

Mobility management strategies for vulnerable groups

Autumn 2018



© Ayuntamiento de Madrid

- Mobility for vulnerable groups
- Mobility management strategies
- Integration and empowerment

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.

Location: Madrid, Spain

Organisations involved: [Ayuntamiento de Madrid](#)

[Grupo de Estudios y Alternativas 21, S.L.](#)

What is the solution?

With this measure, the Municipality of Madrid aims at reinforcing the SUMP planning process by developing a participative process targeted at vulnerable groups (elderly and children), complemented with a gender-sensitive approach, as a basis for decision making and for the design of the particular actions.

The aim of this measure is to develop meaningful policy guidelines to address mobility management for vulnerable groups, thus shifting urban mobility in the outskirts from the dominance of car use to active trips and increasing safety and perception of security in the outskirts of the city. In the long term the aim is to make a shift in the daily mobility behaviour of children and elderly people and make a positive impact in the whole neighbourhood regarding sustainable and safe mobility. Short term objectives include punctual improvements of safety and quality of public space in areas frequented by vulnerable groups and an increase in independence and safety perception by vulnerable groups.

How does it work?

Following this bottom-up participative approach, a specific mobility management strategy will be developed, containing not only special information and communication strategies, but also physical improvements of the accessibility conditions to key public facilities such as schools, parks and playgrounds, health and senior activity centres. The methodological approach is based on the successful experience of the previous project IEE_STARS, based on an accreditation scheme where peer-to-peer communication is placed at the core.

Within this part of the measure, the following activities will be implemented.

For elderly people:

- A campaign to promote an inclusive, independent, sustainable and active mobility of the elderly. A group of senior citizens will be trained on media skills (e.g. video making, theatre group, graphic design, radio) to act as campaign leaders and develop strategies and content with special emphasis on: claiming the figure of the elderly by breaking current stereotypes, empowering the elderly, helping them to have a proactive attitude, raising awareness about the advantages of independent and active life and mobility behaviour.
- Traffic calming in areas frequented by elderly, designed to favour their usual active movements: shopping, doctors, day care centre, parish, cultural, library, etc.
- Elderly as volunteers to accompany the children of the STARS program - active journeys on the way home / to the school through 'cycling or walking buses' organised in STARS schools.
- Urban cycling training for seniors upon request (6 hours in 3 days) given by the Cyclist Municipal Police, covering content such as: cycling skills, road signs, regulations, recommendations.
- Participation of the elderly in the organisation of the yearly mobility events such as: European Mobility Week, International Day Against Climate Change (October 24), Day of Elderly in Spain (October 1), etc.
- Integration of senior residents in the Vallecas Mobility Board as a way to collaborate in the organisation and promoting of active mobility events and its evaluation.

Activities with children and teenagers:

- Recognise and assess schools with a sustainable mobility strategy, according to STARS project standards.
- Carry out sustainable mobility campaigns at STARS schools, involving teachers, families, pupils and principals in the activities aiming to achieve active participation of children sustainable mobility activities.
- Hold workshops about communication techniques for students in order to build up communication skills, in a P2P approach and teachers' workshops to support leaders of sustainable mobility in schools.
- Organise walking and cycling buses in collaboration with the elderly as volunteers.

Expected results

Expected societal impacts of the measure are the creation of meaningful guidelines for addressing the vulnerable groups' mobility management (with a gender approach), encouragement of intergenerational and attractive activities for children and elderly people with regard to their daily mobility and facilitation of a safe, pleasant and active life. Impacts regarding behavioural change include empowerment and focus of attention on vulnerable groups' needs and integrative solutions including health, life quality and independence as issues relevant for mobility plans. The measure should also deliver emission savings through the modal shift towards active modes. Regarding governance, the implementation of an inclusive and participative process should serve to better integrate vulnerable groups within decision-making processes in urban transport.

Business model

At the moment, we are working with 5 schools and 4 elderly social clubs in the living lab of Vallecas. The methodology applied at the schools was developed by the STARS project and is also being applied since 2016 at 48 schools all over Madrid, financed through the budget of the City Council.

ECCENTRIC allowed the municipality to expand its STARS mobility module and to explore further topics with the participating schools in Vallecas, such as gender workshops to encourage girls to cycle, training cycling courses for families and teachers, intergenerational activities of good practices on the bus, and much more. THE ECCENTRIC activities with the elderly have followed a similar methodology, based on peer-to-peer campaigns, and have been the first experience for the municipality to work on mobility issues with senior citizens. They have reacted enthusiastically, and are now founding pedestrian clubs, producing videos, and participating in critical walks to identify potential improvements in the public space in their neighbourhood, among other activities.

The ECCENTRIC budget for this measure amounts to € 297,052 - 247,052 € from the City of Madrid and 50,000 € from GEA 21.

Find out more

Actions at schools are integrated within the municipal programme "Educating Today for a More Sustainable Madrid", covering 109 schools with a budget of some € 250,000. The programme consists of 5 modules (Energy, Biodiversity, Mobility, Public Space and Natural Resources). Nearly half of the schools are participating in the STARS mobility module. You can find additional information at www.educarmadridsostenible.es.

Further information on this measure is available at the ECCENTRIC local webpage in Madrid (www.madrid.es/eccentric) and at the STARS blog <https://eustarsmadrid.blogspot.com/>. The videos produced by elderly and children to encourage conviviality on public buses are available at this link: <https://www.youtube.com/playlist?list=PLQMFBBEsDRs6RLH9nfTs8NaIOic6G6HKI>

Contact details

Pilar Martín
Ayuntamiento de Madrid
E-mail: martincpi@madrid.es
Living lab area in Madrid: <http://civitas.eu/eccentric/madrid>