

Mobility management strategies for vulnerable groups

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

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Location: Madrid, Spain

Organisations involved: [Madrid City Council](#)
[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, empowerment and a greater 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:

- Participation of the elderly in the pedestrian diagnosis of their surroundings and in the rehabilitation of public spaces (the Plaza de la Constitución has been rehabilitated following its indications about benches and urban furniture, as well as the installation of petanque games in the Nuestra Sra. de la Paloma park).
- Participation of the elderly in the diagnosis of bus mobility in their neighbourhood (intergenerational activity).
- 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 (intergenerational activity).
- Organization of a walking club "Walk with us".
- Installation of screens showing the bus schedules in the Social Centre for the Elderly.
- Participation of the elderly in the diffusion of the project (radio, youth forum, district magazines, events, etc). (Intergenerational activity).
- 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.
- Complementary activity: design of the "Yo sí recojo" campaign, which promotes the collection of canine excrement (older people give a lot of importance to this factor as an obstacle to their "pedestrian comfort"). (Intergenerational activity).



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Activities with children and teenagers:

- To train children, teachers and relatives in cyclist mobility and to carry out with them training in the school yard and in the streets around each school.
- Recognise and assess annually schools with a sustainable mobility strategy, on the basis of a previous assessment of the modal shift (from motorised journeys to active journeys, either on foot or by bicycle), and according to STARS project standards.
- Carry out sustainable mobility campaigns at STARS ECCENTRIC schools involving teachers, families, students and directors 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.
- Organize workshops on "urbanism and mobility" for students in order to promote commitment and identification with their school environment, as well as learn about all the variables related to the design of mobility infrastructures.
- Organize workshops for teachers in order to create a knowledge and experience sharing network to promote cycling mobility in Madrid.

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 6 schools (4 primary schools and 2 secondary 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 at 35 schools of Madrid, financed since 2016 through the budget of the City Council, as part of the programme "Educar hoy por un Madrid más Sostenible" ("To educate today for a more sustainable Madrid").

ECCENTRIC allowed the municipality to expand its STARS mobility module and to explore further topics with the participating schools in Vallecas (until then the STARS schools of Vallecas were not included in the project). ECCENTRIC has also allow to explore other topics, tools and activities with the participating schools in Vallecas, such as:

- Gender workshops to encourage girls to cycle,
- Training cycling courses for families and teachers,
- Urbanism and urban mobility workshops,
- Music and photography workshops for the campaigns,
- Workshops about climate change,
- Parking lot construction workshop,
- Intergenerational activities of good practices on the bus and on the pedestrian mobility,



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- Exhibitions like “Madrid me mueve”,
- Annual graphic design, video or photographic competitions to obtain campaign products,
- Participation of schoolchildren in the National Environment Congress with interview workshops with researchers and political authorities, research on sustainable habits of conference participants, etc.
- Participation of schoolchildren in the Youth Forum of the City Council talking about their experience in mobility projects,
- Reception of the "Muévete verde" prize awarded for the production of the videos.

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 112 schools with a budget of some € 250,000. The programme consists of 5 modules (Energy, Biodiversity, Mobility, Public Space and Natural Resources). In the mobility module there are 41 schools, of which 6 are in Vallecas and constitute the STARS-ECCENTRIC schools, in which the additional package of activities and resources is being carried out.

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>

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