

1.09.2021

Encouragement Package for silver age people in Tartu

Evaluation report and Impact Assessment

Objectives of the project in Tartu

Main objective is to encourage silver age people of Tartu to use bike sharing. Tartu wishes to achieve:

- Higher cycling rates among senior citizens
- Improved health and well-being of senior citizens
- Better engagement of senior citizens in planning processes
- Increased capacity and improved practices of city government for engagement
- Better knowledge of evaluations and evaluation planning
- Sharing of success stories

Activities

To achieve the aforementioned objectives, several activities were implemented from May 2020 to May 2021:

1. Four study videos:

- a. how to register online to become a bike share user¹;
- b. how to link their bus card to bike system to ensure free use and rent a bike with bus card²;
- c. how to use a bike and practical traffic rules related information³;
- d. how to finish your ride and return the bike⁴.

The videos were filmed and edited by an external service commissioned by the City Transport department. The content and the scripts were created by Tartu city (Tartu City Transport and the communication department) and IBS. The senior model in the video was an employee of Tartu city transport and a cycling instructor. The content was decided by analyzing the necessary steps of using the bike sharing system (from registration to renting and returning the bike), dividing these steps into four stages and dedicating each video to each phase.

They are uploaded to Tartu city's webpage and YouTube, plan is to upload them also to the bike sharing webpage once technically possible. As of September 2021, there are about 900 combined views.

Lessons learned: Initially, in the GreenSAM project, Tartu City Transport had planned to focus on the ICT side of bike sharing and find ways to make the bike sharing app more elderly friendly. However, as this idea was

¹ https://www.youtube.com/watch?v=y8vc9rjSGY4&ab_channel=TartulinnTartulinn

² <https://www.youtube.com/watch?v=ATutuA4SZ7w&t=1s>

³ https://www.youtube.com/watch?v=6z6zD5F0IY8&ab_channel=TartulinnTartulinn

⁴ https://www.youtube.com/watch?v=yRB4Zs2zRP0&t=1s&ab_channel=TartulinnTartulinn

conceived in the proposal writing phase before the full bike sharing solution was set up. It became clear once the bike sharing system was set up and the the GreenSAM project had started that the bike sharing app is already very clear, intuitive and easy to use for silver age people as well, thus, the focus of the project was changed to encouraging the elderly to bike.

As for the video creation and filming process, no changes were made, everything went smoothly and as planned.

Recommendations: These type of study videos need the contribution of employees with technical knowledge. We contacted the bike sharing call center to understand most frequent problems that they have encountered in terms of both younger and elderly bike sharing users, phrased solutions and explanations for them with the help of technicians and included them in the video. The first draft of the videos were shown to a variety of people – both elderly and younger, regular bike share users and beginners – and their feedback was recorded as well.

2. Lectures and practical trainings on road safety, traffic rules and cycling to alleviate fear.

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Organized 2 events in September 2020 (each event consisted of a lecture followed by practical training) and planned 2 more for summer 2021 (had to be postponed due to covid-19). The two events took place during visits to two senior day centers – one within Tartu city and the other outside of Tartu. These day centers were chosen based on their locations and popularity: the first day center is one of the most popular in Tartu city with an active elderly membership; the second is on the border of Tartu city and is also very important for its local silver age community. As seniors living outside or on the outskirts of the city may need to use electric bikes for transport even more, it was very valuable to promote bike sharing and offer practical guidance to that community as well.

The content of the lectures and trainings was decided by Tartu city transport, based on seniors' and bike sharing call center's feedback. Tartu city transport also has an employee who is a cycling expert and an experienced instructor – his input was very important when planning the content of the lectures and trainings.

The two events organized at the day centers included a lecture and practical trainings, they had a combined 80 participants. The heads of the day centers praised the lecture and training and later told us that the information was necessary for the seniors and that the seniors felt that they learned a lot. In the future, the same format will be used for future lectures and trainings.

Lessons learned: No changes were needed. The format may need to be adjusted in the future, e.g. when we are organizing trainings in the framework of car free day, but all in all, the combination of lecture and training

worked well. However, it was originally planned that the national Road Administration would also participate and/or support the lecture and training initiative, but they were unable to join due to COVID. There are plans to involve them in the future (for the two planned events in summer 2021) as road safety training for cyclists as well is one of their tasks.

Recommendations: Go meet with the elderly at places they normally visit, e.g. day centers. Tight cooperation with these day centers is also very valuable, e.g. in Tartu, the day centers continued to disseminate the instruction manuals and provide information on bike sharing.

3. Instruction manuals on paper

The content was decided by Tartu city transport, based on seniors' feedback (who requested paper manuals) and the process of using the bike sharing (i.e. it includes all the steps from registration to using the bike). Altogether 2 brochures were made, one specifically targeting 60+ residents of Tartu.

The manuals were handed out at both day center events, to ca 80 participants, and dozens were also left at day centers for further distribution. In upcoming events, they will also be disseminated. Additionally, the materials are publicly available and seniors can take them for free from Tartu city information center as well.

The brochures have also been given to the information points of large shopping centers where seniors and other bike sharing users can also take them. Based on initial feedback, they have been very popular at the shopping centers and the city government will need to re-supply.

Lessons learned: The brochures have been well received by their target group, no changes are planned. However, practical demos and trainings should be used in combination with instruction materials – it is important to not only understand the theoretical process but to also offer practical encouragement and instruction to try cycling. After the brochures were completed, it became clear that there was a need for English and Russian language brochures as well to take into consideration the needs of the Russian speaking minority (less than 10% in Tartu but mostly consists of the elderly) and foreign students. The translated brochures will also be helpful for other Estonian municipalities who are preparing their own bike share systems.

Recommendations: Do not only rely on creating instruction materials and disseminating them. Practical trainings and personal instruction are also important for silver age people.

4. Designing simpler informational stands (info-posts) for the bike sharing docks that have a bigger font size and less text.

The content of the new informational stands was decided by Tartu city transport, based on seniors' feedback. The design was installed on the stands during summer 2021.

Lessons learned: No changes were needed after the design was finalized but new designs will be needed in the future once new bike dock locations are added to the city. This will also offer a valuable opportunity to re-evaluate the old design and the bike share users' reception of it, and implement changes if necessary.

Recommendations: The original design of informational stands was poor – the text too small and too much of it, which made them difficult to read and understand for the elderly. Our recommendation when planning these kinds of solutions is to think of all target groups and test any design solution with a variety of users before installing them.

5. We will take **mobile bike sharing docks and bikes** to our silver age people target group directly when meeting them. This way, they can try docking and biking in a safe and controlled environment with instructors present. As additional participatory tools, we will organize **walking groups** with the elderly to find out what barriers to cycling they encounter in the city environment and additional **focus groups and meetings** (during the visits to the activity centres).

This was combined with activity 1 – The mobile bike docks and bikes were used during the two day center events in September 2020 – participants got a chance to try the bikes and receive professional instruction and help. An additional encouragement event was organized in July 2021 during a car-free event in downtown Tartu: City Transport and the other local partner IBS set up mobile biking docks with rental bikes, handed out brochures and introduced bike sharing to silver agers.

The idea to bring bikes and docks to day centers was by the City Transport team: the idea was to combine theory and practice, and facilitate trying the bikes in a safe and controlled environment.

The seniors' feedback to the practical trainings was good. With encouragement and help from instructors, many had the courage to cycle for the first time in years. Bringing the bikes to the target group (i.e. the day center, or during the downtown event) was also helpful as this enabled to try cycling in a private enclosed parking lot instead of a public city street.

Lessons learned: Walking groups could not be organized before due to the pandemic situation and cold weather. As an alternative, discussions over cycling lanes and cycling infrastructure were held with silver aged passers-by during the car-free event in summer 2021. City Transport received valuable input from passers-by who live in the area and were able to point out physical barriers in the city that has prevented them from cycling previously.

Recommendations: We recommend using a similar solution (taking mobile bike docks and bikes directly to your end users) because this gives the users a sense of security and a chance to try the bikes in a secluded, safe environment.

Indicators

The evaluation indicators Tartu chose help to evaluate the success of the planned actions, its impact and the increase in capacity of Tartu city government. Tartu has also set a few voluntary indicators.

Project indicator	Local indicator	Target value	Way of measuring	Result (Sept 2021)	Time frame
No of events	No of events	3	Registration sheets	3 (2 activity centers visited, 1 public event held)	September 2021
No of participants/people involved	No of participants involved	30 through visiting activity centers, 500 views online	Registration sheets	80 through visiting activity centers, additional ca 20-30 through the public event, 900 views online	September 2021
Materials compiled or developed during implementing the tool/pilot	No of brochures and study videos	1 brochure (in Estonian), 2 study videos	No of materials created	2 brochures (1 brochure in Estonian, English, Russian), 4 study videos	December 2020
Decision makers' knowledge about the needs of senior citizens and the seniors' knowledge about green	City Transport has a better idea of the needs and wishes of silver age people in terms of bike sharing and cycling	Yes	Fulfilling all indicators; Internal reflection	Yes	By the end of project

mobility solutions has increased					
recommendations for changes/ to support development of green transport	Silver age people's feedback to old info-posts is gathered and analyzed	Yes	Feedback to previous info-posts design gathered via phone, email and through personal contact	Yes	June 2020
report about the results of engagement	Evaluation report is compiled	Yes	Having evaluation report	Yes	By the end of the project
improved engagement of people in silver age	Silver age people participate in lectures and trainings; City Transport continues to regularly engage seniors in planning	Yes	Registration sheets; internal reflection and future activities	Yes (80 people participated, tens were reached through the public event)	September 2021
more convenient public transport (changes in physical and social environment) for people in silver age	Necessary instructions and other materials and study videos are available for silver age bike users	Instruction materials distributed through various information points and study videos available	fewer questions about bike sharing to the Tartu Smart Bike helpline	Yes	By the end of the project

as people's voice was heard, appropriate changes were done in the transport system and more silver age people are using green transport and are therefore more active in social life; their health and wellbeing have improved	New bike rental station info-post design (on the basis of the gathered feedback)	1	Feedback to new info-posts; fewer questions about this to the Tartu Smart Bike helpline	1 (design is ready)	By the end of project
increased capacity of urban transport actors (authorities, ports, infrastructure providers and operators, transport users)	City Government understands the importance of involving silver age people in decision making and has a better understanding of organizing successful planning processes	City Government members are more aware of why and how to involve silver age people	Internal reflection	Yes	By the end of the project
increase in the effectiveness of green urban mobility offers through higher shares of senior citizens using the respective offers (significant increase in the number of	Increase in the no of 60+ people using bike sharing	1% annually (increase of the proportion of silver age bike sharing users, i.e. 60+ years)	Statistics	2%	By the end of the project

senior citizens using the bicycle sharing systems, increase the acceptance and confidence of senior citizens towards Shuttle-on-Demand services)					
improved decision-making processes of local public authorities in matters related to green urban mobility ((1) public authorities develop the capacity to seize, evaluate and process user needs, (2) public authorities ensure that this will be done continuously, and not just once, (3) public authorities safeguard that that findings generated through (1) and (2) feed into decision-making	City Transport understands the importance and basics of process evaluation and can disseminate and bring this knowledge to other city departments and projects	-	Internal reflection	Yes	By the end of the project
improved capacity to implement participatory processes	Tartu city government has learned how to engage various target groups in	-	Internal reflection	Yes	End of the project

	planning processes and strives towards participation in planning processes				
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Impact

The **outcome** of the intervention is that the group of elderly that were involved in the activities feel:

- 1) More knowledgeable about bike sharing (study videos and paper instructions).
- 2) More confident to try biking (trainings and lectures).
- 3) Encouraged to motivate others to try biking (sharing the knowledge and encouragement they received).
- 4) Empowered that they were part of decision making (designing new info-posts) and that their contribution is valuable (they become so-called cycling 'ambassadors').

Considering the **impact indicators** of the evaluation framework, the following has been achieved:

As people's voice was heard, appropriate changes were done to bike sharing (i.e. the feedback of the elderly was used to design the new info-posts). Considering the already apparent increase in 60+ bike share users, health and wellbeing improvements of silver age people are expected. Local urban transport actors have increased capacity to involve seniors and implement participatory processes, thus, continuing to both improve and develop new and existing green urban mobility solutions that meet the needs of seniors as well. While at first seniors were skeptical about bike sharing (they were afraid of technology and unsure how to register and use the bike), then meeting with them personally and preparing tutorial and instructional materials just for them has helped to begin to bridge that gap. The feedback from seniors both during and after the events was very good: not only was the personal contact important, but explanations and tutorials with their needs in mind also proved very valuable.

The toolbox, Atlas and the Tartu encouragement package pilot have been introduced at several events in Estonia, which has helped share the success story of the Tartu pilot and motivate other public authorities to improve their participatory processes as well.

The **long-term impact** will be visible in the continuously rising number of 60+ cyclists which has, by now (as of September 2020) already doubled according to user statistics. This is expected to contribute to a more active and healthy senior population.

Future plans included another public event targeted at seniors during the Freedom from Cars Avenue event on July 12th, which was organized. The event replicated the model used at day centers: bringing mobile docks and bikes for the elderly to try, offering encouragement and instruction, and handing out instruction materials. The event brought many interested people, both seniors and younger, to try cycling and/or register

for bike sharing. Since bike sharing is an integral part of the public transport system of Tartu, the encouragement of elderly users will continue even after the project.

Success

The project will be successful if:

1. The info-posts have been made more age-friendly
2. Instruction materials and study videos are easily accessible and valuable for the elderly
3. Silver age people start using bike sharing more, feel safe biking and encourage other silver age people to bike as well
4. City Transport has increased its knowledge about and capacity to organize effective and inclusive planning and evaluation processes

Read the **one-page summary of the Tartu pilot** and watch the Tartu **success story video** here:

<https://greensam.eu/portfolio/pilot-city-of-tartu/>