



TRANSPORT FOR PEOPLE
WITH REDUCED MOBILITY

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MoMa.BIZ website: <http://moma.biz>

Image source: www.eltis.org

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BOX 7 - TRANSPORT FOR PEOPLE WITH REDUCED MOBILITY

The EU definition of people with reduced mobility (PRM) is: ““Disabled person” or “person with reduced mobility”: any person whose mobility when using transport is reduced due to any physical disability (sensory or locomotor, permanent or temporary), intellectual disability or impairment, or any other cause of disability, or age, and whose situation needs appropriate attention and the adaptation to his or her particular needs of the service made available to all passengers.”

(http://europa.eu/legislation_summaries/transport/mobility_and_passenger_rights/l24132_en.htm , 23/10/2012)

Employees with reduced mobility should have the opportunities of transportation comparable to those of other employees. Therefore BIZ companies should pay attention to the accessibility of this group of employees. By doing so, not only will the equality of opportunities among employees be ensured, but also:

- Assist with the attraction of new employees and retention of current ones;
- Guarantee accessibility to visitors and clients with reduced mobility;
- Comply with national and local regulations;
- Add to its social corporate image.

In order to ensure the accessibility to PRM, it is advisable that the BIZ companies collaborate with the local authorities as they could provide support both financial and in expertise.

The Transport for People with Reduced Mobility box provides a list of actions to be considered in relation to improving the accessibility for PRM. Each action contains a list of key factors for success and possible barriers in the implementation of the action. The Box also contains a list of useful resources and tools available online that can provide extra support.

Therefore, if you wish to improve the accessibility for PRM in a BIZ, then:

- Look through the different actions;
- Select the most suitable ones for your needs;
- Implement your actions and promote them.

Providing accessibility to both the visitors and employees of the BIZ will facilitate seamless mobility chains that result in emission reduction.



7.1 - BIZ Accessibility Signs

Action description: The BIZ has erected signs indicating the accessible areas.

One of the major improvements BIZ companies could make is to put signs for the PRM indicating the accessible areas. Another idea is to place on key location of the BIZ (i.e. entrance, main building) as well as on its web site a map of the accessible areas in the BIZ for people with reduced mobility. A form for reporting the inaccessible or difficult to access spots on the BIZ area could also be introduced.

Key factors for success:

- Signs are placed on key locations.
- Signs give true information about the accessibility level.
- Partnership with the local authorities for provision of more accessible public transport services; or special services for PRM to get to the BIZ.

Possible barriers:

- Signs are scarce.
- Signs are not reflecting the true situation.
- Investment needed.



7.2 - BIZ Accessibility Infrastructure

Action description: The BIZ has infrastructures for people with reduced mobility ensuring easy access.

Already national and local regulations require establishments to guarantee access to people with reduced mobility, therefore BIZ companies need to consider these issues and develop appropriate approaches. Such improvements can also enable the use of sustainable modes of transport for PRM and, therefore, can contribute to the reduction of traffic congestion, air pollution and energy consumption.

Such actions will promote the BIZ policy as socially friendly, visitor- and employee-oriented.

Key factors for success:

- Alternative mode of transport, i.e. public transport, are accessible to PRM.
- There are enough facilities at key locations in the BIZ.
- Employees/ visitors feel secure to use them.
- There are promotion and raising awareness campaigns on mobility and transport for PRM.
- Collaboration with the local authorities and public transport operators.

Possible barriers:

- Investment needed.
- Collaboration with the local authorities and public transport operators is difficult.
- Quality of the accessibility neglected.



USEFUL RESOURCES AND TOOLS

Resources on Mobility Management with particular focus on transport for People with Reduced Mobility

ELTIS <http://www.eltis.org/>

Eltis facilitates the exchange of information, knowledge and experiences in the field of urban mobility in Europe. Its site includes a “Case Studies” section which presents successful examples of sustainable mobility, including accessibility for people with reduced mobility.





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