



CIVITAS

Cleaner and better transport in cities

E L A N

CASE STUDY



SAFER PUBLIC TRANSPORT FOR ELDERLY PEOPLE

SAFETY AND SECURITY



The City of Zagreb, like most European cities, is faced with a continuous increase in the number of senior citizens among the population. Mobility is very important to the quality of their lives. During CIVITAS, a number of events on public transport were organised with this group, with topics ranging from identifying problems and needs to education on how to use public transport safely.

Municipal context

Zagreb is the capital and largest city of Croatia with almost 800,000 inhabitants on an area of 641 km². In 1994, Zagreb celebrated its 900th birthday. The city's university was founded in the 17th century, making it one of the oldest in Europe. More than 65,000 students attend. Zagreb is the cultural, scientific, economic and administrative centre of Croatia. The city attracts economic and business events, as well as trade fairs and tourism. The city has a rich cultural life with many events in numerous concert halls, theatres, museums and art galleries and elsewhere throughout the city.

Public transport consists of buses, trams, funicular and suburban trains, although new

and more environmentally friendly buses and trams were needed. Through CIVITAS, low floor trams and buses running on gas and biodiesel were co-funded.

The city counts over 200 km of bicycle trails, however these are not connected in a real network. Through CIVITAS some extensions of bike lanes were carried out. The city centre also boasts a lot of pedestrian areas, parks and green areas.

In spite of improved conditions for cyclists, pedestrians and public transport, individual cars still have a significant share. A steep rise in the number of private cars causing congestion and air quality problems in the city centre called for action.

MUNICIPAL PROFILE

LOCATION

Zagreb, Croatia

POPULATION

800,00

LAND AREA

641 km²

CIVITAS BUDGET

City's total budget: approx.

EUR 5,100,000

Total EU contribution: approx.

EUR 3,000,000



ZAGREB IN CIVITAS

Zagreb (Croatia) participated in CIVITAS ELAN, an innovative collaboration between the cities of Ljubljana (Slovenia), Ghent (Belgium), Zagreb (Croatia), Brno (Czech Republic) and Porto (Portugal). The motto of the project is "Mobilising citizens for vital cities."

CIVITAS ELAN

CIVITAS ELAN took an approach where "Putting the citizen first" was at the core of the work in the five cities. Aside from encouraging involvement, its cities pro-actively worked to convince citizens that clean mobility solutions are in their interest. With its 68 activities, ELAN increased the modal share of walking and cycling, supported innovative freight delivery solutions, implemented innovative demand management, and increased the use of cleaner and energy-efficient vehicles. It ran from 2008-2012.

READ MORE AT:

www.civitas.eu/display-all-projects



Senior citizens take part in specially organised workshops

Introduction

As observed currently in most European cities, Zagreb has begun to see a steep growth in its ageing population. In 2001, 14.9 percent of the population was older than 65, whilst census data from 2011 show that their share of population has increased to 17 percent.

Hence, greater attention should be paid to this group, and to their safety, particularly in traffic, as they are one of the most vulnerable groups of public transport users in Zagreb.

CIVITAS provided a good environment to find inspiration and share experiences, but also an opportunity to fund the activities in the city.

Thanks to CIVITAS, Zagreb found an interesting and inspiring example in the activities carried out by the public transport provider of Salzburg.

Taking a closer look

Seventeen workshops have been held, mainly in homes for the elderly, with a total of some 500 participants. Discussion topics included their habits and needs in moving through the

city, as well as the challenges and difficulties they face in using public transport and other mobility modes. Workshop participants had the opportunity to talk to bus and tram drivers of the local public transport operator, ZET. Traffic police representatives also participated, warning seniors about traffic risks, particularly when crossing streets at junctions. Many proposals, objections and recommendations were collected, and then referred to relevant authorities.

Four workshops took place on safety for seniors, drawing bus and tram driver attention to seniors' needs in public transport. More than 160 drivers participated and had the opportunity to discuss their observations and recommendations. As a result, a direct dialogue between seniors and bus and tram drivers was established.

A demonstration training for seniors on the safer use of public transport was held at the ZET terminal. It showed participants all aspects of safe public transport use, from getting on and off a vehicle, to safe moving within.

In order to reach the highest number of seniors, a brochure was developed giving advice on

the topics addressed in the safety training. The brochure also contains information on the types of available tickets and their use, as well as telephone numbers for obtaining useful information on public transport.

In cooperation with the Zagreb Cinema Club, a [short promotional video](#), entitled *Alojz and Vlatka*, was made on safety and movement of seniors in public transport.

Finally, low floor trams and buses were co-funded by CIVITAS to increase safety in public transport, and new cameras were installed in public transport vehicles to monitor entrances and the back of the vehicles.

BACKGROUND INFORMATION

"I use public transport every day and I am very satisfied with improvements over the last years. Travel is so much better now with new low floor trams, it is easier to get on and off. New displays on tram and bus stations help with travel planning."

Mira Papež, retired economist, 63



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Results

In total, 17 workshops have been held for elderly people, where they had an opportunity to present challenges and difficulties they face in using public transport.

Some 500 seniors participated in the workshops, but also bus and tram drivers of the local public transport operator and traffic police representatives. Collected proposals, objections and recommendations were communicated to the relevant authorities.

Four workshops for more than 160 tram and bus drivers were held on safety for seniors.

8,000 copies of a brochure on the safe use of public transport were published and distributed in senior citizens homes and at events, such as International Day of the Elderly.

More than 3,000 people saw a short film Alojz and Vlatka on the safety of seniors in public transport. It was shown at events and was also available online through YouTube, as well as a number of web pages.

In terms of additions to the fleet, 70 low floor trams and 160 buses were co-financed by CIVITAS. CCTV cameras were introduced in 70 new trams, 50 old trams and 50 new buses.



“Alojz and Vlatka” show how to ride a tram in Zagreb



Explaining how to use the new e-ticketing system



Key contacts

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References or sources

<http://civitas.eu/content/safety-and-security-seniors>
www.civitaszagreb.hr

Lessons learned

Seniors in Zagreb showed appreciation towards the workshops, and in particular appreciated the attention given to them. They also spoke positively of the new low-floor trams and buses, as they can alight and disembark more easily. They found the brochure with practical advice for seniors in public transport, the first of its kind in the city, highly useful. They also had the same opinion of the Alojz and Vlatka short film.

This measure has shown to the city administration that sometimes even small interventions can contribute in improving the quality of life of senior citizens.

Public transport operator ZET has learned that special attention should be put on seniors, as they are important public transport users.

Upscaling and transferability

Additional brochures were printed and the ZET is committed to continue the activities with the elderly, in cooperation with the city's office for social protection and people with disabilities.

Following the suggestions and observations made by senior citizens during the workshops, the plan is to organise different activities (presentations, discussions, etc.) in high schools and to organise joint events with young and elderly people in order to sensitise youngsters on the needs of the elderly when using public transport. Some preparatory efforts to find the most efficient methodology have been already done in cooperation with the city's office for education, ZET and ODRAZ.

This measure is easily transferable to other cities in Europe, considering that most cities are experiencing an ageing population. Moreover, the activities under this measure are very cost-efficient and a quite limited investment is required.



Brochure on safer use of public transport for the elderly

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