MAN_02 'Campaigning for sustainable forms of transport, such as PT, walking and cycling. Establishing a PT culture with PT as a green, safe, inclusive, and social space'

Objectives of the measure

- **At measure level:**
  - Improve public perception of PT
  - Raising awareness on climate-friendly mobility
  - Raising awareness on available/ new/ upgraded PT-services
  - Raising awareness on further (active) mobility options and its combination with PT

- **Contributing to city level objectives of:**
  - Promoting the use of PT and active modes
  - Establishing a mobility culture on PT and raising the identification of citizens with PT

Description of the measure

- **Situation before**:

The communications budget of rnv as a public transport company is limited. At the same time, rnv is a provider of services to the public and must therefore consider all citizens and user groups.

However, beyond customer service, public transport communication and marketing with its limited resources, is often tied to product communication, such as: advertising the opening of a new line, the introduction of a new ticket offer, or updated/new (digital) services. There is much more corporate communication, e.g., about changes in service offerings, construction projects and their openings, special events, projects, and so on.

But there is hardly space or budget for a comprehensive, pro-public transport campaign for sustainable mobility.

- **General description:**

This communication campaign has the following main focuses:

1) *Climate campaigning* for PT related sustainable mobility to establish a positive culture of public transit focused on PT as an environmental, safe, and inclusive services
2) Ensure citizens know how their PT can be used to complete their journeys through marketing efforts for services which improve connectivity in *suburban areas to support PT in "the last mile"*
3) Continue to *positively influence community perceptions* of public transportation, also with a *focus on specific target groups*

Climate change and sustainable passenger transportation will become even more important in the future. Resources are becoming scarcer, and international climate targets are tightening. Active support for PT through suitable advertising measures and campaigns are essential here. Amongst other activities, rnv will launch a climate-friendly mobility campaign, to strengthen local PT-culture.

- **Measure outputs:**

This measure will deliver:

- Concept, design and content update for a landing page on which the rnv presents its contribution to climate protection
- Development, supervision and evaluation of a sustainability campaign which includes various relevant events and topics (e.g., earth hour or BUGA 23 (national garden show))

- **Interaction with other city measures: UPPER and non-UPPER measures**

This measure actively supports MAN_01, MAN_04, MAN_06 and MAN_07, by improving awareness and perception for PT in general, thus also promoting the services and improvements brought by the measures above.

Target groups and/or geographical impact areas

- **Target groups:**
  - PT-users
  - Non-PT-users/ citizens/ public
- **Geographic impact area:**
  - The measure will have a direct effect on Mannheim. As direct campaign costs are not covered under this project, the campaign concept and materials can be used across the service region of rnv, covering the metropolitan area of Rhein-Neckar with the three cities of Ludwigshafen, Mannheim, and Heidelberg.

Stakeholders

The following stakeholders will be required for the implementation of this measure.

- Rhein-Neckar-Verkehr GmbH (rnv) - Department Communication and Marketing: project lead & expert

U-tools support

The implementation of this measure will not be actively supported by IT tools from the UPPER toolkit.

Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **IDF_08:** Improve public perception of PT [PULL]
- **LIS_08:** To implement campaigns and partnership initiatives [PULL]
- **TES_09:** To raise environmental awareness and trigger behavioural change towards PT [PULL]

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Development of campaign concepts and projects	- Campaign concept finalized
Preparation	Preparation of campaign materials and resources needed; including media plan, channels, formats, and timing	- Campaign materials and resources finalized. - Media plan set
Implementation	implementation of campaign according to media plan, Implementation of landing page	- Monitoring the feedback of campaign - Creation of a landing page - Higher awareness of PT incentive & climate-friendly mobility

Sub-measures and preliminary indicators

Measure	Sub-measure *(if applicable)*	Impact indicators
MAN_02	N/A	- Number of views generated (landing page, social media). - Improved Perception of PT & climate-friendly mobility - Increased Satisfaction with PT offer