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24th JUNE
3:00 pm (IST), Wednesday

Episode 6
Effective Communication and Outreach for Sustainable Mobility

In discussion with:

Kunal Kumar, IAS, Joint-Secretary, SCM, MoHLUA

Arun Bothra, IPS, CMD-OSRTC and Managing Director, Capital Regional Urban Transport (CRUT)

Rushda Majeed, Country Representative, Bernard van Leer Foundation

Aswathy Dilip, Senior Programme Manager, ITDP India Programme

Shashi Verma, Director of Strategy and Chief Technology Officer at Transport for London

Gerald Ollivier, Lead Transport Specialist, The World Bank

Presented By:

Knowledge Partners:
Effective communication and outreach

Photo: A painting in Denver to highlight international initiative “Vision Zero” which aims for zero fatality
Source: Pat McKinney
Why should cities communicate?

**to INFORM**
COVID-19 bike network interactive map, Brampton
Source: BikeBrampton

**to PERSUADE**
Campaign for safe mobility during COVID-19
Source: MVD, Kerala

**to ENGAGE**
Tactical Urbanism intervention in Brazil
Source: ITDP Global
Inform - Real time occupancy data in buses

Occupancy information displayed in parenthesis following bus number in imminent arrival box.

- Spacious (여유) in green
- Normal (보통) in yellow
- Crowded (혼잡) in red
Inform - Data to make travel choices

Snippet: ‘Plan a Journey’ interface by TfL
Source: tfl.gov.uk

Snippet: Realtime navigation by Public Transport options
Source: Google Maps
Inform - Travel routes through on-site panels

Photo: Bus information panels in Pune, in English and local languages
Source: ITDP
Inform - Travel routes through pocket guides

Photo: Pamphlets and pocket guides with travel information is available in all bus stations in Singapore

Source: ITDP India, sgwiki.com
Persuade - Need for travel and choice of mode

If you must use public transport, avoid the busiest times between 05:45-08:15 and 16:00-17:30

Everyone who can work from home should continue to do so

#StreetspaceLDN

https://tfl.gov.uk/travel-information/improvements-and-projects/streetspace-for-london See Less
Persuade - Shift towards sustainable modes

Photo: The Bus Priority Lane campaign by BMTC - through social media, newspaper articles, and posters

Source: BMTC
Persuade - Nudge behaviour change

Photo: The Laxmi Chechi campaign in Kerala urges citizens to use active transport modes
Source: MVD Kerala
Persuade - Travel etiquette

Give-Way Glenda: Queues to one side of the door and lets others alight first.

Bag-Down Benny: Sets his bag down on the ground so it does not inconvenience others.

Stand-Up Stacey: Gives up her seat to those who need it more.

Photo (L to R): LTA’s ‘Gracious Commuting’ Campaign with the ‘Thoughtfulness Bunch’, stickers inside the metro

Source: LTA, SG Trains
Photo: Singapore’s Off-Peak discounted fares to nudge people to use the system early

Source: LTA
Engage - For collaborative decision-making

Bengaluru: Cycle sales on upswing post lockdown

Chaitri Sathri / TNN / Jul 14, 2020 / 12:53 IST

Photo: (L-R) Media coverage on promoting cycling, Bangalore city police discussing with locals about Bicycle lane plans

Source: Sathya Sankaran, Bicycle mayor - Bangalore

Want Bengaluru to be cycling-friendly?

Give a missed call on 080 6193 0240

#Resetwithcycling

Pop-up cycle lanes on ORR?

DULT studying the proposal; officials inspect busy stretch to understand feasibility of the project

The Directorate of Urban Land Transport (DULT), which reports to the Urban Development Department of the State Government, has come up with a proposal to implement pop-up cycle lanes between Central Silk Road and KR Puram. The proposal comes at a time when numerous cities across the globe are setting up temporary cycle lanes to help people get around during the pandemic.

On Wednesday, a team of officials, including DULT Commissioner Vijay Muddala, City police commissioner Bhaskar Rao along with municipal corporation and traffic police officials, took an inspection of the busy stretch to understand the feasibility of the project.

It’s learnt that the right or left lane of the service road was found ideal for creating a cycle lane. Another proposal is also a proposal presented by a group of cyclists to the government including ‘Bicycle Mayor of Bengaluru’ Sathya Sankaran. The proposal is intended to encourage cyclists as it would keep them away from the heavy vehicles and fast-moving cars that have been posing a safety threat to the cycling community.

“Cycling, besides keeping one fit, will also help the cyclist to stay socially distanced and provide a good alternative from using public transport during the pandemic,” said Sathya Sankaran, who has come up with a proposal to create cycle lanes on about 55-km of the road in Bengaluru.

BBMP has partially completed placing plastic bollards for creating a dedicated lane but the project is far from complete.

BENGALURU: The first thing that wildlife enthusiast Hari Somashekar did after the lockdown eased was gift himself a cycle. The reason: To improve his fitness.
Engage - To understand citizen perceptions

Open Streets: New York City


Source: New York DOT, Wayne City, Victoria City
Engage - To increase awareness

Photo: New York’s Free Helmet and Free Bike Lights campaign to increase road safety
Source: Department of Transportation, NYC
How to communicate? - Use effective tools

**Media engagement**

- **Pedestrian plaza, Chennai widely covered by media houses**
  
  *Source: The Hindu*

**Static interventions**

- **New York Open Streets with signages on speed limits and travel modes**
  
  *Source: New York Daily News*

**Social media/Digital applications**

- **Use graphics and strong visuals to make a social media presence**
  
  *Source: LTA*

**Direct public engagement**

- **Time square made open to public through TU-based events**
  
  *Source: Snohetta*
Long-term strategies

Create a branding strategy
- 60+ visual identities were unified as one brand - Amsterdam
  Source: edenspiekermann

Establish a communication cell
- Officials discussing city’s communication strategy for pedestrian plaza project, Chennai
  Source: ITDP India

Allocate funding for outreach
- UK govt.’s 2 billion Euro package for walking and cycling includes campaigns
  Source: gov.uk

Build a robust Monitoring & Evaluation System
- Amsterdam uses mobile app to help locate destinations in city and share information
  Source: edenspiekermann
Everything is communication, especially in a crisis.
“Everything is communication, especially in a crisis.”

Thank you

::: itdp.in ::: @ITDP-INDIA ::: 
Thank you for your overwhelming response for Urbanlogue series 2!

5500+ Registrations from 180+ Indian and International cities 30 speakers from across the world

We’ve got over 2000 questions from you through the series. They’ve helped us structure our conversations and will continue to inform our upcoming initiatives. Stay in touch and continue to be a part of our Urbanlogue community.