Marketing and public awareness for public and sustainable transport

Carlos F. Pardo - GTZ SUTP project
Bogotá, February 2007. UITP conference

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 buses 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”

The image of public transport...

The image of public transport...

It’s all about pushing and pulling

Pushing from the automobile

Car users may be pushed from their modes
Boredom
Chore etc

Problems with pulling...

Public transport
Crowded
Insecure
Company rules

comfort...?
Hidden / forgotten advantages of PT

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

- Sleep
- Read
- Relax!

Advantages of pulling...

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.

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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

Support | Moderate support | Neutral | Moderate opposition | Opposition
---|---|---|---|---

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

<table>
<thead>
<tr>
<th>Reasons for not using a bicycle</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
<tr>
<td>Primera mención</td>
<td>38%</td>
</tr>
<tr>
<td>Porque no tiene bicicleta</td>
<td>28%</td>
</tr>
<tr>
<td>Porque no tiene la capacidad</td>
<td>16%</td>
</tr>
<tr>
<td>Porque no le gusta</td>
<td>14%</td>
</tr>
<tr>
<td>Porque se puede accidentar</td>
<td>13%</td>
</tr>
<tr>
<td>Porque no tiene tiempo</td>
<td>10%</td>
</tr>
<tr>
<td>Porque lo pueden asaltar</td>
<td>5%</td>
</tr>
<tr>
<td>Porque no sabe andar</td>
<td>3%</td>
</tr>
<tr>
<td>Otras</td>
<td>3%</td>
</tr>
</tbody>
</table>

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 users (happy?)
- Source: Carlos F. Pardo

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?

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?

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>31</td>
</tr>
</tbody>
</table>

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

Why do people love their car?

But...

- Dangerous
- Traffic jams
- Inequitable

We Consider Driving a Chore Because...

<table>
<thead>
<tr>
<th>Reason</th>
<th>1994</th>
<th>2002</th>
<th>Percentage Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic is expensive</td>
<td>21%</td>
<td>40%</td>
<td>+19%</td>
</tr>
<tr>
<td>Driving is stressful</td>
<td>16%</td>
<td>27%</td>
<td>+11%</td>
</tr>
<tr>
<td>Traffic is time-consuming</td>
<td>34%</td>
<td>39%</td>
<td>+5%</td>
</tr>
<tr>
<td>A bad day</td>
<td>6%</td>
<td>8%</td>
<td>+2%</td>
</tr>
<tr>
<td>Not enough places to park</td>
<td>3%</td>
<td>5%</td>
<td>+2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>5%</td>
<td>+3%</td>
</tr>
</tbody>
</table>

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

Awareness and behavior change

First awareness, then behavior change
I think therefore I do? NO.

3 channels of transmitting the message

3 channels - rational

Rational (inform)
Costs for user
Travel time
Detailed information

Basic arguments to be used

3 channels - affective

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

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**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

**A key concept: Vygostky's ZPD**

Zone of proximal development

Unsustainable transport

Sustainable transport

Up to where can I "pull" my population

**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

**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.
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

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Communication/advertising in all varieties

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

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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?
Who is responsible for the marketing and how is the structure of the marketing team?
Who fixes the marketing budget?

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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](http://www.sutp.org)

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