Access to shopping facilities in an ageing society
a comparative study in the greater Paris and Munich regions

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Project proposal to deufrako program
Hôtel de la Région d'Alsace,
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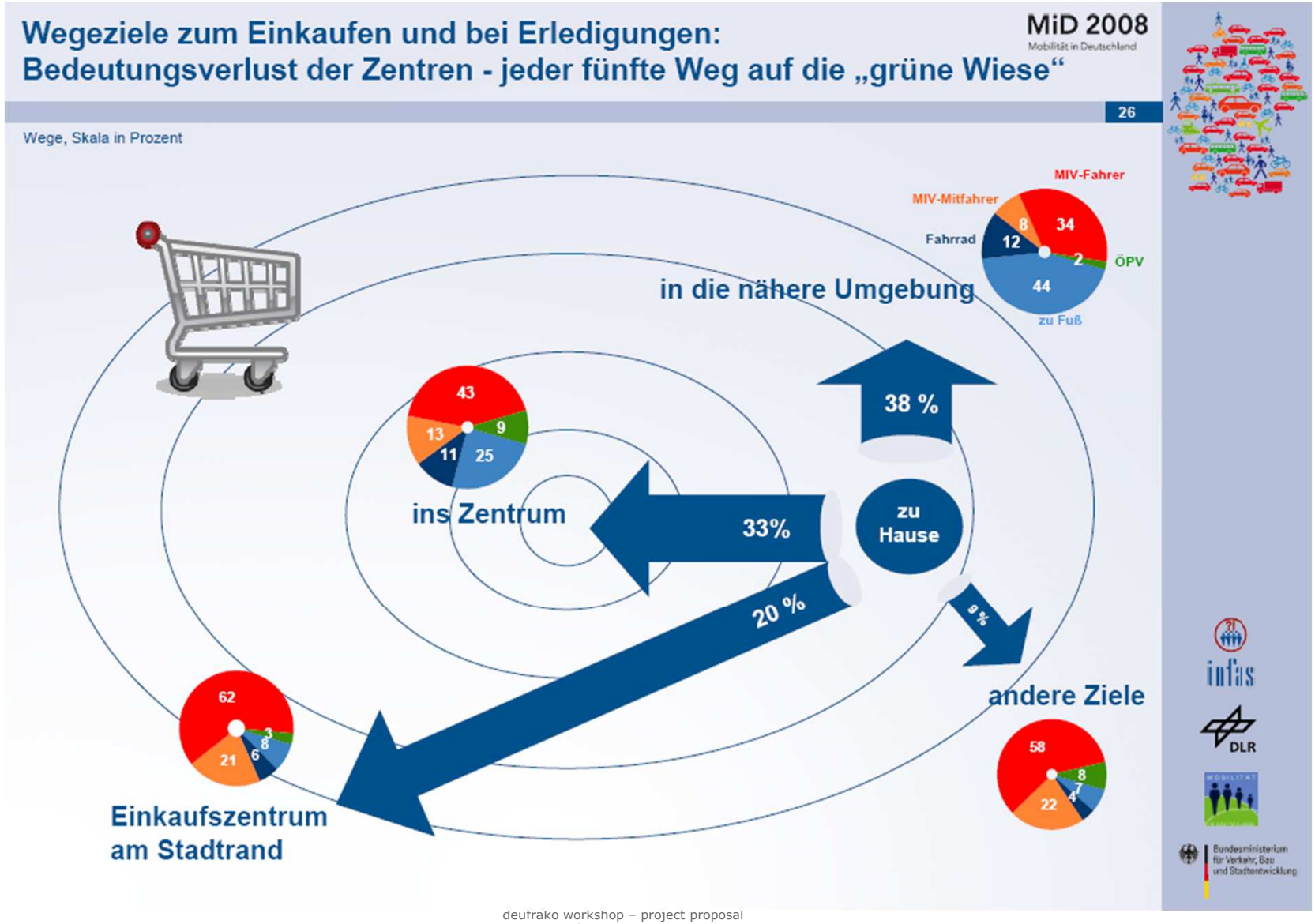
Problem statement: challenges “à la vie”

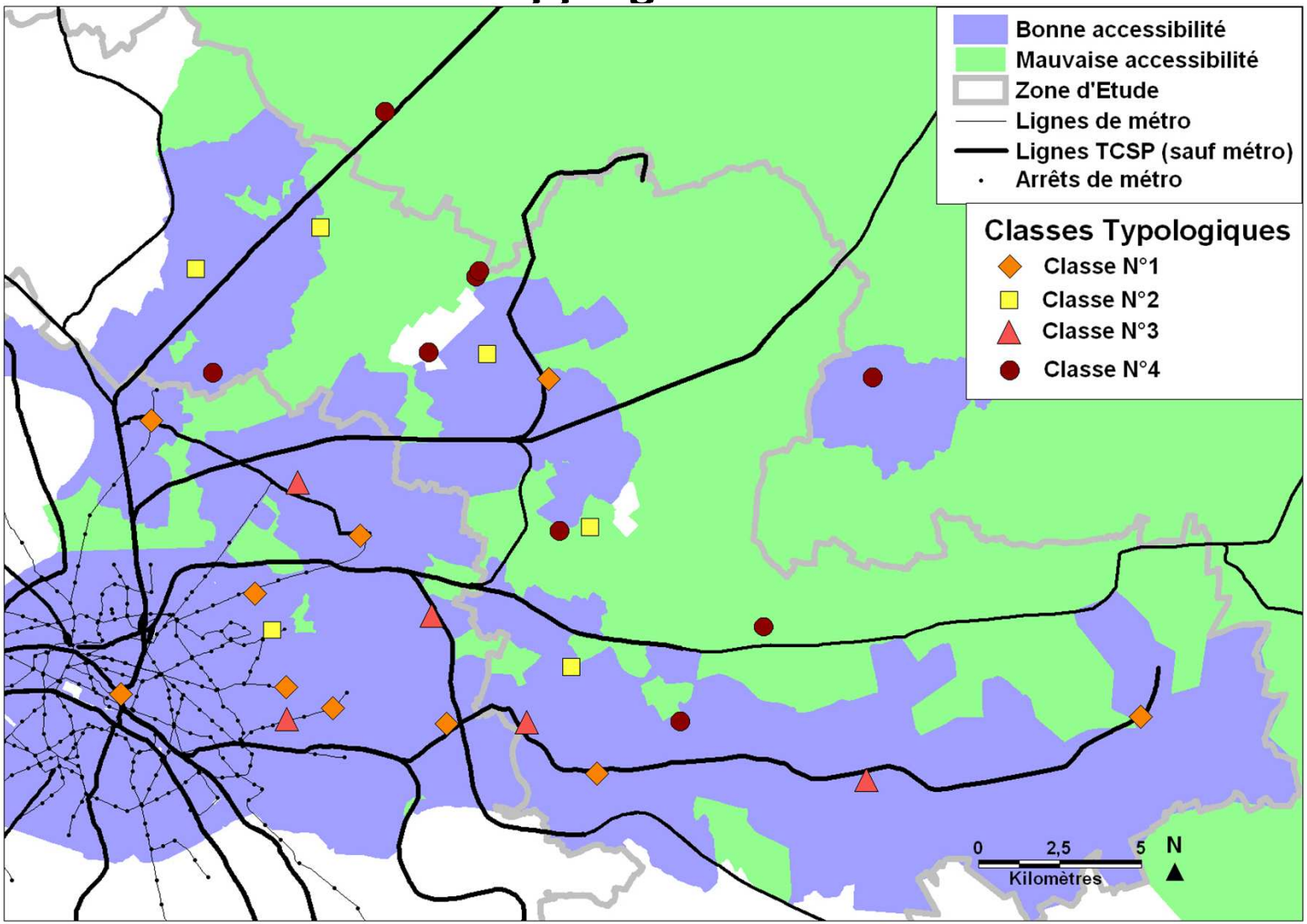
- Shopping trips make up about 30% of all trips, with an increasing importance for elderly people and for the local economy.
- Shopping trips show a broad variety of mobility patterns depending on type of shopping, locations, transport supply and travel options/services.
- Shopping facilities have concentrated very much in mainly car-based centres, with only a recent trend towards more integrated locations (for some segments).
- Many elderly people do not have a car, they also live in disperse, peripheral locations (cf. Broomberg, 2012: 29% of retired people without a car and with poor or very poor PT access to shopping facilities)
- Beyond physical mobility restrictions, with rising energy costs, elderly people are among the most vulnerable groups (cf. Wulfhorst/Crozet et al. 2012: high exposure, high sensitivity, low resilience)

➢ **Ederly people are facing more and more difficulties in fulfilling their (basic and quality) needs of shopping activities.**

Changing mobility patterns of shopping trips

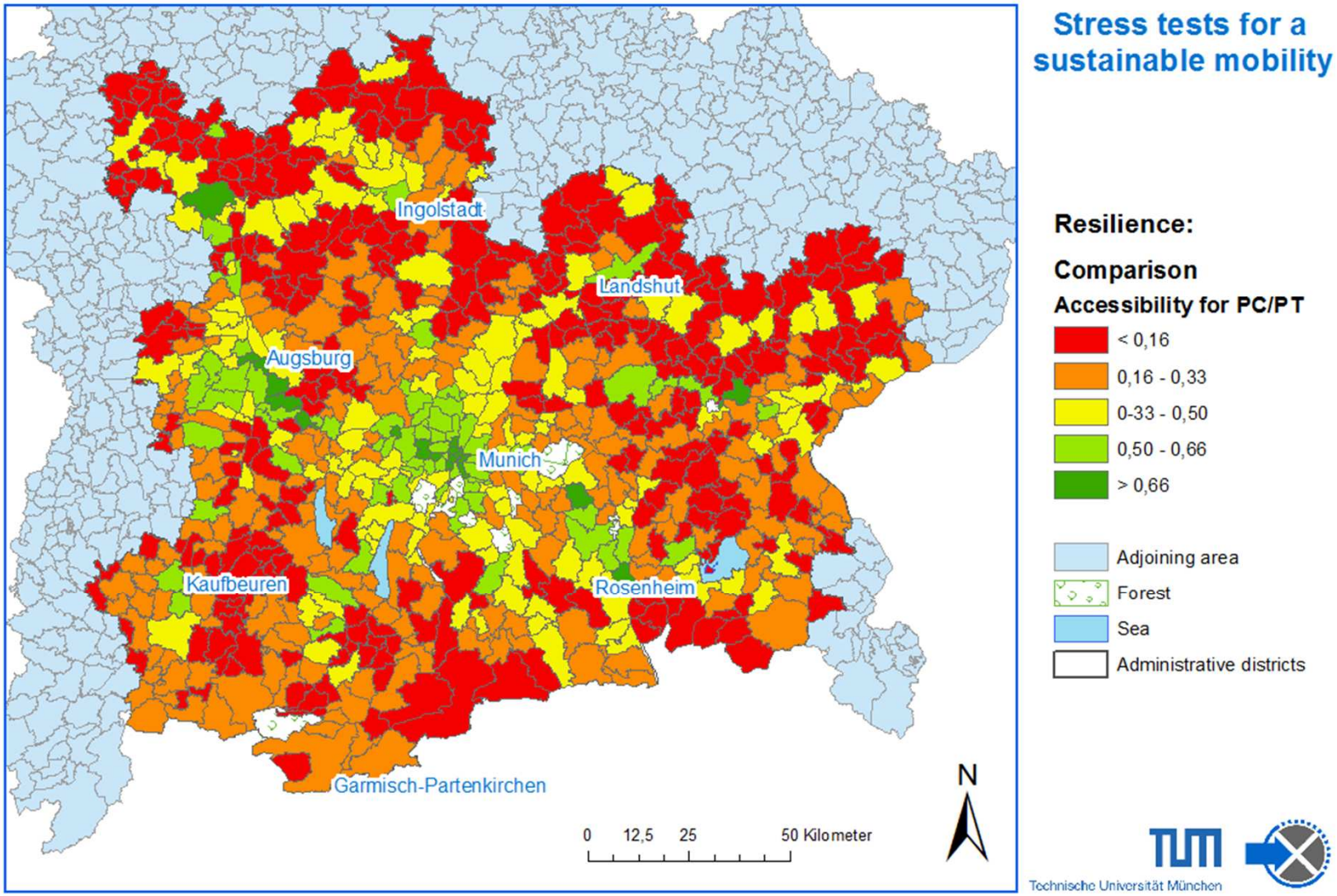


Different clusters of shopping centres and their accessibility



Broomberg, J. (2012): Accessibility to subruban shopping centers by public transport: a challenge for the sustainable city. Conference paper based on PhD, BUFTOD 2012 conference proceedings, Paris

Vulnerability of locations against mobility costs [resilience]



Wufhorst, G. Crozet, Y, Büttner, B.; Mercier, A. (2012): Stress tests for a sustainable mobility: an accessibility appro
Intermediate report to the PREDIT program, see also WCTR 2013, Rio de Janeiro

The AENEAS vision

The **multimodal** older traveller:

- is still **active** and **independent,** when driving a car becomes difficult
- stays **healthy** longer thanks to active mobility
- gets around **safely** and **securely**
- has easy **access** to shops and services near home

Ageing of society is a fact – and an opportunity

A new mobility culture is developing – we need to encourage and enable older people to join in!

Rupprecht, S. (2011): Mobility Management in Ageing Societies
The AENEAS project. AENEAS Final Conference, 8 April 2011, Brussels
www.aeneas-project.eu

Objectives

Provide access to shopping destinations for an ageing society.

1. Check/develop appropriate transport supply.
    1. Walking (and cycling) facilities on the neighbourhood level
    2. Public transport services on the regional level (transit-oriented development, connections in off-peak hours, …)
    3. Private or “public” car solutions (from PC by car sharing, paratransit to taxi …)
2. Assess and improve location development.
    1. Integration of locations into the urban fabric, networks (place&node).
    2. Development processes of shopping facilities (real estate market/planning rights)
3. Innovate and implement sustainable mobility services
    1. Information services and appropriate mobility tools (brochures for local information of target groups, dynamic, real-time, location-based services for augmented reality)
    2. Neighbourhood shopping (mobile/delivery services, small-scale shopping, cf. joint investment with large-scale shopping)
    3. PT service quality (off-peak incentives, combi-ticketing, barrier-free connections, …)
    4. Private car services/organisation (van-pooling/ride-sharing, …)

Methods / Work Packages

1. Accessibility analysis in the European Munich metropolitan region, greater Paris region based upon existing multi-modal accessibility tools
   e.g. three different location types:
   metropolitan centre - intermediate towns - peripheral/rural locations

2. In-depth investigations with users (customer needs) and actors (shopping investors, holders, cities, PT authorities/operators, local communities, …)
   e.g. observation of target groups, surveys with users, expert interviews with stakeholders

3. Development of targeted strategies and measures
   on three levels of accessibility mentioned within objectives:
   transport supply, location development, mobility services.

4. Implementation and testing of solutions
   in cooperation with stakehoders

5. Evaluation and transfer of results

Realisation

Partners: TUM, City of Munich/EMM, MVG, …
ENPC, LVMT, RATP, IAURIF/Ile de France, …

Phase 1: exploratory study WP 1 – 3 (1,5 years), app. 290.000 €
Funding by France / Germany
co-funding by local/regional partners (?)

Phase 2: implementation phase WP 4 – 5 (2-3 years), 1,5 Mio. €
Funding by F/G programs
30-50% of funding by local investors/shopping management

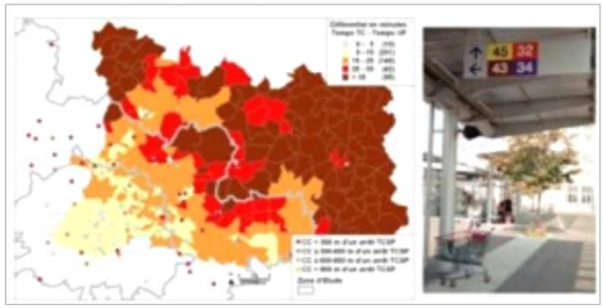
Further steps:

submission of draft joint project proposal
to deufrako committee (today)

funding requests to national ministries/local partners
(by end of 2012)

cooperation contracts (2013 – 2014, phase 1)

Merci, Dankeschön – THANK YOU.
Looking forward to further exchange



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Use major life events to achieve change of behaviour

Munich: individualised travel marketing