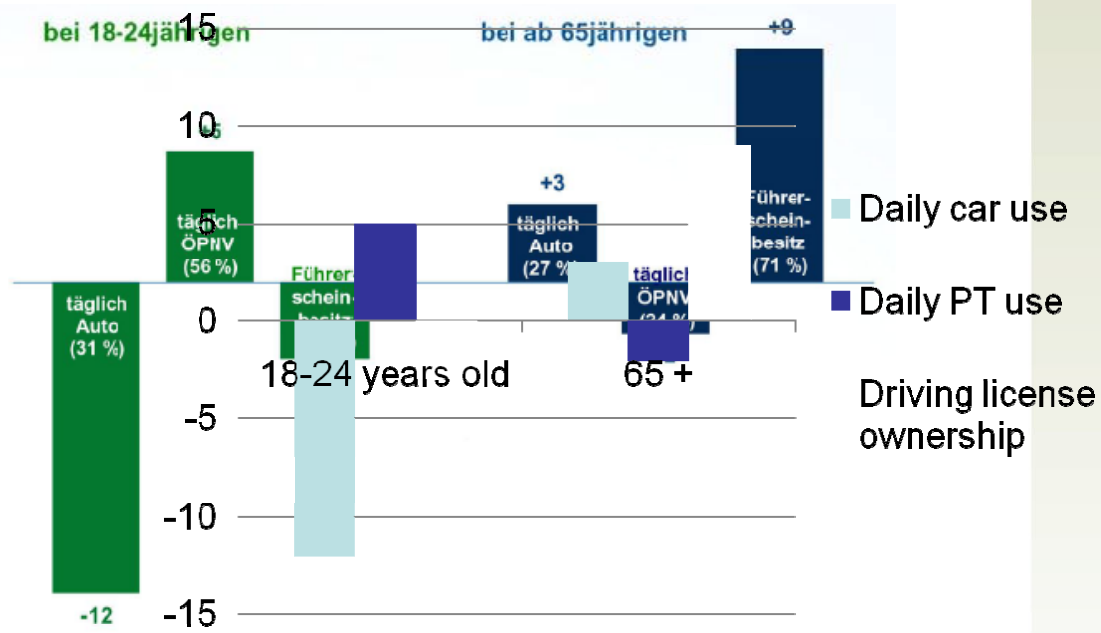
Active mobility for healthy ageing

- Improvement still possible at old already established diseases
- Older people can improve their mobility and such prolong their period of independent living



Source: Pucher & Öhlknecht (2010), based on Martin BW, Marti B. Ther. Umschau (1998)

While the generation iphone moves greener



Source: Mobilität in Deutschland 2008

Modal shifts towards the private car while the younger ones move greener