



ROMANIAN ASSOCIATION OF PUBLIC TRANSPORT

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Romanian Public Transport Image and Awareness

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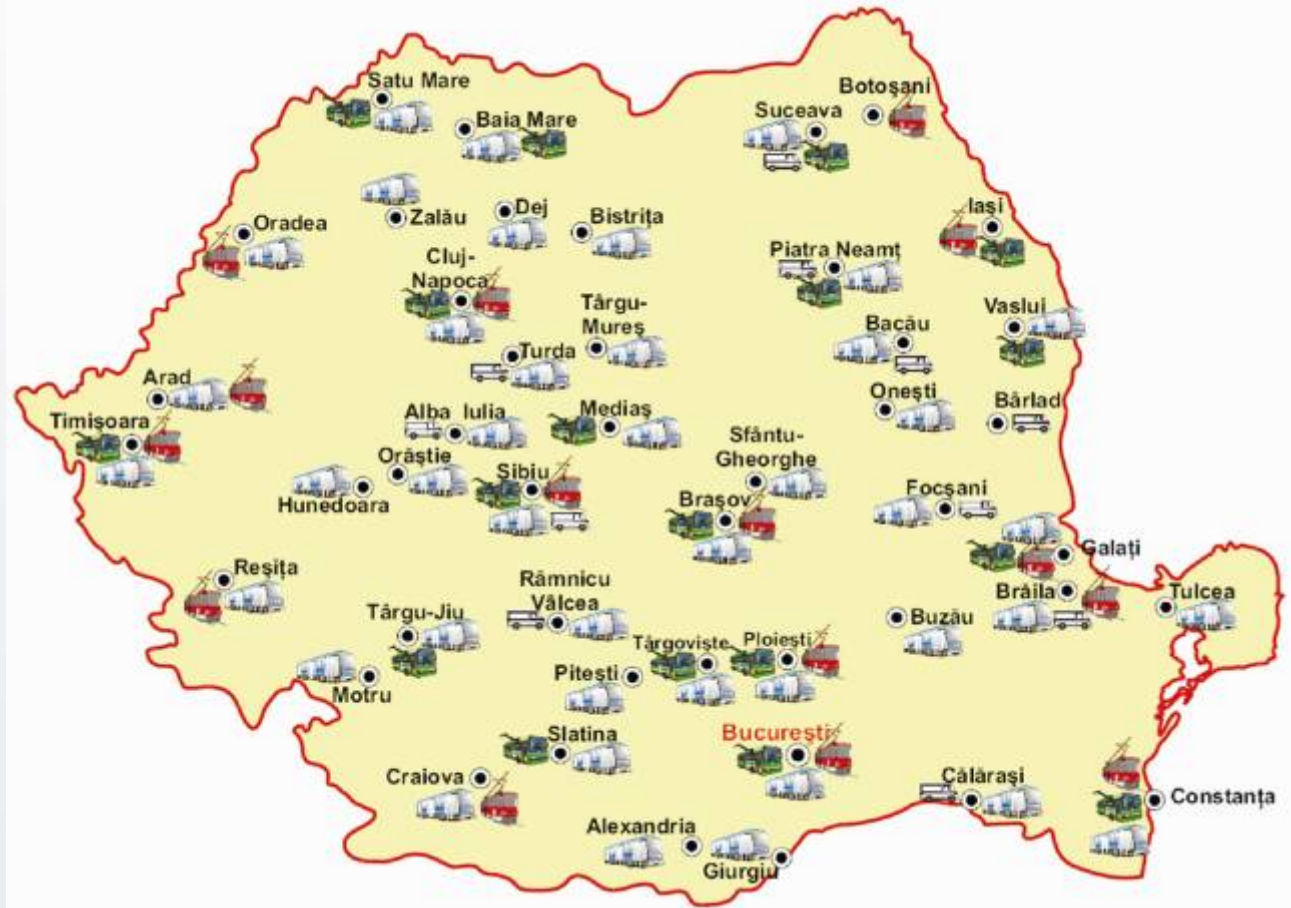


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URTP

- Type of association
- When was created
- Why was created
- Who are our members
- We are member of
- What is our mission
- What are our objectives
- What are the activities
- What are our publications
- Our web page: www.urtp.ro
- What are the projects we participated in.



Short presentation of Romanian PT

Romanian PT data

	Most recent year available: 2003 Urban passenger transport (thou passengers)	Year from the past (to show trend) 1990 (thou passengers)
Modal Public Transport Split in Romania	Total Public transport: 2032899 Trams 692335 Buses 939995 Trolleybuses 235019 Maxi-taxi 58426 Underground 107124 Private vehicle: increased very much compare with those from the past years	Total Public transport: 2530681 Trams 691602 Buses 1309061 Trolleybuses 264101 Maxi-taxi 18951 Underground 246966

Source: **ROMANIAN NATIONAL INSTITUTE OF STATISTICS** www.insse.ro

Measures for increasing the PT image

- Publicity spots on audio-video media – 30%
- Street boards promoting the PT – 20%
- Ticket promotion (reduced tariff on occasional events, or for determined period of time, or for special lanes, with awareness before introducing such facilities) – 50%
- Own web page presentation – 25%
- Articles in local written media – 65%
- Surveys among customers with the declared purpose to enriched the quality of the service – 65%
- Magnetic, or electric or even electronic ticket validation – 70%
- To keep the plan for cleaning and maintenance of the interior of vehicle – 30%
- Sponsor other events – 60%
- Creating a PR centre: just by phone – 30%; just desk – 0%; both – 70%; others (email) – 15%
- Bonus for loial clients: cheaper (with up to 30%) season ticket for 1 month – 35%



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What have been done for attracting those who are using their own car

- Showing own logo on the PT vehicles – 85%
- Showing own logo in another public places – 85%
- Showing inside the PT means the quality policy and the environmental policy
- Dealing the complaints with more attentiveness
- Implementing a policy for:
 - more cleaned vehicles,
 - more respected the timetable,
 - leaflets with facilities offered.

What have been done for aware the citizens about own efforts to increase the quality of PT

- Mounting new stop shelters with information facilities
- Presenting on the local TV the investments made for PT
- Taking disciplinary measures against own claimed personnel
- Hiring a PR person whose only job is to aware the public about the company efforts
- Introducing a Green telephone number (free) for informatin
- Press conferences
- Articles in the local newspapers
- Web presentation
- Leaflets, network maps, timetables.





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Romanian PT day



- Each year, on the second Friday of June, PT operators all over Romania are celebrating the Romanian passenger PT day.
- This year it was on June 8th, 2007.
- The managements of PT operators offered to their employees: parties on open greens, spectacles of folcloric dance and music, food, sport competitions, prizes, a.s.o.
- Examples on how URTP members celebrated this day (increasing so the image of PT, making the employees proud to be in the PT family):



2nd WG meeting of the Customer Relations and Marketing Cluster - Zagreb 4th - 5th October 2007
SPUTNIC - Strategies for Public Transport in Cities - www.sputnicproject.eu



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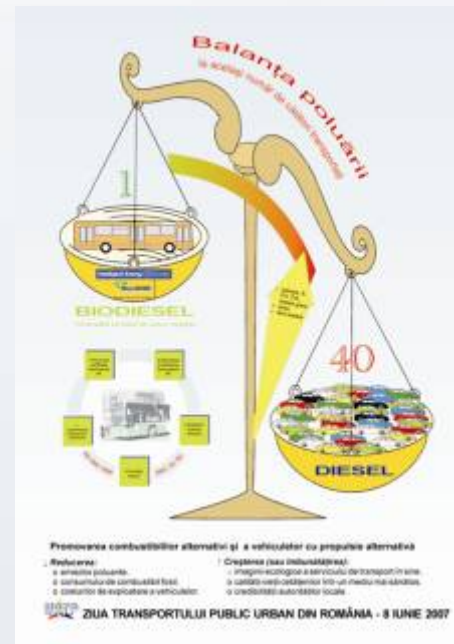


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Romanian PT day

As each year, URTP organised in 2007 too, a competition for the design of a poster dedicated to PT. It was printed in 6000 copies and freely distributed to our members, in order to be shown in the PT vehicles, in stations, and other public places.



Conclusions

- Image is everything for maximizing the brand.
- With so many places to reach the customers, it's more important than ever to maximize the visual power of own brand. It can be established a direct connection with own customers in a consistent way and it can be marketed the company more effectively.
- It can be measured “how consumer trends affect visual language”, by monitoring the same indicators before and after the “PT image campagne”.
- It is an important decision “how to select the right image to connect with own customers”.
- It is also important what kind of technologic solutions you choose in order to keep own brand on track.



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Thank you for your
attention !

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