

Proposed Marketing Plan for Public Transport

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Introduction

- Ambitious and visionary strategies have to be put in place.
- Cities would be worse off without Public Transport!
- Public Transport provides safe, sustainable & cost-effective mobility.
- Our aim is doubling market share of Public Transport by year 2020.
- Alleviate congestion by using Public Transport modes.



Marketing Plan elements

Establishing a pricing policy (rebates, bonus, integrated fares, etc).

Communication: image and branding.

Loyalty schemes for permanent passengers.

Product development and mobility management concept.

Incentivize employers to develop company travel plans.



Marketing Objectives

- Build on the current level of awareness to educate potential users about the services available and how to take advantage of them.
- Promote the benefits of service (economy, convenience, mobility) and for community (reduced congestion, reduced auto emissions, mobile workforce and student population).
- Improve the ease of understanding and using the service through enhanced passenger information tools and effective use of available technology.
- Communicate effectively with current riders, employees, City decision makers and partner to insure that all are working in coordinated manner to maximize ridership, customer satisfaction and community support.

Marketing & Advertising Strategy

- Rebrand with a new name and look that will increase visibility and awareness, This will include a new name, logo, vehicle graphics and bus stop signage.
- Use available technology to make the system easy for novice riders to understand.
- Enhance passenger information and make it easier for new riders to learn to use services.
- Utilize exterior bus ads to increase service awareness.
- Continue to support and participate in outreach to employers and employee groups with Rideshare.

Facts & Figures

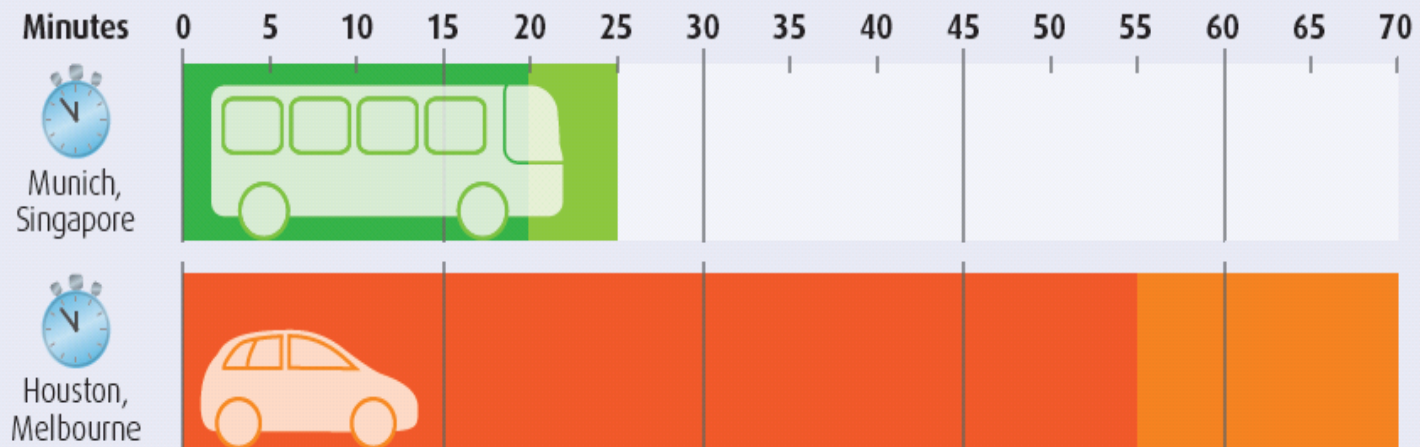
Let helps the planet breathe

- PT consumes 3-4 time less energy per pass-km.
- Transport = 19% of GHG emissions in the world.
- PT is the most cost-effective mobility offer for all layers of community.
- congestion costs 2 % of GDP.



Facts & Figures

The access time to 500,000 jobs varies from 20/25 minutes in cities with a high modal share of public transport, walking and cycling, such as Munich and Singapore to 55/70 minutes in cities such as Houston or Melbourne which heavily rely on private car.



Thank you!