

A Deep Dive into User-Centric Solutions and Inclusive Transport Policies

TOD-IS-RUR Webinar

12 December 2023

Agenda

13:00 – 13:15: Introduction

13:15 – 13:45: Passenger needs & considerations

13:45 – 14:30: Best practices: mobility solutions in rural – urban areas

Jose Manuel Vassallo and Laura Garrido Maza - UPM

Antonie van Loon - Mobx / Voetgangersbeweging

14:30 – 14:45: Policy in Europe

14:45 – 15:00: Wrap up & final discussion

Welcome!



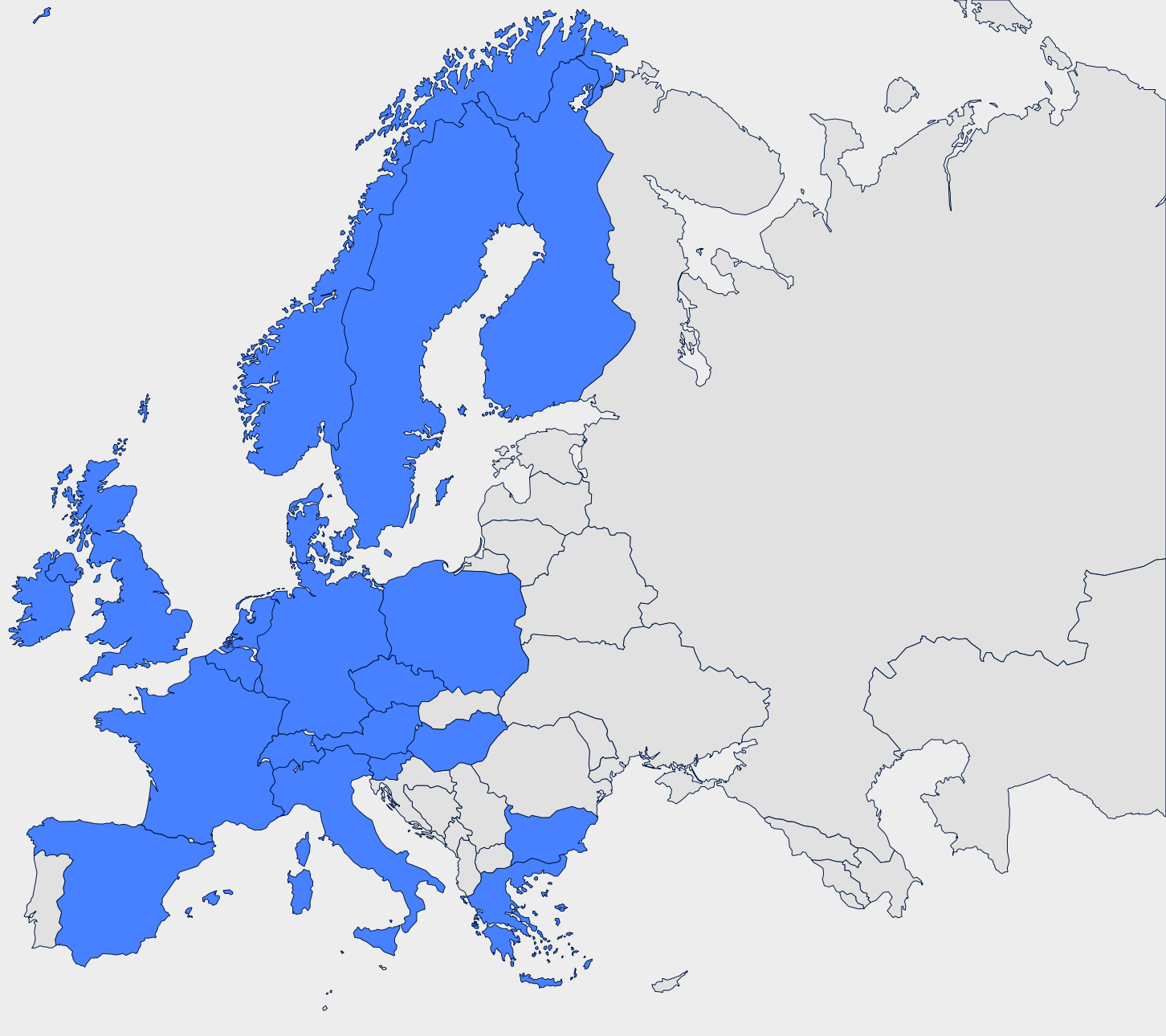
House rules:

1. We will mute you when the workshop starts
2. Raise your hand or use the chat if you would like to speak
3. Unmute yourself when you are talking
4. Mute yourself again when you are finished talking
5. Have fun!

European Passengers' Federation

International non-profit
association

- 39 members
- 21 countries
- All modes: rail, road, waterborne, air



Main objectives

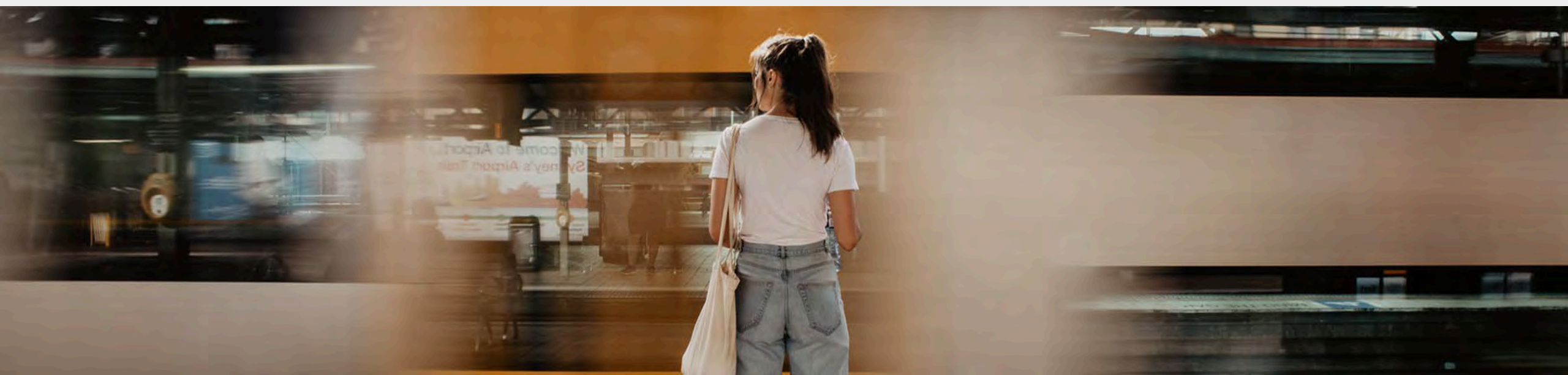
- Represent passengers' views at European level
- Strong passenger rights
- A better (multi-modal) travel experience
- Tackle transport poverty
- Put end-users at the centre when new mobility services are developed



**European
Passengers'
Federation**

Passenger needs & considerations

13:15 – 13:45



What if ...



3 personas:

- Elderly person with reduced mobility
- Person living in a rural area with low income
- Person travelling with children

5 minutes to define their mobility characteristics:

- [Miro](#)

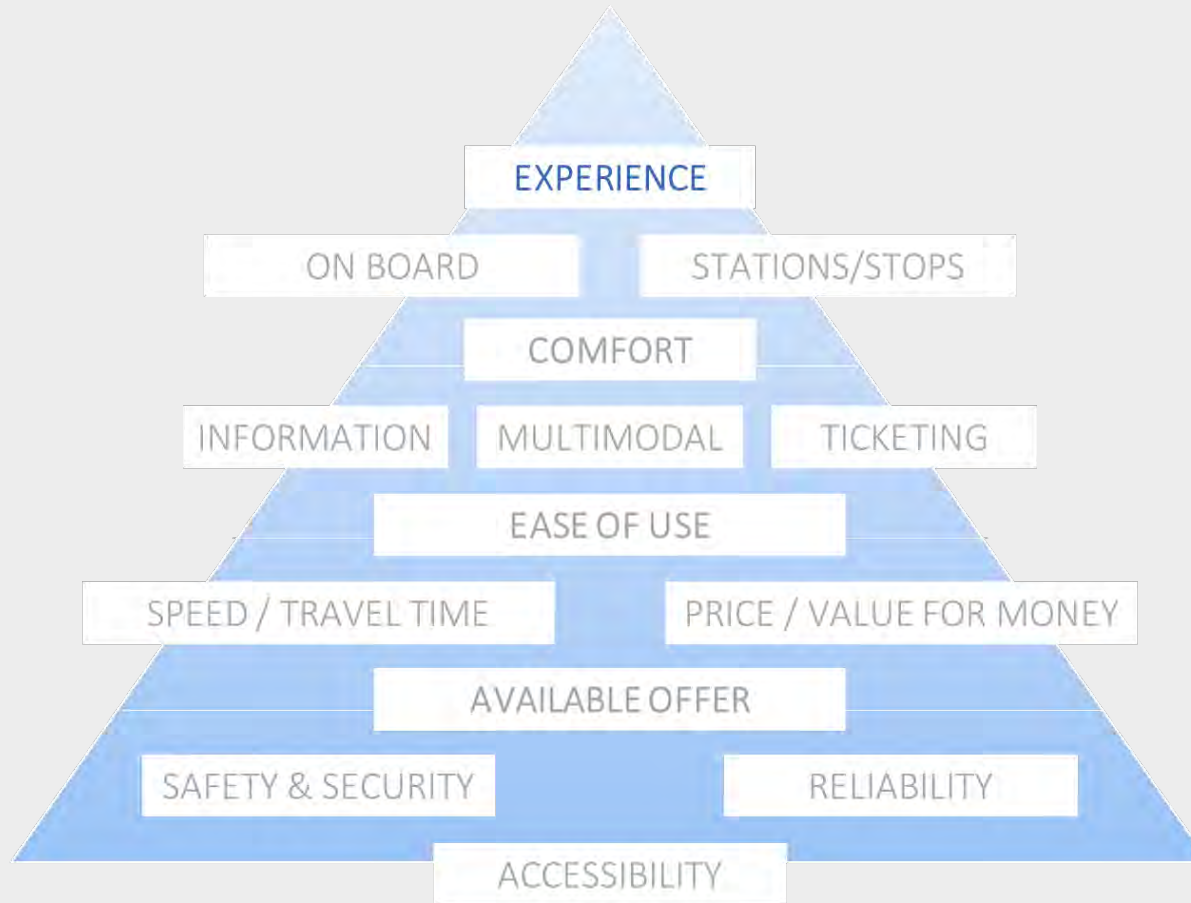
Not all needs are the same...

Mobility choices can be affected by:

- Age
- Income
- Education & skills
- Mobility restrictions
- Location
- Context
- Life-changing events
- ...



Drivers of mobility behaviour



Source: Maslow's pyramid, applied to public transport (CIPTEC, Peek and van Hagen)

What is transport poverty?



Source: © HiReach project (<https://hireach-project.eu/>)

Elderly people

- “Ageing” is not uniform: factors include social situation, age, health, etc.
- Diverse group: “young old” vs “old old”
- Public transport is crucial for supporting independence
- Habits & life-changing events
- Challenges: cost, accessibility, digitalisation, safety & security



People with reduced mobility

- Mobility affects independence and quality of life
- Higher risk of transport poverty
- Higher level of guidance needed to provide appropriate info and access
- Challenges: cost, accessibility, digitalisation



People living in rural & deprived areas

- Poor infrastructure and limited PT
- Travel more and longer
- Increased risk for transport poverty
- Challenges: limited basic services & activities, limited opportunities for walking & cycling, forced car ownership, commuting



People with low income or unemployed people

- Travel less and for shorter distances: limit to compulsory trips
- Exclusion in this group can intersect with other factors
- Challenges: forced car ownership, digitalisation, affordability



Women

- Mobility patterns are often complex: primary caregiver role
- Economic gap due to employment and socio-economic conditions (as primary caregivers)
- Challenges: male-centric PT, safety & security, design & accessibility



Children & youth

- Diverse group: children younger than 14 vs young adults between 15-25
- Importance of travel socialization and habit formation
- Challenges: limited transport options, reliance on adults, safety

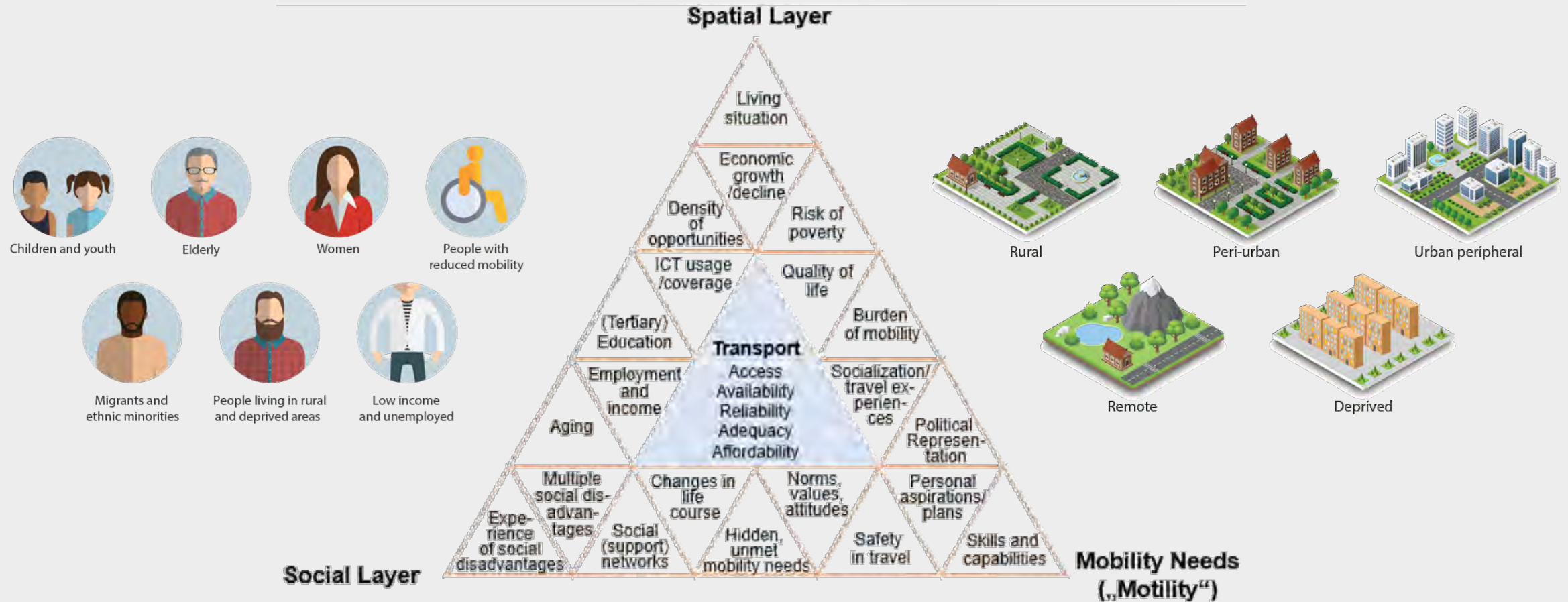


Migrants & ethnic minorities

- Diverse group: differences are greater for women (caregivers) and newly-arrived immigrants
- Travel less and for shorter distances
- Challenges: affordability, language & cultural barriers, discrimination, understanding the transport system, limited access to PT in low-income areas, digitalisation



Analysis of mobility needs

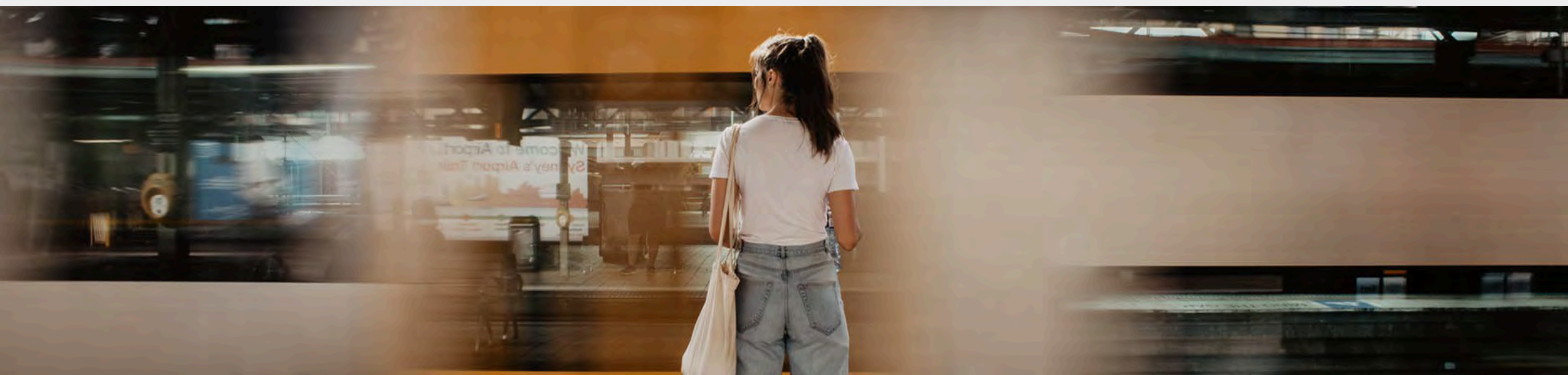


Discussion and Q&A



Best practices and examples

13:45 – 14:30





Key drivers for the success of shared mobility solutions in urban and rural areas

José Manuel Vassallo & Laura Garrido (UPM)



Co-funded by
the European Union



The pedestrian as a key player on mobility hubs

TOD-IS-RUR
12/12/2023



Discussion and Q&A



Policy in Europe

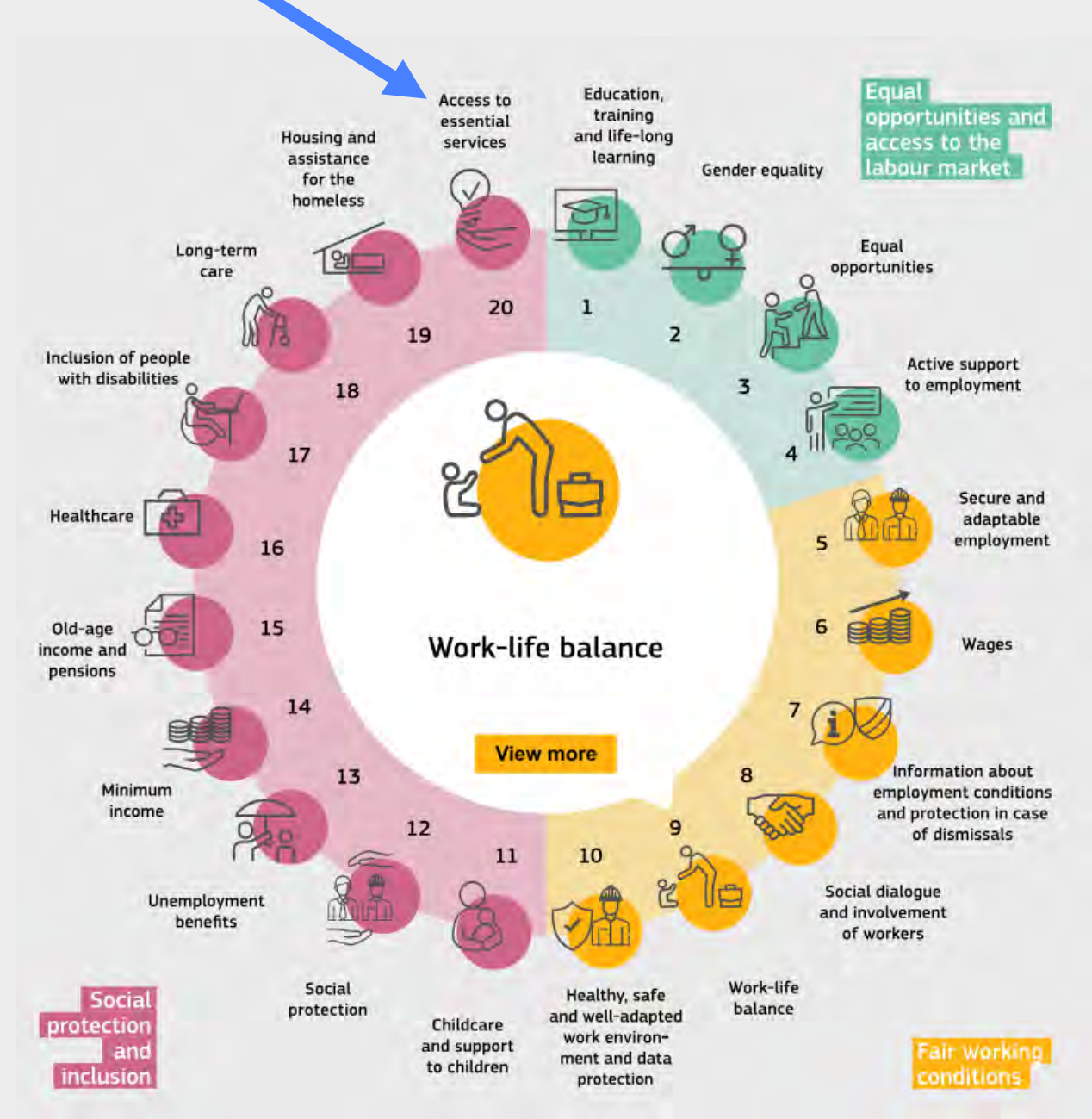
14:30 – 14:45



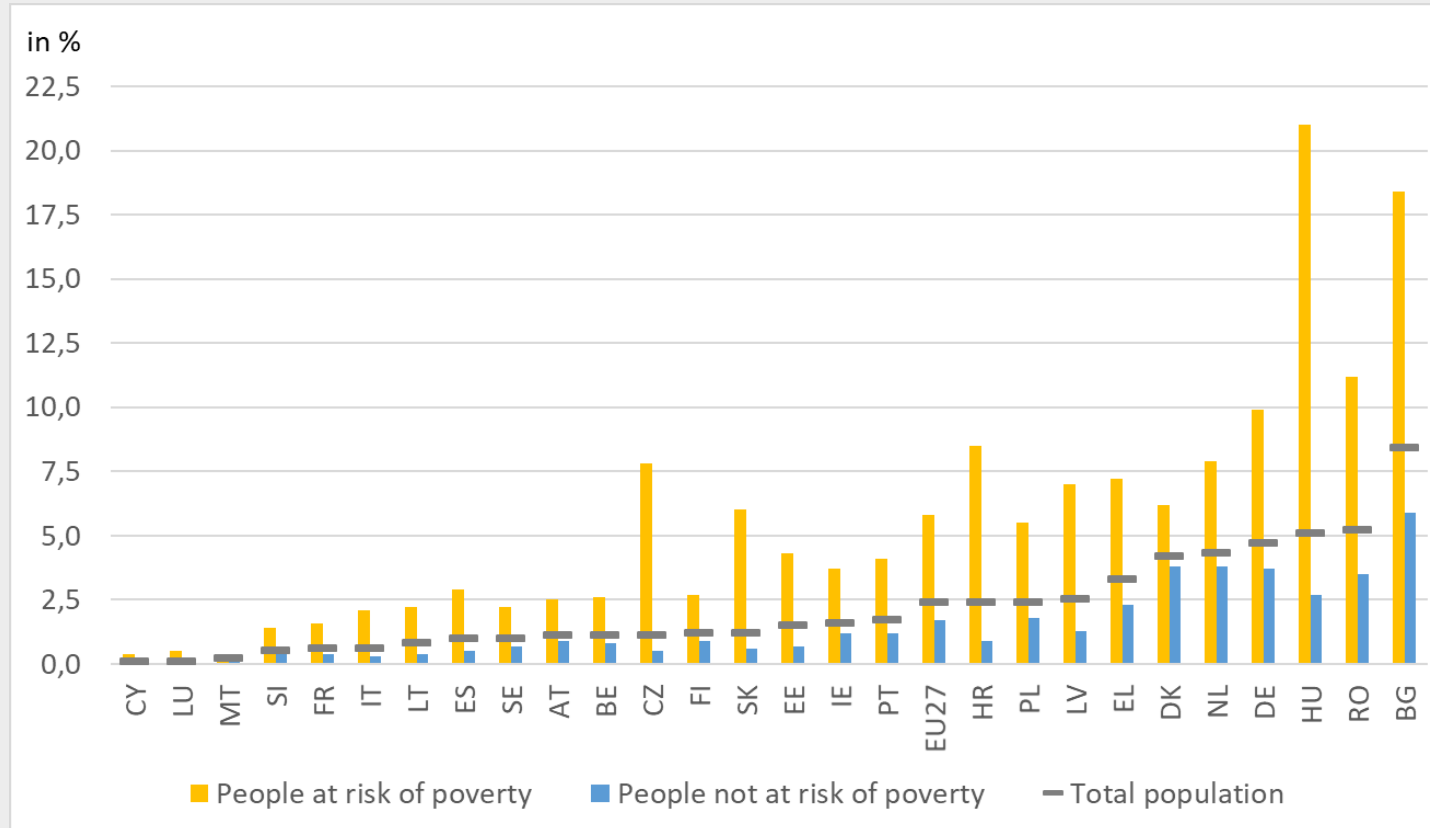
Mobility = a social right

- [EU Pillar of Social Rights](#)
- [Service of general economic interest \(SGEI\)](#)
- [Public Service Obligations \(PSO\)](#)

[Report on Access to Essential Services in the EU](#)
[Study on the social dimension of the future EU transport system](#)



Inability to afford regular PT use

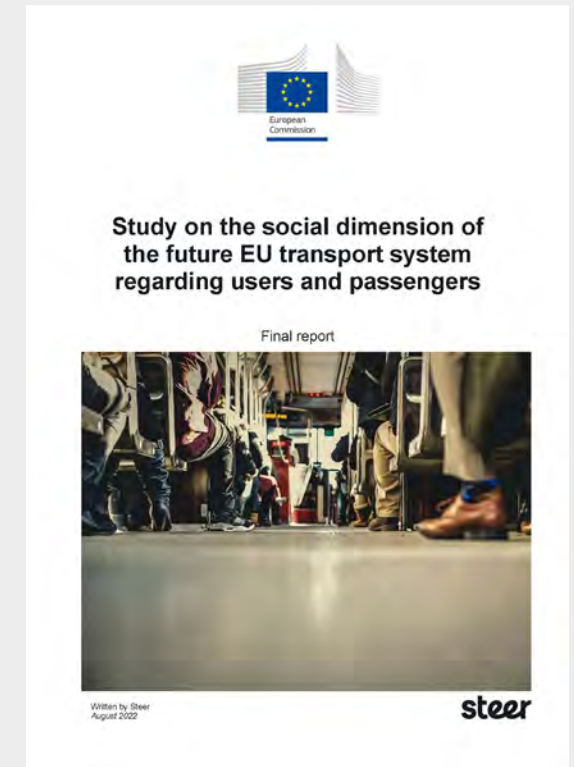


Source: Report on Access to Essential Services, based on Eurostat data (EU-SILC ad hoc module)

Study on the social dimension of the future EU transport system

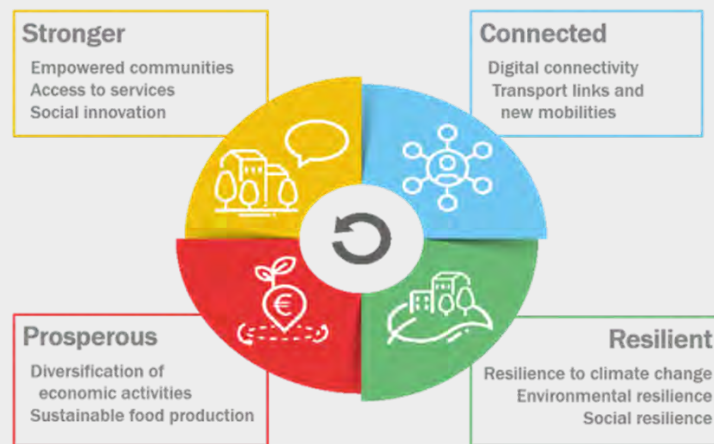
Some key findings:

- Different groups of people have different needs
- Issues are complex and have multiple overlapping dimensions
- Need to ensure a transport system inclusive and accessible to all
- Perspective of users in terms of affordability, reliability and accessibility

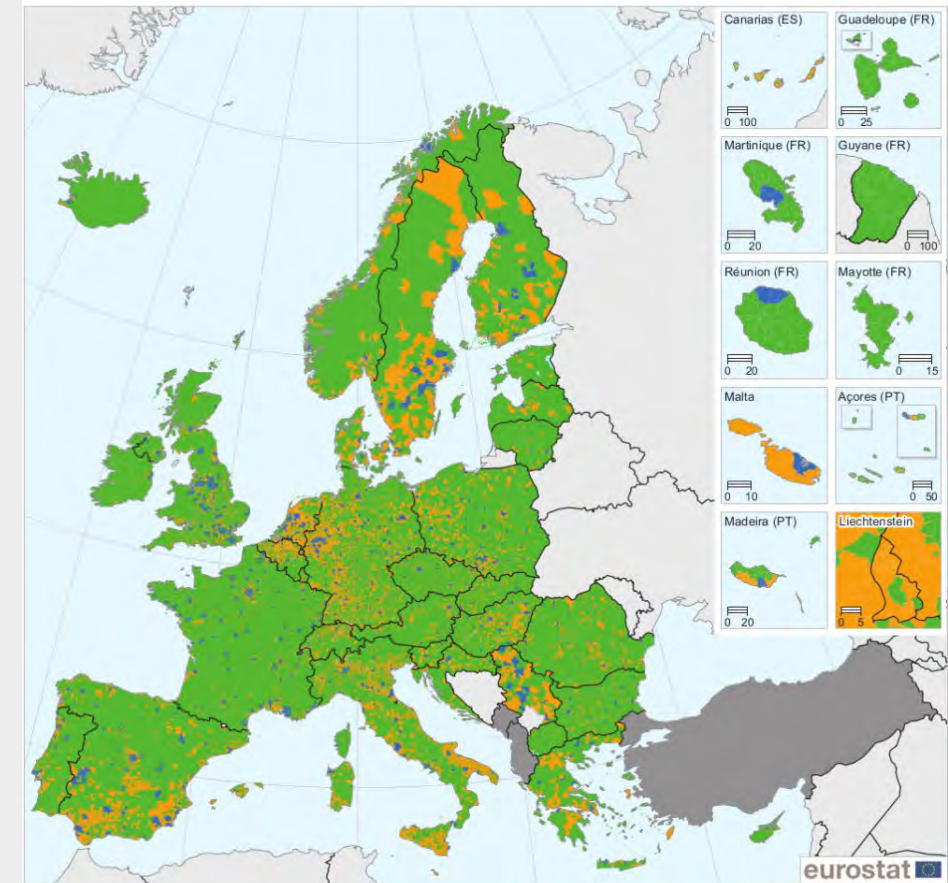


EU policy for cities & rural areas

- Trans-European Transport Network (TEN-T)
- Sustainable Urban Mobility Plans (SUMP)
- A vision for rural areas towards 2040



Degree of urbanisation for local administrative units (LAU)



Administrative boundaries: © EuroGeographics © UN-FAO © Turkstat
Cartography: Eurostat — GISCO, 05/2018

- Cities**
(Densely populated areas: at least 50 % of the population lives in urban centres)
- Towns and suburbs**
(Intermediate density areas: less than 50 % of the population lives in rural grid cells and less than 50 % of the population lives in urban centres)
- Rural areas**
(Thinly populated areas: more than 50 % of the population lives in rural grid cells)
- Data not available**

0 200 400 600 800 km

Note: based on population grid from 2011 and LAU 2016.

Source: Eurostat, JRC and European Commission Directorate-General for Regional Policy

Accessibility



Travelling is a right for all

Your passenger rights at hand

Disabled? Reduced mobility? You cannot be discriminated against when travelling and you have the right to assistance before and during your journey

Find out more:
Visit the website at: europa.eu/youreurope/travel,
download the passenger rights app or call Europe Direct on 00 800 6 7 8 9 10 11*

Transport operators and airport, station, terminal and port managers have a legal obligation to assist you, to inform you about your rights and where to complain

EU legislation protects your rights wherever you travel across Europe

* Certain telephone operators may deny or charge for access to 00 800 numbers

Mobility and Transport



European Accessibility Act

A key step to a Union of Equality




#EUDisabilityRights
#UnionOfEquality



15 years of the CRPD


DISABILITY RIGHTS ARE HUMAN RIGHTS

#NothingAboutUsWithoutUS



Union of Equality

Strategy for the Rights of Persons with Disabilities 2021-2030



Sustainable & smart mobility



“This evolution should **leave nobody behind**: it is crucial that mobility is available and affordable for all, that rural and remote regions are better connected, accessible for persons with reduced mobility and persons with disabilities, and that the sector offers good social conditions, reskilling opportunities, and provides attractive jobs. The European Pillar of Social Rights is the European compass to make sure that the green and digital transitions are **socially fair and just**.”

Supporting measures

EU level

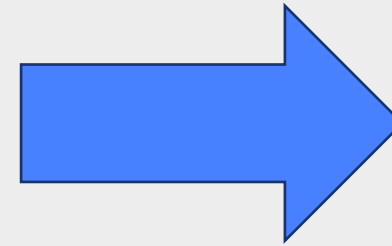
- Regulatory framework (cf. above)
- Funding (cohesion policy, recovery and resilience fund)

Member States (national – regional level)

- Reduced tariffs, monetary benefits, cost reimbursements, tax rebates or in-kind benefits
- Availability of public transport

Inclusive mobility in Europe

- Publicly contracted mobility services
- Market-based mobility services
- Community-based mobility options



Gaps?



Informal ride-sharing
and van pooling



Community
transport services



Innovative ride-hailing
mobility services



On demand flexible
public transport

Mobility as a Right (MaaR)

Accessibility + Inclusiveness = Freedom



Public transport + ...



**NEW SHARED
MOBILITY
SERVICES**

**ACTIVE
TRANSPORT
MODES**

**MICRO
MOBILITY**

**INTEGRATION
WITH PUBLIC
TRANSPORT**

How to move forward?

- Develop inclusive and accessible services
- Changing travel behaviour
- Remove boundaries
- Develop new business models
- End-user and stakeholder engagement



Discussion and Q&A



Quiz time!

Join at menti.com | use code 7556 6634

Mentimeter

Welcome to the TOD-IS-RUR quiz! 🎉



Final thoughts

14:45 – 15:00





Thank you

European Passengers'
Federation

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