

Mobility management to promote walking for older people

Katja Naefe, Dipl.-Geografin

Verkehrsverbund Rhein-Sieg GmbH
Mobilitätsmanagement/Verkehrssicherheit
Glockengasse 37-39
50667 Köln, Germany

Tel.: +49 - 221-20 80 8 – 731

katja.naefe@vrsinfo.de

<http://www.vrsinfo.de>

The different aspects and factors of influence working to guarantee that older people can be independent in their mobility – in particular as pedestrians – can be combined, implemented and anchored in local council work with the aid of mobility management.

An efficient and sustainable promotion of pedestrian circulation requires that the different spheres of activity or players respectively that influence mobility and traffic in the local authority are networked.

Within the framework of a competition, the network '*Road safety in cities, towns and local authorities in the Rhineland*' which is a merger of cities, towns, local authorities and districts within the primary administrative division of Cologne in North Rhine-Westphalia, selected two model local authorities for the 'implementation of a local mobility management for senior citizens' and is assisting them in the course of its implementation.

The 'senior citizens' as a target group were in particular involved in the development of measures. In this respect, issues of pedestrian circulation play a crucial role.

Biography

Katja Naefe,

Dipl. Geographin

Date of Birth: 1 October 1976 in Bonn, Germany

Since June 2006

Project Officer at Transport Association Rhein-Sieg, Cologne

- Traffic Safety for older and young people

- Mobility Management

April 2003-December 2006

Administration of Bruehl (next to Cologne), planning office

- Traffic Safety and Bicycle planning

Education: Geography, Major: Transport Planning
(1996-2002)

Mobility management to promote walking for older people

The different aspects and factors of influence working to guarantee that senior citizens can be independent in their mobility – in particular as pedestrians – can be combined, implemented and anchored in local council work with the aid of a local mobility management.

Mobility management

Mobility management is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour towards more sustainable transport modes. Mobility Management makes use of "soft" measures like information and communication, organising services and coordinating activities of different partners. The objective of mobility management is to reduce the negative effects of mobility but to increase access to mobility at the same time.

The municipalities play a key role in this. They are responsible for ensuring mobility and take an active role in the creation of the municipal mobility range as a whole. A systematic and comprehensive mobility management on municipality level is based on an inter-departmental coordination of strategies and measures of manipulating transport demand.

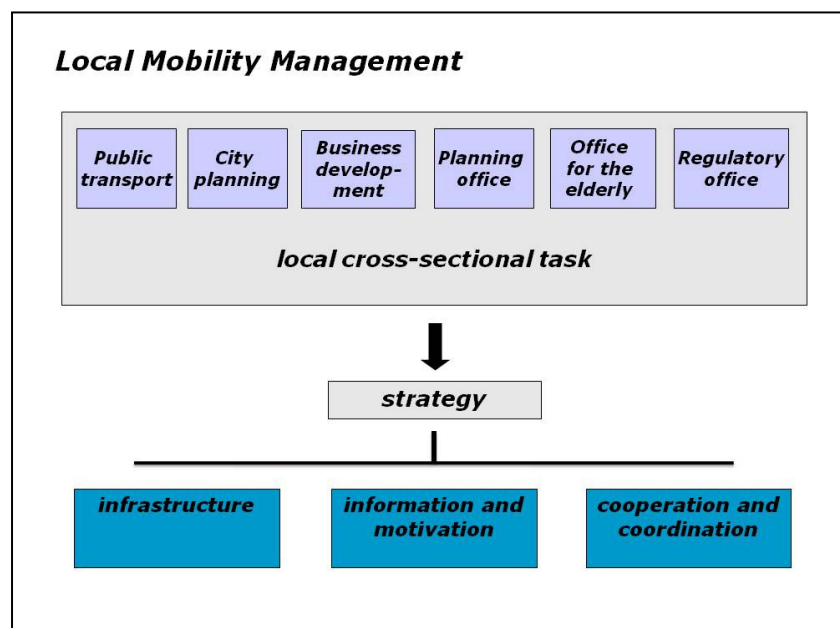


Figure 1: Local Mobility Management

The local mobility management plays a key role, especially in promoting pedestrian circulation. An efficient and sustainable promotion of pedestrian circulation requires that the different players respectively that influence mobility and traffic in the local authority are networked.

The different local players organize a local network. Members are: city administration (department of planning, department of education), police, transportation company, representation of elderly people, non-profit-organization.

The promotion of pedestrian circulation is an important locational factor for local authorities, precisely in view of the demographic development taking place.

The network 'Verkehrssichere Städte und Gemeinden im Rheinland'

The network 'Verkehrssichere Städte und Gemeinden im Rheinland' (*Road safety in cities, towns and local authorities in the Rhineland*) is a merger of cities, towns, local authorities and districts within the primary administrative division of Cologne in North Rhine-Westphalia.

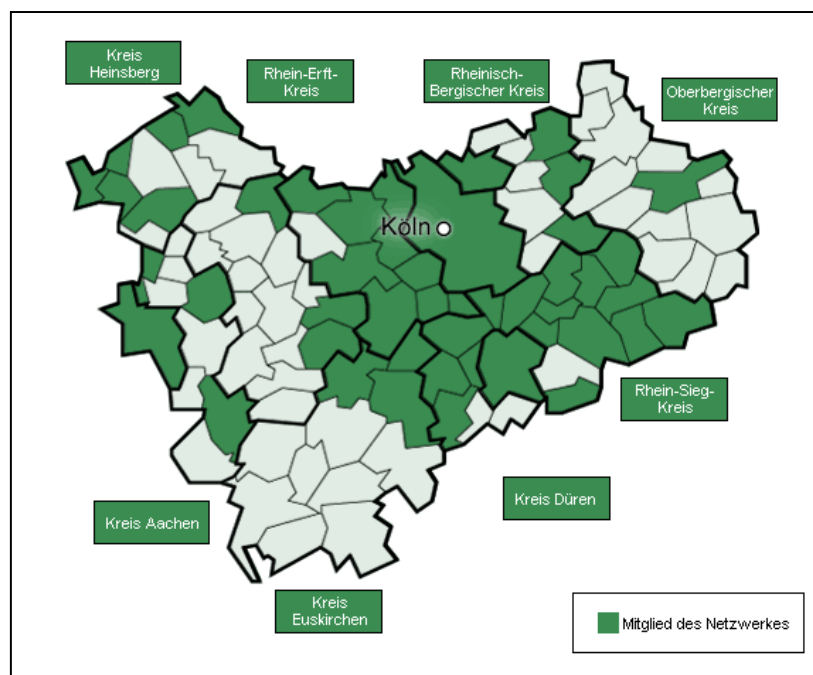


Figure 2: network 'Verkehrssichere Städte und Gemeinden im Rheinland'

Mobility management for older people in two modal local authorities

Within the framework of a competition, the network has selected two model local authorities for the 'implementation of a local mobility management for older people' and is assisting them in the course of its implementation. The aim of this project is to initiate cooperation between and coordination of the spheres of activity that are relevant for the planning and implementation as well as to initiate systematic information, counselling and motivation of the population with the use of marketing and communication tools. Within the scope of the two-year runtime of the project (November 2008 – October 2010), the venture has three essential objectives:

1. Establishing networking
2. Developing ideas whilst including the target group

3. Implementing projects

Within the scope of this project, the winner of the competition - the District of Euskirchen and the region 'Der Selfkant' - institutionalised cooperation on an internal administration basis and the inclusion of external partners. The 'senior citizens' as a target group were in particular involved in the development of measures as well as in the implementation. In this respect, issues of pedestrian circulation play a crucial role.

- Together with older people, representatives from the local council (planning office, regulatory office) and the police discussed and realised possibilities for to improve the traffic infrastructure in a pedestrian-friendly way (among others hindrance-free conversion, road-crossing support, location of bus stops).
- Route maps that are currently elaborated by older people are likewise prepared. The objective of route maps is to display safe and hindrance-free pedestrian ways so that the elderly can be independent in their mobility. With the aid of a set of equipment (questionnaires, defect form, tape measure etc.) the citizens examine the ways they take in their everyday life and in their leisure time in regard to danger spots and hindrance-free accessibility. The urban council, the police and further experts elaborate conjointly possible solutions for danger spots.
- The results can subsequently be used for devising route maps for older people. Important destinations that should be easily accessible are also entered in these maps, like for instance local amenities, doctors, facilities for older people, restaurants, location of resting benches, car-park for the disabled, local public transport stations.
- Older people and the local government work together in a 'Dorfwerkstatt' (*village workshop*) in order to create a village square that can be a hindrance-free venue for to move around in and to meet at.

Via a professional group dealing with mobility of older people that meets regularly, the findings and experience of this project are communicated to other towns, cities and local authorities of the network. In the meantime, 56 regional administrative bodies at a local level have been integrated in order to promote jointly the safe and independent mobility of all population groups. The network coordination office, which is located at the 'Verkehrsverbund Rhein-Sieg' (*Transport Association Rhein-Sieg*), coordinates the exchange of experience and information, organises the transfer of knowledge and initiates measures for the region.