

urbanlogue



Presented By:



Knowledge Partners:



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giz

urbanlogue

Episode 6

**Effective
Communication and
Outreach for
Sustainable Mobility**

+ + + +
+ + + +
+ + + +
+ + + +

In discussion with:

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

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

REGISTER NOW!
24th JUNE

3:00 pm (IST),
Wednesday

Presented By:



Knowledge
Partners:



Implemented by
giz



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

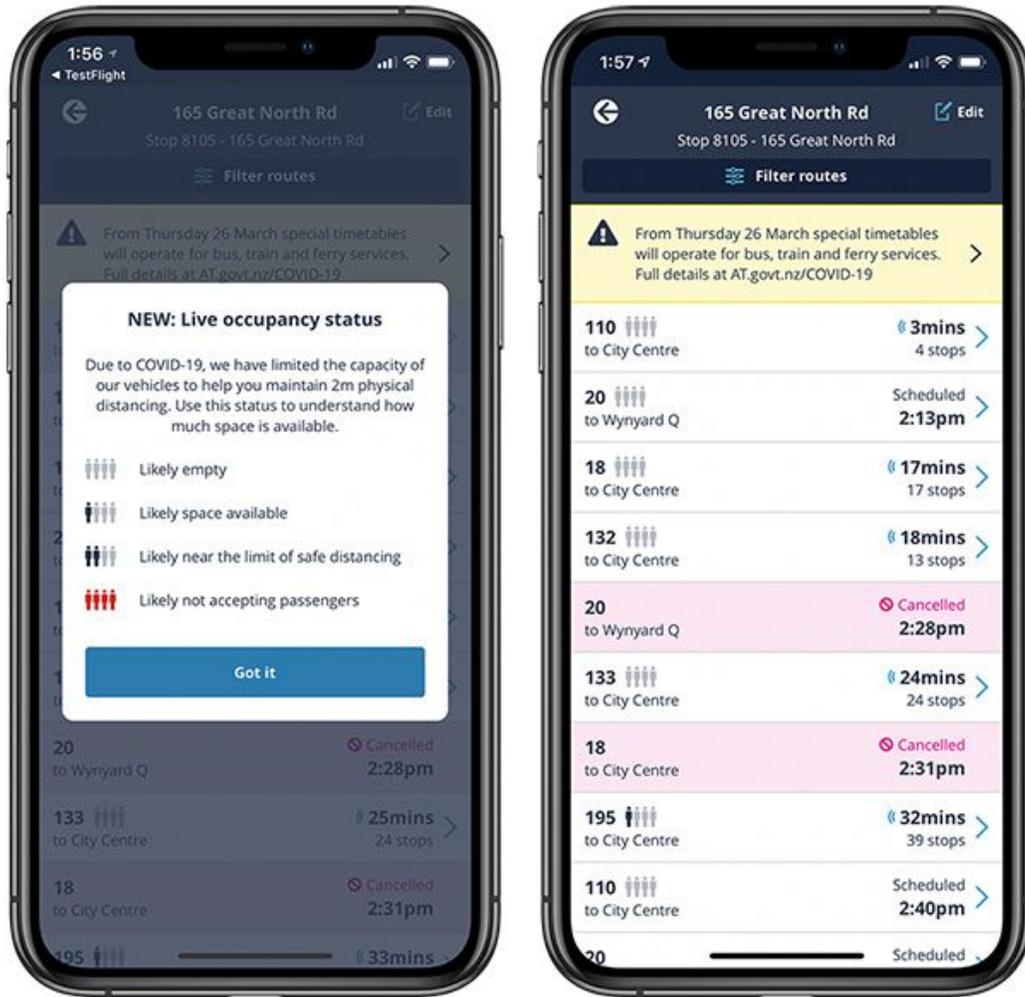


Photo: Live occupancy status shown in Auckland Transport's app
Source: Auckland Transport



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

- Spacious (여유) in green
- Normal (보통) in yellow
- Crowded (혼잡) in red

Photo: Information panels in Seoul show occupancy data in bus stations
Source: iglus.org

Inform - Data to make travel choices

Kingston Rail Station

Brighton Rail Station

Leaving Arriving

Today 07:15

Hide preferences <

Plan my Journey

My Journeys Recents

[Plan a journey](#) and add to favourites for quick access in the future.

Public transport Cycling Walking

Travel by [select all](#) | [deselect all](#)

<input checked="" type="checkbox"/> Bus	<input checked="" type="checkbox"/> Tube
<input checked="" type="checkbox"/> National Rail	<input checked="" type="checkbox"/> DLR
<input checked="" type="checkbox"/> London Overground	<input checked="" type="checkbox"/> TfL Rail
<input checked="" type="checkbox"/> River Bus	<input checked="" type="checkbox"/> Tram
<input checked="" type="checkbox"/> Emirates Air Line	<input checked="" type="checkbox"/> Coach

Show me

<input checked="" type="radio"/> The fastest routes	<input type="radio"/> No accessibility requirement
<input type="radio"/> Routes with fewest changes	<input type="radio"/> Use escalators, not stairs
<input type="radio"/> Routes with least walking	<input type="radio"/> Use stairs, not escalators
	<input type="radio"/> Step-free to platform only
	<input type="radio"/> Full step-free access

Access options

Preferences

I only want to walk for a maximum of

My walking speed is

Travel via

Outside London Search outside London

Optimise for walking

I'd rather walk if it makes my journey quicker

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

Orchard Central, 181 Orchard Rd, Singa...

Bukit Panjang MRT Station, Upper Bukit

Leave now OPTIONS

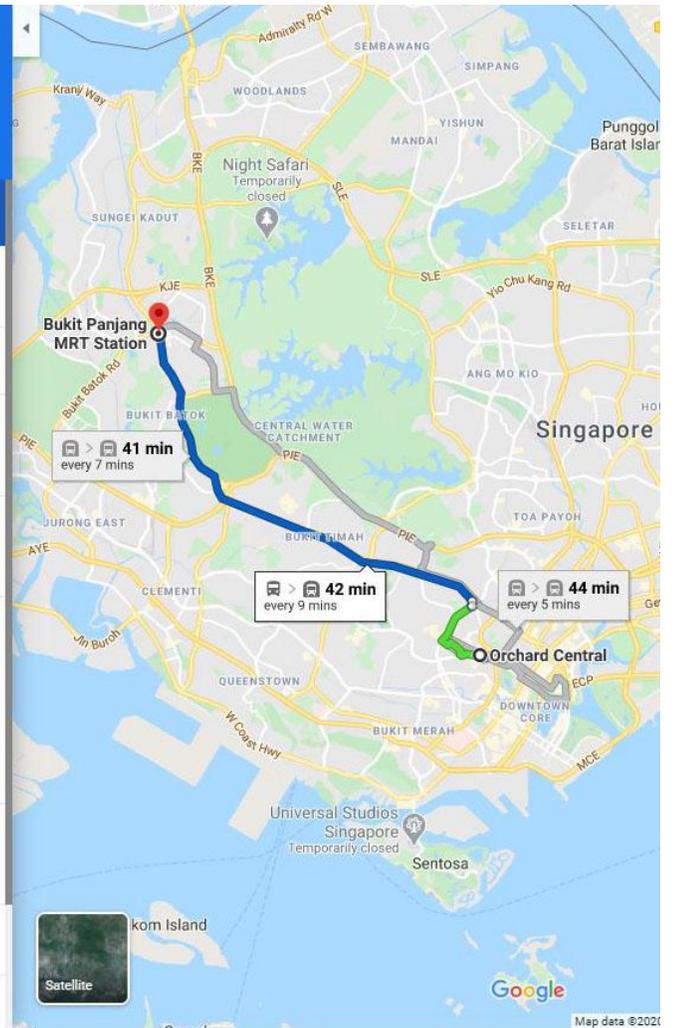
Public transport services may be impacted due to COVID-19.

Send directions to your phone

9:33 PM–10:16 PM	43 min
9:32 PM–10:13 PM	41 min
9:33 PM–10:15 PM	42 min
9:36 PM from Winsland Hse	6 min every 9 mins
9:32 PM–10:16 PM	44 min

SCHEDULE EXPLORER

Explore Bukit Panjang MRT Station



Snippet: Realtime navigation by Public Transport options
Source: Google Maps

Inform - Travel routes through on-site panels

डेक्कन बस स्टॅंड बस लेन नकाशा

मार्गे
कर्वे रोड, पौड रोड
Via
Karve Road,
Paud Road

Bus Lane 1
बस लेन 1

74 110 80 82 85 R2
161 102 91 284 107 R4
376 219 237 281 282 रातराणी

Deccan Bus Stand Bus Lane Map

Pune Darshan
टिकट विक्री
Ticket Sale

89 26 27 42 46 41 51 58 12
90 299 376 253 111 59

मार्गे स्वार्गेट

Bus Lane 2
बस लेन 2

2B 2A

मेट्रो फीडर सेवा
Metro feeder service

Bus Lane 3
बस लेन 3

M3 M2 M1

Bus Lane 4
बस लेन 4

58 59 93 104 105

Bus Lane 5
बस लेन 5

70 84 87 279

आपण येथे आहात
You are here

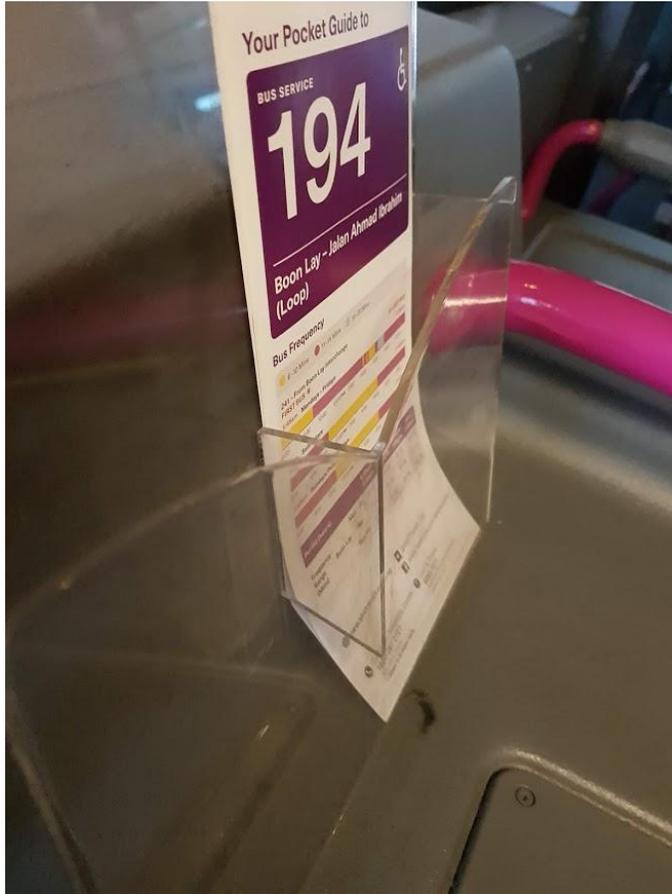
Implementation Partner
COSIGN
MODULAR SIGN SYSTEMS

PMPML Design Studio
a studiosign initiative



Photo: Bus information panels in Pune, in English and local languages
Source: ITDP

Inform - Travel routes through pocket guides



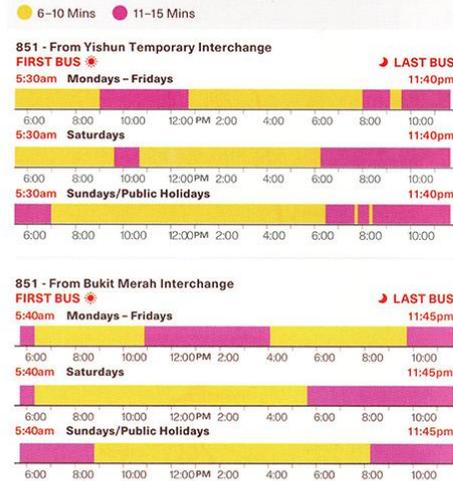
Your Pocket Guide to

BUS SERVICE

851

Yishun - Bukit Merah

Bus Frequency



www.sbstransit.com.sg
@SBSTransit_Ltd
www.facebook.com/sbstransittd

From Yishun Temporary Interchange

Road Name	Bus Stop No.	Bus Stop Name	Dist (km)
Yishun Ctrl	59009	Yishun Temp Int NS12	0.0
Yishun Ave 2	59072	Yishun Stn Exit E NS13	0.3
	59069	Opp Blk 757	0.6
	59059	Blk 608	1.3
	59049	Opp Khatib Stn NS14	1.8
	59039	Yishun Sports Hall	2.2
Lentor Ave	59029	Aft Yishun Ave 1	2.9
	59019	Aft Sg Seletar Bridge	3.6
	55279	Lentor Flyover	4.8
	55269	Opp Bullion Pk Condo	5.1
	55259	Opp Countryside Est	5.3
	55249	Bef Yio Chu Kang Rd	5.6
Ang Mo Kio Ave 6	55179	Opp Castle Green	6.1
	55189	Yio Chu Kang Stn NS15	6.5
	55209	Anderson JC	7.0
	54059	Bef Ang Mo Kio Lib	7.3
	54049	Courts Ang Mo Kio	7.6
	54039	Bef Al-Muttaqin Mque	7.9
	54019	Aft Blk 304	8.5
Marymount Rd	53169	Blk 254	9.0
	53159	Blk 260	9.3
	53149	Whitley Sec Sch	9.8
	53139	Marymount View	10.1
	53129	Opp Marymount Stn	10.6
	53119	Aft Bishan St 21	11.0
	51089	Bef Marymount Convent Sch	11.4

Bus Frequency

Period (hours)		6:30am-8:30am	8:31am-4:59pm	5:00pm-7:00pm	After 7:00pm
Frequency Range (Mins)	Yishun	Mon - Fri 8-9	7-12	8-10	10-12
		Sat 8-9	8-12	9-12	11-13
		Sun/PH 9-11	8-10	9-12	10-12
Bukit Merah	Mon - Fri	9-10	8-12	8-10	8-11
	Sat	9-10	8-10	10-11	11-13
	Sun/PH	12-13	8-12	8-10	10-11

Customer Relations Centre
 1800 287 2727
 Operating hours: 7.30am to 8.00pm daily

Lost & Found
 6383 7211
 Available throughout bus/train operating hours

Road Name	Bus Stop No.	Bus Stop Name	Dist (km)
Thomson Rd	51059	Aft Toa Payoh Rise	12.0
	51049	SLF Cplx	12.4
	51039	Opp S'pore Polo Club	12.7
	51029	Opp Old Police Acad	12.9
	51019	Thomson Flyover	13.1
	50059	Opp Thomson Med Ctr	13.6
	50049	Opp Novena Lodge	13.8
	50038	Novena Stn NS20	14.3
	50029	Opp United Sq	14.7
Keng Lee Rd	50019	Parish of Christ Ch	15.3
Kg Java Rd	40109	Opp KK Women & Child Hosp	15.5
Bt Timah Rd	40019	Little India Stn NE7/DT12	16.0
Sungei Rd	07539	Opp Rochor Stn DT13	16.4
Ophir Rd	07589	Opp Rochor Ctr	16.8
Nth Bridge Rd	01139	Parkview Sq	17.3
	01039	Bugis Cube	17.6
	01029	Cosmic Insurance Bldg	17.8
	04168	Aft City Hall Stn Exit B NS25/EW13	18.4
	04249	Opp The Treasury	18.6
Sth Bridge Rd	05029	Boat Quay	19.0
Upp Cross St	05131	Opp Hong Lim Cplx NE4/DT19	19.6
New Bridge Rd	05039	New Bridge Ctr	20.1
	05019	Opp Pearl's Ctr	20.4
Outram Rd	06011	Opp Outram Pk Stn EW16/NE3	20.9
Tiong Bahru Rd	06051	Blk 55	21.5
	10141	Blk 18	21.8
	10151	Ctrl Green Condo	22.2
	10161	Opp Tiong Bahru Plaza EW17	22.4
	10171	Opp Tiong Bahru Pk	22.8
Henderson Rd	10359	Aft Tiong Bahru Rd	23.0
	10349	Blk 116	23.3
Bt Merah Ctrl	10009	Bt Merah Int	24.0

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



Use our walking and cycling routes 

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

Thanks for sharing Ferronibah

<https://tfl.gov.uk/travel-information/improvements-and-projects/streetspace-for-london> See Less

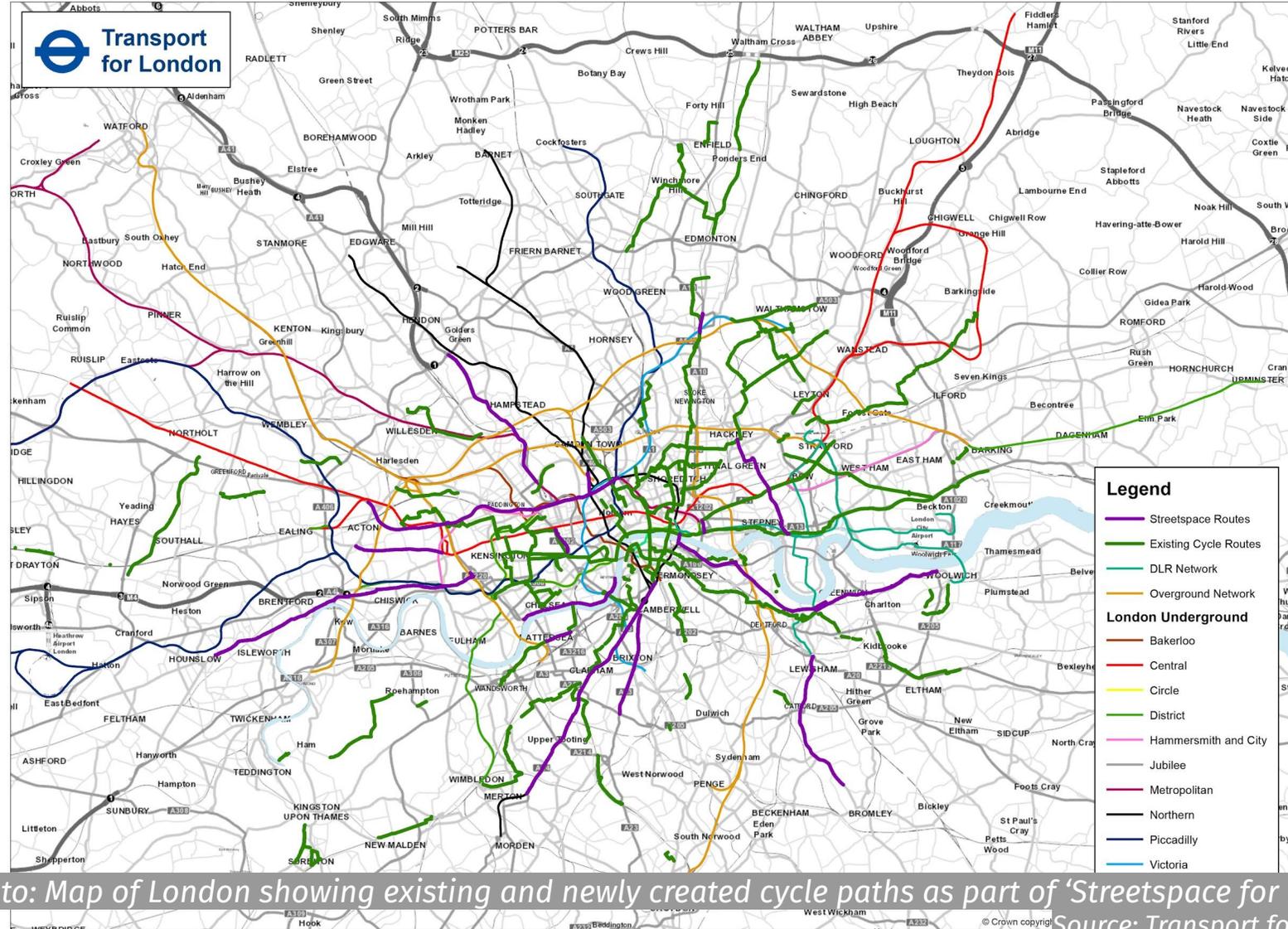


Photo: Map of London showing existing and newly created cycle paths as part of 'Streetspace for London' Source: Transport for London

15 May 2020

Expanding London Streetspace Plan for Cycle Routes

Persuade - Shift towards sustainable modes

W
TH
A D
AN

CONGES

e-Paper | Sunday Chronicle

DECCAN Chronicle

NATION, CURRENT AFFAIRS

BMTC Bus Yatra a success: 22 km in 15 minutes at 9.30 am!

DECCAN CHRONICLE.
Published Dec 12, 2019, 1:42 am IST Updated Dec 12, 2019, 1:42 am IST

Many volunteers take part to promote Bus Priority Lane on Outer Ring Road.



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

Volunteers and techies hold a placard urging people to take BMTC buses plying on Bus Priority Lane, in Bengaluru on Wednesday (Photo: DC)



STUCK IN A JAM?
WASTE TO OFFICE?
GOOGLE MAPS IS ALL RED?

DEO WORLD OPINION CITIES

lanes To Cut S LANE!

eds lot of infrastructure-
aluru Police Commissioner



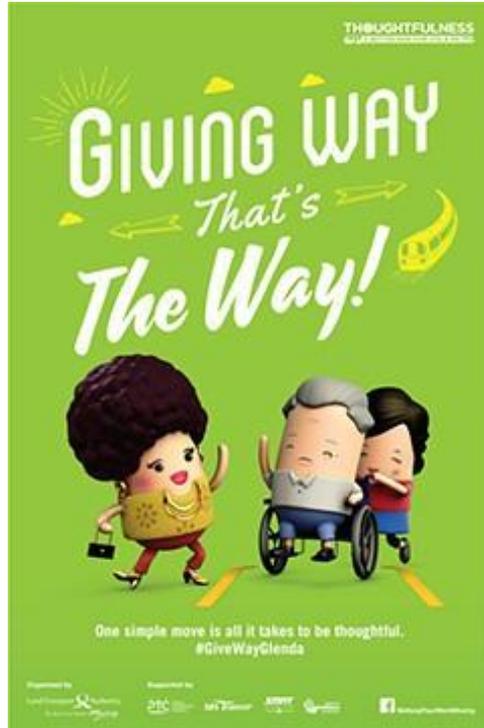
Persuade - Nudge behaviour change



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

Engage - For collaborative decision-making



Bengaluru: Cycle sales on upswing post lockdown

Charan Sadu | TNN | Jun 14, 2020, 12:53 IST



Representative image

BENGALURU: The first thing that wildlife enthusiast Hari Somashekhar did after the lockdown eased was gift himself a cycle. The reason: To improve his fitness



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

Naveen.Menezes
@timesgroup.com
TWEETS @BangaloreMIRROR

The Directorate of Urban Land Transport (DULT), which reports to the Urban Development Department of the State Government, is examining the

proposal between Central Silk Board 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 officers, including DULT Commissioner V Manjula, 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. Authorities expect the cycle lane on the

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 budding cyclists.

"Cycling, besides keeping one fit, will also help the cyclist to stay socially distanced and provides 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 bus lane but the project is far from complete

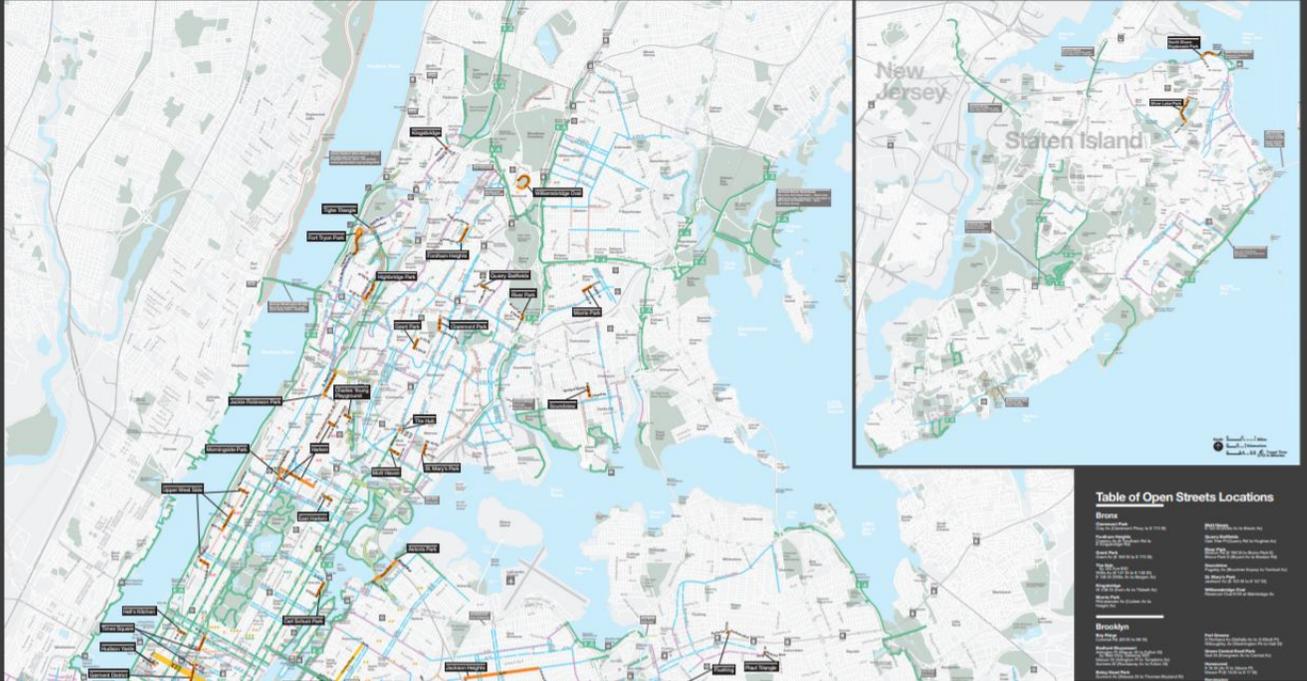
having a dedicated cycle lane on the left side of the main carriageway, ORR, where the Bruhat Bengaluru Mahanagara Palike (BBMP) is already the cycle lane might come up on the right side of the service road

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

Engage - To understand citizen perceptions

Open Streets: New York City

See table for Open Streets location details (right)



City of Wayne Citizen Satisfaction Survey

Thank you for your participation in this survey. All answers will remain completely confidential - your name will not be shared. Please complete and return the survey in the enclosed postage-paid envelope.

- First, please rate your **local law enforcement** (police department/sheriff's office, etc.) and rate it on the following attributes using a scale from 1 to 10, where 1 means "**Poor**" and 10 means "**Excellent**" on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Respectful treatment of citizens	<input type="checkbox"/>										
Fair and equitable enforcement	<input type="checkbox"/>										
Safety education	<input type="checkbox"/>										
Quick response	<input type="checkbox"/>										

- Now, think about the **transportation infrastructure** in your community and rate it on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Road maintenance	<input type="checkbox"/>										
Road signage	<input type="checkbox"/>										
Amount of traffic congestion on the roads	<input type="checkbox"/>										
Public transportation options	<input type="checkbox"/>										
Accommodation for bicycle and foot traffic	<input type="checkbox"/>										

Your Budget.
We're Listening.

Share your feedback on the City's Draft 2020 Budget.

Get Involved.

victoria.ca/budget

2020 Budget Town Hall

Thursday, November 21

6:30 p.m.

Victoria City Hall or E-Town Hall

- All are welcome.
- Free childminding.
- Complimentary refreshments.

Online Survey

View the Draft 2020 Budget and complete our survey by

November 24

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



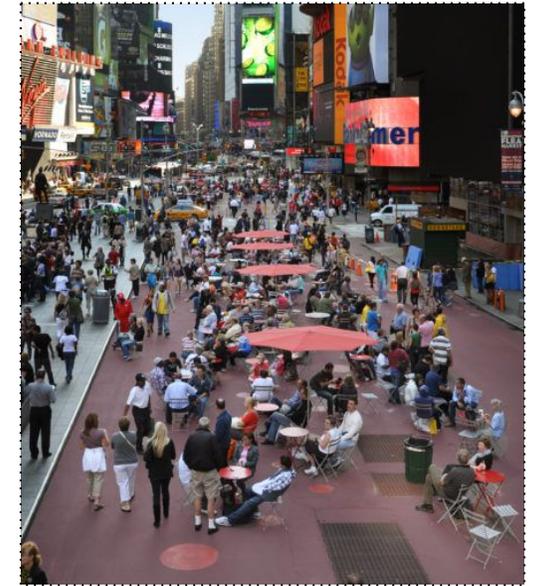
New York Open Streets with signages on speed limits and travel modes
Source: New York Daily News

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

Create a branding strategy



60+ visual identities were unified as one brand - Amsterdam
Source: edenspiekermann

Establish a communication cell



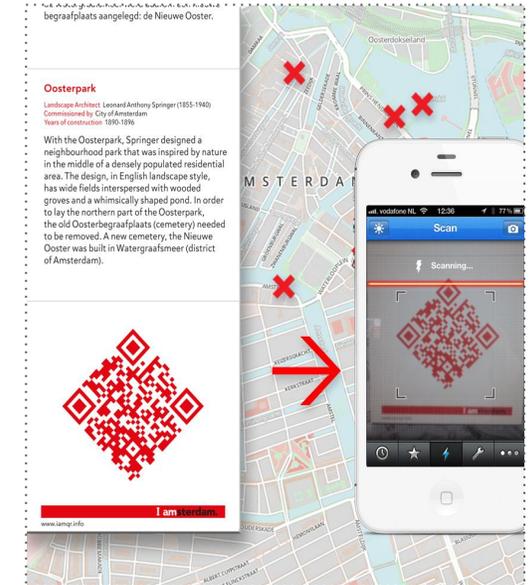
Officials discussing city's communication strategy for pedestrian plaza project, Chennai
Source: ITDP India

Allocate funding for outreach



UK gov't'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 :::

urbanlogue

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.



Presented By:



Knowledge
Partners:



Implemented by
giz

the
urbanlogue
team



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