

### Travel training for public transport



Travel Training for older people in Salzburg,  
Photos: StadtBus Salzburg

#### Key Characteristics

Travel training aims at enabling passengers to make independent use of public transport without fears or concerns. It mainly targets older people, people with disabilities, people with learning difficulties, migrants and children.

Travel training has also a marketing component. It can help to gain new or keep current customers in public transport.

The training can be offered by public transport operators or associations, public authorities or NGOs, often in a cooperative approach.

The content of the training needs to be tailored to the needs of the trainees and should cover a range of aspects. Besides physical accessibility also other aspects as the planning of a trip, the handling of information sources, ticketing and behavioural aspects can be important training elements.

The training may have different formats, which need to be tailored to the specific target group. Possible formats are for example short term courses to achieve familiarity with the transport system, longer term training/ buddying to learn necessary skills and achieve confidence or playful travel games for children (e.g. rallies).

#### Key Benefits

- Understanding better the user needs of different target groups which is applicable in further public transport operations
- Making a variety of users with special needs feel more comfortable, safer and secure on public transport
- Enabling independent mobility and facilitating social inclusion
- Keeping existing and gaining new customers
- Achieving improvements of image for public transport operators
- Reducing the need for special transport services
- Potentially achieving a “green effect” by reducing car traffic (as driver or passenger)
- Smooth operations, avoidance of long waiting times, incidents

#### Good Practice: Salzburg (AT)

Falls and accidents are a serious threat to older people during public transport trips. In order to encourage older people to use buses and to give them tips and tricks on how to prevent accidents, the Salzburg bus operator (StadtBus) in cooperation with a local NGO (ZGB Salzburg) started a training scheme in 2004 for older passengers. Additionally a transport safety handbook was published and a variety of other marketing measures that address the target group of older people was successfully introduced.

The participants of the training are invited in small groups to the bus depot, where a bus is made available for the training session. 3 trainers and 1 driver run the training, which takes place in a quiet and secure atmosphere. The trainees have the opportunity to practice at the bus. Many older people use the bus more frequently and feel safer after the training.



## Key Aspects for Implementation

Check list	
<b>City size</b>	No restrictions, wide range of settlement structures suitable
<b>User needs</b>	<ul style="list-style-type: none"> <li>• Target groups: older people, people with disabilities, people with learning difficulties, migrants and children</li> <li>• Acquiring knowledge and confidence on how to use public transport</li> <li>• Knowing who to address, where to go for queries, for information</li> <li>• Feeling personally safe and secure</li> <li>• Being taken serious as customer</li> <li>• Wide range of different needs for people with special needs (e.g. disabilities)</li> </ul>
<b>Costs</b>	Comparably cheap measure that can be developed from small scheme to wider activities. Mainly staff costs plus moderate costs for marketing material.
<b>Time horizon</b>	Planning time and preparation of materials up to a year, quick implementation.
<b>Key stakeholders involved</b>	<ul style="list-style-type: none"> <li>• Transport operators/ associations/ executives</li> <li>• Interest groups/ charities</li> <li>• Local authorities</li> </ul>
<b>Crucial factors</b>	<ul style="list-style-type: none"> <li>• Dedicated team and cooperation</li> <li>• Good communication and information, building confidence</li> <li>• Budget to get started and long-term funding perspective</li> <li>• Tailored approach for each target group</li> </ul>
<b>Excl. factors</b>	Public transport offer below minimal standards
<b>Undesirable secondary effects</b>	None

### Weblinks

- Salzburg, StadtBus AG - older people: [www.salzburg-ag.at/verkehr/stadtbus/servicekontakt/obus-senioren/](http://www.salzburg-ag.at/verkehr/stadtbus/servicekontakt/obus-senioren/)
- Freiburg, VAG – children: [www.vag-freiburg.de/schueler.html](http://www.vag-freiburg.de/schueler.html)
- Munich, MVG MobiRace – children: [www.mvg-mobil.de/mobi-race.htm](http://www.mvg-mobil.de/mobi-race.htm)
- Manchester, MTTP – young people with special needs: [www.lancasterian.manchester.sch.uk/travel-training.htm](http://www.lancasterian.manchester.sch.uk/travel-training.htm) (check out the online video)



Bus school for children in Freiburg, Photo: VAG Freiburg



MobiRace playful travel training for children, Munich, Photo: MVG Photo, Kerstin Groh



Manchester Travel Training Partnership for young people with special needs – individual buddying concept, Photo: MTTP

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