WEBINAR

Mobility training for specific target groups

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Background

- City of Zagreb is faced with a continuous increase in the number of senior citizens. Mobility is highly important for the quality of their lives.

Objectives:

- Improve safety of senior citizens in public transport
- Raise reliability of public transport to senior citizens
- Increase the understanding among public transport staff of senior citizen’s expectations and needs
Target group

- Senior citizens - to encourage them to use more public transport
- Recruited in cooperation with City Office for Social protection
- Homes for elderly and seniors’ associations visited
- CIVITAS ELAN joined marking of International Day of Older Persons and Healthy week—additional 2,000 beneficiaries
- Public presentations
Implementation

• 17 workshops, mostly in different homes for elderly held
• Workshop in ZET (PT provider) depot on how to use PT safely
• Workshops with tram and bus drivers on safety of elderly in PT
• Leaflet with practical advices for seniors on how to use PT, the first of the kind
• Short movie on seniors in PT „Alojz and Vlatka”
  http://www.youtube.com/watch?v=3zoaGg4Zn9g
• CIVITAS ELAN Info-point
• Visibility in different media

Inspired by Salzburg PT provider!
Results

• Some 500 seniors participated in 17 workshops
• Recommendations for mobility improvements collected and referred to relevant authorities
• Four workshops with more than 160 PT drivers, drawing drivers' attention to seniors' needs in PT
• Seniors acquainted with information on how to travel safe in PT
• Seniors informed on types of available e-tickets and their use
• Improvements in PT- low floor trams and buses co-funded through CIVITAS ELAN contributed to easier and safer use of PT by seniors
Working with the target group

• Seniors showed appreciation, in particular emphasising the attention given to them - not as a part of problem, but as a part of mobility solutions

• Lessons learned:
  • new angle to the issue is worth trying - sometimes small interventions could contribute to the quality of life for senior citizens
  • special attention should be put on growing stakeholder group of seniors by ZET, which represent an important public transport users
Senior citizens and public transport? Happy together

Regards from Zagreb!

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