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1 Introduction

1.1 About this report

The AENEAS Implementation Report provides information on planning, implementation, evaluation and transferability of the 15 local AENEAS soft measures in mobility targeting older people. It further provides practical recommendations on how to design and implements events and campaigns addressing older people. It addresses practitioners who are planning to implement similar measures and want to learn about the following:

- Which is/ are the right approach(es) for us?
- What do we have to keep in mind when implementing such a scheme?
- How can we address older people appropriately?
- Which are the main steps to perform?
- What are the costs and the timeframe?
- What are the benefits?
- Where can I get further information?

The AENEAS Implementation Report addresses all stakeholders who plan activities in the field of Mobility Management and Ageing Societies. This includes for example

- (Local) Authorities
- Public transport operators and authorities
- NGOs focusing on environmental and sustainable mobility
- Associations working with older people
- Scientific organisations and consultancies

Beyond the local level, this report also reflects in brief on the cross-site activities of AENEAS and redirects to publications where these are described in detail. This report starts with an introduction providing background knowledge and key facts on mobility in older ages and the project AENEAS. The second chapter provides an overview on the cross-site activities, while chapters N°3 to 17 deal with the 15 local measures. Chapter presents some cross-site evaluation results, while chapter 19 provides recommendations on working with older people in mobility management.

1.2 About AENEAS

AENEAS stands for Attaining Energy-Efficient Mobility in an Ageing Society and consisted of 12 partners from all across Europe. The project started in August 2008 and finished in May 2011. It was co-funded by the Executive Agency for Competitiveness and Innovation (EACI) under the “Intelligent Energy Europe” programme (ec.europa.eu/energy/intelligent). The consortium included five European cities represented by their municipalities; public transport operators; and local organisations working in the field of older people and mobility:

- City of Odense (Denmark)
- City of Donostia – San Sebastián (Spain)
- City of Krakow (Poland)
- City of Munich (Germany) with the local NGO Green City and the Public Transport operator MVG
- Salzburg AG (Austria), the public transport operator of Salzburg together with the local initiative ZGB (Centre for Generations and accessibility)

In order to increase the European outreach, two networks were 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
- Rupperecht Consult (Project Coordination).

AENEAS facts

- AENEAS addressed people aged 50 and older. These have different abilities, mobility styles and preferences that needed to be targeted by dedicated measures and campaigns. These efforts included 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 considered ageing as a process, not as a situation. Older people want to keep their level of mobility, while their abilities tend to change. AENEAS wanted to support the process of ageing in order to let senior citizens have a sufficient number of travel options to keep them mobile for a longer time under changing conditions.
- AENEAS limited its activities to urban and suburban areas in Europe. This does not mean that mobility in rural areas is not relevant, it is just a recognition that these problems have to be taken in turn.
- AENEAS dealt with the mobility of older people from the perspectives of accessibility as well as that of mobility management. This means that the aim was to sell older citizens alternatives to the car and adapt these modes of transport to the needs and expectations of older travellers. This required accessibility experts to change their thinking, as it became clear that sustainable transport will not 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 went beyond physical issues such as infrastructure and vehicles. It also addressed psychological barriers such as fears, travel routines and the image of different means of transport.
- AENEAS was not a public transport project and did not seek to stop older people from driving cars altogether. Rather, AENEAS envisioned 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!

www.AENEAS-project.eu

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1.3 Context

The impacts of ageing societies and demographic change on urban transport and mobility have been discussed for a while now, across Europe and beyond. It can be observed that most local authorities and transport providers are aware of these challenges. However, many practitioners and decision makers wonder, which approach is the most appropriate for their city and region, considering the heterogeneity of the target group “older people”. In other cases, convincing decision makers or stakeholders is still necessary.

While there are slight differences between European countries, one thing should be clear: The “baby boomers” growing old cannot be compared to their parents. Different indicators support this point:

Older people are a heterogeneous and increasingly diversifying target group. Their self-image is far from that of their parents’ generation, older people today still have plans and dreams. And with first migrant generations growing old, they have diverse ethnic and religious backgrounds.

Seniors today are less familiar with alternatives to the private car. They got a driving license at 18 and due to economic prosperity of the past decades, they did not need to come back to – in their view - “underprivileged” modes such as Public Transport, cycling or walking. And Public Transport in particular has a bad image among this target group.

Car ownership and usage is growing among the elderly in Europe. This is particularly true for older women. At the same time, the younger ones tend to switch to alternatives to individualised motorised transport.

Life expectancy and personal fitness are overall growing. Many older people today are still able to be active and want to participate in society actively. In consequence, they are much more mobile than previous generations.

And finally, not only society but also urban patterns are changing. Growing old today often means ageing in suburbia. While this form of living always fostered car dependency, another challenge is emerging: Many smaller shops and services offside the inner cities are closing or move to new shopping centres. This leads to decreased access to convenience goods/ articles of daily use for people without car.

In other words, there are conflicting objectives: One the one hand, we want our elderly citizens to stay mobile and independent as long as possible, on the other we are seeking to reduce car traffic in order to achieve climate goals, quality of life and affordability of the entire transport system.

But are these goals really inconsistent with each other, is there actually no way towards **active and sustainable ageing**? AENEAS says there is! In order to reach this target, one however has to recognise the requirements and the expectations of older people – a transport system that older people can use and want to use.

This leads us to an extended term of accessibility in transport: Urban transport systems must offer the possibility of independent mobility and provide an accessible environment that is welcoming for everyone. Accessibility includes more than the physical access to transport services. It can also be hindered by a lack of provision for people with sensory constraints (visual impairments, hearing problems), cognitive and psychological constraints (reduced and selective cognitive processes, loss of flexibility, higher stress sensitivity, fears and mental health problems), the deceleration of reaction and decisions or simply the lack of knowledge or confidence on how to use a certain means of transport. Therefore, accessibility not only means “**easy to reach**”, but also “**easy to use**”. Accessibility also implies a basic level of trust and safety when using a means of transport. When talking about accessibility, every citizen is concerned, not only older or disabled people. Children, an often forgotten target group, also need to be considered as they still need to learn how to move around independently and safely.

In conclusion, the transport system of the future needs to be built on the following considerations/ pillars:

- It should enable older people to use alternatives to the private car;
- At the same time, they need to be motivated and encouraged to change behaviour;
- Public Transport companies and mobility providers need to become aware of the market potential and start to consider older people as a consumer group.

1.4 Older people as target group for Mobility Management

A market study carried out by MVV, the Public Transport association of Greater Munich, in 2007 revealed a large market potential among older people, particularly among the “young old” living in neighbourhoods outside the city centre, but with good access to Public Transport. Many of the interviewees stated that they could reach their usual destinations well by Public Transport – however: they used it infrequently or never. When asked for the reasons, the answers pointed towards safety, security, user friendliness, service quality and image related issues.

This brings us to two findings: First of all, the generation 50+ bears a high market potential and particularly Public Transport will have to learn to exploit this. With other age groups decreasing and less patronage among older people, things could develop into a difficult direction. Secondly, we need to become aware of the needs and expectations of older people when we want them to change their mobility behaviour or to become our customers. And as outlined above: it is not only about accessibility, it is about offering an attractive, easy to use Urban Transport system.

While Mobility Management has always been sensitive as regards target groups, older people have hardly been considered so far - for various reasons: First, until recent years, the mobility behaviour of the upper quartile of the population was quite sustainable and less car-focused. The senior citizen as captive user and pedestrian. Secondly, the main issues have been seen in connection with the physical accessibility of Public Transport – to be resolved by introducing low floor vehicles and other technical features to overcome barriers. This way, older people usually were looked upon as part of one target group together with physically impaired travellers. Thirdly, it turned out to be quite difficult to address this target group by marketing and awareness raising activities: Every person develops routines over his/ her lifetime, becomes less open to trying new things and particularly does not respond to advertisement and new media. TV commercials, for example, consider the age of 49 as the upper limit of the relevant target groups.

But: Mobility Management and related “soft” approaches look back to more than one decade of successful application across Europe and beyond. They have proven to be an excellent means to raise awareness, provide skills and information, promote alternative transport and influence mobility behaviour towards more responsibility, health and safety.

Looking from the perspective of older people, they desire:

- Independent Living
- Active and healthy Ageing
- To participate in Society
- An easy-to-use transport system
- Comfortable trips
- Safety and Security
- Service Quality
- Support when they need it, but
- They don't want to be “talked down to” or considered as (too) old.

These needs and expectations can hardly be met by infrastructure-related measures. Therefore, the answers need to be developed within Mobility Management and soft measures. Over the recent years, different approaches targeting older people were developed across Europe. This started with training sessions on how to use Public Transport (e.g. Thun and Salzburg) or campaigns to promote season tickets. Without anticipating the recommendations provided in the dedicated chapters, these successful pioneers share the following commonalities as they:

- Consider older people as a relevant (customer) group
- Keep in mind the heterogeneity of the older population
- Involve organisations already working with older people to reach the target group
- Pay high attention to communication
- Do not address them using the term “older people”!

2 AENEAS cross-site activities

While this document focuses on the 15 local measures implemented within AENEAS, it also wants to give a short picture of what has been achieved on the project level. This section aims at giving an overview on key activities and to redirect to sources of more detailed information rather than being exhaustive.

2.1 AENEAS conferences and seminars

“Get on, get off, get around!” – Kick-off Conference in Salzburg (September 2008)

On 15 and 16 September 2008 the AENEAS project started its activities with the organisation of this very successful event. Over the course of two days, the 60 participants discussed issues such as:

- What do older passengers need?
- How can target-group orientation produce a win-win situation?
- Which concepts foster multi-modal mobility?
- How is energy-efficient mobility encouraged?

The event was hosted by the AENEAS partners ZGB and Salzburg AG. You will find the conference programme plus all presentations as well as pictures from the event on <http://AENEAS-project.eu/?page=kickoffconference>. You are also encouraged to visit the conference page at ZGB (in German <http://www.zgb.at/wirtschaft/fachtagung.php>), which also includes the conference reports and more pictures.

“Understanding Mobility of Older People” - Training Seminar in Krakow (June 2009)

“Great workshop!” This is how most of the training workshop participants evaluated the first AENEAS workshop which was hosted in Krakow, Poland on 17-18 June, 2009. Almost 40 participants attended this event, which was the first one in a series of five training workshops. It has provided participants with a basic understanding of the key issues relating to older peoples’ mobility. It also provided an excellent opportunity for networking – not only in the coffee breaks but also as part of the very interactive training sessions.

The Training report, all presentations and pictures of the event can be found via <http://www.AENEAS-project.eu/?page=krakowtraining>

“Walking and Traffic Safety” Training Seminar in Donostia – San Sebastián (October 2009)

The interest in the AENEAS training workshops started growing! In Donostia-San Sebastián we welcomed 47 participants to this second training workshop organised on 28 and 29 October 2009. The workshop started with expert presentations on the implications of ageing for walking and public space. In continuation, the participants exchanged experiences on the implementation of local mobility projects for older people. On the second day, groups of participants walked themselves in the city of San Sebastián and made an inventory of perceived barriers for older pedestrians. All participants returned safely to the venue where small groups discussed and presented solutions to the observed barriers.

You will find Training report, all presentations and pictures of the event on http://www.AENEAS-project.eu/?page=2th_workshop_donostia_2009.

“Multimodal Mobility Marketing” Training Seminar in Munich (March 2010)

The third AENEAS training workshop was attended by 54 practitioners in the field of sustainable mobility. The aims of this event were:

- Provide participants with a basic understanding of the mobility needs of older people and how mobility marketing can take these needs into account;
- Provide examples of practical experiences with developing marketing campaigns and training for older people on mobility;
- Create an interactive environment and work in small groups to enhance learning and knowledge exchange;
- Give an insight into multimodal marketing and mobility in Munich, through technical site visits and case study transfer sessions.

During the first day mobility management and marketing experts presented experiences with the implementation of successful marketing concepts. Working group sessions during the second day addressed the possible transfer of concepts between cities across Europe. The event was concluded by study visits relating to walking, cycling and public transport.

You will find Training report, all presentations and pictures of the event on http://www.AENEAS-project.eu/?page=3rd_workshop_munich.

“Cycling and Health” Training Seminar in Odense (June 2010)

Active travel, and particularly cycling, can contribute to better health and increase of life expectancy. These facts are well known and have been promoted by different scientific studies and European funded mobility projects, such as Lifecycle, Active Access or Vianova. But what about older people? Is it not too dangerous for them to cycle, and do the positive impacts of cycling apply also at this stage of life?

These questions were investigated in detail by leading international experts at the 2-day AENEAS training workshop. The first day included presentations and small group discussions. The second day was concluded by a study visit in Odense - one of Europe's leading cities to promote cycling.

You will find Training report, all presentations and pictures of the event on <http://www.AENEAS-project.eu/?page=odensetrainingworkshop>.

“Older passengers: it’s all about communication” - Training Seminar in Salzburg (November 2010)

During this two-day workshop, the participants discussed the do’s and don’ts of communicating with older passengers. On the one hand participants looked at what public transport companies can do to improve their service for older citizens. On the other hand, experience was exchanged on methods to change the mobility behaviour of older citizens and to make them adapt to an existing offer of sustainable transport products.

The first day included presentations from experts and practical experiences from several European cities. On the second day a panel of senior citizens from Salzburg told about their personal experiences with public transport. In continuation smaller groups discussed approaches for the training of bus drivers and the training of older passengers.

One of the conclusions from the workshop was that the AENEAS measures do not require large investments and can be easily transferred to other European cities. During the workshop the Salzburg toolboxes for bus drivers training and passenger training were launched. These toolboxes are expected to support practitioners in other cities to start their own training programmes. Draft implementation plans for Vienna, Warsaw, Ljubljana and Zagreb were already discussed during the workshop.

You will find Training report and all presentations on <http://www.AENEAS-project.eu/?page=SalzburgTrainingWorkshop>.

“Green Mobility for Active Ageing” Final Conference in Brussels (April 2011)

The [final AENEAS conference](#) took place at the Committee of the Regions in Brussels on April 8, 2011. Representatives from the European Parliament, Directorates General of the European Commission, Committee of the Regions and European networks, as well as NGO members and the AENEAS partners, gathered to reflect on three years of AENEAS activity and its impact on mobility for older people. About 120 people attended the event.

More information on <http://www.AENEAS-project.eu/?page=finalconference>

2.2 AENEAS key deliverables

Within the AENEAS lifetime, 24 deliverables have been produced. Most of them are available from the AENEAS website in the download area <http://AENEAS-project.eu/?page=download>. The website will stay online until five years after the end of AENEAS, i.e. mid 2016. Key deliverables include among other:

- **D2.1 Stakeholder Involvement Handbook** aims at imparting knowledge on how to involve stakeholders and citizens actively in policy making. It is based on findings from GUIDEMAPS, PILOT and CIVITAS-CARAVEL, elaborating specially on tools on how to involve older people in local activities. It was chosen Eltis tool of the month in May 2011 and was downloaded almost 12.000 times!
- The **D2.2 Good Practice Database** presents 60 facts sheets from good practice all across Europe in English, plus 33 fact sheets in other languages (Basque, Danish, French, German, Polish and Spanish). It focuses on soft measures aiming at enabling and encouraging older people to move more eco-friendly, independently and comfortable. Please see <http://www.AENEAS-project.eu/gper/search.php>
- **D2.4 Study Tour Catalogue**. This printed 50-pages booklet joins more than 30 good practice examples in an attractive travel guide format. It is the “Lonely Planet” for mobility management in ageing societies, if you want so – don’t miss the restaurant tips!
- **D3.2.1 to D3.2.5 Training Workshop Reports** (one for each of the five workshops) give an overview on background, proceedings and findings on each of the five AENEAS workshops as described above.
- **D3.3 Staying Mobile! A guide to Mobility Management in Ageing Societies**. Considering the study tour catalogue as a starting point and appetizer, the staying mobile-guide goes from idea to action. This 86-pages booklet describes in seven chapters how to implement soft measures to promote sustainable mobility of older people. It describes which points to keep in mind when planning, preparing, implementing and operating such schemes, not keeping secret the possible drawbacks either. This resource is based on the experiences of the AENEAS consortium plus expert interviews and site visits in ten European cities.
- **D4.2 Local Dissemination Material** includes a broad variety of material used by the AENEAS partners in their local work. Some of them are of particular use for take-up cities, such as the **toolboxes on passenger and bus driver training** (featuring a training movie and a booklet each in English and German), the **mobility brochure for older people** in Krakow (in Polish) and in Salzburg (in German) or the **mobility guidebook** for older people from Munich (in German).
- **D5.4 Semi-annual newsletter** was published in six issues which are all available from <http://www.AENEAS-project.eu/newsletter/index.html>.

2.3 AENEAS knowledge transfer

One of the main aims of AENEAS was to raise awareness on the implications of demographic change on urban mobility and to transfer practical knowledge to take-up cities and other interested parties. Beyond the events and tools mentioned above, AENEAS partners actively presented their results at many European and national events and shared knowledge with many people across Europe (and beyond).

Presentations at conferences and events

- AENEAS partners and the project ambassador Ragnar Domstad gave more than 70 presentations at external events, including ECOMM, CIVITAS Forum, WALK21, TRANSED, Velo-City, INTERMODES, POLIS annual conference and other high-level events

- Exchange with politicians (local, national and European level) and staff of the European Commission and different European projects such as NICHES+, Mediate, CIVITAS, Active Access, Eltis, OASIS, Access-2-All, PTAcess, Isemoa among others.
- AENEAS partners were in contact with many local authorities, mobility providers and other organisations who wanted to learn about specific AENEAS measures. They received delegations from abroad, answered phone calls and e-mails and provided their experiences and know-how to a high number of organisations, this includes e.g.
 - Austria: Graz, Vienna, Weiz and Region Upper Austria
 - Belgium: Flanders (De Lijn), Bruxelles
 - Bulgaria: Burgas
 - Croatia: Zagreb
 - Denmark: Aalborg
 - France: La Rochelle, Beauvais, Artois-Gohelle, Paris
 - Finland: Turku
 - Germany: Bielefeld, Berlin, Bremen, Bremerhaven, Cologne (PT operator and transport association), Dusseldorf, Frankfurt city transport authority and transport association, Essen, Hanau, Gelnhausen, Gera, Karlsruhe, Landshut, Leipzig, Lüdinghausen, Nürnberg, Offenbach, Osnabrück, Paderborn, Stuttgart, Wuppertal and Region Hessen
 - Hungary: Budapest
 - Ireland: Dublin
 - Italy: Bologna, Novara
 - Lithuania: Kaunas
 - Luxemburg: Luxemburg
 - Portugal: Lisbon
 - Slovenia: Ljubljana
 - Spain: Barcelona city (AMT & city council), Barcelona region (AMTU), Bilbao, Burgos, Madrid
 - Sweden: Västtrafik (Göteborg), Göteborg city, Skånetrafiken (Malmö), Sandviken
 - Switzerland: Basel, Bern, Thun, Zürich, Schaffhausen, Genève
 - The Netherlands: Zeeland Province
 - UK: London Borough of Merton, London Bus Services Ltd, TfL, Manchester

Further **stakeholders** such as authorities on the regional / national level, research organisations, consultancies, associations, vehicle manufacturers etc. required detailed information on AENEAS concepts:

- UITP
- European Car Federation
- EPOMM
- Eurocities
- POLIS
- Brazil: Delegation of transport planners visited Munich
- Japan: Toyota Motor Cooperation / Eco-Mo / Tokyo Metropolitan University / Hyogo Institute on Assistive Technology
- USA: American Public Transport Association APTA
- Austria: VCÖ / FGM-AMOR / walkspace.at / Verein für Familien & Gesundheitsmanagement / Ministry of Economy, Technology and Transport (BMVIT)
- Belgium: University of Leuven / Mobiel 21 / POLIS / Trein Tram Bus Gent / Gymsana

- Denmark: Road Directorate Denmark / Forest & landscape, faculty of Life Sciences, University of Copenhagen / DanAge / Danish cyclist Federation
- France: INRETS / GART / Microbus Gruau / Les Compagnons du Voyage
- Germany: Butz Foundation / University of Würzburg, Urbane Konzepte / University of Dortmund / Slowmotion network, German branch / LUNAR Europe / Velo Konzept / ADFC cycling organisation / Pro Bahn
- Hungary: Hungarian Ministry of Foreign Affairs
- Ireland: PASI - permits accessibility services international
- Italy: Psychologenkammer Südtirol / AUPI Associazione Unitaria Psicologi Italiani – Lombardia (IT)
- Spain: INGEMA / Spanish Ministry for Infrastructure
- Sweden: VTI / Swedish association of transport planners / Swedish association of Public Transport / SPF (an organisation for retired persons) / The Committee on Health and Welfare / The Committee on Transport and Communications.
- Switzerland: UVEK Bundesamt für Verkehr BAV Sektion Schienennetz / Büro für Mobilität AG / Schweizerische Fachstelle Behinderte & Öffentlicher Verkehr / Rundum Mobil GmbH / Fussverkehr Schweiz
- The Netherlands: DTV / Motion Mobility Advice
- UK: nadp - national association of deafened People / Manchester Travel Training Partnership / Ann Frye Ltd / The Association of Train Operating Companies (ATOC)

2.4 Some AENEAS achievements

Within the project lifetime, AENEAS

- Successfully implemented fifteen measures in order to promote and enable sustainable mobility among older people in the five participating cities (Donostia – San Sebastián, Krakow, Munich, Odense and Salzburg; three measures per city), e.g.
 - approx. 2.700 older persons received travel training
 - about 600 bus drivers were trained on older people's needs
 - 7.000 pupils participated in awareness raising campaigns
 - More than 18.000 older people were assisted at public transport interchanges
 - More than 100.000 older people were involved in workshops, individualised marketing campaigns and events plus many more citizens reached via the press, advertisements, the press, TV / radio or the internet.
- Held seven various well-attended European events such as
 - Five training workshops with combined 220 trainees travelling as far as from Tanzania
 - A Kick-off conference with 60 attendees and
 - A final conference with an audience of 120 people including two MEPs and four Directorates-Generals
- Produced 24 deliverables in seven languages
- Had local measures filmed by Eltis, Europe by Satellite and other film teams in all five participating cities
- Established a website with almost 200.000 page views (approx. 200 / day) and 90.000 downloads, ranking among the top in Google in different countries and languages (e.g. Poland and Spain 3rd place, Austria 4th, Denmark and Germany 5th)
- Gave more than 70 presentations at high-level conferences and events across Europe and even in Hong Kong

City of Donostia San Sebastián (Spain)

About Donostia - San Sebastián

San Sebastián is one of the most beautiful cities in Europe for its natural setting in a small bay, where the blue shades of the sea mix with the green tones of the surrounding hills.

The Spanish court chose it as a royal seaside resort in the second half of the nineteenth century and this led to the town development, its buildings and public areas acquiring higher architectonic quality, with a definite Parisian influence.

Situated in the north of the Iberian Peninsula, on the vertex of the Bay of Biscay (Gascony), less than twenty kilometres from the border with France, Donostia has a population of 184.000 within a metropolitan area of 400.000 people.

Its economy focuses on services, tourism and manufacturing industries located in the suburban areas.

The general transport situation in Donostia - San Sebastián

For about twenty years, the city has been enforcing a strong policy in favour of pedestrians, bicycles and public transport. Considering walking and cycling as serious modes of transport has led to the building of a non-motorised transport network for promoting this type of mobility around the city.

Likewise, the city has extended its network of bus lanes. The city records one of the higher bus riding rates, with around 150 trips per capita per year.

The city has established a Mobility Office. This city department is responsible for the planning and management of anything related to motorised and non-motorised mobility: pedestrians, cyclists, public transport, road network, traffic light systems, surface and underground car parks, etc.

Older people and mobility

There is an accessibility plan to adapt public roads and buildings. We are developing a public vertical transport system in order to improve pedestrian mobility between the flat areas of the city and the hilly suburbs where half of the population lives.

3 Measure DSS-1: Promote Walking among Older People in Donostia – San Sebastián

3.1 Key characteristics

Basic facts

Donostia - San Sebastián has always had a long tradition of walking as a mean of city travel. When promoting sustainable mobility among older people, pedestrian mobility must be “mandatorily” organised. City of San Sebastián has many high quality pedestrian areas and itineraries and it is necessary to show which pedestrian routes are kind to be done, out from the most known ones.

During 2009 and 2010, the Municipality of Donostia - San Sebastián has developed up to 20 walking tours with three main objectives. On one side, to promote walking among older people, but not only as a way of leisure and social activity but also as a way of transport inside the city of Donostia - San Sebastián. On the other side, it is necessary to stress as well the health aspect, admitting that walking for older people is a source of health. Thirdly we need to comment that, as we say before, there are some pedestrian routes that are unknown for the general public and it is necessary to promote them.

The trips have been developed in different parts of the city, with different lengths, destinations and starting points. One person was subcontracted as a local facilitator for this activity. She organises different activities inside different old people associations as leisure activities or courses about different things. So she has been in charge of boosting this activity. On the other side, we have had the collaboration of a local NGO which promotes mountain activities for all the population. Almost 1.000 people have taken part in this activity. They have been contact via different ways.

The information about the excursions has been published in the Plus 55 leaflet which is monthly divulged. The local NGO (Club Vasco de Camping) has sent an email to all of their members, who have taken actively part in the activity. On the other side, press releases were prepared and sent, and some of them were published.

The tours lasted more or less two hours and were always finished with a coffee party and fulfilling the enquiries.

Background and objectives

The Municipality of Donostia San Sebastián is the initiator of this activity.

As we can see in several reports, activity for older people is very important to keep them healthy. Furthermore, as it is said before walking is the main way of transport in the city. So, promoting walking activities is really important when we talk about these two specific matters. It can be considered as well as a social activity and people with social exclusion risk can see this action as a way to maintain their external life.

Appointments have been in different locations of the city, most of them public spaces as the “culture houses”. Then the excursions had normally finished near a retired people club in order to take advantage of their facilities to organise the coffee party.

The main objectives have been:

- To keep older people active in order to improve their independence
- To realise them that walking is a real way of transport inside the city
- To “discover” new walking routes, out from the typical ones

Users and target groups

The target group was people over 60, with no important mobility disabilities and ready and capable to make an excursion of near two hours.

In fact there has been a quite stable group between 50 and 60 people taking part in this activity. Most of them were between 60 and 70 years old, but there have also been people out of this range.

As it is said before, the walking tours were published in the +55 leaflet, in the website of the Club Vasco de Camping, and in local newspapers. Furthermore, leaflets were distributed and direct mail delivered in different areas of the city.

Also the contacts that the facilitator of the activity had in different organisations working with older people and the active networking of the Club Vasco de Camping were really important in order to recruit people for this activity.

3.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

There have been three main different actors in these excursions.

- One facilitator, introduced in the world of leisure activities among older people.
- One local NGO. In this case the Club Vasco de Camping, giving technical advice of the excursions and contributing with dissemination and participants
- Social welfare municipal department, collaborating in dissemination and any help that had been required from them

Implementation Process

It is not difficult to organise an activity like this. Of course some time and effort must be dedicated to carry out an action like this but technically it is not difficult.

First of all, the main actors in this activity must be clearly identified. Once this identification is made, the organisations that we want to involve must be contacted.

After these contacts and after the necessary people are involved in the activity, some meetings to establish a calendar of excursions. Then the dissemination phase must be set up, leaflets, adverts, and press releases and there must be clearly organised in order to get the participants involved. It is important that possible participants know the activity in advance, to try to attract the highest number of people.

Some identification of the group as well is needed. A t-shirt, cap, stick or something like this will help to improve involvement of participants and dissemination of the activity.

Success factors (drivers)

- Good promotion of the events
- Attractive routes
- Active facilitators, and if it possible involved in older people activities (training in leisure activities, gymnastics, and memory courses...)

Obstacles (barriers)

- If the information does not arrive to the target group it will be quite difficult to set up
- Weather (is not possible to plan it) can discourage people to take part

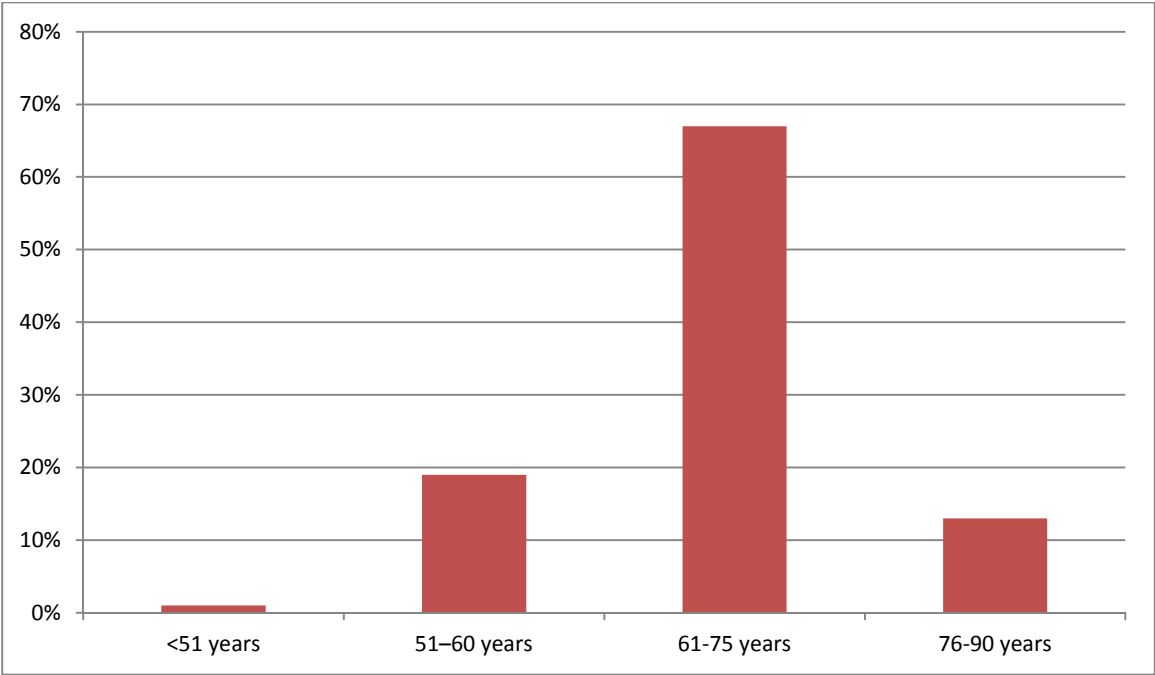
- Lack of attractiveness of tours (lack of usefulness from the point of view of mobility, no attractive landscape...)

3.3 Evaluation

The participants

Only every fifth participants in the San Sebastián walks was male, while the age group 61 to 75 years (“the elderly” according to the WHO definition) prevailed (see Figure 1). This makes the participants in average younger compared to e.g. Salzburg. 155 questionnaires were returned.

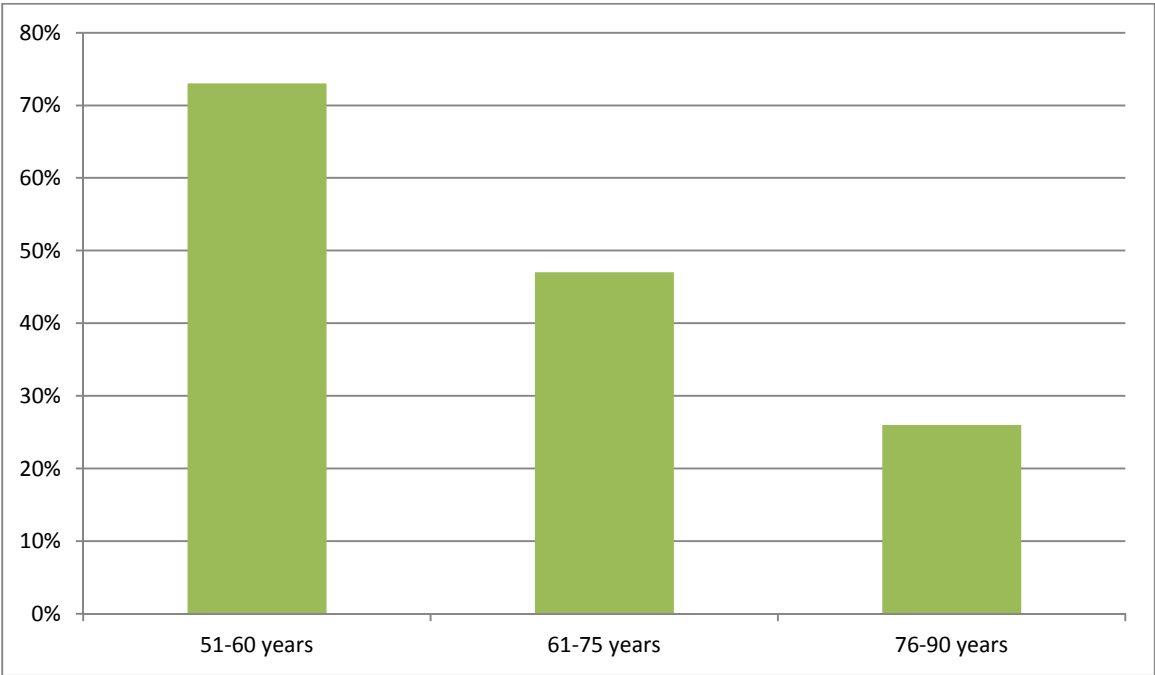
Figure 1: Age groups (walking workshops in Donostia – San Sebastián)



Travel behaviour

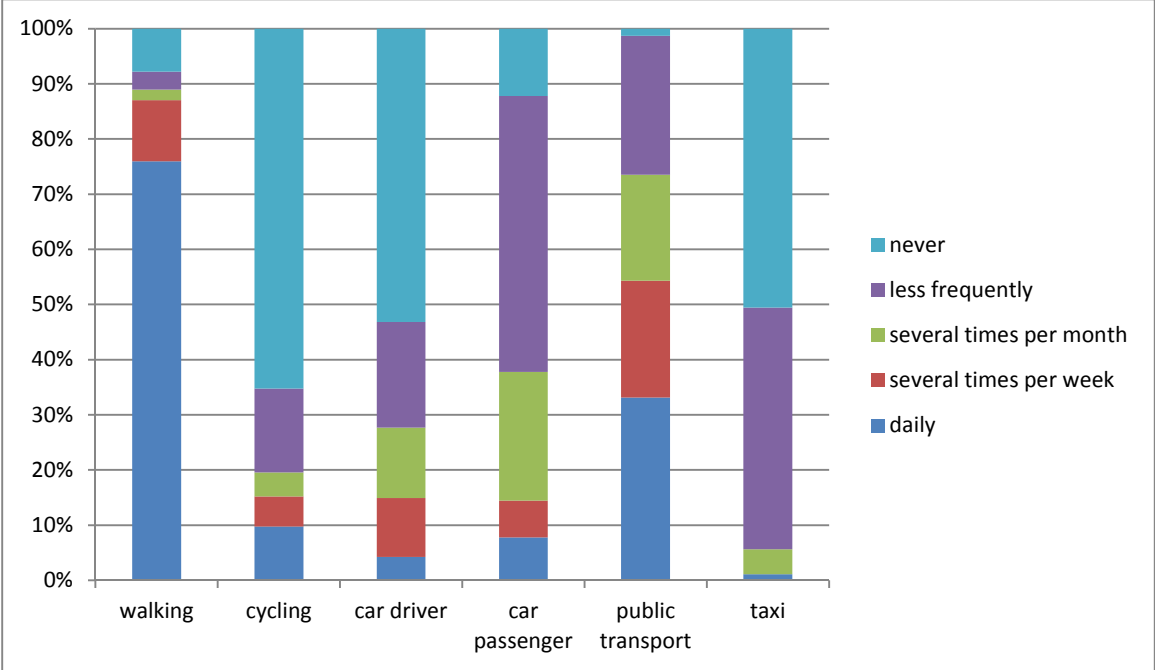
Half of the participants had a driving license, however with considerable differences between men (82%) and women (42%). Driving license ownership decreases with age, which can be considered as a cohort effect: It is not caused by older seniors giving up driving, but by younger generations experiencing a different mobility socialisation compared to previous ones (see Figure 2).

Figure 2: Driving license ownership by age (walking workshops in Donostia – San Sebastián)



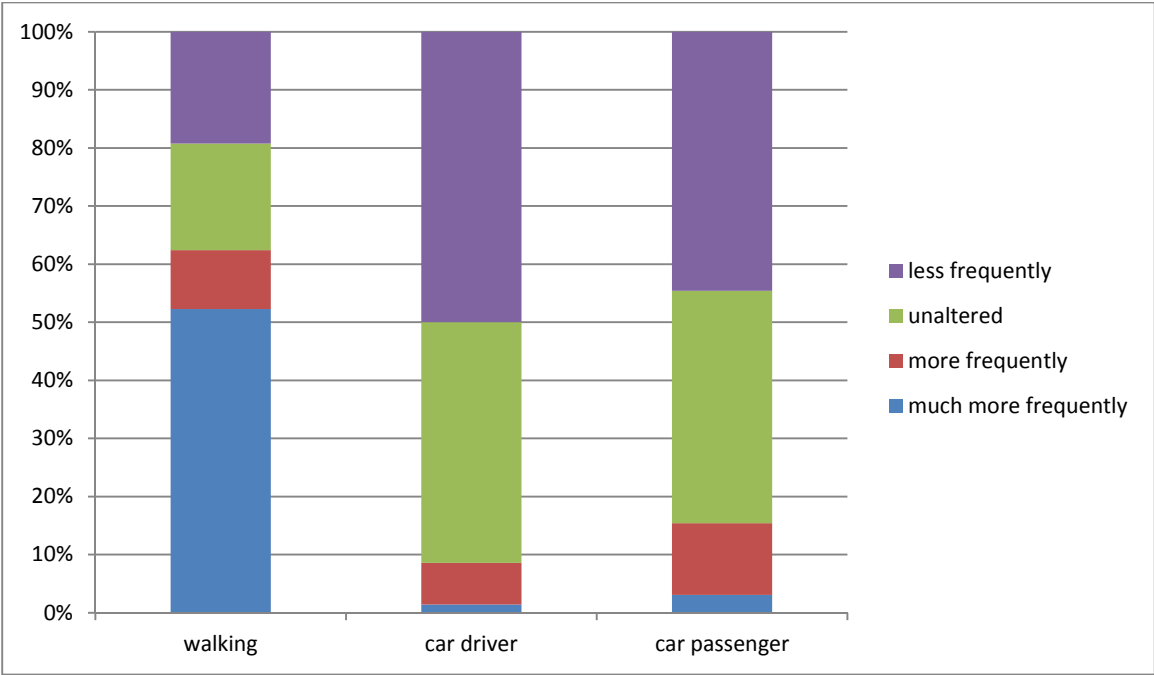
The analysis of the current mobility behaviour (Figure 3) shows the strong role that walking already has among the participants: More than three quarters walk daily. Public transport (more than 50% use it at least a couple of times per week) and to a lesser extend cars (particularly as passenger) also have importance, while only 20% cycle regularly.

Figure 3: Travel behaviour (walking workshops in Donostia – San Sebastián)



When asked how they plan to change their mobility behaviour in the future, test persons stated a shift from motorised individual transport to walking – sixty per cent want to walk more in the future, while about the half wants to use the car less frequently (see Figure 4).

Figure 4: Intended travel behaviour (walking workshops in Donostia – San Sebastián)



Key findings

Almost 1.000 people took part in the activity. There was a very stable group of people who took part in it, although there were some new registrations during the whole cycle.

80% of the participants were female, but this is quite normal in this kind of actions. Women are really keen on changing their mobility behaviour, for environment and health reasons, and they do not feel opposed to give up driving compared to older men.

It became obvious that the activity reached a target group that already moves quite sustainable: More than 90% walk already almost every day and they use public transport even if they have a car. In this light, it is a positive result that they feel confirmed in their motivation to walk more and reduce car use, maintaining their health and capabilities. On a longer perspective, it would be interesting to stronger involve seniors that currently walk not enough (even if they are able to) e.g. some sort of partnering / buddying scheme.

Finally, the course was given the following marks (on a scale from 0 = poor to 5 = very good):

- Was it well organised? 4,7
- Have the contents been understandable? 4,4
- Are the outcomes useful for you? 4,3

Costs and efforts

The main effort must be done at the beginning of the project. Especially, the initial planning phase can be time demanding. But once the activity has commenced it becomes less demanding and after the first excursions have passed, there is not such a big effort to continue.

The main cost came from marketing and dissemination. As these aspects are one of the most important points to organise, here is where the money must be properly spent. On the other side there are other costs as subcontracting the facilitator, the coffee parties, or the t-shirts or stickers. It is necessary as well to have a person, part time dedicated to organise this activity, to contact with the local partners involved or to make the evaluation.

Transferability

This activity can be easily transferred to other cities. It is true that the city that organises an action like this must have more or less defined some pedestrian itineraries. It is true as well that people need to have some road safety education in order to avoid accidents or misunderstandings.

4 DSS-2: Adapting public transport services for older people in Donostia – San Sebastián

4.1 Key characteristics

Basic facts

The main element of this action is to promote the use of public transport among older people. Public transport in San Sebastian has very good rates of use among citizens. It is by far the most important motorised way of transport in the city. But sometimes there is still a lack of information and a lack of education about public transport in Donostia San Sebastián. So it is necessary to work with this aspect.

During the length of the project, a total of ten workshops have been organised in different retired and old people clubs in different areas of the city. The workshop content included topics such as

- How to plan a trip?
- How to get on and off the bus safely?
- How to get support and help?

The technical help of DBUS Company has been essential. They are the most important PT Company in Donostia, and most people in the city use their services. They provide the information about lines, bus stops, and timetables. Also they explain to people who take part in the workshops all the instructions about get in and walk in the bus.

Also a total of 14 training sessions for 285 drivers have been developed among the DBUS drivers in order to extend the training they receive to the special needs of older people.

Background and objectives

The CTSS Company in San Sebastián has a long history of more than 100 years. During these years there have been different ways of transport in the city. Horse trams, trolley buses, double deck buses had been used in the City of Donostia San Sebastián. Nowadays, buses and minibuses are the vehicles in use. The company has a long tradition among citizens from Donostia and it is necessary to say that it is 100% owned by the Municipality of Donostia San Sebastián.

The Municipality of Donostia San Sebastián is the initiator of this activity. The action started in September 2008 when the AENEAS project started in Donostia San Sebastián. Josu Benaito was responsible of the project at that time. The involvement of the DBUS Company was also important. Without them this action would not have been possible.

On the other side, as it is said before, we can see that sometimes there is a lack of education and knowledge of how to behave when taking a bus. This situation can result in accidents or unwilling situations. This is the reason to organise an activity like this.

It is also necessary to say that drivers are a very important factor when older people use public transport. If their task in these relationships between the public transport company and older people is properly realised, the confidence among older people will increase importantly.

The main objectives were:

- To keep older people active in order to improve their independence
- That older people see that public transport is a real option to keep them mobile
- To improve the use of public transport in Donostia San Sebastián

- To encourage people to use their own car less

Users and target groups

The main group involved in this activity is the group from 51 to 90 years . But it is true as well that the number of people over 80 years old using public transport is lower compared to other range of age. So there is a range of people who do not really participate in the activity. Also it is difficult to have access to the group between 50-60 years, although they are the main users of public transport. In some retired clubs there are groups of this range but it is not normal.

Most of them know quite well lines and services offered by DBUS. It is a company with a good image among older citizens and they state that the quality of the service is quite good. Furthermore, most of them are already users of public transport, but there is a lack of training about how to behave in the bus.

4.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

The main actors involved in the action were:

- The public transport company, in this case DBUS. Their contribution is clear and essential. They provide technical information about buses, how to get off and on, how to stay inside the bus and so on. Additionally they provide information about lines, frequencies, accidents, insurance, obligations and rights
- The DBUS drivers as an active actor in the customer-company interface
- Social welfare municipal department, collaborating in dissemination and any help that had been required from them

Implementation Process

It is not difficult to organise an activity like this. Of course some time and effort must be dedicated to carry out an action like this but technically it is not difficult.

First, the main actors in this activity must be clearly identified. Once this identification is made, the organisations that we want to involve must be contacted.

Secondly, it is necessary to see the needs that older people have in the city. After an analysis of these needs, it is necessary to study with DBUS how the activity can be organised and what we wanted to get with these workshops.

After have seen all these aspects, we start to contact older people's club and to start organising the activities with them and how to be the most attractive with the activity.

After finishing the training and before the coffee party, the evaluation must be fulfilled. Otherwise, it can happen that participants will not even be in mind that they need to fill it out.

Success factors (drivers)

- Good contacts at the senior citizens clubs. The aid of the social welfare department is needed.
- Make the action attractive in the first contact you take to the seniors club.
- Active facilitators, and attractive information provided.
- Be clear and appealing with the participants. Not be tedious, boring or unpleasant. Try to be appealing with them.

- The political involvement must be clear. If there is not political compromise, the involvement of the mobility department, which is the leading department in the city, is not ensured.

Obstacles (barriers)

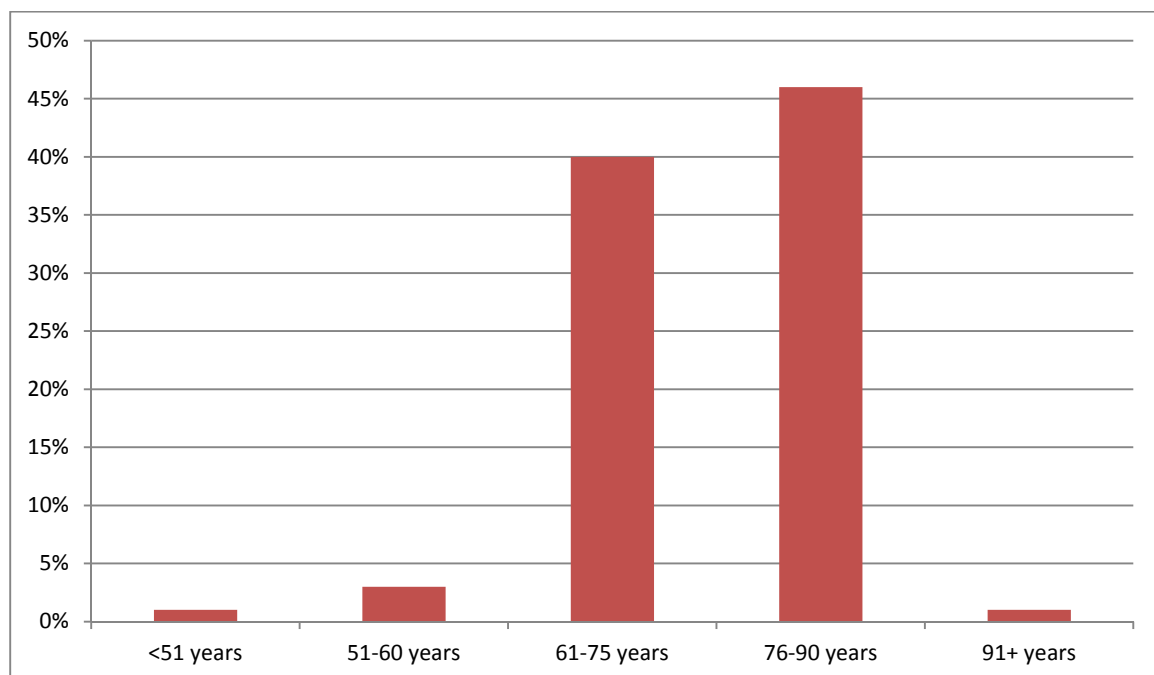
- Some seniors, overall men, think that this activity “does not match with them”
- It is difficult to make the activity attractive to the group of people under 60.
- The elderly clubs are quite keen on this training. The problem is that they have a lot of activities programmed and it is sometimes difficult to find a date and time to carry out the action. Anyway, after the training people are really grateful and they see that the information given is useful.

4.3 Evaluation

The participants

Almost every third participant was male, a relatively high share compared to other AENEAS activities. The measure equally reached the elderly (61 to 75 years old) and the old (76 to 90 years) as shown in Figure. 149 questionnaires have been analysed.

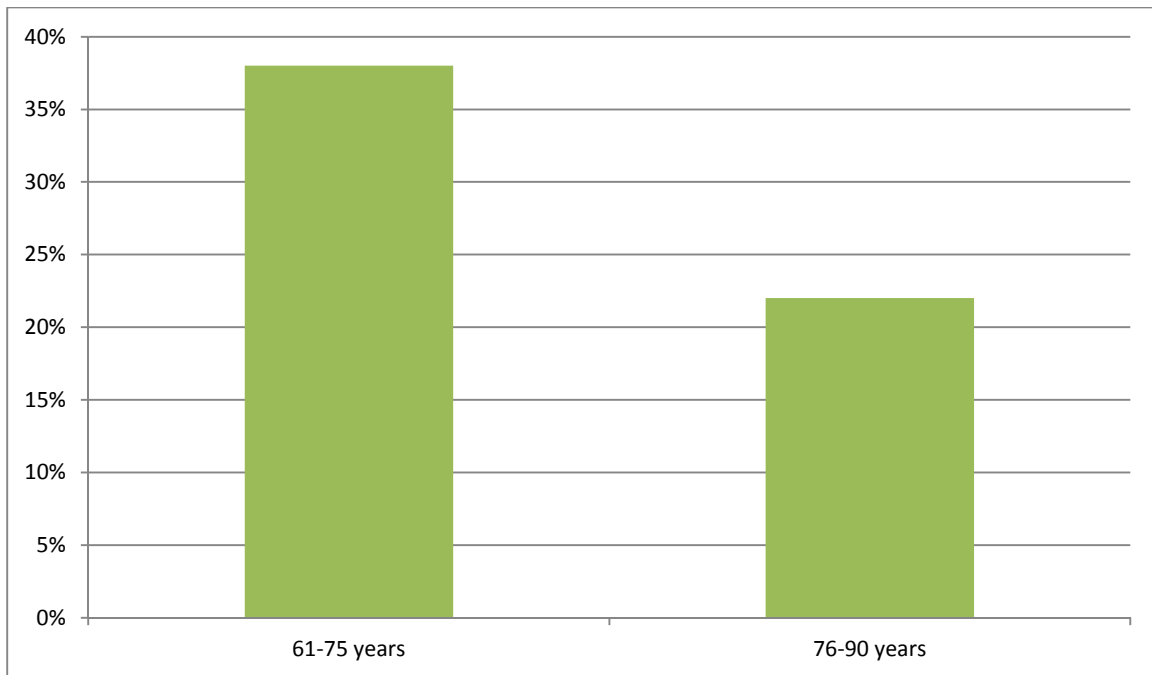
Figure 5: Age groups (passenger training in Donostia – San Sebastián)



Travel behaviour

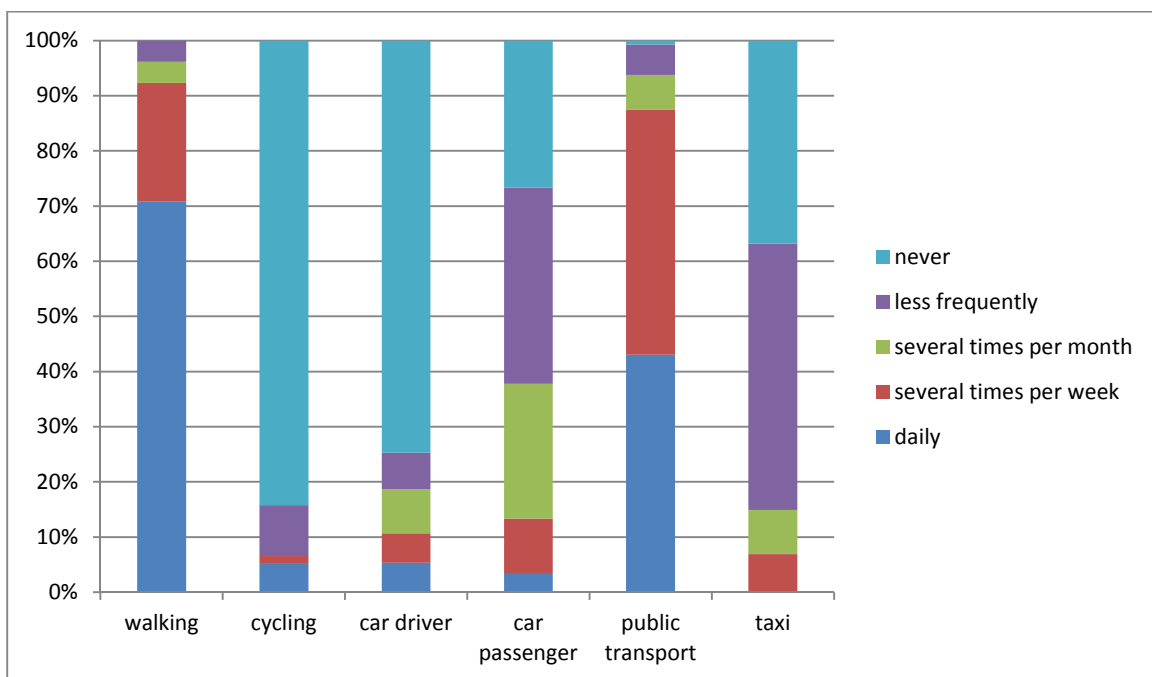
Only 30% of test persons owned a driving license, which is considerable less than in the walking measure in Donostia - San Sebastián (see Figure 6), even in same age groups. A very large gap between men and women can be found: While 71% of male participants were allowed to drive, this was only the case for 11% of the ladies – a factor of six!

Figure 6: Driving license ownership by age (passenger training in Donostia – San Sebastián)



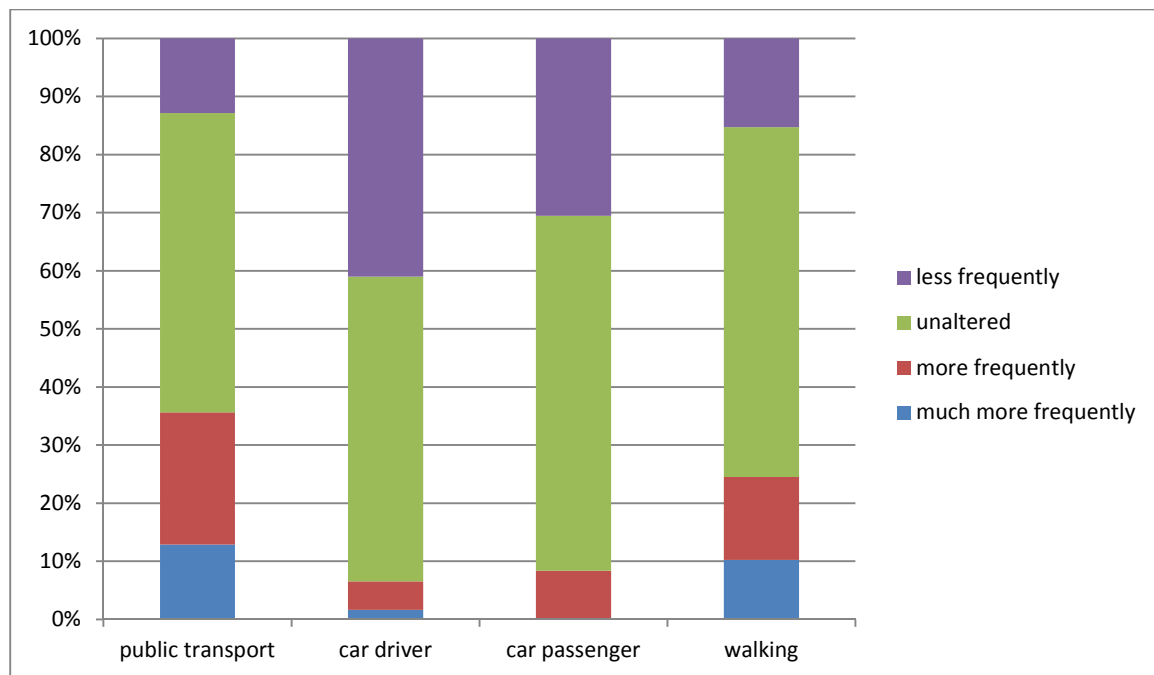
The participants in the passenger training showed different mobility behaviour from the walking group: While they walked with the same intensity, less than 20% still use the bicycle and there are big differences regarding car use as a driver or a passenger with the latter one being much more important (see Figure 7). On the other hand, almost 90% use public transport regularly – compared to only 50% among the ‘walkers’. It can be assumed that programmes that are dedicated to one specific mobility mode chiefly attract people that are already fond of moving by this mode.

Figure 7: Travel behaviour (passenger training in Donostia – San Sebastián)



About one third of participants expect to use public transport more or much more frequently in the future, while using the car less both as a driver or a passenger (see Figure 8).

Figure 8: Intended travel behaviour (passenger training in Donostia – San Sebastián)



Key findings

More than 200 people have taken part in the activity. If the activity is well organised and the attitude towards them is something that they can appreciate, the activity will be really well evaluated by people who are taking part.

Most people who have been participating in this training considered that the activity was well organised and the grade given was quite high.

But, normally the group of people who take part in an action like this have normally sustainable ways of transport. Even having a car, walking and public transport are often used by them so sometimes it is difficult to ensure a change in their mobility behaviour.

73% of the participants were female, but this is quite normal in this kind of actions. They are really keen on changing their transport behaviour and they do not have any problem to give up driving.

More than 50% use the public transport daily or several times a week.

Finally, the course was given the following marks:

- Was it well organised? 4,7
- Have the contents been understandable? 4,4
- Are the outcomes useful for you? 4,3

Costs and efforts

The main effort must be done in the beginning of the project. Especially, the initial planning phase can be time demanding. But it is necessary to continue during the whole length of the project. Senior clubs need to be contacted every time to organise a meeting and sometimes it is difficult to convince them

The main cost is marketing and dissemination. As these aspects are one of the most important points to organise, here is where the money must be properly spent. On the other side there are other costs as subcontracting the facilitator or the coffee parties. It is necessary as well to have a person, part time dedicated to organise this activity, to contact the local partners involved or to make the evaluation.

Transferability

This activity can be easily transferred to other cities. The only thing that is necessary is an amount of money to organise the activities and some working time of the facilitators from the municipality or from the Public Transport Company.

Also some help from the social welfare department is needed in order to have easier to contact with the senior clubs

5 Measure DSS-3: Older People and Road Safety in Donostia – San Sebastián

5.1 Key characteristics

Basic facts

Due to different factors, the behaviour of older people when they face a traffic situation varies from one to another. They do not have the same sensation of security that they had before and their senses have changed in an important way.

Most of the accidents in which older people are involved normally are running over and in most of the cases as well older people are the main victims. Sometimes they use to cross roads out of the zebra crossings or in red light and these actions cause a large number of these accidents.

During the length of the project, the Municipality of Donostia San Sebastián has developed eleven training sessions with these main objectives. On one side, to promote walking among older people,. On another side, and more important, to avoid accidents among this group of people and to provide more “safety education”

During the length of the project, a total of 11 workshops have been organised in different retired and old people clubs in different areas of the city. The technical help of RACVN has been essential. They are the most important car driver association in Donostia. They provide technical information about different situations that can happen in the city in order to illustrate the workshops and to boost them. Some cards are provided with photos and explanations of each case and they have some time to think about each case among them.

Background and objectives

The Municipality of Donostia San Sebastián is the initiator of this activity.

The action started in September 2008 when the AENEAS project started in Donostia San Sebastián. Josu Benaito was responsible of the project at that time. The involvement of the RACVN was also important. Without them this action would not have been possible

On the other side, we can see that sometimes there is a lack of traffic safety education and knowledge of how to behave when facing different situations. These situations can results in accidents or unwilling situations. This is the reason to organise an activity like this.

The main objectives were:

- To keep older people active in order to improve their independence
- That older people realise that traffic problems exists and sometimes can be dangerous
- To “discover” a way of safe walking.

Users and target groups

The target group was people aged over 60, with no important mobility disabilities and ready and capable to move alone in the city.

The main group involved in this activity are the 51 to 90 years old. It is true that is difficult that people over 80 or 85 years of age walk alone in the street totally independent. Normally at this stage they use to walk with someone of their family or one person to help them. So there is a range of people that do not really participate in the activity. Also it is difficult to have access to the group between 50-60 years. In some retired clubs there are groups of this range but it is not normal.

Most of them know quite well the pedestrian itineraries inside the city. They usually walk several times a week and are quite used to the problems they have to face every day.

5.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

There have been three main different actors in these workshops.

- One facilitator. This person must be used to working with older people and must be keen on working with them.
- One local NGO-Company-Organisation. In this case the local drivers association RACVN, giving technical advice of the activity.
- Social welfare municipal department, collaborating in dissemination and any help that had been required from them

Implementation Process

It is not difficult to organise an activity like this. Of course that some time and effort must be dedicated to carry out an action like this but technically it is not difficult.

First of all, the main actors in this activity must be clearly identified. Once this identification is made, the organisations that we want to involve must be contacted.

It is necessary that the organisation in charge of the technical aspects prepares some practical cases, related to the specific problems of this group of people and related as well to the City of Donostia San Sebastián. (possible problematic points, shopping centres or central markets, hospitals...)

After have seen all these aspects, we start to contact with the older people's club and to start organising the activities with them and how to be the most attractive with the activity.

After finishing the training and before the coffee party, the enquiry must be fulfilled. Otherwise, it can happen that participants will not even be in mind that they need to fill it out.

Success factors (drivers)

- Good contacts to the senior citizens clubs. The aid of the social welfare department is needed.
- Make attractive the action in the first contact you make with the seniors club.
- Active facilitators and attractive information provided.
- Be clear and appealing with people. Not be tedious, boring or unpleasant. Try to be appealing with them.
- The political involvement must be clear. If there is not political compromise, the involvement of the mobility department, which is the leading department in the city, is not ensured.

Obstacles (barriers)

The elderly clubs are quite keen on this kind of training. The problem is that they have a lot of activities programmed and it is been sometimes difficult to find a date and time to carry out the action. Anyway, after the training people are really grateful and they see that the information given is useful.

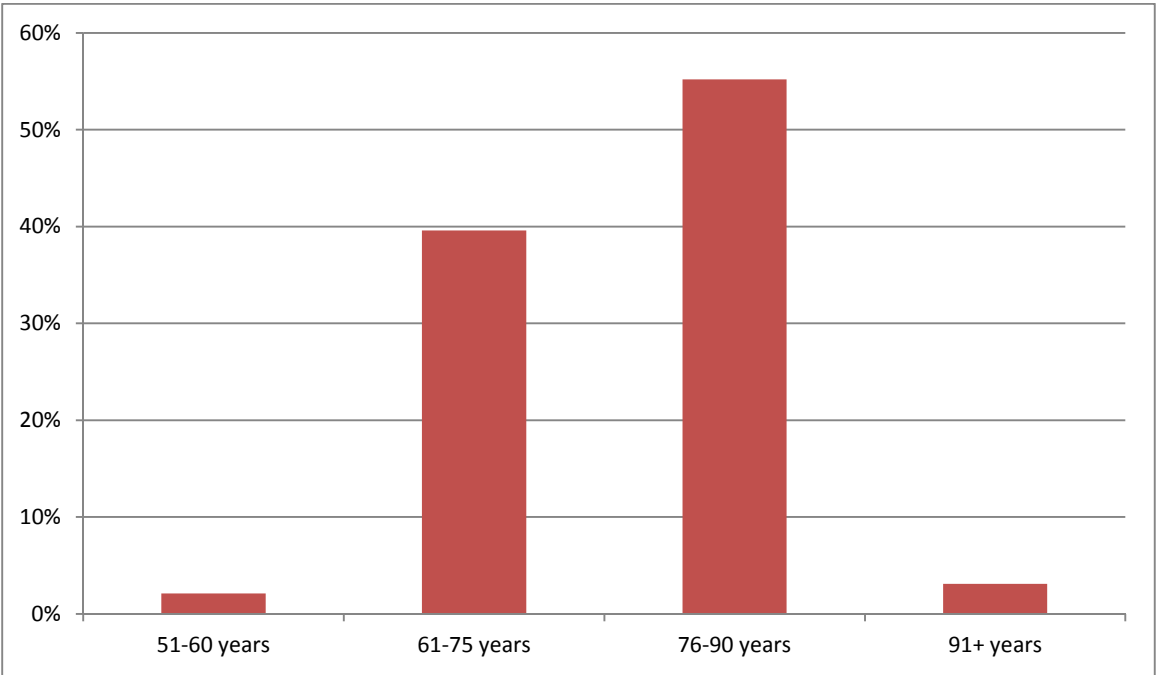
- Some seniors, overall men, think that this activity "does not match with them"
- It is difficult to make the activity attractive for the group of people under 60 years of age

5.3 Evaluation

The participants

About one quarter of the participants were men and mainly the 76 to 90 years old were interested in attending the training sessions (see Figure 9). The audience was the oldest compared to the other measures in San Sebastián. 98 questionnaires were collected.

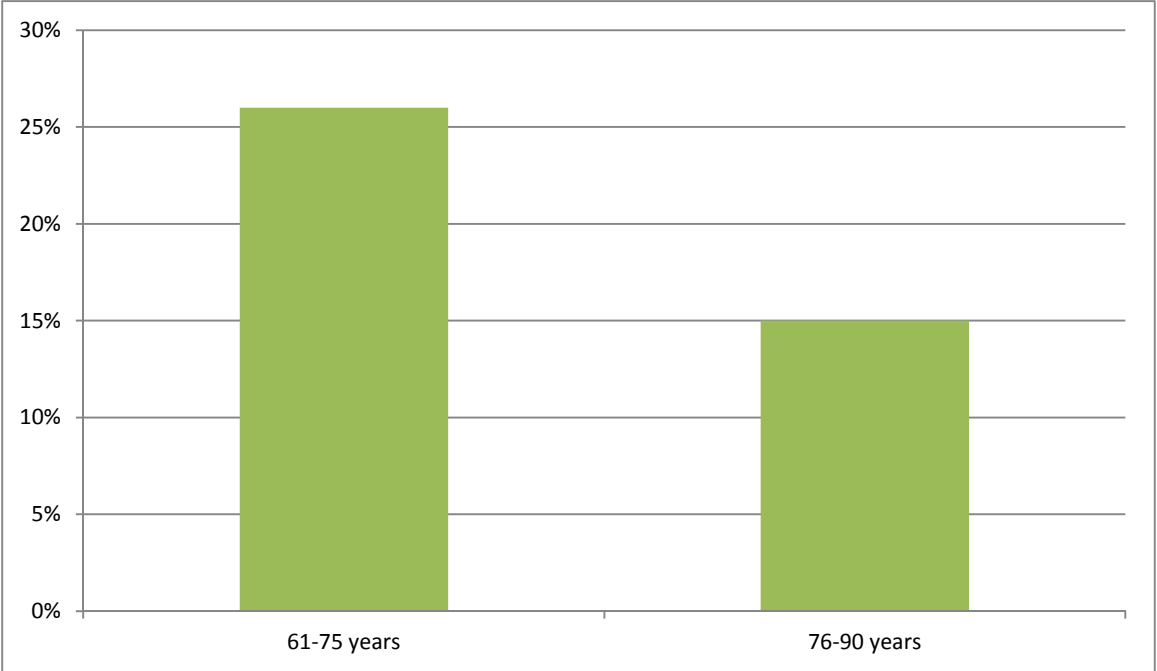
Figure 9: Age groups (safety workshops in Donostia – San Sebastián)



Travel behaviour

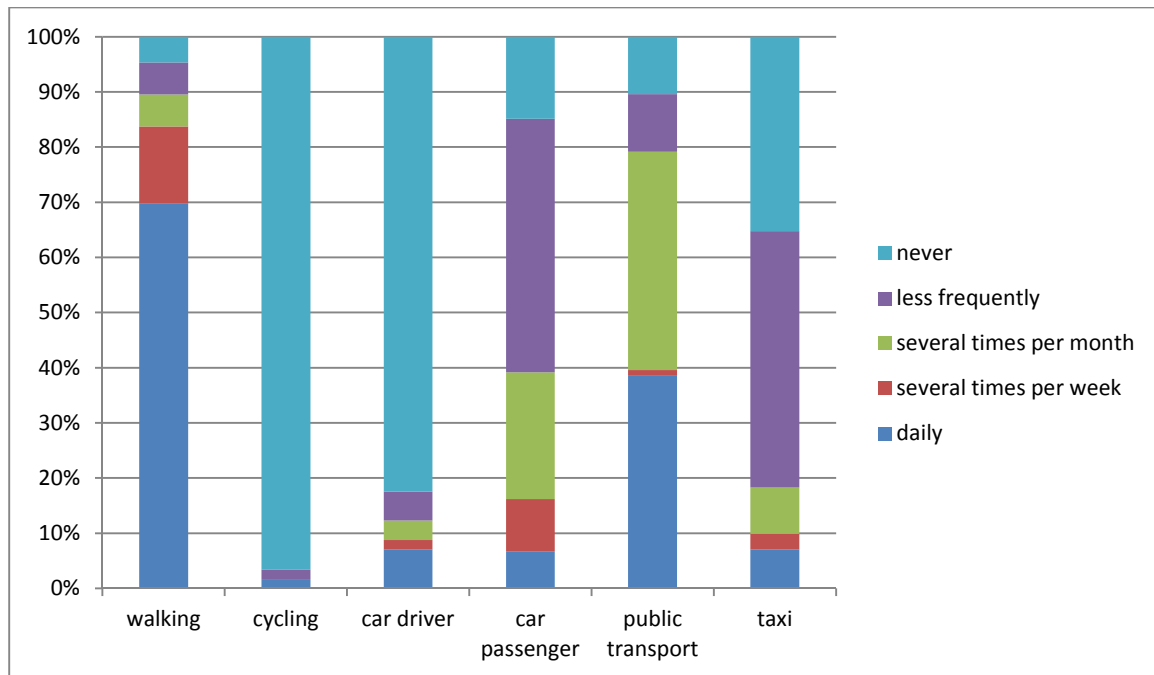
Only 19% had a driving license – 55% of men but only 10% of women! As observed in other measures and cities, the likeliness decreases with age (see Figure 10).

Figure 10: Driving license ownership by age (safety workshops in Donostia – San Sebastián)



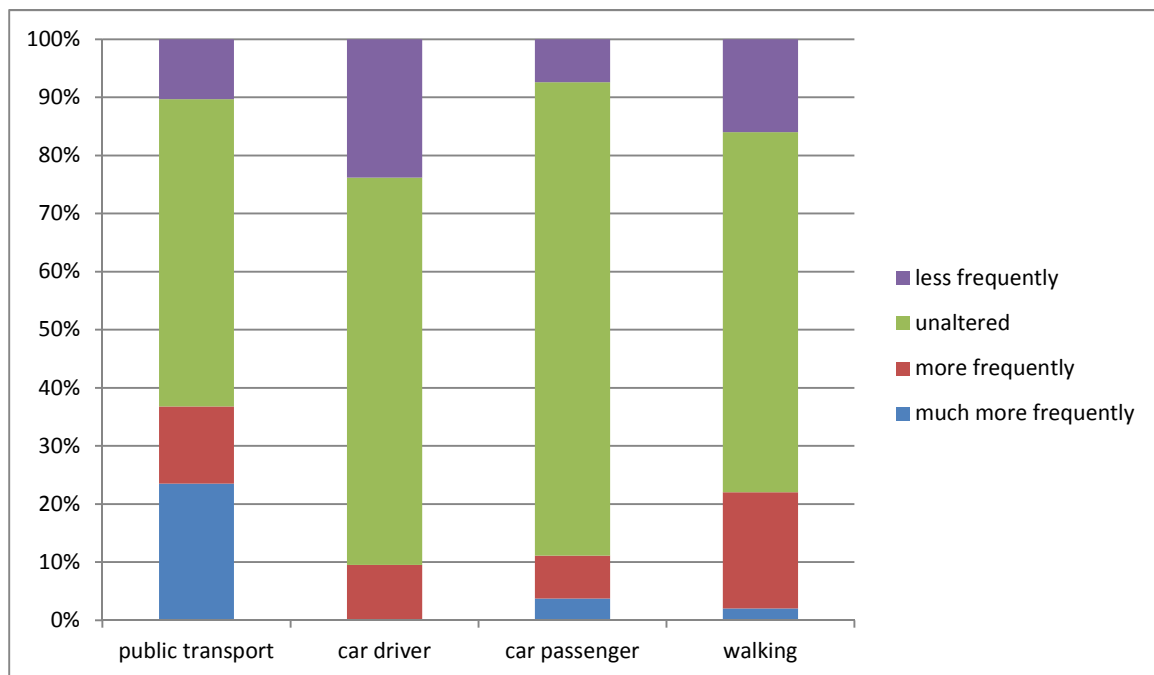
This structure is also reflected in the frequency mobility modes are used: Walking and public transport are top, car as a passenger and taxi play a certain role, while cycling or driving a car are very low (see Figure 11). The target group of this kind of activity thus are in the upper segment of age groups and only use a narrow segment of urban mobility options. Even though this can't be underlined by the available data, it can be assumed that the ratio of personal mobility constraints is likely to be higher than in the other Donostia measures.

Figure 11: Travel behaviour (safety workshops in Donostia – San Sebastián)



Most of the participants want to maintain their mobility behaviour, which can be assessed as a positive outcome regarding the current behaviour (which is quite eco-friendly) and the relatively high age (which makes mobility constraints more likely). In addition, about one third want to use public transport more often, while driving less. Walking and car use as a passenger will be rather balanced between less and increased use. With regard to the age of test persons, these answers always imply the expected health situation and mobility capacities of participants. So the interpretation is how they expect to be mobile rather than how they want to be mobile (see Figure 12).

Figure 12: Intended travel behaviour (safety workshops in Donostia – San Sebastián)



Key findings

More than 200 people took part in the activity. If the activity is well organised and the attitude towards them is something that they can appreciate, the activity will be really well evaluated by people who are taking part.

Most people who have been participating in this training considered that the activity was well organised and the grade given was quite high.

Some of the cases that were seen at the workshops were really surprising to them, and they could see, and some of the realised that their general behaviour related to traffic safety is not always as safe as it should be.

63% of the participants were female, but this is quite normal in this kind of actions. They are really keen on these activities and they prefer to take part in an action like this than playing cards.

75% walks daily or several times a week and 73% uses the public transport daily or several times a week.

Finally, the course was given the following marks:

- Was it well organised? 4,5
- Have the contents been understandable? 4,4
- Are the outcomes useful for you? 4,4

Costs and efforts

The main effort must be done at the beginning of the project. Especially, the initial planning phase can be time demanding. But it is necessary to continue during the whole length of the project. Senior clubs need to be contacted every time to organise a meeting and sometimes it is difficult to convince them

One of the main costs comes from marketing and dissemination. Some information and leaflet must be prepared. As these aspects are one of the most important points to organise, here is where the money must be properly spent. On the other side there are other costs as subcontracting the facilitator or the coffee parties. It is necessary as well to have a person dedicated to organise this activity, to contact with the local partners involved or to make the evaluation.

Transferability

This activity can be easily transferred to other cities. It is important to find the key association to make the teaching. But it is not something really difficult to organise.

City of Krakow (Poland)

About Krakow

Located in the Southern part of Poland, with 760.000 inhabitants, Krakow is one of the biggest cities in the country. The unique historical, cultural and scientific character is still dominating the economic and touristic development of the city: Krakow is listed in the UN's World Natural and Cultural Heritage, was the "cultural capital" of Europe in 2000, welcomes about 8 million tourists per year and the "Jagiellonian University" with some 140.000 students is one of the oldest universities in Central and Eastern Europe.

For several years, the focus of a severe industrial restructuring was to reduce the environmental footprint, to stimulate the transition towards innovative and more efficient technologies and to decrease the cost of production. The strategy of the city development is to reinforce the metropolitan functions of Krakow as a European centre of culture, arts, science, tourism, services and modern industry as well as to further improve of the quality of life for its residents.

The general transport situation in Krakow

Despite growing car ownership Krakow still has a very positive modal split where about 60% of trips are made by public transport (trams and buses). However, city growth coupled with rising numbers of vehicles, a greater mobility and years of negligence of road maintenance, have made the street infrastructure and the public transport the most challenging topics in Krakow. In the city centre there is limited traffic zone introduced and only pedestrian areas as well. There are about 18.000 parking spaces, mainly on streets and sidewalks, which makes problems for pedestrians and cyclists. Parking in this area is charged about 1 €/h, while commercial off-street parking costs 2,30 €/h. In the future, the zones of constrained traffic and parking will be extended and underground parking lots implemented to free more space for pedestrians.

The public transport operator MPK owns 493 city buses (most of them are modern low-floor buses with engines fulfilling highest European emissions norms) and 424 tram wagons serving altogether 153 lines. There are about 350 million passengers transported per year. About 50 % of the tramway network of 84 km is separated from the road traffic.

The city's transportation policy, updated in July 2007, aims to create an efficient, safe, economic and environmentally friendly transport system for passengers and goods which requests comprehensive master planning, transport design and project management and considerable investments. Key priorities are bus lanes, tramway tracks, efficient traffic control ensuring priority for and punctuality of public transport and access restrictions to the old city centre.

Older people's mobility in Krakow

The City of Krakow offers some facilities for older people as far as the public transport for elder generation is concerned. Firstly, people older than 70 are offered with free public transport (PT) tickets, whereas retired people are allowed to travel by PT with special discounts. Secondly, most of the trams and buses have low floor, so that older people are able to get on the vehicle in an easier and safer way. Moreover, trams in Krakow are equipped with additional handrails at the entrances. There are also special seats for elderly people, signed in a visible way.

As far as the PT infrastructure is concerned, most of the platforms were modernized and street level adjusted to level of pavements in order to ease entrance. Lot of the stops is common for bus and trams in order to change the mode of transport more easily, more comfortably and more safely.

Krakow can be proud also of one of the innovative PT solutions, i.e. of the "Tele bus" service, which was launched in July 2007 within CIVITAS CARAVEL EU project. The idea of this service was to enable citizens living in suburbs or in the area, where usual PT service is not available often in regular hours because of the low population of these areas. Thanks to the "Tele bus" service, inhabitants are able to organise PT on demand on a concrete day and hour by the telephone.

The pedestrian environment has been also improved significantly. Traffic lights are equipped with the sound or voice information about signal lights, which is a great solution especially for those who have problems with sight. There are lifts installed at the biggest crossroads facilitating the movement of older people. Lower curbs at the crossroads should be mentioned as well.

Finally, citizens have the opportunity to participate in a decision-making process by engagement of district councils in creation of new solutions in a PT organisation, infrastructure building, and routes designing.

6 Measure KRA-1: Assistance for older passengers at PT stops in Krakow

6.1 Key characteristics

Basic facts

This measure intended to demonstrate a personal assistance service at two major public transport interchanges in Krakow. It helped older citizens to travel independently and increased the attractiveness of PT for them. It was a pilot project at two public transport interchange points, with dedicated staff for several months per year. The staff served and helped older people to enter and to exit buses and trams, based on previously defined rules (e.g. how passengers should be selected, what should be done if a person refused to be served, etc.). Help was also offered by providing information about PT connections and bus and tram schedules. Assistants also helped with using e-ticket machines, which also covered using the Krakow Municipal Card (for monthly tickets). In this test measure, around 100 older persons were assisted on an average day. Service staff was available in selected periods of the day (i.e. 8:00 – 11:00h).

The service was launched on 4 May 2010 and prepared and initiated by the Municipality of Krakow. A group of nine young, trained persons (operating in two teams à two assistants at same time) were ready to help older people at the bus and tram stops near the biggest market area, where seniors prefer to do their daily shopping. Assistants were available from 8:00 till 11:00 every day from Monday to Friday. In order to be properly recognised, they were wearing red jackets or t-shirts with AENEAS logos. They also had special ID-cards easily visible. The idea was not only to directly help older people, but to show how it can be done and to raise awareness among other passengers. As a result, it is expected that more and more young people will help older people to enter and leave the vehicles, to inform them about available connections, to help with ticket purchase, etc.

Already from the very beginning there was big media interest - press, radio and TV interviews. The AENEAS team was also invited to a one hour live radio debate about this measure. Generally, after a couple of months there has been positive feedback and acceptance of the measure. There was some political opposition, but mainly related to the general issue of using EU funds for so called “soft measures”. The City of Krakow has also launched a campaign promoting this new service. Many radio and TV interviews have been carried out. The local public TV also made a short report about the new service for seniors.

Background and objectives

In Krakow, mainly in the city centre, tram stops are arranged in a way that passengers need to cross the car lane placed between pavement and tram tracks. This of course creates an uncomfortable solution for passengers and in some cases it even creates dangerous situations or causes accidents. Moreover, despite continuous modernisation of the rolling stock of MPK (local public transport operator), still around 50% of trams or buses do not have low-floor entrances enabling passengers to enter and to leave a vehicle safely and comfortably. Therefore, particularly for the oldest PT passengers (group 76 to 100+) it is often a problem to enter or to leave a tram or bus in a safe and comfortable way. This might prevent them from travelling independently or even from travelling around the city at all. This measure fits into the overall transport policy of the City of Krakow (established by the City Council in 1993, and updated in 2007), aiming at improving quality and accessibility of public transport in Krakow. It is also important in view of the policy of the reduction of road accidents and number of victims.

Main objectives were to:

- Equip two PT interchanges with dedicated staff for one year
- Assist at least 50 older persons daily
- Achieve a factor of 75% of served persons satisfied with the measure

- Increase usage of PT among older people by 1-2%
- Reduce the need for car trips (driver, passenger) by 5 %
- Reduce the number of accidents at PT stops by 10%

Users and target groups

The main target group is PT passengers at the age of 76 to 100+, using PT in the city centre of Krakow. After a couple of months it became clear that older women were the most prevalent user group.

The AENEAS team used real-time information panels to provide short information about the service at designated PT stops. Krakow has also launched a campaign promoting this new service – with use of funny pictures on posters around the city. Many radio and TV-interviews have been carried out. After several months of the service it became clear that older passengers appreciate direct contact with young people, despite some general opinions in society.

6.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

- UMK – the Municipality of Krakow was leader and initiator of the measure, responsible for all preparation, implementation, dissemination and evaluation tasks of the measure.
- ZIKiT – the local public transport and municipal infrastructure authority – was responsible for the consultation process, giving all necessary permissions to start the service
- MPK SA – the local PT transport operator - helped with the implementation process
- MOBILIS – the smaller local PT transport operator - helped with the implementation process
- Associations of older people (Active Senior Association, The Fullness-Of-Life Academy) - served as an intermediary between older people and the AENEAS participants in Krakow
- The Regional Centre of Social Policy in Krakow - helped with the establishment of contacts with older people and with the implementation process
- The Municipal Centre of Social Policy in Krakow - helped with the establishment of contacts with older people and with the implementation process
- The Regional Centre of Social Integration- helped with the establishment of contacts with older people and with the implementation process

Implementation Process

In the planning and preparation phase, the below-mentioned specific steps were undertaken:

- Research for possible good practice in the field of the measure across Poland and Europe
- Creation of the detailed rules of the service operation in Krakow, including a description of staff (i.e. specific uniforms)
- Organisation of a public information campaign – through municipal website, local press and TV
- Gaining user feedback from society and taking into account all necessary remarks about the vision of the service (also via “focus group” meetings)
- Analysis of the best test place(s) in terms of number of daily passengers, number of accidents, etc.
- Searching for appropriate persons able to work as service staff (10 persons), possibly with the experience of people helping children to cross the street near schools (an action organised several years ago all across Poland) or previously working with older people (at hospitals, etc.)

- Organisation of a training with a psychologist (specialised in ageing issues) with selected candidates
- Organisation of a workshop/training course to teach assistants how to operate e-ticket machines (at premises of the local public transport operator)
- Organisation of a meeting/workshop with previously defined stakeholders and organisations in order to make a fine-tuning of the service

Success factors (drivers)

- Engaging young persons to help older people
- Appropriate training of assistants before launch of the service
- Informational campaign in local media
- Political support in the preparation and launching of the measure
- Wide consultation process among local and external stakeholders (i.e. older people's organisations)

Obstacles (barriers)

- Engaging EU funds for such a service – some opponents appeared
- Inability to ensure assistants' service at a larger scale (more people, more stops, more working hours)
- It was quite difficult to find appropriate, engaged persons to become assistants – recruitment process is challenging and time-consuming
- It is a long process to gain trust from older people for a new service (and to break barriers concerning direct contact with a stranger, sometimes to avoid barriers between generations)

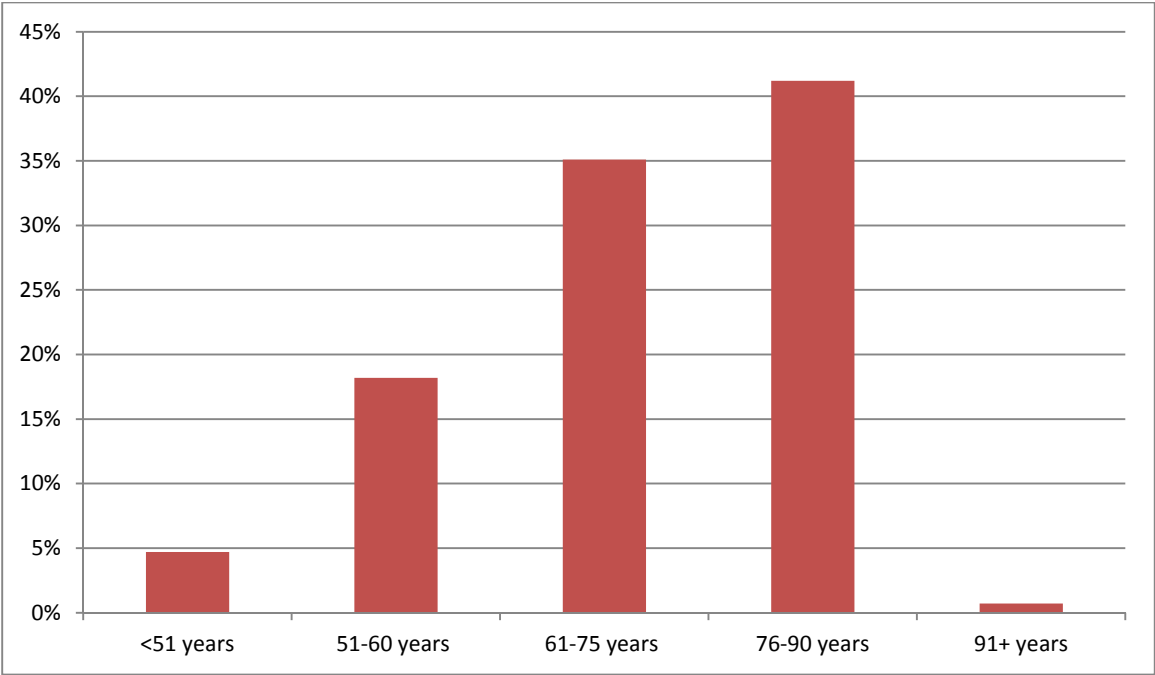
6.3 Evaluation

The evaluation shows that there is a high acceptance level for this kind of action. The majority of older people accept the organisation of such help. But it has to be mentioned that they are not always aware of the fact that assistants are being paid for their work. This might influence the generally very positive feedback from society. However, older people who were given help by assistants were very satisfied with it (the average mark was 4,63 out of 5 maximum). Several people mentioned they were unhappy with esthetical issues concerning the assistants – this should be pointed out to ensure that assistants have to keep a good image, i.e. wearing appropriate, clean "uniforms". This seems to be an important "trust building" factor.

The participants

The assistant service was particularly used by women – only 13% of users were men. As expected, the age group 76 to 90 years was the strongest (41%), but it deserves attention that more than one fifth of users were less than 61 years old!(see Figure 13). 149 filled-in questionnaires were returned.

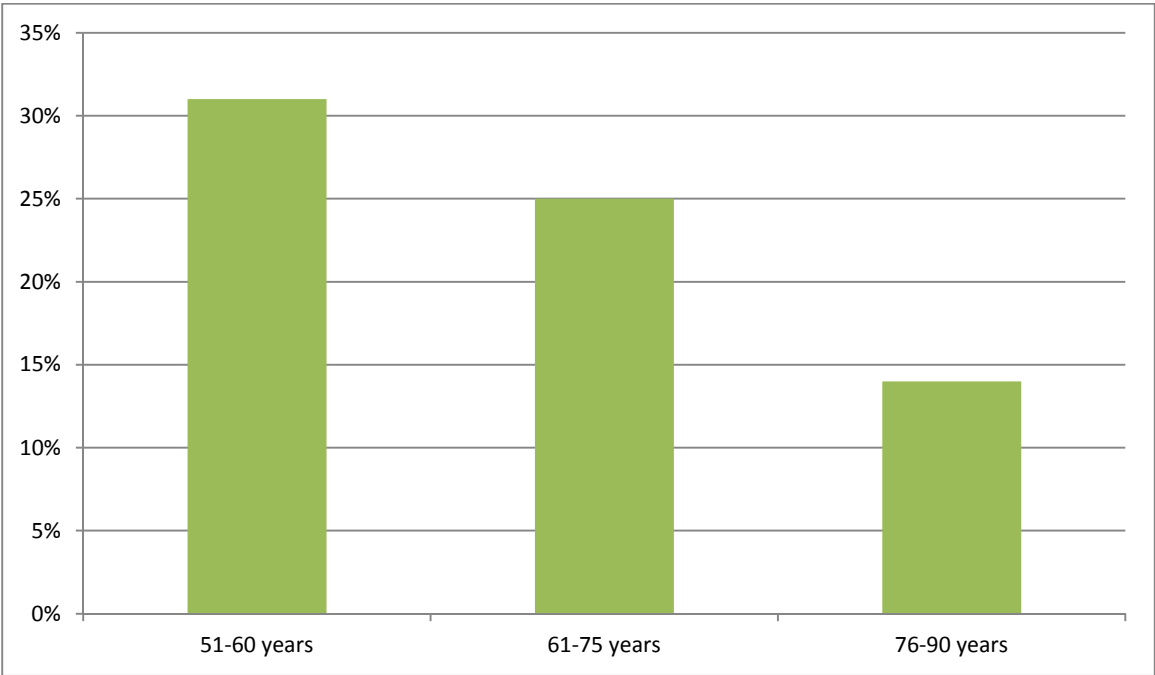
Figure 13: Age groups (assistant service in Krakow)



Travel behaviour

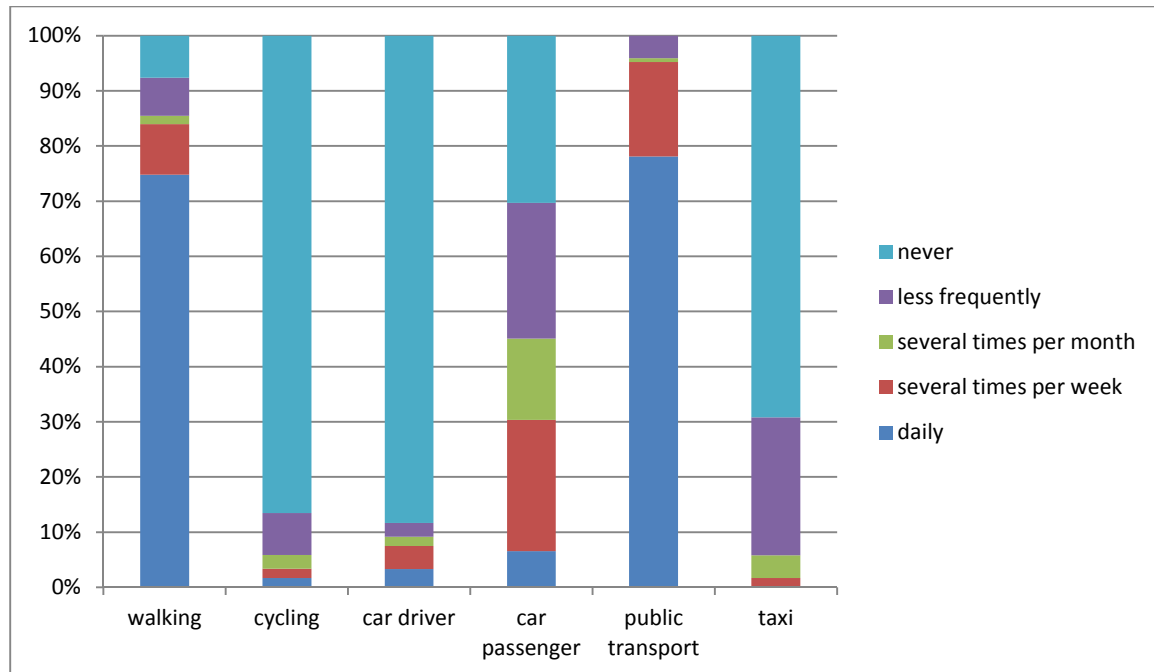
22% women and 39% of men had a driving license (23% combined) had a driving license, a much lower rate than in the average of the participants in all Krakow measures (40%). This is however true for all age groups, also the relatively young 51-60 years old showed lower rates than their “age mates” in other Krakow measures (see Figure 14).

Figure 14: Driving license ownership by age (assistant service in Krakow)



As expected, the passengers using the assistant service are riding trams and busses very frequently (more than 90% do it regularly, i.e. at least several times a week, see Figure 15). Walking is equally important, while cycling or driving a car plays a minor role. About one third regularly uses cars as a passenger, while taxis are in dedicated cases.

Figure 15: Travel behaviour (assistant service in Krakow)



Key findings

149 questionnaires were filled in by older persons, in the following some selected results of the survey are presented:

Did you know about the service?	77% yes
Do you accept this kind of actions organised by Municipality of Krakow?	96% yes
How satisfied are you with the service provided by assistants (0-5)?	4,7 pts.
Do you use public transport more frequently thanks to the assistance service?	21% yes
Shall assistance service be continued?	96% yes

Around **100 older persons** were assisted (ca. 20–30 per assistant) per day at a serviced PT stop. That was twice the number expected before the measure was launched.

Costs and efforts

Concerning the planning and implementation of the measure, at least 6 months are necessary in order to find and train appropriate persons and to carry out an information campaign.

The main cost factors to be considered are:

- Personnel, assistants
- Uniforms, id-cards, etc.
- Information campaign
- Evaluation (questionnaires distributed among older users)

The total cost per 1 year should not exceed 20.000 EUR – under Polish conditions. It should be considered, that in case this is not a full-time job for the assistants, they need to earn more per hour than is usually paid in the city/ country. The measure does not provide any revenues; therefore it needs to be financed from the city budget or an EU project. It could also be considered as part of marketing (overall image improvement) cost of public transport operator(s)/ authority.

Transferability

This measure seems to be easily transferable to other cities, as even with more modern vehicles and infrastructure, there is a need to help and assist older passengers (i.e. with usage of complicated electronic ticketing machines, etc.).

Key conditions for implementation and critical points:

- It is necessary to carry on a debate in the city if such an assistance service should be paid or on a voluntary basis
- The success of the measure is mainly dependent on the people who carry it out – it is crucial to select appropriate persons, who feel it is more a mission than an opportunity to earn money
- Young persons as assistants are more welcome – contact between generations is very much appreciated
- It is difficult to carry out the measure in a small scale –older passengers immediately ask for more stops and assistants available
- There was quite an ironic attitude on the side of the media – implementations have to take that into consideration and clearly explain reasons and objectives before the launch of the assistance service

7 Measure KRA-2: Safer public transport for older people in Krakow

7.1 Key characteristics

Basic facts

A Awareness raising campaign for young people

Krakow's aim was to widely promote the appropriate behaviour towards older people in public transport. Therefore, a small campaign, which was targeted primarily towards the young generation, took place in the framework of the AENEAS project. It was divided into two parts.

First, there was a series of 5 workshops for children (aged 12-14), organised in several schools in Krakow in December 2009. They were conducted by the Centre of Educational Prevention "Kangur" and 101 children attended.

The workshops were full of activities, giving a lot of room to children's imagination. Young participants had the possibility to create new solutions for problems that often become challenges for older people during their travelling.

On 19 May 2010, Krakow launched the outdoor stage of the campaign. The famous graphic artist Andrzej Mleczko had been requested to design some graphics for the campaign. Andrzej Mleczko is very popular in Krakow and famous all over Poland. He made two posters corresponding to the idea of the project and aiming at raising awareness concerning the needs of older people and problems they may face when traveling by tramway or bus. The posters were to encourage all public transport passengers, especially the younger ones, to help older people during their travel, particularly to offer one's seat to them. Andrzej Mleczko's posters supported Krakow's action in a delicately humoristic manner.

The posters appeared in the centre of Krakow, on bill-posts located near the public transport stops, near schools, in the local and municipal media, in the Bus TV and on the municipal website. They were also disseminated in Krakow's primary and lower secondary schools.

B New seat marking

In the second half of June 2010, about 50 seats were marked with a special pictogram symbolising an older person in the buses of the local public transport provider, Mobilis. In each bus, 1 to 4 seats designated for older people were converted. Mobilis is one of the two public transport operators in Krakow. The company was really willing to cooperate with the Municipality of Krakow in the field of AENEAS activities.

C Additional handrails for the ticketing machines inside buses

At the end of 2010, a set of 27 additional handrails (including a pair of prototype handrails) for the ticketing machines was purchased. Ticketing machines are installed in most of Krakow's buses, however, in some of them the space around them is too wide, lacking some equipment that could be used during the process of buying tickets to make it safer. This is particularly important for older people. The additional handrails were installed just in those vehicles. Moreover, they were marked with yellow, so they are better visible for passengers, especially for seniors.

Background and objectives

A Awareness raising campaign for young people

Fortunately it is still common among parents to teach their children some basic rules of "savoir-vivre", but it does happen more often nowadays that the young generation tends not to pay attention to older people's needs and requirements. This is why the school meetings and the poster action were launched - to raise children's and young people's awareness about those requires in the context of mobility of seniors in PT, and to

sensitise them for their special needs. Those were the objectives of the measure. The activity was initiated by the Municipality of Krakow.

B New seat marking

The Municipality of Krakow initiated this measure in close cooperation with one of Krakow's Public Transport Operators, Mobilis. The whole measure, starting from the first meeting with the company producing seat covers for buses to the installation of 51 marked seats took approx. 10 months. The explanation of the length of this period can be found in the next chapters.

The idea and objective of the measure was not only to make seniors' travelling more comfortable and safe, but also, or maybe even mainly, to draw the attention of other passengers, especially the younger ones, to giving up their seat to seniors every time they may "forget" about it.

C Additional handrails for the ticketing machines inside buses

The third sub-measure commenced in July 2010 with a meeting with representatives of Krakow's PT operator-MPK S.A. and finished with the installation of the handrails at the end of 2010.

The aim was to make the purchase of tickets easier and safer for seniors who use the ticketing machines available inside buses. The solutions for older people are also helpful for other passengers.

Users and target groups

A Awareness raising campaign for young people

This sub measure was directed mostly at young people: pupils and students. Children (aged 12-14) participating in the school meetings were reached by the Educational Centre "Kangur" that prepared and carried out those workshops. Two posters of Andrzej Mleczko were the way to catch the attention of young inhabitants of Krakow, especially those who use the PT means.

B New seat marking

Special seats are designated for older people (50+) who travel by PT, especially by bus.

C Additional handrails for the ticketing machines inside buses

Additional handrails are designated for older people (50+) who travel by PT, especially by bus, but certainly these handrails are a big help for other passengers as well.

7.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

A Awareness raising campaign for young people

Cooperation partners:

The Centre of the Educational Prevention "Kangur" (preparation of the scenario for the meetings, finding the coach/ psychologist who carried them out, evaluation of the meetings based on questionnaires prepared by the City of Krakow)

Stakeholders:

- Municipality of Krakow – help with the issues concerning finances and agreements necessary for the implementation of the sub-measure
- Andrzej Mleczko (artist/ graphic) – the creator of the posters
- Koneser - Company responsible for printing and dissemination of the posters in the city

- Local and municipal media – dissemination of the posters in newspapers, on the municipal website
- MPK S.A. – public transport operator from Krakow – dissemination of the posters in the BUS TV
- The Association of the Education from Krakow - dissemination of the posters in Krakow’s primary and lower secondary schools
- Krakow’s primary and lower secondary schools – dissemination of the posters on their premises

B New seat marking

Cooperation partners:

- Mobilis, one of the public transport operators in Krakow – new seats were installed in the buses of this company (the installation was done by the employees of Mobilis); Mobilis also disseminated stickers for the seats, informing passengers about IEE, the AENEAS Project etc.

Stakeholders:

- Municipality of Krakow – help with the issues concerning finances and agreements necessary for the implementation of the sub-measure
- STER sp. z o.o. company – production and delivery of the special marked seats for older people
- Baksy sj. company – production of the above-mentioned stickers

C Additional handrails for the ticketing machines inside buses

Cooperation partners:

- MPK S.A. – one of the public transport operators in Krakow – technical project and installation of the handrails, production and dissemination of stickers informing passengers about the funding source of the handrails etc. (second part), production of the prototype of the handrails

Stakeholders:

- Municipality of Krakow – help with the issues concerning finances and agreements necessary for the implementation of the sub-measure
- Private metalwork company – production and delivery of the handrails
- Arpidruk – printing company – production of the above-mentioned stickers (first part)
- Baksy sj. company – production of the yellow stickers for better marking of the handrails
- Municipal media – information about new special seats for older people

Implementation Process

A Awareness raising campaign for young people

The sub-measure started with the meetings in schools. Before they happened, the city of Krakow had found the Centre of the Educational Prevention (see above).

The further step was to prepare the outdoor phase of the awareness raising campaign. The city of Krakow decided to ask Andrzej Mleczko to cooperate. When his pictures were ready, the city of Krakow commenced the production of the posters. The next stage was to disseminate them in the city centre, on the bill-posts located near the public transport stops and near schools (in those places posters were disseminated three times, each time for approx. seven days, including the European Sustainable Week), in the local and municipal media, in the Bus TV, and on the municipal website. Posters were also disseminated at primary and lower high schools (the plan was to disseminate them in every school, but unfortunately some posters did not reach a few schools).

At the end of 2010, the outdoor stage of the campaign was evaluated with the use of questionnaires. The survey was carried out both in schools and outside, around places where the posters were disseminated (e.g. at PT stops).

B New seat marking

Initially, the City of Krakow planned to cooperate with MPK S.A., the big PT operator, but this time the company was not willing to work together with the city. For this reason, the City of Krakow turned to Mobilis sp. z o.o. that accepted the proposition with real pleasure. The second step was to find a company that produces seats for buses, which, with the help of Mobilis, appeared not to be a problem. Then the design of the pictogram best symbolising an older person for marking the seats was created. Ready seat covers were installed in the Mobilis buses together with the stickers. The information about special seats appeared on the TV M (tramway TV).

At the end of 2010, the sub-measure was evaluated by the use of questionnaires.

C Additional handrails for the ticketing machines inside buses

This sub-measure started with several meetings with MPK S.A. during which the whole idea was discussed (what kind of handrails should be installed in which type of buses etc.). MPK offered to design all the technicalities of those handrails; what is more, MPK produced at its own cost a prototype of the handrails. The city of Krakow found a company that could produce them and companies producing stickers. MPK installed all the 27 sets of handrails together with the stickers (the ones informing passengers about IEE etc. and the yellow ones).

At the end of 2010, the sub-measure was evaluated by the use of questionnaires.

Success factors (drivers)

In all those three sub-measures, political support was one of the success factors.

A Awareness raising campaign for young people

- It was important to find a catchy element for the campaign, in Krakow's case it was mostly the humorous and characteristic, easily recognisable drawing of Andrzej Mleczko, coming from and living in Krakow
- It was helpful that the Centre responsible for the meetings at schools has a lot of experience when it comes to cooperation with schools (e.g. thanks to that it was much easier to find schools willing to organise the meetings on their premises)
- It was essential that the meetings were organised in a funny, interactive way in order not to get the children bored

B New seat marking

- Good cooperation with the company producing seat covers for buses
- Good cooperation with the public transport operator Mobilis

C Additional handrails for the ticketing machines inside buses

- Good cooperation with MPK (very useful help from their side)

Obstacles (barriers)

A Awareness raising campaign for young people

- Not every way of poster dissemination appeared to be the best one (e.g. the bill-posts)
- There were some problems with the evaluation of the meetings at schools and their influence on children behaviour (children may not treat such evaluation in a serious way and the level of credibility of their answers may thus not be very high)
- Sometimes children's behaviour during the meetings was a problem, when they were too loud and not well-behaved enough

B New seat marking

- The idea about marking special seats for older people initially met with some objections (e.g. from councillors or MPK's side)
- MPK (the big public transport operator) did not want to cooperate within this measure, so for this reason the seats could not be installed e.g. in tramways (Mobilis does not operate on tram lines)
- Appropriate design of the pictogram was crucial for the measure and it was not an easy task to find a good solution

C Additional handrails for the ticketing machines inside buses

The price of handrails appeared to be much higher than initially expected; for this reason, the number of handrails installed was lower than planned.

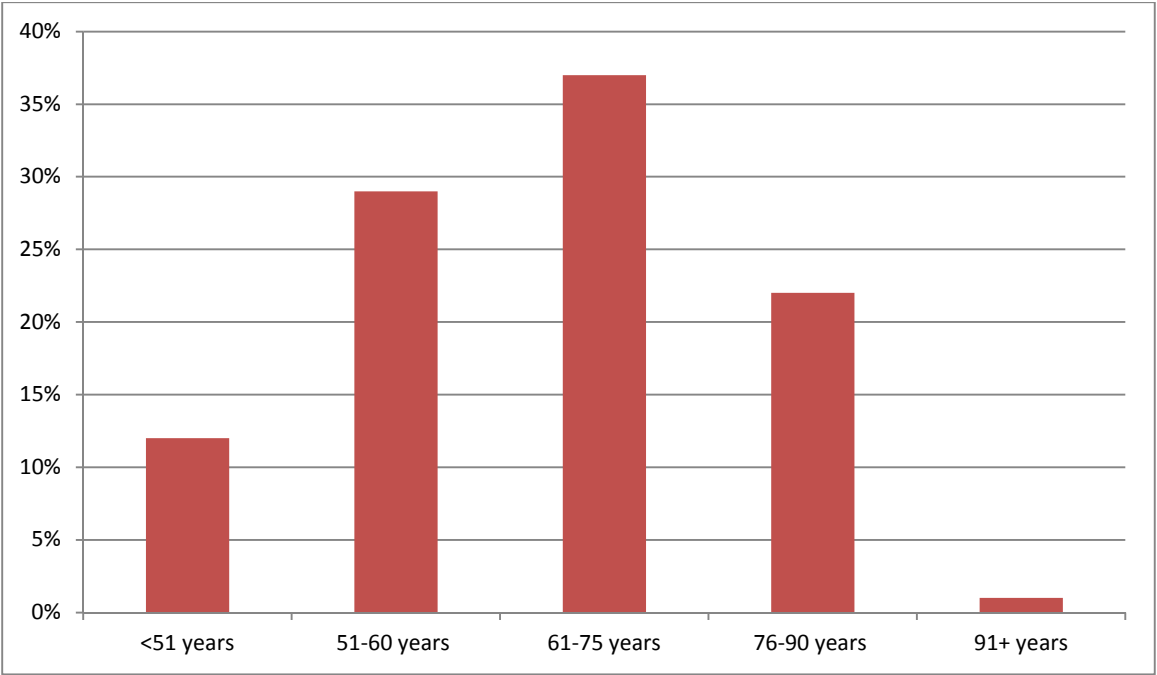
Design of the handrails was a little bit complicated (from MPK's point of view) - that prolonged the whole implementation process.

7.3 Evaluation

The participants

As outlined above, the measure addresses different target groups. In this section, only the older people are included, not the pupils. Altogether, 200 questionnaires were collected.

Figure 16: Age groups (safer public transport in Krakow)



More than two third (69%) of participants were women, while the age groups were mixed with regard to other AENEAS measures (see Figure 16).

Travel behaviour

Less than one third of participants had a driving license, 38% of men and only 25% of women. The ownership rate sinks continuously from 54% (<51 years old) to 16% (76 to 90 years old, see Figure 17)

Figure 17: Driving license ownership by age (safer public transport in Krakow)

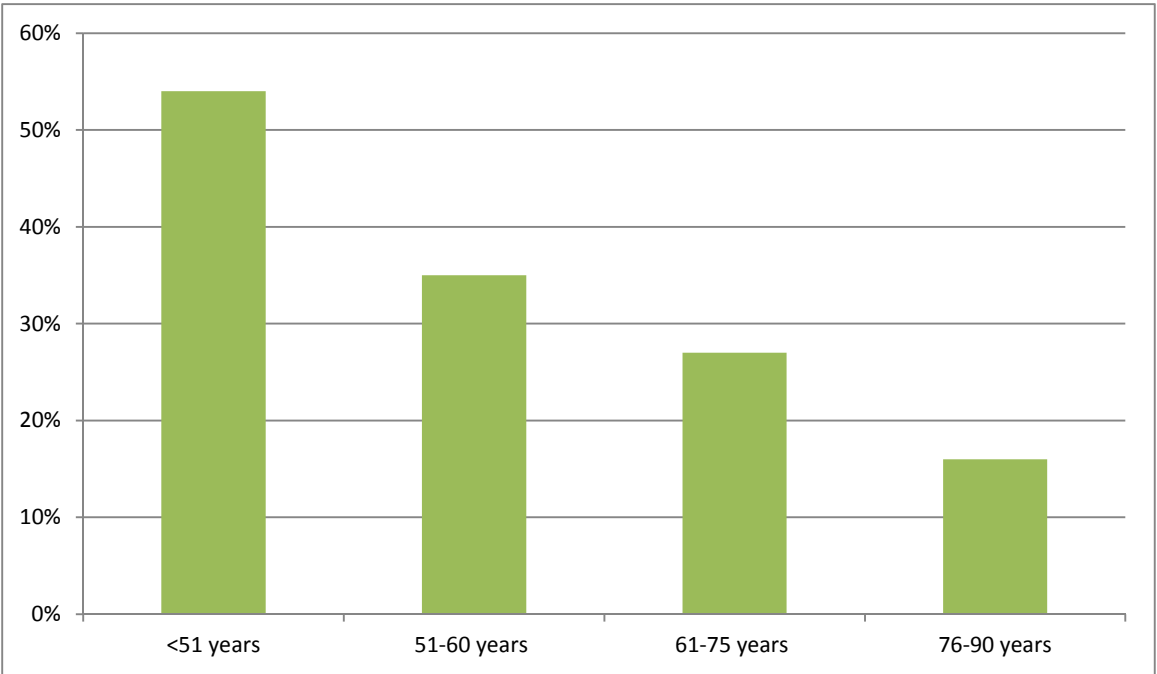
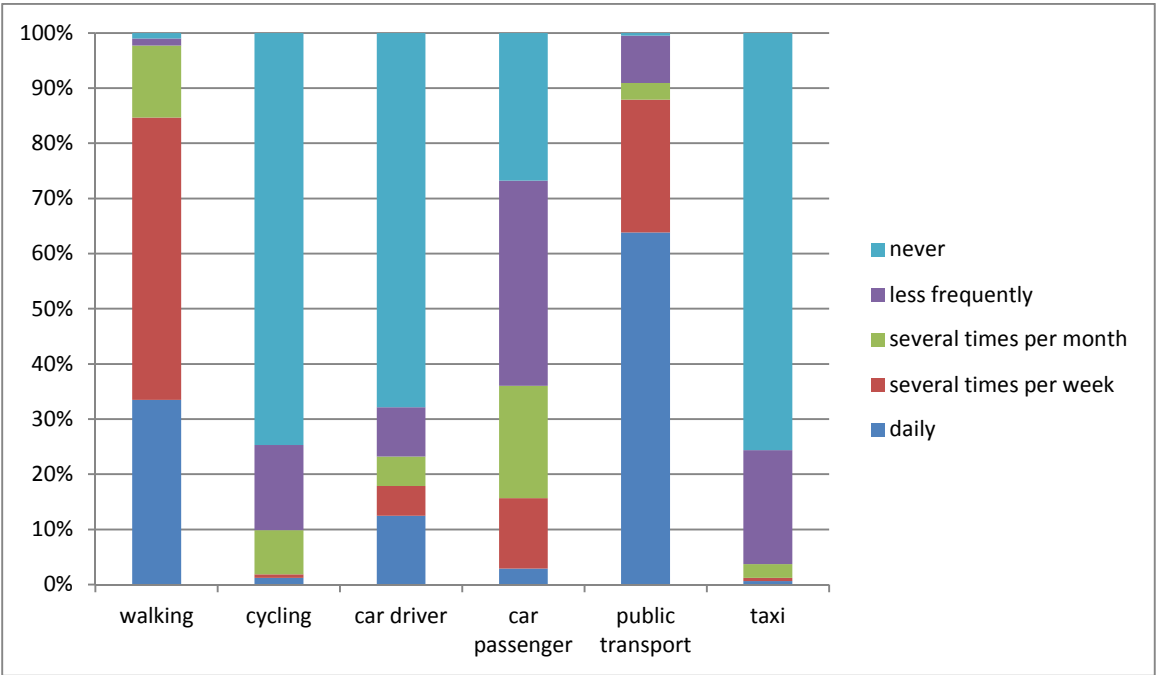


Figure 18: Travel behaviour (safer public transport in Krakow)



The test persons mainly rely in public transport and walking in their daily mobility (see

Figure 18). Cars are rather relevant for them as passengers than as drivers, while taxis and cycling play a minor role.

Key findings

A Awareness raising campaign

Meetings at schools – five meetings, 101 participants

Children assessed the meetings with very high grades, highlighting both the interesting subject of the meetings and their form (88 positive comments out of 99 comments assessing the meetings in total).

General mark: 4,4 of 5. The most popular comments were: I liked everything in the workshops; I liked that we could invent new solutions etc.; It was fun/ I liked the games; It was very interesting; I liked the combination of physical and intellectual work; It was educational; I liked to talk about seniors; In my opinion they were very helpful and they concern important things; The workshops were very helpful and we were taught how to deal with older people.

According to the results of the questionnaire evaluation

- 59% of the participants changed their attitude towards older people, out of which 47% declared to be more interested in the situation happening around them in PT (12% declared the opposite)
- 52% of the participants declared a change of mind concerning giving up seats in PT to older people (27% changed positively, 25% negatively)
- 43% of the participants declared to be more mentally open and nicer towards older people during their travelling by PT, but 11% declared the opposite behaviour
- 40% of the participants declared not to care only about finding a seat on a bus/ tram and keep it through the whole journey, regardless of what may happen during this journey (10% declared the opposite)

B Poster campaign:

Number of posters disseminated: 600 posters in total (approx. 250 disseminated at schools)

Outdoor campaign: 100 respondents (aged 13-24)

- 82 % of respondents agreed that posters could have a positive influence on the behaviour of young people towards older people
- 97% accepted this action

Surveys were done also at schools where the posters were disseminated and also at those, which they did not reach by accident. The answers were compared and the results show that pupils who had had a chance to see the posters understood the situation of older people a little better: 93% were willing to give up their seats on a bus/ tram (compared to 90,5%) and 86 % understood that they are not always allowed to sit only because they are children (compared to 76,5 %), 96 % understood that it was important to help older people e.g. with reading the schedule (compared to 92%). Almost the same percentage declared to help older people in the future (ca. 83,5 %).

C New seat marking

51 newly covered seats, 100 respondents (aged 50 +)

- 20% of the respondents used the new seats
- 99% of the respondents accepted this activity
- Respondents often answered that: the measure shows respect towards older people, that it is a kind of privilege for older people and they deserve it and that it improves the conditions of travelling

D Additional handrails for the ticketing machines inside buses

27 pairs of additional handrails in buses, 100 respondents (aged 50 +)

- 42% of the respondents used the handrails
- 99% of the respondents considered them as a tool improving safety and accepted this measure
- 22% of the respondents declared to use ticketing machines inside vehicles more often now due to those handrails. This number is relatively low because a lot of older people travel for free or still prefer to buy tickets in traditional places, like news agents. It can be assumed that the main barrier is the ticketing machine itself (no matter if inside or outside the vehicle) and older people feel are not familiar with the menu navigation, have difficulties to read the display or in general prefer to buy at a staffed point of sale (such as a newsagent).

Costs and efforts

The implementation process depends on many factors, mostly on the organisation and on the team that is responsible for the measure implementation (internal procedures can really vary a lot in different institutions and sometimes can be more burdensome than helpful; people are different and work with a different fervour).

A Awareness raising campaign

Meetings at schools and poster campaign:

- In case of school meetings - about 2 months from finding the stakeholders to conducting 5 meetings
- In case of the outdoor campaign – about 3 months from finding the stakeholder to the first dissemination of the posters

Costs: stakeholders' costs (for the graphic and for the Centre of Educational Prevention), printing of posters, dissemination of posters by the professional company, staff costs (costs of the team responsible for the measure implementation), advertisement in the media, stickers (informing passengers about IEE and the AENEAS Project), evaluation costs, costs of gadgets (they were not produced especially for the meetings with children, but also for other actions).

C New seat marking

The realisation of this sub-measure started with a meeting with the representative of the company producing seats for buses in July 2009. The seats were ready in June 2010. The length of the measure was a consequence of change of the initial plans: firstly, MPK was pointed out as a cooperation partner, but the company was not willing to cooperate and the final decision was preceded by some negotiations with them.

Costs: purchase of the seat covers (with the pictogram printed), stickers (informing passengers about IEE and the AENEAS Project), evaluation costs.

D Additional handrails for the ticketing machines inside buses

Duration: From July 2010 (meeting with representatives of Krakow's PT operator - MPK S.A.) till December 2010 (installation of the handrails + evaluation).

Costs: handrails, stickers (informing passengers about IEE and the AENEAS Project), stickers to better mark the handrails, evaluation costs.

In general costs of installation should be considered as well, however, in the case of Krakow they were covered by MPK.

Transferability

All three sub measures seem to be relatively easy to be transferred. Good relations and cooperation with the public transport operator are crucial, but for municipalities that hold shares (even partly) in the PT operator company, that should not be a problem. Attention: sometimes smaller PT operators may be much more willing to cooperate with you, so do not forget about them.

Appropriate stakeholders are fundamental for the measures in general.

If you want to catch people's attention with some posters, they must be catchy! It would be even better if they were funny 😊

The implementation process is obviously influenced by internal regulations, by the level of bureaucratisation, by the level of procedure complication etc. In addition, we have to always remember that some things may always happen that were not previously foreseen, which may also move the finalisation of the measure on the timeline.

It seems to be better to talk about the measure and its implementation with the target group starting even at the planning level, as your thoughts and expectations may differ significantly from those of the target group. However, it is not easy (or sometimes it is just not possible) to put this idea into effect.

It is always useful to have a general overview of the trends, tendencies, solutions and best practices available all over Europe, maybe even all over the world. Sometimes "your" measure may already have been implemented somewhere else and this solution may suit you as well.

When you organise some events for children, you must become a child a little bit yourself, otherwise you will organise something that may be boring for them and will not bring any effects. So the best way is to find an organisation that has a lot of experience in the field of your interest and let it prepare and organise the event.

Gadgets, even symbolic ones, are desirable at each age.

Dissemination is important – but remember: not always the most popular ways of dissemination are the best ones.

8 Measure KRA-3: Marketing & Information in Krakow

8.1 Key characteristics

Basic facts

A Mobility workshops

From September till November 2009, the mobility workshops for older people took place in Krakow. Each workshop consisted of three training parts, during which seniors could:

- Become acquainted with the rules of safety obligatory when using PT (this part was organised in a tram)
- Learn how to operate the inner-vehicle ticket machines and try to buy a ticket on their own
- Get to know the functioning system of the automatic machine of Krakow's Municipal Card

Each training session lasted for about two hours and consisted of three main parts:

- Initial presentation (basic information about AENEAS, information about PT, advantages of using PT and bicycles, safety and security in PT, information about new electronic facilities in trams/ buses and at the bus/ trams stops, information about the bicycle route system and bike renting system in Krakow)
- Workshop (half an hour for each part)

Different parts focused on:

- The rules of safety and security when using public transport (this part was organised in a tram),
 - Practical training on how to operate the on-board ticketing machines
 - Practical training on functioning of the system of the automatic machines of Krakow's Municipal Card.
- Closing word and evaluation (filling in questionnaires)

Participants were divided into small groups (up to 8 persons) so that each senior could put theory into practice (and buy tickets on his/ her own for example). The programme was concluded with refreshments (coffee + cake). After the workshops, all participants were given gadgets especially prepared in the AENEAS project.

All training sessions were organised in the venue of MPK S.A. (public transport operator). A low-floor tram was provided especially for training needs.

B Brochure for older people

The brochure "Transport in Krakow without mysteries" (in Polish: Krakowski Transport bez Tajemnic) has been published as one of Krakow's measures in the AENEAS project. The brochure served seniors in Krakow by providing comprehensive information on Krakow's transport system in the context of the needs of the older generation. In the brochure, readers can find ticketing information, instructions about buying a ticket at a vending machine or how to use the internet transport planner. Practical advice and a number of tips as well as examples of gymnastics for seniors can also be found inside. The brochure was developed with great help from the Austrian AENEAS partners Salzburg AG and ZGB. 10.000 copies have been distributed among Krakow's seniors.

C Bicycle workshops and events

A bicycle event for older people was prepared (together with the company that operates the bicycle rental system BikeOne in Krakow) and organised on September 17th during the European Mobility Week 2010. Precisely it was a set of 5 training sessions for older people concerning the Public Bicycle Rental System. There were 35 participants (there were more people registered, but due to weather conditions some resigned from participation). Participants were trained how to operate the public rental scheme BikeOne. Participants were divided into smaller groups of 6-8 persons and registered for particular hours. Then, for each group a bicycle trip was organised to tell older people how to behave safely riding a bike in city centre.

The training session consisted of:

- Introduction (information about the system, payments, website, rules etc.)
- Practical part (every participant had the opportunity to train renting public bikes, gain free trial account and ride the public bicycles)
- Bicycle trip along Krakow's streets (trainers together with trainees)
- Closing session with questionnaires and giveaways

Also in 2009, various events were organised within the European Mobility Week with the special focus on older people. On one day, older citizens of Krakow could benefit from free medical examination, make themselves familiar with the functioning of the Bicycle Renting System BIKEONE, participate in a bicycle rally, subscribe to the mobility workshops organised for older people or listen to advise of the National Board for the Safety of Road Traffic. There was also a special Mobility Forum organised (with participation of the Deputy Mayor). During the Forum meeting, older people could learn about the AENEAS measures and discuss the way they were going to be implemented.

Background and objectives

A Mobility workshops

During the last couple of years, vending machines as well as on-board ticket machines were introduced in Krakow. They are becoming more and more popular among citizens. The only group of people that is still not very familiar with the new equipment is the group of seniors. They are afraid of new technologies and it is difficult for them to overcome fear and start using ticketing machines. Very often, it is an issue the first time. People are not able to use machines because nobody shows them how to use them.

The main objective of this activity was to raise the awareness of older people concerning energy efficient travel in Krakow (Public Transport, bicycles – public rental system) and increase their knowledge about such issues like operation of on-board ticketing machines, Krakow's ticketing system (Municipal Card) and safety and security in PT.

The trainings were part of measure KRA-3 of the AENEAS project being implemented by the Municipality of Krakow. The Urban Infrastructure Office (department of the Municipality) was initiator of the activity.

Technical preparations of the training series in the Municipality of Krakow started early in 2009.

B Brochure for older people

The main objective of the measure was to produce brochures especially for seniors having in mind different aspects like big fonts, text focused on the needs of older people and clear information. The idea was to gather all important information from different sources in one document. The aim was also to raise awareness concerning energy-efficient travel among older people.

C Bicycle workshops

The bike rental system BikeOne has been operating in Krakow since 2008. The system is most popular among young and middle aged inhabitants. Older people do not use public bikes mainly because the whole process of registration and payment is electronic (via website). Older people are very often not as familiar with new

technologies as youngsters. In order to address this issue, the City of Krakow organised a series of workshops for older people together with BikeOne.

Users and target groups

A Mobility workshops

The workshops were addressed towards people aged 51-75 (no matter whether they were car drivers or users of PT).

People were informed about the trainings in different ways:

- Information in local media
- Advertisement on local TV (advertisement in a program dedicated to older people “Pora dla Seniora”, Eng. Time for Seniors)
- Local press information
- Municipal media
- Registration during European Mobility Week 2009
- Radio news
- Websites (municipal website for seniors and informational websites of Krakow’s districts)
- Churches (parishes)

B Brochure for older people

Workshops were addressed towards people older than 51 (no matter whether they were car drivers or users of PT).

The main issue was to deliver a published brochure to the target group. Brochures were distributed directly to PT passengers and Krakow’s seniors (at PT stops with the help of assistants, via NGOs and other organisations, at municipal units and the Municipality itself (in about 12 municipal buildings).

There was information about the brochure in municipal media and local newspapers. There was not only a paper version but also an electronic version prepared. For older people keen on the internet, there was (and still is) a possibility to download the brochure from the municipal website.

<http://www.bip.krakow.pl/plik.php?zid=71914&wer=0&new=t&mode=shw>

C Bicycle workshops

The workshops addressed people aged older than 51 years.

This event was part of the European Mobility Week 2010. There were information in the local press, posters at PT stops, website information. BikeOne used its mailing list to attract older people who were registered but not active (did never buy a subscription). There was information on the local Radio (Radio Krakow) about the workshops and all events during the Mobility Week 2010.

8.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

A Mobility workshops

Main stakeholders:

Municipality of Krakow – UMK – responsible for planning, organisation (subcontracting), preparation, implementation (supervision over subcontractor), evaluation and dissemination of the measure

Media – help in the announcement and registration process

Cooperation partner:

Association Senior na Czasie – SnC (“Senior up to time”) – NGO – subcontractor responsible for detailed planning, preparation, moderation, registration of participants.

Further stakeholders:

Public transport operators: MOBILIS and MPK S.A. – help in preparation of the thematic agenda (how to use Krakow’s Municipal Card and the system of ticketing machines), additionally MPK SA offered comfortable rooms and a low-floor tram for the trainings. Trainers of the two groups during the workshops (Ticketing machines and Krakow’s Municipal Card) were also staff from MPK. The trainer of the third group (safety and security issues in PT) was a former policeman of the Traffic Department.

Road Administration – ZIKIT – cooperation in preparing the agenda of the training

AENEAS partners – especially Salzburg – tips on how to successfully organise a workshop for older people

Catering company – responsible for refreshments

B Brochure for older people

Main stakeholders:

Municipality of Krakow – UMK – responsible for preparing draft of text, subcontracting (text, photos, printing,), consultations with NGOs, coordination and preparation of final version, distribution, dissemination and evaluation

Private company – rewriting of text (changing from “municipal style” into more polite version, proof reading)

Cooperation partner:

NGOs and Regional Polish Union of Retired, Pensioners and Invalids – asked by the Deputy Mayor to help UMK in the process of preparing the brochure in terms of real needs of older people

Further stakeholders:

Public transport operators: MOBILIS and MPK S.A. – help in gathering valid information related to PT in Krakow

Road Administration – ZIKIT – support in gathering valid information related to PT in Krakow

AENEAS partners – especially Salzburg !!! – Salzburg (SAG, ZGB) offered texts from an Austrian version to be used as well as photos.

Catering company – responsible for refreshments

C Bicycle workshops

Stakeholders:

Municipality of Krakow (different departments)

BikeOne (operator of Krakow’s rental system)

Media

Implementation Process

A Mobility workshops

1. Planning the measure, defining what is going to be done, what are the objectives, planned outcomes and indicators. Defining budget for implementation, timeframe and staff involvement.
2. Looking for partner that will help in organisation of trainings and is very experienced in cooperation with older people (SnC in this case)
3. Defining fields of cooperation and price with cooperation partner (SnC). Signing an agreement between UMK and SnC.
4. Detailed planning together with SnC looking for further stakeholders, detailed planning of timeframe of activities. Defining schedule of implementation.
5. Working meetings with MPK, Mobilis and ZIKIT
6. Booking dates, rooms, low-floor tram, catering
7. Preparation of draft agenda of trainings, looking for trainers
8. Registration for focus group meetings, registration for workshops
9. Organisation of two focus group meetings with older people (checking what will be interesting, what was forgotten, what are the "gaps" in the agenda, what older people think about trainings)
10. Fine tuning of agenda, working meetings with all trainers, assigning expectations, pointing out special demands of the target group
11. Organisation of workshop
12. Preparation of final report and evaluation report

B Brochure for older people

1. Gathering information
2. Preparation of draft version
3. Preparation of layout (external contract)
4. Consultation process
5. Fine tuning, wording (external contract)
6. Printing (external contract)
7. Dissemination, information in media
8. Distribution of 10.000 copies (some with evaluation questionnaires)
9. Evaluation and results of the measure

C Bicycle workshops

The event was prepared in cooperation with another department of the Municipality of Krakow as part of the Mobility Week 2010 in Krakow. UMK subcontracted trainers from BikeOne (company that operates the public rental scheme in Krakow). After a short registration process, more than 40 participants were registered. Special equipment was rented (tents, beamer, screen, bicycle station for training purposes). Each training session consisted of four parts (introductory presentation, practical training, bicycle trip, evaluation).

Success factors (drivers)

A Mobility workshops

- Professional organisation and conduction of trainings:

Seniors were happy with the way the trainings were conducted, tailored to their perceptive abilities. From their point of view the following was very important: slow and patient presentation by trainers, repeating when needed and clarifying any doubts.

Seniors expressed satisfaction with the fact that there were only older people in the groups so they did not feel pressure from the younger ones, which usually appears in groups of mixed age. The idea of organising a workshop just for this age group has gained gratitude and approval of the participants, because older people are disproportionately affected by the effects of technological exclusion.

- Cooperation between the municipality and the public transport operator

Thanks to good cooperation of both sides it was possible to use conference room and depot (for free). Trainers from SnC were also supported by two specialists from MPK. MPK also made one (fully operational) ticketing machine available exactly for the purpose of the training.

- Value for money (economic, preparation)

UMK paid a relatively low price to SnC (comparing to market prices) for the organisation of the trainings. It was possible because SnC is a young association and is still trying to find its place in the market. Nevertheless it did not influence their professional approach in a negative way.

B Brochure for older people

- Cooperation with Salzburg SAG – partner in the AENEAS project. Thanks to their help it was possible to use in Krakow's brochure texts and photos from an Austrian publication. SAG also evaluated a draft version of the brochure.
- Stakeholder cooperation and consultation process - A draft of the brochure was evaluated by NGOs dealing with older people and the Regional Polish Union of Retired, Pensioners and Invalids.
- Political involvement – Wiesław Starowicz, Deputy Mayor of Krakow, was a person who engaged himself in the process of consultation (hosting of stakeholder meeting, proofreading of draft version of the brochure)

C Bicycle workshops

- Cooperation within the Municipality of Krakow (thanks to this, AENEAS was not charged with costs of equipment for training purposes such as tents, beamer, screen)
- BikeOne gave a 14 day subscriptions to all participants for free, there were giveaways and cycle gadgets

Obstacles (barriers)

A Mobility workshops

- No experience in cooperation with the target group (older people)

From the beginning we knew that in order to do trainings professionally, we should cooperate with an association (NGO) working with the target group. We did the research and chose three associations. After a meeting with all three associations, we selected the best one in our opinion. Very important was also a positive opinion about this association expressed by the municipal department responsible for social policy.

- Registration and participation of older people

First of all it was difficult to register approx. 250 older people willing to take part in trainings. Women were much more active (70% of participants). At the beginning, 278 were registered. Every time one day before a training, people from SnC called registered seniors to remind them about the training. Despite this fact, 37 people did not come to the trainings. In our opinion there were several reasons for such a situation. First of all it was a flu epidemic (in October-November), people resigned because they were ill or they had to stay home to take care of her/ his partner or relative.

The second reason might have been bad weather (rain, cold) at the day of the training. The place where trainings were organised (headquarters of MPK and depot) is situated in the Southern part of the city. People from Northern districts (for example Nowa Huta district) have quite a long distance to travel to reach this location. When the weather was bad, people were more likely to resign from going out of their home.

B Brochure for older people

- Due to negative legal opinion concerning using personal data of citizens (older people) in the process of sending brochures and questionnaires to households by regular mail, brochures were distributed directly to PT passengers and Krakow's seniors at PT stops with a help of assistants, via NGOs and other organisations, at municipal units and the municipality itself (in about 12 municipal buildings).

Because of that, the evaluation process was also much more difficult. It was not possible to send the brochures together with the questionnaire.

- The consultation process was really difficult and seemed to be a never-ending story. There were different points of view of different stakeholders.
- During the preparation period, new tickets were introduced in Krakow. Because of that just before printing the brochure it came out that the text was not valid any longer. There was a need of updating the text and graphical design.

C Bicycle workshops

- Bad weather (heavy rain, windy) – some registered people did not show up
- Difficulties in finding target group. It was difficult to find 40 seniors keen on cycling during a short period of time.

8.3 Evaluation

The participants

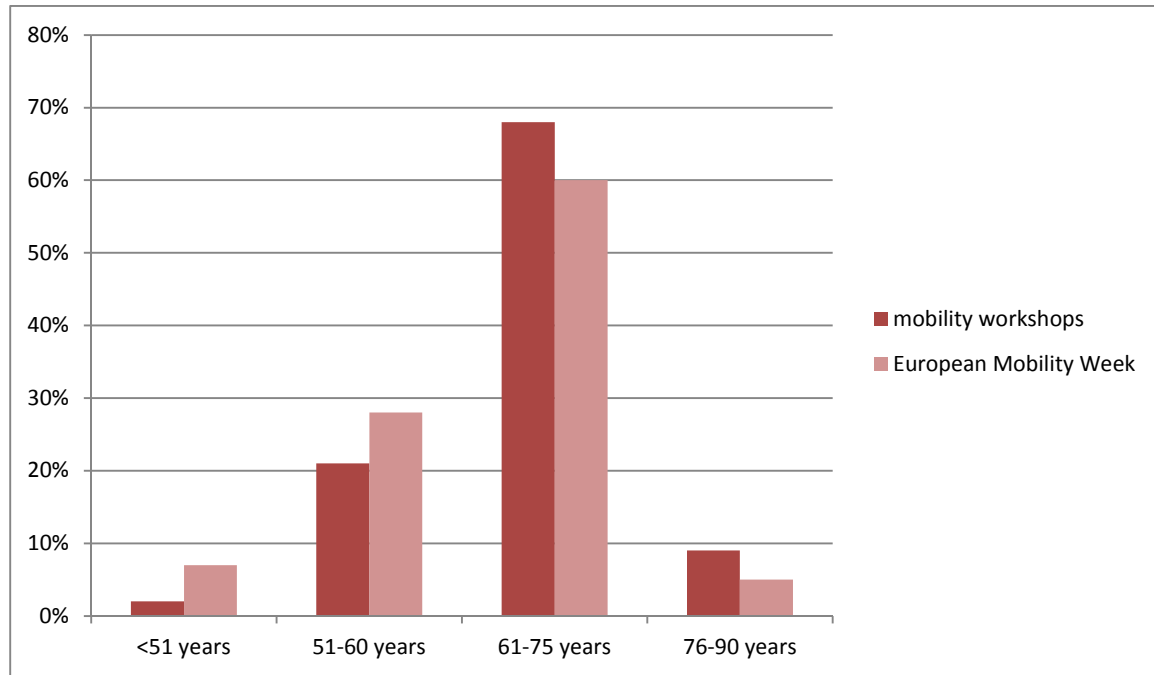
A Mobility workshops

Among the 236 participants who returned the questionnaire, the age group 61 to 75 years was clearly dominant with more than two thirds (see Figure 19). Only 31% were men.

B Brochure and cycling workshops

In this case, the questionnaires were handed out at the European Mobility Week (EMW) in September 2009 and 127 filled in copies were collected. Different activities such as a short cycling training, a health check and material such as a public transport safety brochure were offered to older people. Thanks to the EMW obviously, a more balanced mix of sexes was reached – 40% of participants were men! The participants were also younger in average, with the 76 to 90 years old definitely underrepresented (less than 5%, see Figure 19).

Figure 19: Age groups (mobility workshops and European Mobility Week in Krakow)



Travel behaviour

Exactly half of the participants of the mobility workshops owned a driving license, however with inequalities between women (only 40% and men (75%). This however is a much higher rate than in other Krakow measures. A further interesting fact is that driving license ownership was not directly related to age in this group. In the case of the EMW, the share of drivers was even higher (60%), with men (73%) again having a higher ratio than women (54%, see Figure 20).

Figure 20: Driving license ownership by age (mobility workshops and European Mobility Week in Krakow)

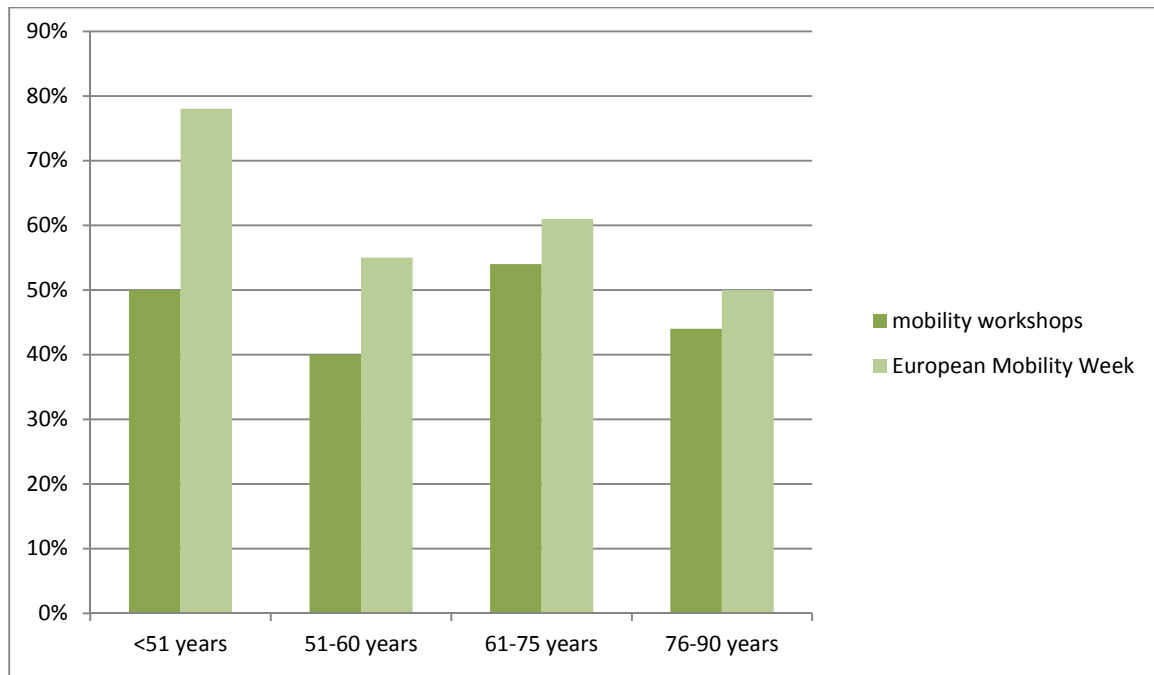
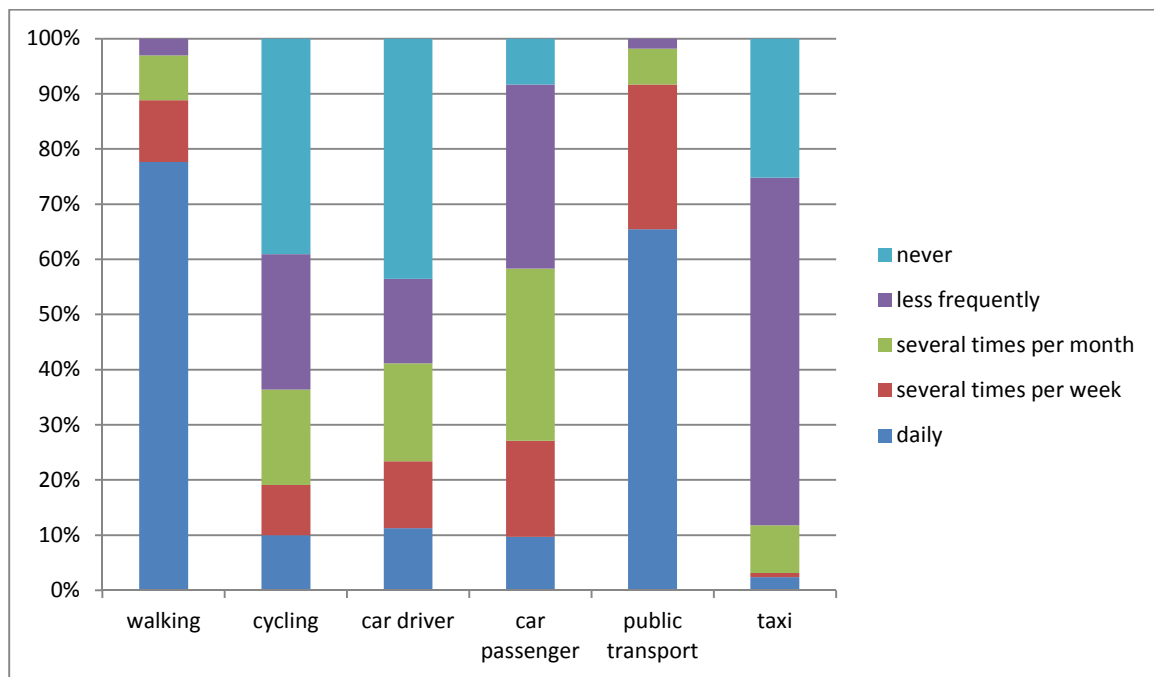


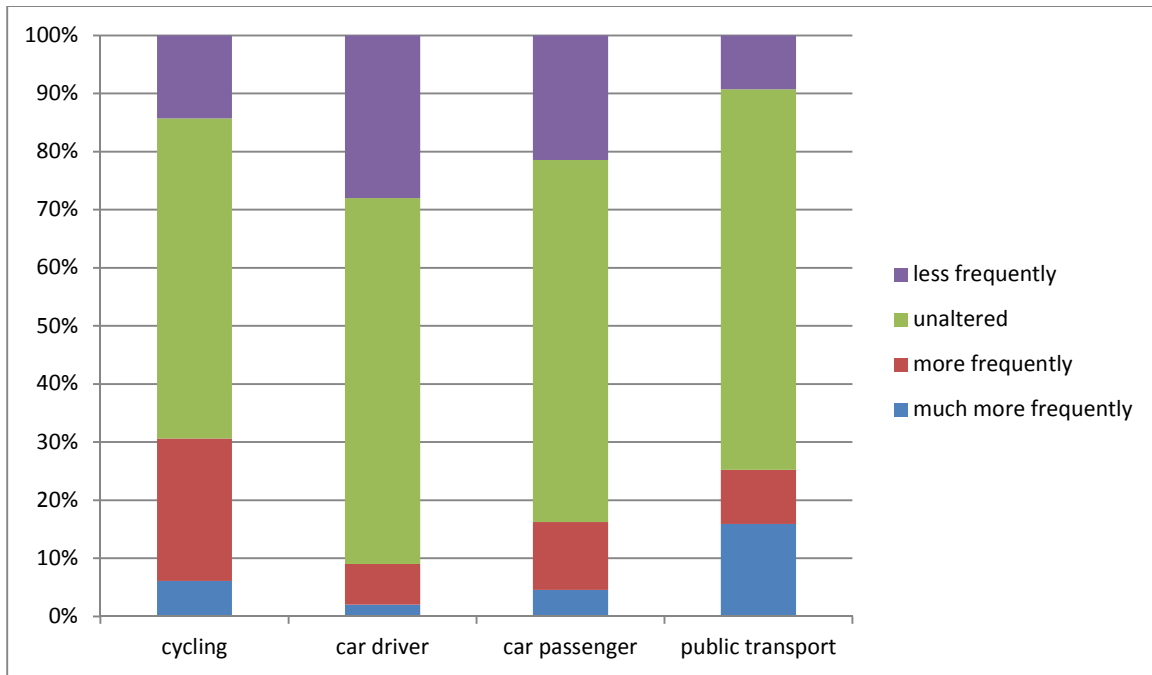
Figure 21: Travel behaviour (mobility workshops in Krakow)



Public transport and walking are the most frequent ways to move for the seniors in the mobility workshops group (see Figure 21). Even though 50% own a driving license, only 40% drive regularly – a similar level as cycling. The car however plays a more important role for older people as passengers: more than half of test persons at least get a ride it several times per month.

After the mobility workshops, participants plan to use the car less often (almost 30% driver, more than 20% passenger) and want to intensify the use of public transport (about one quarter) and particularly cycling (approx. 30%, see Figure 22).

Figure 22: Intended travel behaviour (mobility workshops in Krakow)



The seniors who filled in the questionnaire at the European Mobility week (EMW) showed similar frequencies as the participants in the mobility workshops regarding walking, cycling and public transport. Car use is quite high, which is in line with the driving license ownership levels, while the test persons use the car less often as a passenger (see Figure 23).

Figure 23: Travel behaviour (European Mobility Week in Krakow)

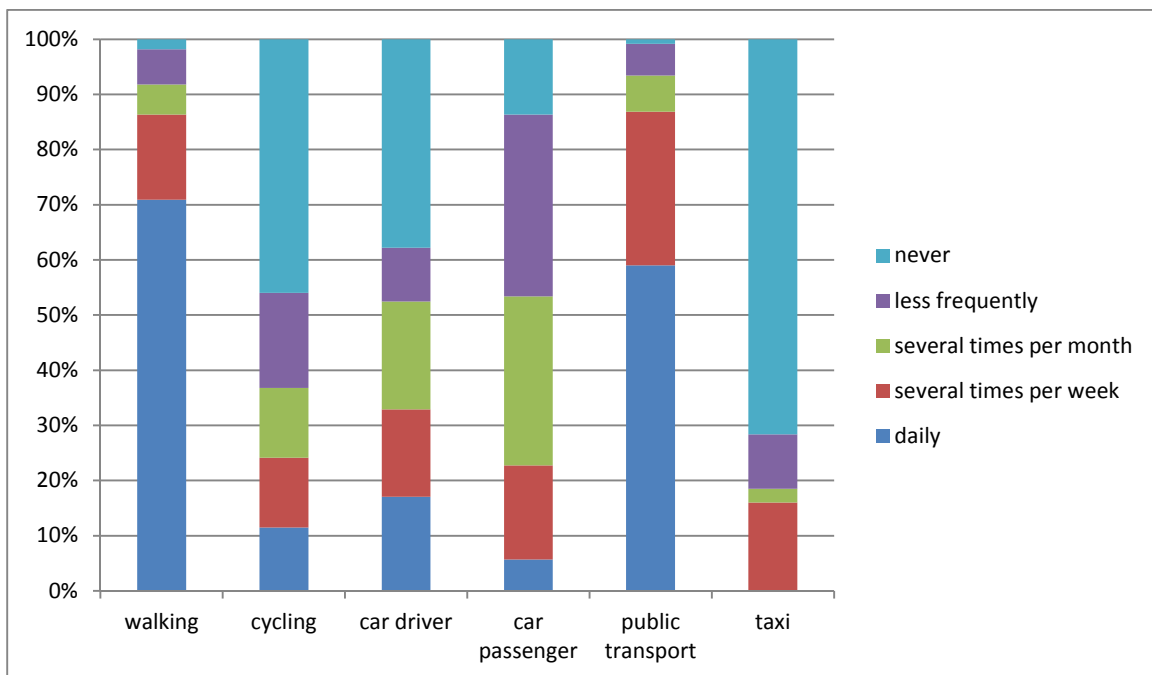
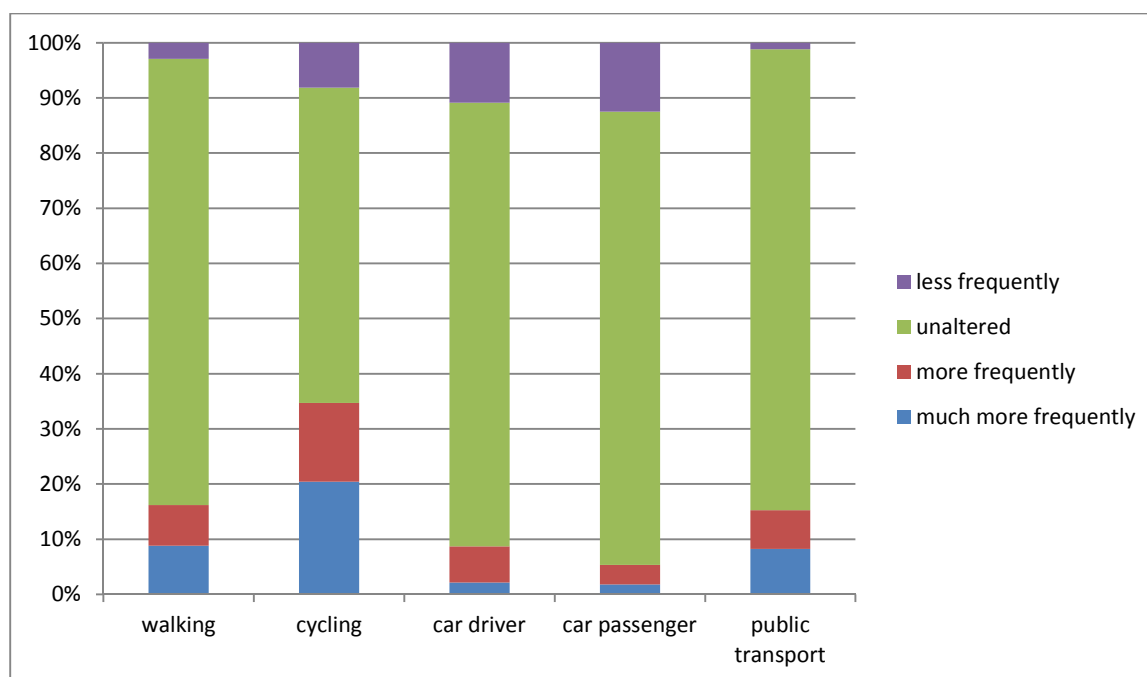


Figure 24: Intended travel behaviour (European Mobility Week in Krakow)

The older citizens participating in the EMW were particularly expecting to cycle more in the future (about one third), which may also be due to the cycling training provided at the event (see Figure 24). However, only 15% participated in that part, so it can't be the only reason. Walking and public transport are also expected to become more prominent. On the other hand, the participants mainly want to maintain their (active and passive) use of cars: gains and losses almost keep the balance, with a slight overall tendency to reduce car use. This might be due to the fact that the participants were younger and more of them had a driving license compared to other Krakow measures. This indicated that in Central and Eastern European countries as well, cohort effects will play a role in the near future: a generation that grew up with the car and wants to continue to use it.

Key findings

A Mobility workshops

After five days of trainings (ten groups), the 241 participants should have no problem when it comes to buying a ticket in one of the relatively new ticket machines. Being aware of possibly reduced fitness of older people using public transport, part of the training was also dedicated to the issues of safety and security in everyday mobility. Last but not at least, seniors could also learn many interesting things about the equipment and new solutions applied in the new, low floor trams, such as the voice and visual stop announcement, ticket punchers or the mechanism of safe door closing. Participants were divided into small groups so that each of them could put theory into practice and buy the tickets on her/ his own.

Participating seniors were asked to fill in a questionnaire in order to evaluate the training sessions. Among the results, the most interesting are:

- Women comprised 70% of the trainees
- Public transport in Krakow received high marks (4,3 on average out of 5), while car travel ranked considerably lower (2,2 on average)
- Precisely half of the trainees have a driving license, of which two-thirds own a car. The trainings were assessed in three aspects (scale 0-5): Organisation – 4,92, understanding – 4,86, usefulness – 4,81.

B Brochure for older people

10.000 copies of the brochure were printed and distributed.

- 63% of the respondents were women
- 92% per cent of the respondents were 51-75 years old
- 58% had a driving license and 42% owned a car
- 64% of respondents used public transport daily (or almost daily)

Evaluation of the brochure (scale 0 [poor] to 5 [very good]):

- How useful is the content of the brochure for you? mark 3,8
- How do you evaluate technical aspects of the brochure (fonts, paper, photos etc.)? mark 4,5
- Have the contents of the brochure been comprehensible for you? mark 4,5

Evaluation of different chapters:

- Evaluation of part 1 - Krakow's Transport System mark 4,0
- Evaluation of part 2 – Tickets mark 4,2
- Evaluation of part 3 - practical information mark 4,2
- Evaluation of part 4 - gymnastics for safety mark 4,0

C Bicycle workshops

There were 5 training groups organised and 35 participants trained.

Evaluation of the event (0-5 scale):

- Was it well organised? mark 4,8
- Have the contents been comprehensible? mark 4,8
- Are the outcomes useful for you? mark 4,8

Costs and efforts

A Mobility workshops

How long does it take to plan and implement such a scheme?

- At least six months but it depends on the support of stakeholders.

What types/ categories of costs need to be considered?

- Staff costs,
- Other costs/ subcontracting – Costs of venue and costs of renting vehicles (using depot) and ticketing machines, catering costs, costs for small gadgets and giveaways

What is the total amount? Can the scheme cover its costs, where does the funding come from?

- The series of five workshops cost approx. 20.000 PLN (5.000 EUR) plus additionally the work of municipal staff (approx. 300 person hours). It must be admitted that low-floor vehicles, using the depot, rooms for trainings, ticketing machines and the efforts of MPK specialists are excluded from above price.

- All above costs have been co-funded (68,36%) by Intelligent Energy Europe under the AENEAS Project.

B Brochure for older people

How long does it take to plan and implement such a scheme?

- At least 6 months but it depends on the support of stakeholders. It must to be admitted that the consultation process is very long and it is difficult to come to agreement.

What types / categories of costs need to be considered?

- Staff costs (preparation, consultation process)
- Other costs/ subcontracting – Costs of graphical design (long lasting process, a lot of changes), costs of photos, printing, cost of regular mail (if posted like this)

C Bicycle workshops

How long does it take to plan and implement such a scheme?

- 3-4 weeks, but depending on the bicycle culture of residents of the city where the measure is implemented

What types/ categories of costs need to be considered?

- Staff costs
- Other costs – costs of renting (tent, beamer, screen - in this case for free)
- Subcontracting – agreement with company that will carry out trainings (trainers) and provide needed equipment (bicycle rental stand, bicycles for trip etc.), costs of small gadgets or giveaways

Transferability

A Mobility workshops

Close cooperation of the municipality, public transport operator and NGO is essential. Focus group meetings are very precious. They can show if preparations, agenda etc. are on the right track. They can prevent a situation where a training session is organised that is not needed, not interesting or simply useless. See also success factors.

B Brochure for older people

It is good at the beginning to read some existing publications of this kind. Some texts are common and can just be copied (with permission of the authors). There is no need to “re-invent the wheel”.

The consultation process lasts long, everyone has his own opinion about what the brochure should consist of.

It is useful to organise some focus group meeting, just to check what people think about the publication (is it interesting, do they like the texts, photos, maybe they are looking for different information or the issues are not clearly described).

C Bicycle workshops

In cities without a cycling tradition it might be difficult to find participants. It is a good solution to organise such trainings as an accompanying event (for example during Mobility Week).

City of Munich (Germany)

The City of Munich is the capital of the Free State of Bavaria and the dominating metropolis in South Germany. Around 2.500.000 inhabitants are living in the greater Area of Munich, 50% in the City of Munich, 50% in the surrounding region. The population of Munich and its surroundings is growing continuously due to many migrants seeking job opportunities and education in the economically prosperous region of Munich. Therefore Munich is a comparatively young city – only 23 % of the population is 60 years and older and this share is not expected to change very much in the coming years.

The existence of Munich was first documented in the year 1158 when a bridge crossing the river Isar was built. Munich's historic city centre was reconstructed after World War II and contributes now together with the shopping opportunities and the fair to Munich's reputation as a major tourist destination. More than 4,5 million overnight-tourists visited Munich in 2007 and many more came just for day visits. The most famous event is certainly the "Oktoberfest", a festival taking place each year for two weeks.

The general transport situation in Munich

With 1,35 million inhabitants, more than 300.000 commuters each day, about 4 million visitors every year, and a transport area covering 384 square kilometres, ensuring optimal mobility in Munich is a challenge. Munich has an urban development strategy called the Munich Perspective, which has two objectives:

- Improved mobility, to increase the attractiveness of the city to business
- Reduction of land and energy use, and reduction of emissions

The perspective of Munich is to expand and optimise the public transportation network, to relieve traffic congestion hotspots, to increase park and ride schemes, to increase the cycle path network and to tight traffic management and parking controls.

Munich's traffic plan aims to shift as much car traffic as possible to more environmentally sustainable modes of transport: foot, bicycle and public transport.

The Munich Transport Company (MVG) is the second-largest municipal transport company in Germany. There are more than one million passengers using underground, bus and tram services each day. Munich has a well-developed and highly-efficient public transport system and offers a 435 km-long bus network, 86 km-long underground network and 71 km-long tram network. The driving force behind the expansion of Munich's public transport system has been the city's forward-looking transport policy, which recognised very early that a large city can only function properly if it has an efficient transport system in place. So almost every household is located within a radius of 400 m to one of the train or bus stations.

However also cycling is very popular in Munich. Alongside the Munich Cycling Network (1.400 km) and the 45.000 bike & ride facilities, the city offers cyclists numerous services. "Call a Bike" as a pioneer of public bicycles started operation in the year of 2000, the digital bicycle map of Munich with address-routing programme as well as printed bicycle maps.

Older people's mobility in Munich

Before AENEAS started, there were already some stakeholders in Munich offering special services for older people's mobility:

- MVV (Munich Transport and Tariff Association) – a special tariff for older people and marketing for this tariff in relevant journals and fairs, barrier-free electronic trip planning as well as information by phone on the schedule;
- Green City e.V. – Cycling training for older people. Since summer 2006 cycling training courses, especially developed for senior citizens, are carried out in different districts in Munich. The major goal of these training courses is that senior citizens enjoy again everyday cycling. Moreover they should be trained for critical situations in traffic and overcome inhibitions towards alternative bikes.
- Verkehrswacht e.V. – lessons about road safety
- Police – educational trainings about road safety combined with "coffee parties"

9 Measure MUC-1: Individualised Travel Marketing in Munich

9.1 Key characteristics

Basic facts

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.

Background and objectives

The City of Munich was the initiator. The project started in autumn 2008 with preparations. The mobility information kit was sent out in January 2010.

The main objectives were:

- To help older people stay healthy and mobile
- To improve road safety of older citizens
- To encourage a less car oriented life style

Users and target groups

The target group was people around retirement age who are still relatively active (60 to 75 years old).

The data of the target group was provided by the registration office. The communication took place by mail and by phone (call-centre).

9.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

In order to offer a complete information and service package to the senior citizens, it was crucial to cooperate with a whole bunch of partners. They provided expertise, information material and trainings. These were:

- Environmental groups, which offer guided walking or cycling tours
- Public transport provider(s), which offer training sessions as well as printed information (schedules, network maps etc.)
- Police and a traffic safety organisation, providing traffic training sessions
- Health insurance providers, which have lots of information on health issues for older people
- Cycling organisations, offering cycling training courses and excursions
- Carsharing organisations

- Senior citizens' organisations

A stakeholder group was created at the beginning of the project. After a first meeting, where the project was presented, the stakeholders were informed regularly about the progress by mail and phone.

Implementation Process

Starting 1 year pre-distribution:

- Process of gaining permission to use public registry data

12 to 7 months pre-distribution:

- Tender for subcontractor
- Set up focus groups to find out about the current transportation habits of the target audience
- Research the available mobility options and collect information on existing public transport, training sessions and events relevant for older people

6 to 0 months pre-distribution:

- Develop, lay out and print a mobility handbook that presents information on the full range of mobility options in an attractive and user-friendly package (checking with stakeholders and the target group at the draft stage)

1 to 7 months post-distribution:

- Following up as needed to remind individuals about the handbook
- Responding to specific requests for further information and phone those who express interest to give detailed information on training sessions

4 to 5 months post-distribution:

- Evaluation to determine the long-term effects of the promotion activities and to determine if any changes need to be made to the programme

Success factors (drivers)

- It was important to spend time and resources on the needs assessment of older people and the availability of existing information and services in order to offer a complete package which does not only contain the generally known facts.
- It was essential to create an attractive and easy to read brochure which creates positive irritation when receiving it.
- The availability of registration data is crucial.

Obstacles (barriers)

- Data protection issues came up and were a bit difficult to solve.

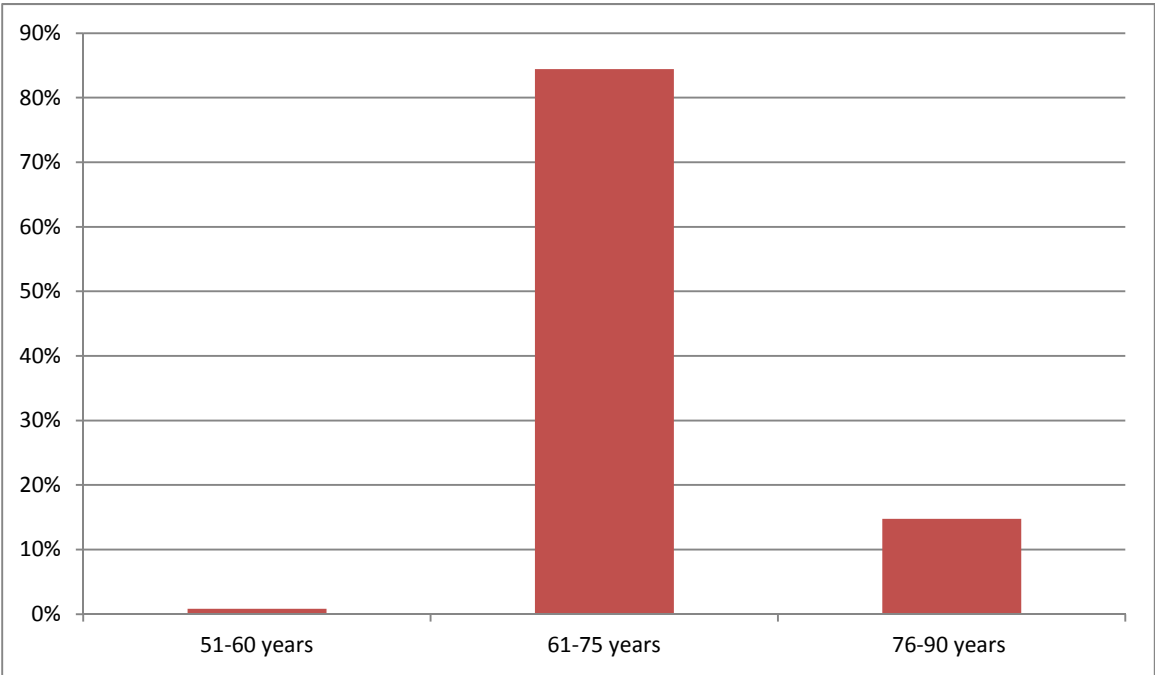
9.3 Evaluation

9.500 households received the mobility information kit. Among these, 1.910 households responded and ordered more information or registered for one of the courses.

The participants

Approximately 85% of the persons who received the mobility guidebook were between 61 and 75 years old, (see Figure 25) where especially the age group between 70 and 74 years old was dominating (42%). In addition, 45% were men and 55% were women. Differently to other AENEAS local measures, the City of Munich used a weighted sample. Participants were selected from the population register with the aim of focusing on 60 to 75 years old and achieving a split between women and men that represents the actual population.

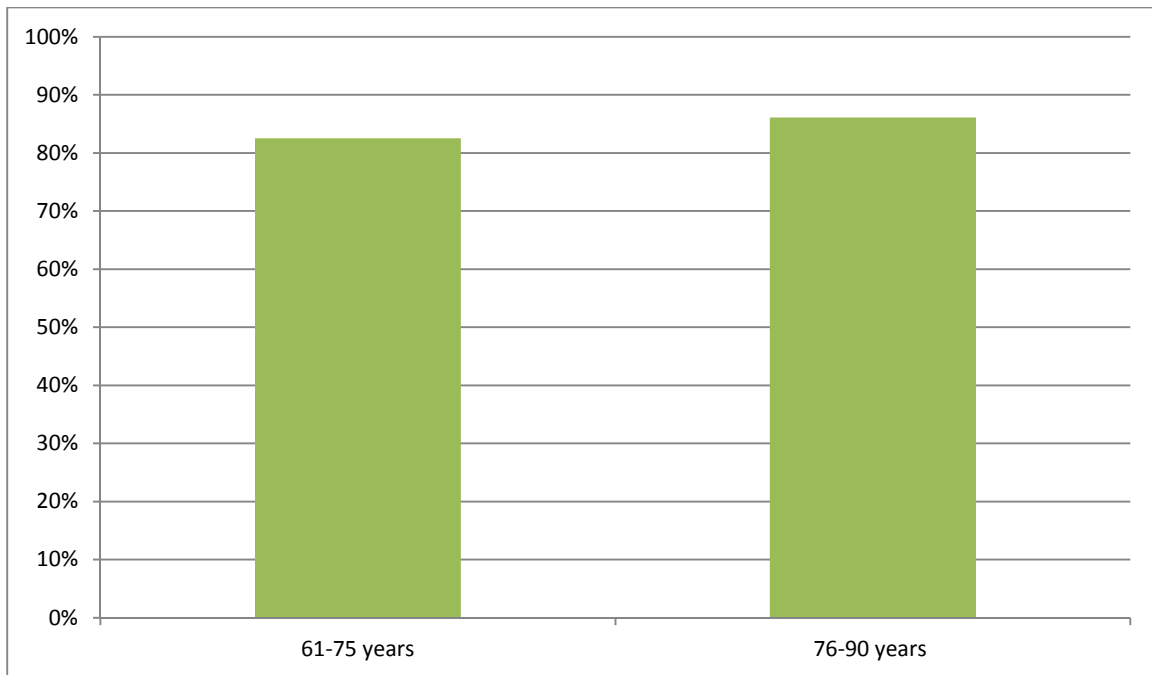
Figure 25: Age groups (individualised travel marketing in Munich)



Travel behaviour

Overall, 83% of the persons who received the mobility guidebook had a driving license which is above average compared to the other AENEAS measures in Munich. Especially, a high percentage of people between 76 and 90 years had a driving license (86%, see Figure 26).

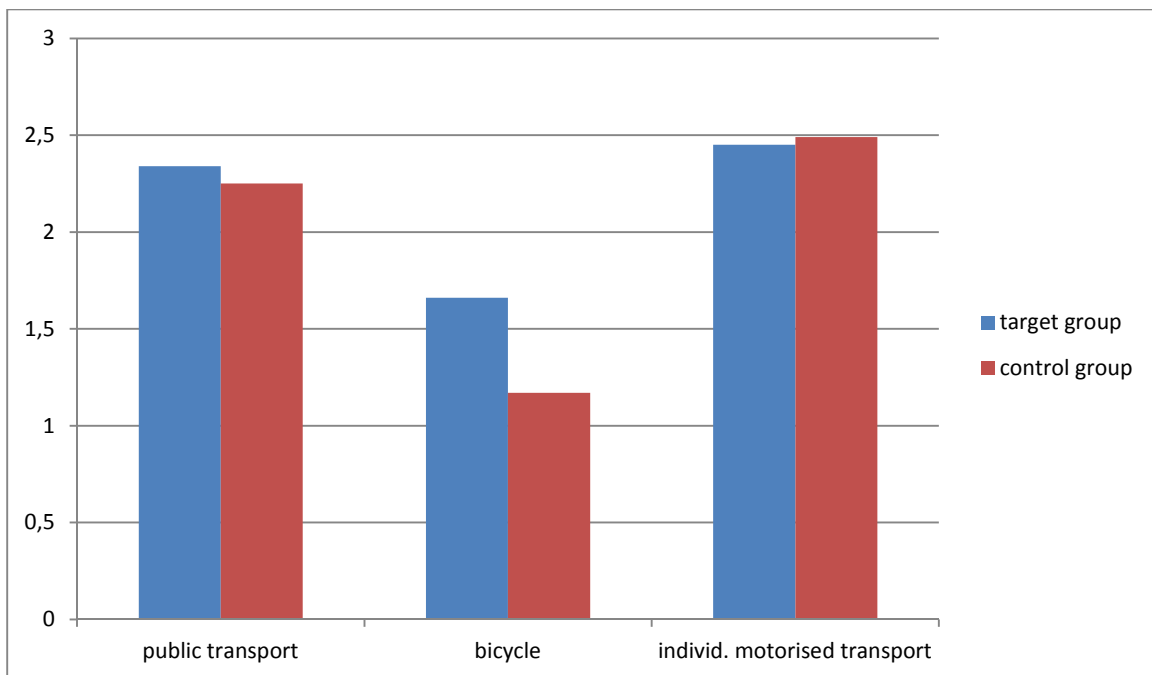
Figure 26: Driving license ownership by age (individualised travel marketing in Munich)



Key findings

An evaluation by phone with 250 recipients of the mobility information kit as well as a 250 persons sample of a similarly structured control group showed the following results with regard to the choice of transport modes (see Figure 27). The older people involved in the campaign particularly cycled more than the control group, while using public transport slightly more often and cars slightly less, however with marginal differences.

Figure 27: Numbers of days during which... was used last week (individualised travel marketing in Munich)



Compared to the other AENEAS measures in Munich, more people cycle often (close to 40% cycle either daily or several times per week) and they are driving a car more often (just above 40% drive a car regularly).

With regard to the brochure itself, the evaluation had the following results:

Clarity and comprehensibility of the brochure

in columns-%, scores: 0 = very unsatisfied to 5 very satisfied , n = unweighted number of cases

	Clarity and comprehensibility of the brochure	Selection of the presented information	Selection of information material	Selection of offered trainings and courses
Scores	4,55	4,42	4,56	4,24
very unsatisfied	0%	0%	0,5%	0,8%
unsatisfied	0%	0,3%	0%	0,4%
rather unsatisfied	0%	0%	0%	0,8%
rather satisfied	4,0%	8,1%	3,8%	7,4%
satisfied	28,5%	30,3%	24,1%	28,9%
very satisfied	49,1%	43,4%	50,2%	30,0%
no opinion	18,4%	17,9%	21,3%	31,6%
n	208	208	202	176

Costs and efforts

In Munich, it took about two years from the tendering for a subcontractor to the evaluation.

Programme coordination: coordination required an average of 10 hours per week for the duration of the project

Mobility information kit: Composition, layout and printing costs

Individualised marketing process: This involves the follow-up contact with programme participants, which in Munich was undertaken by a subcontractor

Evaluation: 500 telephone interviews

Transferability

It is relatively easy to carry out a similar scheme in case that the data from the registration office and resources are available. There is a better chance of success if a reasonable public transport system and/or cycling network are in place and if there are already existing programmes and training schemes that can be further promoted.

10 Measure MUC-2: Travel information and electronic devices in Munich

10.1 Key characteristics

Basic facts

Internet and mobile devices can simplify trip planning or navigation during a journey. However, many older people, especially those over 80, but also many 60-year-olds, are not familiar with computers and smart phones. Along with the provision of better public transport services and information, older people benefit from catching up with modern media.

The Munich-based NGO Green City offers a special training course designed to teach senior citizens how to use new communications media. Each course comprises five 90-minute training units, and participation is limited to 10 people in order to ensure a high level of individual support. The aim is to enable older people to use Internet travel information, mobile phones and ticketing machines in the context of energy-efficient travel.

Participants practice using websites for local and long-distance trip planning for a variety of transport modes, including public transport, car sharing and public bicycles. The training also covers ticket purchasing and explores the ecological impact of the different modes of transport.

Background and objectives

Two organisations initiated the project, namely Green City e.V. and the Mediencenter 50plus (computer training centre for older people since 2004).

The courses took place in 2009 and 2010 (total of 305 trainees).

The objective of these courses was to enable older people to plan and conduct trips using energy efficient transport modes independently.

Users and target groups

The main target group was older people who have difficulties using new communication media like e.g. internet or ticket machines. There is no age limit, however, the general use of a computer, Internet or a mobile is essential. There was no necessity for research about the user groups due to the fact that the Mediencenter 50plus already had a regular clientele.

The target group was reached through the regular dissemination methods used by the Mediencenter 50plus: advertisements on the website (<http://www.mc50plus.de/>), in the course programme booklet, in different magazines for older people and an announcement in their email newsletter.

10.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

The two involved partners were Green City e.V. and the Mediencenter 50plus.

Additionally a magazine for older people, Treffpunkt55+, published some advertisements for the courses.

The City of Munich also directly contacted older people about this course. This was also part of the AENEAS measures in Munich (MUC-1)

Implementation Process

The conceptual design of the planned measure was done in co-operation with the Mediencenter 50plus, an organisation that carries out general computer courses for older people. Great experience in the field of new media and the set-up for older people could be implemented in the measure. Their training rooms were also made available for the training courses.

The planning phase was rather short, since the Mediencenter 50plus had already accumulated much experience over the last years.

Success factors (drivers)

The main success factors for this measure were two strong cooperation partners.

- On the one hand, the environmental organisation Green City e.V. made contributions concerning their know-how in the field of energy-efficient transport in urban areas.
- On the other hand, the Mediencenter 50plus made many contributions for the preparation and the implementation of the courses. The experience they had gained in five years of computer courses for older people, the rooms and computer equipment and an important customer base were essential for the success of this measure. The Mediencenter 50plus is an institution that many older people trust and they enjoy participating in their courses.
- The courses were also very affordable for the participants because there was funding available through the AENEAS project. About 65% of the participation fees were settled through the AENEAS project.

Obstacles (barriers)

There were no major obstacles within planning and implementation.

It can still be noted, that many older people are not very familiar with computers and the content of the courses needs to be limited and trained intensely.

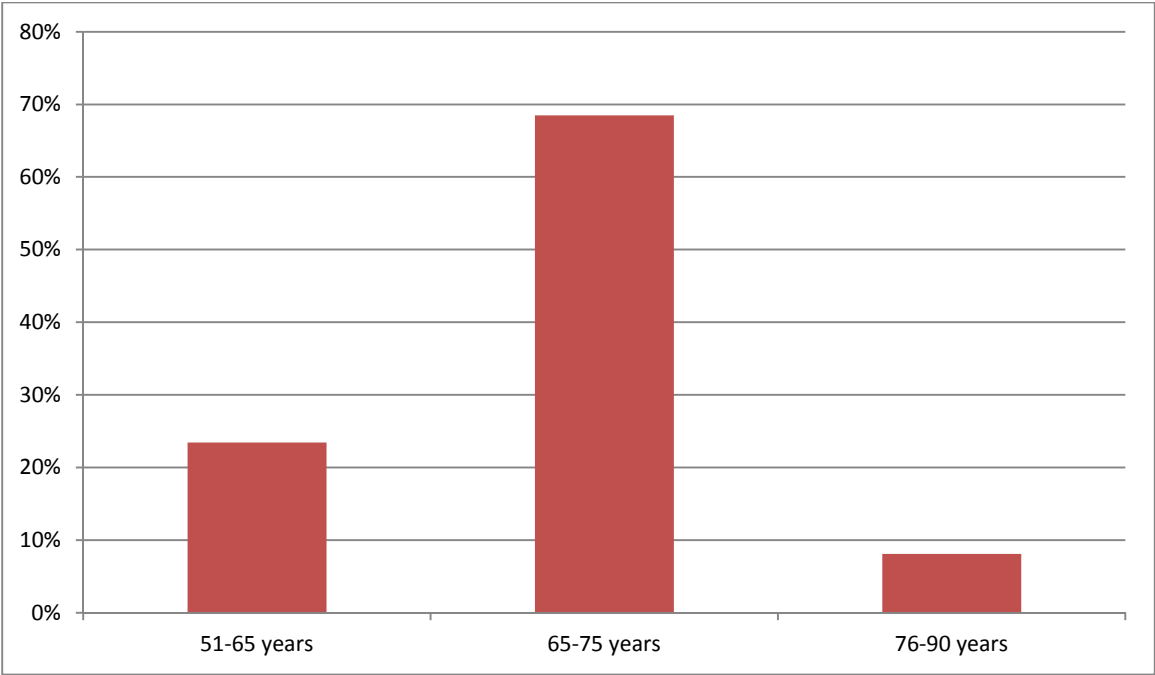
10.3 Evaluation

Eight courses took place in 2009 and 2010 with 305 participants, and the courses were evaluated through questionnaires completed by the participants (111 questionnaires were returned).

The participants

Most participants were between 65 and 75 years old (68%), while the oldest participant was 79 years old. 71% of the participants were women and only 29% men (see Figure 28).

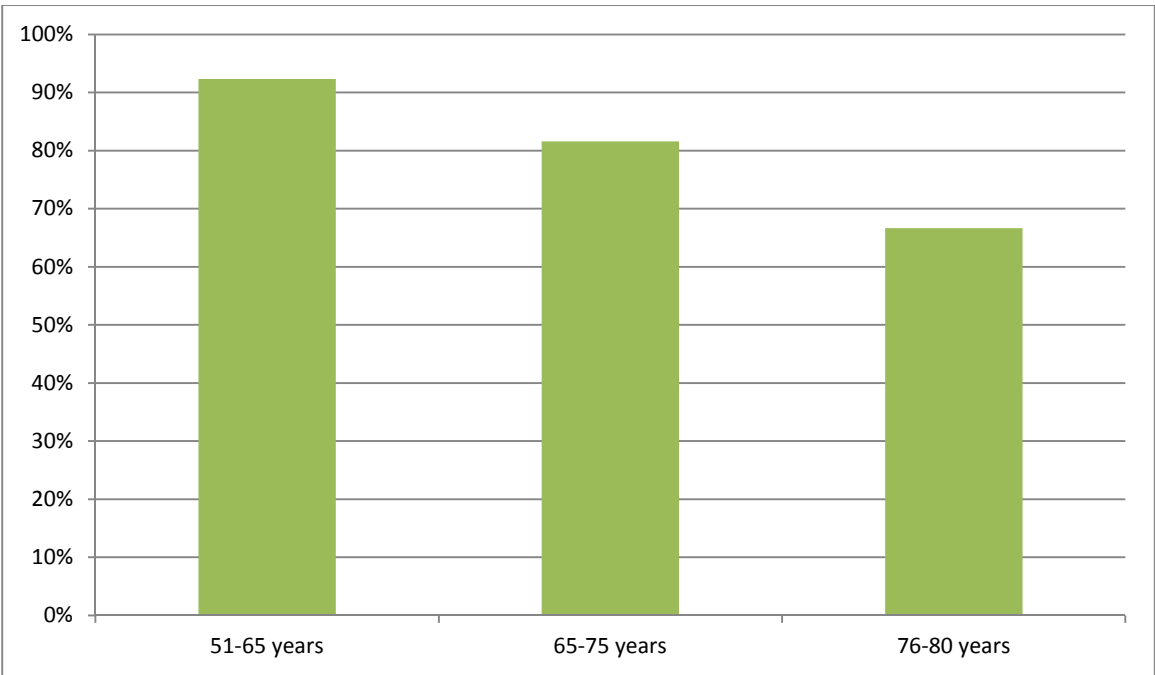
Figure 28: Age groups (travel information and electronic devices in Munich)



Mobility behaviour

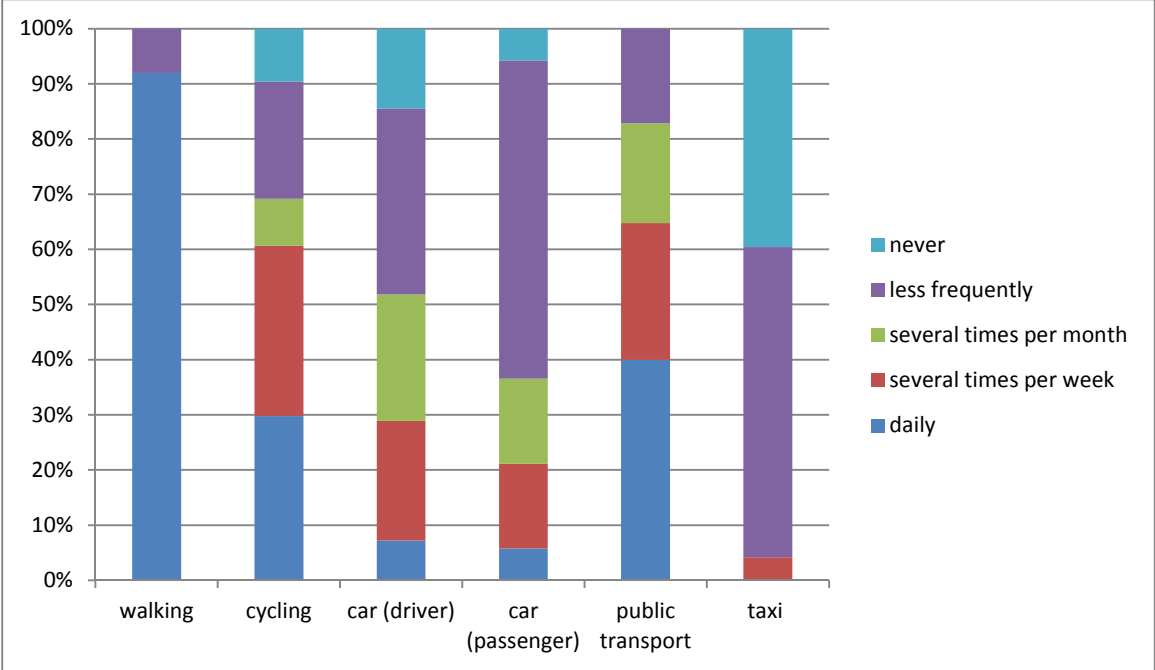
As it can be seen on Figure 29, most participants have a driving license – through the number of driving license ownership decreases with age. Here, it is mainly women who do not have driving license.

Figure 29: Driving license ownership by age (travel information and electronic devices in Munich)



Compared to the other AENEAS measures in Munich, more participants were cycling regularly, see Figure 30. Overall, close to 60% of the participant cycle daily or several times per week. Otherwise, the participants' mobility behaviour was similar to the other AENEAS measures in Munich with a high per cent using public transport and more car drivers than car passengers.

Figure 30: Travel behaviour (travel information and electronic devices in Munich)

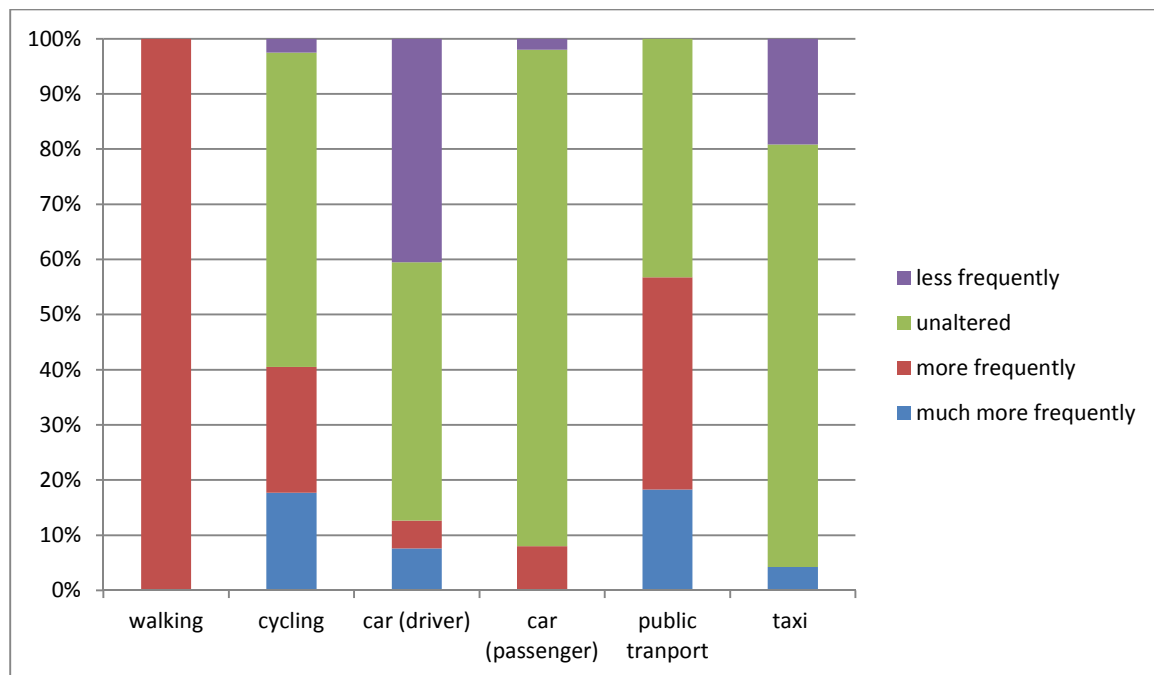


Key findings

The courses were very popular among the participants. Thus, the participants gave the organisation of the courses an average mark of 4,8 (maximum mark was 5). Also an average mark of 4,8 was given to the statement that the contents were understandable and the outcomes were very useful for them.

37,5% of the training participants stated that they intend to use more energy-efficient modes (mainly cycling and public transport) and 9,5% stated the intent to use them much more, see Figure 31.

Figure 31: Intended travel behaviour (travel information and electronic devices in Munich)



Costs and efforts

The main costs can be divided in two categories: staff costs and direct costs.

The staff costs include all costs that occur during the planning and implementation of the measure.

As for the direct costs, they include the rental for the IT-training facilities, the course materials and advertisement costs.

The project was partially funded by the EU-Project AENEAS.

Transferability

This measure can easily be transferred to other cities.

It is important to involve strong local stakeholders, as in this case the Mediencenter 50plus to reach older people.

11 Measure MUC-3: Senior citizens mobility training in Munich

11.1 Key characteristics

Basic facts

A Cycling safely into old age

Supported by the municipality, the Munich environmental NGO Green City developed a cycling training for older people in 2006. The main goal of the courses is to make older people enjoy everyday cycling (in addition to leisure related cycling). The scheme is implemented in cooperation with the local police and a physiotherapist, and senior citizens' centres help to promote the programme and provide the venues.

Training sessions begin with an introduction by the police on road safety issues. A physiotherapist discusses age-related health issues and demonstrates simple exercises to help participants keep fit for cycling. Finally, participants can test bicycles that are specially adapted to the needs of older people (and, ideally, overcome their possible prejudices against "old people's bikes").

The training sessions last for about three hours, with 10 to 15 participants at each, and are offered throughout the summer in various neighbourhoods.

B Walking: Senior citizens' neighbourhood maps

In 2010, the City of Munich decided to develop free neighbourhood maps for senior citizens in three districts. AENEAS partner Green City worked with the Munich police, the Older People's Service Centre and the city of Munich to offer workshops combining pedestrian safety training with a chance for senior citizens to give their input into the neighbourhood maps.

Each workshop took place over two afternoons. At the beginning of the first session, the Munich police gave a much appreciated presentation about road safety. A draft version of the neighbourhood map was then shown to participants and the group went on a short walk to practise using it.

Each participant was given a copy of the local map to "test walk" for a week to ensure that it was complete, accurate and easy to use. At the second workshop, Green City and the City of Munich received feedback from the participants, which was acted on directly to make the maps more useful for others.

The large-scale maps each cover a single neighbourhood and show everything that is available within a small radius. They show places of particular interest to older people (e.g. shopping, social and recreation centres, libraries, museums, pharmacies and medical facilities and public toilets).

The opening hours and telephone numbers of the places indicated are given on the back of the map by category. Information is presented in several languages so that members of the different cultural groups living in the neighbourhoods are all able to use it easily.

C Public transport training

During the lifetime of AENEAS the MVG (Munich Public Transport Company) and Green City (local NGO) developed a two-day training session for older people. It includes safety and physical exercises on the first day, e.g. how to get on the vehicle safely, which features exist (pram button, emergency button etc.) and an "exercise trip" with public transport on the second day. Eleven sessions with 77 participants were held in 2010.

The objective of the passenger training is to enable elderly people to use public transport in a safe and comfortable way. It is also targeted to create an offer for the needs and requirements of older passengers in public transport.

The average age of the participants was 78 years old while the oldest trained person was 94 years old. 83% of the participants were women and 17% were men. They were partly handicapped, in wheelchairs or used their walking-frames for the training, but they had to be mobile to participate in the practical training parts.

The core lessons for the concerned partners were that it is absolutely necessary to have an experienced bus-driver and mobility-trainer and a successful operational infrastructure as important pre-condition. The well-

proven training scheme is only good to handle with a small group of participants, between eight and ten people. Very fruitful and encouraging are good contacts to associations and service-establishments for senior-citizens.

The course was accepted very well by the participants. 72% answered in a small survey that they intend to use the public transport more in the future. The course was given the impressive grade 5 out of 5 (1= poor; 5= excellent).

There is a very high demand for such training schemes and also a great appreciation among the elderly people.

There are concrete plans and prearrangements to continue this valuable training scheme for Public Transport in the future and to proceed with the approved programme, consisting of a two-day session with safety exercises and a training trip.

Background and objectives

A Cycling safely into old age

Supported by the municipality, the Munich environmental NGO Green City developed a cycling training for older people in 2006. The main goal of the courses is to get older people to enjoy everyday cycling. The scheme is implemented in cooperation with the local police and a physiotherapist.

Mobility – especially active mobilisation – is an important factor in older peoples' lives. It stands for independence, autonomy and quality of life. Being mobile makes participation in social life easy and helps to keep in touch with relatives and friends. Furthermore, regular and age-adapted exercise is important for being healthy and supports mental ability.

Riding a bicycle combines these two aspects and we want to get people into this lustful way of mobility.

However, there are several reasons why senior citizens refrain from cycling when they grow older: fear of road traffic, of being involved in an accident or of falling off the bike. So another aim was to give the participants more information about road safety behaviour and about bicycles and tricycles.

B Walking: Senior citizens' neighbourhood maps

Green City initiated the project where the planning process started in 2008 within the AENEAS Project. The aim was to encourage older people to walk more in their daily life and to strengthen their knowledge about road safety. The idea was also to show the needs of older people to city planners. During the lifetime of the project the scheme changed because of different barriers that are described later.

C Public transport training

The Pre-test-Training-Event was on 26th of August 2010. The Implementation of the 10 training units was between October and November 2010. The initiators were MVG (Munich Public Transport Cooperation) and Green City e.V. (local environmental organisation from Munich)

The objective of the passenger training was to enable elderly people to use public transport in a safe and comfortable way. The aim was to train at least 80 to 100 passengers. It was also targeted at creating an offer for the needs and requirements of older passengers in public transport. Public relations and image improvement come with the training offer.

Users and target groups

A Cycling safely into old age

The target group was older people who are still fit and are interested in changing their mobility behaviour. Due to the fact that the courses took place in "Older People Service Centres", we assumed that the participants have an active social life.

Reaching the target group was an easy task through the "Older People Service Centres". These are places where older people usually gather on a regular basis and know each other. They can communicate events in a very effective way one-to-one or in groups. The people trust the staff of the "Older People Service Centres" and are an important multiplier.

Additionally, some conventional publicity was done by announcing events in the newspaper and on websites. After a press release, many more people attend the courses, so it is highly recommended to use daily and local newspapers.

B Walking: Senior citizens' neighbourhood maps

The target group was older people who are still walking. Due to the fact that the courses took place in "Older People Service Centres", we assumed that the participants have an active social life.

There were coffee parties by the City of Munich, where older people were asked about their fears and needs as pedestrians. Most people said that they wanted to have more public toilets and benches and wanted to know where things they need are in their neighbourhoods. The developed scheme was very well accepted by the participants, because they got useful information and their ideas, comments and wishes could directly influence the product that was to be printed in winter 2010 so they could see the results quickly.

Reaching the target group was an easy task through the "Older People Service Centres". These are places where older people usually gather on a regular basis and know each other. They can communicate events in a very effective way one-to-one or in groups. The people trust the staff of the "Older People Service Centres" and are an important multiplier.

Green City also produced information folders and posters and delivered them in the involved districts at public and social institutions (e.g. community centres, libraries), doctors and supermarkets. Additionally some conventional publicity was done by announcing events in the newspaper and on websites. After a press release, many more people attend the courses, so it is highly recommended to use the daily and local newspapers.

But it has to be said that the mouth-to-mouth advertisement in the Older Peoples' Service Centres has a much better impact and most people were recruited this way.

C Public transport training

The main target group was senior citizens between 60 and 90 years old who wanted to become safer in the usage of public transport and needed certain information on the issue of safety and security. They could be partly handicapped, in wheelchairs, or use their walking frames for the training, but they had to be mobile to participate in the practical training parts.

The target group was reached by the project partners together with the assistance of the "Older People Service Centres". The offer of the training courses was popularised within the "Older People Service Centres" in each city area and interested seniors were informed about the details of the training by the project partners. The communication went over telephone, mail and direct contact in the "Older People Service Centres".

11.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

A Cycling safely into old age

The initiator was Green City e.V., but there were a lot of involved stakeholders:

- Older People Service Centre: Munich has more than 30 Older People Service Centres which offer a great variety of courses for older people. Courses took place in their rooms and they established contact to older people
- Police, road safety unit: Gave a 30-45 minutes introduction on road safety
- Physiotherapist: explained how to move effectively and how to train the relevant body parts for cycling.
- Bicycle dealers: they were very important because they can provide a great variety of special bikes and staff to explain how the bikes work. The Green City staff also has the basic knowledge of most of the bicycles

- Gunda Kraus or another role model who is very trustful in its peer group and can communicate the message from an eye-to-eye point of view
- Politicians, municipality can offer funding for courses

B Walking: Senior citizens' neighbourhood maps

The initiator was Green City e.V., but there were a lot of involved stakeholders:

- The City of Munich played an important role because they have the product the participants can contribute to
- Older People Service Centre: Munich has more than 30 Older People Service Centres which offer a great variety of courses for older people. Courses took place in their rooms and they established contact to older people
- Police, road safety unit: Gave a 30-45 minute interactive introduction on road safety

C Public transport training

The two involved partners were MVG, the Munich public transport operator, and Green City, a Munich based environmental organisation. MVG was responsible for the disposition of buses, infrastructure and the more technical part of the training. Green City cared about the educational part, the organisation of the training and the preparation together with the "Older People Service Centres".

Key stakeholders were the "Older People Service Centres" and interested senior citizens, who were informed via the "Older People Service Centres" brochure with different offers. The senior citizen marketing campaign, carried out by the City of Munich, also advertised the trainings in the special Mobility Brochure.

Implementation Process

A Cycling safely into old age

To implement the measure, three points were crucial:

- Experts who could talk about road safety and the health aspect of cycling
- A fleet of bicycles adapted to older people
- A place where you could find older people and where there was enough space to build up a bicycle obstacle course

Most of all it was important to ensure that the training was designed in a way that fit the requirements of older people. Therefore meetings with relevant stakeholders like the police and people who work with older people like the Older People Service Centres were held. These organisations were also partners in the project.

The course started with a short theoretical introduction about cycling and health, techniques and road safety. After that, cycling was trained on a special parcours built up on a yard and supervised by a professional therapist. The training could be taken on one's own bike or with one of the several alternative bikes provided free of charge by the project partners.

B Walking: Senior citizens' neighbourhood maps

In spring 2009, Green City got into contact with the relevant stakeholders for older citizens like the older citizens' interest groups and the local police. The result was an afternoon session in October 2009 at an "Older Peoples Service Centre". The participants received lessons in road safety held together with the Munich police and had a walk afterwards where they had the opportunity to show black spots, places where they had problems as pedestrians in their daily life, in their neighbourhood. This information was collected and given to the local authorities. Because most black spots could not be removed over the next months and even years, it

was very frustrating to collect all this from the activated and motivated people without giving them an answer on when changes would be happening. Because of this, just one course was held in 2009 and the concept was rethought.

The main step for this first course was to involve the different stakeholders and to recruit the participants. It was quite easy to convince the Munich police as they already knew about the statistics of older people injured or killed in road accidents. The Senior Citizens Service Centre was doing the advertisement for the courses and recruited people.

In 2010, the City of Munich decided to develop a free senior citizens city map in three districts for older people. This was a good opportunity for AENEAS to join in and Green City offered courses together with the Munich police and the "Older Peoples Service Centre", where the participants could test the maps. Each course lasted two afternoons. On the first afternoon, the Munich police told the participants about road safety because this part was very well accepted by the participants. Afterwards, the draft of the city map was shown to people. Then a small walk was undertaken to show how the map can be used. Each participant got a copy of the map to test it under real life conditions for one week. The maps were printed on a big scale and contained interesting places for older people. The participants should also have a look if places on the maps are really for their interest, if they are at the right place and if they find any more that should be added to the map. Also if they like the overall appearance and can handle the plan. One week later at the second afternoon the staff from Green City and the City of Munich collected all the comments and suggestions from the participants. These comments can directly influence the city map and help to make it better and useful for the users.

The main parts in making the second training scheme happening was to connect with the City of Munich. This was due to a happy accident as the persons in charge get to know about AENEAS when doing their researches for the city map. After this it was easy to cooperate with the three involved Senior Citizens Service Centres. Green City provided advertisement material as posters and flyers and also delivered the material to the local press. Supported by the Munich police, two sessions were carried out.

C Public transport training

The concept and design of the trainings were planned and prepared by the project partners, the trainer and mobility experts, in several meetings. An important meeting therefore was the feedback discussion after the first training pre-test to improve the concept and design. The main steps are the bus training and the city tour.

Success factors (drivers)

A Cycling safely into old age

- Strong Stakeholders:
 - Older People Service Centres are important because they are the link to older people; it's an institution they can trust
 - Bicycle dealers: essential for being able to provide a variety of special cycles
 - Police officers are very important for the target group. If the police are joining the program people trust that it is good. Also they have special knowledge and can add interesting information about their daily life situations
- Practice venue:
 - It's important to offer a quiet and secure space for the courses, where the theoretical instructions can be shown and people can try out the cycles
 - The area should offer toilets and chairs and it's ideal to offer coffee and cake
- Staff should be friendly and well informed about the needs of older people and the special cycles
 - It is also important to offer a variety of cycles so the participants can try out and have a chance to find the right one

B Walking: Senior citizens' neighbourhood maps

- Senior Citizens City Maps: It was great that the City of Munich planned these maps, because so we could involve older people in an on-going process where after a couple of month the results are viewable. In our opinion it's very important to involve people in a process where results come up quite fast because people who are very motivated loose passion if they have to wait maybe years before seeing results
- Cooperation. It was very useful to cooperate with the local police because they have the knowledge about road safety and the target group really trust them. Also the police give a kind of reliability to the project. Joining together with the Senior Citizens Service Centre brings the audience and the participants are in their well-known places
- Press work and public relation. The press is very interested in this kind of themes and wrote well about the project. This brings more participants and shows the standing of the project to your funder
- Funding. The project was funded inside the AENEAS project. This gives us a good start to implement the scheme

C Public transport training

- Good cooperation and exchange between both project partners MVG and Green City and a high degree of motivation and pleasure to work together in the project
- Substantial experience of the project partners in the field of mobility and careful handling with special target groups
- Experienced bus-driver and mobility-trainer
- Successful operational infrastructure as important pre-condition
- Sensible supplementation of the project partners in the field of preparation and implementation
- A lot of patience an empathy in relation to seniors
- Good exchange examples and best practice examples from other cities, especially Salzburg
- Funding through AENEAS means and no external cost for the participants
- High degree of acceptance among seniors and the "Older People Service Centres"
- Certain political pressure on the topic "mobility training for older passengers"

Obstacles (barriers)

A Cycling safely into old age

There were two problems during the lifetime of the project.

- At the beginning of the project before the lifetime of AENEAS guided bicycle journeys where offered. The participants could bring their own bikes or get free rental bikes. The destinations where around Munich and the tours always included some side visits and coffee and cake. But these tours where very staff intensive. Because of this Green City decided to cancel this offer
- The other problem came up in 2009 when the courses held in public space opened to everyone and the theoretical part was cancelled. Older people need more and deeper information in a safe and quiet area and also a lot of children and younger persons treated the cycles in a bad way. So the courses were brought back to the Older People Service Centres

B Walking: Senior citizens’ neighbourhood maps

Removing barriers in open space takes long time. When involving people a lot of them don’t want to stick to a project over months and years. Also political changes can influence the process. For a project that is carried out for just around one year, it is hard to change a lot and hold people involved. So the first course was not so well accepted by the audience. We overcame this when joining together with the special city maps for older people. In March 2011 the city maps were printed and handed out to people. So the participants can see how their involvement changes the final product.

C Public transport training

- Limited human resources for trainers and responsible professionals
- Difficult convincing of decisions makers at the MVG
- High organisational commitment of the project partners was necessary
- After solving these problems no more obstacles during planning and implementation
- Very limited number of participants for each training according to quality and organisational matters

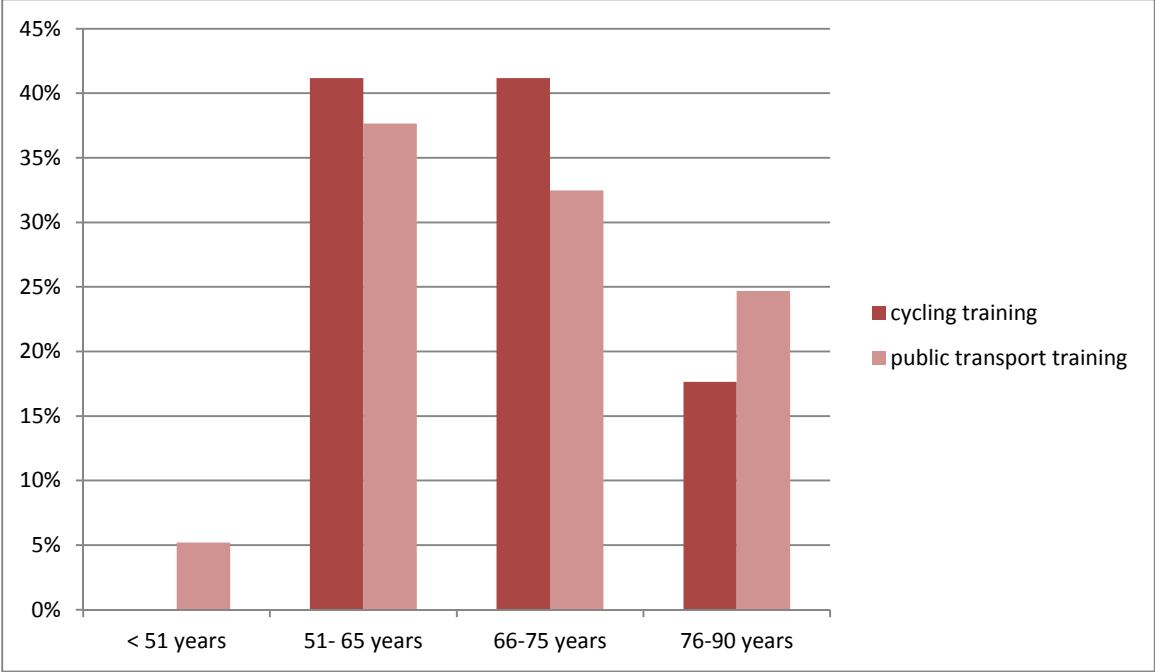
11.3 Evaluation

Cycling training and public transport training were evaluated by questionnaires completed by the participants. Respectively 85 and 73 questionnaires were returned afterwards.

The participants

Overall, the participants at the cycle training were the youngest with an average age on 69 years, while average age was respectively 78 years old at the public transport training and 73 years old at the walking training. In addition, more men participated at the cycling training, where 33% of the participants were men – compared to 17% of the participants at the public transport training and 14% of the participants at the walking training. Compared to the other AENEAS measures in Munich, public transport training and walking training were the activities with the fewest male participants (see Figure 32).

Figure 32: Age groups (senior citizens mobility training in Munich)



Travel behaviour

The participants at the cycle training and public transport training had very different travel behaviour especially when it comes to driving license ownership, see Figure 33. Only 26% of the participants at the public transport training held a driving license and just 11% had a car. At the cycling training, 82% of the participants owned a driving license and 46% had a car.

Figure 33: Driving license ownership by age (senior citizens mobility training in Munich)

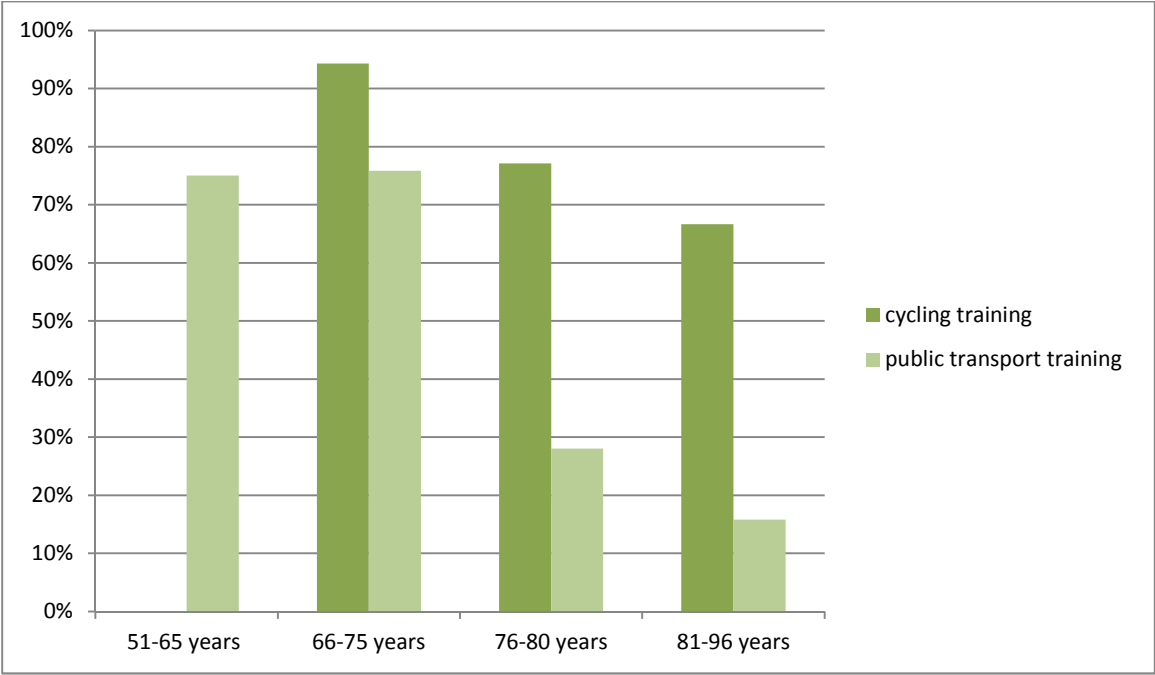


Figure 34 and Figure 35 show the participants’ travel behaviour. Here, it is interesting to see that the participants at the cycling training used public transport more often than the participants at the public transport training. Overall, about 20% of the participants at the public transport training used public transport daily or several times per week, while 74% of the participants at the cycling training used public transport regularly. Approx. half of all the participants at all the AENEAS measures in Munich used public transport regularly.

In addition, 15% of the participants at the cycle training cycle daily or several times per week, while 24% quote that they do not cycle at all. Further, compared to the other AENEAS measures in Munich, fewer participants were cycling and driving a car at both training schemes.

Figure 34: Travel behaviour (senior citizens mobility training in Munich, cycling training)

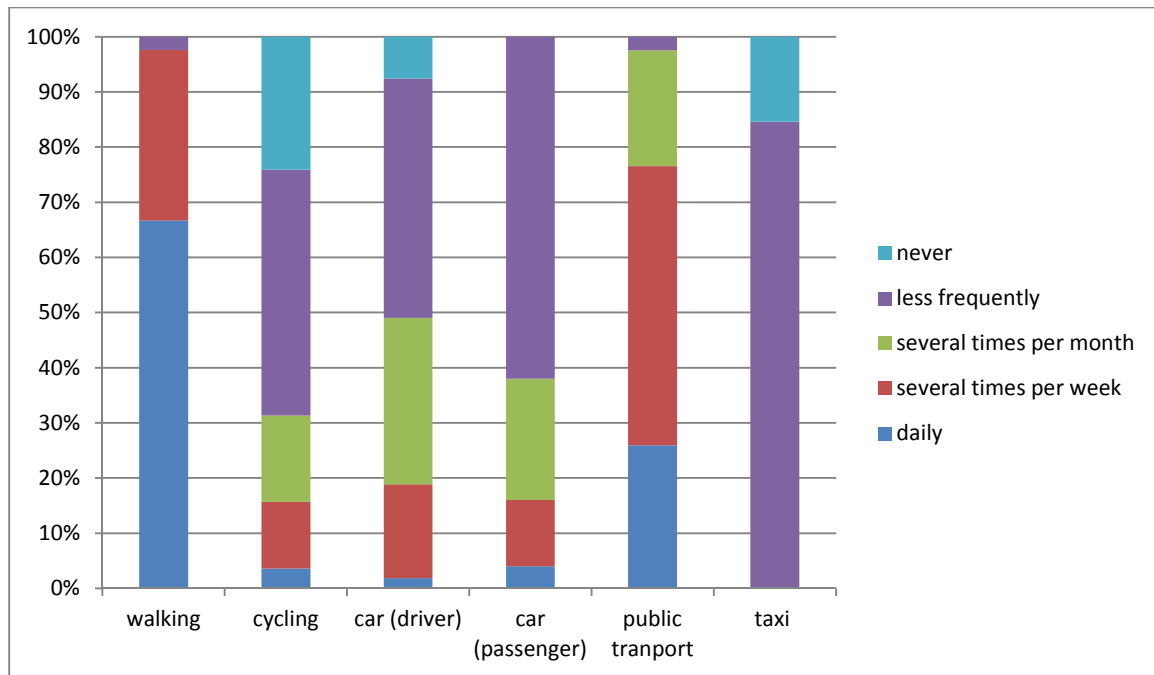
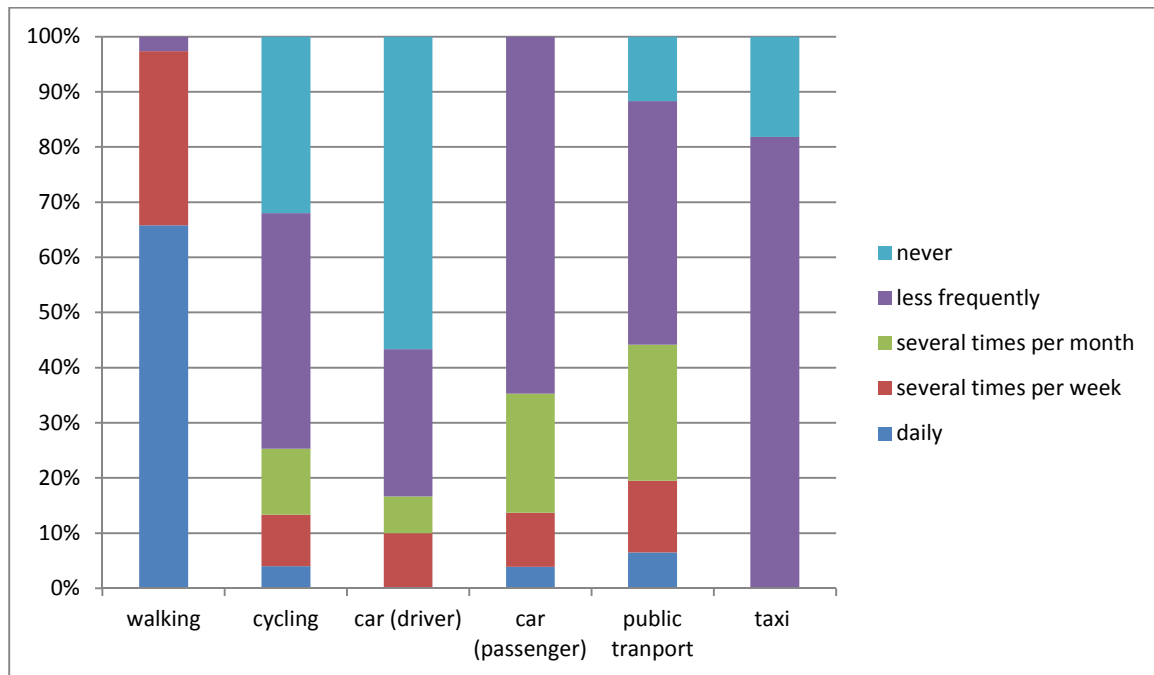


Figure 35: Travel behaviour (senior citizens mobility training in Munich, public transport training)



Key findings

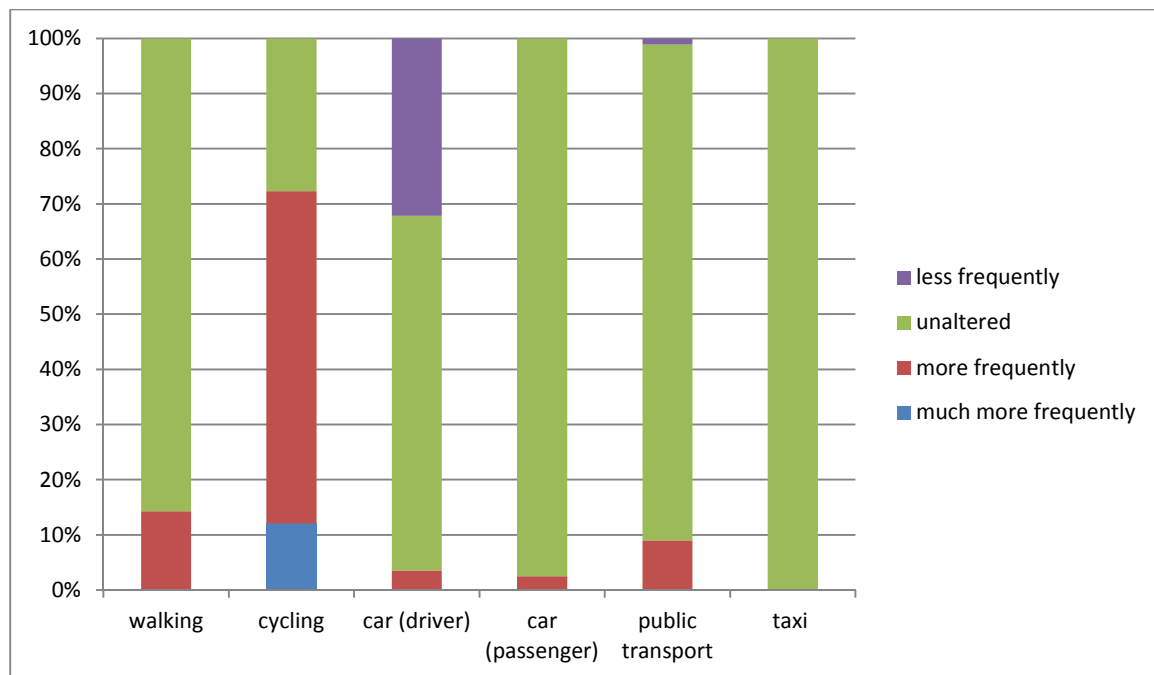
A Cycling safely into old age

Nine courses with over 1.000 senior participants or people who were interested in the theme were held in 2009 and 2010.

70% of the participants answered they intended to cycle more or much in the future, see Figure 36, what really surprised us and it would be very helpful to get in contact with these people again and see if they do so. The

rest of the participants stated their transport pattern would be unaltered. In addition, 32% of the participants answered that they intended to drive less in the future.

Figure 36: Intended travel behaviour (senior citizens mobility training in Munich, cycling training)



Finally, the course was given the following marks:

- Was it well organised? 4,9
- Have the contents been understandable? 4,8
- Are the outcomes useful for you? 4,8

B Walking: Senior citizens' neighbourhood maps

One course was held with 13 participants in 2009 before changing the concept. The evaluation is based on the next three courses that were held in 2010 with 31 participants.

Here, the course was given the following marks:

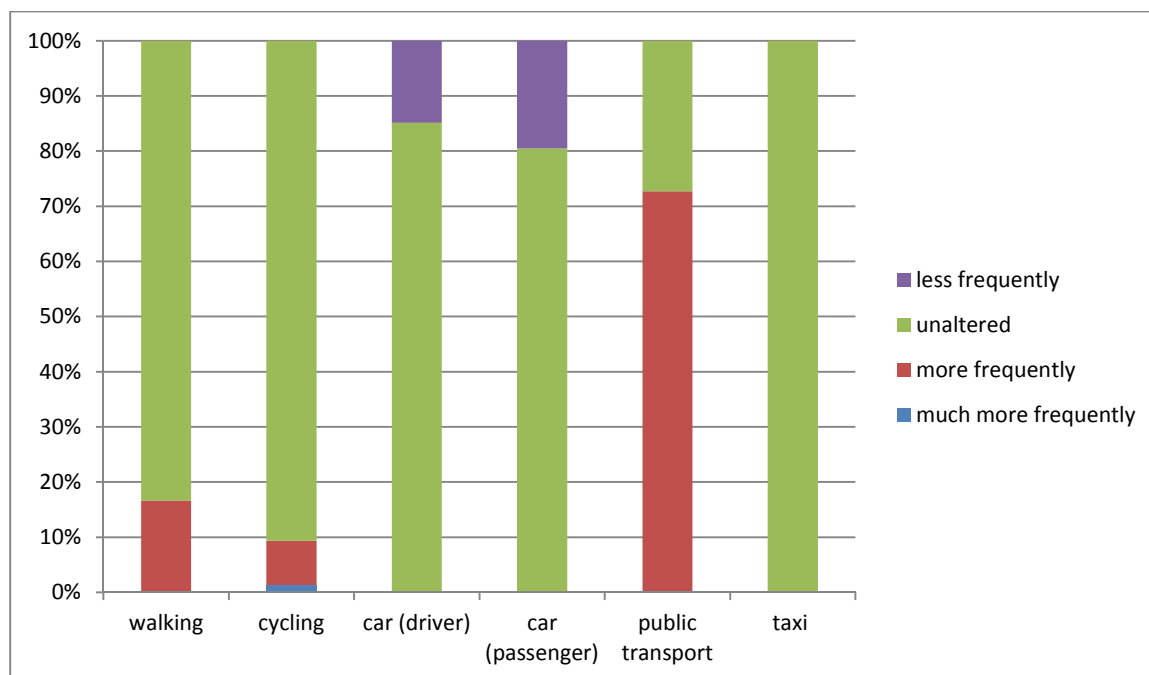
- Was it well organised? 4,8
- Have the contents been understandable? 4,8
- Are the outcomes useful for you? 4,7

C Public transport training

Eleven courses in 2010 with 77 participants. The course was very popular among the participants.

72% of the participants answered they intended to use public transport more in the future. The rest of the participants stated their transport pattern would be unaltered, see Figure 37.

Figure 37: Intended travel behaviour (senior citizens mobility training in Munich, public transport training)



Finally, the course was given the following impressive marks (maximum mark was 5):

- Was it well organised? 5
- Have the contents been understandable? 5
- Are the outcomes useful for you? 5

Costs and efforts

A Cycling safely into old age

It requires approx. a couple of months up to one year to get the training rooms, the cycles and to announce the courses via multipliers and local media. This is also depending on the local bicycle retailers and their product lines as well on the network of the main organisation involved. If funding is needed, it also takes time to get it.

This categories of costs need to be considered:

- Rental fees for rooms and sometimes bicycles (sometimes transportation of the cycles must be paid)
- Expert honorary (for example for physiotherapists)
- Hosting costs (coffee and cake)
- Printing costs for course material and advertisement stuff (i.e. flyers, posters and announces)
- Staff costs

Because there is no entrance fee from the participants the course needs funding. This funding can come from the municipality, bicycle traders and companies or also health insurances. In Munich money comes from the municipality and later on the training scheme was part of the EU-Project AENEAS.

B Walking: Senior citizens' neighbourhood maps

To plan a scheme like this take from half a year to a year. The training sessions themselves could be planned really fast but there should be enough time to involve partners and to advertise the product.

This types of costs need to be considered:

- Staff costs
- Print material
- Rental fees for rooms
- Charge for experts
- Catering

C Public transport training

The main costs of the public transport training can be divided in staff costs and direct costs for equipment. Staff cost include all costs occurring during the planning and the implementation of the training measure. Cost thereby incurred for the bus driver, the trainer and the mobility professionals. Further costs need to be considered for the allocation of the bus, the training site, give-aways for the participants, public transport tickets for the city tour and costs for provision of lunch and coffee for the seniors.

Transferability

A Cycling safely into old age

In general it can be said that this measure is easily transferable to other cities. It is still important to involve stakeholders, as in this case the Older People Service Centres, to be successful. It helps if the city has good cycle paths because this can take away fears from older people about security issues.

Key conditions are to have a suitable training space with quiet teaching rooms and a safe practice area. Also a variety of cycles is important. It is recommended to work together with local traders or companies because these special cycles are often expensive and also needs special knowledge. It's a good idea to work together with experts like the local police and physiotherapists because the target group trusts them a lot.

B Walking: Senior citizens' neighbourhood maps

Take-up cities & organisations should keep in mind to have cooperation with well-known and trusted partners, like the local police who have the knowledge about the topic and also a good standing in the target group.

Older people interest groups or meeting places like the Older Citizens Service centres are great partners to involve the target group and to make a well-directed advertisement. Often, they can also provide training rooms and needed infrastructure. Also the very well accepted "coffee and cake" break could be provided there.

Involving decision makers and people from the municipality could bring hoped changes to reality.

Set reachable aims when involving the participants. People get easily demotivated when results or next steps are too far in the future. It's better to make step by step aims and to fulfil more than promised.

C Public transport training

With a certain effort and manpower, the measure can be transferred also to other cities. Smart planning and dedicated implementation of involved partners are a precondition. There should be a good and trustful cooperation between the public transport organisation and the external partner. Long term planning of all matters of the measure is strongly recommended. Good practice examples from other cities and organisations are very helpful just like political encouragement.

City of Odense (Denmark)

The City of Odense is the 3rd largest city in Denmark with 190.000 inhabitants of which 40.000 are aged 60 or older. Odense is also the largest city in the South Denmark Region and is the capital on the Island of Funen. Odense is a very old city with roots back to the Iron and Viking Ages and the birth place of the world famous story teller Hans Christian Andersen and the composer Carl Nielsen. Odense has a strong focus on culture, business, a vibrant student life and many parks and green areas which bring a pleasant atmosphere to the city.

The general transport situation in Odense

With an almost complete cycle path network of more than 550 km's and hundreds of speed bumps, Odense provides a unique infrastructure for walking and cycling for all ages. Since 1995 cycle trips have increased considerably, while car trips have declined on shorter trips. In 2008, cycling covered 25% of all trips in the municipality and in central areas it exceeded 50%.

In June 2009 a traffic and mobility plan for the City of Odense was enacted. The plan contains different suggestions as to how the future transport situation should look and works with a time horizon until 2020. The plan aims at promoting sustainable transportation modes like public transport, cycling and walking, and shows how the different modes can be combined – such as park and ride. The aim is to increase cycling trips with 35%, trips by public transport with 33% and reduce the share of car trips with 16%. As a result of the traffic and mobility plan a number of primary roads will be closed, including Thomas B. Thriges Gade, where 35.000 cars drive each day. In addition, the city centre will be divided into four traffic zones. It will not be possible to drive from one zone to another. Instead, drivers have to use the ring road. Several underground parking facilities will be established along a parking route. Finally, the speed limit will be reduced to 40 km/h on and inside the parking route and it is the plan to implement a 30 km/h zone in residential areas within the parking route.

Regarding older people's mobility in Odense, two policies were adopted in 2007, a policy for the life of senior citizens and a health policy. In practice these policies means that – amongst other things – the City of Odense will:

- Give priority to cycle and footpath connections and routes as well as the quality of the surroundings and green areas
- Ensure that public areas, squares and streets are accessible for senior citizens, who are weak or handicapped
- Ensure that cycle and footpaths are safe and well-lit 24 hours a day
- The number of citizens, who are physically active must be increased
- The opportunities for physical activity must be easily accessible for everyone, regardless of age and physical capability
- Citizens' responsibility for and desire to make healthy choices must be increased
- The negative effects of health must be avoided and a high degree of environmental protection should be maintained.

12 Measure ODE-1: Guided Cycle Trips in Odense

12.1 Key characteristics

Basic facts

A Cycle trips

In 2009 and 2010 the City of Odense and eight volunteer cycle captains planned and carried out 45 cycle trips with the aim to encourage and promote cycling among older citizens. The trips had different lengths, destinations and starting points in order to reach as many people as possible and to show the variety of cycle possibilities in Odense.

Our cycle captains are people between 58 and 72 years old who wanted to accompany older people cycling. On each trip, two cycle captains were in charge (showing the route and making sure the participants were enjoying the trips etc.). Our cycle captains are all experienced cyclists and fit to be responsible for others. Among other things they have participated on a first aid course, learned about cycling in larger groups and about cycling planning in Odense.

Up to 15 participants besides two cycle captains were participating in each trip. On several trips, the participants met with a person from the municipality who told about the area they were cycling in. In addition, most trips were planned so the participants could enjoy lunch together during the trip. Each trip took between 2 and 4 hours.

Registration was necessary, because the trips had a maximum limit on 15 participants due to safety issues. It was possible to sign up for the trips in two different ways:

- By telephone
- By the internet

B Cycle course

Furthermore, a 2-hour cycle course was carried out in November 2010 with focus on safety, bike maintenance and ergonomics. The course consisted of a mix between dialogue between the participants and the teachers and practical lessons, including balance lessons and trying different types of bikes. Overall, 3 courses were carried out and we had up to 20 participants on each course.

Background and objectives

The City of Odense was the initiator.

A Cycle trips

Research shows that active older people are healthier than non-active. In this way, travel more actively can improve your health. In addition, many car trips are below 5 km and statistics shows a decrease in the number of cyclists among older people – especially in the age group 70+. Therefore, the City of Odense wanted to encourage older people to continue cycling by arranging at least 15 guided cycle trips different places in Odense. In relation to this, the City of Odense planned to appoint and train at least six cycling captains, so they could accompany older people cycling.

Overall, the objectives were:

- To keep older people cycling regularly after participating on our trips
- To show the variety of cycling possibilities in Odense

B Cycle course

Research shows that older cyclists have a particular high risk for getting injured if they are in an accident. Most accidents do not involve other road users, but happens because the cyclist loses balance and fall over. Often older citizens stop to cycle due to fear of falling or being involved in an accident. Therefore, we wanted to put focus on older cyclists and in addition teach them in traffic safety, bike maintenance, ergonomics etc.

Overall, the objective was to raise awareness on safety issues and how they can be avoided

Users and target groups

The target group was people who are 60 years old and older both for the cycle trips and on the cycle course.

A Cycle trips

The cycle captains were defined as people who are as least 55 years old. Further, they should be experienced cyclists and fit to be responsible for others on the cycle trips.

The cycle trips were announced in the local newspaper, magazines and web pages targeted at older people. Further, posters and brochures were distributed to liberates, organisations representing older people, sport clubs etc.

We found our cycle captains through an advert in the local newspaper and a magazine target at older citizens.

B Cycle course

The cycle course was announced in the local newspaper and on homepages target to older citizens and a flyer was distributed to older citizens.

12.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

A Cycle trips

Volunteer Cycle Captains participated on the trips and made different suggestions to cycle routes and participated in planning meetings.

The Senior House Odense made the home page with enrolment and a description of the trips.

B Cycle course

The City of Odense was in charge of all the practical work such as arranging a venue, marketing etc.

Danish Cyclists Federation was in charge of the content of the cycle course.

Implementation Process

A Cycle trips

The eight cycle captains were found through adverts in the local newspaper and a magazine distributed to older citizens in Odense. Six men and two women between 58 and 71 years old volunteered as cycle captains.

Initial, the cycle captains among other things participated on a first aid course, learned about cycling in larger groups including safety and participated in an information meeting about cycling planning in Odense.

Furthermore, all trips were planned together with the cycle captains, where we before each season had one or two meetings with them. Before these meeting, we asked our cycle captains to make different suggestions to cycle routes so focus on the meeting was on deciding which routes to cycle and settle on dates and time.

Once the trips were planned, the City of Odense started to market the trips by making adverts, posters and brochures. Furthermore, a homepage with information about the trips was made.

B Cycle course

The content of the cycle course was developed in cooperation with the Danish Cyclists Federation where we among other things looked at cycle course targeting at older citizens taking place in other cities across Europe. Once the content was developed, the City of Odense started to market the course by making adverts and flyers.

Success factors (drivers)

- It was important to do good marketing so people knew about the cycle trips or cycle course.
- It was essential that the participants could sign up for the cycle trips both by phone and the internet, since many people in the target group prefer to use the phone.
- It was important that the cycle trips were starting different places in Odense so it was possible for the participants to go on a trip in their local area

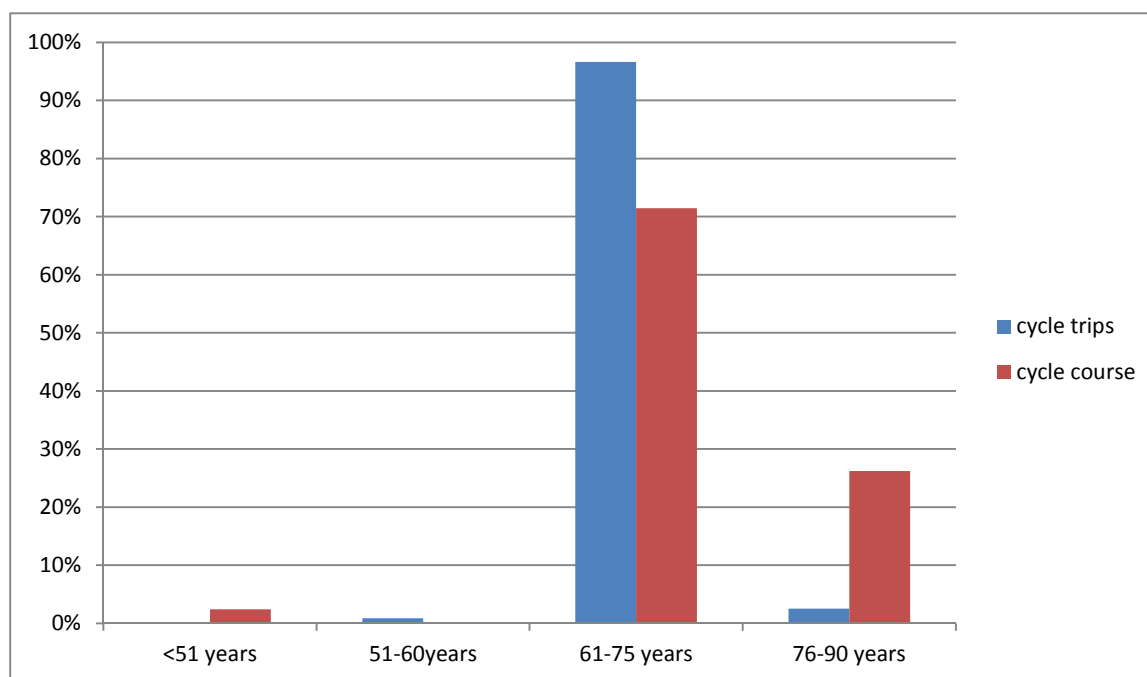
12.3 Evaluation

24 cycle trips with approx. 250 participants were carried out in 2009. In addition, the trips continued in 2010 and 2011 without AENEAS funding. In addition, three cycle courses were carried out in 2010 with approx. 50 participants. Both activities were evaluated by questionnaires (123 questionnaires from the cycle trips and 23 questionnaires from the cycle courses).

The participants

Overall, most participants were between 61 and 75 years old, see Figure 38. On the cycle trips average age was 66 years old where the oldest participant was 84 years old. 57% of the participants were women and 43% men. The cycle trips were the AENEAS activity in Odense with most male participants. On the cycle course average age was four years higher (70 years old) just at the percentage of women was higher with 64%.

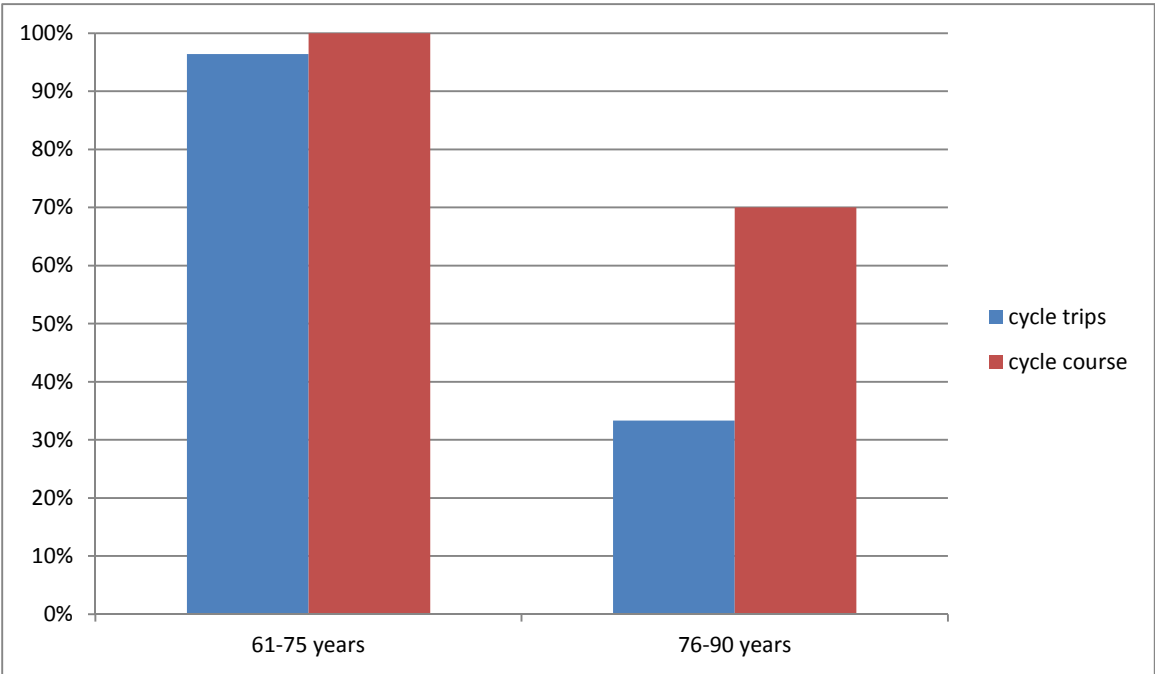
Figure 38: Age groups (guided cycle trips and cycle course in Odense)



Mobility behaviour

The majority of participants had a driving licence – close to 100% up till 75 years old. In addition, all participants without a driving license were women (see Figure 39).

Figure 39: Driving license ownership by age (guided cycle trips and cycle course in Odense)



Most participants either cycled daily or several times per week, while only a few almost never cycled, see Figure 40 and Figure 41.

Figure 40: Travel behaviour (guided cycle trips in Odense)

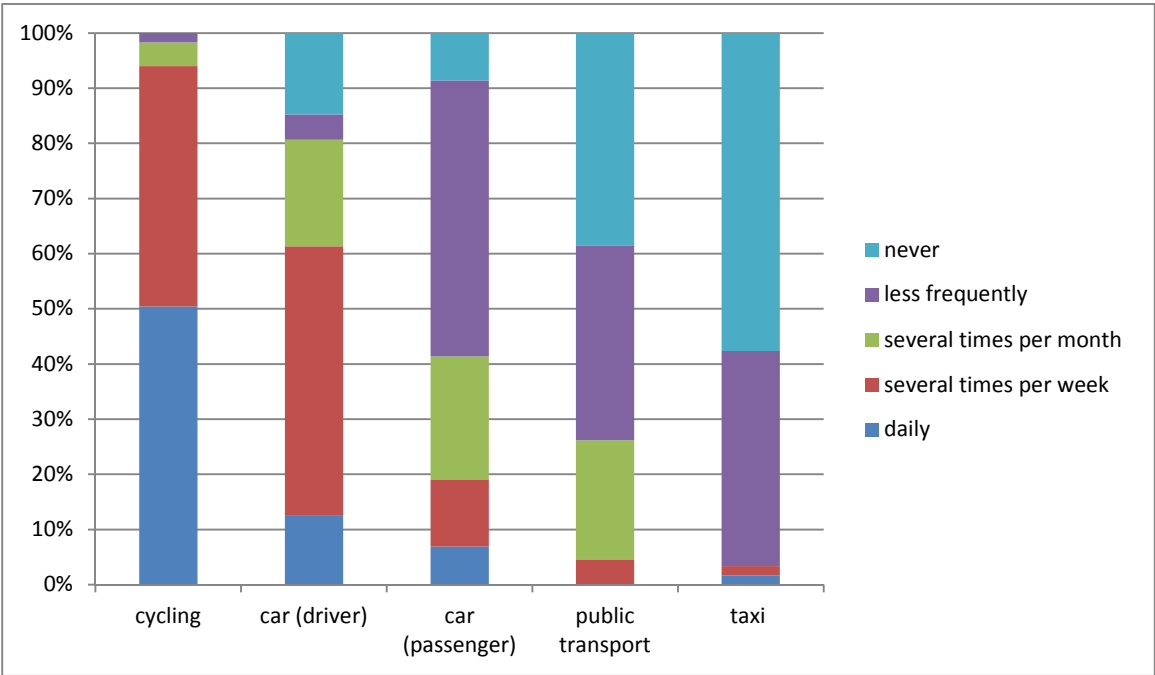
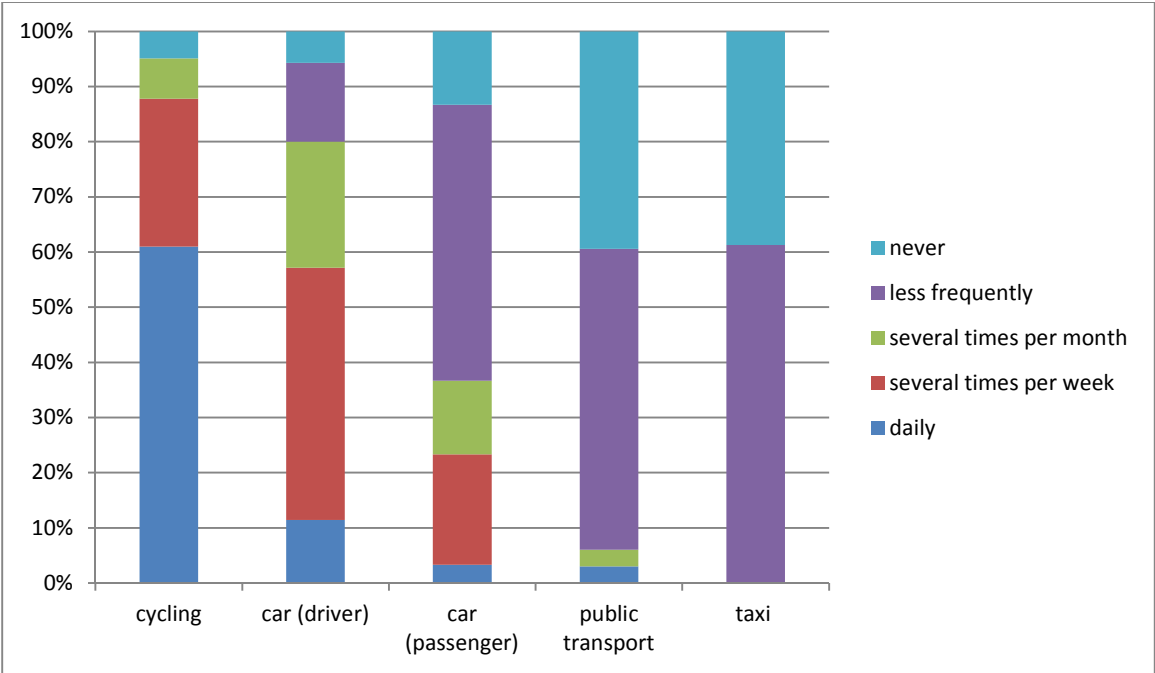


Figure 41: Travel behaviour (cycle courses in Odense)



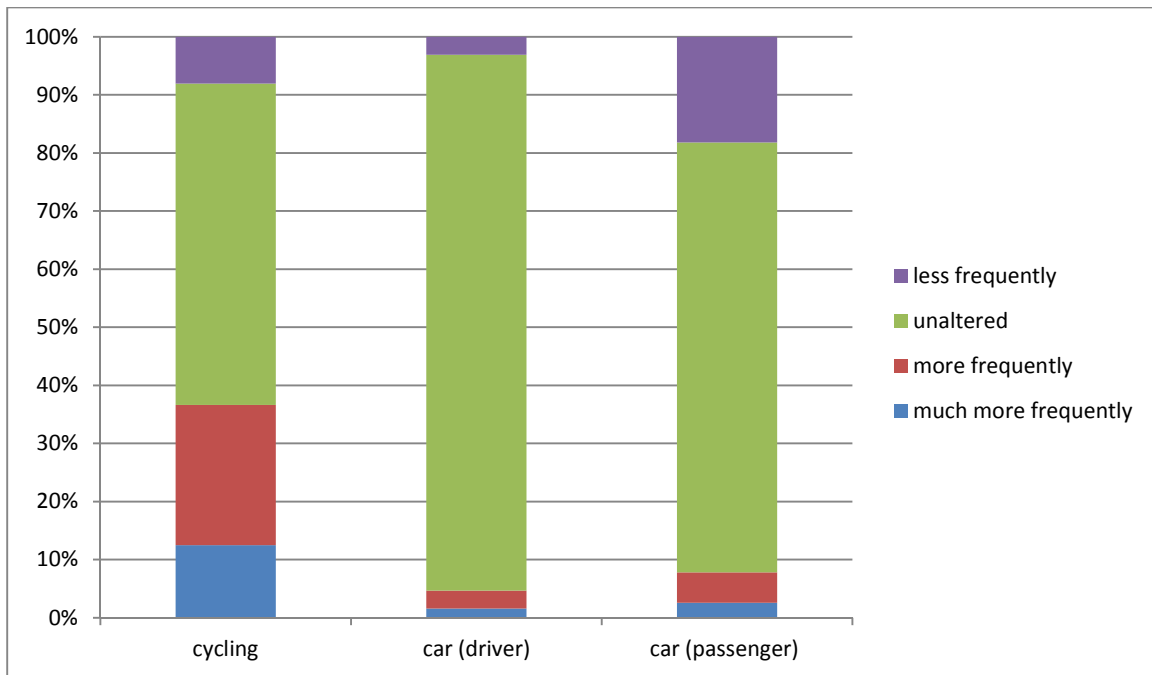
Key findings

A Cycle trips

The trips have been very popular both among the participants and the cycle captains. Thus, the participants have given the trips an average mark of 4,9 (maximum mark was 5). In addition, we have had a waiting list on most trips in 2010 due to a very high demand.

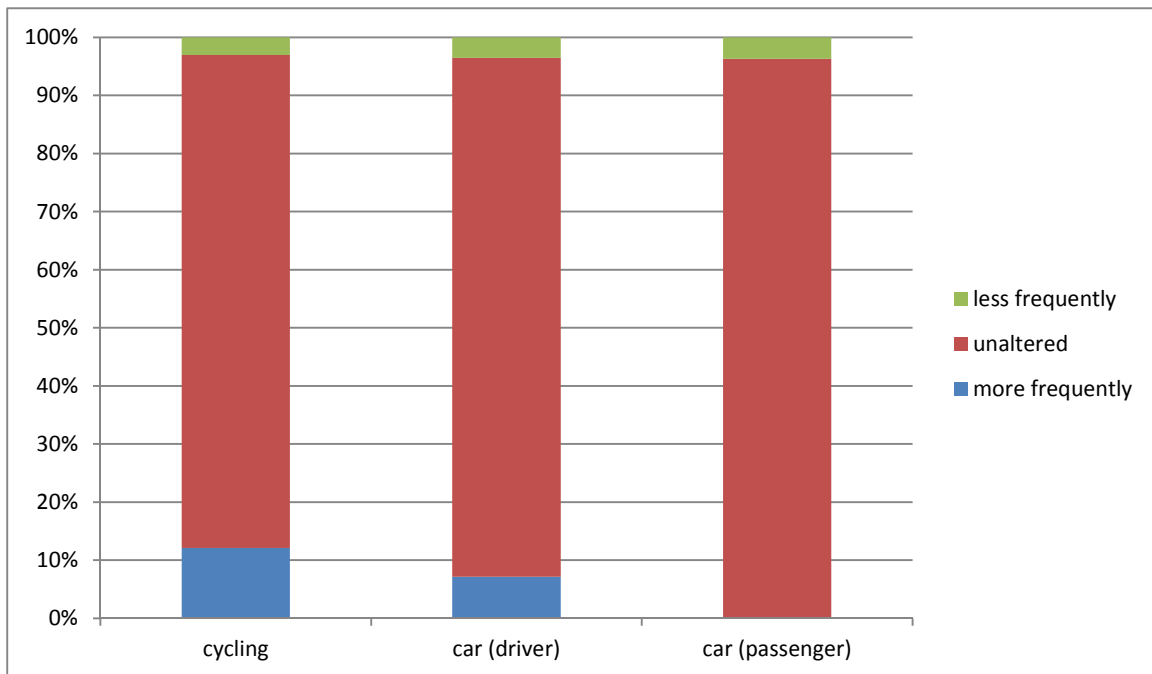
Further, 40% intent to cycle more in the future, while 23% want to drive less as a driver, see Figure 42.

Figure 42: Intended travel behaviour (guided cycle trips in Odense)



We found out that the most popular trips were those where the participants meet a person from the municipality who told about the area they were cycling in.

Figure 43: Intended travel behaviour (cycle course in Odense)



B Cycle course

The course was very popular and the participants have given it an average mark 4,9 (maximum mark was 5). In addition, most of the participants answered that they would recommend the course to others, and the ones

who did not use a helmet before the event all answered they intended to do so in the future – one person wrote “I intent to start using a helmet after this great event”.

Only a few participants answered they intended to cycle more in the future – most stated their transport pattern would be unaltered.

66% answered they feel more safe on a bike after participating on the course.

Finally, the course was given the following grades:

- Was it well organised? 4,8
- Have the contents been understandable? 4,9
- Are the outcomes useful for you? 4,8

Costs and efforts

A Cycle trips

Overall, it takes some effort to plan and implement cycle trips for older people. Especially, the initial planning phase can be time demanding. However, it becomes less demanding when the initial planning phase is over and after a year it only takes a small effort to continue the trips. Here, trips can be reused, people are familiar with the trips and layout for the adverts and brochures can be reused.

Our cycle trips run in May to June and August to September. We usually have the first meeting with our cycle captains in February.

When carrying out similar trips it is important to consider costs for marketing and in addition we decided to buy yellow vest to the participants and different cycle equipment for the cycle captains.

The trips have been free of charge.

B Cycle course

It takes some effort to plan and implement a cycling course the first time, but after having ran the course a few times it becomes easier and less time demanding.

When carrying out similar courses it is important to consider costs for marketing.

Transferability

It is relative easy to carry out similar trips in cities with a similar cycle culture. In cities without a cycling tradition it might be more difficult. Here we would recommend beginning with a course in safety training etc.

13 Measure ODE-2: Mobility in Urban Area (Odense)

13.1 Key characteristics

Basic facts

A Accessibility plan

In 2008, it was decided to make an accessibility plan for the City of Odense with the purpose of improving accessibility in the inner city. Here accessibility means that public areas, squares and paths are accessible for everybody.

A main focus was on participation when making the accessibility plan. Thus, two workshops with older citizens were carried out.

At the first workshop the participants were asked to point out places where the accessibility was poor and to write a short comment on the problem they had identified. Based on this workshop two walking routes were drawn connecting most of the identified places and important places like the main station, a pedestrian area, doctors and dentists, shops, public offices and green areas - both routes also went through the inner city.

Afterwards, every obstacle on the two walking routes and possible solutions were identified.

At the second workshop, the two walking routes and their problems and potential solutions were presented and discussed with the participants.

B Safety trips in 2010

In September 2010 the City of Odense arranged guided safety tours for senior citizens. On five guided tours a retired police officer re-educated our senior citizens about the roles of safety as a pedestrian. In addition, on each trip the participants were told about city and traffic history.

Afterwards, the participants received a gift bag with a slap wrap reflex and a brochure with advice for senior pedestrians contributed by the Danish Pedestrian Association. Furthermore, the wrap reflex and brochure were distributed to citizens over 75 years old when visited at home by senior consultants.

In this way, we wanted to help our senior citizens to stay safe and encourage them to stay active in the winter season when it is dark and sometimes very slippery on the roads.

C Walking maps

Finally, four walking maps were made. Each map shows three walking routes in a local area and a walking route in the city centre. In addition, bus stops, benches, toilets and other points of interest for older citizens are shown on these maps that also contain information about the different walking trips.

Background and objectives

The City of Odense was the initiator.

The City of Odense has worked with accessibility for several years and it is a goal to create a continuous and intuitive traffic system for all users. Among other things, this means that traffic areas and squares are planned and implemented with a view to improve accessibility as much as possible.

In addition, older citizens are not always aware of the physical limitations that old age inevitably ensures when it comes to being a pedestrian. Not only do their sight and hearing get impaired, but also the ability to react quickly deteriorates, and it gets more difficult to turn their heads to look out for traffic.

Older people can do a lot to increase their own safety simply by incorporating good traffic habits and being mindful and aware of their physical limitations, and compensating for this by being extra careful and attentive in traffic.

Overall, the objectives were:

- To improve walking conditions
- To raise awareness on safety issues and how they can be avoided
- To keep older people walking regularly

Users and target groups

The target group was people who were 60 years old or older.

In relation to the accessibility plan a special focus was on older people with mobility problems. Here, the participants were invited to the two workshops through adverts in newspapers and direct invitations to different organisations representing older citizens and handicapped people.

Our safety trips were announced in the local newspaper, in brochures distributed to liberties and organisations representing older citizens and on homepages targeted older citizens.

13.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

A Accessibility plan

The City of Odense worked together with a consultancy who wrote the accessibility plan.

The Council of Aged and the Council of Handicapped People

Older citizens and several organisations representing older citizens were invited to the two workshops.

B Safety trips

We worked together with a retired police officer who was in charge of the five safety trips. Among other things, he helped plan the trips.

C Walking maps

Stakeholders were not directly involved in this part of the activity. However, we often talked about these maps when having other meetings with the target group and in this way gain useful input to the maps.

Implementation Process

A Accessibility plan

In this part of the activity the main steps to perform were the following:

- Initial meetings with the consultancy, the Council of Aged and the Council of Handicapped People in order to decide on the content of the accessibility plan and its process
- 1st workshop - getting input to the accessibility plan
- Afterwards, two walking routes were drawn connecting most of the identified places and important places like the main station, a pedestrian area, doctors and dentists, shops, public offices and green areas - both routes also went through the inner city. Every obstacle on the two walking routes and possible solutions were identified
- 2nd workshop - the two walking routes and their problems and potential solutions were presented and discussed with the participants
- Afterwards, the accessibility plan was elaborated

B Safety trips

The content of the safety trips was developed in cooperation with a retired police officer with a point of departure in walking advices from the Danish Pedestrian Association.

Once the content was developed, the City of Odense started to market the trips through adverts and flyers.

C Walking maps

Among other things the implementation process contained the following steps:

- Meetings with a communications bureau in order to discuss lay out
- Input from different stakeholders

Success factors (drivers)

- It worked well that the participants at the two workshops knew that their input was going to be used in the accessibility plan.
- In relation to the safety trips it was important to do good marketing so people knew about them

Obstacles (barriers)

Lack of matching of expectations (some of the participants at the two workshops felt the process with writing the accessibility plan was long and at the same time it was difficult for some to understand that it was not possible to solve all problems at once)

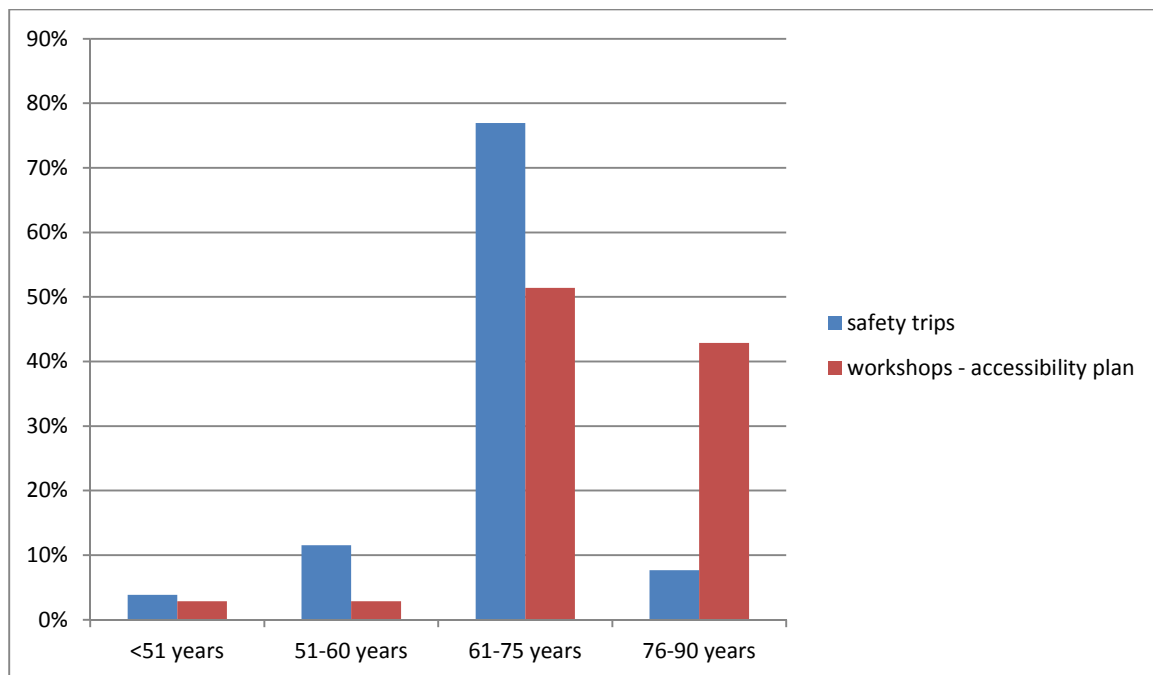
13.3 Evaluation

Only the safety trips were evaluated. Here, many of the participants used the tours to ask questions to the retired police officer about specific traffic situations and get updated on the best strategies for seniors to move in traffic.

The participants

On both the safety trips and the two accessibility workshops most of participants were between 61 and 75 years old as it can be seen on figure 1. Overall, the participants at the two accessibility workshops were in average 5 years older than the participants on the safety trips – average age was respectively 67 years and 72 years. In addition, more men participated at the accessibility workshops compared to the safety trips. However, women represented 83% of the participants at the safety trips and 62% of the participants at the workshops (see Figure 44).

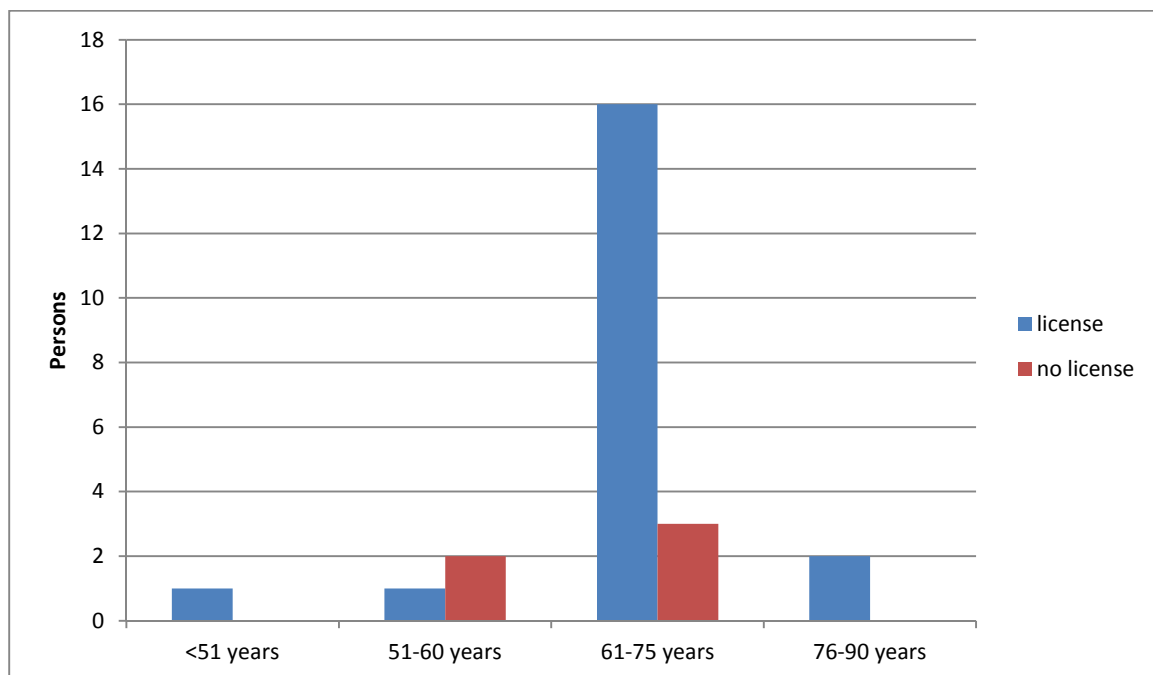
Figure 44: Age groups (accessibility workshops and safety trips in Odense)



Travel behaviour

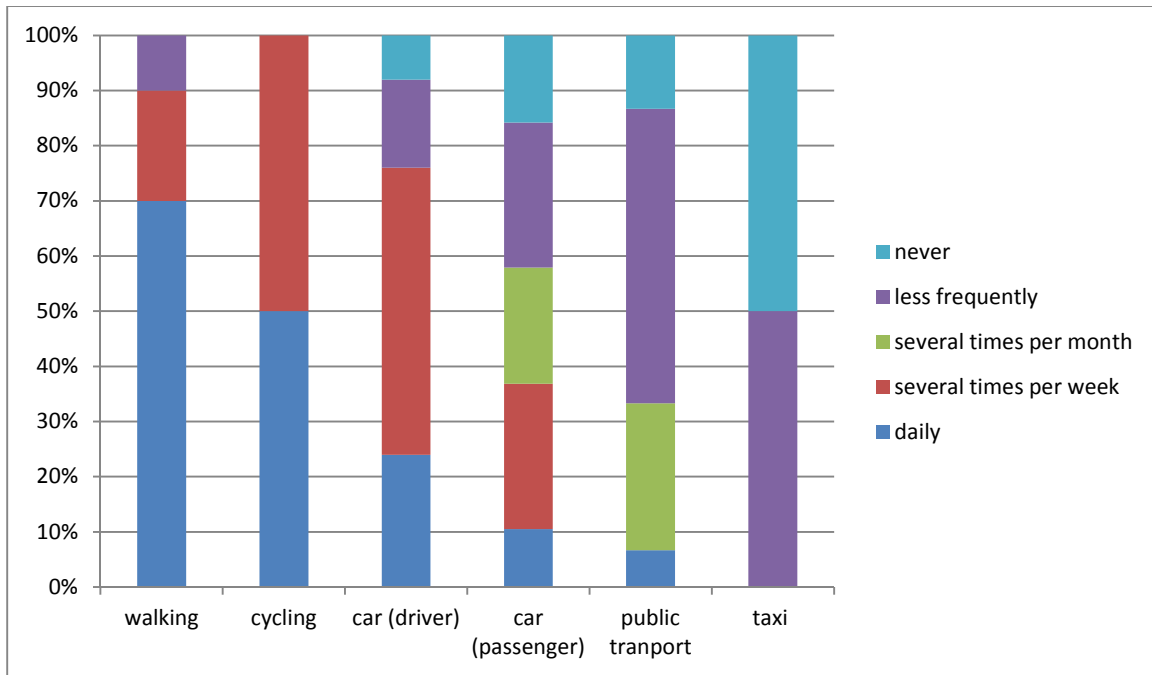
Most participants at the safety trips had a driving license, see Figure 45, and the few participants without a driving license were all women.

Figure 45: Driving license by ownership by age (safety trips in Odense)



Compared to the other AENEAS measures in Odense, the participants at the safety trips walk and drive more. As it can be seen in Figure 46, 90% walk either daily or several times per week.

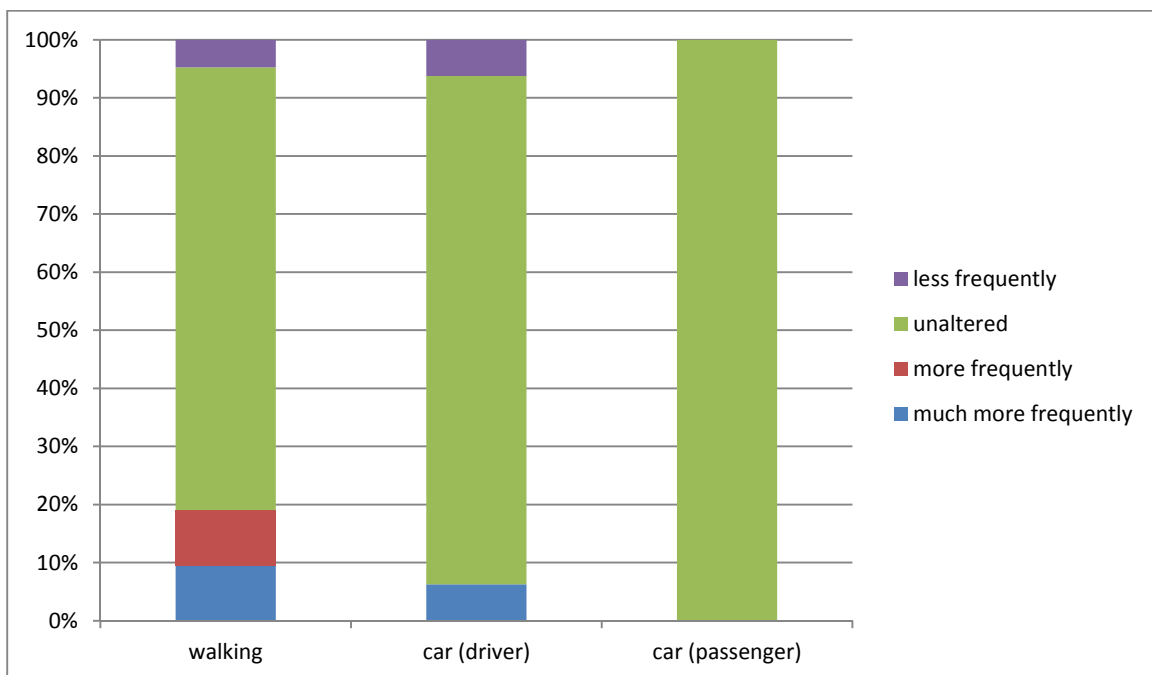
Figure 46: Travel behaviour (safety trips in Odense)



Key findings

In general, the participants did not intend to change their mobility behaviour, but would recommend the trips to other and participate again another time, see Figure 47. Close to 20% of the participants intend to walk more in the future while the majority intends to drive the same.

Figure 47: Intended travel behaviour (safety trips in Odense)



Finally, the trips were given the following marks:

- Was it well organised? 4
- Have the contents been understandable? 4,2
- Are the outcomes useful for you? 4,2

Costs and efforts

A Accessibility plan

It is important to consider costs for catering and staff costs.

B Safety trips

It is important to consider costs for marketing and staff costs.

The five trips were free of charge.

C Walking maps

It is important to consider costs for layout, printing and staff costs.

Transferability

Overall, it is important to involve citizens in the planning phase when writing an accessibility plan, and our process can easily be transferred to other cities. In addition, our safety trips and walking maps can also easily be transferred to other cities.

14 Measure ODE-3 Walking campaign in Odense

14.1 Key characteristics

Basic facts

A Walking campaign 2009

In September and October 2009, a four week walking campaign was carried out with the aim to encourage older people to walk more by arousing their awareness on how much or little they are walking every day. This was done by offering a step counter to older people and arranging walking trips different places in Odense.

With a step counter it becomes visible how much or little a person is walking every day and this awareness often results in an increase in the number of steps. In this way, the idea was that the participants would increase their daily number of steps through the four weeks the campaign lasted.

In order to see if the participants increased their number of steps we asked them to register their steps each week. Here, each registration gave a draw in a weekly competition. Overall, the registration showed an increase in the average weekly number of steps during the four weeks – though with a small reduction in the number of steps between the second and third week.

It was possible to sign up for the campaign in four different ways; phone, internet, showing up at the municipality and showing up at two larger local events. In relation to the registration of steps it is important that the participants can register their steps online and by paper, since not everybody in the target group is familiar with a computer and the internet.

B Walking campaign 2010

“Walking in week 15” was a walking campaign, where we had approx. 100 different walking activities such as guided tours, exhibitions, training activities, games and sports related to walking. We wanted to remind older citizens about the delights in walking such as getting exercise in an easy way, being with others, having fun and show the many different possibilities for walking in Odense. In this way, the aim was to encourage older people to walk more and thereby create a health habit of walking.

The walking activities were spread all over the municipality, so it was possible for older citizens to participate in an activity in their local area.

Our goal was to reach 2.500 older citizens and the activities varied in difficulty in order to reach as many people with different mobility needs and skills as possible. For instance, some activities were supported by walking assistants who would support slow walkers, push wheelchairs or accompany participants using walking frames. Furthermore, some of the walking assistants were part of an integration project with foreigners, who studied health care, and they help foreign seniors.

In order to keep the seniors encouraged to walk further after the campaign, step counters were handed out to the participants and the forming of walking clubs was suggested. Overall, approx. 2500 seniors participated in a walking activity and many more had been made aware of the benefits of walking.

Background and objectives

The City of Odense was the initiator.

Walking is the ideal way to exercise for older people, because it is simple, does not require a lot of equipment and can take place at any time and at all places.

Furthermore, it is important to be able to walk no matter how you are moving. Every time you take a trip, you begin and end with walking to get to or from your bicycle, bus or car. And a little walking will get you a long way, also when it comes to your health.

Initial, the Department of Older and Handicapped People has carried out different projects about walking – for instance a walk and talk project. Based on these experiences, we wanted to arrange two bigger events that

could put even more focus on already existing walking activities and furthermore see if it was possible to establish new walking clubs in areas where we had a lacked existing walking activities.

Overall, the objectives were to:

- Encourage older people to walk more in their daily day
- Establish new walking groups

Users and target groups

In both campaigns the target group was all senior citizens aged 60+. However, in the walking campaign in 2010 we had a special focus on citizens with mobility problems.

In both campaigns, the target group was reached by adverts in newspapers, posters and brochures distributed to libraries, sport clubs and the participating organisations. In addition, the local television decided to do a short spot on the campaign in 2010.

14.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

A Walking Campaign in 2009

The City of Odense was responsible for the campaign including coordination, while the Council of Aged, Senior House Odense and DAI (a sport clubs for older citizens) help carried it out.

They were involved in the planning phase through different meetings where the campaign was defined, planned etc. In addition, they played a large role in relation to getting participants, because it was possible to use their network to spread the word of the campaign.

B Walking Campaign in 2010

The City of Odense was responsible and coordinated the different walking activities. Further, the Department of Older and Handicapped People arranged many of the activities while the Department of Culture and Urban Development was responsible for all marketing.

Several organisations such as sport clubs, local liberates and associations representing older people arranged walking activities.

Stakeholders were involved through meetings and we were in close contact both through telephone and emails during the meetings.

One benefit for the participating organisations was that they got some marketing for free and through that maybe more participants to their future activities.

Overall, each organisation could decide on which activity they wanted to arrange and if they wanted to participate. In this way, we ended up working together with organisations who really wanted to participate and who felt ownership for the activities they arranged.

Implementation Process

A Walking campaign 2009

The initial planning phase started 6 months before the campaign was carried out. Here important stakeholders were identified and invited to join the planning phase. We had several meeting where for instance the campaign was decided on and planned in more details.

Once the campaign was planned, we began to focus more on marketing including how we could reach the target group and which material needs to be produced like adverts, posters etc.

B Walking campaign 2010

We started to plan the campaign approx. 7-8 months before it was carried out. As a contrast to the campaign in 2009, the City of Odense developed the concept before involving other organisations.

It was a small project group consisting of three persons who developed the concept, were in charge of coordinate the campaign and marketing. Here, the project group worked closely together with a few key persons who had contact to the different organisations which was a big help in order to identify and reach so many organisations as possible.

When planning the walking activities most of the work was carried out by the stakeholders, while the City of Odense focused on marketing and coordinating the different activities.

Overall, the planning phase was very demanding mainly because so many different stakeholders were involved - stakeholders with very different needs and skills since some were in an organisation or the municipality while others worked on a volunteer basis.

Success factors (drivers)

- It was important to do good marketing so people knew about the campaigns
- It was essential to work together with organisations representing older citizens both in the planning and implementation phases due to the valuable knowledge they have about the target group and also their large network to older people.
- It was important that the walking activities started different places in Odense so it was possible for the participants to join an activity in their local area
- It was a good idea to have a small group of people who coordinated the campaigns. In this way, it was easy to inform each other and react quickly on problems that might occur.

Obstacles (barriers)

B Walking campaign 2010

- A lack of matching of expectations. Some stakeholders felt they did not gain enough from this campaign. They believed they were too invisible due to the many activities going on at the same time.
- We had several problems with our step counters. It is important that step counters are simple, easy to use and in a high quality. After the campaign in 2009 we decided to return the remaining step counters due to negative feedback from the participants. This resulted in new step counters to the campaign in 2010, but unfortunately the quality was still unsatisfying.

14.3 Evaluation

Walking campaign – only evaluated the activities arranged by volunteer organisations and not the majority of activities arranged by the municipality (Department of Older and Handicapped People)

The participants

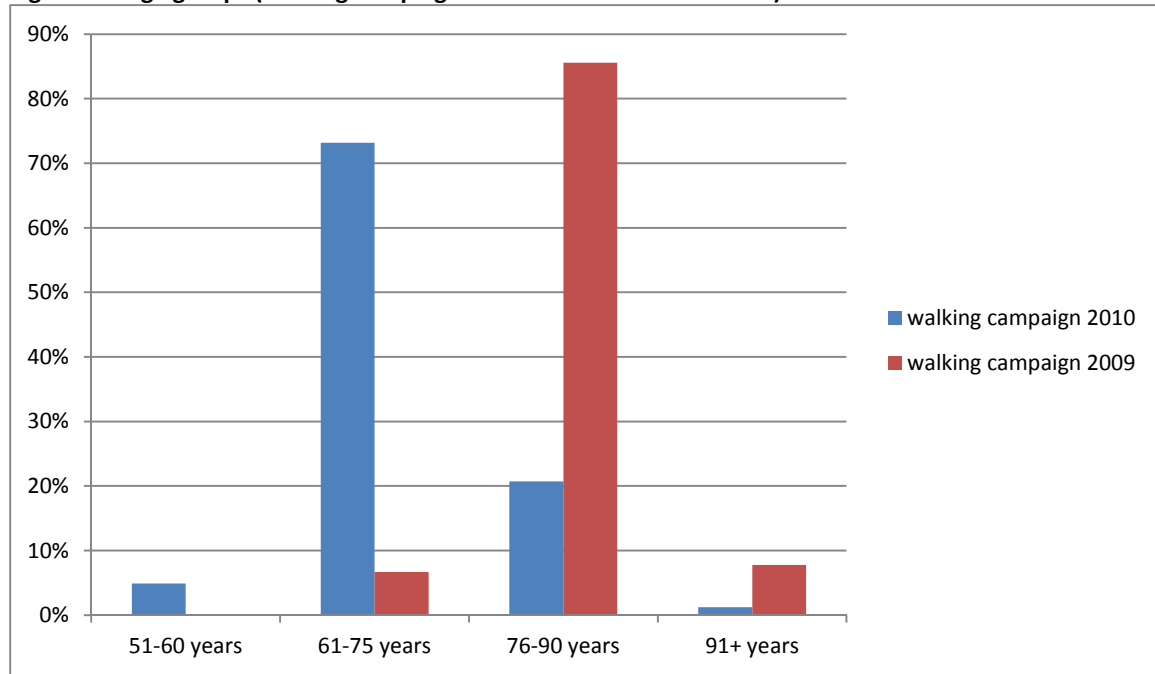
Overall, the campaign in 2010 attract more young older people compared to the campaign in 2009 – see Figure 48. In 2009 more than 80% of the participants were between 76 and 90 years old while more than 70% of the participants were between 61 and 75 years old in the campaign in 2010.

Approx. 500 older people participated in the campaign in 2009, and the participants were between 55 and 93 years old –average age was 67 years old. Respectively 40% men and 60% women participated in the campaign.

In the campaign in 2010 at least 2.500 seniors had participated in a walking activity, and many more had been aware of the campaign/made aware of the benefits of walking. Here, it should be mentioned that we only evaluated the activities carried out by volunteer organisations and not the activities arranged by the

Department of Older- and Handicapped People. Here, most participants were 75 years old or older. So in reality most participants were older than shown on the figure. Compared to the two other AENEAS activities carried out in Odense, the participants were older in both walking campaigns.

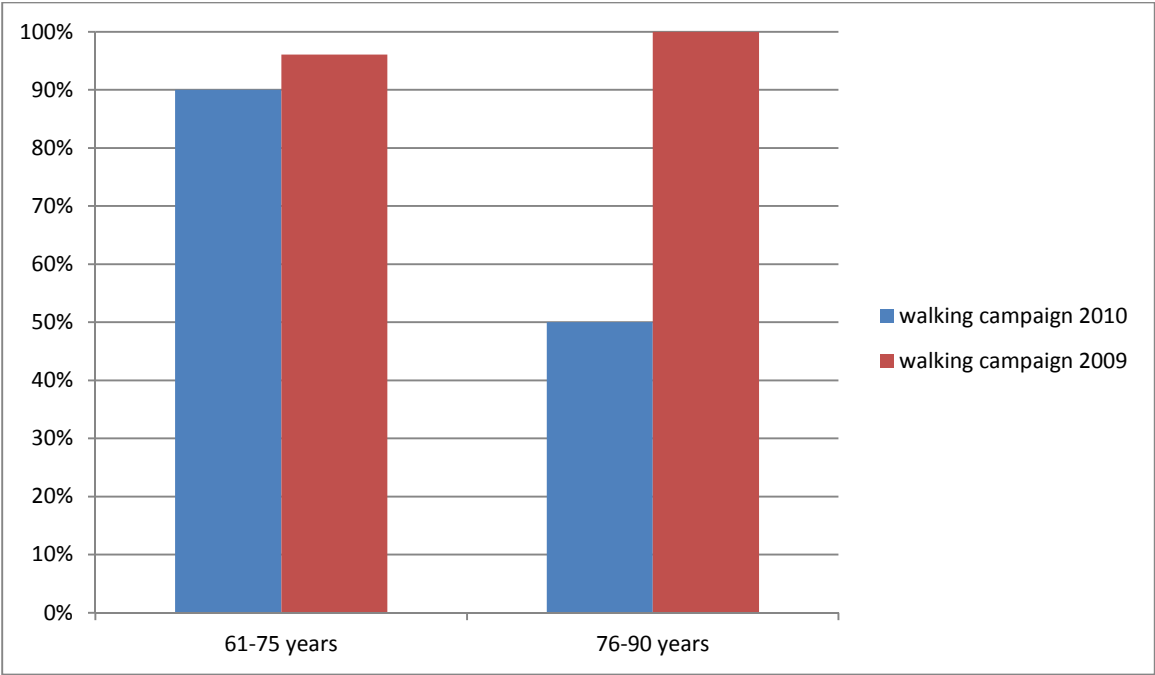
Figure 48: Age groups (walking campaign in 2009 and 2010 in Odense)



Travel behaviour

As in the other AENEAS measures in Odense most participants have a driving license – only in the age group between 76 and 90 years old in the campaign in 2010 was driving license ownership below 50%. In addition, women were more dominant in the group who do not have a driving license (see Figure 49).

Figure 49: Driving license ownership by age (walking campaign in 2010 and 2009 in Odense)



Compared to the other AENEAS measures in Odense, the participants cycle less on a regular basis – however, still more than 60% cycle daily or several times per week, see Figure 50 and Figure 51. The participants at the walking campaign in 2010 drove much more compared to the other AENEAS measures in Odense just as more of them were car passengers and used public transport.

Figure 50: Travel behaviour (walking campaign 2010 in Odense)

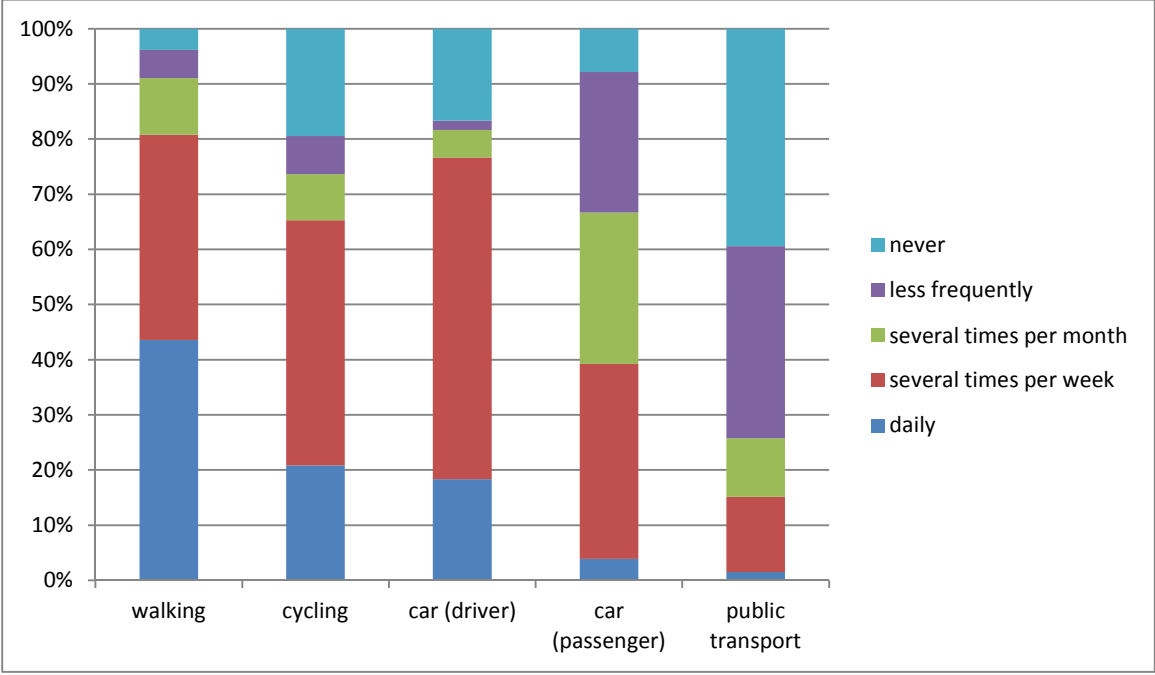
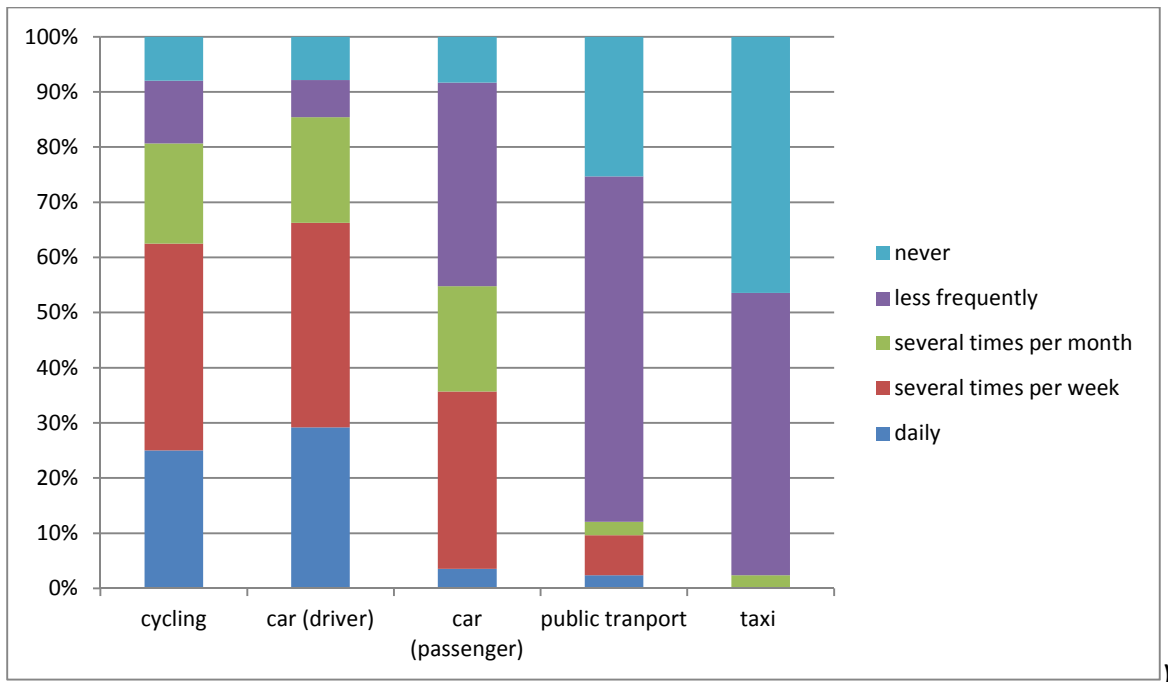


Figure 51: Travel behaviour (walking campaign 2009 in Odense)

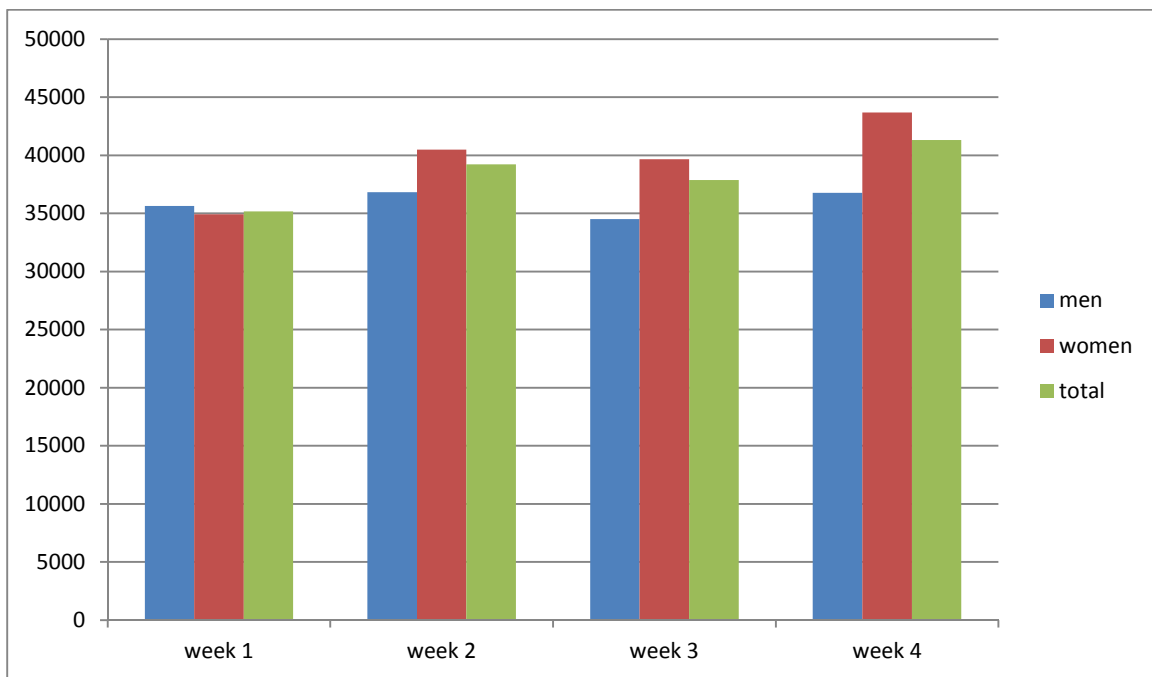


Key findings

A Walking campaign 2009

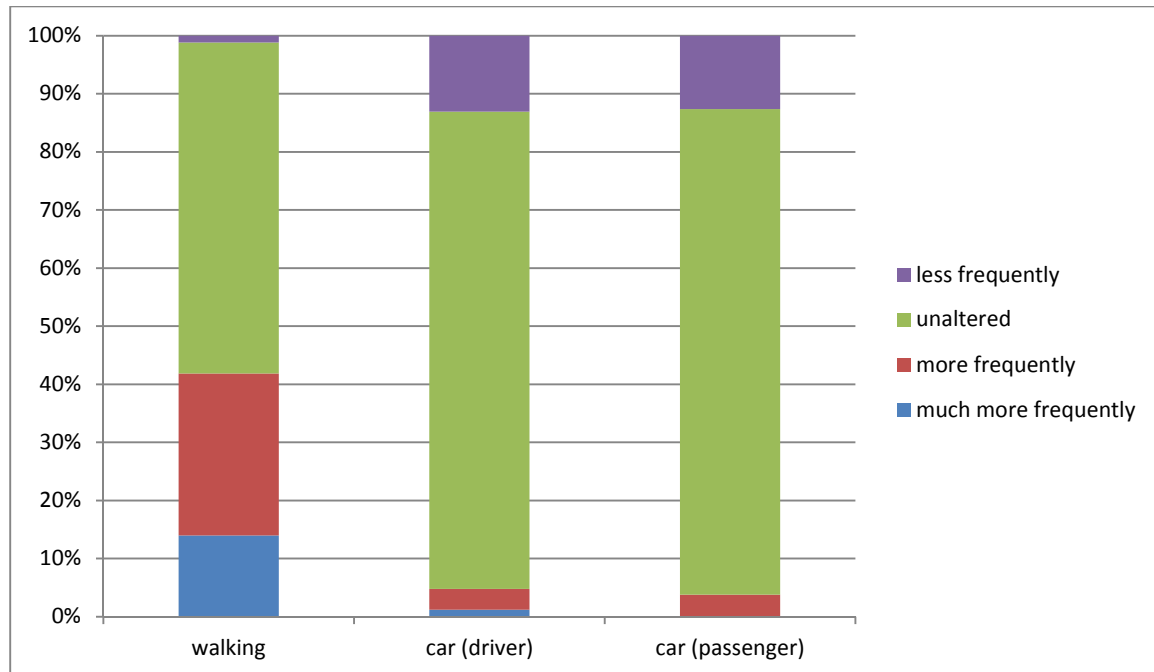
Approx. 500 older people participated in the campaign in 2009, and 220 participants registered their steps each week. This registration showed an increase in average weekly number of steps during the four weeks - though with a small reduction in the number of steps between the second and third week as shown in Figure 52.

Figure 52: Average number of steps for each of the four weeks (walking campaign 2009 in Odense)



Among other things, the evaluation showed that 40% of the participants intended to walk more in the future, see Figure 53, and 66% would recommend the campaign to others. Finally, one person wrote “all in all, I think the campaign was a push in the right direction. We have seen areas and paths in Odense and its surroundings that we after 26 years in the city did not know existed. Thank you”

Figure 53: Intended travel behaviour (walking campaign 2009 in Odense)



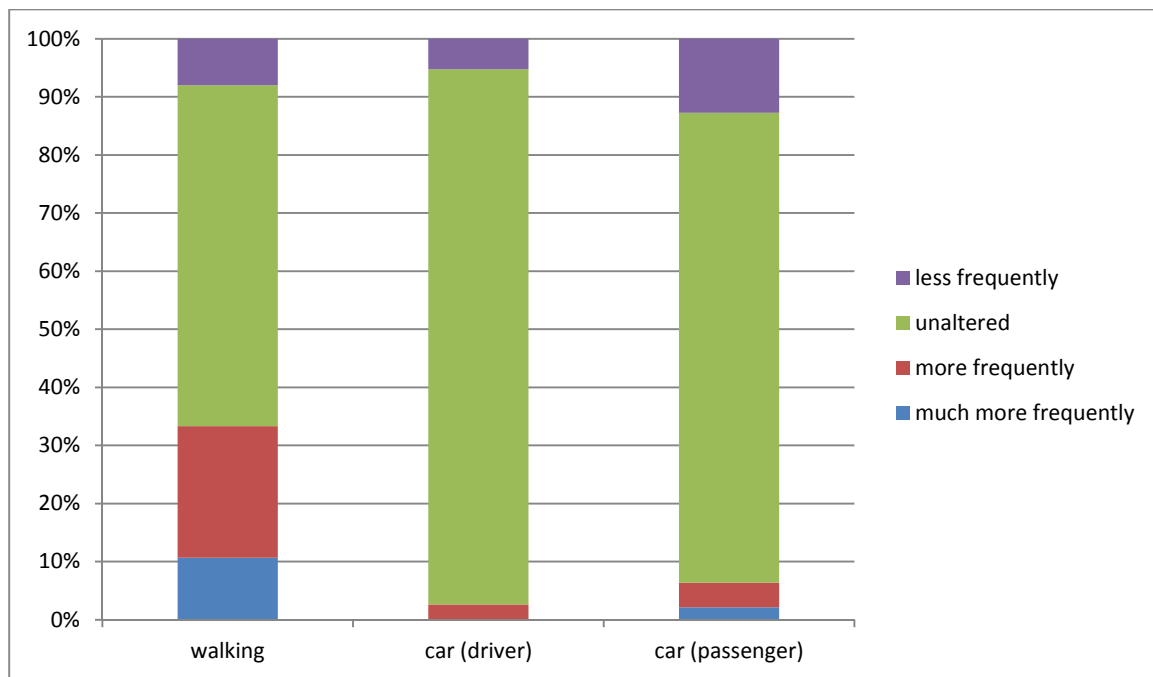
The course was given the following marks:

- Was it well organised? 3,7
- Have the contents been understandable? 3,3
- Are the outcomes useful for you? 3,1

B Walking campaign 2010

The participants had very different conditions for engaging in these walking activities. Some would walk effortlessly several kilometres, while others felt challenged to do even very short walks. However, by enjoying the activities a lot of the participants discovered that their ability to walk exceeded even their own expectations. Thus, the programme encouraged them to walk further the next time and ultimately incorporate more walking as a way of mobility in daily life. In addition, the evaluation showed that more than 30% of the participants intended to walk more in the future, cf. Figure 54.

Figure 54: Intended travel behaviour (walking campaign 2010 in Odense)



Almost every participant would recommend the campaign to others.

The course was given the following marks:

- Was it well organised? 4,6
- Have the contents been understandable? 4,6
- Are the outcomes useful for you? 4,6

After the campaign four new walking clubs emerged to carry on walking training, so help with starting new walking groups seem a great way to encourage more walking training carried out by citizens themselves. Overall, walking activities are very popular in Odense especially when it comes to guided tours. The participants were very pleased, and a lot of them asked for more guided walking activities in the future. Finally, especially the social aspect of walking with others was appreciated by the participants.

Costs and efforts

A Walking campaign 2009

We started to plan the campaign approx. 6 months before it was carried out.

Overall, the costs can be categories in:

- Marketing such as posters, adverts, homepage
- Step counters
- Staff costs

B Walking campaign 2010

It took 7 to 8 months to plan and implement this walking campaign. Here it is important to consider the following costs:

- Marketing
- Staff costs

Transferability

Both walking campaigns can be transferred to other cities without many adjustments.

The key condition for implementing a walking campaign is good contacts to organisations representing older citizens who want to join the campaign - otherwise it cannot be arranged.

Good marketing is another key aspect and to focus on the social aspects of walking.

In addition, it is important that a small group coordinate the campaign including secure that the involved stakeholders are working in the right direction.

City of Salzburg (Austria)

About Salzburg

Salzburg is the fourth-largest city (150.000 inhabitants) in Austria and the capital of the federal State of Salzburg. Salzburg's "Old Town" with its picturesque baroque architecture is one of the best-preserved historical city centres north of the Alps and was listed as a UNESCO World Heritage Site in 1997. Wolfgang Amadeus Mozart is the most famous son of Salzburg. The great Austrian poet Hugo von Hofmannsthal who founded together with Max Reinhardt and Richard Strauss "The Salzburg Festival" said, "Salzburg is the heart of the heart of Europe. It lies halfway between South and North, between Switzerland and the Slavic countries."

Due to its geographical position Salzburg is a very important traffic hub between northern and south-eastern Europe.

The general public transport situation in Salzburg

The city of Salzburg has a very modern trolley bus system (StadtBus) with eight lines and a route length of 158,4 kilometres. In addition there are several diesel bus lines and the S-Bahn (suburban railway) with three lines. Almost the whole historic centre is a pedestrian zone and invites people to explore the town by foot. Salzburg also provides one of the best urban cycling paths net in Austria.

Older people's mobility in Salzburg

StadtBus and ZGB started a project for older passengers in public transport in 2003 and have been developing many activities such as

- Mobility day
- Travel training for senior passengers
- Training for drivers, ticket inspectors and call centre agents
- Brochure for safe mobility in the bus
- Larger maps of the net, larger time tables
- Information about the tariffs for older people
- Coffee parties in senior clubs and old people's homes
- Information stands
- Lecturers and presentations at congresses
- Improvements in the vehicles
- PR and Marketing activities

15 Measure SAL-1: Mobility Management using the example of „Mobility Day“ in Salzburg

15.1 Key characteristics

Basic Facts

Once a year, StadtBus opens its doors to older people in Salzburg. This event combines information about public transport and alternative modes of transport as well as special offers for senior citizens from organisations, institutions and private companies. It is organised as a kind of exhibition for seniors and people with restraints in mobility. Older people usually arrive by public transport and benefit from the different services. The idea behind it is also to bring participating organisations together and encourage them to benefit from synergy of working together.

Beside the exhibition there are also lectures about safety or health topics as well as an entertaining program with music, lotteries etc. and a catering service.

Keep moving helps older people to participate in life and advance their quality of life. Additional to their feet they use all types of transport e.g. cars, bicycles, public transport, taxis and special transport services. In Salzburg as well as in other European cities older people's mobility is mainly based on individual car using. In many cases people don't know about alternatives to their private car. In the first step we want to inform people about eco-friendly modes of transport. In the second step we want to encourage especially older people to use more public transport and other energy-efficient modes.

But it is also necessary to minimise barriers that restrain older people from using public transport. So we see a basic necessity in meeting the needs of older people that allow behavioural changes in their mobility habits. The main aim is to increase mobility of older people especially by using public transport and to keep them active as long as possible.

Background and objectives

Today's senior citizens are the first generation to have grown up driving cars as their main means of transportation and, as such, many of them tend to have less physical activity built into their daily lives than earlier generations did. At the same time, the distances that people travel tends to shorten as they age and they gradually confine their regular activities to a shorter radius from home. Thus people may drive out of habit although, for the distances they need to cover, active forms of transportation are certainly healthier and may even be more practical – and sometimes even faster – than using a car.

Research shows that active older people are healthier than non-active ones. The occurrence of many lifestyle-related diseases can be greatly reduced among older people simply by incorporating regular physical activity into their lives. But people of all ages (not just older people) do not generally make changes in their habits unless they are actively encouraged and feel a compelling reason to do so. Changes in personal mobility are no different.

So the main aim of this measure is to encourage older people to use public transport to obtain their mobility in daily life. The mobility day allocates information and possibilities about services which encourage older people or people with mobility problems to live self-dependent as long as possible and to participate in society.

Marketing and PR campaign & Mobility Day

Started in the year 2006 the Mobility Day became a popular annual event for older citizens in Salzburg. The local Public Transport operator „StadtBus“ in cooperation with ZGB Centre for Generations & Accessibility invites organisations, clubs and private initiatives that deal with mobility for seniors to present their products and special services. In a large hall in the garage of the StadtBus the organisations present themselves like a small fair and senior citizens come and benefit from the information provided. The idea behind it is also to bring participating organisations together and encourage them to benefit from synergy of working together.

An exhibition of buses and cars contributed to raise even more awareness among citizens, particularly older men. Additionally there were lectures held by experts on topics like, mobility in higher age and the safe use of Public Transport. The Mobility Day is announced with folders and posters in the busses, with articles in newspapers and in the local radio as well as by the participation organisations.

In addition to the Mobility Day there are regularly marketing and PR campaigns including survey, brochures and leaflets, press releases and media presence, direct mail & information packages as well as personal information via telephone. The public transport company StadtBus wants to emphasise its role as the most important public transport provider for senior citizens and to show them that they care.

Users and target groups

The measure is mainly addressed to older people with no specific age limitation. But it should also give affiliated and other interested people a platform, where they can benefit from information about public transport, alternative modes of transport as well as special offers and services which are able to support the self-dependent way of life of older people. There was no change of the target group notified over the years.

While an ever-growing programme of activities may seem to be a good thing, you need to ensure that your stakeholders don't begin to feel "lost in the crowd." You should check in with them regularly to make sure they still feel they are gaining enough from the campaign to compensate for the effort they put into it.

15.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

StadtBus (and ZGB) is the main organiser and coordinator. Participating organisations are responsible for their own content. Participation organisations are selected by the coordinator to guarantee a good mix of services and offers. The Mobility Day is announced with folders and posters in the busses, with articles in newspapers and in the local radio as well as by the participation organisations.

Implementation Process

Once you have established where and when your event will be, you can market it using posters and brochures in seniors' centres, libraries, sport clubs, doctors' offices, shopping areas, at the locations of the hosting organisations, as well as newspaper ads, press releases, and an Internet page. Including the logos of your partners on all promotional materials may help to give your project greater credibility. If you can get a local television station to do a story on your programme, you will certainly attract lots of attention.

- Planning phase (title, venue, date etc.)
- Contact previous and potential (new) exhibitors
- Detailed planning, preparation of the schedule
- Creating folder, poster together with a graphic designer
- Production of folder and posters
- Dissemination of folders (partner organisations)
- Direct mail to senior citizens and promotion activities (e.g. information stand)
- Final organisation (e.g. caterer, logistics, speakers, briefing of staff and exhibitors)

Success factors (drivers)

- Good balance of participating organisations
- Attractive social programme (Finding the balance between useful information and entertainment)
- Give-aways, free beverages or snacks, lotteries etc.
- Accessible venue

Right from the beginning, you should keep in mind accessibility in all areas. This includes things like the font size and appearance of brochures, posters, websites, and other media. You may also need to plan for more staff at activities and events, keeping in mind that older people often require more time and personal attention.

It is helpful to partner with organisations with a high credibility rating among the target audience. This immediately raises the level of trust. Those can include, among others, the city department and large health organisations. Positive coverage in the media can also help to raise the standing of the project in the eyes of potential participants.

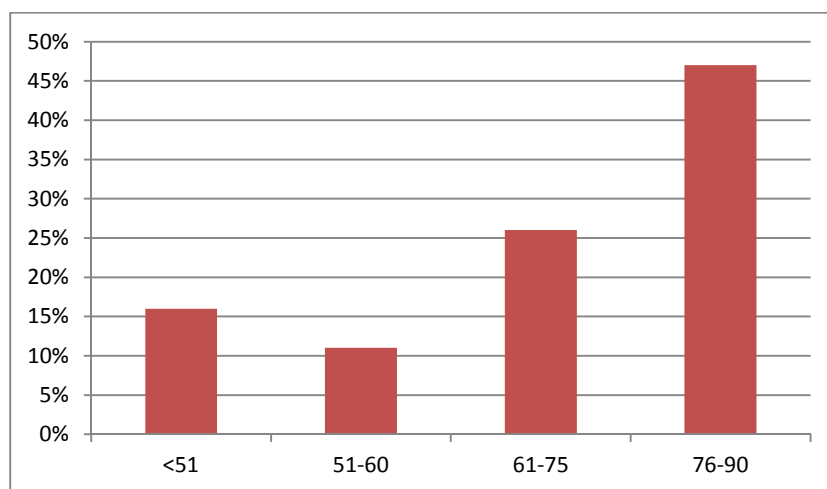
Obstacles (barriers)

- Accessibility is one main factor you should always keep in mind. The venue should be easily accessible by public transport and a personal welcome and reception will help people to orientate themselves in order to benefit from the event
- There are always the risks of unforeseen incidence that can influent your event negatively so check first for competing events
- Bad weather conditions
- Although there is no contradiction between information and entertainment it is important to attract the right target group (Mobility Day)

15.3 Evaluation

The participants

Figure 55: Age groups (mobility day in Salzburg)



Most of the participants were women (84%) and people aged above 75 years formed the majority (see Figure 55), which is also the case for other Salzburg measures and makes them the oldest in average (compared to other AENEAS cities). 19 questionnaires were filled in.

Self-assessment of personal mobility

The participants reported different issues related to mobility and travel:

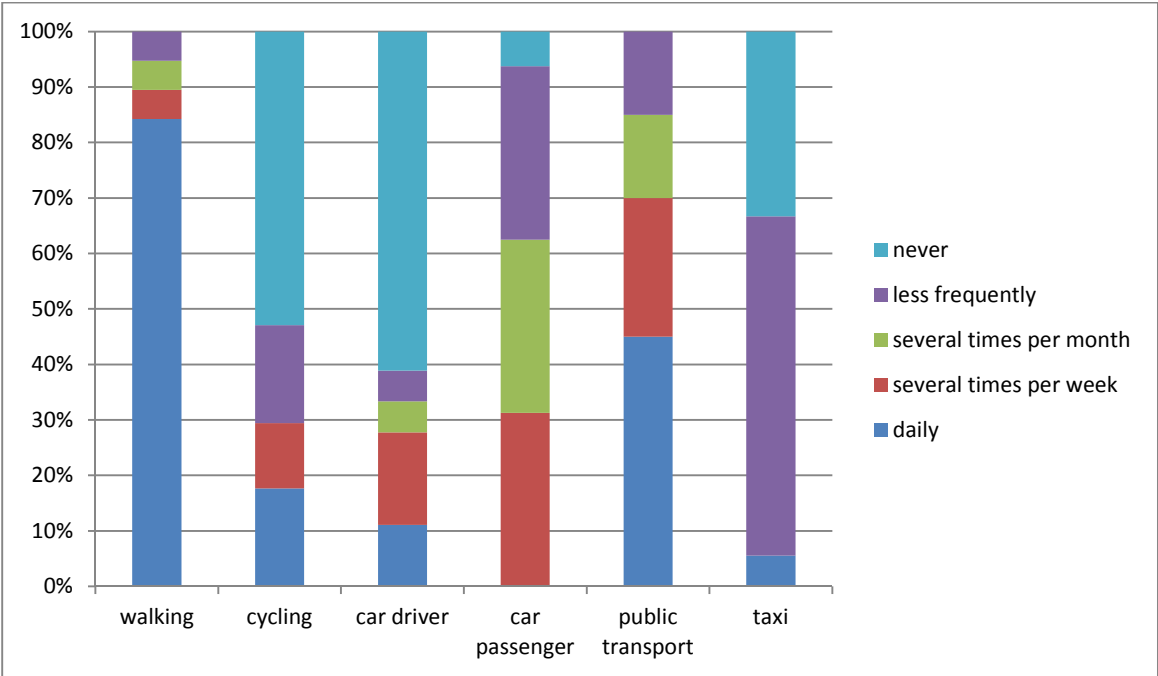
Do you have problems in your daily mobility?	42%
Do you have a lack of experience with some modes of transports?	32%
Do you sometimes feel unsafe / unsecure when travelling	26%
Do you avoid certain activities because of the told difficulties?	50%

Particularly those who stated general mobility problems and safety / security concerns, also explained that they reduced or gave up certain activities due to this.

Travel behaviour

Almost two thirds of participants have a driving license, with considerable differences between women (58%) and men (85%).

Figure 56: Travel behaviour (mobility day in Salzburg)



In terms of mobility behaviour (see Figure 56), walking and public transport play a key role. Cycling and car (as a passenger) also have certain importance, while less than 40% drive a car (but 63% have a driving license). Taxis play a small, but important role for the daily mobility of older people.

Key findings

The good number of participants during the last years shows that there is a certain demand on information about products and services that assist older people in their daily mobility. It is also visible that there are much more women than men who ask for information or help. For many older people who had to give up cycling or driving their own car a good accessible public transport system is a basic requirement for a self-determined live.

The evaluation showed that more than 95 % of the visitors see the Mobility Day as a very helpful platform where they can benefit from a wide range of services and information at one time at one place.

To attract as much people as possible a good press release is necessary. Side activities like lotteries, music as well as vouchers for free beverages or snacks will help to increase the number of visitors.

Feedback from visitors:

- The information and services offered are helpful (mark 1,1 on a scale from 1 to 5)
- The exhibition and the side events were very well organised and offered interesting stands (mark 1,2)
- They will use public transport as an alternative to the private car (all participants)
- They use (and will continue to use) public transport for daily routines and errands (all participants)

Costs and efforts

Start-up costs

- Planning and coordination (staff)
- Preparing brochures and posters
- Layout and printing
- Mailing (or other form of distribution)

On-going costs

- Programme coordination
- Marketing
- Updated brochures and posters for new season
- Facilities or room rent
- Staff for welcome an assistance
- Experts fees for presenters
- Other sub-contracted support workers
- Catering and entertainment
- Evaluation

The Mobility day is a programme that has the potential to bring in income (organisation fee of participating organisations) to a certain extent. Although it is not realistic to cover all the costs it ensures a good quality of the event and helps to implement new ideas.

Transferability

It is relative easy to carry out similar events in other European cities. If you want to organise a Mobility Day in your city, look for groups or individuals who are experts on the themes to take on the organisation. Find partners that take it seriously

16 Measure SAL-2: Public Transport Training for passengers and drivers (Salzburg)

16.1 Key characteristics

Basic Facts

To guarantee a valuable outcome of the training it is held in small groups. Usually, two main aspects are trained: Firstly, how to ride Public Transport safely and how to get support from drivers and other passengers secondly how to plan and carry out a trip independently, including ticket purchase. The safety part of the training usually takes place in a standing vehicle, with two or three trainers and the bus driver. It is crucial to consider the needs of older people in terms of accessibility and toilets when selecting the venue, while also foreseen social elements such as coffee breaks and providing a warm and individual welcome.

In order to avoid stress and discomfort for the older people the training should take only two to three hours per day, and involves only a small group of eight to ten persons. If the course programme doesn't fit into one day, you should split it up into two days. To ensure the sustainability of this measure a transport safety booklet was published and a variety of other marketing measures that address the target group of older people were successfully introduced.

Additional to the passenger training it is necessary to make sure that also the driver knows about the needs of older people. That's why a special training scheme is integrated in the driver training. To make the training easily transferable to different cities all over Europe tool boxes for passengers and drivers have been designed and were presented at the Salzburg Work Shop in November 2010.

Background and objectives

Falls and accidents are a very serious threat to older people during public transport trips. One bad experience can make people stop using buses. The fear of falling again and other stressful situations leads especially older people to abandon using public transport.

Particularly with regard to the aging of the society it is important to preserve the self-determined life of older people and see the autonomy in mobility as one significant assumption. It's necessary to design the products and services that foster this basic need of citizen to ensure their social participation. Regarding this it is necessary to minimise barriers that restrain older people from using public transport. So we see it as a basic necessity to meet the needs of older people to allow a lifelong or at least extended, safely use of public transport services. The main aim is to fulfil the preconditions to keep older people active as long as possible, to avoid extra costs due to the need of special transport services and for sure to keep them as customers as long as possible.

In order to encourage older people to use buses and to give them tips and tricks on how to prevent accidents, the Salzburg bus operator StadtBus and ZGB started a training scheme, both for Passengers and Drivers. Travel training aims at enabling older passengers to make independent use of public transport confidently and without fears. It also targets at familiarise them with new or less known functionalities.

Users and target groups

The principal target groups are older people, who are still travelling independently, but due to physical changes and restraints feel unsecure when travelling. Usually more women than men get attracted by these trainings. The trainings can be booked individually or for whole groups.

In general it is open to all senior citizens who do not know how to use public transport and/or do not feel safe.

The passenger training is promoted in local media, information stands, external events, by partner organisations etc. Every participant gets a written confirmation with the detailed information about meeting point, how to get there and so on.

16.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

In Salzburg we had a very close co-operation between the local transport operator and a local interest group to develop and set up a training scheme which made the project very fruitful. Particularly in the beginning it was very helpful to have an organisation that has close contacts with the community of older people and provide a good understanding of older people's needs. The trainers need high levels of empathy to work with older people. There should be a responsible staff member at the public transport operator who gives a "face" to the training scheme and can be approached by the older people directly with their concerns.

The core team was more or less two persons: Susanne Schinagl from the ZGB and Angelika Gasteiner from the StadtBus who were working closely together. In this way both aspects the point of interest of older people that feel unsafe when using public transport as well as the more economical aspect of the PT provider which will attract or keep customers, reduce accidents and having an instrument to demonstrate that they take the target group seriously, could be considered.

Especially in the starting phase the local media must be seen as a main promoter as well as the permanent support of the community department of older citizens is very helpful.

16.2.1 Implementation Process

In the preparation phase it is crucial to already get in touch with the older community via interest groups, older people's clubs etc. and to collect user input. The implementation phase includes the first training courses till the scheme has been established.

Communication and PR Older people should be made aware of the training offer through tailored communication means and channels. This can include the use of newspapers or information papers of older people's associations. Ideally also personal communication is offered, e.g. at a stand in the marketplace, where older people can ask their questions. Visiting meetings of older people's associations can help to raise interest for the training offer. Communication has a key function as it is not always easy to work with older people. Patience is a must.

Carrying out the first training Older people should have the opportunity to sign up by phone. They should receive a written confirmation with all relevant information.

Bus driver training Bus drivers need to be made aware of the needs of older people and should practice driving skills such as driving safely and stopping close enough to the curb to make (low-floor) buses easily accessible.

Media involvement Local newspapers or TV-stations can be asked to report about the training schemes and the benefits. This can also help to activate support among decision makers.

Success factors (drivers)

- **Decision makers' support:** Managers of public transport companies and local politicians that are needed to support the set-up of a training scheme often need to be convinced of its value. The megatrend of an ageing society and the high number of older public transport users can be key arguments to make older people a priority group in a strategy for enhanced accessibility and more user orientation in public transport.
- **Continuous media relations work:** even when things are going well, it is still necessary to keep the measure in the mind of people. It is important to address new people within the target group.
- **Commitment:** A person or an organisation that has the interest and possibility to drive the implementation process forward.

16.2.2 Obstacles (barriers)

- **Find a partner Café:** in order to keep hard costs low it was hard to find a coffeehouse that supports the project in the long term
- **Right size of the group:** although there is some contact during the registration phase with the participant you never know if people show up or not. To keep the quality of the training high and fruitful the group should not be larger than 10 persons at the other hand the dynamic of the group suffers if the group is too small

16.3 Evaluation

The participants

About three quarter of the trainees was women (74%), equally representing the age groups 61 to 75 years and 76 to 90 years (50% each). 25 filled in questionnaires were returned.

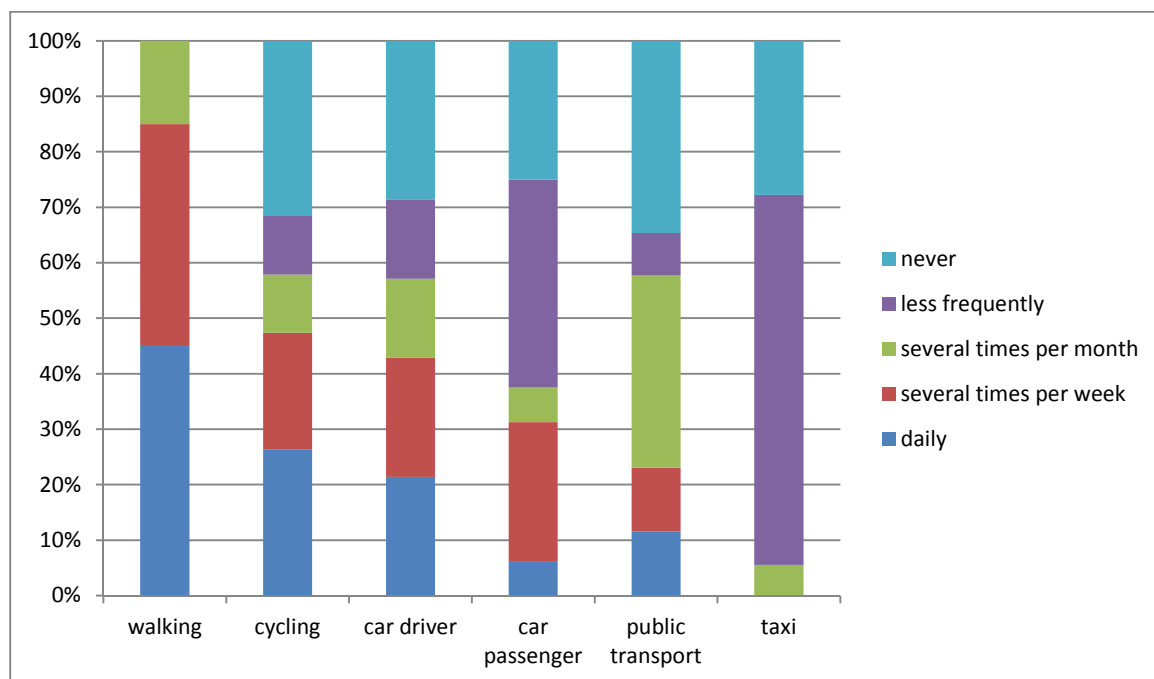
Self-assessment of personal mobility

Do you have problems in your daily mobility?	32%
Do you have a lack of experience with some modes of transports?	21%
Do you sometimes feel unsafe / unsecure when travelling	24%
Do you avoid certain activities because of the told difficulties?	33% (but 71% among those who reported problems with their daily mobility)

Travel behaviour

Only a bit more than a half of the trainees has a driving license, which is less than e.g. for the participants of the mobility day (SAL-1). There are clear differences between the sexes: four out of five men were allowed to drive, but less than half of the female participants (47%).

Figure 57: Travel behaviour (passenger training in Salzburg)



Similar as in the “Mobility Day” activity, walking is the main way to move in the city (see Figure 57), but bicycles and cars play an important role, too. It is particularly interesting that almost 40% stated never to use public transport. This indicates clearly that there are older people who need and want to learn on how to use public transport safely because they are lacking experience.

Key findings

86% of the participants stated that they feel safer when using public transport after having accomplished the training. This shows that safe mobility can be learnt. – even or especially in higher age. Older people are able to gain back routine in stressful situations by empowering personal resources, expanding skills and abilities. The training helps to reduce fears and to train safe behaviour. Along with the training there is a safety-brochure which contains all the topics of the training and defines safe behaviour in public transport. So the participants don’t have to remember everything during the training. They can unhurriedly refer to the main content of the training at home.

The success of this training lies in the equal cooperation between the NGO Centre for Generations & Accessibility and the StadtBus Salzburg. In that way it is made sure that competences in requirements of older people and mobility as well as know-how in public transport is included in the training. Once designed the implementation of the training is relatively cheap, which however requires good preparation and a good knowledge of the needs of older people. It is crucial to have a professional trainer or at least a person that really likes the issue. Cooperation with a social organisation is preferable.

During the AENEAS life-time more than 150 people were trained. About 75% of people who returned the evaluation form say that they intend to use public transport more frequently in the future. Furthermore the evaluation shows following average marks (1 being the highest grade, vice versa the scale in the other partner cities):

- Organisation of the training: 1,0
- Understand ability of the content: 1,2
- Usefulness of the outcomes: 1,2

In Addition to the passenger training there were about sixty new drivers trained with the new training scheme and the movie about needs of older passengers was shown to the whole driving staff (approx. 250.) at the beginning of 2011.

Costs and efforts

It is a comparably cheap measure that can be developed in stages from a small scheme to wider activities. The efforts are mainly staff costs plus moderate costs for marketing material. Depending on scheme, planning time and preparation of training materials can take up to a year. The toolbox could ease the implementation of a training scheme.

Travel training has, compared to for example infrastructure measures, relatively low costs.

The principal cost factors are:

- Staff time: depends on the kind of scheme. Individual training schemes require more time. Travel training in small groups can be carried out relatively time efficiently (e.g. permanent part time staff at operator or subcontracted NGO)
- Marketing material: this can range from a simple brochure to a whole set of materials. On the other hand, one has to consider potential cost savings or additional revenue from new customers:
 - Potential cost savings through the reduction of special transport service
 - Increased patronage with older people using public transport. Older people are an important target group (e.g. StadtBus Salzburg: approximately every third passenger)

Transferability

Travel training for public transport is a concept that is suitable for a wide range of conditions and target groups and is applicable all over Europe. Besides the following key conditions for implementation the AENEAS toolboxes support the transfer to other European cities.

- Dedicated will and motivated team to improve accessibility of public transport with “soft measures” for a specific target group
- Support from decision makers in public transport company and/or local authority
- Close communication with trainees and interest groups in developing and fine-tuning the training concept
- Kick-off funding to get a scheme started and long-term commitment to keep it running

17 Measure SAL-3: Explore your City (Salzburg)

17.1 Key characteristics

Basic Facts

From the beginning of 2010 seven booklets one for each trolleybus-line were designed with the input of older people, city tour guides, experts in the local history and own knowledge and research work.

Starting in April 2010 the guidebooks are published monthly and are presented on an extra bus tour that is accompanied by a professional tour guide. All folders are available at the StadtBus service centres and distributed to senior organisations. Every booklet has been represented at an opening event (guided bus tour) and it was quite easy to attract people. With the help of the local media all bus tours have been fully booked out.

To encourage people to combine their sightseeing bus-tour with some walking, every folder includes at least two recommendations for small walks. They include a map and further information about length, public toilets, benches and accessibility.

With these seven guidebooks the use of public transport not only for running errands but also for leisure related trips is promoted in a very pleasant way. The folders are available at the StadtBus service centres and distributed at events. As passengers use these booklets individually there is no additional contact to the target group despite the dissemination activities.

Background and objectives

The ambition of the project is to encourage people who use public transport very rarely or not at all to deal with this form of mobility – that way even car driver's curiosity is aroused and they can get in contact with public transport in a charming way.

For many car users in small or medium-sized cities public transport is not considered as an alternative mode of mobility. 50 % of all car rides are less than 5 km. Some bring forward the argument that it is too slow, inflexible and in certain cases also expensive. Eco-friendliness and energy efficiency is rarely seen as an individual advantage.

So the challenge is to make individual advantages visible to convinced car users. Beside existing incentives like combo-tickets for sport events, theatre, cultural festivals and transportation there is little appeal to use public transport instead of the private car.

The aim is not only to motivate senior citizens to use public transport also for leisure-related activities but to promote the use of public transport among older tourists.

Users and target groups

Right from the beginning of the planning phase we tried to involve senior citizens in this measure. So we invited older people to share their knowledge and memories about Salzburg with the project team. Together with tourist guides points of interest e.g. historical buildings, parks, museums along the trolley lines in Salzburg have been identified. Based on the collected information seven folders, each for every trolley line, have been designed.

17.2 Key aspects for implementation

Key stakeholders for implementation and cooperation partners

This activity does not need much support from other partners. Although it is very helpful to get input from organisations (experts in history or city guides) or to involve older citizen in the researching and collecting work the main emphasise is in designing a nice and compliant booklet.

Implementation Process

- Meetings with experts from Salzburg history
- Researching, collecting and selecting points of interests
- Involvement of other helpful organisations
- Encourage public to contribute at events (e.g. Mobility day)
- Development of the folder (together with a graphic illustrator and designer)
- Press and media work
- Organisation of the opening events

Success factors (drivers)

- Good quality of input
- Good quality of booklets
- Very charming atmosphere during the guided bus tours

To sum up it is a very easy and pleasant measure.

Obstacles (barriers)

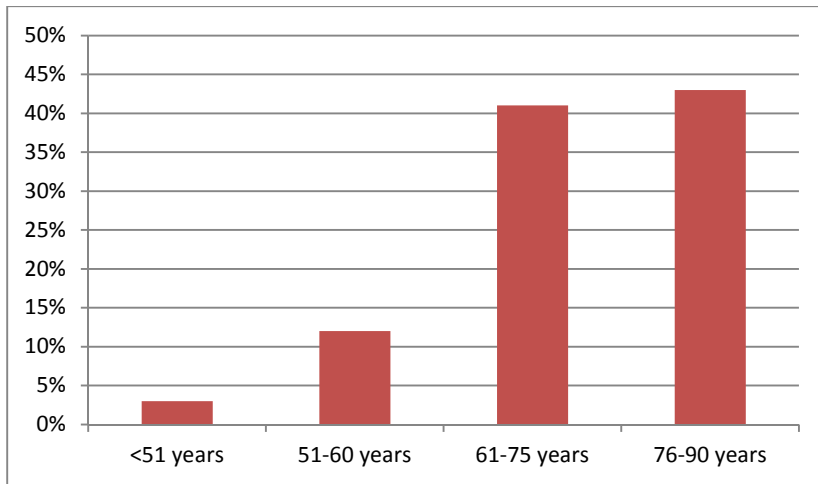
There were no obstacles coming up.

17.3 Evaluation

The participants

70% of participants were women, 30% were men. The age groups 61 to 75 years and 76 to 90 years prevailed while being the same strong (see Figure 58). 58 questionnaires were collected.

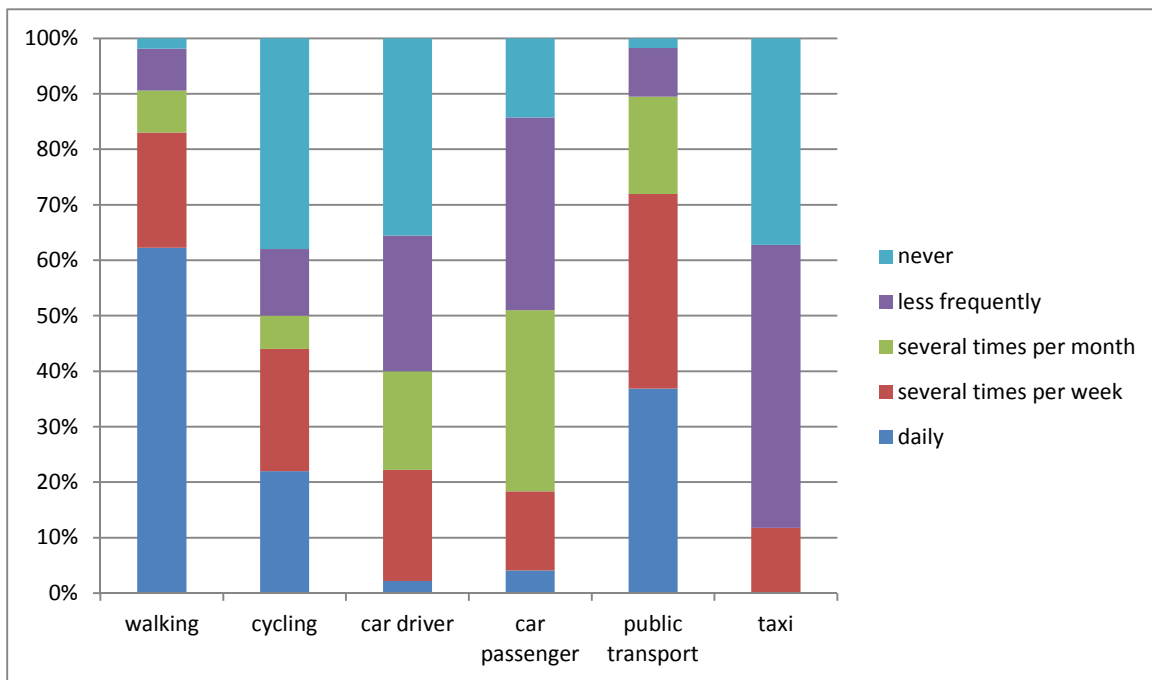
Figure 58: Age groups (explore your city in Salzburg)



Travel behaviour

A relatively high share (68%) possesses a driving license, again with lower rates among women (63%) compared to men (82%).

Figure 59: Travel behaviour (explore your city)



This activity particularly reached frequent users of public transport, 72% use it at least several times a week. While more than 60% still cycle, cars are scarcely used among this group. This can indicate that such activity is suitable to maintain customer loyalty. However, it even increases their motivation to use the trolleybus in Salzburg: 84% stated that they will use it more in the future, beyond them many who made only few trips by public transport before.

Key findings

To sum up it is a very pleasant measure and it was easy to attract people – between 50 to 60 people participated on each tour. At all organised extra tours the reception of participants was extremely high. On

November 23rd the last booklet of “Explore your City” was presented to the public on an extra bus tour. Especially the charming explanation during the tour is liked very much. The evaluation shows that more than 98% of the participating people will use the trolley bus for leisure-related activities in the near future. And they promise to explore Salzburg with the help of the other booklets.

Public transport use is promoted as an alternative to the individual car use. Many people who would usually still drive their car themselves or would ask relatives to give them a ride, discover the opportunity to stay mobile with public transport. It is very pleasant that this project is able to attract also people that didn't use public transport for several years.

“We are proud looking back to a very successful project which encourages older people to stay mobile even at old age and to show them that we as their local PT provider care for them honestly”, Gunther Mackinger, Director of StadtBus Salzburg.

The average age of the guests was approximately about 71 years (due to the age groups in the questionnaire this number is not exactly calculable). One very pleasant aspect of this measure is that it attracts also a quite large number of older men (one-third), which are usually a target group that is not easy to persuade to use public transport. The evaluation shows a nearly unbelievable, consistently grade 1 (the best grade) of all participants:

Was it well organised (tour)?	mark 1,0 (scale from 1[very good] to 5 [poor])
How do you assess the tour in general?	mark 1,0 (scale from 1[very good] to 5 [poor])
Do you like the bus-sightseeing folders ?	mark 1,0 (scale from 1[very good] to 5 [poor])

Costs and efforts

There are mainly to different types of costs:

- Production of the booklets
- Opening event

The costs for the bus tour are more or less internal costs that are worth spending because it gives the PT operator the chance to present the company far side of stressful schedules. Although it is helpful to promote the measure with an opening event (guided bus tour) it is not an obligatory part of the project.

Transferability

It is relative easy to carry out similar measures in almost every city. It is also possible to instruct a subcontractor with the whole project. As a matter of fact the engagement of the company will give the project a personal and distinctive note.

18 Selected cross-site results

More than 2.000 questionnaires were collected from older people participating in AENEAS training schemes, workshops, events and tours. Thus it seems worthwhile comparing this large amount of data on the cross-site level. In the following section, some aspects such as demographic data, travel behaviour and behavioural changes caused by AENEAS will be highlighted. This can however only cover a small part of analysis that would be possible.

The results are only representative for participants in AENEAS activities, yet not for all older people in the participating cities. The unbalance regarding age and gender for example shows this. Many of the activities focused on one particular travel mode, so it can be expected that participants have a certain affinity to, for example, public transport which certainly influences the answers. In addition, participants were attracted via multipliers such as community centres. Finally, the data represents only older people that are mobile and still practice outdoor mobility.

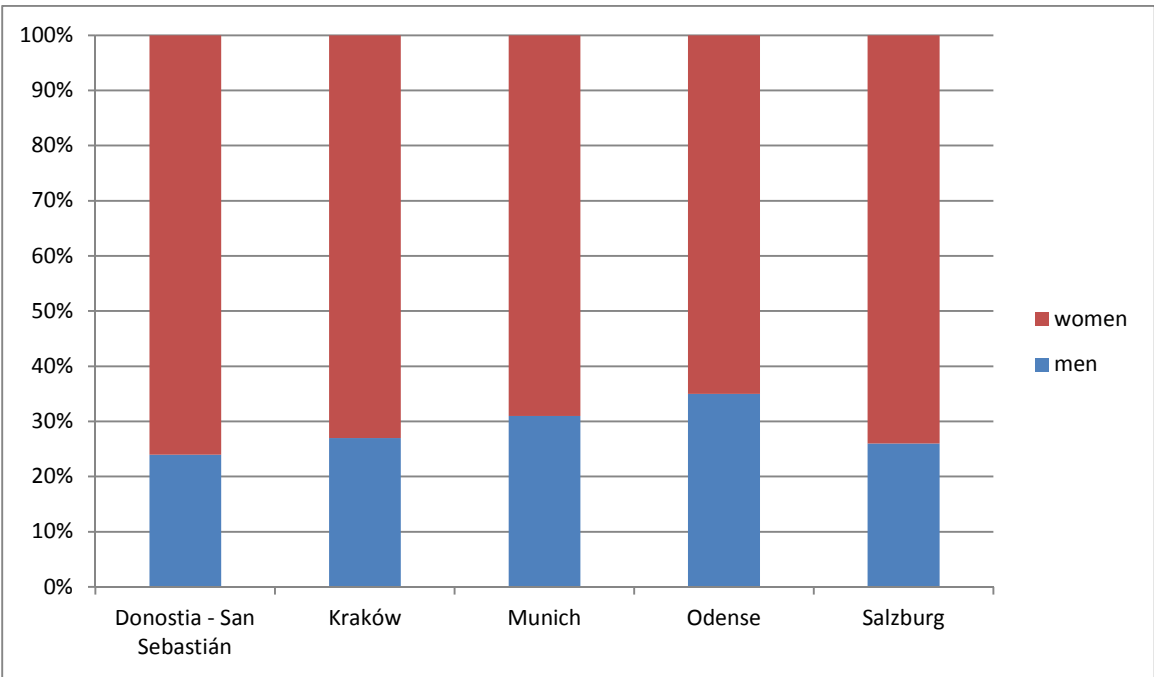
Despite these limitations, the AENEAS data offers interesting insights in the mobility of older people that is usually not available from other statistics and surveys. The following number of questionnaires were analysed per city:

- Donostia – San Sebastián = 342 questionnaires
- Krakow = 712 questionnaires
- Munich = 523 questionnaires (+250 in the control group)
- Odense = 372 questionnaires
- Salzburg = 102 questionnaires

18.1 Gender

The majority of participants were women (71% in average). Only Odense had more balanced response of men (35%), while in Munich about half of the participants formed part of a weighted sample. The share of men in activities with free registration was much lower (see Figure 60).

Figure 60: Gender of participants (all cities)

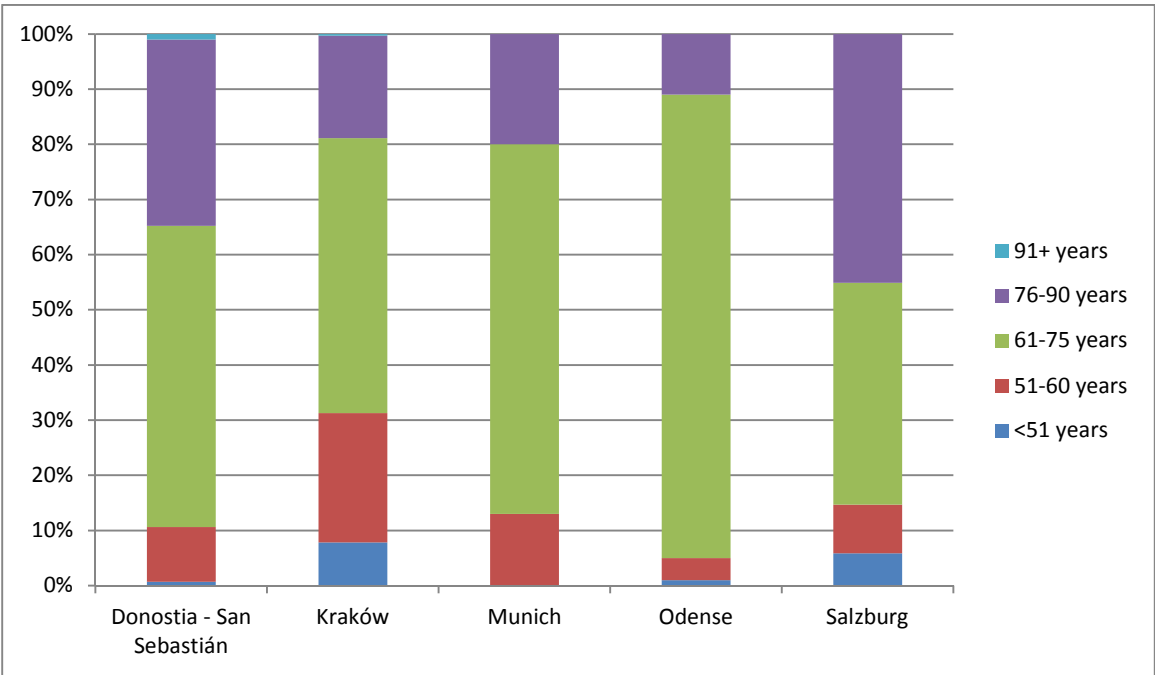


18.2 Age

In principle, the age group from 61 to 75 years was the most active in AENEAS measures. There were however some differences between the cities: The composition of the participants regarding their age was also quite heterogeneous. In Salzburg, for example the 76 to 90 years old made almost a half, while in Odense more than 80% were in the age group 61 to 75 years. This partly due to the kind of activities offered and the channels used for promotion: In Odense, AENEAS focused on walking and cycling while working with local sports clubs. In Salzburg, public transport was the only mode covered.

The results from all cities however show that it is difficult to reach “the ageing” (51 to 60) and the “very old” (91 to 100), but even people above the age of eighty were underrepresented in most cities. This might be due the fact that the younger ones have less time (work) or refuse such activities (I’m not a senior), while the older ones are too fragile or might think that they are “too old” to learn something new (see Figure 61).

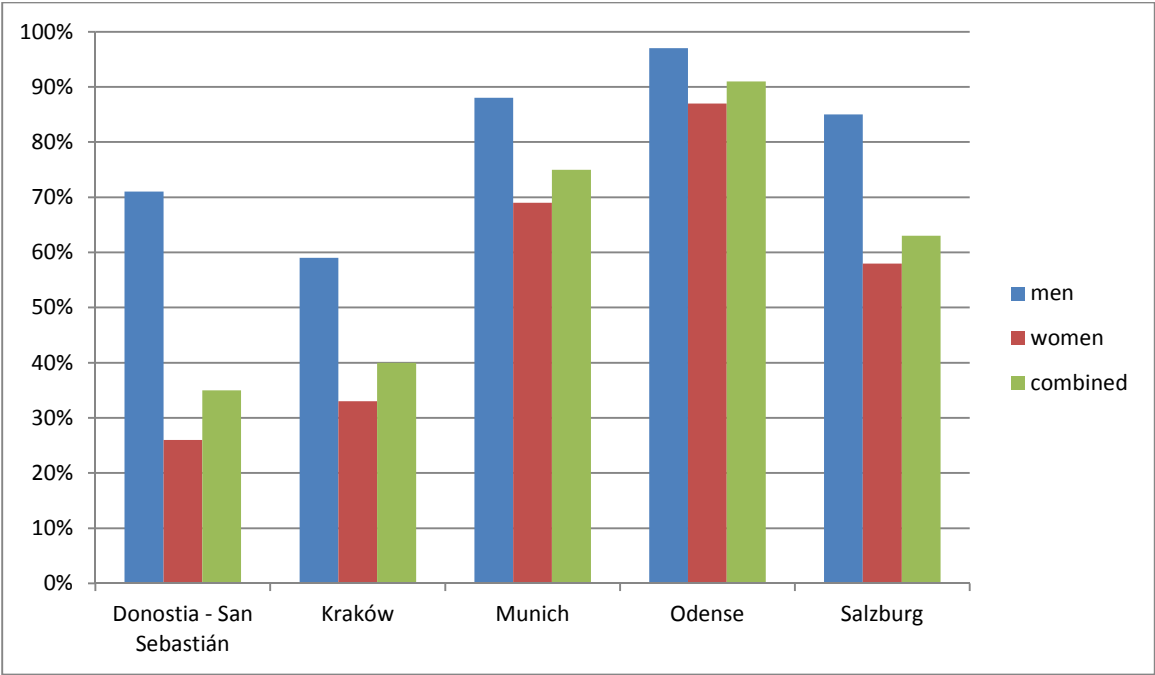
Figure 61: Age groups (all cities)



18.3 Driving license ownership

The travel behaviour of older people (and particularly of older women) was determined by their low driving license ownership levels for years. This picture is changing rapidly in all AENEAS cities, while they are at different stages of the process. In consequence travel behaviour is linked to the “mobility socialisation” of people rather than to their age. In other words: with the baby boomers growing old, older people in the future will drive much more than today. And differences in travel behaviour between women and men will become less significant on the quantitative level.

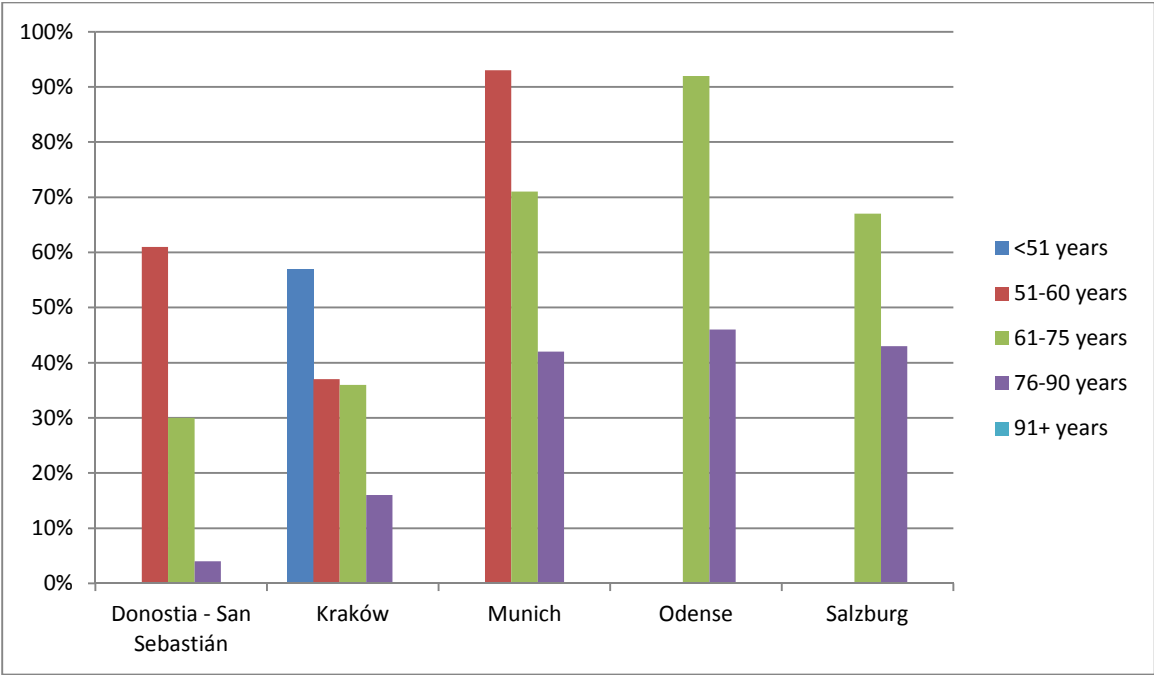
Figure 62: Driving license ownership by gender (all cities)



Looking at the plain picture (see Figure 63), participants in Odense showed very high levels of driving license ownership (above 90%) which means that there is not much difference compared to the younger ones (i.e. below the age of 51 years). Munich and Salzburg both shows relatively high levels regarding older men, while Salzburg has a particular big gap between women and men. Krakow and Donostia show significantly lower levels of driving license ownership, with the gap between the genders being more elaborated in the Basque city.

The picture however changes a bit if looking at women only, sorted by age groups:

Figure 63: Driving license ownership by age (women, all cities)



Munich, Odense and Salzburg show similar levels for the 76 to 80 years old, while the next younger cohorts are similar in Salzburg and Munich, but have a much higher driving license ownership level in Odense (over 90%). The female participants aged 51 to 60 years in Munich also are drivers in their vast majority (93%). Donostia – San Sebastián shows the biggest gaps between younger seniors (61% among the 51 to 60 years old had a driving license) and the very old (only 4% of the 76 to 90 years old women are allowed to drive). In Krakow instead the age groups are more balanced with almost no difference between the age groups 51 to 60 and 6 to 75, while the under 51 years old women show catch-up effects.

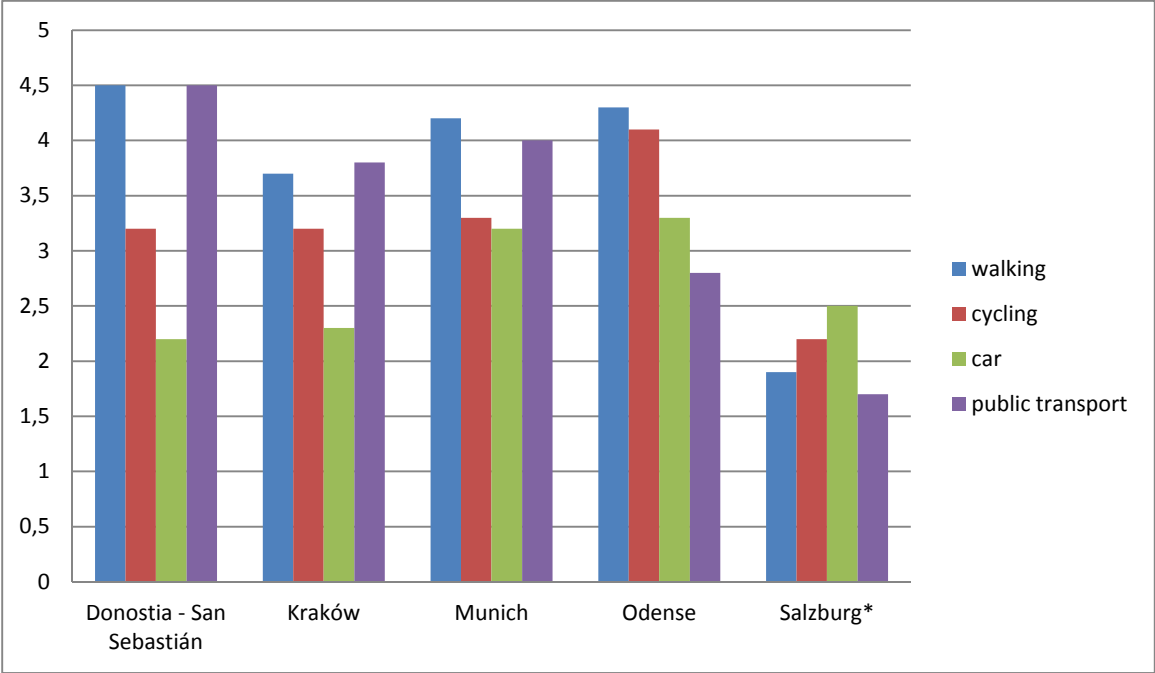
Considering the methodological limitations of the data, this however illustrates two things: there are still major differences between the different European macro regions, while women catch up regarding driving license ownership levels. This means that the differences between old and young, between men and women will mostly disappear over the next one or two decades, with consequences on the travel behaviour as well.

18.4 Satisfaction with the transport system and difficulties in daily mobility

Participating seniors were the most satisfied public transport and walking, with the exception of Odense, where buses were rated relatively poor. The general result might be influenced by the fact that public transport and walking formed the focus of AENEAS activities and are in general highly estimated by older people (see Figure 64).

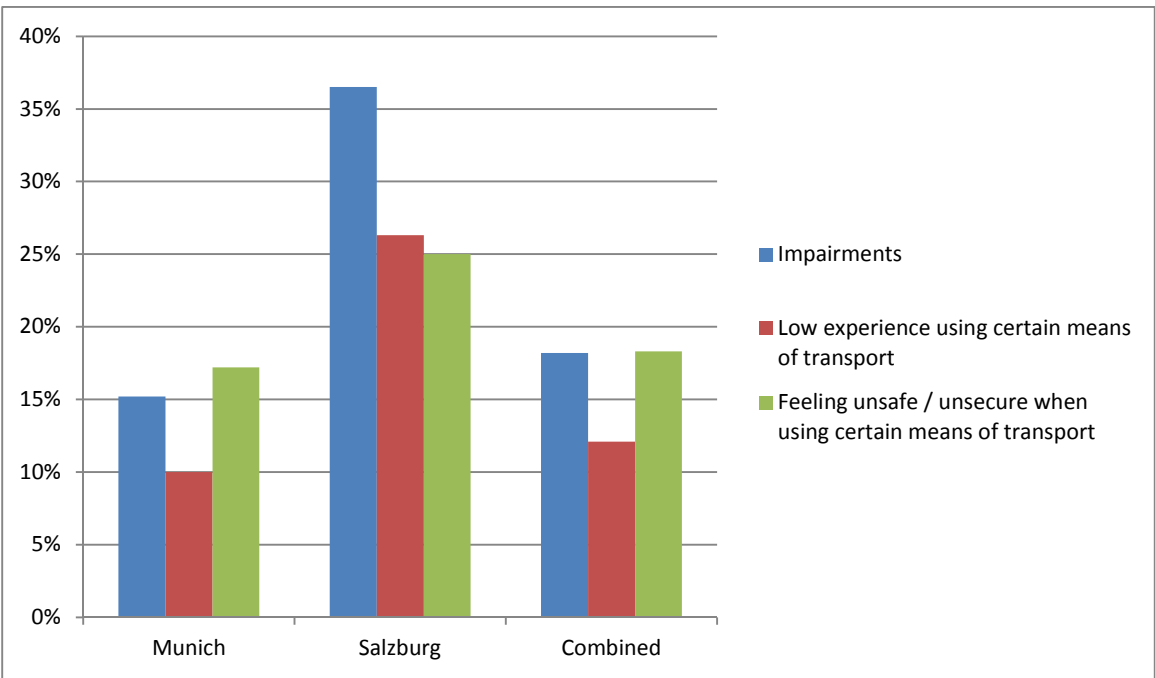
It is a bit surprising that cycling achieved quite high marks, not only in Odense as a cycling city. This could mean that cycling plays a bigger role for the mobility of older people than currently acknowledged. In all cities except Odense, car traffic ranked the lowest.

Figure 64: Satisfaction with transport system (all cities)



* NB: The range is from 0 (poor) to 5 (very good) except in Salzburg, where it is from 1 (very good) to 5 (poor).

Figure 65: Stated difficulties (Munich and Salzburg)



Only in Salzburg and Munich participants were asked whether they have difficulties in transport. 15% of participants in Munich and 37% in Salzburg stated that they have mobility impairments. The higher rates in Salzburg also reflect the higher age of participants in this city (see Figure 65).

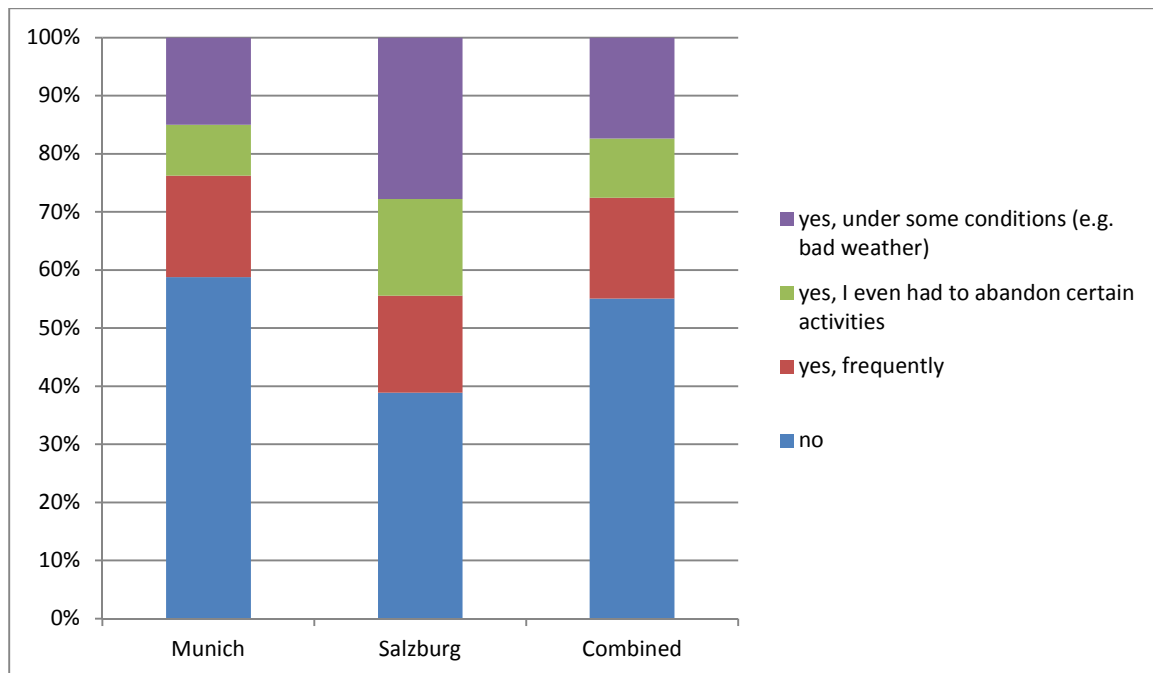
In addition, a tenth (Munich) and a quarter (Salzburg) of participants reported lack of experience with certain transport means – particularly public transport.

A high number of seniors are afraid of having an accident or being victimised when travelling: this was the case for 17% in Munich and 18% in Salzburg.

But how do these issues affect the travel behaviour of older people? AENEAS asked those who reported mobility problems if they had to reduce or give up certain activities because of the reported problems. About a half of test persons (approx. 40% in Salzburg, 60% in Munich) didn't have to adapt their habits, while about a fifth have to give up activities under certain conditions (e.g. trips at night or under unfavourable weather conditions). More than a tenth had to completely give up some activities, while about a sixth had to reduce certain activities frequently due to the reported problems (see Figure 66).

It can be concluded that looking at barriers to the mobility of older people, not only mobility impairments and physical improvements are essential. Confidence in the own abilities and an easy-to-use transport system that allows travelling free from fears are equally important.

Figure 66: Do the stated difficulties affect your mobility behaviour / activities? (Munich and Salzburg)



18.5 Travel behaviour and intended travel behaviour

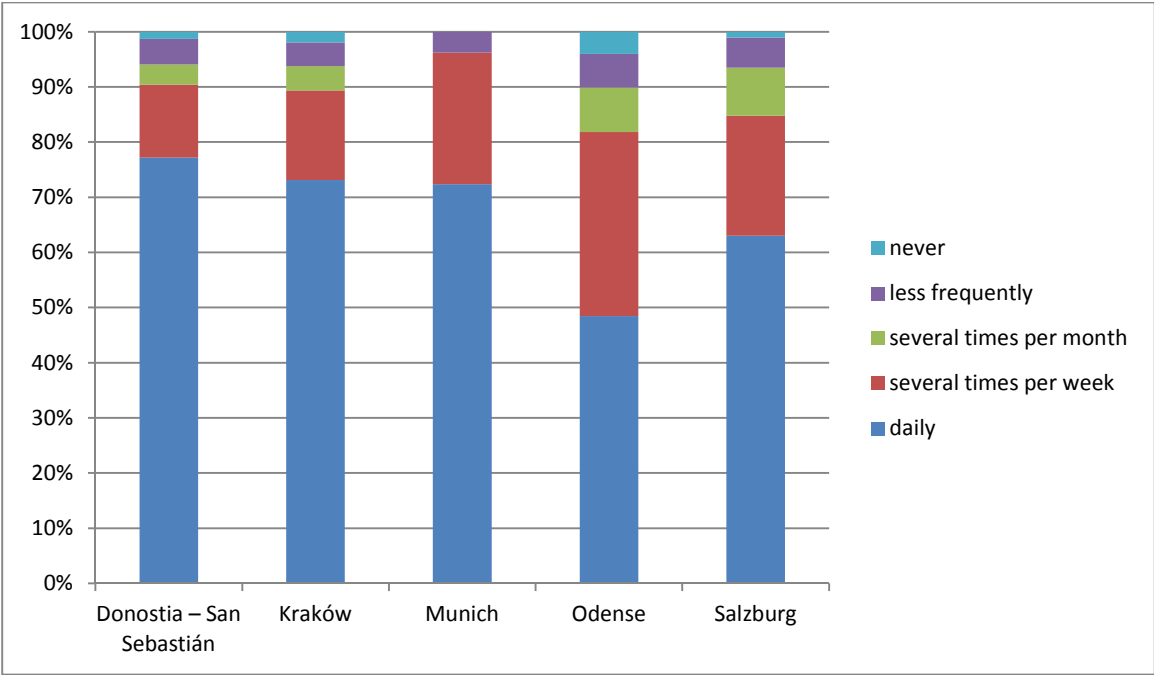
The results on travel behaviour reflect the different mobility cultures in the AENEAS partner cities as well as the character of the AENEAS measures and the respective age groups reached. While the participants in Odense were relatively young and the activities focussed on walking and cycling, the trainees in Salzburg were much older in average and AENEAS addressed public transport exclusively. This way, the results presented below are not fully representative, however they give some interesting insights.

Walking

Walking has a very high importance for seniors in all AENEAS cities and is the most frequent mobility mode. In older age, the environment and proximities of the own home gain weight and the relative importance of walking further grows, despite of decreasing frequencies and distances. Walking is also key to all other modes: Those with problems with walking will also have problems with other transport modes.

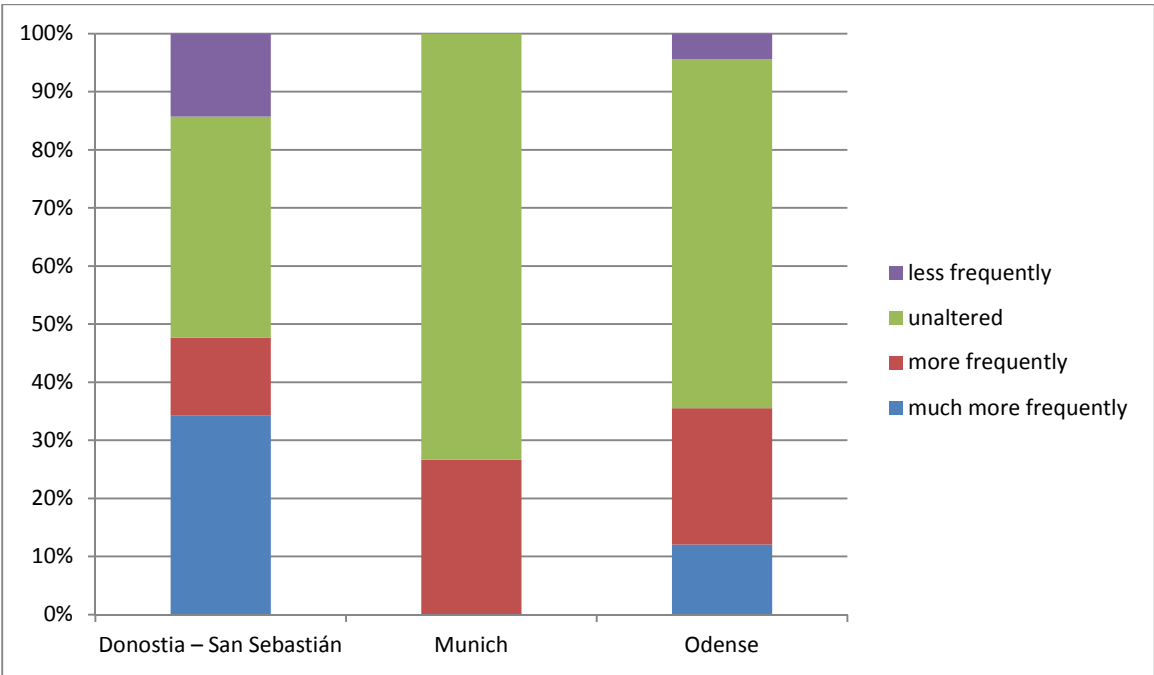
Donostia, Krakow and Munich show similar levels of walking frequency, and also the share of age groups is comparable in these cities. The somewhat lower level in Salzburg can be explained by the relatively high average age of participants, while for Odense it must be assumed that walks are partly replaced by bicycle rides (see Figure 67).

Figure 67: Travel behaviour (walking, all cities)



When asked how walking frequencies are likely to change after participating in the event or campaign, between 28% (Munich) and 48% (Donostia) stated that they would walk more in the future. This result also reflects that there have been prominent walking campaigns in San Sebastián and Odense, while activities were smaller in Munich (see Figure 68).

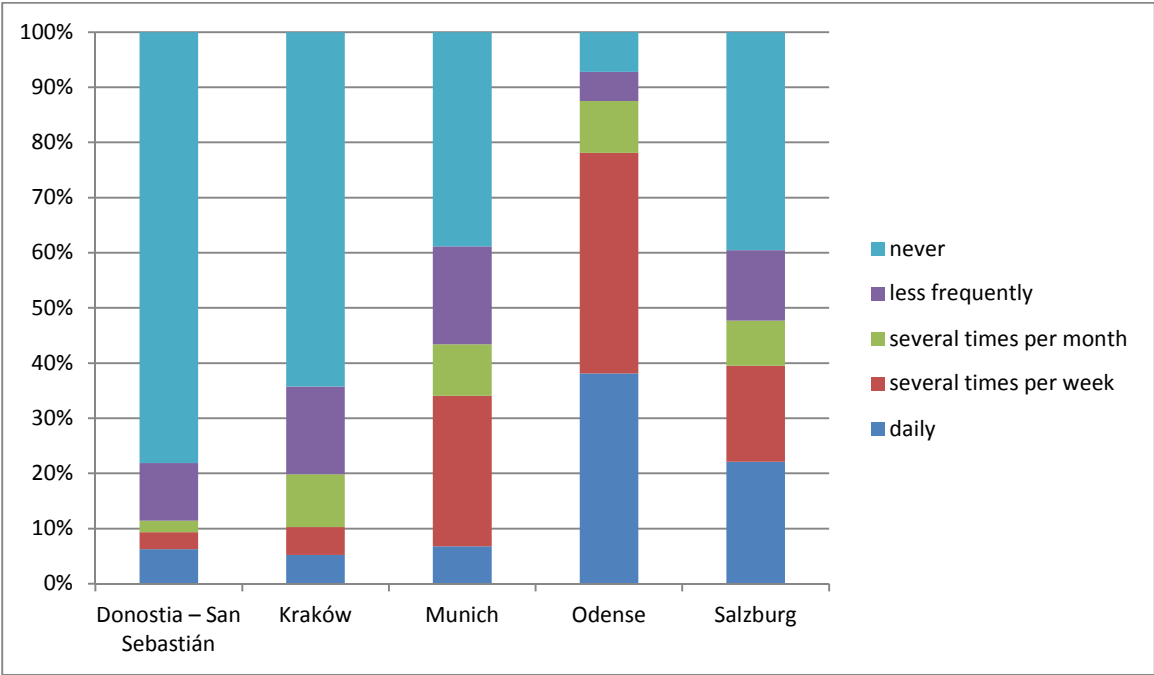
Figure 68: Intended travel behaviour (walking, all cities)



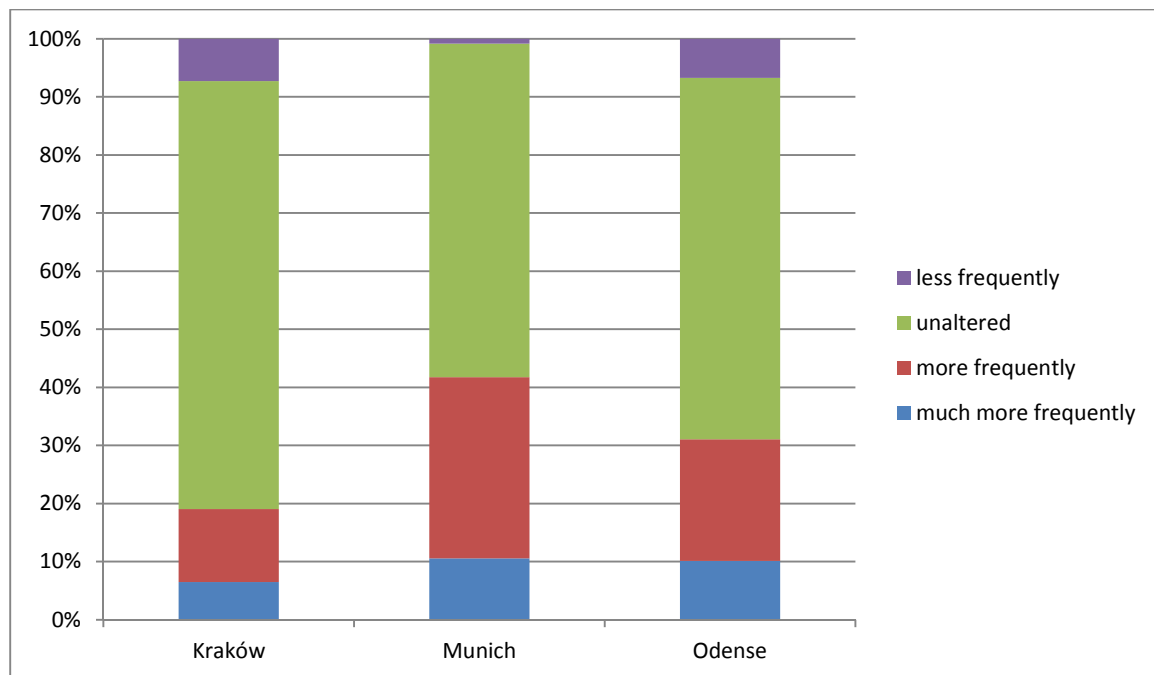
Cycling

Bicycling and older people seems to be an underestimated topic – many older people still enjoy it and wish to continue. In Salzburg and Munich, about 60% still cycle, in Odense it is even more than 90%. But also in cities from countries where cycling was less popular until recently, cycling plays a certain role. It might have played a role that there were cycling activities in Krakow, Munich and Odense, while in the other cities not (see Figure 69).

Figure 69: Travel behaviour (cycling, all cities)



Particularly in Munich (approx. 40% want to cycle more) and Odense (one third), cycling training, testing of specialised bicycles or guided cycling trips had a large impact on putting cycling back into older people’s minds. Results in Krakow also revealed that about 20% of participants want to ride their bicycles more often in the future. (see Figure 70).

Figure 70: Intended travel behaviour (cycling, all cities)

Car (driver)

There are large differences regarding car driving between the participants in the five cities: While in Odense, only one out of ten seniors doesn't drive, it is around 35-40% in Munich and Salzburg and 60-65% in Donostia and Krakow. These numbers are clearly relating with driving license ownership and age of participants, see above (see Figure 71). As for intended travel behaviour, expected shifts away from driving a private car are particularly high in San Sebastián and Munich (ca. one third of participants stated that they want drive less in the future), while considerable lower in Krakow and Odense. This result is less surprising for Krakow, where older people didn't drive that much anyway, but might refer to high potentials to be addressed in the future in Odense (see Figure 72)

Figure 71: Travel behaviour (car driver, all cities)

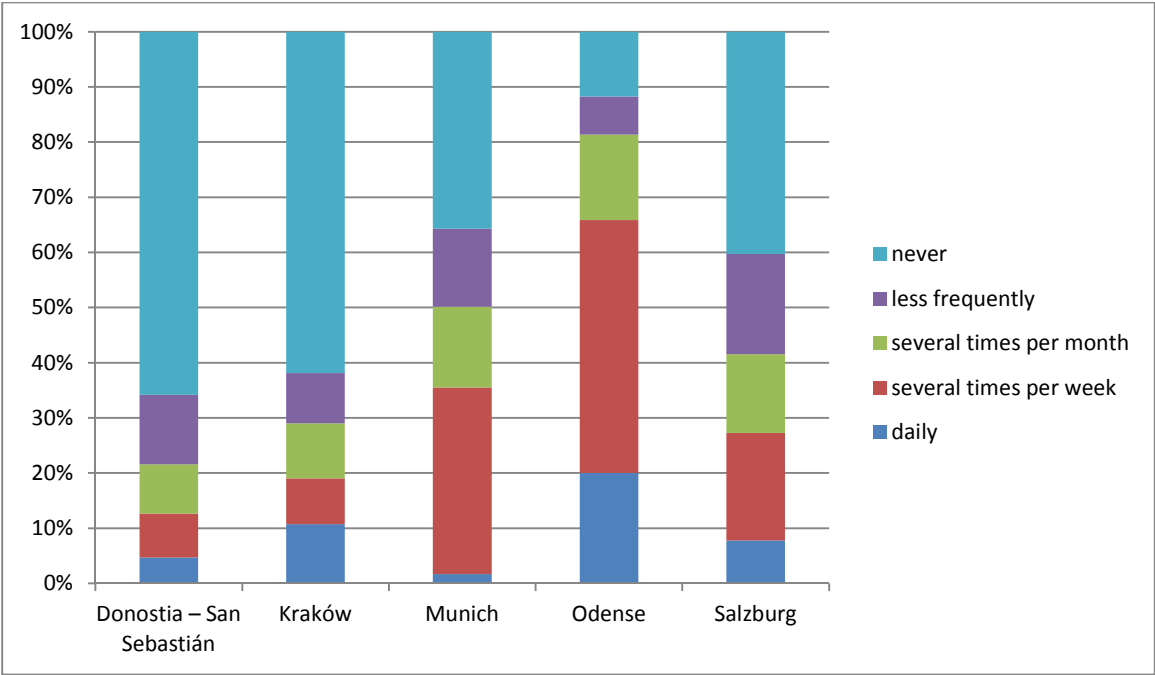
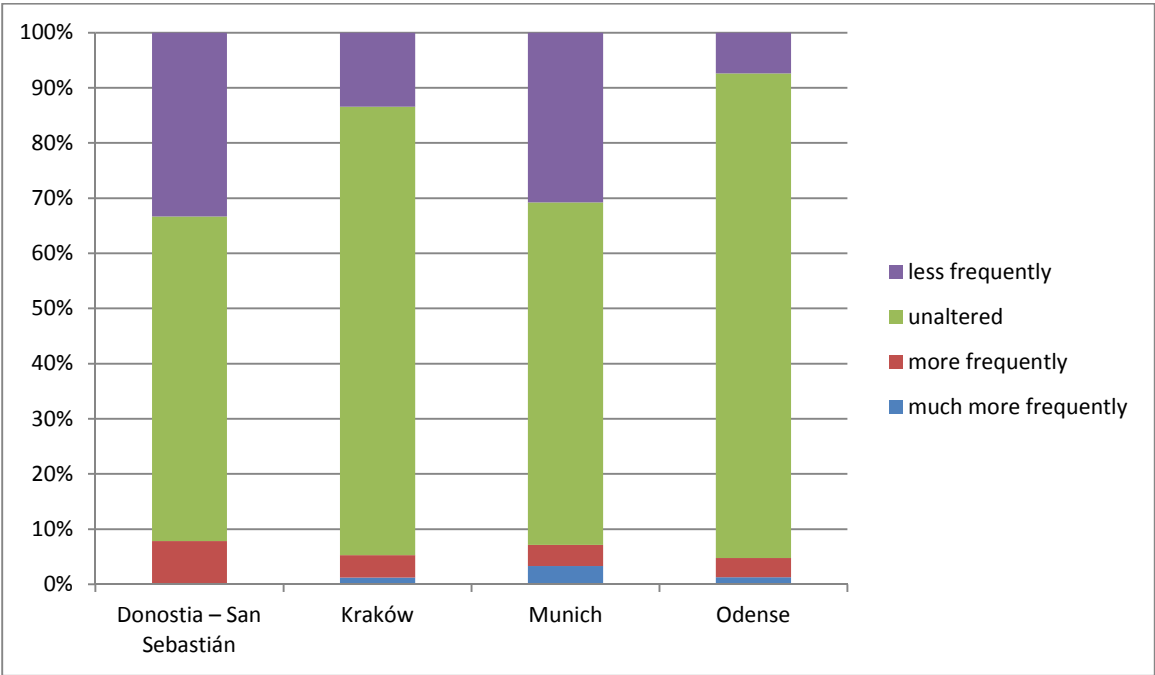


Figure 72: Intended travel behaviour (car driver, all cities)

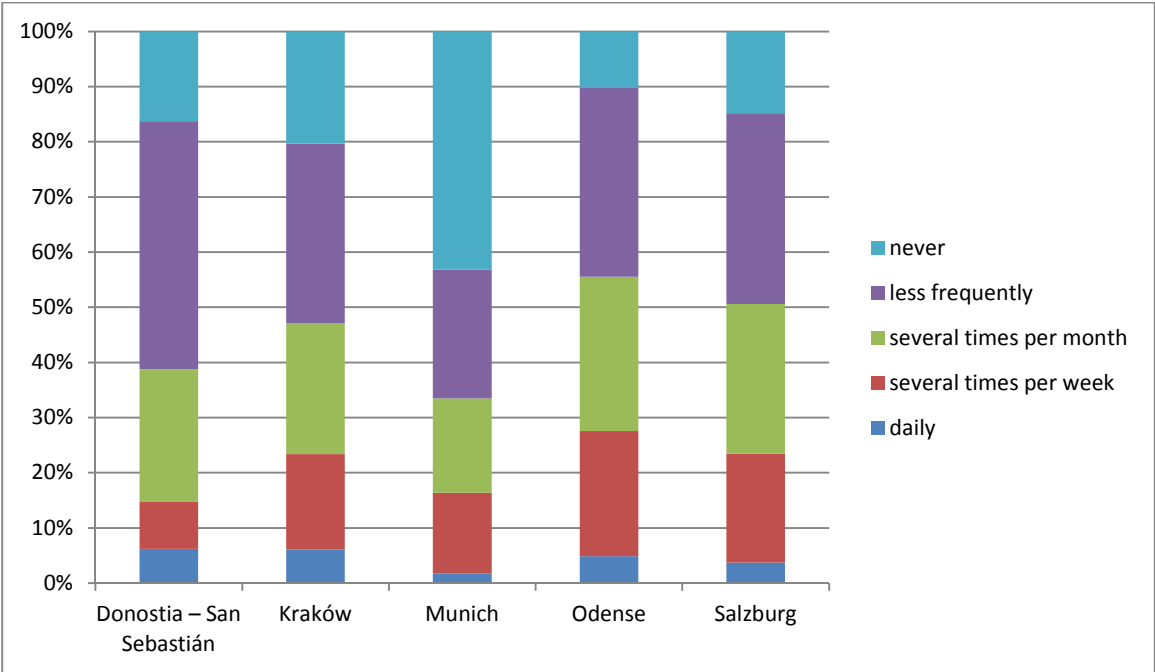


Car (passenger)

Due to low driving license and car possession rates, using the car of a relative or friend as a passenger is quite common among older people. Between one third (Munich) and more than half (Odense) of test persons get a lift at least a couple of times per month (see Figure 73).

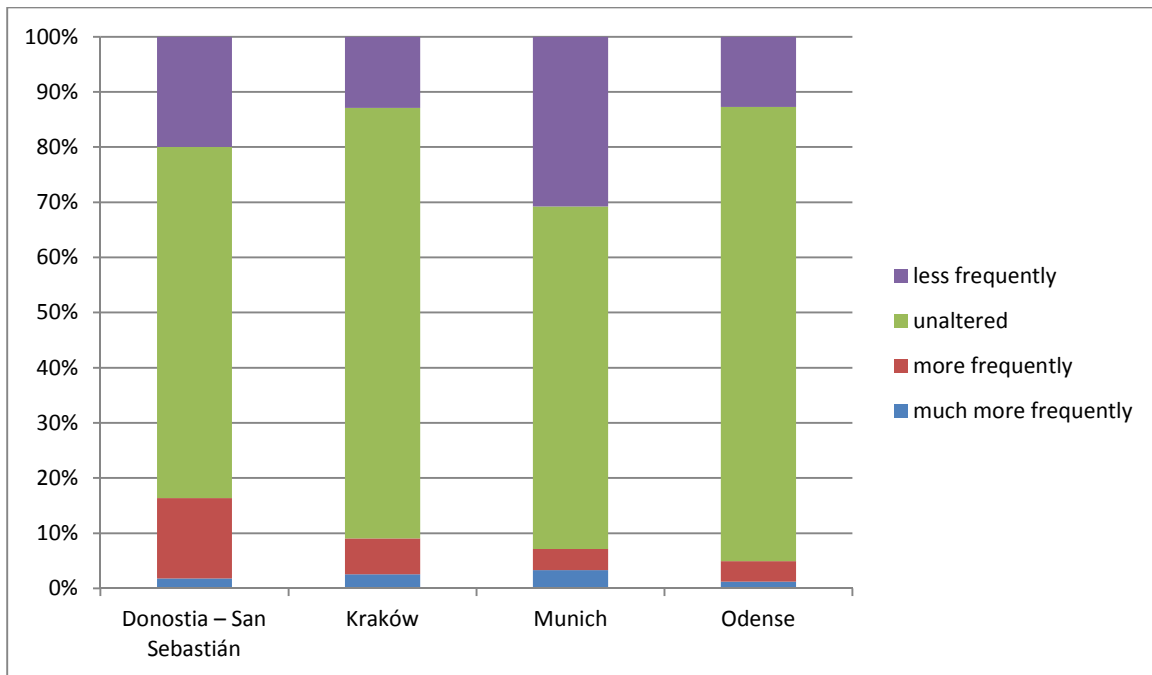
Figure 73).

Figure 73: Travel behaviour (car passenger, all cities)



As an interesting aspect, test persons in Munich are most willingly to reduce car use as passengers (approx. one third of answers), even though the level is already relatively low there (see Figure 74). In Krakow and Odense around 12% of participants expect that they will use the car less in the future (as passenger), while it is approx. one fifth in Donostia (where however 17% expect to receive more lifts in the future).

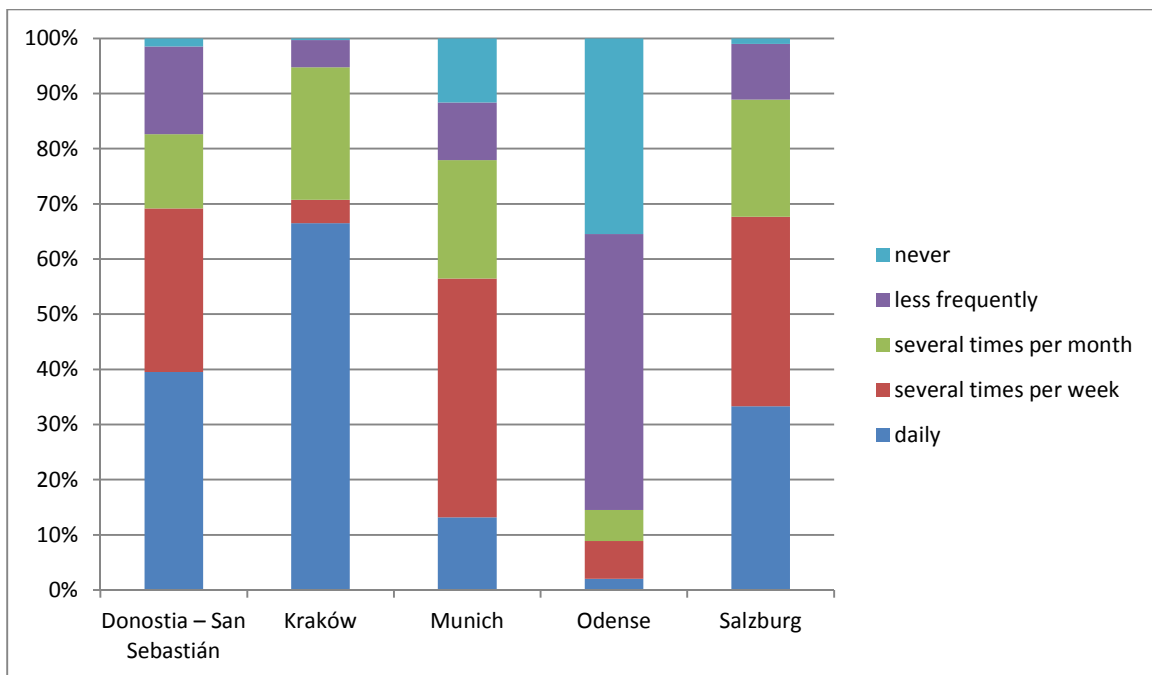
Figure 74: Intended travel behaviour (car passenger, all cities)



Public transport

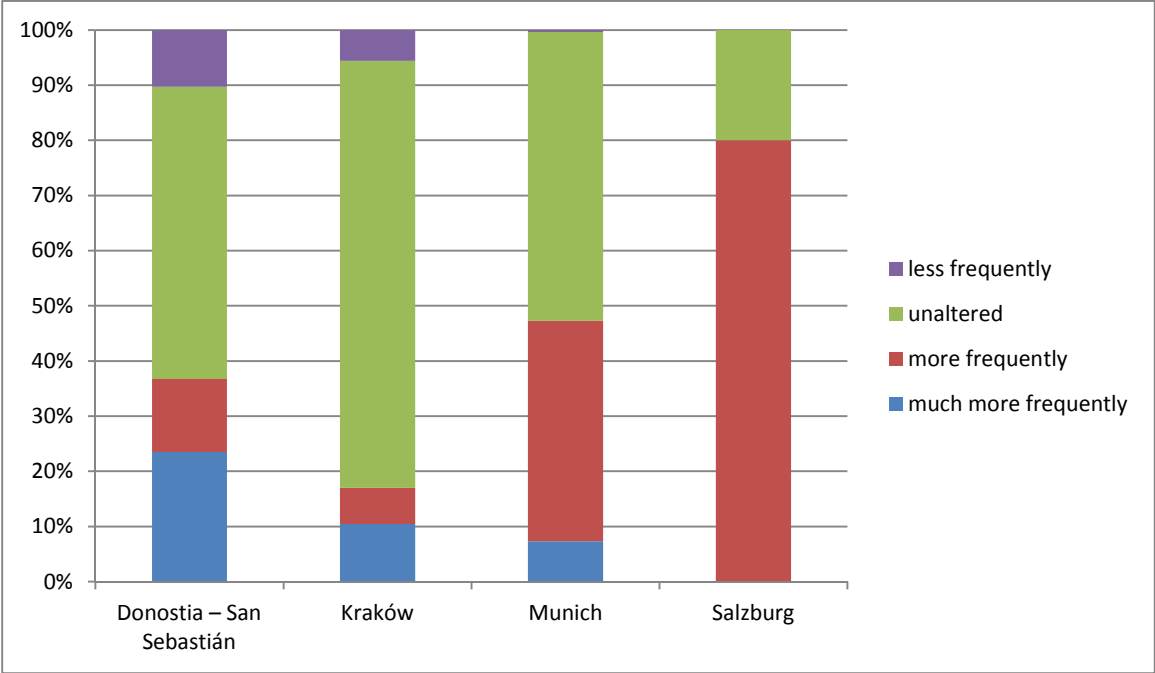
Answers regarding public transport were very heterogeneous and thus merit some attention: In Krakow, about two thirds of participants use buses and trams daily. However one needs to take into account the strong focus on public transport measures within AENEAS. In Donostia and Salzburg, around two thirds use public transport at list several times per week, while it is 56% in Munich. In Odense, this is only the case for about 10% of test persons (see Figure 75).

Figure 75: Travel behaviour (public transport, all cities)



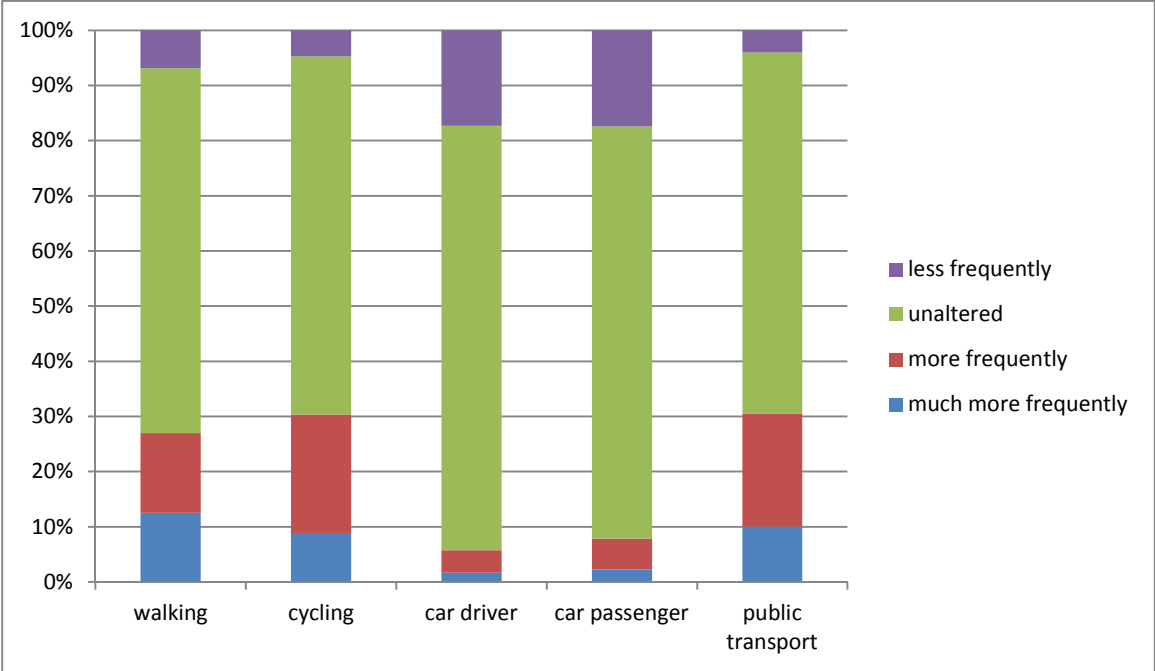
This result is influenced by mobility culture and the quality of the public transport system as well as by the mix of participants regarding age, gender and driving license ownership. Furthermore, no public transport measure was implemented in Odense. As for expected ride frequencies in the future (see Figure 76), Krakow shows the lowest rates, which however coincide with the very high usage quotes already realised. San Sebastián (one third), Munich (48%) and Salzburg (80%) show good results.

Figure 76: Intended travel behaviour (public transport, all cities)



In any case and across all cities and modes, these results just reflect the willingness of participants to change their travel behaviour, and are influenced by the topic of the campaign (a cycling workshop won't generate new clients for the local bus company...), age, gender and mobility conditions of the participants – i.e. they are not representative for all older people in the participating cities. However, it can be useful to draw the overall picture of intended changes in travel behaviour (see Figure 77). Across all participants, around 30% want to cycle more and use public transport more often – and about 27% plan to walk more. On the other hand, test persons across all cities intend to reduce car use (both as driver as well as passenger by about 17%).

Figure 77: Intended travel behaviour (all modes, all cities)



19 Recommendations

In this section, AENEAS wants to give some recommendations stemming from the partners' wide experience in working with older people in citizen participation workshops, training schemes, travel campaigns and marketing events. More detailed recommendations and know-how can be found in AENEAS publications such as the Staying mobile! guide, the booklet of Passenger training toolbox or the Stakeholder involvement handbook – all for free download on www.AENEAS-project.eu/download.

Older people are not a homogeneous target group at all – so there is no “one size fits all” approach in working with older people. 65-years old might consider it ridiculous to receive a training where everything is said twice and they fill treated like in a hospital. For a fragile, very old person on other hand it can be essential that venue, contents and communication are accessible by all means. In other words, when reading these recommendations, you should have your specific target group in mind and consider what might be appropriate and what not.

19.1 Before the event

Partners

Your organisation may not have particular competence with respect to older people, or significant contacts with the target group. It would therefore be recommended to identify a partner with whom to cooperate on the planning and implementation of the project. The partner should have specific knowledge and experience in working with older people, as well as contacts with the target group. There are non-governmental organisations working in the fields of social care and care for disabled people, and experts can also be found in community centres, senior citizens organisations, environmental organisations, sports clubs and geriatric clinics.

Registration & group size

Registration procedures shouldn't be too complicated – otherwise it would scare off people. On the other hand, older people estimate if there is some clear procedure to register, including a dedicated contact person and a confirmation received. This is particularly true for the 75+ years old.

Group sizes shouldn't be too big – for an intensive training of people aged 75+, ten people is the maximum. For less demanding activities with fitter seniors, such as a guided cycling trip, it can be up to thirty participants.

Venue

Some points are important when choosing the venue for your event, workshop or training:

- **Access:** The venue should be easy to reach - preferably in the city centre or close to the respective neighbourhood and well connected to public transport. Particularly when working with more fragile people, physical accessibility standards (ramps, lifts etc.) play an important role.
- **Orientation:** The venue should be easy to find and signposted if required.
- **No disturbances:** the venue should be quiet and undisturbed from e.g. outside people watching the event, particularly in training schemes
- **Comfort:** Particularly if the event is taking place outside, chairs need to be organised – and protection from bad weather.
- **Lavatories** should be close to the venues, clean and accessible

19.2 Event realisation & Staff

Timing & Duration

Events shouldn't start too early in the day i.e. not before 9 o'clock in the morning, on the other hand they should not last too long: senior citizens are busier than you may think. Very old people probably find it too exhausting to attend a full day event. Respect lunch times – older people aren't that flexible regarding this.

Staff / support ratio

There should be a **sufficient number of staff** present. If you plan e.g. a passenger training, with very old people, there should be around one trainer per two trainees. The fitter the group is and the less demanding the scheme, the less staff is needed. However, it is recommended to work at least with two trainers / moderators / guides.

Hospitality and relaxed atmosphere

Older people want to be valued and are sensitive to issues regarding courtesy. Therefore, hosts of events should create a warm and welcoming atmosphere. Training sessions and workshops should also be arranged in a way that participants don't feel stress, but can learn new things or discuss issues in a relaxed atmosphere. A sense of humour makes it easier for older people to work on their weaknesses and to be open for new things. Positive feedback is particularly important in training sessions.

Sensitive, aware and patient

Staff involved in the scheme should be **sensitive, aware and patient**. It should have an eye on particular weaker participants and some background knowledge on issues regarding age and mobility. Patience is a must.

Social aspects

Social aspects are a key motivation for older people to join an organised activity (be it a training session, planning workshop or cycling trip). This should be considered by offering a small meal and making the event a joint experience.

Practical relevance

Training sessions should offer practical aspects rather than elaborating on theory. Not very much surprising, but older people learn better by doing than by watching PowerPoint-presentations.

19.3 Communication tips

Communication between different generations involves specific challenges, intensified by the physiological process of ageing. An awareness of the changes inherent in ageing is the basis for successful communication. Examining and understanding these changes not only makes the training / event easier, it also consolidates the trainer's / moderator's respect for the participants.

- **Be patient:** Only begin to speak once all participants have found a place to sit or a safe place to stand (for example in the bus).
- **Acknowledge objections:** Do not attempt to skip over disturbances or objections. Deal with them immediately and then regain the group's attention.
- **Two senses:** Reinforce what is being said with visual aids, such as demonstrations or written documents, or a combination of the two
- **Eye contact:** Make sure that you position yourself so that all participants have direct eye contact with you. This will facilitate understanding, since facial expressions, gestures and lip reading can help participants to understand what they have not clearly heard.

- **Articulation and volume:** Clear, distinct and slow articulation helps participants remember the information they are hearing.
- **Background noise:** Minimise background noise and ensure that the atmosphere is as calm as possible. Never have people speaking simultaneously, and ensure effective moderation during discussions
- The **content should** be clear and focused without trying to put too many things in one scheme or session
- **Repetition:** Repeated summaries of the training content will help to ensure that information is retained.
- **Hand-out:** Let participants know at the start of the course that written hand-outs will be provided with all the information covered, so they know that they do not need to memorise everything they hear.

19.4 How to reach the target group?

The senior generation are a large and disparate group, and therefore **difficult to reach**. In addition, they are somewhat **reluctant to marketing**. This is a twofold problem. Firstly, older people are less interested in new things and rather rely on what they have. On the other hand, they might consider leaflets etc. as dubious. In consequence, you have to choose your means of communication well, but also consider design and content. When informing or inviting them by letter, it could help if a high representative (e.g. mayor, director of Transport Company) signs it.

Modern communication technology

Modern life is shaped by communication. While mobile phones, the Internet and other technology offer huge potential, your biggest challenge is ensuring that your message is delivered to the target group. The first step is to identify appropriate ways to communicate the message. The media can be used differently from partner organisations in reaching the final target group: potential participants in your activities. It is useful to remember that people naturally accept the known more readily than the new and unknown. This doesn't however mean that older people aren't open to communication technology. Many 70-years old for example use teletex, while the most of the 60-years old are already acquainted with mobile phones and the internet.

Multipliers

As a large and disparate group, senior citizens are often very difficult to reach directly. It is a good idea to find "allies" on every level when advertising the course. Your partners (see above) might already have good contact with older people. If this is not the case or not enough, you will find organisations in almost each community, which actively work with older people, or places where older people meet. Cooperating with these organisations, you may access your target group more easily than when trying it on your own. When looking for multipliers, don't only look for older citizen's organisations or social centres, also parishes, doctors and older people's families might be a good choice (among others). Local newspapers can also be a good multiplier and often are keen to promote schemes as special service to their loyal readers.

Peer-to-peer approaches

The best multipliers and trainers are older people themselves, since seniors accept more easily advice and recommendations by their peers. Different successful approaches, such as the PatenTicket in Cologne (Germany) or the OVambassadeurs in Zeeland (the Netherlands) benefit from this insight. Identifying and training / briefing the peers might take some extra work, but the results are promising and impacts long lasting.

Media and public relations

Carry out research to find out which media forms are particularly interesting to senior citizens. Regional newspapers and local radio stations are often better choices than the Internet for this target group. Ask your media partners which broadcasting times are preferred by the target group. Establish contact with journalists from daily newspapers or free newspapers in order to have proper press release placement. It is important to

publicise your course and to give details of how to register. Ideally, sensitivity to the needs of older travellers would be heightened by parallel articles on the subjects of mobility, security and demographic development. It is therefore helpful to cooperate with a media partner in this phase. Paid announcements can supplement course marketing, depending on the available budget. The information should be clear and comprehensible. Combining the announcement with attractive pictures will help to draw attention to the event or campaign.

Older people appreciate being approached directly.

Older people prefer face to face or telephone communication and finding a dedicated contact person. They very much acknowledge people listening to them. In consequence, you will succeed with formats that give older people a voice and that are rather personal than anonymous. In addition, the quality of feedback, which you receive as organiser, increases. Some examples of direct approach are:

- Direct mail
- Brochures (e.g. mobility guide, safe in the bus, ...) complementing your events and spoken information
- Information stands
- Telephone calls

19.5 Designing print media

No matter how good the event, it will only be effective if suitable, legible printed materials are provided. By following a few simple guidelines when creating letters, leaflets and brochures, and by working with a professional graphic designer, you can ensure that the materials you provide adequately convey your message to your target group.

Content and message

- **Older people don't like to be addressed as older people.** They prefer to be considered as full-fledged members of society, being rather in its centre than a "special needs group". However, this sometimes leads to strange situations: In the German "Anbindung" survey (2001), older car drivers have been asked about park & ride at railway stations. They declined the need of dedicated parking spaces for older people including more space, better light and close distances to platforms. When asked what the ideal parking space should look like, they however replied that these should have wide spaces, good illumination and should be not so far from the platforms.
- Use **clear and simple language** and avoid jargon and neologisms with which the older generation are likely to be unfamiliar. Write in **short, concise sentences**.
- **Do not use thin paper** (i.e. below 100g/m²). Use **spiral-bound brochures and hard covers** to make it easier to turn the pages. Give the brochures a **distinctive cover** for easy recognition.

Fonts & Styles

- **Avoid experimental fonts or fonts with serifs** (e.g. Times New Roman). If documents in this font are copied or sent by fax, some parts of the letters may disappear. It is better to use fonts that are clearer and simpler, such as Verdana
- **Avoid using underlining or italics**, which also reduce legibility
- Use a **maximum of two different fonts** in the document (titles and main text), or the publication will become difficult to read
- For ease of reading, use fonts **no smaller than 12 pts.**, headings should have bigger fonts than text
- **Contrasts** (preferably black & white) and **space** (between lines & columns, around pictures) enhance reading. Avoid pictures as background for text.