# How to make inclusive mobility a reality: 8 principles and tools for a fair(er) transport system

Kristin Tovaas, Rupprecht Consult
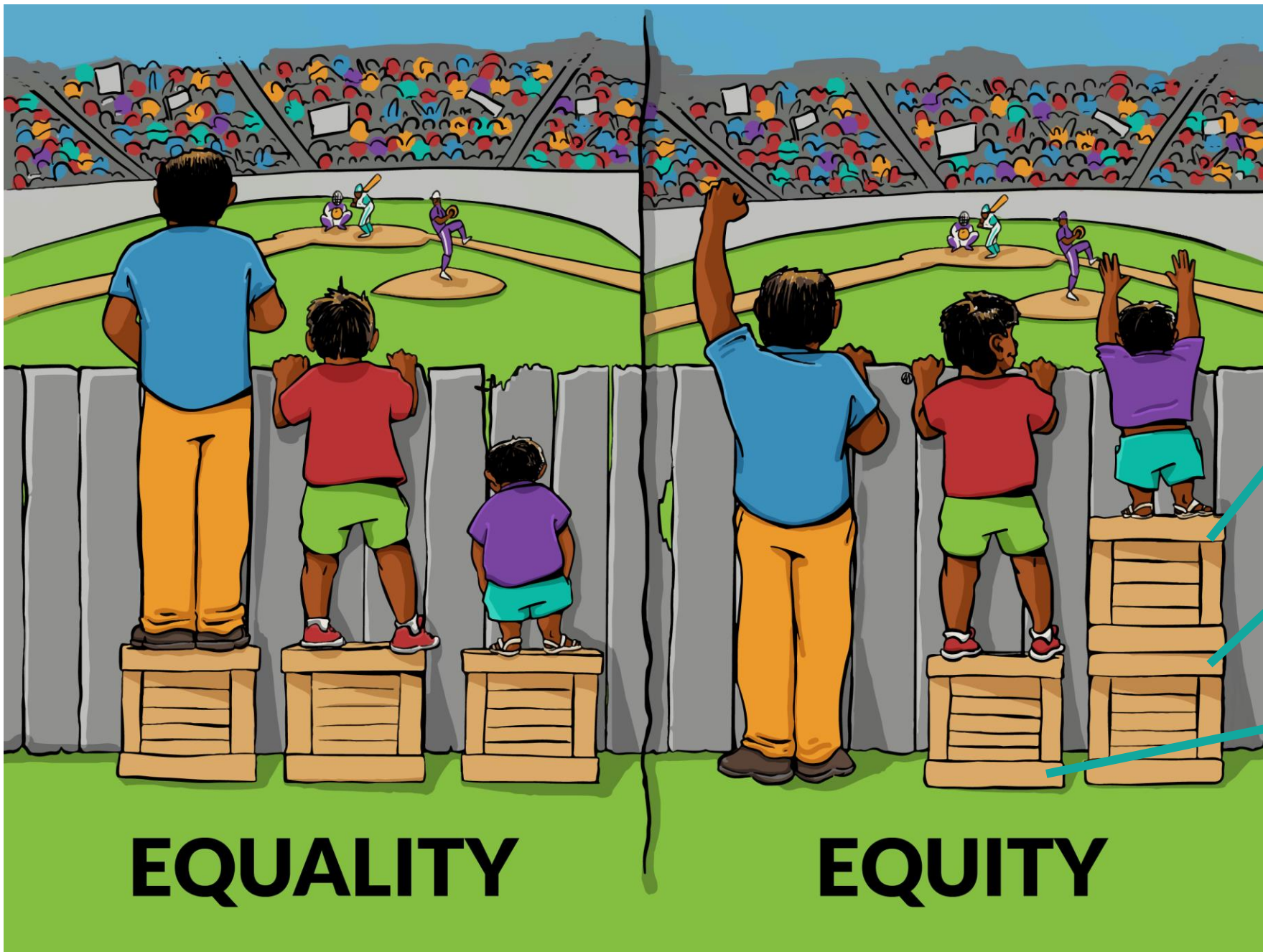Mobilising Mobility, 22 October 2020
*For a more inclusive, equitable and accessible mobility –*
*The INCLUSION toolbox*

www.h2020-inclusion.eu

RUPPRECHT CONSULT
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EQUALITY

EQUITY

Audio/tactile information

Sufficient lighting and security

Affordable ticketing options

Source: Interaction Institute for Social Change | Artist: Angus Maguire

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# Who is vulnerable to transport exclusion?

- Elderly
- Students/ youth
- Women
- Children

- Physically disabled
- Sensorially disabled
- Cognitively impaired
- Migrants

- People in rural/ remote areas
- People without a driver's license
- Job seekers
- People with a low income

*Source: Harry Schiffer, Eltis.org*

*Source: Aira App, https://aira.io/*

*Source: Harry Schiffer, Eltis.org*

*Source: Eltis*

# 8 principles for a fair(er) transport system

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**EMPOWERING**

**EMPATHETIC**

**ACCESSIBLE**

**AFFORDABLE**

**GENDER EQUITABLE**

**SAFE**

**CONVENIENT**

**EFFICIENT**

## ACCESSIBLE

The transport network, stations, vehicles and information are barrier-free (physically, sensorially and linguistically). This also includes ticket machines, apps for smartphone accessibility features, simple user-centric access to digital devices, acoustic and visual announcements at stations and aboard vehicles.

## AFFORDABLE

Transport services are affordable for all users, in particular vulnerable users, relative to their income and proportional to their other overall cost of living. An inclusive society will have to cover related costs and subsidies, and avoid imposing a major cost factor on any particular user group(s).

## CONVENIENT

The time and/or effort required for vulnerable users to reach a transport service (e.g. first and last mile) are minimised so that these users can benefit from the service in their everyday lives. Distance to the nearest service, reliability and adequate information provision about the service (e.g. timetables, route planning) contribute to its convenience.

## EFFICIENT

Once vulnerable users are aboard a vehicle, the time and/or effort required to use the service (e.g. longer journey times, changing vehicles multiple times) are minimised so that these users can benefit from the service in their everyday lives. The main factors contributing to efficiency are vehicle routes, network coverage and intermodal connectivity.

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## EMPOWERING

Mobility solutions that build vulnerable users' capacities to get around confidently in their everyday lives. This idea can manifest in a training course or a scheme of "travel buddies" for certain social groups so that they are enabled to use certain transport options without requiring help by other people. Also technology can play a role here if it creates new degrees of freedom.

## EMPATHETHIC

Empathy-building initiatives foster awareness and build capacities (e.g. through training) among the transport provider and general public for vulnerable users' needs and increase their readiness to help. Sometimes, mobility options would be more accessible if there were some kind of "helping hand" (literally or metaphorically) to support vulnerable users.

## GENDER EQUITABLE
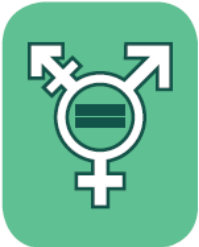
Gender equitable mobility services enable all users, regardless of gender identity or orientation, to have access to transport services that meet their daily needs. This does not require providing equal services for all, but rather providing services that are equivalent but different, recognising that not all groups have the same mobility needs. Measures that improve and facilitate intermodality, accessibility and safety are primary considerations for gender equity.

## SAFE

Mobility services that increase the perceived and actual safety of all vulnerable users by preventing accidents, theft, violence and harassment. Related interventions include hard measures (e.g. lighting, spatial layout, station and vehicle design, signage, emergency buttons, etc.) as well as soft measures such as human surveillance, communication, staff training and public awareness campaigns.
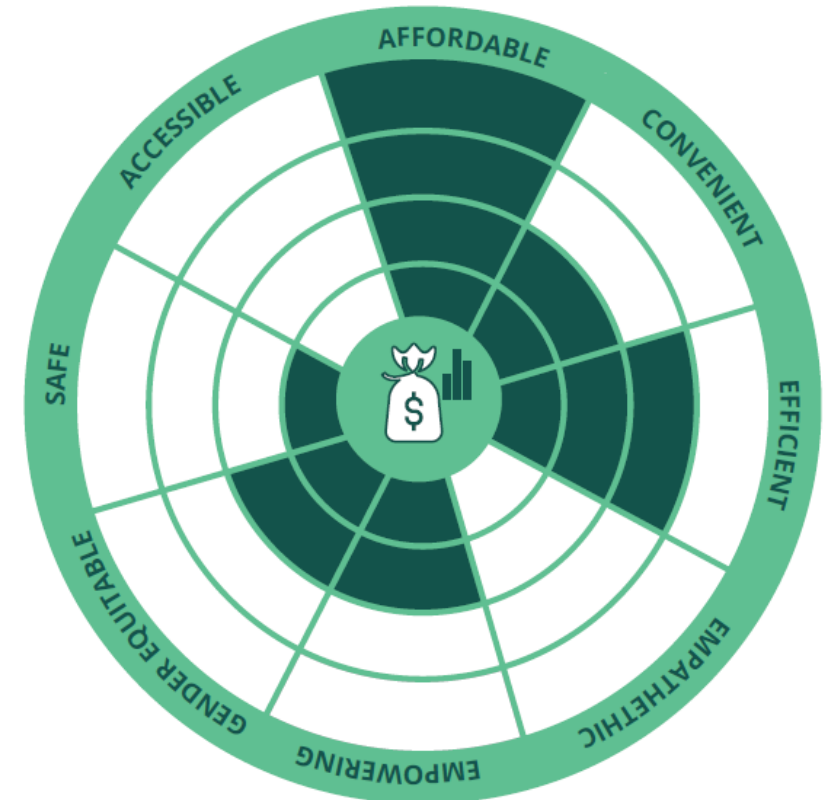
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# Vulnerable users' needs across the 8 principles

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**ELDERLY**
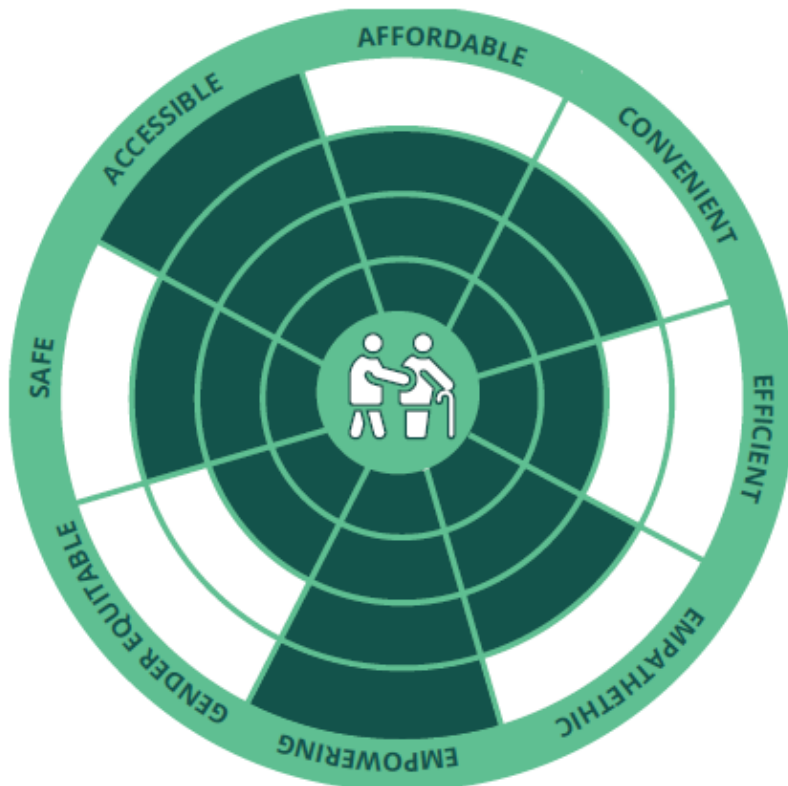
**PEOPLE IN RURAL/ REMOTE AREAS**
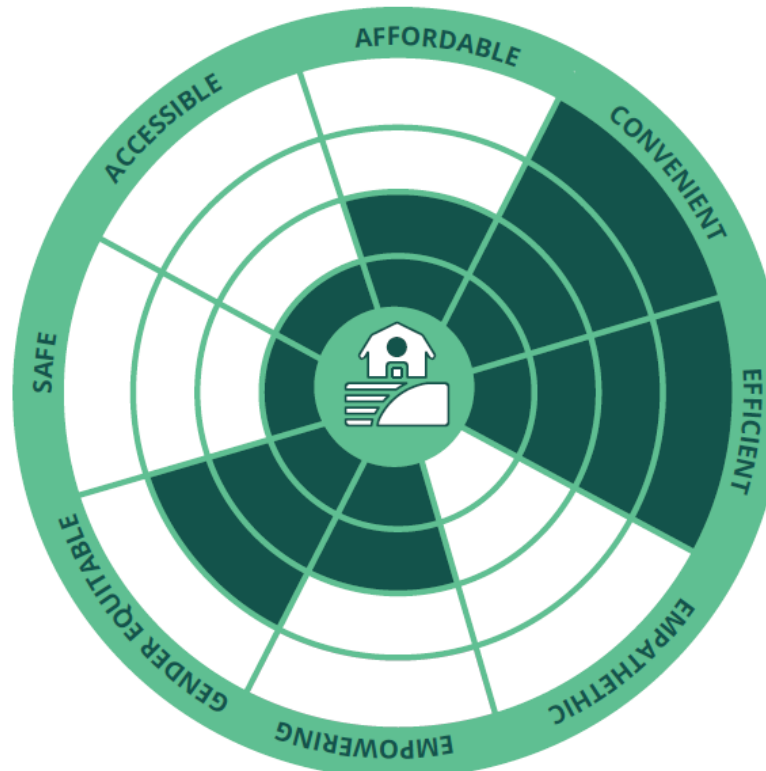
**PEOPLE WITH A LOW INCOME**

# Applying the 8 principles:
## understanding & responding to users' needs

1. **Start with the people** – Who? What are their needs? How to involve in design?

2. **Recognise compounded needs** – Even more affected by mobility gaps

3. **Give them a voice** – By vulnerable users, for vulnerable users

4. **Build and maintain trust** – Direct, two-way communication with users

5. **Reach outside of the box** – Support from various departments within the public sector, community organisations and private investors


*Source: S. Findeisen/City of Bremen*


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*Source: urbanista*

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# inclusion

# Thank you

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