















#### How can non-government partners help cities?



Capture the mobility problems citizens and public transport operators face through surveys & consultations



Build citizen demand for public transport through media outreach and events



Guide city
authorities and
startups to develop
solutions that meet
the needs of the
citizens



Help cities evaluate the impact of the solutions after testing with citizens

#### How can cities reach out to non-government partners?



Click here to see the NGOs who have registered for the challenge

Reach out to NGOs, Social Enterprises, Research and Academic Institutions to support you in transforming public transport in your city.

Spread the word through personal interactions, social media, newspapers, and mailers

\*Cities can decide with whom to collaborate and add as a Task force member

## Share the press note with your local newspapers

### Help [CITY NAME]'s Public Transport Recover from COVID-19

As our city braves through these challenging times, [CITY NAME] is committed to make our buses, trains, and other transport services like shared autos, e-rickshaws COVID-safe. By participating in the Transport AAII challenge— an initiative of the Ministry of Housing and Urban parucipating in the transportabil challenge— an initiative of the ministry of mousing and undark

Affairs (MoHUA)— [CITY NAME] will improve public transport to better serve the mobility needs of all citizens, especially during and after this pandemic.

[CITY NAME] is seeking support from NGOs, social enterprises, academic and research INSTITUTION IS SEEKING SUPPORT HOLL INCOME, SOURCE EMETINISES, AUGUSTRIC AND TESTING. IN INTERPRETABLE OF THE PROPRIES AND DESCRIPTIONS TO IMPROVE INSTITUTIONS TO IMPROVE INSTITUTION OF THE PROPRIES OF THE PROPRIES AND DESCRIPTIONS TO IMPROVE INSTITUTIONS. mountee to neith the city anaerstand the needs of the people and desential services.

public transport that will help all citizens access jobs and essential services.

\*Please add a quote by a city official highlighting the role buses/trains or shared autos played for

COVID-19 brought our city to a halt. Yet buses, trains, shared autos, and e-rickshaws continued to serve those in need, helping government officials, nurses, doctors, maintenance workers, and

Through the Transport4All challenge, the city will work towards resolving the most critical problems citizens face— overcrowding in vehicles, unaffordable fares, long travel time etc.— and rebuild people's trust in public transport. Better public transport will help all citizens move safely revulle people's usus in public usinsport, better public transport will help all cluzens move during the pandemic and make the system more resilient to such outbreaks in the future.

[CITY NAME] has previously taken steps to improve the public transport services by (add the initiative the city is taking already like procuring buses, introducing e-rickshaws etc, if any).

Please add a quote by a senior city about the need to make public transport safe, reliable and

How can citizen groups, NGOs, social enterprises, and academic and research

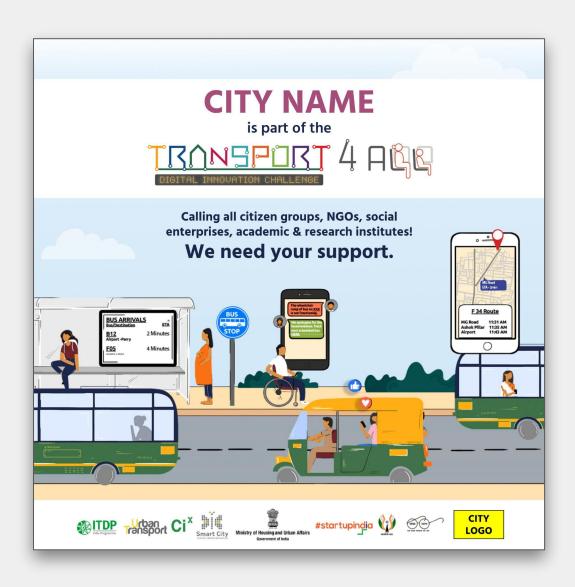
They have an important role to play. They can support the city in the following ways:

- Capture the mobility problems citizens face, especially vulnerable groups, through
- Build citizen demand for public transport through media outreach and events Guide municipal corporations and startups to develop solutions that meet the needs of
- Evaluate the impact of the solutions after testing them with citizens

- 1. Download the press note template
- 2. Edit the highlighted sections
- 3. Share with your local newspapers

Click here to download the press note template

#### Spread the word through social media



- **1. Edit your city name** in the intro tile.
- 2. Insert your city logo in the first and last slides.
- **3. Download** the other slides from the folder.
- 4. Share widely on social media.

Click here to view the detailed steps and template















# TRANSPURT 4 AUG

www.transport4all.in

contact@transport4all.in for any queries