

Awareness Raising and Lobbying

Summary

One of the first targets of public transport marketing and customer relations management is to raise awareness of and general interest in public transport. The goal is to increase its use and position within the transport market.

Lobbying means not only representing public transport's interests in politics, but also in other decision-making processes and areas. It is often done in the form of personal, face-to-face dialogue with the targeted people or organisations. Lobbying is often done by alliances or on behalf of companies or organisations with similar interests.

Aims, objectives

- Raising awareness of the importance of sustainable and environmentally friendly transport
- Emphasising public transport in public discussions — especially by pointing out its benefits for the community
- Encouraging people to think about and discuss their own mobility and travel behaviour
- Setting topics for public discussion
- Involving people and their minds
- Lobbying to influence the legislative decision-making process
- Bundling interests to achieve positive changes to laws and overall framework conditions
- Raising funds

IN PRACTICE

Tallinn: Awareness raising

Public transport in Tallinn consists of bus, tram, trolleybus, train, and ferry services. The various modes of public transport are run by several public transport operators — both public and private. This segmented market makes it more difficult to raise awareness than in a monopolistic market. As a result the city of Tallinn took a leading role in raising awareness of public transport.

There were several campaigns to promote public transport and to enhance the awareness of public transport among Tallinn's inhabitants. The objective was to raise the awareness of local decision makers and politicians on sustainable transport and the concept of mobility management. A brochure on integrated planning and mobility management was produced and handed out on an information day dedicated to local decision makers. It was also important to get city planners and transport planners to discuss local transport problems and find common solutions, because often a lack of communication can create barriers and slow down development. Both the brochure and information day were focused on integrated planning and the importance of mobility management.

You spend less using a bus!
An average cost of a ticket in public transportation is 3 times lower than the price of the gas consumed by car.*
*The price of the car is not taken into account.
 The data is based on information provided by Tallinn Transport Department.
 For more details see www.tallinn.ee/smile

By taking a trolley-bus you keep the atmosphere clean!
The same amount of people if transported by 22 cars pollute the air with 5,83 kg of carbon dioxide per kilometre.
The data is based on information provided by Tallinn Transport Department.
 For more details see www.tallinn.ee/smile

By taking the tram you will make it faster!
During rush hours it takes 10 minutes from „Kalev” to the centre, by car it takes double.
The data is based on information provided by Tallinn Transport Department.
 For more details see www.tallinn.ee/smile

CIVITAS
CITY MOBILITY MANAGEMENT
TALLINN

THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION

tallinn

Another successful public transport promotion campaign was organised at a car exhibition in the spring of 2008. The car exhibition was also a perfect place to reach and address potential public transport users. Public transport experts were available in the exhibition box, explaining the public transport ticketing system and answering all kinds of public transport related questions. Exhibition visitors were asked to fill in questionnaires to evaluate their awareness level. Public transport-related gadgets for children and adults were handed out. A dedicated space for children was especially popular. Special attention was paid to raising awareness and education of different target groups (potential public transport users, children, car users, politicians etc). Radio broadcast, outdoor and print media were used. In a radio clip, a man's voice described the troubles with using a private car: congestion, expensive fuel, insurance and problems with parking and policemen.

Campaign messages were emblazoned on the exteriors and interiors of public transport vehicles. The ads gave real-life examples of the benefits of using public transport for the public and for current public transport users. The first analysis provided by the evaluation team of SMILE-Tallinn surveys confirmed that the campaign was successful and that the public had noticed it.

Useful hints

- Collaboration with different cities can bring new ideas and help with the solving of problems
- Local partners can help with organising events and site visits
- Awareness-raising measures can easily be transferred to other cities (or countries) and companies
- Organisations involved in lobbying and awareness raising should draw on the contributions of all their members (including small and medium-sized companies)
- Use synergetic effects with marketing campaigns and customer-relationship management to implement awareness-raising and lobbying
- Awareness raising and lobbying is most successful if it reacts to or provides answers to actual problems and trends
- Build alliances with groups and activists of other sustainable topic areas, e.g. the transport, environment and health sectors

Possible Problems

- When transport demand and the space requirement of the built-up environment increases in an expanding city the effectiveness of public transport declines
- Public transport can get marginalised in the transport planning process.
- The contributions of small and medium-sized operators can be neglected and ignored
- The use of private cars is increasing in some cities
- Keeping in mind the strength of the car lobby, do not fight cars on their own turf. Concentrate on the strengths of public transport and maintain self-confidence
- Political support for public transport can be missing

IN PRACTICE

URTP (Romanian Association of Public Transport)

URTP is a non-governmental organisation bringing together public transport operators and companies involved in the provision of public transport, of different structures and sizes, from all over Romania. URTP represents 52 members, 36 of whom are the most important public transport operators.

URTP's publications include *TRANSURB* magazine, published twice a year, and a monthly *Informative Bulletin*. Both publications are freely distributed to all URTP members. A statistical yearbook is also issued to help members chart progress and keep them on track with URTP's objectives.

The organisation improves members' cooperation with governmental institutions to assist in setting up long term strategies and facilitate the strengthening of infrastructural requirements for public transport. URTP promotes its work to other groups of strategic interest and continuously builds relationships with other transport-related associations and institutions.

As the leading organisation of Romanian public transport operators, it is involved in several projects at the European level and takes part in international working groups and meetings.

With its lobbying work and the provision of knowledge and information, URTP has significantly helped with the development of public transport in Romania.

(Further information regarding in practice (Case Studies) can be found on the SPUTNIC website <http://www.sputnicproject.eu/sputnic-meetings.php>.)