



Working towards local strategies for a sustainable, integrated and user-friendly digital travel system for all

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Context

- Digitalisation is rapidly changing mobility
- This causes exclusion for certain vulnerable-to-exclusion groups
- Need to evaluate and (re)design digital services and mobility policies in an inclusive way



DIGNITY project

- HORIZON 2020 MG 4-5-2019: An inclusive digitally interconnected transport system meeting citizens' needs
- Duration: 01/01/2020 – 31/12/2022 (36 months)
- 14 partners in 6 European countries

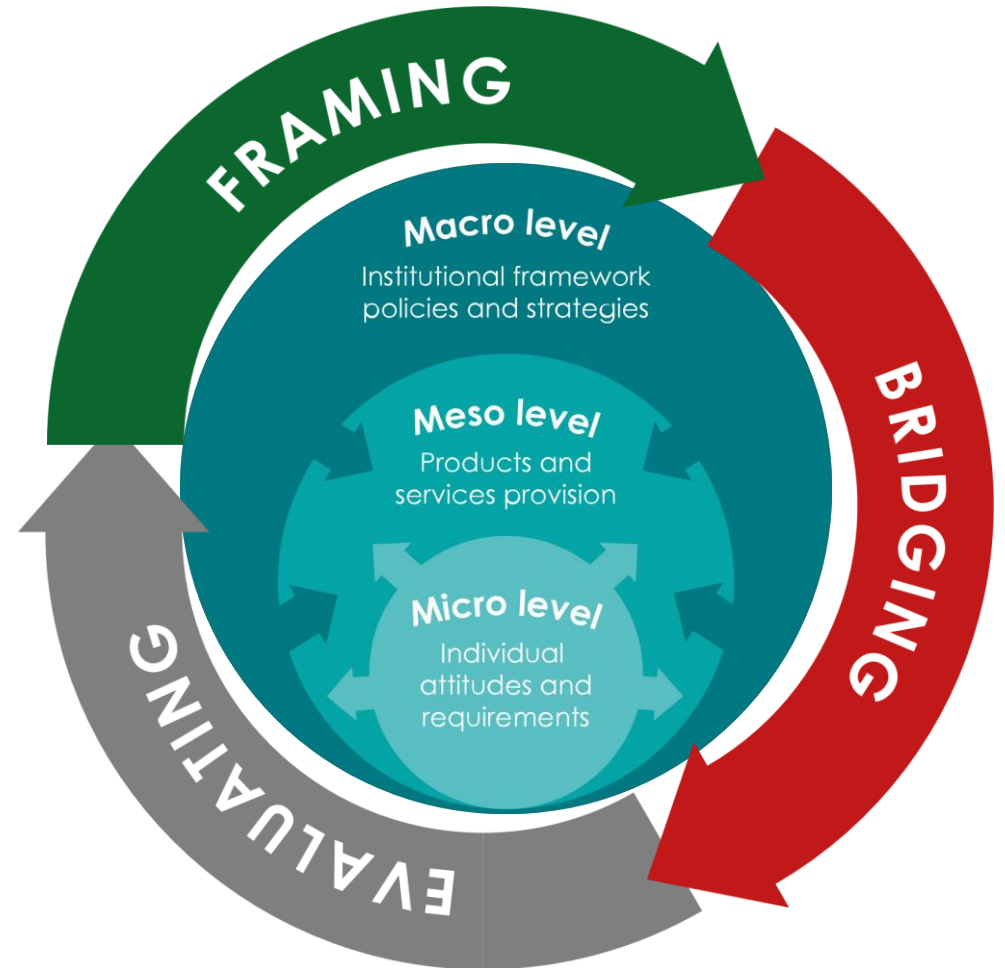


THE PARTNERS

1. ISINNOVA
2. Mobiel 21
3. BUAS
4. UPC
5. IZT
6. UCAM
7. FACTUAL
8. BR
9. Tilburg
10. NEXTBIKE
11. Ancona
12. myCicero
13. Conerobus
14. VLO-DMOW

The DIGNITY approach

- Collection of tools and methods in three phases
- Working on three levels: micro, meso, macro
- **Focusing on and involving end-users** throughout the process of designing policies, products, or services



National survey

Digital gap self-assessment

Customer journey mapping

Focus group with vulnerable-to-exclusion group



Inclusive design wheel process

Scenario building

Toolkit and decision support scheme

Policy recommendations and local strategies



Output

- DIGNITY approach implemented in 4 pilots
⇒ 4 local strategies for an inclusive digital travel ecosystem
- Toolkit for local policy makers, transport operators and service providers



DIGNITY approach in Barcelona: Scenario Building output

- Workshops between key actors on mobility, digitalisation and social inclusion
- Policy recommendations & strategies

Participants involved

1. Public Administration

- Barcelona City Council. Digitization plans and programs
- Barcelona City Council. ICT Agents
- Government of Catalonia : regional bus transport
- Metropolitan Transport Authority (ATM). T-Mobility implementation
- Barcelona Metropolitan Area (AMB). Social pricing of transport

2. Public transport operators / Companies

- RENFE. Implementation and management of transport technology
- TMB. Implementation and management of transport technology
- B:SM Barcelona Mobility Services
- Factual. Transport on Demand and other experiences

3. Users

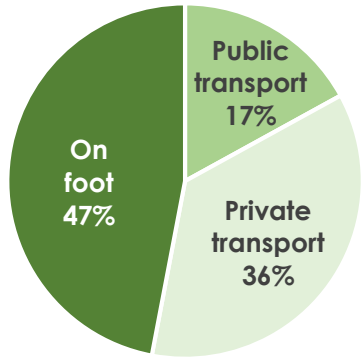
- Public Transport Promotion Association
- Income vulnerability. Third sector / Caritas
- Cognitive disabilities. DINCAT
- Sensory disabilities. ACIC
- Advisory Council for the Elderly

Organization

- Barcelona Regional
- UPC
- Factual

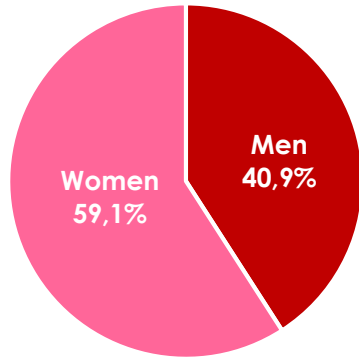
Situation Analysis

Barcelona regional mobility
19,3 M trips/day



The challenge of sustainable mobility

Use of public transport by sex



Women will be more affected by the digital gap on public transport

Digital Mobility environment

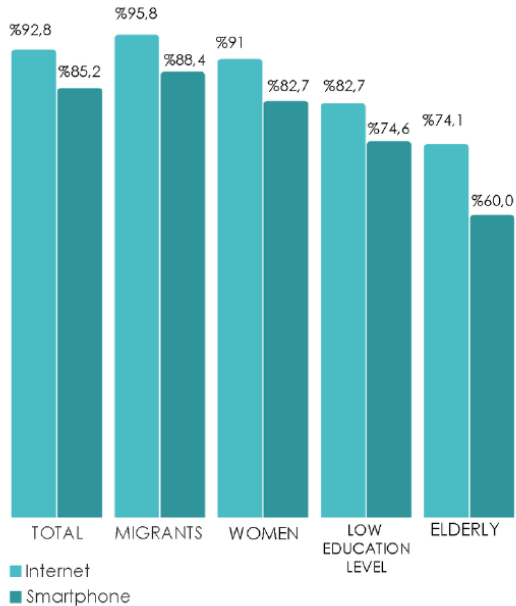


High number of public and private players. Environment of cooperation/competence. Where is the space for social inclusion?

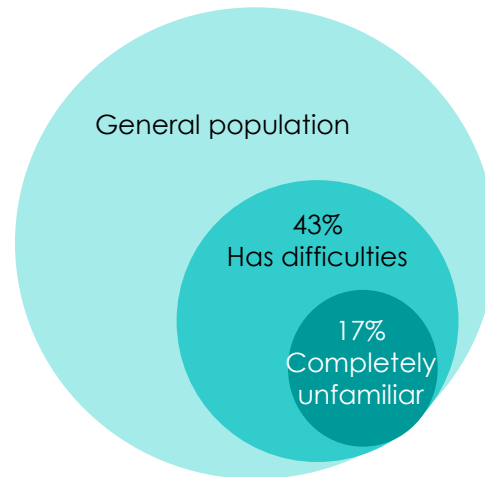
Situation Analysis

...What if technology does not reach everyone?

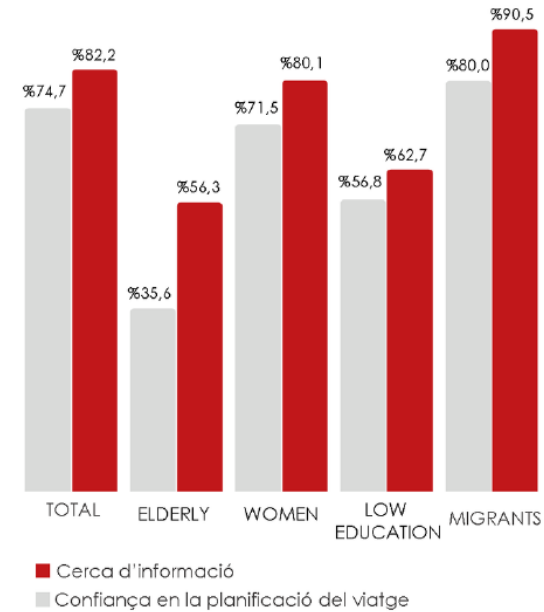
General good access to technology...
But not for everyone



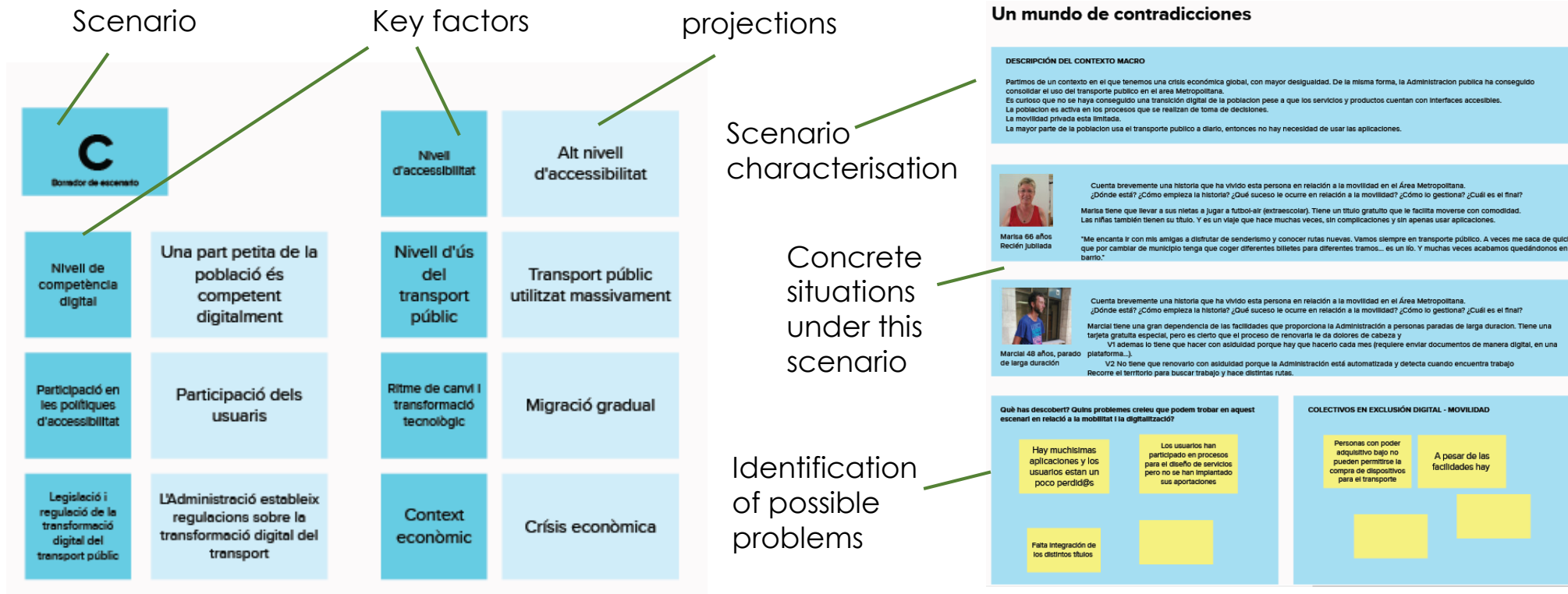
Having access to technology
≠
Ability to use it



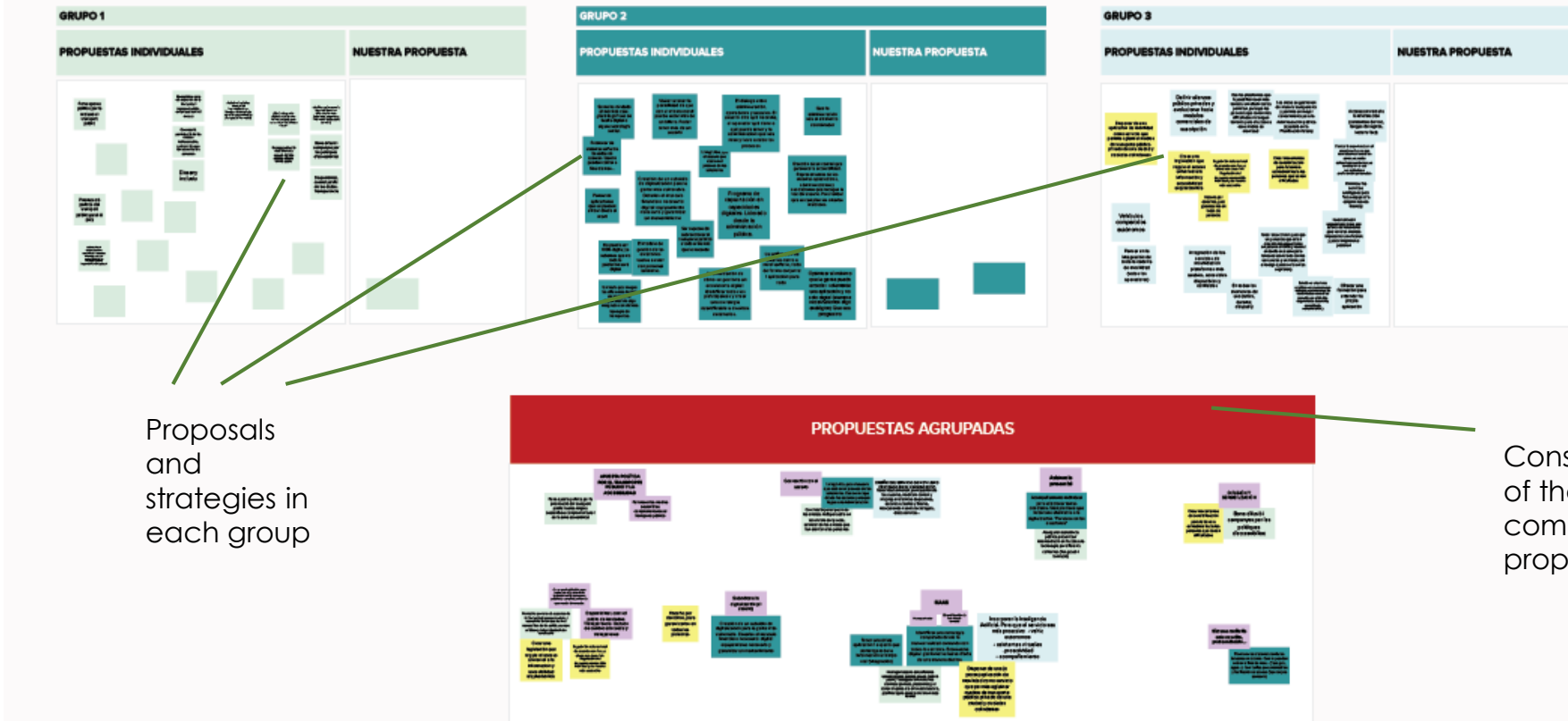
Trip information search and planning.
Inequalities in the use of technology



Identifying key factors and building scenarios



Building proposals out of the scenarios



Proposals and strategies in each group

Construction of the common proposals

WORKSHOP 3: Policy Recommendations & Strategies

Strong political commitment on public transport and its accessibility.

Prioritization of public transport and other complementary sustainable modes.

Generate legislation for universal accessibility on public transport from a digital point of view, so that this aspect is above market dynamics. Ensure compliance from framework policies to the design and certification of specific solutions.

Digital integration of the different public transport services, with all the necessary actors, in order to facilitate access to the system. Implement the concept of Mobility as a Service (MAAS). Anticipate and plan different formats of access, so that they can be useful to the diversity of users.

Co-creation of public policies with the users throughout the cycle process, so that the design of solutions is user-centered.



WORKSHOP 3: Policy Recommendations & Strategies

Transparency and public control of data linked to transport digitization processes.

Transparent change management and public leadership.

Simpler and customizable fare system, to facilitate access to public transport.

Universal guarantee of rights in accessibility. Link to basic income policies to ensure that the most vulnerable citizens have access to digital tools.

Face-to-face assistance. Ensure that some of the access formats to the services offered by public transport involve face-to-face and personalized attention to the user. This assistance which can be used to manage specific aspects or also to help training in digital skills.

Awareness and dissemination. Establish awareness-raising mechanisms to facilitate integration of people with difficulties into the transport system. Disseminate accessibility policies through campaigns.





Thank you!

More information: <https://www.dignity-project.eu/>

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