



CiViTAS
Cleaner and better transport in cities

VANGUARD
.....

Resource Pack Training workshop on Social Inclusion

Coimbra, Portugal

Thursday 22 and Friday 23 March



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
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1. Introduction

Social inclusion is perhaps best explained in terms of its opposite - social exclusion. To be socially excluded is to be unable to access the opportunities in life that most of society takes for granted. Transport has a key role to play in tackling social exclusion by providing people with the means to get to the jobs, services and social networks everyone is entitled to. Although provision of transport alone cannot solve the complex pattern of circumstances that lead to social exclusion, it is a vital tool in ensuring that people have the means to be connected to the opportunities life has to offer.

Transport can help in terms of getting people to the jobs, education and activities that help them to move 'onwards and upwards' and improve their long-term prospects. We need to keep in mind the need for transport to be accessible, affordable, available and acceptable to transport users.

CIVITAS Plus cities are well aware of the risks of exclusion and see the necessity of looking into the social aspects of mobility services and the existing factors of exclusion in their city.

This is the eighth CIVITAS training, as similar trainings have taken place on topics as 'Stakeholder consultation and citizen engagement' (2009), 'Company Travel Planning' (2010) and 'Intelligent Transport Systems' (2011). Like its predecessors, this training will include a blend of theory, practical tools and exercises designed to provide urban transport professionals with new ideas and solutions that you can apply to individual initiatives. The aim of these trainings is to support CIVITAS Plus cities and other cities interested in sustainable transport solutions.

2. About this resource pack

This training on Social Inclusion gives participants a better view on how they can tackle the various barriers of exclusion by looking at availability, accessibility, affordability and acceptability of mobility services. During the training, participants will examine local challenges from other participants and contribute to group discussion and interactive exercise sessions. Inspiring case studies from the CIVITAS cities and from across Europe will show innovative approaches in the field of social inclusion. The aim of this training is to share best-practices and to provide participants with the necessary theory and real-life examples that will address knowledge gaps and enhance relevant skills.

This resource pack offers you several (hyperlinks to) background articles on social inclusion, structured according to the training programme:

- (1) Theoretical background to social inclusion,
- (2) Overview of EU developments and regulations,
- (3) How to set up measures fighting social inclusion, and
- (4) Implementation and lessons learned.

Additional to the training activities, we hope these articles and tools may help you in addressing social inclusion as a smart approach and in implementing it in your own practice.

Note: This resource pack is a very concise compilation of references. For more information on the contents of this training and more reading tips, please consult the brief training report and the presentations. They will both be available in the resource centre at the [CIVITAS website](#) after the training.



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Content

- 1. Introduction 2
- 2. About this resource pack 2
- 3. Theoretical background on social inclusion 4
- 4. Overview of EU developments and regulations 6
- 5. How to set up measures encouraging social inclusion..... 7
- 6. Implementation and lessons learned10
- Annex: Historic Centre Blue Line in Coimbra.....11

3. Theoretical background on social inclusion

PTEG, Delivering Public Transport Solutions (2011). *Transport & Social Inclusion. Have we made the connections in our cities?*

This report provides a 'stock-take' of progress on using transport to promote social inclusion, seven years on from publication of the influential 'Making the Connections' report on this subject by the Social Exclusion Unit (SEU). According to them a public transport network that promotes social inclusion is one that is available, accessible, affordable and acceptable.

Available at:

<http://www.pteg.net/NR/rdonlyres/570FF969-98D6-4C06-B9DB-9837A732E835/0/ptegTransportandSocialInclusionreportMay10.pdf>

DfT (2011). *Transport White Paper "Creating Growth, Cutting Carbon"*.

Available at: <http://www2.dft.gov.uk/pgr/regional/sustainabletransport>

P. Gaffron, J. P. Hine and F. Mitchell, Transport Research Institute, Napier University (2011). *The Role of Transport on Social Exclusion in Urban Scotland*. Literature Review. Published Scottish Executive Central Research Unit. Available at:

<http://www.scotland.gov.uk/Resource/Doc/156593/0042063.pdf>

Daste, Diana (2010). *Guidelines to mainstream social inclusion in public transportation evaluations*. A dissertation submitted in partial fulfilment of the requirements for the MSc Social Development Practice. London: Development Planning Unit University College. Available at:

http://www.bartlett.ucl.ac.uk/dpu/metrocables/dissemination/Diana_Daste_GUIDELINES_TO_MAINSTREAM_SOCIAL_INCLUSION_IN_PUBLI.pdf

Martens, Karel and Hurvitz, Eyal (2009) *Distributive impacts of demand-based modeling*. In: *Transportmetrica* 7(3): 181-200.

DfT (2007). *Towards a Sustainable Transport System - Supporting Economic Growth in a Low Carbon World*. Available at: www.official-documents.gov.uk/document/cm72/7226/7226.pdf

Department for Communities and Local Government (2007). *Local transport services: The crucial role of the new local performance framework*.

Available at: <http://www.communities.gov.uk/documents/localgovernment/pdf/620868.pdf>

Witter, R. (2007), *Public urban transport in the context of social inclusion and cohesion - the case of Santiago de Chile*, presented at the 7th Swiss Transport Research Conference Sept. 2007. Available at: http://www.pacte.cnrs.fr/IMG/html/Controverses_Witter.html

Lyons, G. and Urry, J. (2006). *Foresight: the place of social science in examining the future of transport*. Paper presented at Evidence-Based Policies and Indicator Systems, 11-13 July, London. Available at: <http://www.bis.gov.uk/assets/bispartners/foresight/docs/intelligent-infrastructure-systems/social-science.pdf>

Litman, Todd (2003). *Social Inclusion as a Transport Planning Issue in Canada*. Contribution to the FIA Foundation G7 Comparison at the Transport and Social Exclusion G7 Comparison Seminar. London (UK): Victoria Transport Policy Institute.

Available at: http://www.vtpi.org/soc_ex.pdf

Social Exclusion Unit (2003). *Making the Connections: Final Report on Transport.*

Available at: <http://assets.dft.gov.uk/statistics/series/accessibility/making-the-connections.pdf>

Karen Lucas, University of Westminster (2002). *Transport and Social Exclusion: The UK Perspective.*

Available at: <http://www.ville-en-mouvement.com/telechargement/transportuk.pdf>

OECD (2001) Ageing and Transport. Mobility Needs and Safety Issues.

Available at: <http://www.oecd.org/dataoecd/40/63/2675189.pdf>

European Transport Conference proceedings.

Available at: <http://etcproceedings.org/paper/search?criteria=social+inclusion&conference>

4. Overview of EU developments and regulations

Roadmap to a Single European Transport Area – White Paper published by the European Commission (2011).

Available at http://ec.europa.eu/transport/strategies/2011_white_paper_en.htm

Existing guidance-materials for the improvement of accessibility (a collection of existing handbooks, guidelines, and recommendations for the improvement of accessibility of public spaces and public transport): <http://isemoa.eu/index.php?id=14>

- This is a comprehensive data-base of existing information, guidance-materials, handbooks, and recommendations for the improvement of the accessibility of public spaces and public transport.
- For each guideline-document the database includes some key information (e.g. author, language, PRM-group affected,...), and a fact-sheet, where the respective guideline-document is described in more detail.
- You can download the data-base (xls.file) presorted to the level of application of the guideline-documents (Worldwide, Europe, National, Regional, Local) here.

Consortium to the European Commission Directorate General for Employment and Social Affairs (2003). *Transport Strategies to Combat Social Exclusion*. MATISSE, Final Report (Part 1).

Available at

<http://www.rupprecht-consult.de/download/MATISSE%20Strategic%20Paper.PDF>

5. How to set up measures encouraging social inclusion

Inspiration from CIVITAS

The CIVITAS Initiative helps cities to test and develop an integrated set of measures for sustainable urban mobility. CIVITAS cities take an integrated planning approach that addresses all modes and forms of transport in cities. They aim to demonstrate that it is possible to ensure a high level of mobility for all citizens, offer a high quality of urban space and protect the environment through sustainable mobility. It is this integrative approach based on innovation, collaboration, research and results-orientation that sets CIVITAS apart.

Within CIVITAS, eight thematic categories of measures have been identified as the basic building blocks of an integrated strategy for sustainable mobility. These building blocks put in place a planning framework, guarantee political involvement and establish partnerships. Each city chooses a set of mobility solutions from these building blocks according to their local priorities. Mobility Management is one of these building blocks.

CIVITAS cities try to influence travel behaviour through mobility management, which includes marketing, communication, education and information campaigns.

The aim of mobility management is to change attitudes and travel behaviour with the ultimate goal to create a new mobility culture. Initiatives include for instance mobility management plans for companies to get employees to travel to work using sustainable modes of transport, and awareness-raising campaigns and educational programmes at schools.

More on: <http://www.civitas-initiative.org/index.php?id=20>

Policy Advice Notes – Promoting a new mobility culture in cities. Information, marketing and education (2010).

[http://www.civitas-initiative.org/docs_internal/610/CIVITAS II Policy Advice Notes 08 Promotion and Education.pdf](http://www.civitas-initiative.org/docs_internal/610/CIVITAS_II_Policy_Advice_Notes_08_Promotion_and_Education.pdf)

Brno, Czech Republic

Improving bus services for the disabled.

http://www.civitas-initiative.org/index.php?id=79&sel_menu=19&measure_id=506

Ljubljana, Slovenia

Safety & security for seniors and PT users.

http://www.civitas-initiative.org/index.php?id=79&sel_menu=21&measure_id=742

Funchal, Portugal

Dial a Ride service.

http://www.civitas-initiative.org/index.php?id=9&news_id=1192&back_id=30

Tallinn, Estonia

"Good Design Enables, Bad Design Disables" forms the innovative approach to Tallinn's new mapping service and making public transport accessible to all groups in society.

http://www.civitas-initiative.org/index.php?id=138&news_id=1179&limit_start=0&advanced=

European Project TOGETHER

The project TOGETHER on the move offers energy efficient transport training for immigrants and develops teaching and training materials for sustainable mobility like walking, cycling, public transport and greener car use.

In the [state of the art](#) you can find information about immigrants in Europe, their travel behaviour and possibilities for energy efficient travel. In spite of the lower car access among immigrants, the attitudes toward car travel seems to be more favourable among certain immigrant groups than among the domestically born. Especially bicycle riding, but also public transport appear to be regarded as inferior forms of transport at least by certain immigrant groups. This attitude combined with improved economic standards among immigrants over time may easily produce a high car access among immigrants, and consequently to less sustainable travel. The main challenge for the TOGETHER project is thus to make the newly arrived immigrants stick to their sustainable travel pattern.

The Mediate project

Mediate (Methodology for describing the accessibility of transport in Europe) has sought to establish a common European methodology for measuring accessibility to public transport http://mediate-project.eu/fileadmin/Deliverables/D4_1_SelfAssessmentTool.pdf

Research project MESsAGE

This research project MESsAGE aims to contribute to the extension of the transportation autonomy of older people and to increase the use of sustainable transport modes within this target group.

(2005) Mobility and the Elderly, Succesfull aging in a sustainable transport system. MESsAGE J. Christiaens, A. Daems, S. Dury, L. De Donder, L. Lambert et al.

Available at:

<http://www.mobiel21.be/sites/default/files/MESsAGE-%20Eindrapport%20Ouderen%20en%20Duurzame%20Mobiliteit.pdf>

NICHES+ Innovative Concepts

Within four thematic areas identified as particularly important to face the challenges of urban transport, 12 Innovative Concepts are defined, of which one is related to social inclusion.

Innovative concepts to enhance accessibility:

- travel training for public transport
- neighbourhood accessibility planning
- tailored information for users with reduced mobility

<http://www.niches-transport.org/index.php?id=97>

ISEMOA

Improving seamless energy-efficient mobility chains for all

- *Needs and Expectations of Municipalities, Cities, and Regions regarding QM-schemes*
- *Needs of PRM and frequent barriers for PRM* (report)
- *Accessibility - why we need it* (brochure, long version in English language)
- *Accessibility - why we need it* (brochure, short version in several languages) en

All downloadable at <http://isemoa.eu/index.php?ID1=7&id=7>

EPOMM

Case studies on EPOMM, European Platform for Mobility Management. http://www.epomm.eu/cs_search.phtml?ID1=910&id=910

Project Summary

'OVvoorU' – Mobycon, the Netherlands

Mobycon, an independent research and consulting company in the Netherlands, offers a training program 'OVvoorU' (PTforY, Public Transport for You) for elderly, particularly for the use of the bus. They organized information meetings where people on location could try the bus.

At the meetings barriers were taken and people were learned how to plan and take the bus. The unfamiliarity with the bus is the biggest failure factor for usage of the (free!) bus for elderly, people aged 65 and over.

The project OVvoorU in combination with Travel Training is unique, innovative, future minded and easily to produce.

The objective is bipartite:

1. testing and development trainings method OVvoorU/travel training and increasing knowledge about the theme;
2. the municipality of Hoogeveen also wants with the experiment to establish a traveler's growth.

Way of implementation:

Mobycon has knowledge of and experience in public transport education for special target groups. In collaboration with the municipality of Hoogeveen (55,000 inhabitants) and public transport company Connexion this company has organised a PT-training for elderly.

On several different ways there were announcements about the travel training meetings in Hoogeveen. The municipality of Hoogeveen also has sent an invitation letter to several organizations like elderly organizations.

The travel training OVvoorU is split in a theoretical and a practical part. The meetings were organized at two central locations in Hoogeveen. They have taken place at 16 and 17 September in 2008 at the theatre 'The Tamboer' and a school in Hoogeveen.

The attendance at first meeting was quite good. At the second meeting in the evening, the attendance was less. A cause could be that in the evening elderly don't like to leave there houses any more.

The project has been positively evaluated after the meetings. To explicit bring the free PT for people aged 65 and over under attention in 2009, the municipality of Hoogeveen decided to start a joined promotion in the month January. This joined promotion gave these people the opportunity to get a free coffee at several coffee shops when they offer the bus ticket. About 260 people did give there bus ticket to get a free cup of coffee. The responses of the travelers as well as coffee shop owners have been very positive.

6. Implementation and lessons learned

Eltis facilitates the exchange of information, knowledge and experiences in the field of urban mobility in Europe. It is aimed at individuals working in the field of transport as well as in related disciplines, including urban and regional development, health, energy and environmental sciences.

Eltis supports the creation of urban transport systems, which use less energy and produce less emissions, while improving the competitiveness of urban areas and the mobility and quality of life of its citizens.

<http://www.eltis.org/index.php>

Frank Pennycook, Rosalind Barrington-Craggs, David Smith and Simon Bullock. *Environmental Justice. Mapping transport and social exclusion in Bradford.*

http://www.foe.co.uk/resource/reports/env_justice_bradford.pdf

Mobility Forum meeting: *Integrated transport planning helps tackle social inclusion in cities.*

<http://www->

[old.eurocities.eu/Minisites/progress/inclusivecities/index.php?option=com_content&view=article&id=145%3Amobility-forum-meeting&catid=33&Itemid=14](http://www-old.eurocities.eu/Minisites/progress/inclusivecities/index.php?option=com_content&view=article&id=145%3Amobility-forum-meeting&catid=33&Itemid=14)

Annex: Historic Centre Blue Line in Coimbra

The Historic Centre Blue Line is a public transport line that links the lower part of the city of Coimbra (Baixa) with the higher elevations (Alta). The line runs through the medieval heart of the city, covering large part of the city's Historic Centre.

Due to the centre's particular characteristics the Blue Line uses Gulliver electric mini-buses, known locally as Pantufinhas, and is adapted to the needs of passengers with disabilities and reduced mobility. The buses are small sized, making them particularly appropriate for transporting passengers in places with narrow, difficult passage ways.

Electric mini-buses, o Pantufinhas



Electric mini-buses in narrow street



Access ramps on the electric mini-buses



Electric mini-buses in downtown street amidst citizens



Due to its electric system, this public transport is environmentally sustainable. It does not contribute to the environmental pollution – i.e., noise, gases, and fumes – and is well suited to the susceptible requirements of urban historic centres, such as Coimbra's.

Another notable characteristic of the Blue Line is the freedom it gives its passengers. By not having predetermined stops, passengers can get on or off in any part of the route simply by signalling the driver.

In the summer months, the Blue Line is used by many of the city's tourists. Its itinerary passes by many of Coimbra's main monuments, such as São Tiago Church, Santa Cruz Church and the Old Cathedral.

However, the Blue Line is particularly important from a social perspective. The Blue Line crosses the Historic Centre which is inhabited essentially by an elderly population. Accordingly, local residents of the historic centre are exempt from the bus fare and can travel freely on the Blue Line.

Equally important, the historic centre, especially at the higher elevations, has a rugged topography and an intricate urban morphology which presets various constraints to citizens' mobility. The mini-buses small size, accessibility, and electric propulsion system make them the adequate vehicle for the historic centre's particular exigencies. The buses are equipped with entrance ramps and special seating for the handicap. Accordingly, the Blue Line reveals a high level of flexibility and balance between the social and environmental demands of the historic centre.

In terms of service, the Blue Line has two buses which run on weekdays between 08:25 and 18:25, with a 15 minute frequency between trips (with a stoppage between 12:25 – 14:25). On the weekends the line only runs on Saturday mornings, from 09:00 to 12:55, with a 20 minute frequency.

In terms of ticket prices there are several modalities. There is a Historic Centre Special Social Pass which is free of charge for residents and has a validity of twelve months. Passengers can also travel on the Blue Line using the network pass, general social pass, pre-paid tickets, or on-board tickets.

In 2010 the Blue Line transported 71126 passengers, out of which 46940 (68%) had the Historic Centre Special Pass. The remaining 24186 (34%) were constituted mainly by passengers who use some kind of municipal pass. The number of passengers using pre-paid or on-board tickets was residual.

Lastly, the mini-electric Blue Line bus itinerary has a length of 2.4 km and in 2010 travelled a total of 11162 km.

Itinerary of the Blue Line

