

German Hub

# Gender- and Diversity-sensitive participation culture in the mobility planning process

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## Planning with users means planning for users

For a successful gender- and diversity-sensitive mobility planning, it is important to communicate and interact with the various and above all diverse user groups (e.g. children, women, elderly people, people with special needs, people with migration background) in order to gain an insight into their user needs.

In most cases, however, the interaction with users fails due to the lack of communication strategies and the provision of adequate participation opportunities adapted to their needs and therefore leaves many user groups unheard during the mobility planning process.

To counteract this, the work of the German Hub focuses on strengthening and modifying participation culture concepts for example with regard to the collection and evaluation of mobility data, thanks to the introduction of smart criteria and indicators.

## Key messages:

• **PURPOSE:**

To provide guidelines and tools for public transport stakeholders in order to encourage their communication and interaction with (future) users of public transport

- to gain insight into the user needs
  - to gain mobility data
  - to adapt existing mobility services
  - to plan future mobility services
- by
- ensuring a gender- and diversity-oriented design of and approaches via social media appearances
  - using a tool in the format of a survey developed as part of the Hub work
  - evaluating existing mobility surveys and data in terms of their findings potential and gaps with regard to gender and diversity aspects

• **AUDIENCE:**

Public Transport Operators and Mobility Service Providers, Local Decision Makers and Mobility Consultants, that have or will focus on gender and diversity aspects in the scope of Gender Actions Plans of Cities or of legal requirements such as Passenger Transport Act §8 which requires public transport to be barrier-free by January 2022.



## Participation & Mobility Data

In order to create attractive and smart public transport services for users, it is important to involve users (and those who want to or could become users) in the development process. In this way, mobility services can be tailored to user needs, increasing their acceptance, use and sustainability. For this purpose, in-house participation processes can be carried out or data from major mobility surveys can be used. Problems here, however, are that often:

- the participation processes themselves are not gender and diversity sensitive, so that many potential user groups are not able to participate and thus their needs are not captured
- the mobility surveys only cover gender and diversity aspects superficially, but do not link them in more detailed to parameters such as the purpose of the journey, etc., which means that there is still a gap in the evaluation.



## Research approaches

For a diversity- and gender-oriented participation culture in the context of mobility planning, the German Hub pursues the following research approaches in its work.

**1 RESEARCH APPROACH:** Analysis of methods for collecting and evaluating mobility data with regard to gender and diversity aspects in order to identify gaps and potentials in this respect.

In cooperation with representatives of the Hannover Region and the two transport companies ÜSTRA and regiobus, we determine which existing mobility data has been used so far or whether and how additional assessments are designed and carried out and for what purpose.

**2 RESEARCH APPROACH:** Analysis of participation measures in the context of mobility planning with regard to gender and diversity aspects in order to identify gaps and potentials in this respect.

The question was which methods have been neglected so far, which work well and which can still be optimized.



## Research results

**1 RESEARCH RESULT:** Regarding the collection and evaluation of mobility data from a gender and diversity perspective, it has been shown that often nationwide data is used, which makes a more accurate assessment of the situation for individual regions and/or mobility services difficult.

Therefore, some stakeholders in the mobility sector are conducting their own surveys or evaluating existing data from new perspectives (e.g. gender and diversity) in order to obtain the information they need. But sometimes these approaches lack up-to-dateness, flexibility and direct access to the target groups, as they take a long time to prepare, conduct and evaluate.

To counteract these problems, we are developing together with our partners from Region Hannover a tool in the format of a survey linked to the offers of the bus line *sprintH* in the form of so called [Challenges](#) that allows passengers to provide topic related feedback along routes on their stops, vehicles, facilities and connections.

To draw as many data as possible about the gender diversity of passengers and their associated needs in terms of mobility services, the focus and parameters of the queries can be flexibly adapted and updated to different topics and situations (e.g. on the way with kids, etc.).

<b>Mit Kind und Kegel</b> Du denkst „Kinderwagen im Bus? Das ist mir zu eng und zu stressig!“ – Mit sprintH bestimmt nicht. Hier kannst Du auch mit Kind und Kegel entspannt unterwegs sein.  <a href="#">Challenge starten</a>	<b>Mit Sack und Pack</b> Du denkst „Mit Einkaufstüten oder Gepäck im Bus? Dafür reicht der Platz nicht aus!“ Im sprintH schon. Hier kannst Du auch mit Sack und Pack entspannt unterwegs sein.  <a href="#">Challenge starten</a>
<b>Die Zeit vergeht wie im Flug</b> Mit der richtigen Unterhaltung vergeht die Zeit wie im Flug. Daher gibt es im sprintH kostenloses WLAN und USB-Anschlüsse. Schließ Dich an, log Dich ein und los geht's ...  <a href="#">Challenge starten</a>	<b>Ich sehe was, was Du nicht siehst</b> sprintH verbindet die Innenstadt mit dem Umland. Entlang der Strecke gibt es also einiges zu sehen. Wie gut kennst Du die Strecken bereits?  <a href="#">Challenge starten</a>



**2 RESEARCH RESULT:** With the outbreak of the Corona-pandemic, digital participation measures have gained relevance. First and foremost, participation via Social Media.

Therefore, we explored how design gender- and diversity-oriented Social Media appearances has to look like, in order to address the widest possible variety of users and identified three groups of elements in this context:

- User Interface-related gender- and diversity elements
- Content-related gender and diversity elements
- Participation-related gender and diversity elements

Based on these elements we analyzed whether and to what extent transport companies use Social Media to interact with their (potential) passengers, to demonstrate gaps and potential.



## Conclusions and recommendations:

To strengthen gender- and diversity-sensitive participation culture as well as gender- and diversity-sensitive collection and evaluation of mobility data as a key-part of the public transport planning process, means to enable the greatest possible diversity of (potential) users to participate in mobility planning processes and sharing their needs in order to make mobility services more sustainable and smarter for everyone. Participation via technical/digital tools must therefore inevitably also evaluate their suitability in terms of the different affinities for technology and accessibility of the various user groups, so that adjustments can be made and alternatives offered if necessary.

### TlnnGO German Hub in this context

- develops a survey tool and so called [Challenges](#) to get user feedback on concrete questions on gender and diversity issues along routes – implementing and testing in cooperation with stakeholders of the Hannover Region, ÜSTRA and regiobus.
- provides [Design](#) ideas und drafts for alternative tools
- emphasizes the importance and benefits of gender- and diversity-aggregated mobility data.
- promotes criteria for a gender- and diversity-oriented design of social media appearances in order to strengthen their use as a participatory measure that can reach more and more diverse user groups.

### Contact TlnnGO German Hub

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A screenshot of the TlnnGO website. The top navigation bar is dark blue with the URL 'www.transportgenderobservatory.eu'. Below it, the TlnnGO logo is followed by the text 'European Observatory for GENDER SMART TRANSPORT'. The main content area features a dark blue banner with the heading 'Understanding mobility needs' and a sub-heading 'The TlnnGO project works on developing solutions to gender-sensitive smart mobility challenges in the European transport ecosystem'. A button below the banner says 'Take a look at our resources &gt;'. Below the banner, there is a section titled 'A sustainable game change in European transport' with a sub-heading 'TlnnGO aims to become the reference portal for all issues related to gender and mobility in the EU.' and a button that says 'FIND OUT WHO WE ARE'.



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