„MobiPartner - Target-group orientated mobility advisory involving senior citizen"
Agenda

1. Introduction (to the Rhein-Main-Verkehrsverbund (RMV))
2. Demographic development in the Rhein-Main area
3. Relevance of demographic change for the RMV
4. Strategies for a changing society
5. The MobiPartner – Project
   1) Background & philosophy
   2) Description
   3) Experience and results
Introduction - Rhein-Main area

metropolitan area
Rhein-Main

• Frankfurt main station
  • 350,000 passengers per day

• Frankfurt Airport
  • 53 million passengers per year
  • 68,000 employees

• Motorway „Frankfurter Kreuz“
  • 330,000 cars per day
Rhein-Main-Verkehrsverbund

- Founded 01.07.1994
- Cooperation of 15 counties and 11 cities
- Contracts with 140 traffic companies
- From 150 different tariffs to one
- 33 trains, 9 suburban trains, 130 regional busses, 798 local busses
- Meanwhile more than 670.000.000 passengers per year
Demographic development in the Rhein Main area

- Decreasing population overall
- Intensifying regional disparities
  - Growing population in metropolitan area Rhein Main
  - Declining population in rural areas
- Aging population: Growing proportion of elderly people (65 + years)
  - 2010: 20%*
  - 2050: 33%*

*Source: Statistical office of the federal state Hessen, Wiesbaden 2012
Demographic development in the RMV area, 2002-2020

- **> 64 J.**: +25% increase in 50+ years
- **50-64 J.**: -14% decrease up to 50 years

Source: infas geodata
Demographic development - cities vs. rural RMV area, 2002-2020

- < 25 years: -15% rural areas, 3% cities
- 25 - 64 years: -7% rural areas, 0% cities
- > 64 years: 36% rural areas, 21% cities

Source: infas geodata
Relevance of demographic change for the RMV

- Elderly are an important future target group
  AND
- Increased need for public transport to ensure personal mobility
  BUT
- Dependency on public transport is decreasing (growing motorization grade among future elderly)

THUS

It's all the more important to lead older people to the usage of public transport systems!
Strategies for a changing society

Two popular approaches to address elderly:

Technical approach
• Handicapped accessibility
• Special information for senior citizen
• Readable information (font size)
• Ticket machine design with regards to elderly needs

Pros:
Adaption to the needs of older people – prerequisite for usage

Cons:
• Prerequisite but not sufficient
• Neglecting psychological factors - No personal motivation for usage
• Expensive

Ticket/Service approach
• Reduced tariffs for the elderly
• New services for the elderly

Pros:
(Monetary) rational incentive for usage
Strategies for a changing society

What can we do to motivate elderly people to use public transport?

- What specific problems do they have that need to be addressed?
- How can they be addressed?
- What are the reasons for not using public transport?

Results of a market research:

- General attractiveness of public transport
  
  BUT
  
- Not used to the mode of transportation
- High complexity e.g.: ticketing machines, tariff system
- Uncertainty

Many „problems“ arise from lack of information and routine!
RMV-MobiPartner – Background and philosophy

Based on the results of a market research. The RMV-MobiPartner project was founded with the collaboration of elderly people.

Aims

• Lower the barrier for usage by…:
  • providing necessary information
  • gaining practical experience
  • providing personal contact
• Encourage to intensify their usage of busses and trains
• Motivate them
RMV-MobiPartner - Background and philosophy

- Concept is composed on advice and information of elderly people about the system of public transport.
- Help people to help themselves!
- An essential part is that the assistance comes out of the target group itself!
- Senior passengers with experience advice passengers with less experience.
- Familiarize with the usage of buses and trains.
- Being a MobiPartner is a commitment on voluntary basis!

Using links between people to motivate to get more routine.
RMV-MobiPartner - Description

• 2010 development of the MobiPartner concept in close cooperation with the target group.
• Starting operation as a pilot project; operational improvements by intense feedback.
• Providing personal brochures, coordinating logistic (hotline, phone, e-mail) and offering seminars and workshops for MobiPartners.
• RMV assigned these organisation duties and the continuous support of the MobiPartner to the rms GmbH.
• Regular central meetings for the exchange of experiences among the MobiPartners.
• Motivation, feedback, information
RMV-MobiPartner - Description

Becoming a MobiPartner is easy

1. Attracted by a promotion flyer, homepage: [www.rmv.de](http://www.rmv.de), newspaper article or mouth-to-mouth advertising

2. Contact via e-mail: rmv-mobipartner@rms-consult.de or phone: 0 69 (27 30 71 15)

3. Participation at „getting to know meeting“

4. MobiPartner provides personal information and fills out application form

5. Handing out personal flyers and information packages to MobiPartner (RMV)

6. Report MobiPartner to LNO for regional support

**Start working as a MobiPartner**
RMV-MobiPartner - Description

Duties and responsibilities of a MobiPartner

- Inform about public transport in the circle of friends and acquaintances.
- Help and support others e.g. how to use the ticket machines.
- Telling “tips and tricks” of local transport:
  - e.g. how to read a time table information or how to get the information in the internet.
- Advertise the public transport.
- Aim: help people to help themselves!

No specific training - MobiPartner are not professional mobility experts
RMV-MobiPartner - Description
“Daily” work - Practical examples

- Offering consultation time at clubs.
- Helping senior citizen to use ticket machines.
- Offer consultations in old people`s homes.
- Holding presentations about the use of busses and trains for elderly people.
- Organizing excursions for senior citizen in clubs.
- Help friends and acquaintances in planning trips with public transport.
- Accompanying other seniors on their trips with public transport.
- Answering all kind of questions relating to the use of busses and trains.
- Taking part in local events (e.g.,“Bahnhofsfeste”) to inform senior citizen.
RMV-MobiPartner – Experience and results

• Almost 60 MobiPartner all-over the RMV.
• Average age: 67 years, the oldest MobiPartner is 81 years old!
• Different backgrounds: Manager, secretary, railway personal, nurse, teacher,.....
• Often member of different clubs or working for voluntary associations (high social involvement).
• Local integration is one factor of success!
• 12 local public transport organisations support the MobiPartner in their daily work.
• RMV creates an organisation framework for the project.
RMV-MobiPartner – Experience and results
Evaluation - Summary

- Difficult start – now constantly growing (mouth-to-mouth; multiplier effects).
- Local commitment is necessary for the work and motivation of the MobiPartners.
- Positive feedback from many MobiPartner.
- Articles in several (local) newspapers.
- Difficult to measure monetary benefit.
Thank you for your attention!

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