

27.11.2019,
Brussels

Involving end-users in the creation of inclusive mobility services



› The European Passengers' Federation (EPF)

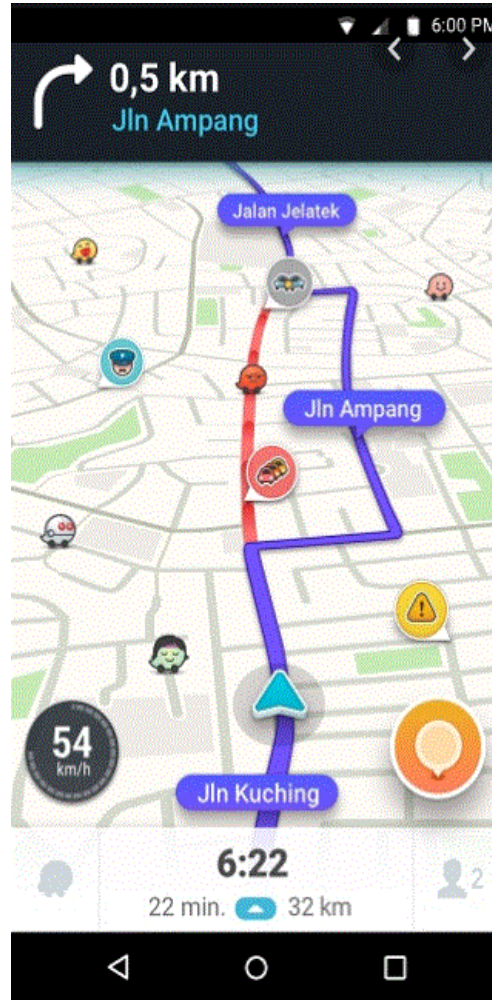


- Founded in 2002
- European umbrella federation of national and regional passengers' organisations
- 37 member organisations
- 21 countries
- www.epf.eu



- Represent passengers' views at the European level – all modes: rail – bus & coach – air – maritime – urban transport – new mobility services
- Campaign for comprehensive and stronger (multi-modal) passenger rights across all modes
- Achieve a better door-to-door (multi-modal) travel experience
- Tackle transport poverty and ensure an accessible and inclusive (public) transport offer, also in rural areas
- Put end-users at the centre when new mobility services are developed

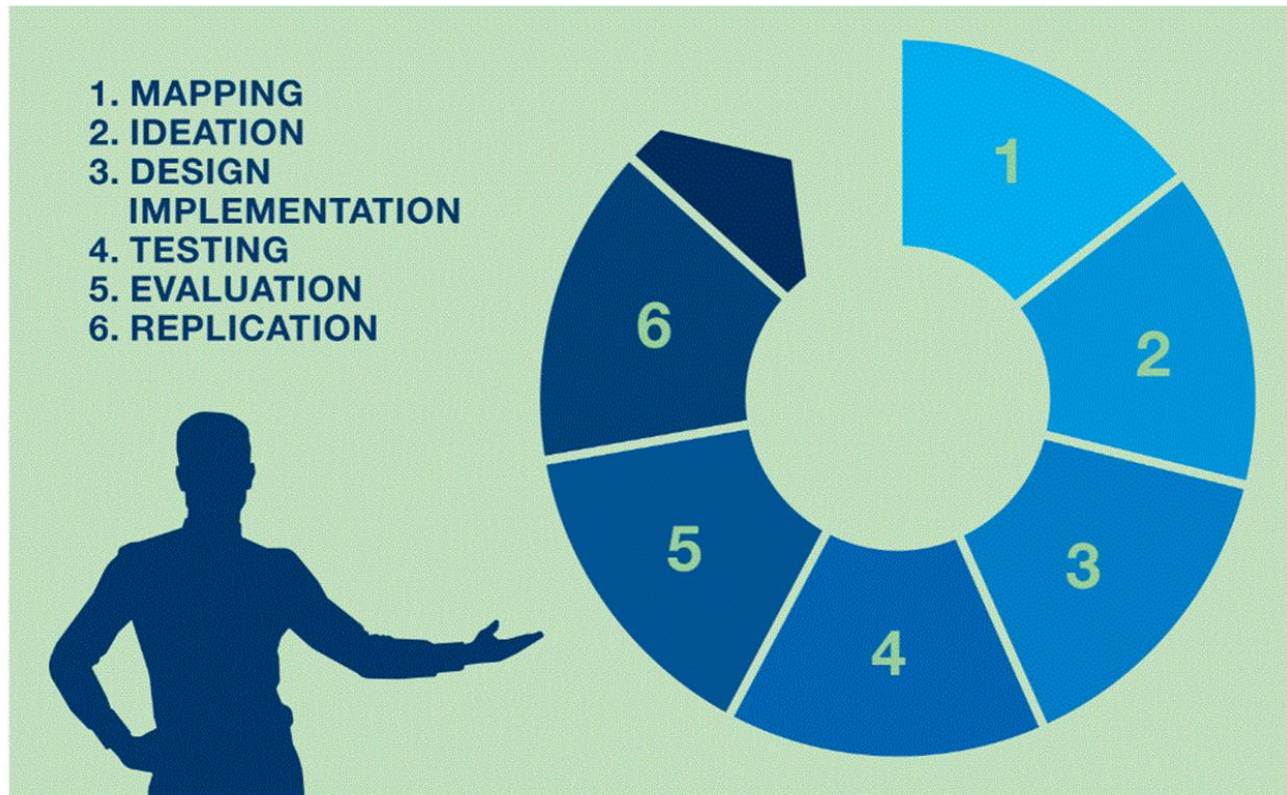
› Is this what users really want/need?



➤ Put the end-users first



➤ Stakeholder engagement (1)



... by involving and consulting them
in every stage of the project.

KEY TAKE-AWAYS

DON'T FORGET

- CLEAR COMMUNICATION
- GUIDANCE
- QUALITATIVE RESEARCH






BE AWARE

- TAKES TIME
- EXPECTATIONS
- FEASIBILITY

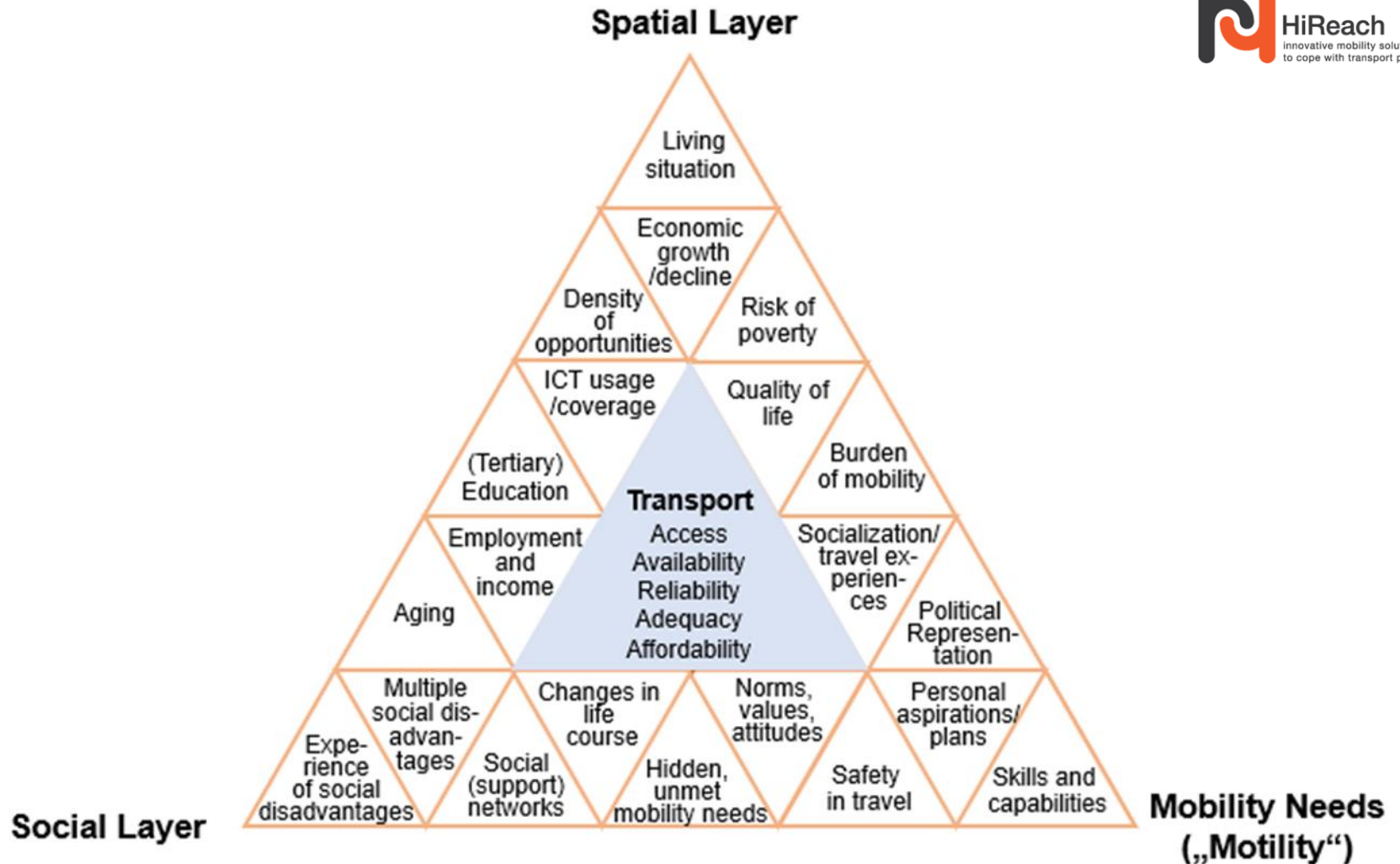
REMEMBER

- NOT TO JUDGE
- VULNERABLE GROUPS
- GIVE FEEDBACK



<p>↓</p> <p>Availability:</p> <p>No suitable transport option available</p> 	<p>↓</p> <p>Accessibility:</p> <p>Transport options do not reach destinations and opportunities</p> 	<p>↓</p> <p>Affordability:</p> <p>High cost burden</p> 	<p>↓</p> <p>Time budget:</p> <p>Excessive amount of time in travel</p> 	<p>↓</p> <p>Adequacy:</p> <p>Travel conditions are dangerous, unsafe or unhealthy for the individual.</p> 
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› Analysis of mobility needs



> Spatial layer



Rural



Peri-urban



Urban peripheral



Remote



Deprived



Children and youth



Elderly



Women



People with reduced mobility



Migrants and ethnic minorities



People living in rural and deprived areas



Low income and unemployed

➤ The HiReach approach



USER-ORIENTED and not a
technology push approach



Opportunities to get involved:

<https://hireach-project.eu/content/concept>

A group, in the right circumstances, can be smarter than its smartest member.



- Reach out to citizens! Listen to them; actively involve them in R&I
 - Existing/new mobility solutions: meeting user expectations?
 - Service design principles
- Develop inclusive and accessible mobility services
 - Universal Design
 - Identify 'hidden' needs
 - Digital divide - technology is a means, not a goal!
- Changing travel behaviour
 - Break the habit
 - Skills - Positive/negative experiences - Socialisation
 - Importance of life-changing events

➤ Thank you for your attention!



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