UM CASE

European Passengers' Federation

Kortrijksesteenweg 304,

9000, Gent

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Can digital solutions assist the mobility of older persons in Vitoria-Gasteiz?

On 5 July 2022 the Workshop on *New Mobility Concepts* hosted in Vitoria-Gasteiz (Spain) saw the participation of twenty eight older residents of Vitoria-Gasteiz. This workshop aimed at identifying the needs of users and finding ways to improve public transport systems and digital solutions for the city of Vitoria. During the workshop, participants collaborated in various co-creation activities with the aim of reflecting on new digital mobility technologies in order to work on different ideas based on the mobility needs. The participants came up with a set of specific recommendations after the activities. For instance, having a stable, coordinated, and connected public transport framework; reinforcing awareness raising and training of handling new mobility technologies; and aligning and articulating the offer of services (e.g., unifying applications and payments systems).

The workshop held on the 5th of July 2022 brought together twenty eight older persons in Vitoria and was conceptualised to respond to the challenges previously explored in the first phase of the UMCASE project. This preparatory phase brought to light the digital gap of this group (+65), in particular in what concerns their use of digital mobility services.

During this co-creation moment, we explored older person's mobility needs and debated how to improve public transport systems and create digital solutions that fit these citizens of Vitoria. To achieve this, the workshop combined presentations on the current state of mobility in the city and its associated services, as well as global future trends in mobility. The presentations were complemented by a participatory moment intended to give the voice to the citizens.

The event saw the active participation of the Centre for Environmental Studies (CEA) as well as TECNALIA. In his opening presentation, Juan Carlos Escudero (CEA) talked about the present status of Vitoria's mobility services with the aim of promoting reflection on the existing digital mobility services.

After this presentation, the participants were asked to collaborate in different co-creation exercises. To break the ice, the participants engaged in an exercise where each participant had to mark in RED tape the journeys that he/she can NOT make for various reasons that are related to mobility services. Thereafter, the participants worked together in three tables answering the following question: **What is the usability and what could be the improvements to digital services applied to mobility?** Each group presented in plenary the conclusions of the table. The overall results of this exercise were that most participants were aware of the digital services tools and admit that they are good but however complicated to use. They proposed that to overcome barriers that come with utilising digital services, service providers should promote trainings, unify the apps, make them easier to use and make Wi-Fi more accessible in public places.

The second part of the workshop which was future oriented, kicked off with an inspiring presentation by Jesus de la Quintana (TECNALIA) on mobility trends and new mobility solutions. This second presentation paved way to another dynamic intended to incite reflection on new digital services and the future of mobility. The second question was: **What are you going to do about the changes in the conditions of mobility use in the city in the future, what do you think you will have to do (i.e. possible limitation of private car use, changes in urban planning, etc.)?** Generally, the findings from the three tables revealed that there is a lack of continuity of public transport and that most combinations cater mostly for suburbs routes instead of the city centre. Additionally, the groups reiterated the importance of taking into account the diversity of people, for instance, catering for citizens with reduced mobility. The participants also added that more education and information is needed regarding the coexistence of all modes of transport. The groups also added that the future of mobility should give priority to pedestrians, then cyclists and then public transport. They recommended the limitation of private car use in cities.

Conclusively, the workshop ended with a brief summary of the discussion panels presented by the group leaders. This also resulted in the proposal of specific recommendations from the detailed analysis of the workshop conclusions. The specific recommendations are as follows:

1. Stable, coordinated and connected public support framework
    - Maintain the commitment in public policy in relation to accessibility, coordination and connectivity;
    - Maintain the various spaces for co-creation with citizens on mobility and technology related issues, specifically with the older population.

2. Reinforce awareness raising and training
   - A majority of the participants perceive digital transformation as a challenge, thus they agreed that awareness raising and training for the handling of new technologies should be reinforced.
3. Align and articulate the offer of services
   - Most of the participants indicated the usefulness of mobility applications but however highlighted the need to improve them. For instance, unifying the applications and payment systems; ensuring that a back-up to digital is available as an alternative; and personalisation to the user experience of older people (through different levels of difficulty).

For more information, please contact:

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About EIT Urban Mobility

UMCASE is a project under the support of EIT Urban Mobility.

EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union, aims to accelerate solutions and the transition towards a user-centric, integrated and truly multimodal transport system. As the leading European innovation community for urban mobility, EIT Urban Mobility works to avoid fragmentation by facilitating collaboration between cities, industry, academia, research and innovation to solve the most pressing mobility challenges of cities. Using cities as living labs, its industry, research and university partners will demonstrate how new technologies can work to solve real problems in real cities by transporting people, goods and waste in smarter ways.

About UMCASE

UMCASE (Citizens' inclusive and accessible urban mobility solutions) is a one-year project under the support of EIT Urban Mobility. It focuses on providing cities a method to improve their transport solutions as to make them better tailored to individual needs, in particular those from vulnerable groups. This method is based on a design thinking approach that allows citizens, citizen's representative organisations, relevant urban stakeholders, transport providers and businesses to work together during an intensive ideation cooperation. The UMCASE methodology and execution tutorial will be made available for cities, citizens, service providers and other stakeholders at the end of the project.