

Bridging Mobility Gaps (especially for elderly people)

Passenger transport association LNO, Offenbach am Main

Thun, 9.9.2009

Offenbach – a city in change

Facts and figures

- 118.454 inhabitants
- 44,84 square kilometres
- since 1954 „Großstadt“

In former times, Offenbach used to be an industrial city (leather-industry)

Nowadays it continually changes into a „city of creativity“

- today: almost 7% of all jobs in Offenbach are in the field of creative industries (i.e. design, marketing, management consulting, media)
- In the next years this proportion will grow up to 14%



The organisation

- **Founded in Nov. 2006**
- **Shareholder: City of Offenbach**
- **Eleven employees (four in the mobility centre)**



Our Responsibilities

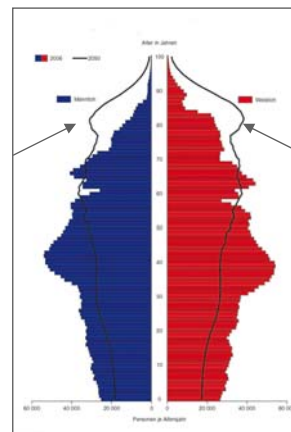
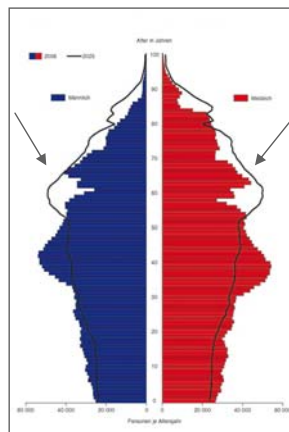
- **Coordination and Financing of**
 - local traffic in the city of Offenbach:
 - eight bus lines with 235 km network of routes and more than 330 bus stops in the city (local public transport is delivered by the Offenbacher Verkehrs-Betriebe GmbH)
 - regional traffic in cooperation with other communities:
 - four S-Bahn lines with six stops in the city,
 - two regional railways,
 - three regional bus lines
- **Single and central point of contact for the passengers (approx. 12.9 million a year)**



Demographic change in Hesse

Till 2025

Till 2050



Source: Statistisches Landesamt Hessen 2005

We need to react to the prospected changes!



- **In 2008 we started a senior-busschool in cooperation with the Offenbacher Verkehrs-Betriebe (OVb)**

At three different appointments

- We collected seniors with buses at several bus-stops in the city to bring them to the „school“
- We held the training (theoretical and practical exercise in the bus and at the bus-stops)
- We offered coffee and cake
- We had 85 participants!

- **In 2007 and in 2009 we held surveys to learn more about the mobility-demands and -behaviour of senior citizens**

Sicher unterwegs mit dem ÖPNV
Die Seniorenbuschule

Termine
18. Juni 2008
17. September 2008
28. November 2008
Die Veranstaltungen finden jeweils von 14.30 bis ca. 16 Uhr statt.

Anmeldung
RMV-Mobilitätszentrale oder bei
Hugo Reinhardt
Tel.: 069 800 58-318
Fax: 069 800 58-311
Mail: hugo.reinhardt@ovb-of.de

Veranstaltungsort
Waldcafé Hainbachtal
Waldstraße 353
63071 Offenbach
www.waldcafe-hainbachtal.de

Einladung
Alle Teilnehmer sind herzlich zu
Kaffee und Kuchen eingeladen!

Näheres unter www.ovb-of.de



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Results of the opinion-polls under best agers held in Offenbach 2007 and in March 2009 (1/2)

- **Use of public transport of the so called „best agers“ 60+**

- 8% 5 days/ week and more
- 25% 1– 4 days/ week
- 11% 1- 3 days/ month
- 55% seldom or no use

- **Already existing dynamic passenger information panels are regarded as valid support to plan a journey with public means of transport – provided that they work correctly.**
- **One disadvantage mentioned, is the high susceptibility to damage of the existing information panels. Moreover, it was frequently criticised, that the panels do not show real-time information.**



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- Most passengers interviewed do not use the internet.
- Another barrier to using public means of transport is the intricate use of ticket-machines. Particularly the difficult handling to find ones destination in connection to the complex tariff-system are regarded as inhibition thresholds.
- During evening hours, many persons interviewed declared that they tend to avoid bus- and train-rides because they don't feel safe travelling with public transport.
- Crowded buses during school-times cause a shift of elderly persons` voyages because during those highly frequented times, free seats are rare.
- Another problem repeatedly mentioned are the connections to other means of public transport at central stops.

It's now time to think about the possibilities of offering a better service for elderly people!



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Our targets in the Interreg project (2009-2011) for elderly people in Offenbach

With the train-the-trainer concept we want to ...

- minimise physical and mental access-barriers by providing easy access to mobility
- create a sense of security in the target-group of senior citizens or persons who are restricted in terms of mobility when using public means of transport
- change mobility behaviour by means of target-oriented training and information on the use of public transport of user-groups-to-be
- enhance personal mobility and therewith one key to life-quality of the particular user-groups
- enhance the service quality through target-group specific information
- reduce the production of CO₂ and of other harmful substances caused by extensive use of individual means of transport through achieving a better use to capacity of public means of transport



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- **All over the world, mobility is a relevant good for everyone**

- We would like to offer an important part of the mobility chain with our public transport to reduce environmental pollution and traffic jams and to make ecomobility stronger

- Beside our user groups such as pupils and commuters, we concentrate our work on the target group of elderly people with their specific needs



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- **Better use to capacity of buses in off-peak hours to gain more passengers for the public transport!**

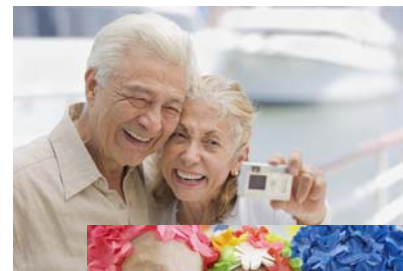
- **By offering of special tickets**

- 9 o'clock ticket

- Together with the other partners in the RMV, we will start a marketing campaign to show all the possibilities of this ticket



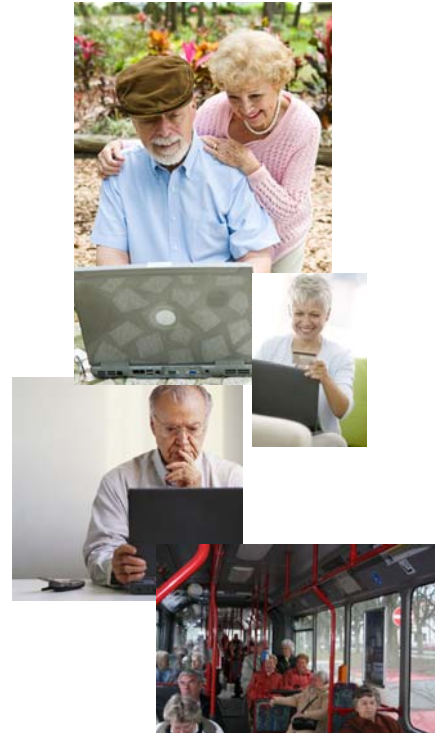
- Group tickets for leisure time activities



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- **By offering special trainings (starting autumn 2009)**
 - Train the trainer for trainings in senior citizens' homes or centres
 - We aim at getting a minimum of ten persons who want to become trainer
 - » articles on our homepage, in our customer magazin and in the daily press, leaflets distributed, support by local senior-networks
 - First date: 5th of October 2009
 - Two one-day sessions for the trainers
 - Content of trainings
 - How to
 - » explain the basics on using public transport (for example timeschedule, tickets, behaviour on the bus)
 - » do theoretical and practical exercise in the bus and at the station
 - » Do internet trainings (on how to find important information)
 - » The police will support us with one training session on „saftey by foot“



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Timeschedule for the train the trainer programm in Offenbach



Kick-off for Germany 7.5.09 in Frankfurt

Internal kick-off in Offenbach 16.6.09

- acquisition of trainers
- developing of the presentation for the trainings and the needed materials for the trainers to go on

Develop. and printing of materials

5.10.09 (and following week) first two one-day training session for the trainers

support of the new trainers

- to find participants
- to do the trainings

evaluation of programme by rundum mobil



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- By offering real time information (starting autumn 2009)
 - At main stations
 - Next Step: displays also for example in senior citizens' homes or senior citizens centres or medical centres (to increase the feeling of safety in the public transport system)



Examples of indoor and outdoor displays



Examination on further fields of application

Setup of digital announcement apparatus for visually impaired persons at selected bus-stops

- acoustic passenger-information do not need a separate communication-channel. They are operated together with the display panels via the same data-net. On demand, time-table data is announced for visually impaired persons.



Example



Thank you for your attention!

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