

## Amobilife Training Sessions

### Amobilife Skills | Senior Mobility Conference 2009, Thun, 7<sup>th</sup> September 2009

Be mobile, Stay mobile - How to sustain and foster a mobilife of senior citizens? This question presented the departing point of reviewing different approaches to meet the specific mobility demands and needs of elderly people. On this purpose, mobility stakeholders from Northwest Europe and Austria have met to present and discuss their best practices at the Senior Mobility Conference 2010 in Thun.

Encouraging older people's skills in using public transport, as well as promoting barrier free services proved to be the key elements of an integrated strategic approach. At the same time, the training session signalled a further and underestimated challenge: today's 60 plus generation is highly dependant on their cars. Travel training needs to take account of this issue if it is to prove effective in facilitating their shift towards slower and non-motorized mobility modes. When this issue is tackled then more older people will start to be their own mobility boss! Find out more: [www.icma-mobilife.eu](http://www.icma-mobilife.eu)

### Amobilife Connections | International Training Session, Pirmasens, 6<sup>th</sup> December 2009

While previous successful workshops have been highlighting specific aspects of the overall mobility offer, the 4th Amobilife Training Session in Pirmasens focused on the integration of these approaches. The key question was, how to translate innovative economic, technological and skills development strategies into new mobility offers that improve door-to-door connectivity in different urban and rural contexts. Project partners used this training session to establish strong cross-links between different exemplary partner activities. Find out more about the first connections improved through ICMA A mobilife activities: [www.icma-mobilife.eu](http://www.icma-mobilife.eu)

### A Successful Year to Build on

Stuart Murray, GMPT, Manchester, Project Manager of the ICMA Amobilife partnership, has concluded after the first ICMA year: "After an interesting and active 12 months, this project is able to tell the first success stories in closing mobility gaps on the first and last mile of a journey." These include the Real Time Passenger Information system, especially adapted to senior citizens demands in Offenbach; the establishment of a demand driven public transport connection between the suburb of Offerton and the town of Stockport; and the implementation of the mobility action plan in Wielwijk in Dordrecht with a particular focus on promoting multi-modal connections (see Newsletter 2). Twelve more exemplary field tests will be implemented in 2010.

150 contributors from 15 European countries have attended the four training sessions related to the different project themes. The partnership managed to attract the attention of the European Commission and the Interreg IVB Secretariat. The relevance of the ICMA Amobilife project for NWE was emphasized by the visit of Francesco Ferreira, Representative of the Directorate General for "Media and Information Society" at the ICMA training session in Nantes. Moreover, the partnership has been invited by the Interreg IVB NWE program to join a Strategic Cluster on "Innovative Approaches for Urban, Inter-urban and Rural Passenger Transport" together with 4 other approved Interreg IVB projects in North West Europe.

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## Transnational Activities

### Generic Cost and Pricing Model

"Demand responsive transport (DRT) services are potentially a cost-efficient option for providing multi- and uni-modal journeys between rural or poorly connected areas and urban areas". For Brian Masson, ICMA Amobilife Economics theme leader and project manager for the University of Aberdeen, this is a key conclusion of the transnational Cost and Pricing Model covering for the first time flexible transport services. At the same time, the various models being tested highlight the particular challenges faced across Europe. For example; What type of fares can be charged on DRT services in comparison with bus or taxi services? How to determine and model the best option for service provision and fare structure for different types of passengers? From 04/2010 on, various models will be tested across Northwest Europe. For more information: [www.icma-mobilife.eu/themes/economics/](http://www.icma-mobilife.eu/themes/economics/)

### Technology Roadmap for ICT aided Mobility Management

Based on extensive feedback by ICMA partners and mobility stakeholders, a foresight study explored ICT applications available or needed for mobility management in the future. It outlines various scenarios and verifies their market relevance. "The technology roadmap will allow mobility stakeholders at all levels to choose more informed, more sustainable and more cost-effective IT investments", says Aurelie Ginguene, ICMA Amobilife Technology theme leader and project manager for Région Pays de la Loire. Based on the outcomes, project partners will critically review their IT-strategies. For more information: [www.icma-mobilife.eu/themes/technology/](http://www.icma-mobilife.eu/themes/technology/)

### Train the Trainer Programme

The transfer of the successful Swiss model of training mobility attendants for elderly people "Be Mobile-Stay Mobile" (led by Rundum Mobil GmbH) into other countries and organisations has been very useful. Indeed, developing customer and operator skills offers a particularly suitable area for transnational implementation. "The first successful transfers suggest that the transnational "train-the-trainer" approach of the ICMA Amobilife project provides a model which may be applied to many other skills development activities tested in this project", says Anja Georgi, CEO of Local Traffic Organisation LNO Offenbach and ICMA Amobilife Skills theme leader; see: [www.icma-mobilife.eu/themes/skills/](http://www.icma-mobilife.eu/themes/skills/)

### Amobilife Solutions Database

In Mid-March 2010, the project partnership will launch the backbone of the planned A Mobilife Competence Hub, the Amobilife Solutions Database. "This database for best practice solutions will evolve as a core element of the transnational competence platform", said Alice Wharton ICMA Mobilife Project Co-ordinator for GMPT Manchester. It will be integrated into the project website and closely linked to the e-learning environment currently being developed by GMPT Manchester. The database will be continuously fed with best-practices from North West European mobility service providers, cities and other relevant stakeholders to cover a high diversity of solutions for bridging mobility gaps.

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## International Focus

### ICMA | Amobilife @ UITP Marketing Conference, Lisbon, 7<sup>th</sup>-9<sup>th</sup> October 2009

Anja Georgi, CEO of LNO Offenbach represented the ICMA partnership at the 5th International Marketing Conference of the International Association of Public Transport (UITP) on "Successful Marketing of Public Transport" in Lisbon. Her contribution to the conference with nearly 200 participants highlighted the growing relevance of senior citizens as a relevant target-group for public transport providers and referred to activities within the ICMA project that focus on improving the mobility offer for older people.

### ICMA | Amobilife @ Interreg IVB NWE Annual Event, Rotterdam, 7<sup>th</sup>/8<sup>th</sup> October 2009

"ICMA Amobilife activities substantially contribute to the mitigation of climate change". This is the key message Johannes Theissen, ICMA Amobilife Communication Manager and head of European projects and new distribution schemes of traffiQ, Frankfurt a.M. highlighted in the project presentation at the Interreg IVB NWE Annual Event on "Climate Change: Mitigation and Adaptation" in Rotterdam. The ICMA-Amobilife project was among 8 projects selected by the Interreg IVB program to present themselves in the networking area of this conference with more than 600 participants.

### ICMA | Amobilife @ OASIS Conference, Florence, 4<sup>th</sup>/5<sup>th</sup> December 2009

Prof. John Nelson, Director of the Centre for Transport Research, University of Aberdeen, presented the first results of the transnational ICMA Amobilife Technology Roadmap for IT aided mobility management at the 1st OASIS-Conference in Florence in December 2009. OASIS is a EU-funded FP7 project that aims to foster conditions required for the autonomous living of older people and their quality of life. The conference focused on how Intelligent Transport Systems (ITS) technology may be used to ensure independent living and autonomous mobility for elderly people. Crosslinks between the OASIS and the ICMA Amobilife projects will be further explored. Find out more: [www.icma-mobilife.eu](http://www.icma-mobilife.eu) or [www.oasis-project.eu](http://www.oasis-project.eu).

### Amobilife Mid-Term Event | Fostering Commuter Modal Switch, Frankfurt a.M., 16<sup>th</sup> March 2010

The Amobilife Mid-Term Conference 2010 hosted by traffiQ, the Local Traffic Organisation of the city of Frankfurt a.M. will offer a comprehensive view on state-of-the-art solutions from across Europe promoting and enhancing sustainable commuting. How to foster the modal switch of commuters? How to improve the accessibility and connections from and to work places? The conference brings together transport providers, cities and industry as well as relevant European stakeholders. Participants will have the opportunity to network and get involved in workshop discussions.  
Venue: City Office (Planning Department), Conference-Room A 202, Kurt Schumacher Str. 10, 60311 Frankfurt a.M., 16th March 2010 09.00-16.00  
More information and the registration form are available at [www.icma-mobilife.eu](http://www.icma-mobilife.eu).

### Dates

#### Amobilife Price & Cost Modelling Strategy Meeting Glasgow, 7<sup>th</sup>/8<sup>th</sup> June 2010

#### Senior Mobility Conference 2011 Offenbach, 20<sup>th</sup>/21<sup>st</sup> September 2010

# Bridging the Mobility Gap for a Mobilife

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## The Project

Providing attractive and effective alternatives to using the private car for the 'first and last miles' of journeys is one of the keys to unlocking a mobilife in North West Europe.

In this EU-funded Interreg IVB project **Improving Connectivity and Mobility Access (ICMA)**, 11 organisations from 7 North West European countries are creating the first transnational platform for sharing and transferring innovative and sustainable approaches to meet this 'first and last mile' challenge.

We will focus on the social, economic, technological and organisational aspects of this challenge, and the best use of existing resources and infrastructure to:

- provide and test missing links in mobility chains;
- improve public transport information, booking options and connections;
- improve the scheduling and delivery of door-to-door transport;
- provide mobility training for people using different modes of transport.

Since November 2009, the partnership is implementing such complementary activities contributing to close mobility gaps. Till March 2010, the first five modal and intermodal connections have been improved.

# Amobilife in North West Europe: Addressing the Demographic Change

## Amobilife in Offenbach

Personal mobility is a major factor in social integration especially when people become older and do not want to use their car any more. Therefore, a main target-group of the project activities by the local traffic organisation LNO in Offenbach are older people. In order to enable them to actively participate in social life, LNO aims to eliminate barriers to accessing public transport at different levels.

Particular focus is given by LNO to the "Offenbach Model". Supporting the concept of the ICMA Amobilife train-the-trainer program, LNO "educates" senior citizens to become "Voluntary Bus & Train Trainers", that are able to coach other senior citizens. Their coaching covers all aspects relevant for using public transport services.

The first step consisted in drafting and producing the handbook for the trainers and the workbook for the elderly trainees. Particular attention was given to match the design to elderly peoples needs. After this, LNO contacted senior-citizens homes, nursinghomes, meeting-points for elderly people, churches and other institutions to recruit senior-teachers and to promote the initiative. The promotion has been successful: Six teachers were found for the training programme.

In October 2009, the first training sessions were held: A theoretical introduction into the use of public transport and obtaining information on transport schedules, tickets, prices and matching connection. In a second practical session, the new teachers were taught how to use public transport safely. The last training session of the training introduced the volunteers to virtual information offered by the public transport service providers of the region. After completing the training, two of the six participatns of the training have already held their own classes with 24 "pupils". They are very engaged and enjoy their voluntary work. All of them have a direct communication with LNO, who supports the classes with materials, classrooms and technical devices and regular meetings with its teachers. and always tries to be there for them. For 2010, further trainings have already been scheduled.

**"I will continue to give classes and to spread my knowledge to other elderly people"**, one teacher said after his first training course for seniors. **"Because of the very positive effects the use of public transport had on my life, I am convinced, that personal mobility with buses and trains enriches our lives! That is what I share with my trainees."**



## Amobilife in Nantes

In order to promote public transports and ease their use, the French regional authority Region of Pays de la Loire, decided to implement a regional journey planner. The online application has been co-financed by the European Union and was launched in 2006. With [www.destineo.fr](http://www.destineo.fr), people can now be given itineraries based on 16 transport networks out of 20 in the region, using all means of transport: bus, train, coach, tramway, even boat and plane. Providing barrier-free mobility access and mobility information especially for physically impaired target-groups is still a challenge which needs to be tackled.

On this purpose Pays de la Loire decided, to upgrade the its mobility portal this year, in order to make travelling easier especially for physically impaired persons. The upgrade is exemplary for improving mobility access and facilitating barrier-free journeys through the use of ICT within the ICMA project. To ensure the highest efficiency of the upgrade, it will be supported by a feasibility study and demand assessment about multimodal booking and ticketing services for disabled people.

In a first step Destineo ([www.destineo.fr](http://www.destineo.fr)) will extend its offer to providing and filtering information about accessible journeys for the target group. This offer will be available online from September 2010 onwards.

In a second phase, the upgrade also will include and integrate alternative on-demand transport services in rural areas, where the mobility information as well as barrierfree accessibility for the target-group are a key issue.

At the same time, train stations and bus stops will be equipped with new detailed maps providing information about service points and mobility attendants for physically impaired people. Furthermore, the accessibility information about the service points and mobility attendants also will be integrated into the Destineo Mobility Portal. **"Finally, I will be able to regularly visit my old friend in the countryside"**, a physically disabled elderly women said enthusiastically at a public information meeting.



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## Amobilife in Rochdale, Greater Manchester

Greater Manchester Passenger Transport Executive GMPTe is interested in supporting practical initiatives to improve local access to health services where these can be taken forward through a partnership approach. In closely cooperation with Association of Greater Manchester Authorities (AGMA), GMPTe aims to improve efficiencies throughout the region. The combination of health and transport strategies is currently a topic of high interest.

Access to health services has been a feature of the work undertaken by GMPTe in Rochdale through the Partnerships for Older People Project (POPP), where innovative transport solutions for the needs of older people have been used to promote independence and choice. Discharge from hospital has been identified as a key area where older people with no medical need for transport can either face delays or high costs in their discharge arrangements. Alternatively, patients will use ambulance transport at high cost to the health sector, which is seen as an inappropriate use of health resources.

A pilot for future hospital discharge services, the Hospital2Home service, currently transports people from the hospital in Rochdale to their home for a period of six months until April 2010. It provides approximately 4 hours of transport between 4.00pm and 8.00pm, Mondays to Fridays to support more effective discharge from hospital.



Photos © GMPTe

Passengers are able to travel from Rochdale Infirmary to a location within the Rochdale borough boundaries. This covers a service area of approximately 65 mile<sup>2</sup>. The borough, located northeast of the City of Manchester, has a population of 206,300.

The service is supported by appropriate and timely publicity. The aim of this pilot is to more effectively integrate GMPTe, North West Ambulance Service (NWAS) and local Primary Care Trusts (PCTs). In a next step, the partnership will explore different options to integrate their call centre facilities and their booking and dispatching processes. The desired result is a more streamlined process for transport operators, health workers and managers, and the patients/passengers. GMPTe expects that this will reduce overall transport costs and speed up the discharge process, with direct impacts upon the admission of incoming patients.

**"I was glad to be one of the first who benefited of the Hospital2Home Pilot Scheme."** Gerry is a 34 year old struggling with health issues due to his excessive weight at 247 kilo. He was admitted to the Emergency Medical Unit due to an episode of gout. Being aware of the Hospital2Home service, the ward staff were keen to discharge him as he had spent all that day and the night before in a chair. As all H2H drivers are able to help clients in wheelchairs, they took Gerry out to the vehicle in a wheelchair, used the tail lift to get him into the vehicle and got him home.



For more information about the training programme "Be mobile - Stay mobile", please visit [www.lno-of.de](http://www.lno-of.de) or contact [anja.georgi@lno-of.de](mailto:anja.georgi@lno-of.de)

or visit <http://icma.rundum-mobil.ch/projekte/train-the-trainer> or contact [a.demeuron@rundum-mobil.ch](mailto:a.demeuron@rundum-mobil.ch)

For more information about Destineo, please follow the website upgrade on [www.destineo.fr](http://www.destineo.fr) (see "service pratique") or contact [aurelie.ginguene@paysdelaloire.fr](mailto:aurelie.ginguene@paysdelaloire.fr)

For more information about the Hospital2Home service please visit [www.gmpte.com](http://www.gmpte.com) or contact [stuart.murray@gmpt.gov.uk](mailto:stuart.murray@gmpt.gov.uk)

# "Be your own mobility boss!"

Caroline Beglinger, Director Transport Policies, VCS Switzerland, concluding the A Mobilife Senior Citizen Mobility Conference 2009 in Thun, 09/2010