CAPTIVE USERS OR GREEN TRAVELERS?

Karla Gonzalez Carvajal
Practice Manager, ECA Region
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Findings and recommendations from this work apply to a broad range of transport actors in the Western Balkans and beyond, especially those at a nascent stage of developing their gender programs and embarking on major transport modernization.

**FIGURE 5**: What is your main reason for using public transport?

- I don’t have any other option to travel: 32% (Men) vs. 44% (Women)
- It is convenient: 33% (Men) vs. 31% (Women)
- It is affordable: 22% (Men) vs. 17% (Women)
- It saves me time: 11% (Men) vs. 7% (Women)
- Other: 2% (Men) vs. 1% (Women)

Source: Phone and online survey, Serbia.
Note: Base: General population—men who currently use public transport, N=98.
General population—women who currently use public transport, N=60.
Statistically significant differences between men’s and women’s responses.

**FIGURE 13**: What would be sufficient to encourage you to use rail transport to commute in the following list?

- Becomes more affordable: 52% (Men) vs. 58% (Women)
- Becomes safer: 49% (Men) vs. 45% (Women)
- Has better frequency: 51% (Men) vs. 58% (Women)
- Becomes more comfortable: 52% (Men) vs. 52% (Women)
- Becomes more reliable: 57% (Men) vs. 63% (Women)
- Has better coverage: 62% (Men) vs. 65% (Women)
- Has better first & last mile connectivity: 60% (Men) vs. 65% (Women)

Source: Phone and online survey, Serbia.
Note: Base: General population—men who currently do not use rail transport to commute, N=542.
General population—women who currently do not use rail transport to commute, N=854.
Railway Users’ Deterrents

1. First- and last-mile connectivity was named by both women and men as the most desired rail service improvement.

2. The importance of train stations: Issues concerning amenities and services in trains, stations and surrounding areas ranged from inadequate essential facilities (such as toilets) to security challenges.

3. Digital information and communication, online ticket and real-time information displays.


Potential to use: Confidence in Security of railways.
Women are Greener in Their Mobility

...30% less CO2 emissions by women mobility in Sweden

...70%-350% more energy consumed in transport by men in Western European countries

...almost no documented empirical evidence in developing countries, but obvious differences...
A Case for Decarbonization

FIGURE 14: How important is it for your means of transport to pollute as little as possible?

Source: Phone and online survey, Serbia
Base: General population—total men, N=60; general population—total women, N=667.
* Statistically significant differences between men and women’s responses.
Onboarding Men and Ensuring Women are not Any More Captives of the Service

• Need to understand gender-differentiated mobility patterns and needs
• Move away from legacy design for motorized, male-biased mobility system design.
• Preserve the “green capital” of women mobility habits.

Women influence community decisions towards greener and more sustainable transport policies and programs.

...18% share of women’s participation in the transport sector worldwide (22% in the EU)

2010 ITF, The Gender Dimension of the Transport Workforce, (link); European Commission (link)
Rail Services Remain Male-dominated Across the World

- Employing more women in rail and addressing gender-mobility barriers go together.
- This report finds clear parallels as:

  (i) **inadequate state of infrastructure** for women working in rail and the experience of women as rail customers navigating poor or ill-adapted infrastructure.

  (ii) **lack of policy and enforcement of sexual harassment protections** at work and the insufficient attention given to women’s safety on and around public transport.

  (iii) the **lack of women in operations and leadership roles** in rail work and the lack of awareness and investment in women’s travel patterns and needs, and

  (iv) **weaker interest in personal climate action** from men in Serbia (relative to women) and the need for climate leadership in male-dominated rail companies.
Policy Opportunities: Safety Plus!

- Target mobility and transport curriculum in academia to study Users as much as the operation of the system itself.
- Focus on users as part of the SOEs reform.
- Design incentives for Green travellers.
- Carbon pricing. Who will get the benefits: E/vehicles or/and PT?
- Enhance the overall importance of Railways as part of the Public Transport system. Beyond the urban, think about interurban.
“The Nexus Between Railways and Gender Agenda Brings Opportunities Towards Higher Demand for Railways”
Thank You