



UITP
International Association of Public Transport
Union Internationale des Transports Publics
Internationale Verbund für öffentliches Verkehrs
Unión Internacional de Transporte Público

Marketing and public awareness for public and sustainable transport

Carlos F. Pardo - GTZ SUTP project
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With sections from
Dipl.-Ing. Wolfgang Marahrens Manager of development of bus products, Hamburger Hochbahn AG

Better mobility for people worldwide

The situation in public transport perception (quotes)

It "is" obvious that the bus doesn't have this – anyway!
What?
- "Image, esteem, punctuality, brand perception"

It is all the same anyway and it costs all the same
Why?
- "All busses are the same, if at all different then in age. A bus is just a bus. There aren't any differences in the product bus!"

Why does the customer use the bus??
Yes, why, really?
- "Just to get from A to B. Just because he has not got an alternative"

Dipl.-Ing. Wolfgang Marahrens

The image of public transport...



Source: Carlos F. Pardo

Source: Carlos F. Pardo

It's all about pushing and pulling

Measures with push-effects
Area-wide parking management, parking space restrictions in zoning ordinances, car limited zones, permanent or time-of-day car bans, congestion management, speed reductions, road pricing...

Measures with pull-effects
Priority for buses and trams, high service frequency, passenger friendly stops and surroundings, more comfort, park-and-ride, bike-and-ride... area-wide cycle-networks, attractive pedestrian connections...



Measures with push- and pull-effects
Redistribution of carriageway space to provide cycle lanes, broader sidewalks, planting strips, bus lanes... redistribution of time-cycles at traffic lights in favour of public transport and non-motorized modes, public-awareness-concepts, citizens' participation and marketing, enforcement and penalizing...

Source: Müller, P., Schleicher-Jester, F., Schmidt, M.-P. & Topp, H.H. (1992): Konzepte flächenhafter Verkehrsberuhigung in 16 Städten, Grüne Reihe des Fachgebiets Verkehrswesen der Universität Kaiserslautern No. 24.

Pushing from the automobile

Car users may be pushed from their modes

Boredom

Chore

etc



Source: Carlos F. Pardo

Source: Carlos F. Pardo

Problems with pulling...

Public transport

Crowded

Insecure

company rules



Source: Carlos F. Pardo

Source: Carlos F. Pardo

comfort...?

Hidden / forgotten advantages of PT

Appropriate/ comfortable

In public transport you can / driving a car you can't:

- Sleep
- Read
- Relax!



Advantages of pulling...



Source: Carlos F. Pardo

Source: Carlos F. Pardo

Source: Carlos F. Pardo

Source: Carlos F. Pardo

Scope of a strategy

- Change user perception
- Change user behavior
- Change way of thinking, more than technical arguments
- Investment of up to 80%!
- Without a strategy: failure of initiative

Political marketing

The perception of the public opinion carriers, the political parties, the persons representing the interests, the media, the political decision makers etc. influences the position, the image of the transport company substantially. This has to be taken into account.

Dipl.-Ing. Wolfgang Marahrens

Improving customer satisfaction

- Don't ask users to fill forms
- Hire people to ask users what they want!
- Surveys
- Focus groups
- Observation
- Semistructured interviews

Stakeholder analysis



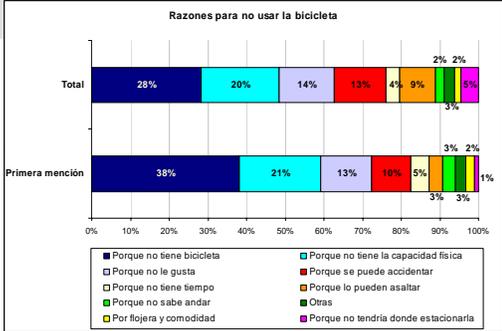
Spectrum of possible positions of stakeholders. Adapted from LACHSR.org

Focus groups

- Rapid assessment technique
- Similar to group interview
- Specific topics (focal points)
- Moderator of discussion is present



Surveys



Reason	Total (%)	Primera mención (%)
Porque no tiene bicicleta	28%	38%
Porque no tiene la capacidad física	20%	21%
Porque no le gusta	14%	13%
Porque no tiene tiempo	13%	10%
Porque lo pueden asaltar	4%	5%
Porque no sabe andar	9%	3%
Otras	3%	3%
Por flojera y comodidad	2%	1%
Porque no tendría donde estacionarla	2%	3%

Fuente: Santiago de Chile- Comisión Nacional de Seguridad de Tránsito

Target groups

Car users (happy?)



Source: Carlos F. Pardo

Why do people love their car?

Car Got Attitude?
Do you ever think of your car as having a personality of its own, or don't you think about your car this way?

2006	
	%
Yes	31

Source of data above: Pew Research Center study: Americans and their Cars. 2006

Why do people love their car?

Let's be sincere:

- Comfortable
- Music
- Air conditioning
- Fast
- People are greedy
- People are egocentric before they are heterocentric



Why do people love their car?

But...

- Dangerous
- Traffic jams
- Inequitable

We Consider Driving a Chore Because...

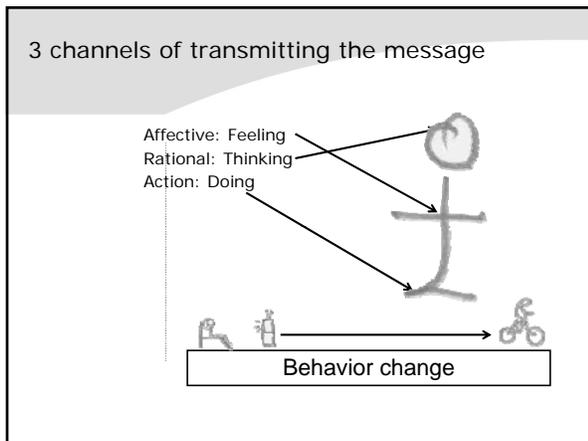
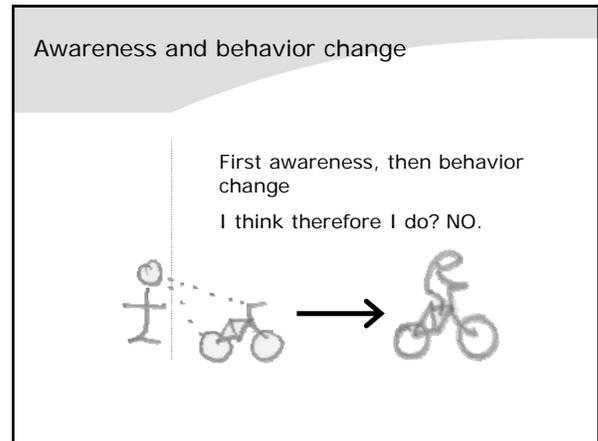
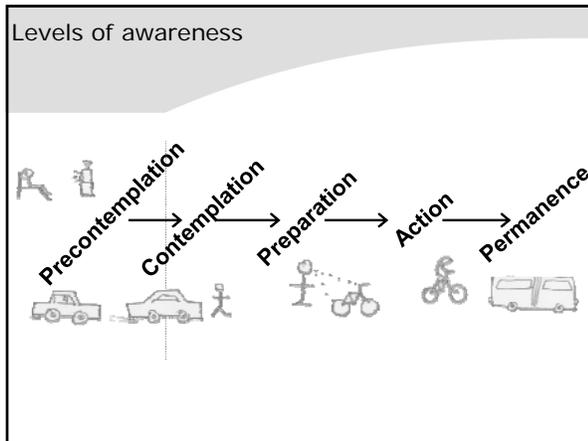
Reason	%
Traffic/congestion	23
Other drivers	14
Commuting/going to work	10
Running errands	10
Just don't like to drive	8
Specifics of the car/conditions	5
Waste of time	5



Source: Carlos F. Pardo

	1991	2002	Percentage Increase
Average annual hours of traffic/city per person	16 hrs	25 hrs	+56%

Source: Bureau of Transportation Statistics
Source of all data above: Pew Research Center study: Americans and their Cars. 2006



3 channels -rational

Rational (inform)
Costs for user
Travel time
Detailed information

Basic arguments to be used

- Perception of public meaning
- Change in demography
- More people live in suburban districts
- Motorways need much more space
- Noise destroys the quality of life in municipal areas
- Road accidents kill 45 000 people in Europe every year
- Energy balance in Public transportation
- Pollution destroys the air quality in municipal areas.

From Dipl.-Ing. Wolfgang Marahrens

3 channels - affective

Affective (persuade)
Comfort: you have a driver
Health
Accidents - children

Persuasion- keys to messages

Show **comfort** in sustainable transport modes

Show **losses** (in terms of time, money and activity) for using an automobile, instead of gains for using sustainable urban transport modes

Give **clear and attractive** messages

Generate **commitment** (in written or in public) of whom receives the message

Specify what has to be done to solve the problem

Describe **reachable and realistic** behaviors

Refer to **rules or beliefs** of behavior morally and socially approved

Link violation of "rules" to **social sanctions**

Information for individual, family and/or collective action,

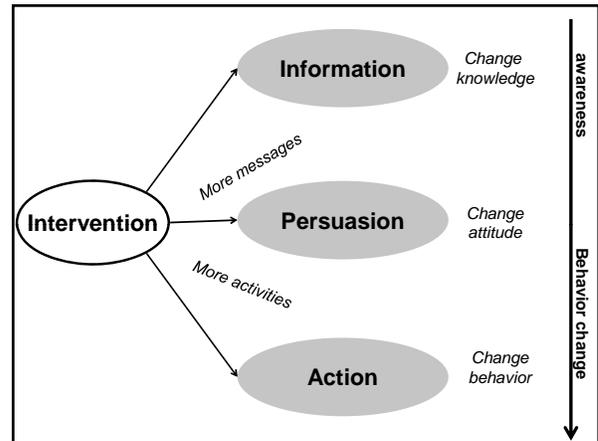
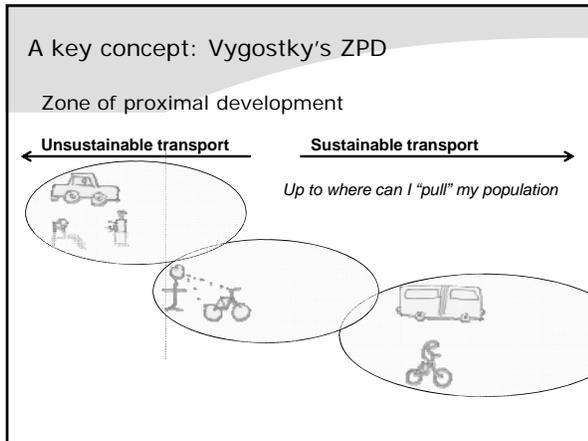
3 channels – motor (action)

Action: specify the behavior that wants to be promoted as such: ride a bicycle, use public transport, walk for short trips

Goal: Who is expected to change behavior, the "affected" population: in this case, general public or even decision makers.

Context: how to develop the action, according to which parameters

Time: moment in which the action will be implemented



BRT as a product- product definition

The product design at the BRT system and product concept defines the system qualities of the system in the comparison to other bus networks and to the competitors (car, cab, small bus system, LRT):

- Rate (simple, understandable, in conformity with the market, productive)
- Net structure

- high comprehensibility and transparency
 - Operation and promotion quality
- dense, "speedy" route
 - Service by employees
- employee as a service provider
- esteem of the customer
 - Vehicle type, equipment
 - Communication and information
- intensive marketing
 - Creation of a brand
- brand experience

From Dipl.-Ing. Wolfgang Marahrens

BRT as a product- product definition (2)

The BRT system as a part or the defining element of an attractive PT.

The BRT system as a positive social element in town, stops create urbanity and built social meeting points, they "decorate a town"

The BRT system as a brand named product is an element of showing esteem for the people by appreciating their mobility needs.

From Dipl.-Ing. Wolfgang Marahrens

BRT as a product- product definition (3)

Operation and traffic handling

- Business conducting system
- Connection safeguarding
- Quality management
- Automatic passenger counting system
- Radiosystem

BRT-Vehicle

- Modern bus technology
- Design
- Capacity (seats, standing room)
- Passenger change capacity (door design)
- Equipped with air conditioning
- Double articulated buses
- Express buses

From Dipl.-Ing. Wolfgang Marahrens

Communication/advertising in all varieties



Sales promotion
Press and Public / "Press work" and "public relations"
Employees (leadership, training)

From Dipl.-Ing. Wolfgang Marahrens

Questions of marketing activities



- Which marketing measures are fixed in the company?
- Which performance promises does the enterprise give the customers by the means of communication?
- What is the communication and advertising strategy?
- Which means of advertising and media are used?
- How big is the advertising effort in relation to the aims?
- Which advertising efficiency does the enterprise reach in comparison to the competitor?
- How is the marketing organized?
- Who is responsible for the marketing and how is the structure of the marketing team?
- Who fixes the marketing budget?

Dipl.-Ing. Wolfgang Marahrens

All this and more in...

Training document-
Public awareness and
behavior change
English and Spanish
CD rom with 100
additional documents
Available free from
www.sutp.org




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Carlos F. Pardo - GTZ SUTP project
Carlos.pardo@sutp.org carlosfardo@gmail.com
www.sutp.org