



# UMCASE: Creating mobility with people, for people

Involving the end-users in the development of public transport



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Sandra Lima, European Passengers' Federation



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## Problem:

Digitalisation: user involvement is mostly developed in the context of testing digital applications and innovative mobility solutions.



Exclusion





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Aim: Shift the attention to these groups!

How?

Provide cities with an interactive method to identify user needs and develop tailored public transport systems and digital solutions for the most vulnerable users. Creating the means to improve transport solutions by tailoring them to individual needs.





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### UMCASE Method

- Design thinking approach
- Bringing together key stakeholders
  - Cities
  - Citizens (or representatives)
  - Transport providers
  - Businesses
  - ...
- Intensive ideation cooperation





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Vitória-Gasteiz



Eindhoven



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## Vitória – the case of older people

- People over the age of 60
- Very heterogeneous group, with the common experience of ageing
- Mobility barriers and difficulties in accessing digital (mobility) services



## Eindhoven – the case of low income

- People with low incomes who live in a particular area of social housing
- Exclusion in this group can be very intersectional with other factors
- Mobility barriers and difficulties in affording services



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## Vitória – the case of older people

- Women seem to be more involved in the activities (traditional role of communication?)
- Value their time above financial compensation: want to create a real change with their actions
- Are open to learn and often find joy in the act of learning itself
- Need certainty (appointments need to be scheduled ahead) and respect (clear open communication)
- Can be more technology-savvy than expected!



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### Eindhoven – the case of low income

- The changes in the house structure mean that this group is extremely motivated to get involved in anything that will affect their lives
- Value their time above financial compensation: often people who are in a precarious situation have “too much going on”, we need to present them concrete value for their time and be flexible to conduct the workshop on hours that fit them
- Language barrier to be considered
- Citizen involvement “burnout”: with a project involving different phases and city departments it is likely that people will be asked (too) frequently to participate in workshops and their interest might decrease. A balance should be found by cross-sector collaboration and by building good alliances with citizens





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Field  
immersion



Ideation  
workshop



Design  
exploration



Mock-up



Mock-up  
appraisal



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## Outcomes (from Dec 2022)

- Methodology and implementation guide for cities, citizens and other stakeholders to apply the method on their own or with the support of an UMCASE partner
- A portal for cities and an execution tutorial



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Centro de Estudios Ambientales

CEA

Ingurugiro Gaietarako Ikastegia





# Contact details

Sandra Lima

European Passengers' Federation

sandra.lima@epf.eu

[www.epf.eu](http://www.epf.eu)