

30.09.2021

How to design age-friendly public spaces around mobility hubs (Hamburg)

Evaluation report and Impact Assessment

Content of the pilot:

The Borough of Eimsbüttel is implementing a pilot within the frame of GreenSAM in order to **enhance an age-friendly design of public spaces around transfer hubs of sustainable mobility so that senior citizens feel more confident with these mobility modes** (including PT, pedestrian and bicycle traffic, sharing systems and shuttle on demand). The main aspects of age-friendly green mobility the pilot addressed are **accessibility** and **acceptability**.

Objectives of the project in Hamburg:

The main objective is to gain specific knowledge about the needs and ideas of the user group concerning mobility hot-spots and sustainable mobility modes in order to detect barriers and to find suitable solutions. These findings are compiled in a guideline (a local version and an international version) that will help planners and decision makers to provide an age-friendly infrastructure that helps to make green mobility modes more attractive (not only) for seniors. Furthermore, the target group shall be encouraged and enabled to involve senior citizens in green mobility issues. In short, the objectives are:

- gain specific knowledge about needs and ideas of the user group and detect barriers
- develop general solutions for planning or restructuring transfer hubs
- reduce barriers that prevent seniors from using sustainable mobility modes (including innovative offers like Shuttle in Demand or Sharing Systems)
- implement exemplary solutions at mobility hubs and enhance further investments
- understand how to organise an effective co-creation process with user group and planners
- encourage seniors to take part in engagement processes
- provide further knowledge about engaging seniors in green mobility issues
- share success stories.

Activities:

The **situation before** the pilot started in Hamburg: The whole City of Hamburg and all boroughs (including Eimsbüttel) have been (and currently are) investing in sustainable mobility modes, especially cycling (according to the “Alliance for Cycling 2016), PT and sharing offers such as bike-sharing, ride-sharing and car-sharing. So in the past years, the physical infrastructure for green mobility has been and will be renovated and extended on a large scale. While barrier-free planning had already been an important topic, the needs of the growing number elderly people have not been well known and systematically taken into account.

That’s why the borough of Eimsbüttel joined GreenSAM and developed the **idea of a guideline for senior-friendly public spaces, based on participatory processes**. The focus was put on planning and improving transfer points and mobility hubs in order to integrate as many green mobility modes as possible and to foster intermodal mobility among seniors and other user groups. It is meant for local use and as an inspiration for other cities throughout Germany, An English version for international use is available on the website, too.

a. Compiling the guideline

In Hamburg, a participatory process including different tools in different phases of the process was realized between October 2019 and Spring 2021 to conceptualize the guideline and to develop and implement exemplary measures at a demonstration site.



Preparation: Workshop with target group and further meetings

In a workshop with associated partners and stakeholders from the target group the project and the first ideas for the participation process were presented and discussed. In the workshop we collected further ideas and hints how to design the process. In the workshop the idea of getting out to the places where seniors spend their daily life and joining seniors events was developed, which lead to the design of the tool “Street Talk”. Furthermore, we got into contact with representatives of the Seniors Advisory Board in Eimsbuettel as well as with the Seniors Advisory Board of the whole City of Hamburg and presented the project, and we discussed the concept of the process within the section mobility and planning in the Department Management of Public Space. This was very effective to get valuable hints for the process and to inform different stakeholders about the project.

Street Talk

The Tool “Street Talk” was implemented at five mobility hubs throughout the borough of Eimsbuettel and at the biggest Community Centre of the borough in the frame of the “Seniors’ Day” in October 2019. Furthermore we asked seniors about their mobility patterns and needs in three activity centres, and informed them about upcoming workshops. For implementing the tool we used a cargo bike as a “GreenSAM stand”, equipped with a parasol, two chairs and a table. The aim was to get into contact with seniors on site and to learn more about their mobility patterns and needs in public space around transfer hubs. A short questionnaire was prepared as a guideline to short interviews. Furthermore, we used the tool as kick-off for the participation process and asked people if they were interested in joining the workshops in the course of the project.

This approach created good impact, as several senior citizens could be informed and also activated for the workshop and/or for receiving further information about the project. The cargo bike arouse interest, and the chairs were inviting and helpful when people wanted to sit down while being interviewed. Main topics of the short interviews were the mobility modes of seniors and their valuation of the chosen transfer points. By conducting these short street interviews the GreenSAM team got first qualitative insights in barriers that can prevent seniors from using green mobility. Based on a questionnaire 78 senior citizens

were interviewed at mobility hubs and during the seniors' day, 42 further seniors were interviewed in a more workshop-like setting at activity centers. At seniors' day, ca. 50 further seniors gave information about their mobility modes on a pinboard, informed themselves about GreenSAM and formulated visions. Some of them also signed for the first workshop and/or the list to receive further information about the project. At seniors' day the project leader of PP1 also presented the project and took part in a panel discussion, together with the head of the Department Management of Public Space.

Workshops & Online Participation

The first phase provided basic information on the demands of seniors concerning public spaces around change over points. Furthermore, a list of about 40 seniors who were interested in the project was generated and several registrations for the 1st workshop were collected. This formed the basis for the co-creation process to develop the guideline. The focus of the model solution was widened to age-friendly public spaces at mobility hubs of green mobility modes in general (not only on the example of Shuttle on Demand) in order to enhance flexible and intermodal mobility for Silver Agers, taking into account public transport, pedestrian- and bicycle traffic and new mobility modes.

In the first workshop problems, positive examples and ideas for public space design at mobility hubs were discussed with planners from the municipality and external planners with a group of 21 senior citizens (60+) from the whole borough and partly also from other parts of Hamburg. The age of the participants ranged from 60+ to 80+, and there were representatives from the seniors' advisory board and NGOs as well as "normal" users of public transport and other mobility modes who had not been active in that field before. So senior citizens with different backgrounds could be reached. The discussion was extended and complemented at the Mobility Forum of Eimsbüttel, where the project, its progress and first results were presented to further interested seniors, politicians and different stakeholders in the field of urban mobility.

The second Workshop with planners and seniors took place in February 2020. 20 senior citizens joined the workshop, 3 further seniors would have liked to join but could not come. The group was rather steady, only some people were new and some participants from the first workshop did not come again. This was very helpful for the intense work and discussion. At the same time it was no problem to be open for new participants to make sure that different views

were regarded in the content of the guideline. On this basis the framework for the guideline on age-friendly public spaces at transfer points was developed by the external engineer who was involved in the process. The first outlines of the guideline were presented and commented in an online participation platform from 25th of March until 25th of April (results can be seen under www.beteiligung.hamburg/greensam). Originally it was planned to accompany the online participation by presentations at day centers, community centers and to the members of the Seniors Advisory Board. This was not possible due to Covid19. E-Mails and phone-calls to several multipliers (a.o. Associated Organisations) and an article in the local newspaper helped to replace the planned visits at day centres. We received more than 80 comments that were quite helpful for the work on the guideline. Ca. 90 persons took part (some of whom only filled in the short questionnaire). The draft of the guideline was then further elaborated and pre-checked by selected stakeholders to ensure a high quality and acceptance of it. Furthermore, implementation of results at the chosen demonstration site were pre-checked. The guideline and first drafts for the implementation of exemplary solutions was presented to and discussed with planners and seniors in a 3rd workshop. This event had been planned for the end of May 2020 but had to be postponed to the beginning of July due to the Covid19 regulations in Hamburg (live-events like the workshop were not possible before July 2020. In close cooperation with members of the Seniors Advisory Board in Eimsbüttel it was decided not to replace the workshop by an online event but to realize a live-event with an adapted concept taking into account the Covid19 regulations). Before the workshop, in the end of June the upcoming workshop and the state of the project was presented to the Seniors Advisory Board. The 3rd and last workshop finally took place in the beginning of July 2020. The concept was adapted to the situation. After a plenary session small groups of two persons each (wearing masks) checked the different aspects of the guideline and added their comments. 14 seniors took part. Most of them had been involved before. 3 further persons had been registered but could not join short-term. Several further persons would have liked to take part but could not come because of vacation.

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All in all, 19 seniors took part in at least two of the events, 10 of which took part or were registered for at least three events. So we could form a core group of interested seniors and rely on a continuous discussion. The age of the participants ranged mostly from 60-79. All parts of the borough (inner and outer parts) were represented.

Feedback and Lessons learned

In two small focus groups (one with the team, one with seniors and the external facilitator) in October/November 2020 the whole process and the tools were evaluated qualitatively. In the end of the workshop we collected direct feedback from the participants. After the third and last workshop all seniors who had joined at least one of the workshops got a questionnaire to collect their feedback on the whole process. 20 seniors (out of ca. 30) filled in the questionnaire.

The general feedback of the seniors was very positive. They appreciated that the borough had started a process focusing on that group and felt that they were taken seriously.

The tool “Street Talk” was regarded to be very helpful to get into contact with elderly, to get direct insights in their needs (on the spot), to raise interest in the project and to win participants for the process. According to the seniors involved the use of the tool could have been extended in order to activate further seniors “on the street”. Furthermore, the focus of using the tool could be set a bit clearer: either on informing and activating seniors or on the survey, as the interviews turned out to be a bit too long (10-15 minutes). Shorter interviews (max. 5 minutes) would have been helpful to talk to more people, and the analysis would have been less time-consuming. A digital questionnaire (on a tablet, to be filled in by the team) would have helped to simplify the analysis, too.

The workshops were perceived positively, too. All feedback that we collected in the end of each workshops revealed a rather positive view on the workshops. Especially the moderation, the atmosphere the fact that these events had been organized especially for seniors were appreciated. One aspect to be improved was the length of the working groups. Some participants wished to have (much) more time for discussion. Also in the team we reflected that it was more productive to work together with seniors in smaller groups. In the questionnaire we asked the seniors if they felt that their concerns were taken seriously. Nearly 80% of the seniors who filled in the questionnaire answered that this was true or very true, ca. 20% answered that it was partly true. No-one gave the answer “not true” or “not at all true”. 75% stated that they could bring in their concerns (true or very true), 25% stated that this was partly the case. 95% would use such an opportunity for participation, and at least 65% said they felt inspired to get further involved in green mobility issues. The motivation to take part in such a workshop was the general interest in sustainable mobility (85%), followed by the wish to reach concrete improvements for

seniors (60%), curiosity (50%) and the possibility to tell planners in the municipality ones wishes (35%). A lot of people made use of the possibility to make further comments. There were many positive statements about the good atmosphere and organization of the workshops, the intense discussions in working groups and the possibility to bring in their concerns and ideas. It was also stated, that it was good to experience in the exchange with the planners that there sometimes cannot be found a perfect solution for a problem. Some seniors wrote that they now took a closer look to public spaces at public spaces around transfer hubs. As the GreenSAM team members also stated that they had learned a lot from these discussions. Some seniors stated that they would have liked to have more time to discuss different topics. Some people had difficulties to follow the presentations because we did not use microphones. Several people stated that they wished to have more such workshops and opportunities for discussion. The participation via online platform was seen as a good way to be informed, but only 5 of the participants who answered the questionnaire had checked the online participation platform. It can be assumed that it requires more effort to reach seniors with this kind of digital tool.

In the focus group with seniors it was stated that the atmosphere had been very good and the participants felt taken seriously. The external facilitator who also joined the discussion stated that the work with a rather steady group of participants had been very productive. The digital participation was discussed controversially. Some seniors could be reached by it, but most of them said they would prefer a personal discussion. It is a very important for the seniors that the results from the process are implemented. But they also stated that they learned during the process, that implementation needs time. Further concerns were the wish to reach more seniors (especially the ones who are not active in such settings) and that the results of GreenSAM will be widely communicated among political and administrative stakeholders. Bringing these findings together with the answers in the questionnaire it can be stated that the whole process and especially the workshops enabled mutual learning. Furthermore, many comments revealed that the participating seniors really got involved and engaged in the process.

The reflection within the GreenSAM team revealed a similar assessment of the process. Street Talk had been good to get into contact with seniors and to get a clear impression of their needs. The workshops were also seen as being very informative and productive. Small working groups provide the best setting for intense discussions, while plenary sessions might become lengthy as some people talk too long and verbosely. The working groups were also good to

exchange with the user group and gain a better mutual understanding (e.g. about the fact, that it is not only about physical barriers that have to be reduced for age-friendly mobility hubs). The digital participation brought further findings, and it was good to test this tool with that user group. Multipliers are seen as very important for the whole process. But it was also stated that the content should be less complex when using this digital tool for participation in order to reduce barriers which might prevent seniors from participating in an online dialogue.

Contribution to the project and the aim of evaluation

- a) The participation tools we used can be seen as being quite **effective at addressing the challenge of shaping a senior-friendly physical infrastructure**. They helped to detect the main barriers and core issues and to collect them in a profound guideline that can be used by planners and mobility providers. The planners involved have stated that the discussions with seniors have raised their awareness for senior-friendly planning. One colleague even took up the question of organising cycling and pedestrian traffic in an experiment that arouse further interest in the local press and within the municipality. Concerning other mobility challenges, e.g. overcoming mental and digital barriers, other tools (and also questions to be addressed by the tools) would be needed (such as specific information for seniors, mentoring etc.). The seniors involved in the workshops and further interested persons knew about the possibility of online participation, but only 25% of the ones who answered the questionnaire. Furthermore, they hardly felt inspired to try sharing offers like bike-sharing.
- b) increase the quality of engagement of seniors in general ((including transferability of engagement tools): Especially the **workshops** and the exchange with planners increased the quality of engagement, for two reasons: they enabled mutual learning and understanding, and they enhanced the intensity of engagement. This can be derived from the fact that many participants took part at two or more events and from the answers stated in the questionnaire and focus groups (such as the wish for longer discussion or the statement to take part in such a workshop again). The newly developed tool Street Talk increased the quality of engagement in a different way: It enhanced broader insights in the perspectives of different seniors of different

ages and enabled direct exchange between staff of the borough and seniors about qualities and barriers of different transfer hubs. Furthermore it brought the information about GreenSAM and the opportunity to get involved to different seniors in their daily life. The tool can be used in different contexts: for providing information, raising interest, collecting ideas and/or getting into contact with different people. It is useful to concentrate on one or two of these purposes in order to adapt it properly to the different goals (e.g. information of as many people as possible or deeper conversations with some passengers).

- c) Bringing the knowledge about barriers and needs to the mobility planning: compiling the essence of the participation process in a guideline had two effects: Firstly, the planners involved learned a lot from the exchange with the seniors and were sensitized for their needs and attitudes. Searching for Good-Practice examples for the guideline brought further inspiration. Secondly the content of all discussions with the seniors had a clear goal (compiling the guideline) which made it necessary to structure all issues that were discussed and to elaborate the essence of it so that the results are transferable. The feedback from other experts such as the commissioner for older people of the police in Hamburg were very positive. He stated that we had compiled all aspects in a profound and understandable way.
- d) Raise awareness of user behaviour: The pilot has raised awareness of planners how to include seniors in participatory mobility planning. Especially the guidelines give profound insights that are available on national and international level (further aspects see chapter b)

b. The guideline for planners and decision makers

The guideline for planners and decision makers to create senior-friendly public spaces contains an introduction to the topic including background information about GreenSAM (1), the check of existing guidelines (2), general aspects of senior-friendly mobility hubs and public spaces (3), profound information about senior-friendly solutions and best practice examples (4) and a checklist for planners (5) that shall help to check rather easily, if plans and ideas for mobility hubs are senior-friendly. The english version will be shorter, including background information, general aspects of senior-friendliness and the checklist (+ eventually some best practice examples).

The main aspects of senior-friendliness at mobility hubs are:

- Orientation and Service
- Welcoming atmosphere
- Pedestrian and Bicycle Traffic

In a further chapter the main aspects for senior-friendly sharing systems are collected.

The guidelines have been checked by a large range of stakeholders (municipality on the local level of Eimsbüttel, relevant departments of the federal state of Hamburg, mobility providers, local politicians, NGOs, seniors who were involved in the GreenSAM process). This is similar to the usual procedure when planning streets and infrastructure. The document or plans to be checked are sent to a wider range of stakeholders and they are asked for their statement. All stakeholders get a list of whom had been involved in this feedback so that they have an idea which kind of perspectives are represented in the procedure a (or if any perspective – e.g. of disabled people) had been forgotten. The department that is responsible for main streets in Hamburg has already announced that it will take the guideline into account in current plannings. Further stakeholders have sent their feedback, most of which was very positive. The guidelines were valued as being well-funded and comprehensive. They shall be attached to the legal guidelines for the planning of streets in Hamburg as a so-called “knowledge document” by the Federal State (City of Hamburg) so that mobility planners will be informed about age-friendly aspects of public space planning. This is an important step of institutionalisation of the Hamburg model solution. Also, the great interest at the GreenSAM final events in getting the guidelines can be seen as a hint that the guidelines are a helpful tool for age-friendly planning of public spaces. This can be seen as a hint that such guidelines are a good means to raise awareness in the long run and spread the word to further planners on regional, national and international level.

Further dissemination activities:

- October November 2020 and January 2021: presentation of the plannings at the demonstration site and GreenSAM in general in different political boards and in the relevant neighbourhood board. Integration of GreenSAM in the current update of the development plan of the borough.
- 3.12.2020: Internal presentation / evaluation / check of further dissemination with section mobility and section planning (streets), plus head of section Streets and Water Management and head of Department Management of Public Space (12 participants plus 3 presenters from the GreenSAM team)
- 28.01.2021: Internal Skype-presentation of GreenSAM in general (including toolbox and atlas) and the Hamburg pilot in the public management section of the department Management of Public Space (ca. 10 participants plus one person from GreenSAM team). Further discussions on the use of the outcomes of GreenSAM in that section were included.
- 09.02.2021: Internal Skype-presentation of GreenSAM in general (including toolbox and atlas) and the Hamburg pilot in the section for green spaces of the department Management of Public Space (14 participants plus 2 persons from the GreenSAM team). Further discussions on the use of the outcomes of GreenSAM in that section were included.
- DECOMM in April 2021 (online-conference of mobility management): Input and discussion (nation-wide)
- National Cycling Congress in Hamburg in April 2021 (hybrid event): Input and discussion how to activate seniors to cycle
- Workshop Social Interreg in June 2021: Input and exchange with other Interreg BSR-projects
- Input within the Borough of Eimsbüttel (different departments) about project outcomes in August 2021
- Distribution of (printed) guidelines within the metropolitan region of Hamburg in July 2021
- Input in the frame of the mobility lab of HafenCity University Hamburg in September 2021
- Virtual input (video) at VeloCity conference (the world's largest cycling conference) in Lisbon in September 2021

c. What then was implemented on the basis of the guidelines?

Exemplary solutions have been implemented at a highly frequented transfer point in the outer part of Eimsbuettel (Eidelstedter Platz), and we have tested further solutions at a transfer point in the core of Eimsbuettel (Hoheluftbrücke). The increased knowledge about senior-friendly transfer hubs has also been incorporated in current plannings for another mobility hub that will be restructured and extended in the near future. The guidelines are and will be used in current and future plannings.

Demonstration Site Eidelstedter Platz

In the process, exemplary solutions in public space have been chosen and discussed to be implemented at a demonstration site. The implementation of rebuilding measures at the Eidelstedter Platz, a highly frequented transfer hub in the outer parts of the borough of Eimsbuettel, have been finished in July and presented to the local media, together with the District mayor of Eimsbuettel and members of the seniors advisory board. The main focus of the interventions was on minimizing conflicts between cycling and pedestrian traffic and on improving the quality of stay and achieving a welcoming atmosphere (two of the main aspects in the guidelines). In this context a new approach for Hamburg has been developed to organise cycling and pedestrians in areas of limited space. As a crosswalk over a cycling path is not possible at the intermodal transfer hub due to binding regulations, the main crossing zone has been marked with a noticeable pavement and a sign as a new solution for such zones of possible conflicts. The barrier-free access was improved by help of adjacent / tactile elements which are especially used for blind people or people with bad sight. Furthermore, the zoning of the mobility hub and the quality of stay have been improved by greening and setting up more senior-friendly benches and – as a novum in Hamburg - new leaning benches. In September/October the lighting of the transfer hub is improved (as follow-up investment). There is an ongoing dialogue with further stakeholders aiming to realise a more attractive / artistic design of the facades in the area, and we are optimistic that there will be further follow-up investments. There are probably also interested citizens who could take care of the new green spaces. All in all, we have

implemented and supported a great deal of the aspects that were stated in the guidelines, so that the effect of these aspects become clearly visible. In our evaluation of the measures (using a questionnaire and observation) it became obvious that especially the quality of stay has been improved significantly. The situation of the traffic flow (pedestrians and cyclists) have been improved, too, even though some conflicts can still be observed. But we also got the feedback that the traffic situation is much clearer now for all users. All in all, the measures had a significant impact in the age-friendliness of the transfer hub. This has also been approved by the seniors advisory board where we presented the outcomes of the Hamburg Pilot (August 2021). It became obvious, that the implementation of at least exemplary measures are essential for successful participation processes, as this helps to instill confidence in the co-operation and open up further opportunities. It was agreed with the seniors advisory board to continue the exchange and co-operation within the newly established mobility management in the borough of Eimsbüttel. Another opportunity is the exchange of the mobility managers of all boroughs about senior- friendliness mobility planning. In the monthly meeting in September it was agreed that GreenSAM and its outcomes on local and international level will be presented in the next meeting.

Experiment on organising pedestrian and bicycle traffic: Hoheluftbrücke

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In February and March 2021 a colleague who had been involved in GreenSAM activities started an experiment at the highly frequented intermodal transfer hub „Hoheluftbrücke“ in the core of Eimsbüttel. The aim was to learn more about possible solutions for senior-friendly environments and especially about organising cycling and pedestrian traffic with as little conflict as possible. During the experiments three different alternatives to organize pedestrian and bicycle traffic were tested: two of them aim to indicate the different paths for pedestrians and cyclists very clearly, while the third one aims to test a “fairness zone” without indicating separated paths. The experiment took place as part of the master thesis of the colleague. He

was inspired by the findings of GreenSAM to put further questions and developed the idea of this action research approach for his master thesis. At the same time the experiment was integrated in the work of the department and accompanied by a press date, organized by the press-office of the borough. The head of the borough explained the approach and the background (GreenSAM). The experiment aroused great interest of the local press (including controversial discussions). In early summer options for permanent measures were developed and discussed with local politicians. We are currently working on a permanent implementation of improvements and involving relevant stakeholders.

Outputs:

- 1. Guidelines** (in German) on how to plan or rebuild transfer hubs for local use and as an inspiration for other cities throughout Germany (printed version was distributed in summer 2021, digital version is available on local website (www.hamburg.de/eimsbuettel/greensam) and via E-Mail to a wide range of stakeholders)
- 2. An international version of the guideline** (online version on project website)
- 3. Exemplary model solutions** for public space was / will be implemented at demonstration sites
- 4. Impact Assessment** (including evaluation of engagement process) is integrated in this evaluation report
- 5. Success Story** available on project website

Indicators

Indicators should be set so that they support evaluating the implementation of all measures and achieving all goals of the programme, project and measure. In case of longer projects, it is recommended to set interim indicators as they help divide bigger objectives into more manageable smaller parts. As measures and local situations are different, there are compulsory indicators that come from the project objectives and voluntary indicators that assess the aims of implementing a certain tool or realizing a pilot and that help understand if and what should be changed to use the tool more effectively. Below are some potential indicators to evaluate outputs, outcomes and the impact of engagement (compulsory indicators in green; voluntary indicators in black)

The main criteria as a basis to develop impact indicators for the participative process are number and diversity of seniors involved in primary data collection and in the co-creation process, encouragement of seniors to get involved in participation, quality and usability of the outcomes of the co-creation process (including one or more exemplary solutions to be implemented). Criteria for the impact addressing the target-group: quality and usability of the guideline for the target group, dissemination and usage of the local guideline, dissemination of the international guideline.

Project indicator	Local indicator	Target value	Way of measuring	Time frame	Result
no of events	Primary data collection focusing on qualitative aspects: insight in barriers at different types of mobility hot-spots throughout the borough	Qualitative: Collection in at least 3 different parts of the borough (inner city, suburban areas)	List of events + minutes of the events	October 2019	5 sessions of “Street Talk” at 5 different transfer points in the inner and outer parts of the borough, 3 sessions at day centres, one session at seniors’ day in a community centre
	Co-Creation Process with user group and planners (and partly further representatives of target group)	3 Workshops + Mobility Forum + Online Participation 15-30 seniors from different parts of the borough / different age-groups, planners	List of events and documentation Questionnaire and evaluation (report in German language)	October 2019-July 2020	3 workshops + 1 mobility forum + 4 weeks online discussion: 1. Collecting needs and ideas (1 st workshop and mobility forum) 2. Drafting / discussing possible solutions (2 nd workshop + online) 3. Checking solutions and guideline

	Evaluation Workshop with members of target group (AO) and user group	1 Workshop, 6-8 participants	No and structure / backgrounds of participants	Autumn 2020	<p>3 small workshops</p> <p>1 WS with GreenSAM team (3 P, section mobility in the borough)</p> <p>1 WS with target group (section mobility, planning, head of Department, 12 P + GS team)</p> <p>1 WS with seniors: 3 seniors, 1 facilitator + 1 team member GS</p>
no of participants/ people involved		Primary data collection: 100 participants (different age groups (60- 80+))	Short report (German language)	October/ Nov 2019	<p>78 interviews, ca 60% female, 40% male. Age groups: 4% under 60, 24% 60-69, 48% 70-79, 23 % 80+</p> <p>Discussions with 42 further persons at activity centers, contact with ca. 50 further persons at the senior's day</p>

		Co-Creation-process			Workshop 1:
decision makers' knowledge about the needs of senior citizens and the seniors' knowledge about green mobility solutions has increased	Different members of the target group are involved and informed about outcomes of the process and the guideline (planners at municipality, external experts, public transport authorities)	Yes Meetings / phone-calls with members of target group focusing different aspects of guideline Dissemination / check of the guideline and feedback by different stakeholders	List of members of target group involved, internal reflection (Workshop-Team with planners from municipality), feedback of other stakeholders	Throughout and end of the project	One presentation/discussion with division internal administration (9P); one with division urban green (12P), two with political councils (42P), one with local council (ca. 30P). Further presentations/discussions are planned. Check of guideline by diverse stakeholders
recommendations for changes/ to support development of green transport	Development of valid recommendations based on primary data collection, workshops and proof by different experts	Yes	Feedback to draft of the guideline (3 rd workshop + further feedback of stakeholders)	July / August 2020	First view on the statements of stakeholders on the guideline reveals that it reflects the needs of seniors profoundly: „Aus meiner Sicht ist der Leitfaden eine hervorragende „Orientierungshilfe“ in welcher die Bedürfnisse und Belange -

					nicht nur der älteren – Menschen im Hinblick auf eine zukunftssichere attraktive alternative Mobilität abschließend gebündelt wurden.“ (Statement of the commissioner for elderly people of the police in Hamburg)
	Development of usable local guideline	Local guideline	Guideline and feedback from target group	Spring 2021	See above
	Development of international (short-)version of the guideline	International guideline	International guideline and feedback from project partners (& FCN)	Summer 2021	Online at https://greensam.eu/portfolio/city-of-hamburg-improved-participation/
behavioural change of participants and a decrease in perceived barriers,	Implementation at demonstration sites leads to reduce perceived barriers at transfer hubs	A majority of seniors state that perceived barriers have been reduced	Street Talk and/or observation at mobility after implementation	summer 2021	To be found out with further “Street Talk” in early summer 2021, if possible

skills or capability of participants	(including new mobility modes)		of exemplary measures Or site visit with user group		
report about the results of engagement, improved engagement of people in silver age	Evaluation report and minutes from workshop with seniors about the process of engagement	Evaluation report (questionnaire) is compiled and currently translated (into English)	Minutes of the events with user group, questionnaire, evaluation workshop + individual feedback	Beginning of 2021	Results show that the involved seniors assessed the participation as productive and inspiring. Some possible improvements were named.
more convenient public transport (changes in physical and social environment) for people in silver age	Implementation of recommended changes at demonstration site	A majority of seniors state that demonstration site has become more age-friendly after implementation of changes	Street Talk and/or observation at mobility after implementation of exemplary measures	June 2021	

			Or site visit with user group		
increased capacity of urban transport actors (authorities, ports, infrastructure providers and operators, transport users)	Different members of target receive the assessment paper or presentation of the process of engagement	Distribution of evaluation paper or presentation on involvement via E-mail, presentation at evaluation workshop	List of members of target group who received paper or presentation, no and minutes of event(s)	Autumn, Winter 2020/21	3 events with members of administration in the borough of Eimsbuettel, presenting the process and evaluation (Departments Planning & Mobility, Urban Green and Internal administration, 33 participants + GreenSAM staff) in the end of 2020 and beginning of 2021. Interesting discussions about age-friendly planning and possibilities of participation. Presentation of project to 2 political committees in Eimsbuettel (Mobility and Regional Committee Stellingen/ Eidelstedt, 42 participants +

					<p>GreenSAM staff. Further presentation of results is planned in May/June 2021.</p> <p>Several phone-calls with mobility providers asking for advice how to inform and involve elderly people in green mobility</p>
	Different members of target group understand the importance of involving silver age people in decision making and have a better understanding of organizing participation	Further meetings with target group	List of participants and minutes of evaluation workshop, list of further meetings	Spring 2021	Especially the team of the section of mobility in Eimsbuettel has understood the necessity of organizing participation and trained their capacity to realize participation processes, although in times of the Covid19 pandemic the possibilities were limited to digital tools.
increase in the effectiveness of	Increase of confidence in using mobility hot-spots	Long-term-effect, quantitative effect can	Hints about the necessity of		Cannot be assessed (because of multiple reasons for choice of

green urban mobility offers through higher shares of senior citizens using the respective offers (significant increase in the number of senior citizens using the bicycle sharing systems, increase the acceptance and confidence of senior citizens using mobility-hubs incl. new mobility modes	including new mobility modes	hardly be measured within project frame The chosen measures (improvements in public space) have to be part of further measures (e.g. affordability and digital accessibility of green mobility modes, support and communication) in order to increase the share of seniors of green mobility modes	combining different measures can be found in the minutes of the workshops and in the guideline)		mobility modes and also because of Covid19 that diminished the use of PT by the elderly. Some services (e.g. Shuttle on Demand were even not available during lockdowns).
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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,	Impact assessment paper (including assessment of engagement process) and local dissemination of Toolbox and Atlas	Yes	Internal reflection	Throughout and end of the project	See text
(2) public authorities ensure that this will be done continuously, and not just once,	Recommendations of guideline are integrated in current and future plannings within the borough	Integration of age-friendly measures in current plannings, follow-up-investments	Internal reflection, no of implemented measures within the time-frame of the project	End of the project	See text
(3) public authorities safeguard that the	Guideline and Assessment paper are presented to local politics and further	Yes	Presentation to local politics and other authorities	End of the project	See text

findings generated through (1) and (2) feed into decision-making	public authorities throughout Hamburg, possibilities of an integration in further guidelines and/or set of rules are checked				
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1. Objective: Increase of knowledge of public authorities about senior citizen's mobility needs through improved participation

The pilot action in Hamburg has deepened the knowledge about mobility needs of senior citizens with a focus on the built environment and especially public spaces around urban transfer hubs. In the course of the intense participation process the following several key aspects were named and further elaborated in profound guidelines. Several experts (e.g. Prof. Dr. Charles Musselwhite / keynote speaker at the final conference) have underlined that they found out similar aspects what senior-friendliness is about. This shows that we have worked out profound materials that can be used in different contexts.

2. Objective: Improve decision-making processes of local public authorities in matters related to green urban mobility

Implementing the participation tools as described above is an important step for improved decision making processes for an age-friendly city. By implementing the tools, the involved partners learned a lot about how to organize participation for and with senior citizens, how to detect and involve relevant stakeholders and how to use the results for improved decision making.

Participation is a difficult issue at the moment due to Covid19. Using the online tool DIPAS during GreenSAM has had a great impact on decision making, as the barriers to use that tool were diminished. So far it has been difficult to involve seniors as intense as in the GreenSAM project, mainly because of Covid19. Public events to which seniors could have been invited have not taken place since summer 2020, and a combination of online- and offline activities (such as Street Talk and/or visits at community centres) have not been possible. The seniors' advisory board has not met, either, so informing them as a multiplier only via e-mail and telephone was not as effective as presenting running participation processes at

A difficult aspect are the resources for further projects. But consciousness has definitely increased, and we have already used the tool Street Talk in the frame of further participation processes (climate protection, mobility, parking day). As nearly all boroughs now have established the new position of mobility managers to implement measures in the field of climate protection and mobility, there are new options to increase the involvement of seniors and other user groups that are difficult to reach. The Know-How of the GreenSAM project has already been regarded very valuable for measures within the mobility management. In the next step, the borough of Eimsbuettel will conceptualize systematic strategies of participation and encouragement in the field of green urban mobility. The outcomes of the project will be very valuable for elaborating this strategy and implementing further steps of participation. The guidelines are of course a valuable instrument to deepen the knowledge of different stakeholders about age-friendly mobility, which has already influenced further thoughts on mobility principles in the borough of Eimsbuettel. In 2022, also systematic principles for mobility plannings in the borough of Eimsbuettel will be elaborated, and the knowledge of the guidelines will be integrated in these principles. The exchange and networks that could be established by GreenSAM is a valuable basis to build on in this process.