How to make inclusive mobility a reality

Key lessons from the Horizon 2020 INCLUSION project

CIVITAS Mobility Match session #2:
Integrated planning & mobility management

5. November 2021

Ralf Brand, Ph.D.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 770115

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RUPPRECHT CONSULT
Forschung & Beratung GmbH

The INCLUSION project

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Duration 10/2017 - 09/2020

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Horizon 2020

Grant agreement No. 770115

- Pilot sites

How you might (have) come across this

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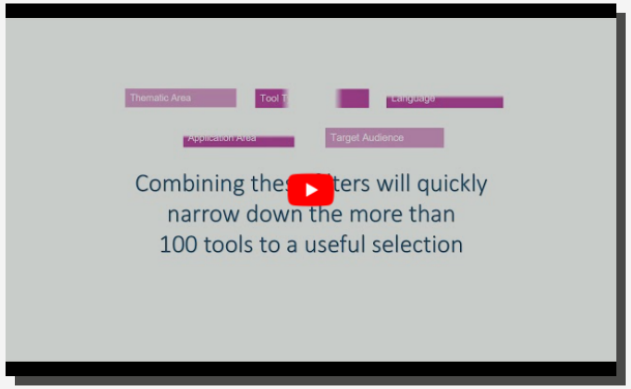
CIVITAS 2030 Sustainable and smart mobility for all

Welcome to the CIVITAS Urban Mobility Tool Inventory

This online database of over 200 tools and methods helps local authorities make informed decisions on the right tools to use in their local context.

It features a broad range of tools and methods – including guidelines, software, manuals, mobile apps, games, and planning approaches – that are useful for all steps of the urban mobility planning process, from scenario building and measure selection to implementation and evaluation. To find the tool most relevant to your needs, you can filter the selection in several ways:

If you select filters from different categories, such as "German" from Language and Software from "Tool Type", then only tools matching both those filters are displayed. You can also use the general search bar to look for tools by name.



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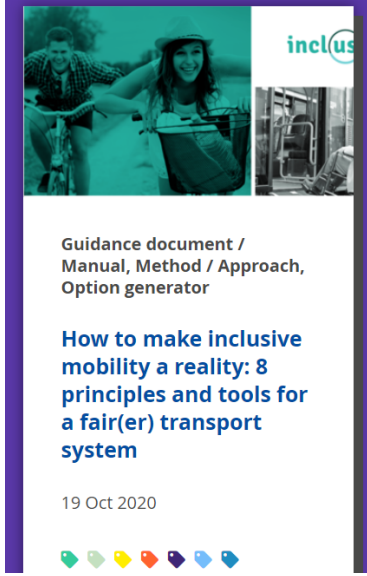
Search the Tools

inclusion principles

inclusion principles ✕ | Clear all filters ✕

Thematic Areas | Projects | Types | Languages | Application Areas | Target Audiences

1 - 1 out of 1 results.



Guidance document / Manual, Method / Approach, Option generator

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

19 Oct 2020

A fabulous pair of results

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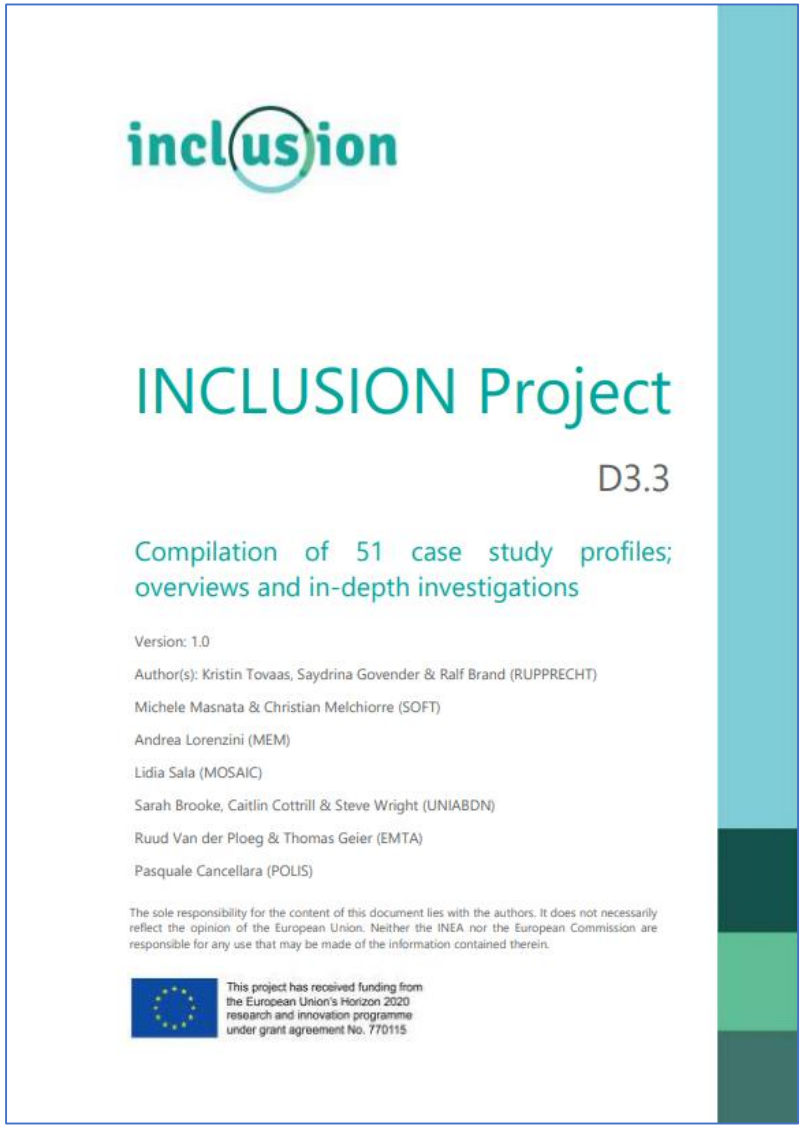

51 case studies of inclusive mobility

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Overview (x41)

In-depth (x10)

Case studies by measure types

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Navigation matrix

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Vulnerable users served	Measure types						
	3. Payment and ticketing	4. New collective transport routes	5. Sharing Schemes	6. Training & assistance	7. Information provision & route planning	8. Design	9. Planning
Children/ youth/students	3.5, 3.8	4.5	5.3, 5.5, 5.9, 5.11	6.3	7.11	8.2	
Cognitive disability/ mental health		4.5		6.3, 6.4	7.2, 7.5		
Elderly	3.1, 3.6, 3.7	4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8	5.3, 5.4, 5.7	6.2	7.3, 7.5	8.1	9.2, 9.3
Job seekers	3.5, 3.8	4.5					
Low income	3.1, 3.3, 3.5, 3.8	4.3, 4.4, 4.5, 4.7	5.2, 5.4, 5.8, 5.9				
Migrants/ refugees/ ethnic minorities	3.2, 3.3	4.5			7.11, 7.12		
Parents with small children	3.5	4.5	5.2		7.3, 7.9		9.3
People without a driver's license	3.1, 3.5	4.1, 4.5, 4.7	5.3, 5.8, 5.9				
Physically disabled	3.2, 3.3, 3.4, 3.6	4.1, 4.2, 4.3, 4.5, 4.6, 4.7	5.1, 5.6	6.1, 6.3, 6.4	7.2, 7.3, 7.5, 7.9	8.1, 8.3	9.2, 9.3
Poorly served areas (e.g. rural)	3.1, 3.3, 3.5, 3.8	4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8	5.2, 5.3, 5.5, 5.6, 5.7, 5.10, 5.11, 5.12				9.2
Sensory disabled	3.2, 3.3, 3.4, 3.6	4.1, 4.2, 4.3, 4.5	5.7	6.1, 6.3, 6.4	7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8	8.3	9.3
Women		4.5	5.8, 5.10		7.10, 7.13		9.1, 9.3

A fabulous pair of results

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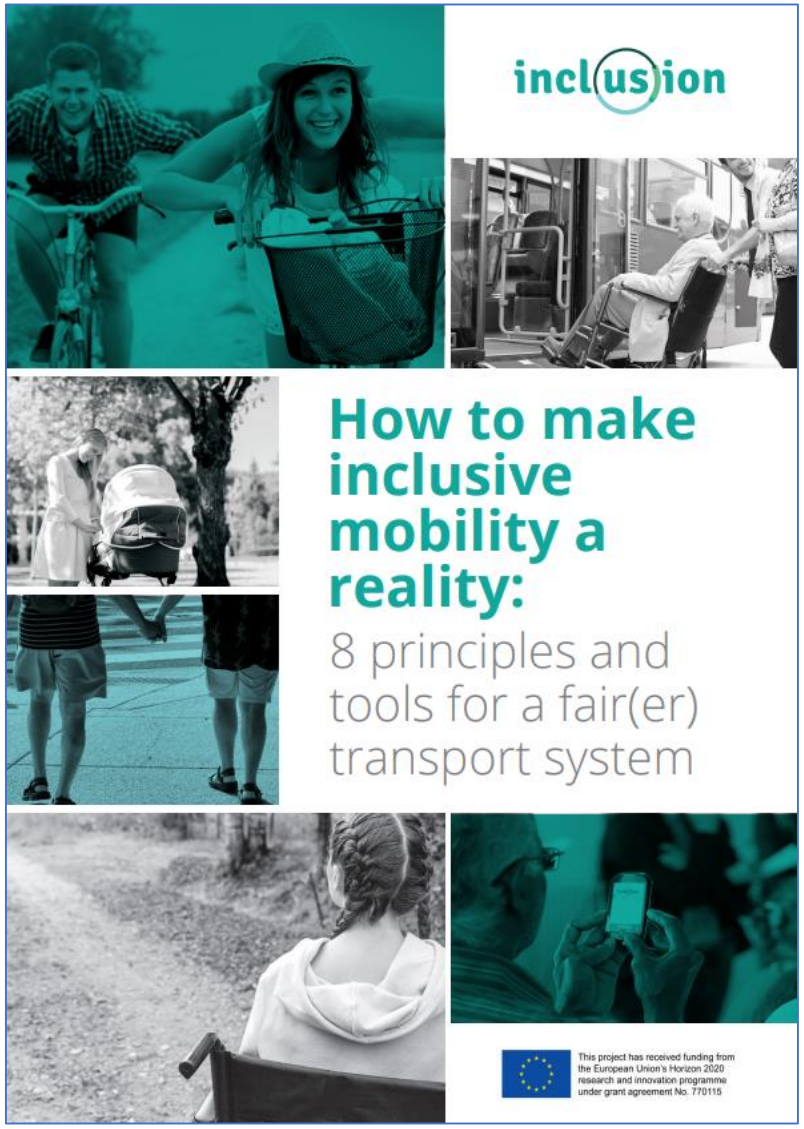

Main ingredients

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8 principles for a fair(er) transport system

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8 principles for a fair(er) transport system

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EMPOWERING EMPATHETIC ACCESSIBLE AFFORDABLE

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.

EMPATHETIC

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.

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User profiles across the 8 principles

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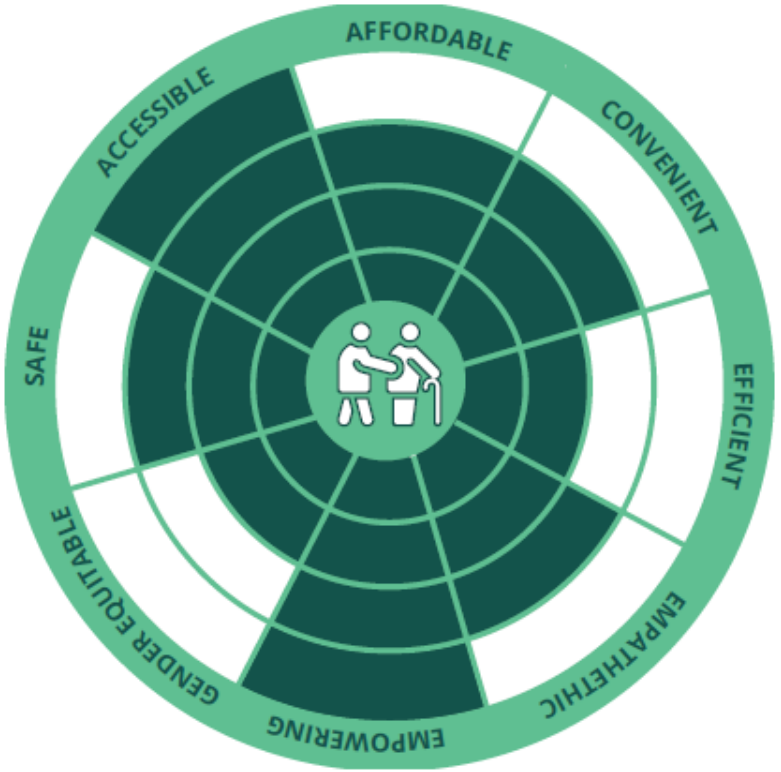

User profiles across the 8 principles

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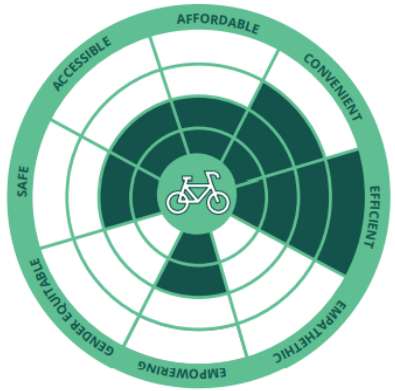
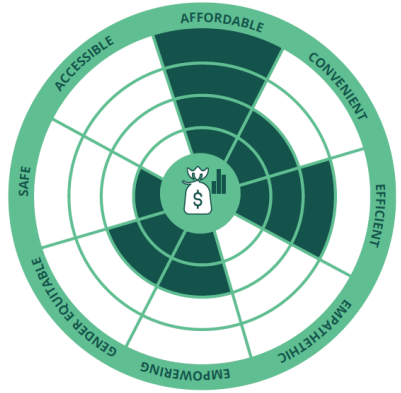
MIGRANTS

PEOPLE WITHOUT A DRIVER'S LICENSE



JOB SEEKERS

PEOPLE WITH A LOW INCOME



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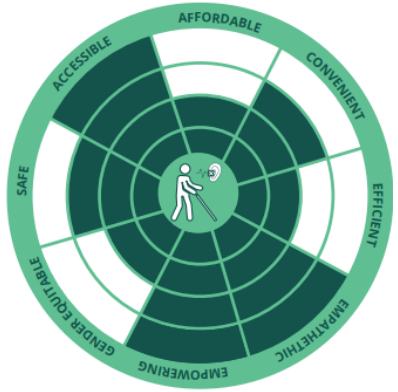
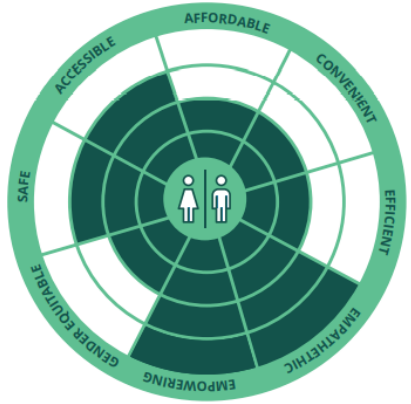


COGNITIVELY IMPAIRED

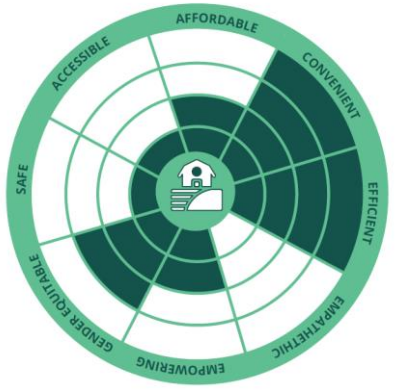


STUDENTS/YOUTH

WOMEN

CHILDREN

PEOPLE IN RURAL/ REMOTE AREAS



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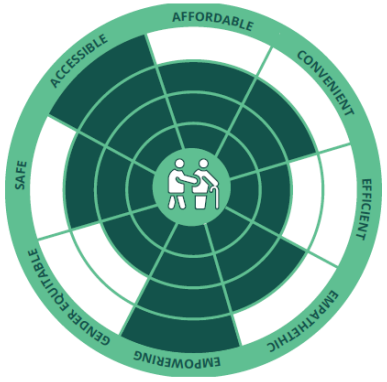

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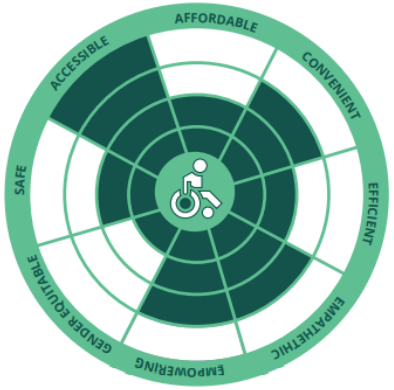

Linking user profiles, 8 principles and case studies

PEOPLE WITH A LOW INCOME

Mobility needs:
People with a low income are vulnerable to transport exclusion because of their financial limitations and geography. Low-income households tend to be in neighbourhoods that are spatially dislocated from the centralised services on which they depend, including public transport. Low-income people tend to be captive to the cheapest mode alternative and spend a significant proportion of their income on travel. The high costs of transport can trap low-income families in poverty, since the lack of transportation is a major disincentive to employment.[14]

The strong need for **affordability** is closely followed by **efficiency**, such as better network connectivity, public transport links, as well as **convenience**, which includes the need for higher levels of services particularly during off-peak times (e.g. to provide access to shift work).
In the case of people who have a low education level, do not speak the local language or are illiterate, training or information that helps them to better understand and navigate the transport system would **empower** them to be more autonomous.

Especially in low-income single-car households, priority use of the vehicle is typically given to the man, pointing to the need for not only affordable, but also **gender equitable** mobility solutions.

CASE STUDIES ADDRESSING THE NEEDS OF PEOPLE WITH LOW INCOME:

3. Payment and ticketing
- 3.1 Public Private Partnership car and ride sharing
- ★ 3.3 Free Municipal Public Transport in the Metropolitan Area of Piraeus Port City
- 3.5 T2E - Transport to Employment
- 3.8 Wheels2Work (W2W) scheme

4. New collective transport routes
- 4.3 De Witte Raaf (The white raven)
- ★ 4.4 Formentera Taxibus
- 4.5 France le Busway
- 4.7 Mobuur neighbourhood service

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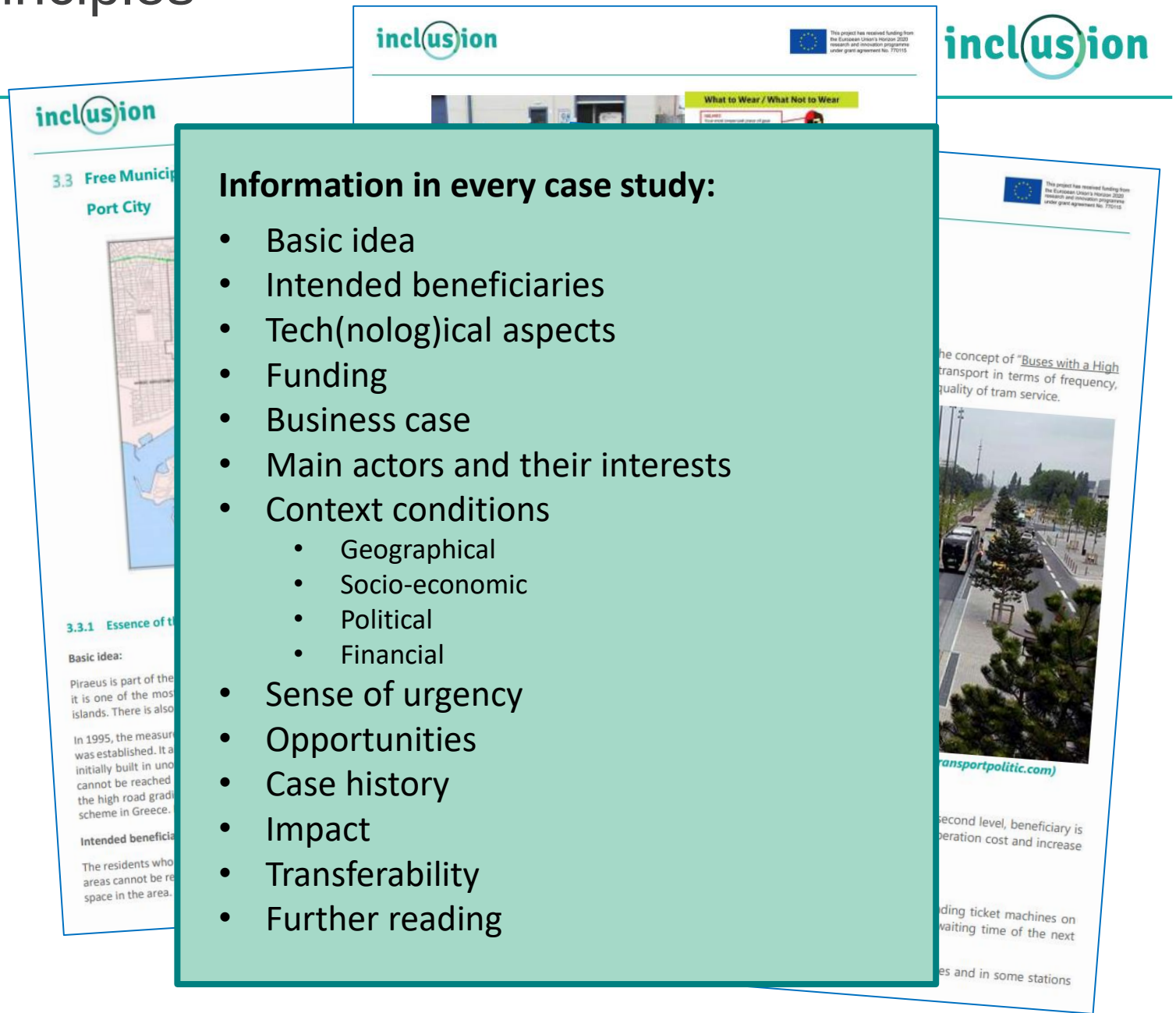
- 5.4 Go Go Grandparent
- 5.8 RideAustin
- ★ 5.9 RideshareKC's Guaranteed Ride Home programme



Information in every case study:

- Basic idea
- Intended beneficiaries
- Tech(nolog)ical aspects
- Funding
- Business case
- Main actors and their interests
- Context conditions
  - Geographical
  - Socio-economic
  - Political
  - Financial
- Sense of urgency
- Opportunities
- Case history
- Impact
- Transferability
- Further reading

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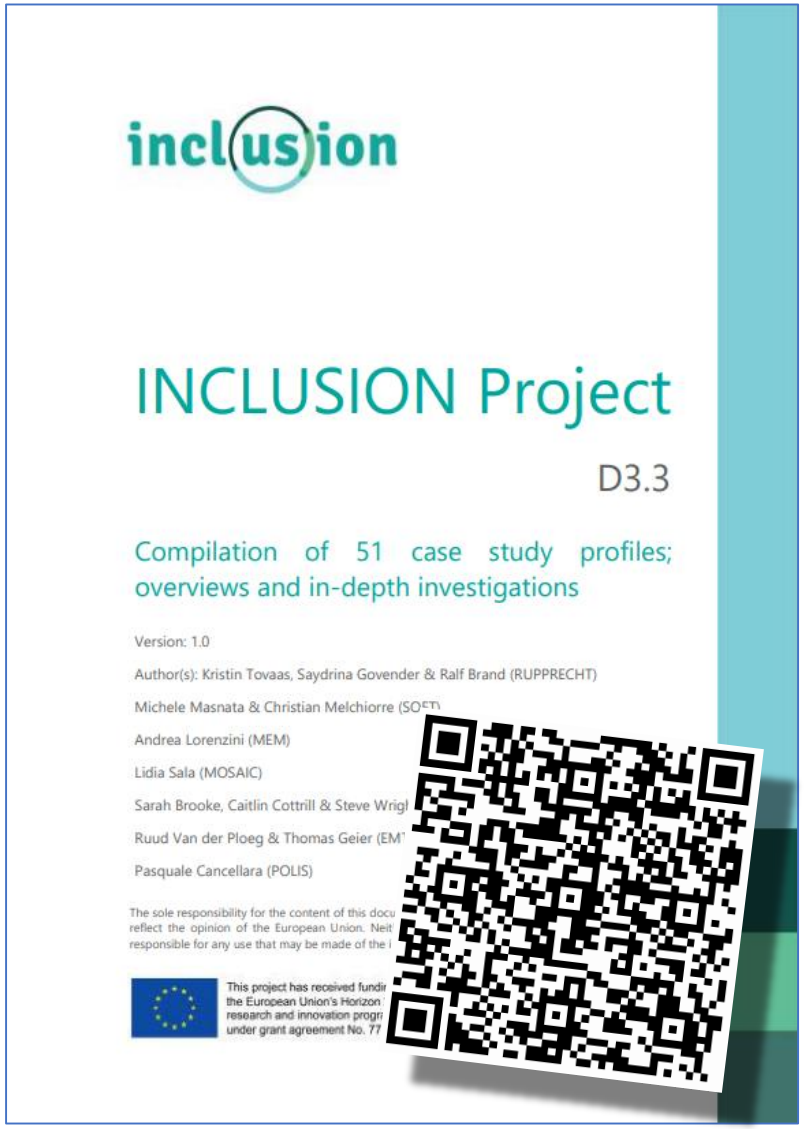

Thank you

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