

DONOSTIA –  
SAN SEBASTIÁN

KRAKÓW

MUNICH

ODENSE

SALZBURG



  
aeneas

A trip through Europe about mobility management in ageing societies

**Study Tour Catalogue**

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**NEW WAVE:** *Participants gather for a group photo after a successful cycling tour in Odense. (Kennett Krebs)*



# Maturing outlook

Are you an urban transport professional? Or an employee of a transport operator? Are you working on mobility management and would like to learn more about its place in an ageing society?

This booklet takes you on a trip across Europe and shows you innovative soft measures that improve the mobility of older people by encouraging sustainable choices. Each stop on the study tour represents a real measure or activity in a European city. These cases have been selected from a pool of more than 130 good-practice examples identified by the European AENEAS project. Further information can be found on the AENEAS Good Practice Database via <[www.aeneas-project.eu/gper/search.php](http://www.aeneas-project.eu/gper/search.php)>.

## Demographic upheaval in Europe

Europe is going through major demographic shifts, resulting in a growing population of older people and a shrinking segment of the young and active. While in 2010, approximately 37 percent of people in the EU-27 were aged at least 50 years of age, 48 percent will be this old in 2040, according to the US Census Bureau.

The share of citizens above 65 will increase from 17 to 28 percent in the same period. This will affect the old age dependency ratio in the European Union. While in 2008, there were four persons of working age for every person aged 65 or more, this ratio will drop to

**A STEP AHEAD:** *Strollers enjoy the window shopping in Salzburg.*  
(BMVBS, AAV and DfT)

two to one in 2060, according to a EUROSTAT news release. While this trend affects all of Europe, there are large differences between countries regarding its intensity and impact.

## The 21st century senior: fit, active and wealthy?

The baby boomers, who have been retiring since 2000, differ from previous older generations in several respects. They are characterised by:

- better health and a longer life expectancy;
- greater diversity of ethnicities and lifestyles;
- a different self-image, the view of retirement as a “second spring” rather than the “beginning of the end”;
- having homes in green suburbia rather than in small city centre flats.

The share of citizens above 65 will increase from 17 to 28 percent from 2010 to 2040.



There is some discussion regarding the financial resources of older people, and they will develop in the coming years. There are discrepancies between European countries, though there is a general downward trend in social welfare in terms of both pensions and health care. However, it is clear that older people today (and in the future) are willing to spend money on “beautiful things”, a contrast to the war-generation, which focused on saving money and living modestly.

The older generation of the early 21<sup>st</sup> century is not a homogeneous group – these are people of different abilities, requirements, wishes and backgrounds. This requires a thorough exchange of experiences to address this demographic change and its impacts.

### Changes in mobility behaviour

One person’s mobility behaviour is a complex mix of routines and decisions that depend on external and internal parameters, “hard” and “soft” conditions, and other factors. In other words, the noted changes in mobility behaviour among older people cannot be attributed just to the fact that they listened to the Rolling Stones rather than traditional brass bands. But it might have something to do with this.

Increasing motorisation and driving-license ownership constitute some of the most obvious and significant developments of the last decades. For example, the portion of women aged approximately 60 years who have driving licenses has doubled from around 40 percent in the early 1980s to roughly 80 percent in the early noughts (‘00s) in Germany, the Netherlands and the United Kingdom. A recent study in Germany shows a shift towards sustainable modes for the younger population, while the trend among those 65 and older is to use cars more often. Surveys carried out in 2002 and 2008 showed that the share of daily car users declined by 12 percent among 18-24

**UPLIFTING:** *This seaside elevator is one element of Donostia-San Sebastián’s vertical transport infrastructure, created to help travelers negotiate the community’s hilly terrain. (Ayuntamiento de Donostia – San Sebastián Udala)*

Independent and flexible mobility only can be reached when the whole set of mobility options is available.

year olds, but increased by 3 percent for those above 65. At the same time, daily public transport use increased by 5 percent for the younger ones but dropped 2 percent among seniors.

### How should we react?

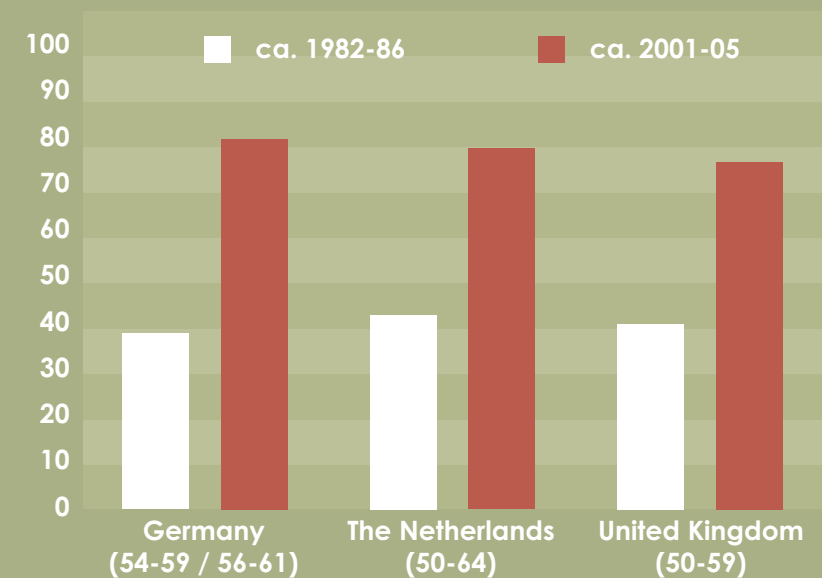
With an ageing society and older people becoming more mobile and heterogeneous, it is difficult to derive clear objectives and actions: Should we enhance accessibility of environmentally friendly transport with older people becoming fitter and motorised? Isn't it a waste of money to promote sustainable mobility to older people when there is lack of funding for accessible infrastructure at the same time?

Even though older people today are fitter, this doesn't mean that they are travelling without constraints. Senses, physical strength and abilities start to decline in the second half of life, even though a person doesn't appear impaired or frail to others.

But beyond these physical issues, soft barriers and routines hamper a change of travel behaviour. Older people today are less familiar with alternatives to the private car, and they often don't know how to use them properly (even though they would never admit it). They can have difficulties with ticketing machines and timetables when using the bus or staying oriented while walking. In addition, many fear getting lost or being victimised using modes of transport other than the familiar private car.

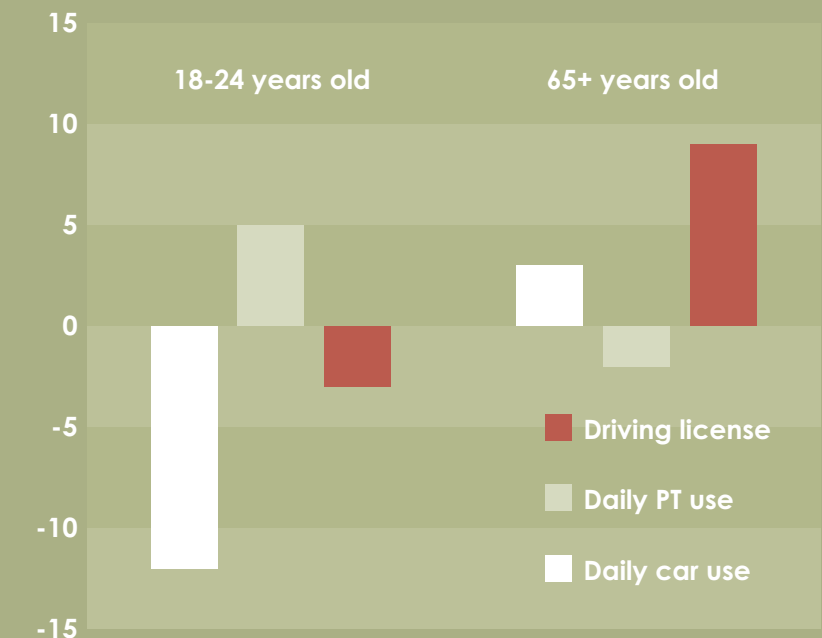
Apropos: Beyond the extended term of accessibility drafted above, it is the positive image of the private car against the rather negative image of its alternatives that explains mobility habits of the

### Women licenced to drive by age group (%)



Source: BMVBS, AAV and DfT

### Mobility trends (% change 2002-2008)



Source: Mobilität in Deutschland 2008



Older people shift towards the private car, while younger people increasingly use alternatives.

elderly today. Many of them cannot contemplate giving up driving (although that is not the objective of AENEAS). A big problem is that many older people link the car with independence and a social, active lifestyle.

However, independent and flexible mobility only can be reached when the whole set of mobility options is available and the best one is used for each purpose. Being dependent on one mode only makes it difficult to be mobile under different conditions, and can lead to relative immobility and isolation when it needs to be given up completely. Furthermore, active travel (i.e. walking and cycling) prolongs the healthy period in life, and health is a precondition to outdoor mobility.

The right mix of measures and messages is crucial: Buses won't fill up with older people just because they are accessible and free of charge, nor will older people walk or cycle more just because they can. The quality and image of sustainable transport must be raised to lure older travelers out of their cars and barriers to the use of more sustainable alternatives need to be removed. While most decision makers are aware of the physical barriers (though many are not!), there are also numerous "soft" obstacles.

**HELPING HAND:** *The addition of customer-service staff on public transport vehicles is appreciated by passengers who are unacquainted with ticket validators and other aspects of the system. (Salzburg AG)*



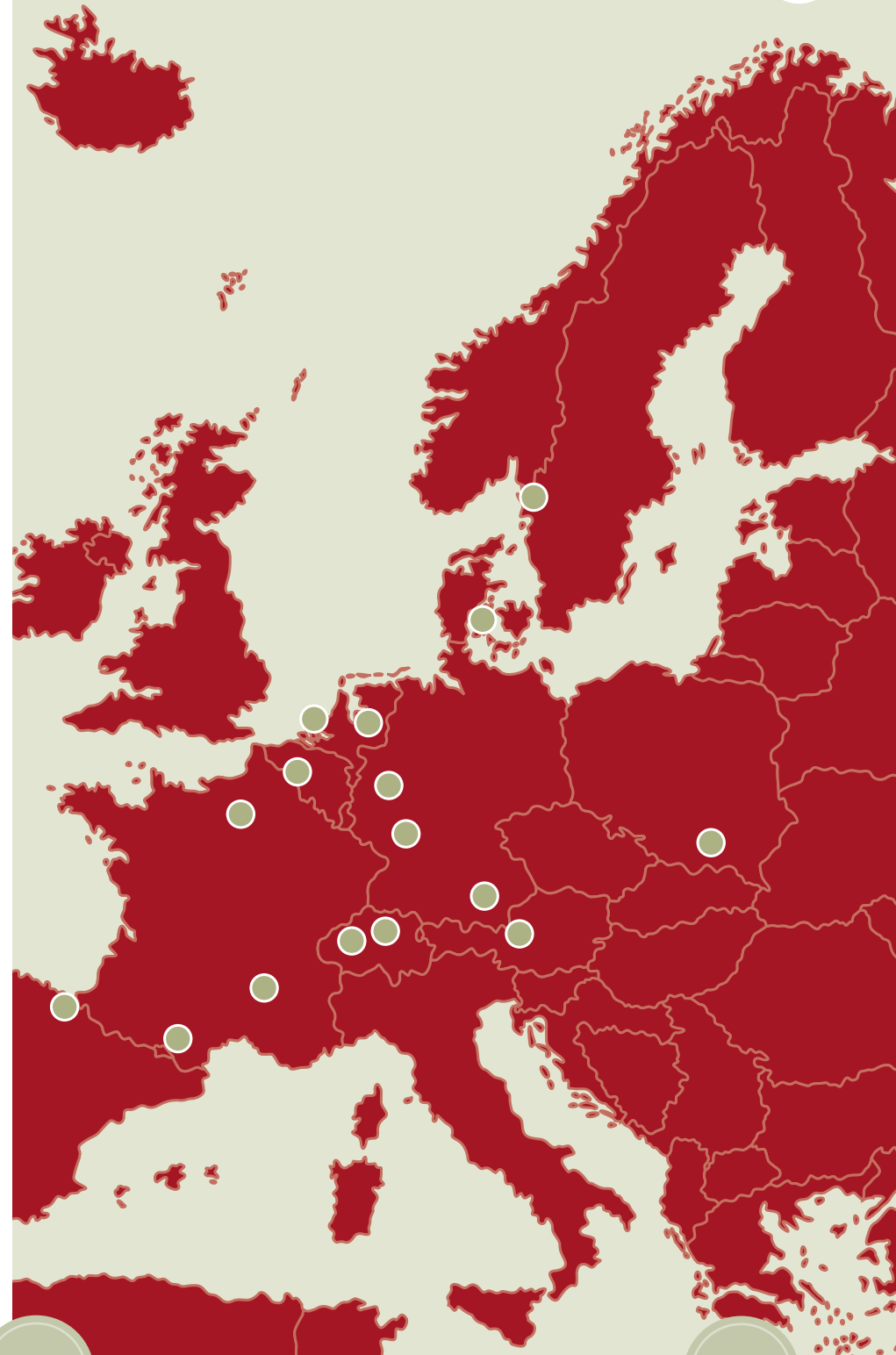
## About the Tours

This study tour catalogue encompasses four tours, each on a different mode of sustainable transport:

- **Walking:** A hike to three European cities that are promoting walking as a serious mode by improving conditions for pedestrian travel using innovative means.
- **Cycling:** A ride to five European cities where bicycling is promoted and taught to older people.
- **Public transport:** A trip to seven cities where local authorities are working to attract older people to collective transport.
- **Multimodal travel:** A trip to seven places that are making special efforts to achieve a synergy between different means of transport to better serve older travellers.

This catalogue provides useful information about each stop on the tour along with contact information in case you'd like to further investigate the featured transport measures. Personal contact is the most efficient way to learn about new approaches.

**GRAND TOUR:** *The cities covered by the Study Tour Catalogue*





# Walking

Walking is on the retreat among the baby boomers. What can be done to reverse the trend?

Despite the technological evolution of transport, the best selling means of travel in the 21<sup>st</sup> century remains shoes. The older generation enjoys walking, be it for leisure, shopping or other purposes. Walking gives older people autonomy in local travel, allowing them to meet neighbours and friends and to linger in pleasant environments. Beyond its undeniable benefits to health and well-being, walking is an uncomplicated, inexpensive and sustainable way to move. It can be easily combined with other modes, encouraging social contact and interaction in urban spaces.

Despite the fact that older people today are open to active travel and physical activity, statistics show that walking is on the retreat as a mobility option among the baby boomers entering retirement. With cars on hand and shops moving from local high streets to peripheral commercial zones, it becomes increasingly difficult to combine shopping with walking. Beneath that, the physical design of today's cities offers scarcer opportunities for unobstructed, safe and pleasant strolls.

Walking is one of the first things we learn and one of the last things we give up.

**ACTIVE TRAVEL:** *Sustainable transport fosters a more vital planet and population.* (iStockphoto)

So what can be done to restore walking's key role in the mobility of older people? AENEAS is a project that focuses on soft measures to encourage walking in urban areas. Land-use planning and design of public spaces are not the main focus. The AENEAS walking tour, therefore, takes you to three European cities that promote walking as an innovative means of travel.

The tour begins in Donostia – San Sebastián, situated on the Basque coast in northeastern Spain. The city serves as an example of how to bring forward pedestrian mobility by combining hard and soft measures. We continue our tour to the centre of Europe in Zürich, Switzerland, where we will examine an innovative safety campaign for older pedestrians. The walking tour ends in the North in the Danish city of Odense, renowned for its cycling policies but also deserving of attention for its efforts to stimulate pedestrian travel.

## First Day: Walking Tours

### Reviving a tradition of walking in Donostia – San Sebastián, Spain

**Target Group:** Mainly 60 to 75 year olds, but open to everyone

Donostia – San Sebastián has a long tradition of promoting walking as a means of city travel. However, some older people are not aware of the different pedestrian routes and are therefore under the impression that walking isn't practical.

The main purpose of the city's walking tours is to motivate people older than 60 to walk in order to improve their health, their mobility and their self-confidence. Younger people are also welcome to join.

The walking tours are organised by the City of Donostia – San Sebastián with the support of the Club Vasco de Camping of the Basque Country. Different excursions are offered depending on the season. The walks are announced via a network of multipliers such as older people's associations, but also via the Internet and newspapers.

The organisation team does dry runs of new itineraries a couple of weeks before the first excursion. Normally, 20 to 30 people take part in

the guided excursions, which lead to destinations in the city, usually close to the centre. Beyond the health and social benefits of these walks, they show which attractive destinations can be reached without using motorised transport. After each excursion, participants can sit down for a coffee.



#### DINING TIP

**Restaurante Kaskazuri**  
Salamanca Pasealekua, 14  
Donostia – San Sebastián

This approach can easily be transferred to other cities. Encouraging older people to walk can be easy if there are attractive places to visit and the atmosphere is friendly. The guided tours show how easy and pleasant walking can be, and participants often say that the tours inspire them to explore unfamiliar areas of their hometown by foot.

**CONTACT:** Ayuntamiento de Donostia – San Sebastián ● Mr Andrés Martínez ● +34-943 48 28 09 ● [Andres\\_Martinez@donostia.org](mailto:Andres_Martinez@donostia.org)

**MORE INFORMATION ON THE WEB:** [www.donostiamugikortasuna.com](http://www.donostiamugikortasuna.com) (Basque) ● [www.donostiamovilidad.com](http://www.donostiamovilidad.com) (Spanish) ● AENEAS Website: [www.aeneas-project.eu/?page=donostia](http://www.aeneas-project.eu/?page=donostia) (English and other languages)

**PLATFORM SHOES:** *An advantage of public transport is that it gives occasion for walking to complete door-to-door journeys. (Gábor Bodó)*





## Second Day: Vertical Transport Systems

### Encouraging walking in hilly areas in Donostia – San Sebastián, Spain

Target Group: Not limited to a special group

With half of Donostia – San Sebastián's residents living in hilly areas, there is a big demand for vertical transport, including for the large part of the city's older residents who live in these neighbourhoods. Steep terrain can pose a significant barrier to people choosing cycling or walking as a means of travel to and from the city. Alternative routes often entail long detours, which is also a barrier.

To address this challenge, the city recently introduced escalators and outdoor passenger conveyors. When planners were selecting neighbourhoods to site the new lifts, one criterion was the percentage of inhabitants over 65. The municipality of Donostia – San Sebastián has implemented all of this infrastructure itself. So far, 10 lifts are in use and a further four are under construction (two nearly finished). In addition, six trav-o-lators/escalators are in use.

This free-of-charge vertical transport service makes walking and cycling trips to and from the centre easier and faster for those who live in the hilly parts of the city. It encourages people to shift towards non-motorised transport modes and it is specially targeted at older people and persons with reduced mobility.

**CONTACT:** Ayuntamiento de Donostia – San Sebastián ● Mr Andrés Martínez ● +34-943 48 28 09 ● [Andres\\_Martinez@donostia.org](mailto:Andres_Martinez@donostia.org)

**MORE INFORMATION ON THE WEB:** The city's mobility website: [www.donostiamugikortasuna.com](http://www.donostiamugikortasuna.com) (Basque); [www.donostiamovilidad.com](http://www.donostiamovilidad.com) (Spanish) ● AENEAS Website: [www.aeneas-project.eu/?page=donostia](http://www.aeneas-project.eu/?page=donostia) (English and other languages)

**GLOWING EXAMPLE:** *Night-time glance at the Vertical Transport System in Donostia – San Sebastián* (Ayuntamiento de Donostia - San Sebastián Udala)

### Third Day: On Foot at a High Age

#### Pedestrian safety campaign in Zürich, Switzerland

Target Group: Older seniors that may feel unsafe in traffic

The campaign “On Foot at a High Age” promotes walking as a safe form of mobility among older people. While walking offers many benefits (health, social contact, enjoyment, cost benefits, etc.), it can't be denied that the risk of accidents increases with age.

Therefore, the campaign initiated by the Swiss pedestrian association “Fussverkehr Schweiz” aims to enhance safety for pedestrians. It provides background information on ageing processes and their consequences for walking along streets and gives recommendations on how to improve traffic behaviour. In addition, walking is encouraged as a self-sufficient and positive form of mobility.

Walking not only contributes to self-sufficiency, it helps keep you fit and flexible.

For this purpose, a brochure and a leaflet with information and mobility tips have been produced along with a website in three languages (German, French and Italian), including background information.

The campaign addresses older pedestrians and other target groups such as seniors' relatives, care personnel and car drivers. The activities aim at raising awareness about the needs and abilities of older people.

The popular cabaret artist Emil Steinberger acts as the campaign's patron and ambassador.

**PUNCH LINES:** *The comedian Emil Steinberger taking a walk in Zürich*  
(Patrick Bussmann, Solothurn)





## DINING TIP

**Restaurant Jurablick**  
Uetliberg  
Zürich

Future activities will include presentations for older people on safe walking, which addresses the main target group more directly.

The campaign began only in late 2009, so it is too early for results or lessons learnt. However organisers are confident of the lasting relevance of the campaign's six "golden rules":

- Be conscious of your strengths and weaknesses.
- Leave your house well prepared.
- Make a short hold and look before crossing roads.
- Walk on the pavement at the far side of the curb.
- Watch out when using buses and trams.
- Stay in motion and move around every day.

**CONTACT:** Fussverkehr Schweiz ● Mr Christian Thomas ● Tel. +41-43-488 40 34, Skype: pedestrians-int ● christian.thomas@fussverkehr.ch ● info@fussverkehr.ch

**MORE INFORMATION ON THE WEB:** Zu Fuss im Alter: [www.fussverkehr.ch/imalter\\_start.php](http://www.fussverkehr.ch/imalter_start.php) (German) ● Marcher sans limite d'âge: [www.mobilitepietonne.ch/fr/imalter\\_start\\_f.php](http://www.mobilitepietonne.ch/fr/imalter_start_f.php) (French) ● A piedi senza limita d'eta: [www.fussverkehr.ch/it/imalter\\_start\\_i.php](http://www.fussverkehr.ch/it/imalter_start_i.php) (Italian)

## Fourth Day: Walk and Talk

### Encouraging local walking associations in Odense, Denmark

**Target Group:** Active and less active older people, mostly beyond the age of 75 years

The activity "Walk and Talk" seeks to increase older people's motivation to walk, strengthen their social relations and maintain good walking habits. The walking network formed at a neighbourhood scale in Odense, Denmark in cooperation with an older people's association, sport clubs, the local medical centre, volunteers and municipal employees. The activity is open to active and less active older people, since the walking trips can be adjusted in both length and speed.

Overall, the project focuses on walking to promote health and prevent illness.

The strategy is to foster motion and exercise in everyday life. Walking is a simple way to move and an ideal way for older people to exercise, since it does not require special equipment and can take place any time and at any location. New initiates are enlisted in three steps: first, an organiser pays a home visit. The visit is offered to persons over the age of 75 once a year. Typically, these visits take place inside, but alternatively, a short walk and talk trip is offered. Second, a walking network group of friends in the local area is established. The idea is that more active older people can support and motivate the less active.

In the third step, participants create a local walking association. Walks are organised on a regular basis every Monday and they have an average of 35 participants, even during the cold and long winter. To date, not a single walk has been cancelled!

**CONTACT:** City of Odense ● Ms Elsebeth Lind Mikkelsen ● +45-65-51 35 66 ● elm@odense.dk ● odense@odense.dk

**HEARTY SOLES:** *No matter if it's raining or snowing: not a single walk has been cancelled in Odense. (Kreativ Grafisk ApS)*







# Cycling

Many give up the healthy habit of cycling as they get older due to concerns about traffic safety and fitness. Special training and new types of bicycles can help.

Cycling is becoming more and more popular throughout Europe, including among older people who are re-discovering this pleasant and quick mode of travel. With the innovation of electric motor assisted bikes, or “pedelecs”, cycling longer distances is possible for people of all abilities. And beyond this, more and more specialised bicycles are available, meeting the distinct requirements of the ageing cyclist.

While scientists emphasise the positive influence of cycling on health at older ages, some barriers need to be overcome. Although many people aged 60 years and older know how to ride a bike, they tend to perceive cycling as a sport or pastime rather than a means of transport. A lack of practice and certain, even minor, age-related constraints can compromise confidence and safety and, as a consequence, older people cycle less than they could.

There are different ways to promote cycling among older people: Training courses can contribute to improve safety and control. These courses afford the opportunity to introduce older people to new kinds of pedal-powered vehicles such as tricycles and pedelecs. Guided trips and reward schemes can motivate older people to cycle more.

**CHARGE IT:** *In Munich, training participants learn about the advantages of new types of bicycles, including the battery assisted pedelecs. (Green City)*

The AENEAS cycling trip starts in Odense, a city that has created a strong cycling culture during the last 20 years. We take a trip to the sea with one of the city's popular "cycling captains". Our trip continues to the Netherlands, where the national cycling association Fietzersbond shows us the benefits of cycling training for older people. Leaving the seaside, we head south to the heart of Bavaria. Here in Munich, we decide whether to join a cycling training with standard bicycles or with special bicycles. Either way, the day will end under the chestnut tree of a typical beer garden. We explore the beautiful landscape around the Swiss capital of Bern, supported by comfortable pedelecs, before moving further southwest to Villeurbanne near Lyon. Here we discover a very special kind of door-to-door service, Le cyclopusse, and finish our trip on the fair banks of the Rhône.

### First Day: Guided cycle trips Encouraging older people to continue cycling in Odense, Denmark

Target Group: Open to all people aged at least 60

In 2009, the City of Odense and eight volunteer bicycle captains planned and carried out 24 bike trips to encourage cycling among older people. The trips had different lengths, destinations and start-points to widen the appeal and to show the variety of cycling possibilities in Odense. The target group was defined as people aged 60 years and above. The captains were experienced cyclists at least 55 years old.

During the planning phase, the bicycle captains participated, among other things, in a first aid course, learned about cycling in larger groups, including relevant safety issues, and attended an informational meeting about cycle planning in the city of Odense. The trips were announced in local newspapers and magazines and on web pages targeted at older people. Posters and brochures were distributed to organisations representing older people, sport clubs etc. The trips took between two and four hours each depending on dis-



**DINING TIP**  
**Brasseriet Klitgaard**  
Gravene 2  
Odense

tance, number of breaks and whether the ride included an orientation talk by a municipal representative. The rides were supported by the AENEAS project.

The rides, always guided by a pair of bicycle captains, drew up to 15 participants each. The guided cycling tours were initially planned as a series of events in 2009. However, older people in Odense keep asking for further tours, so the city continued the scheme in 2010.

**CONTACT:** City of Odense ● Ms Dorthe Gyldenlund Råby ● +45-65-51 27 50 ● dgyr@odense.dk ● odense@odense.dk

**MORE INFORMATION ON THE WEB:** AENEAS Website: [www.aeneas-project.eu/?page=odense](http://www.aeneas-project.eu/?page=odense) (English and other languages)

### Second Day: Bicycle Information Days Safe and Healthy on the Bicycle in Almere and other cities in the Netherlands

Target Group: Older people that are able to use a standard bicycle but feel unsafe in traffic

The Bicycle Information Days in Almere and other cities in the Netherlands are organised especially for older people because they tend to be involved in accidents more often than younger riders and they tend to stop or curtail their cycling habits after age 75.

The Fietzersbond (Dutch Cyclist's Association) in the Netherlands organised „Safe and Healthy on the Bicycle“ events to counteract this trend and encourage older people to keep cycling.

The events usually take place from 9 a.m. to 4 p.m. In general, they begin with a talk by the mayor of the city who explains why cycling is

attractive and what the city is doing to improve cycling safety. Afterwards an interactive session is organised and participants are tested on their knowledge of traffic regulations.

A bicycle mechanic checks over participants' bicycles and performs basic tune-ups. Participants can also undergo a basic physical exam of their eyesight, hearing, reflexes and fitness. After coffee, a local police officer discusses traffic issues and suggests safer routes if needed.

Then comes a training on riding skills followed by lunch. The afternoon includes an instructional film and more cycling training: starting and stopping, hand signals, etc.



#### DINING TIP

#### **Restaurant Het Veerhuis**

Havenhoofd 7  
Almere

The day culminates with a bike ride in the city in which the cyclists can apply their newly-learned skills and knowledge in the field.

The Bicycle Information Days have been held for more than 12 years and have become popular in a number of places in the Netherlands. Evaluation shows that older people feel safer in traffic as a result. Beyond the teaching aspect, participants enjoy the events and some have started cycling clubs with organised tours. Many report they are cycling more frequently than before – vindicating the programme's aim.

**CONTACT:** Fietsersbond ● Mr Mario Kramer ● +31-36-521 61 73 ●  
mgkramer@almere.nl ● info@fietsersbond.nl

**MORE INFORMATION ON THE WEB:** The bicycle information days in a WHO publication: [www.euro.who.int/document/e75662.pdf](http://www.euro.who.int/document/e75662.pdf) (English) ● More on Fietsberaad's knowledge base: [www.fietsberaad.nl/library/repository/bestanden/document000135.pdf](http://www.fietsberaad.nl/library/repository/bestanden/document000135.pdf) (Dutch)

**WARM-UP EXERCISE:** *Even in countries with a strong tradition of cycling, encouragement is needed to keep people riding as they get older. (flickr.com)*



## Third Day: Training for Older Cyclists

### Cycling training scheme in Munich, Germany

Target Group: Older people having problems using standard bicycles

In Munich, many older people ride their bikes regularly, however, they feel that road traffic is a growing challenge and that standard bicycles don't meet their requirements.



#### DINING TIP

#### **Bier und Oktoberfestmuseum**

Sterneckerstrasse 2

Munich

Therefore, Munich's local environmental organisation Green City developed a cycling training for older people in 2006, supported by City Hall. The main goal of the courses is to get older people to enjoy everyday cycling. Moreover, they should be trained for critical situations in traffic and overcome acceptance problems regarding specially adapted bikes like tricycles and motorised bikes.

The training scheme is carried out in cooperation with the local police, a physiotherapist and local older citizens' service centres, with the last helping to spread the word about the programme and providing the venue. A typical training session begins with an introduction by the police on road safety issues. Later, a physiotherapist discusses age-related health issues and demonstrates simple exercises that can help participants keep fit for cycling. Finally, the participants have the opportunity to test different types of bicycles that are specially adapted to the needs of older people.

The training sessions last about three hours and are geared for 20-30 participants each. The courses are offered in different quarters of the city during the summer. In addition to Green City's cycling



## Training and specially adapted bicycles can help older people rediscover cycling and stick with it longer.

training scheme, the cyclist's association ADFC offers training on conventional two-wheeled bikes to adults from 30 to 60 years of age who have never learned to ride.

The training scheme has been well received, and the older people appreciate both the practical and the theoretical parts. It is important to work with relatively small groups and to provide a wide range of bicycles suited for different abilities. This can be achieved by involving local bicycle dealers. Local stakeholders such as the older citizens' service centres (with some 25 neighbourhood offices in Munich) can serve as programme ambassadors.

**CONTACT:** Green City e.V. ● Mr Andreas Schuster ● +49-89-89 06 68 33 ● andreas.schuster@greencity.de ● buero@greencity.de

**MORE INFORMATION ON THE WEB:** The cycling training on Green City's website: [www.greencity.de/category/projekte/mobilitat/aeneas/](http://www.greencity.de/category/projekte/mobilitat/aeneas/) (German) ● Further information on the AENEAS page: [www.aeneas-project.eu/?page=munich](http://www.aeneas-project.eu/?page=munich) (English and other languages)

**HEART OF BAVARIA:** *A training in Munich introduced participants to pedelecs.* (Green City)

## Fourth Day: NewRide

### Promoting urban electromobility in Bern, Switzerland

**Target Group:** Not limited to older people, but particularly popular among the 50 to 70-year-olds

NewRide — Sustainable Mobility promotes the use of energy-efficient vehicles. Its aim is to encourage a shift from private cars to electric bicycles and scooters in order to enhance human powered mobility and public transport. The use of e-cycles reduces carbon dioxide emissions, energy consumption (the energy consumption of an e-cycle equals 0.1 litre gasoline/100km), local air and noise pollution and demand for land. Because e-cycling involves a combination of physical exertion with motor assistance, it also promotes fitness. These bikes can be especially attractive to older riders whose mobility would be more restricted on conventional bikes. The NewRide programme also links and educates two-wheeler dealers



#### DINING TIP

#### Restaurant Veranda

Schanzeneckstrasse 25  
Bern

and communicates and cooperates with businesses.

Each participating community organises public events at which e-bikes of various NewRide dealers can be tested. The community established a contact person who can answer questions about e-bikes such as loading possibilities or subsidies for their purchase.

Vendors give professional consultation to potential customers and guarantee proper maintenance. Producers and importers of e-bikes have a network of vendors throughout Switzerland to ensure accessible maintenance and service.

The NewRide team consists of professionals from the fields of

## E-cycles reduce CO<sub>2</sub> emissions, energy use, local pollution and demand for land — and promote fitness!

mobility, traffic planning, research, communications, marketing and strategic controlling. The team is supported by specifically trained students who explain the handling of e-bikes at public events and who also provide general information on e-bikes.

About 40 communities have been taking part in the NewRide programme, mainly in the German- and French-speaking parts of Switzerland.

**CONTACT:** Interfakultäre Koordinationsstelle für Allgemeine Ökologie ● Universität Bern ● Ms Heidi Hofmann ● +41-31-631 39 25 ● Fax +41-31-631 87 33 ● E-mail: info@newride.ch

**MORE INFORMATION ON THE WEB:** Project Website: [www.newride.ch](http://www.newride.ch) (German and French)

### Fifth Day: Le Cyclopusse

#### Taxi bikes for two persons in Villeurbanne, France

Target Group: The “Older Old” seeking mobility and independence

Cyclopusse offers a community taxi-bike service for older people needing to make shopping trips or run other errands. The service employs tandem bikes and covers the community of Villeurbanne, near Lyon. It is a joint initiative of the town’s mayor and the retirement home AREFO, whose residents were its first clients.

Cyclopusse addresses a shortage of safe, secure and sustainable local transport for older people. Trips can be made only along defined routes that connect users to popular destinations in the town.

The service’s other main stakeholders are OVPAR (the Office for Older and Retired People in the City of Villeurbanne) and the Solidarité Service.

In May 2007, a taxi-bike was given to two retirement homes for a six-week trial. The routes offered connections to the post office, market, subway and other destinations selected in a consultation with 200 senior citizens.

The city provides substantial funding for the service and users pay per-trip fees between EUR 1.70 (members) and EUR 3.50 (non-members).

Cyclopusse has been very well received and is particularly popular with users.

The project was enstated as a permanent municipal service in November 2007, and now has three permanent staff and serves three retirement homes.

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**MORE INFORMATION ON THE WEB:** Municipality of Villeurbanne: [www.mairie-villeurbanne.fr/mvav\\_entre\\_retraites\\_je\\_vieillis\\_bien.html](http://www.mairie-villeurbanne.fr/mvav_entre_retraites_je_vieillis_bien.html) (French)

**WHEELS OF PROGRESS:** *A pair from Munich try out an electric three-wheeler. (Green City)*









# Public Transport

Extra effort at information provision and thoughtful outreach are powerful tools in attracting and maintaining older users of public transport

Public transport is challenged by demographic change – and older people are challenged by public transport. While older people once could be counted on as loyal customers, the picture has changed with the baby boomers. In Germany, for example, fewer people older than 60 used public transport in 2008 than they did in 2002, while the trend for those younger than 45 is just the opposite.

This doesn't mean that public transport no longer has relevance or potential among older people. However, they need to be treated as customers, and their needs and expectations must be considered. Older people are a key consumer group for public transport due to their growing numbers and high level of mobility.

The challenge will be to communicate the advantages of public transport to a target group that has experienced the private car as a status symbol. In many European agglomerations, older people have an excellent public transport system at their doorsteps but they hardly use it. This is partly due to barriers, and not just high doorsteps: Many of

**JUST THE TICKET:** *The Rhine-Ruhr region's Barenticket offers a winning combination of convenience and simplicity. (VRR AÖR)*

them have little or no experience with using buses or ticketing machines. This makes them anxious about public transport and keeps them in their cars until the day they can no longer drive and have no options left for longer distances.

There are ways to address these challenges: Training courses can help improve safety and familiarise people with public transport while marketing campaigns can inform older people of the benefits of alternatives to the private car.

The ageing of societies means a major challenge, but also a chance for public transport systems.

Our public transport journey starts in Salzburg, Austria. In the city of Mozart, we will examine a training course for passengers and drivers. We continue to Frankfurt, Germany, where we will learn about traveller information. We continue to Paris, where an innovative accompanying scheme is on the programme. The journey continues to Zeeland, Netherlands, where we will pass by the “Grey Diamond”. We return to Germany, where we will look at several interesting measures in the West: In Cologne, the local tram and bus operator has applied an innovative peer-to-peer approach that pairs new public transport passengers with experienced partners. After experiencing the PatenTicket, the Rhine, the Cathedral and some Kölsch, we proceed to the Rhine-Ruhr Area, European Capital of Culture 2010. Bochum and other cities in the area offer good examples in marketing, service, safety and security. Our public transport journey will conclude in Gothenburg, Sweden, where an integrated approach has been developed in order to reduce costs for specialised transport while improving mainstream public transport for everybody.

## First Day: Get On, Get Off and Get Around!

### Passenger and Driver Training in Salzburg, Austria

Target Group: Older seniors, particularly those who feel unsafe using the bus and those with impaired mobility



#### DINING TIP

#### **Gasthaus Weiserhof**

Weiserhofstrasse 4

Salzburg

Statistical analysis by the local bus operator Salzburg AG Stadt-Bus revealed that more than half of the accidents on buses involve older people, particularly those boarding or alighting the vehicle. Since it was also clear that older people were becoming a larger part of the service’s clientele, Salzburg AG and the local NGO ZGB (Centre for Generations and Accessibility) cooperated in developing a training scheme for passengers. It was launched in 2004 and has been enhanced with a training scheme for drivers in 2009. The aim is to encourage older people to use buses and to give them advice on how to avoid accidents.

During the passenger training sessions, small groups learn how to get on and off the bus, usually the most dangerous part of a journey. Seniors learn how to stand and walk safely inside the vehicle and see how easy it is to ask other passengers to let them take a seat. There is time for participants to air their complaints and ask questions. In a second session, a trip is organised, during which the newly-learned knowledge can be put into practice. The training sessions also address people who have recently had an accident and are in danger of becoming immobile. Most of the participants are over 80 years old and benefit by gaining confidence in using the bus.

Training is provided to all new drivers in the company and to existing staff on a step-by-step basis. The drivers learn about the requirements of older people and how to communicate with them.

An evaluation showed that people use the bus more frequently and feel safer after the training.

An implementation guide with a tool box will be available soon for public transport companies interested in delivering similar courses for older passengers.

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**MORE INFORMATION ON THE WEB:** Information on the passenger training on the website of Salzburg AG: [www.salzburg-ag.at/verkehr/stadtbusservice-kontakt/obus-senioren/sicherheitskurse/](http://www.salzburg-ag.at/verkehr/stadtbusservice-kontakt/obus-senioren/sicherheitskurse/) (German) ● The passenger training on ZGB's website: [zgb.at/seniorinnen/mobilitaetstraining.php](http://zgb.at/seniorinnen/mobilitaetstraining.php) (German) ● Further details on the AENEAS website: [aeneas-project.eu/?page=salzburg](http://aeneas-project.eu/?page=salzburg) (English and other languages) ● On the NICHES+ website: [niches-transport.euregio.net/index.php?id=216](http://niches-transport.euregio.net/index.php?id=216) (English)

## Second Day: BAIM

### Travel information services in Frankfurt, Germany

Target group: Older people who require lifts and escalators or access without steps in public transport

BAIM<sup>plus</sup> is a research and development project co-funded by the German Ministry of Economics and Technology. It is implemented by the regional public transport authority RMV in the Frankfurt area. It is a service that provides users with detailed information on the accessibility of public transport facilities including vehicles, buildings, technical facilities, information devices and special-assistance features for people with disabilities. At the core of this project lies a modern, high quality data base which incorporates real-time data and that is continually updated.

**RIDING HIGH:** *Salzburg public transport is a safe, fast way to travel.* (Salzburg AG)





Target groups of the initial project BAIM, as well as BAIM*plus* are people with reduced mobility (e.g. those with disabilities, passengers with luggage, parents with toddlers etc.). It also addresses “best agers” (55 to 64 years) and “seniors” (65 years and older).

BAIM*plus* provides information appropriate for various target groups and makes it accessible before and during the journey via internet-based tour escort services and a voice-operated dialogue system.

The enrichment of passenger information systems in public transport enables completely new forms of services. The combination of specific user requirements and information on the present infrastructure exists nowhere else in the world. In addition, these services stimulate greater use of public transport and thereby increase of the profitability of investments in traffic supply and infrastructure. While mainly used by impaired people initially, BAIM*plus* currently increases the range to all passengers – including parents with prams and older passengers. With older people becoming more and more internet-savvy, it is expected that this target group will grow in the future.

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**MORE INFORMATION ON THE WEB:** [www.baim-info.de](http://www.baim-info.de) (German) ● On the NICHES+ website: [niches-transport.euregio.net/index.php?id=218](http://niches-transport.euregio.net/index.php?id=218) (English)

## Third Day: Les Compagnons du Voyage

### Door to door travel assistance in Paris, France

Target Group: Older people who cannot use standard public transport without support

The “Compagnons du Voyage” is a service in Paris that offers older people personal accompaniment for journeys on public transport. It operates no vehicles and merely consists of personal escorts. Although located in Paris, the service can extend to trips to surrounding

**OPENING DOORS:** *A real-time information service helps users make the most of Frankfurt’s public transport system.* (PORTAL)



## DINING TIP

**Chartier**

7 Rue du Faubourg Montmartre  
Paris

districts and even abroad. It is available every weekday, 24 hours a day. The service is offered to individuals as well as to communities and companies. And it is custom tailored for every customer. The target groups of this service are older people, those with disabilities and travellers with children. The fundamental concept is to reduce the dependence of people and to ensure everyone's right to be mobile.

This door-to-door service is offered for multiple reasons, e.g. to offer older people access to medical services, banks, post offices and other day-to-day destinations, public parks, senior centres and cultural activities. The service can be booked by telephone, but fax, post and e-mail are also possible. The interested person has to provide the date and time of travel, departure and end points, and particular needs. "Les compagnons du voyage" will then make an estimate of the costs which the user must confirm to complete the booking.

Accompanying older people means to show them how to travel safely, guide them in the city, explain the basics of public transport and the networks and also to give them self-confidence in order to regain autonomy in travelling. "Les compagnons du voyage" do not own vehicles, only public transport is used.

A typical comment from an 88-year-old user is: "On my own I can't go far. I am frightened. Here I know that I have a helping hand."

**CONTACT:** Les Compagnons du voyage ● [direction@compagnons.com](mailto:direction@compagnons.com)

**MORE INFORMATION ON THE WEB:** Official Website:  
[www.compagnons.com](http://www.compagnons.com) (French)

**IN STEP:** *Compagnons du Voyage allows travellers once dependent on private vehicles to use public transport.* (Les Compagnons du Voyage - Photo JF Mauboussin)



## Fourth Day: The Grey Diamond

### Improving the accessibility of public transport in the Netherlands

Target group: Older people with accessibility issues

“The Grey Diamond“ is a set of public transport–related projects in the Netherlands focussing on the mobility needs of senior citizens. These persons sometimes have difficulty with poorly–designed busses and bus stops and are dependent on expensive taxi systems or special assistance from others.

To address poor accessibility, an initiative in West-Brabant in the Netherlands was started in 2004 and has been continued to this date. The aim of the initiative is to improve the accessibility of bus stops and buses for senior citizens aged 60 and above as well as for physical or mentally challenged citizens, and to create an infrastructure with a close network of bus stops. A new contract between the provincial authority and the public transport operator requires a 100 percent accessible bus fleet in West-Brabant. The accessibility of buses has been improved through several measures: raising the platform to 18 cm, installing ramps in buses, constructing a shelter at each bus stop and installing guide lines for the visually impaired, to name just a few.

In another region, Zeeland, the transport operator recruits “public transport ambassadors” among its older customers. These volunteers are well-acquainted with the public transport system, and with some training, can help their peers find their way around the network.

Large funds are needed to maintain on-demand taxi systems for senior citizens and people with physical or mental handicaps. In the

An improvement campaign spurred 25 percent of special-service users to switch to regular public transport.

future, due to the increase in older people, the funds needed for this will increase severely. To cope with this, improvements and communication efforts have been undertaken in Gelderland to make the regular bus transport system more attractive for these travellers. A study has shown that between March 2008 and March 2009, about 25 of this target group were persuaded to switch from the dedicated on-demand taxi system to regular public transport.

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## Fifth Day: PatenTicket

### Peer-to-Peer consulting in Cologne, Germany

Non-frequent users of public transport over the age of 60



#### DINING TIP

#### Basilicum

Am Weidenbach 33

Cologne

PatenTicket is a competence-building project for older people with regard to public transport use, implemented in Cologne, Germany. The project encourages people older than 60 who are frequent users of public transport (pass holders) to introduce and accompany friends or relatives of their age group who are not familiar with public transport.

The project showed that the transfer of age-relevant coping strategies and know-how is an effective way to familiarise older people with public transport. PatenTicket takes a peer-to-peer approach: A pass

**TEAMWORK:** *Patenticket succeeds with a peer-to-peer approach.* (Birgit Kasper)



The scheme operates on the axiom that people trust the advice of a familiar person when trying something new.

holder (called “godparent”) selects a friend or relative who doesn’t use public transport regularly (called “godchild”). To enable the godchild to try out and establish routines, they receive a three-month pass for the whole public transport network from their godparent. The scheme operates on the tried-and-true belief that people are more likely to follow the advice of a familiar person when trying something new. A key to success is identifying motivated and experienced godparents. Information meetings proved to be the best way to inform them about their tasks and to impress upon them the seriousness of the project.

An evaluation showed that most of the pairings bore fruit. The godchildren used public transport much more frequently than before: 30 percent purchased a season ticket right away and further 30 percent stated that they planned to use public transport more frequently.

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Patenticket



## Sixth Day: MobilAgenten

### Volunteers help to improve service quality in public transport in North Rhine–Westphalia, Germany

Target group: Older people of all ages who are less familiar with public transport

Public transport today faces several challenges: On the one hand, systems are expected to operate on reduced budgets, which has a direct impact on service quality. Human cashiers are replaced by ticketing machines and many vehicles operate with no other staff than the driver. As a consequence, passengers have no one to provide them information or help, there's a reduced perception of security and maintenance and the cleanliness of infrastructure and vehicles suffers. These problems affect all users but are particularly worrisome to older passengers.

To address these issues, various volunteer initiatives have been implemented in the German region North Rhine–Westphalia. Volunteers explain ticket and trip-planning options to customers, look after cleanliness and defects at stations and accompany passengers on bus trips.

The project *MobilAgenten im ländlichen Raum* (Mobility Agents in the Countryside) involves 10 volunteers in the districts of Minden-Lübbecke and Herford in Ostwestfalen/NRW who inform residents of their neighbourhoods about bus and train schedules and ticket and fare information. The idea is to promote mobility without a car by orienting people in their local public transportation system.

The volunteers offer *Sprechstunden* (consultation hours) for those who want to learn more about how to use the public transportation in their region. Meetings with the volunteers are free of charge. It is big help to older residents but the volunteers also offer support to schools planning school excursions and provide guidance for teachers of mobility education.

**ANSWER MAN:** *In the North Rhine–Westphalia Region, volunteer information givers help get people more familiar and comfortable with public transport. (Mobilagenten)*

The station attendants (*BahnhofsPaten*) look after smaller stations and stops. When problems are discovered (e.g. messes, out-of-order infrastructure, safety problems, lack of information etc.) they inform the appropriate authorities to take remedial steps. Other volunteers ride in vehicles (*LinienScouts*) and provide feedback on quality issues such as punctuality, cleanliness and information.

Volunteers can contribute to improvements in service and to provide information or advice to passengers. Older passengers in particular appreciate personal contact and high levels of service. Public transport operators and authorities must maintain reasonable levels of service if they are to keep existing and win new clientele of the older generation. On the other hand, pragmatic solutions are necessary since it is not possible to maintain the same staff levels as it was 40 or 50 years ago.

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**FURTHER INFORMATION ON THE WEB:** Official homepage of the "MobilAgenten": [www.mobilagenten.de](http://www.mobilagenten.de) (German) ● Official homepage of the "LinienScouts": [www.linien Scouts.de](http://www.linien Scouts.de) (German) ● More information on the voluntary station attendants ("BahnhofsPaten"): [www.vrr.de/de/service/qualitaet/bahnhofspaten/index.html](http://www.vrr.de/de/service/qualitaet/bahnhofspaten/index.html) (German)

## Seventh Day: Service, safety and security by BOGESTRA

### Safety in public transport and mobile customer advisers in Bochum

Target group: Older persons feeling insecure on busses and trams

The public transport operator Bochum-Gelsenkirchener Strassenbahnen Aktiengesellschaft (BOGESTRA), the local police and the road safety association along with the city of Bochum have launched the initiative Getting older – Safe and Secure Route with Bus and Tram. It trains senior citizens in habits that can increase their sense of safety and security on public transport in order to enhance their mobility.

During individualised training sessions, senior citizens learn about general as well as age-specific hazards in order to remove barriers using public transportation. The sessions cover behaviour at bus stops, getting on and off the bus and challenges that participants may encounter while travelling, such as crime and harassment. These sessions aim furthermore to enable senior citizens to deal with conflict situations in public, not least because the older generation serves as a model for the younger generations.

Another scheme started in 2005, Service All the Way, features mobile passenger advisers in buses, trains and stations – 200 persons to date. The advisers answer passengers' questions and give advice on tickets, fares and train connections. They contribute to the subjective and objective safety of passengers and also help impaired and weaker passengers in changing buses or trains. The initiative has won multiple awards, including the German "Public Transport Oscar" and a prize by the German Ministry of Labour that credits the positive impacts on customer satisfaction and employment.

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## Eighth Day: Barenticket

### Custom tailored ticket for people over 60 in the Rhine-Ruhr region of Germany

Target group: Active people aged 60 years and older

Since autumn 2002, the public transport authority of the Rhine-Ruhr region has offered a ticket specifically tailored to the needs and preferences of passengers aged 60 and above. A market study determined that older people could be motivated to use public transport more frequently by making the ticket and price structure more transparent and user-friendly. It was also discovered that many seniors avoided public transport because they found it dirty or unsafe. Accessibility problems were another frequently mentioned issue in the survey.

As a result, the public transport authority of the Rhine-Ruhr region initiated the Barenticket, available only to customers aged 60 and above and valid throughout the transport authority's network 24 hours a day, seven days a week. Trips in the first class cabin are included in the monthly fare of EUR 62, along with a mobility guarantee refund of up to EUR 30 if there is a delay of 20 minutes or more or if there is simply no public transportation to a respective destination.

In addition to providing monthly passes for seniors, many transportation companies in the Rhine-Ruhr region also offer them mobility training, home mentoring and improved security through additional surveillance cameras and security personnel. The transport authority has also made significant investments in accessibility for impaired people.

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**FURTHER INFORMATION ON THE WEB:** Barenticket Website: [www.vrr.de/de/tickets\\_und\\_tarife/vielfahrer/baerenticket/index.php](http://www.vrr.de/de/tickets_und_tarife/vielfahrer/baerenticket/index.php) (German)

**COMFORT ZONE:** *The Rhine-Ruhr Region's Barenticket offers pass holders first-class access to train cabins. (VRR AÖR)*

## Ninth Day: Project KOLLA

### Public Transport for all in Gothenburg, Sweden

Target Group: Older people with problems using standard public transport

KOLLA is the name of a project that has implemented the public transport traffic supply plan for 2005-2010, including increasing accessibility for disabled travellers. Västtrafik, a regional public transport authority; Trafikkontoret (the traffic and public transport authority of Gothenburg); and the Special Transport Service (STS) cooperate in the initiative. Gothenburg Tramways and the regional part of The Swedish Road Administration have also participated.

The KOLLA project started in the autumn of 2004 with a vision of erasing the border between the Special Transport Service (demand-responsive) and ordinary public transport. The idea was that public transport should be adapted to become public transport for all. The project strives to improve the environment by encouraging more trips by public transport and the bicycle and fewer by car. It seeks to increase the use of regular public transport and flex lines and decrease reliance on STS buses and taxis.

The number of flex lines have expanded, stops have been adapted to special-needs passengers and measures such as travel training and trip accompaniment have been carried out. The project has succeeded in getting many STS passengers to switch to buses and trams. From 2008 to 2009, the number of STS person journeys decreased by 32,000, a reduction of 5.2 percent. This is only 3,000 person journeys from the goal of 35,000 per year.

The number of journey on the Flex line journeys by STS passengers increased from 132,000 to 137,000. The number of trips by passengers older than 65 was reduced by 61,000 to 57,000, undoubtedly due to the introduction of free public transport to this group. These changes in travel habits added up to a net reduction in the use of fossil fuels in the city.

After running for six years, the KOLLA project will conclude at the end of 2010. At the end of 2009, a discussion began on how to

Rather than having separate services for older travelers, public transport should be transport for all.

follow up on KOLLA. The three partners in the project intend to form a group with the regional part of the Swedish Road Administration. From 2010, the group will work to perpetuate KOLLA's work and try to ensure that city decision are in line with keeping public transport accessible to all. Key issues will be reconfiguration of stops and access to stops, driver coaching, vehicle design, payment systems, the development of flex lines and information and travel training.

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# Multimodal Travel

The best guarantee of lasting mobility is having the ability to use and the access to several modes of transport.

Many journeys involve multiple means of transport. This applies to those taken by older travellers, as well. AENEAS promotes multimodal travel because if older people rely too much on a limited number of transport modes, they risk becoming immobile when those modes are no longer available or possible. The best guard against this risk is learning how to use several means of transport. The reward is independence, safety, health and comfort.

We start our multimodal trip in the ancient Polish capital of Kraków, where we will examine the safety and security scheme (along with the city's better known attractions such as the Wawel, the Rynek Główny and the Kasimierz quarter). We continue to Salzburg, Austria, to participate in the annual Mobility Day, an occasion on which we will be educated and entertained through a variety of programmes on the topic of mobility for seniors. Next we head to Munich, where we will spend three days. On day one, the Individualised Travel Marketing programme will show us ways to improve our personal mobility. The next day, an Internet travel planning course will help us untangle the sticky strands of web-based trip information. We finish our stop in the Bavarian capital with a

**THIS WAY AND THAT:** *When sustainable transport is made safe and convenient, it becomes attractive to travellers of all ages. (PORTAL)*

Multimodal campaigns consider that many issues regarding the mobility of older people are not tagged to one specific travel mode.

visit to a participative neighbourhood accessibility planning scheme in the bustling Glockenbachviertel.

The Swiss town of Thun (near Bern) is our next destination, not least because of its scenic location on a large lake. Being pioneers in passenger training, Thun's organisation Rundum Mobil has further developed this towards a multimodal training scheme. We next visit Toulouse in southwest France, where a brand-new mobility centre provides personalised travel advice. Heading north to Belgium, we will learn about an innovative, peer-to-peer approach to engaging older people in matters of mobility. The last stop will be Odense, Denmark, where we can learn how policies can form the basis of an integrated approach on mobility, demographic change and public health.

## First Day: Moving better safely

### Workshop on safety and security in Kraków, Poland

Target Group: Older people who are not familiar with ticketing machines or who feel unsafe in traffic

The rising average age of the population is a pan-European phenomenon, including Central European countries like Poland. Even though there has been tremendous motorisation during the past two decades, many older people, particularly those above 75 years, rely on walking and public transport while facing the challenges of increased traffic and unfamiliar new technologies such as digital ticketing machines.

The city of Kraków has implemented two measures that address this problem. Between September and November 2009, citizens aged 50 and older were invited to AENEAS mobility workshops consisting of three training sessions. The training acquainted participants with safety rules on public transportation and how to use new, on-board ticketing machines. Seniors could learn interesting facts about technologies used in Kraków's new low-floor trams such as voice and visual announcements, ticket punchers and door-closing mechanisms. About 250 participants attended the workshops.



**DINING TIP**  
**Pod Baranem**  
ul. Gertrudy 21  
Kraków

A related measure (within the project CIVITAS CARAVEL) targeted the infrastructure of Kraków, including the modifying of bus and tram stops with raised platforms for low-floor vehicles. The main purpose was to improve quality, safety and accessibility of the stops, especially for elderly and physically challenged passengers. The improvements have reduced trip times and also provide more safety for the targeted customers.

At the core of the reconstruction project was a redesign of the intersection between Lubicz and Rakowicka Street. The project provided a secure bus and tram stop which became a model for similar projects.

Older people can have difficulty using ticketing machines, but training can help.



The key benefits have been a reduction in numbers of accidents involving pedestrians and public transportation passengers and greater convenience in getting off and on buses and trams.

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**MORE INFORMATION ON THE WEB:** The activities on the website of Kraków's public transport operator: [projektyue.mpk.krakow.pl](http://projektyue.mpk.krakow.pl) (Polish) ● AENEAS Website: [www.aeneas-project.eu/pl/?page=krakow](http://www.aeneas-project.eu/pl/?page=krakow) (English and other languages)

## Second Day: Marketing and Communication

### Integration of Marketing and Communication in Salzburg, Austria

Target Group: All seniors, but particularly popular among older ones

Salzburg AG and ZGB, the two local AENEAS partners in Salzburg, have been cooperating for more than five years on improving sustainable mobility for older people. Their work began with a passenger training scheme but it became clear that more work was required to help older citizens become mobile in an independent and sustainable way. Communication was identified as a key issue, as few politicians understand the needs of older passengers while the seniors themselves don't make their voices heard and are not always aware of possible improvements or alternatives. To address the problem, integrated efforts have been made over the years involving marketing, accessibility and communication. Some of the activities take place annually (e.g. European Mobility Day) or several times a year.

Mobility Day in Salzburg is an occasion to promote urban travel

**LEARNING MOMENT:** *Practical training at a ticketing machine in Kraków*  
(Senior na czasie)





**DINING TIP**  
**Stiegl Brauwelt**  
 Kendlerstrasse 1  
 Salzburg

possibilities for older people and enables providers to present their activities. An outdoor presentation of buses, bicycles and other vehicles complements presentations and lectures on such topics as health, traffic and safety. Guided tours are offered at the depot of the trolleybus company.

The annual Mobility Day takes place in the bus garage and draws about 500 visitors yearly. The target group is older citizens (65 and above) and people with physical challenges. A questionnaire about mobility behaviour and needs was offered and the feedback from participants and visitors was very positive.

A brochure about bus safety was sent to 4,500 senior-card holders and was handed out at information stands and events. Several cities followed the example from Salzburg and produced similar brochures.

The public transport company visits clubs, gives presentations and provides information. It is important to build up a good relationship with the older passengers to raise confidence and trust. Older people have some common complaints about bus service and the visits offer an opportunity to raise their concerns. The main problem is that buses do not pull up close enough to the sidewalk at stops and older passengers fear the gap when boarding.

The weekly market is an ideal place to set up an information stand and contact passengers, collecting both positive and negative feedback. They experience with this outreach has shown that older people are some of the most faithful, satisfied customers of Salzburg's

**HAPPY CITIZENS:** *Walking and riding in perfect harmony* (ZGB)



## The different modules together form an integrated marketing and communication approach.

public transport services. The information stand is always present at street parties and events in the city. Older citizens like to visit the open days of the public transport company.

The communication and marketing activities have contributed to a positive image of public transport among media – and most importantly – older people themselves. The activities have also raised awareness among older people of the mobility options they still have despite age-related constraints. By establishing close communication with older people, their questions and requests can be addressed without large administrative efforts. Beyond the local level, the activities in Salzburg (including the passenger and driver training, see under public transport) has inspired other cities in Europe.

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**MORE INFORMATION ON THE WEB:** Further details on the AENEAS website: [aeneas-project.eu/?page=salzburg](http://aeneas-project.eu/?page=salzburg) (English and other languages) ● Additional information on the web: [www.salzburg-ag.at/verkehr/stadtbus/service-kontakt/obus-senioren/](http://www.salzburg-ag.at/verkehr/stadtbus/service-kontakt/obus-senioren/) (German) ● [www.zgb.at](http://www.zgb.at)

**SMALL TALK AT BIG EVENT:** *The organisers can look back on a successful year. (Salzburg AG)*



### Third Day: Individualised Travel Marketing

#### Information and guidance on sustainable mobility in Munich, Germany

Target Group: Ages 60 to 75

The City of Munich has initiated a pilot project for the improvement of mobility among the elderly by providing information and guidance on sustainable mobility options including public transportation, walking and cycling as well as a smarter use of cars in and around the city.

The marketing campaign is based on the premise that most older people choose their means of transportation by habit, while awareness of alternatives to car travel is usually low. It is therefore the aim of the City of Munich to promote alternative mobility choices and to enhance the mobility of the elderly while also reducing car traffic in the city. Social participation and road safety are other important objectives.

The City of Munich developed a mobility guidebook and sent it out to 10,000 households with persons aged between 60 and 75. The guidebook contained a reply card with which recipients could order additional information free of charge. Recipients were also invited to attend mobility training courses and given the number of a mobility information line.

The initiative has mostly been funded by the city's own resources, but also gets EU contributions via the AENEAS project. Securing funding is therefore a crucial issue in continuing the initiative.

About ten weeks after the mailing, about 20 percent of the recipients had responded either by requesting further information and brochures or registering for events and training courses. The campaign will be further evaluated to assess its impacts on travel behaviour.

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**MORE INFORMATION ON THE WEB:** AENEAS Website: [www.aeneas-project.eu/?page=munich](http://www.aeneas-project.eu/?page=munich) (English and other languages)

### Fourth Day: Internet courses

#### Training on how to use the Internet for sustainable travel planning in Munich, Germany

Target Group: "Younger old" people interested in multimedia

The main goal of these courses is to enable older people to use the Internet to learn about bicycle lanes, mobility services, ticket purchase, making train reservations and using carsharing. The target group includes people above the age of 55 with an active lifestyle.



**DINING TIP**  
**Tramin Restaurant**  
Lothringer Strasse 7  
Munich

The courses are for small groups - about 12 persons. Each participant gets a computer so the sessions are very efficient. Each course is divided into five sessions of two hours each or ten hours in total. Sessions cover specific topics and therefore can focus on detailed information. Questions can be answered and there is enough time to respond to specific requests. The courses are held by the Mediencenter 50plus who are well known for their IT training courses. Green City, a Munich-based environmental organisation, acts as partner for the Internet courses. It supports the courses by having staff providing further information about energy-efficient mobility. Green City further supports the courses by enhancing their publicity.

A common challenge is to convince participants that energy-efficient transport can actually reduce CO<sub>2</sub> emissions, improve the envi-

**SPOILED FOR CHOICE:** *A photo collage from the mobility guidebook for older citizens in Munich points the way to numerous sustainable transport options.*  
(Getty Images / Collage Brandungen GmbH)





ronment, fit in with individual lifestyles, and introduce more choices and fun in local travel and save money. Private car use is very common and it not easy to change people's habits. A key condition for the success of such a project is the availability of a well-known IT training centre for older people to help promote the initiative.

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**MORE INFORMATION ON THE WEB:** Mediencenter50plus: [www.mc50plus.de/index.php?option=com\\_content&view=article&id=84&Itemid=91](http://www.mc50plus.de/index.php?option=com_content&view=article&id=84&Itemid=91) (German) ● Green City: [www.greencity.de/category/projekte/mobilitat/aeneas/](http://www.greencity.de/category/projekte/mobilitat/aeneas/) (German) ● AENEAS Website: [www.aeneas-project.eu/?page=munich](http://www.aeneas-project.eu/?page=munich) (English and other languages)

### **Fifth Day: Stadtviertelkonzept Nahmobilität** **Neighbourhood Accessibility Planning** **in Munich, Germany**

**Target Group:** All age groups, but relevance increases with age  
The City of Munich carried out a pilot project in one of the central quarters of town aimed at improving travel by foot, bike, inline skates and public transport, especially by bus. The project emphasised the involvement of inhabitants through different channels. Flyers were distributed, and district excursions by foot, bike and bus were organised. Neighbourhood meetings were held to give residents a chance to discuss problems and solutions related to daily mobility. Focussing on short trips in the local area, the project targeted mainly older people but not only them. Priority was given to small-scale improvements and organisational changes. This was due partly to budget limitations but also to the fact that these kinds of initiatives are difficult for the administration to handle because they are considered "too small".

**LEARNING BY DOING:** *Munich residents learn about using the Internet for sustainable transport planning.* (Mediencenter 50plus)

The *Stadtviertelkonzept Nahmobilität* (Neighbourhood Accessibility Planning) was initiated within the framework of the *Bündnis für Ökologie* (Alliance for ecology) by the City of Munich, Department for Urban Planning, and was implemented through the consortia *stadt+plan* and *KOMMA.PLAN*. The objectives were to create an attractive city of short distances, taking into consideration all modes of environmentally friendly transport while resolving conflicts between them, as well. The target groups were older people, children and families, women, pedestrians, cyclists, users of public transport and young people with kick boards and inline skates.

Suggestions for improving sustainable mobility in the targeted neighbourhood were collected via thematic tours, through the post and at dedicated workshops. In a further step, a neighbourhood group formed to discuss the issues raised, and to suggest priorities and solutions. Implementation was handled by the city administration.

Several concrete measures were implemented as a result, including the introduction of parking space management and the launch of a new bus line, installation of traffic lights for pedestrians and bike lanes, the designation of contra-flow cycling in one-way streets, planting of trees and installation of better street lighting.

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**MORE INFORMATION ON THE WEB:**

[www.kommaplan.de/html/referenz.htm](http://www.kommaplan.de/html/referenz.htm) (German) ● [www.niches-transport.org/index.php?id=217](http://www.niches-transport.org/index.php?id=217) (English)

**CHARTING A COURSE:** *Discussing neighbourhood accessibility planning in Munich.* (Green City)



## Sixth Day: Travel Training

### Multi-modal training in Thun, Switzerland

Target Group: People aged 50 and older

Rundum Mobil offers mobility training courses for people aged 50 and above in different cities in Switzerland. The courses started in 1999 with public transport training in the city of Thun and have been extended to cover walking, cycling and car use both in Thun and beyond.

The sessions enable people to use all transport modes in an efficient, safe and responsible way. Partners include municipalities, national public transport organisations and municipal transport services, older people's associations, the police and health insurance firms.

Rundum Mobil coordinates at the national level, but local city teams carrying out the training. The modules today include:

- **“Mobile with Public Transport”**: The course covers the use of ticketing machines and ways to gather travel information and plan trips.
- **“Out and about – safely and healthily”**: This course addresses safe crossing of roads, traffic rules and practical and theoretical knowledge about being and staying healthy.
- **“Safe in the saddle”**: This module addresses safe cycling through practical and theoretical lessons on changes in the traffic rules.
- **“Driving a car today”**: Safe and energy-efficient driving through practical lessons is explained and theoretical lessons on amendments of traffic rules are given.

The aim of the courses is to give instruction on the use of various forms of sustainable mobility so that older people remain independent as long as possible.

The training sessions led to a reduction in car use among participants. Twelve percent gave up driving completely while others reduced distances driven and frequency of car use. The average CO<sub>2</sub> reduction per participant is at 600kg/year. The training units have promoted independent mobility, allayed traffic fears, improved road safety and promoted health — all of which have economic benefits for society.

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## Seventh Day: Maison de la Mobilité

### Mobility Agency near Toulouse, France

Target Group: Not limited to a special group

The “Maison de la Mobilité” is a specialised agency dedicated to the promotion of sustainable transport in Labège, a community near Toulouse. Going since 2006, it is operated by Tisséo-SMTC (the Public Transport Authority of Greater Toulouse). It serves as a central information point for people interested in an assortment of transport services, including offering different kind of services such as carpooling, carsharing, PT, transport on demand and public bicycles.

Maison de la Mobilité also provides personal travel assistance, a human approach to mobility management. It offers different kinds of access plans, time tables for public transport (bus, trains and shuttles) and sells tickets for the Tisséo network. Moreover Tisséo-SMTC has developed special software and a website enabling online carpooling reservations.

Different bicycle-related services are also offered. A bicycle maintenance garage is available, and customers can borrow a replacement bicycle while their own bicycle is being repaired. Bicycles can also be rented for any other occasion. Maison de la Mobilité organises workshops titled Mardi de la Mobilité. Held once a month, they offer non-expert participants a general primer on sustainable urban mobility.

The campaign has been developed so that local seniors' associations can easily adopt it.



While it does not exclusively address older people, the Maison is a useful tool to familiarise this group with alternative forms of mobility. Older people are quicker to adopt new travel habits when they are offered personal support and an information service.

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**MORE INFORMATION ON THE WEB:** [www.tisseo.fr/se-deplacer/ecomobilite](http://www.tisseo.fr/se-deplacer/ecomobilite) (French)

## Eighth Day: Smart Mobile Senior Citizens

### Implementation of local activities by senior citizen organisations in Flanders, Belgium

Older people and local associations working with older people



**DINING TIP**  
**Brasserie Improvisio**  
 Brusselsestraat 63  
 Leuven

Smart Mobile Senior Citizens engages older inhabitants of Belgium's Flemish Region to acquaint themselves with sustainable transport with a focus on increased use of public transportation. The Belgian NGO Mobiel21 initiated the project in close cooperation with municipalities and senior citizen organisations. An important element of the project is the self-activation of the elderly, meaning that senior's organisations take the lead in implementing local activities. By the last year of the project, 2009, 12 municipalities had participated.

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





The initiative was inspired by the results of a public opinion poll which revealed that most senior citizens in the region of Flanders prefer using cars to public transportation, despite the fact that citizens aged 65 and above are eligible for a free public transport pass. With the aim of improving the image of public transportation in the eyes of older people, the initiative has three aims: to meet the mobility needs of the elderly, to tackle social exclusion and to achieve behavioural change in favour of sustainable mobility choices.

To reach these objectives, three implementation strategies were introduced. Senior citizens were encouraged to organise “smart mobile trips”, excursions that participants were encouraged take on foot, bike or public transportation. A “buddy system” was offered so that inexperienced elderly passengers could familiarise themselves with the public transport network with the help of more experienced bus users. Some participating seniors signed a “short trip contract”, which bound them to over the course of one month to walk, cycle or use public transportation when travelling no further than five kilometres.

Senior citizens themselves carried out each activity after being trained at the project’s outset. Hence, a peer relationship was established between guides and novices, a strategy that had the added benefit of bolstering social networks among seniors.

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**MORE INFORMATION ON THE WEB:** Short description of the project: [www.mobiel-21.be/Index.aspx?SGREF=627&CREF=2005](http://www.mobiel-21.be/Index.aspx?SGREF=627&CREF=2005) (Dutch)

**WALKING THE WALK:** *Sustainable travel in Odense* (Odense Kommune)

## Ninth Day: Senior Life Policy

### Urban policies as driver for concrete actions in Odense, Denmark

Target group: All older people

In February 2007, the Odense City Council adopted the Policy for the Life of Senior Citizens to keep senior citizens healthy and independent as long as possible. The policy is based on the premise that an ageing population will lead to escalating public expenditures on geriatric and medical cares. Policy makers also hope that by stimulating seniors to be more active, they can continue to make valuable contributions to society.

At the onset, the Council of Aged in Odense and the City of Odense (including citizens as well as politicians and public servants) compiled a list of work and focus areas in which elderly people are interested. Based on this, a work group developed 10 suggestions on how to improve living conditions of the elderly in Odense. This document became the Senior Life Policy, which was implemented in 2007. The city of Odense spent about DKK 2 million (EUR 270,000) for its implementation.

The outcome of the policy has so far been the creation of a Senior House for the elderly. Enhancing voluntary work has also been a central focus of the policy. Furthermore, the interaction between the politicians of the city of Odense and its senior citizens has become more direct, with the decision makers of the city taking the interests of the older citizens into account by maintaining an active dialogue. This policy clearly has an integrated approach, however, it strongly interacts with the transport sector: Active travel, such as that promoted by all three AENEAS measures in Odense can contribute to better health and longer independence in daily life. Furthermore, older citizens have been actively involved in the planning of two pedestrian routes within AENEAS. That way, the city’s senior life policy forms a strategic and political framework for the AENEAS activities in Odense.

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# About AENEAS

An EU-project involving 12 partners throughout Europe, it aims to become nothing less than the cornerstone for international references in the field of urban mobility of older people

AENEAS stands for Attaining Energy-Efficient Mobility in an Ageing Society and consists of 12 partners from all across Europe. The project started in August 2008 and will be finished in May 2011. It is co-funded by the Executive Agency for Competitiveness and Innovation (EACI) under the “Intelligent Energy Europe” programme <[ec.europa.eu/energy/intelligent](http://ec.europa.eu/energy/intelligent)>.

The consortium includes 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 of Salzburg and the local NGO ZGB

**COMING AND GOING:** *Cyclists ply a dedicated bike path around Błonia, a recreation area adjacent to Kraków’s historic centre (Wiesław Majka).*

In order to increase the European outreach, two networks are participating in the project:

- AGE – the European Older People’s Platform; and
- EMTA – the European Metropolitan Transport Authorities.

The partnership is completed by two supporting organisations:

- REC – the Regional Environmental Center for Central and Eastern Europe (Dissemination); and
- Rupprecht Consult (Project Coordination).

## AENEAS facts

- AENEAS addresses people aged 50 and older. These have different abilities, mobility styles and preferences that need to be targeted by dedicated measures and campaigns. These efforts include a wide range of activities, from promoting cycling to motorists in their 50s to teaching safe bus-riding techniques to people in their 80s.
- AENEAS considers ageing as a process not as a situation. Older people want to keep their level of mobility, while their abilities tend to change. AENEAS wants to support the process of ageing,

so senior citizens have a sufficient number of travel options to keep them mobile for a longer time under changing conditions.

- AENEAS limits its activities to urban and suburban areas in Europe. This doesn't mean that mobility in rural areas isn't relevant, it is just a recognition that these problems have to be taken in turn.
- AENEAS is dealing with the mobility of older people from the perspectives of accessibility as well as of the mobility management. This means that the aim is to sell older citizens on alternatives to the car and adapt these modes of transport to the needs and expectations of older travellers. This requires accessibility experts to change their thinking, as it is clear that sustainable transport won't win over older travellers just because it is available. Promoting sustainable mobility to older people requires highly developed communication skills and a product that the target group really wants.
- AENEAS goes beyond physical issues such as infrastructure and vehicles. It also addresses psychological barriers such as fears, travel routines and image of means of transport.
- AENEAS is not a public transport project and doesn't seek to stop older people from driving cars altogether. Rather, AENEAS envisions a multimobile older traveller, a person who is able and disposed to use all means of travel in a flexible way, choosing the most suitable for each trip. Flexibility allows people to respond much better to age-related constraints, contributes to health maintenance through active travel and supports independent mobility and participation in society. By learning to travel by means other than the car, people can avoid social exclusion!

## What is AENEAS doing and how can I participate?

AENEAS applies “soft measures” that aim at encouraging and enabling older people to use alternatives to the private cars in five European cities. This includes different kinds of training, individualised travel marketing, awareness-raising campaigns, events and more.

Beyond this, AENEAS organises dedicated workshops to practitioners. The project website features a calendar of dates for future events and training materials from past workshops. Useful information is available in seven languages (English, Basque, Danish, French, German, Polish and Spanish), including a good practice database with several case studies for free download at <[www.aeneas-project.eu](http://www.aeneas-project.eu)>.

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**IN THE BAG:** *The AENEAS project has organised training programmes for well over 1,000 people all across Europe. (ASZ Haidhausen)*





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Intelligent Energy  Europe

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 [www.aeneas-project.eu](http://www.aeneas-project.eu) 