

Objectives of the measure

- **At measure level:**
 - Improve the perception of citizens on the quality, comfort, safety and reliability of PT services;
 - Increase the modal share of buses and trams.
- **Contributing to city level objectives of:**
 - Promote the attractiveness of PT modes among citizens;
 - Foster a modal shift from private vehicles towards PT and active modes.

Description of the measure

- **Situation before:**

In the city of Lisbon the majority of people choose private cars as their preferred mode of transport. This reality is shaped by a generalized perception of citizens of a lack of flexibility, comfort, and availability of suitable PT options to fulfil their travel needs.

In recent years, the mobility stakeholders in the city undertook several measures to change this trend. Most notably: the creation of a global transport coordinator (TML) whose role is to integrate PT services of different modes and, critically, different municipalities, to create a seamless travel experience within and across regions; the creation of a universal monthly PT pass (navegante), that allows using any PT mode at an affordable price; and the launch of the new metropolitan bus services, in a network with 800 lines and more than 12.500 bus stops. Upon their implementation, these measures produced positive results in the uptake of PT modes; however, the COVID-19 pandemic negative impacts counterbalanced these trends, fundamentally changing the observed mobility patterns, as well as the perception of the safety of mass-transit modes. Nowadays the number of PT users and PT trips are already higher than before COVID-19, but maybe these numbers could be significantly higher if the pandemic had not strike.

This context calls for the uptake of actions geared towards the showcasing of the benefits of PT services (on a personal and city-wide level), and the redesign of the existing services to increase their appeal to car users.

- **General description:**

This measure will develop an ambitious marketing campaign to showcase the benefits of PT services; this campaign shall highlight the seamless integration between modes, and the time and geographical coverage of existing services, in order to raise awareness and appeal to non-frequent PT users and car users. In addition, a study shall be performed to assess how to attract car users and identify potential service improvements that may prompt a shift towards PT.

Depending on the outcomes of twinning activities, new bus service image features will be designed with the aim of rebranding the PT services to increase their attractiveness and improve the perception of users on their comfort and safety.

- **Sub-measures description**

- **LIS_08_01:** Marketing campaign.
- **LIS_08_02:** Service redesign to increase attractiveness of PT.
- **LIS_08_03:** New bus service image features (depends on twinning activities).

- **Measure outputs:**

This measure will deliver:

- An ambitious marketing campaign to disseminate the features of the multimodal PT system in the Lisbon Metropolitan Area;
- An in-depth study on the perceptions of car users regarding PT offer, and the analysis of potential service improvement to attract car users;
- A study on the perceptions of citizens regarding PT services, and the analysis of potential image rebranding strategies to increase their attractiveness.

- **Supporting activities:**

- Citizen engagement campaigns covering the Lisbon Metropolitan Area, to gather their opinions and concerns regarding the availability and quality of the PT service offer;
- Organize meeting with public transport operators and authorities to discuss joint marketing campaigns.

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

This measure is related to other measures in the city of Lisbon aimed at increasing the attractiveness of PT services through a better understanding of the (current and potential) passengers' needs. In particular, this measure is intrinsically linked to:

- **LIS_03:** To improve mobility planning;
- **LIS_10:** To improve the quality and efficiency of the bus service.

Target groups and/or geographical impact areas

- **Target groups:** Regular and occasional PT users, and private car users.
- **Geographic impact area:** Lisbon Metropolitan Area.

Stakeholders

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

- **CARRIS:** PTO for bus and tram service within the city of Lisbon. Main beneficiary in the scope of the project;
- **Other PT Operators:** Carris Metropolitana is the PTO operator for bus services in the Lisbon Metropolitan Area. Main beneficiary in the scope of the project;
- **TML:** PTA for the Lisbon Metropolitan Area;
- **Municipalities:** Represent the citizens in the scope of the project and may convey their broader needs and concerns regarding the available PT offer. Can also facilitate the direct communication between project partners and local communities and citizen groups.

U-tools support

The implementation of this measure will be actively supported by two IT tools from the UPPER toolkit:

- **U-GOV:** This tool shall enable establishing a direct communication channel between mobility stakeholders and citizens. Such a medium can be used to display the qualities of the PT services to the communities; on the other hand, it may also be used to gather information on their perceptions regarding the quality of PT services, their concerns and their needs.

Link to other UPPER measures

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

- **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;
- **LEU_06:** To launch communication campaigns and digital tools to increase the uptake of PT;
- **IDF_08:** Improve public perception of PT;
- **BUD_03:** To understand dependencies between the level of service and passenger satisfaction;
- **OSL_07:** To incentivise the use of PT and shared/active modes of transport.

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Data collection on passengers and citizens' perception on PT services. Collection of data on mobility patterns in the city and in the metropolitan area.	<ul style="list-style-type: none"> - Data collection on passengers and citizens' perception of PT service quality; - Data collection of mobility patterns in the city and metropolitan area.
Preparation	Assessment of historical and feedback data regarding the perceptions on PT. Analysis of potential service gaps and unmet needs. Design of strategies to enhance the image of PT.	<ul style="list-style-type: none"> - Analysis of passenger feedbacks; - Evaluation of car user behaviours and perception on PT services; - Development of service improvement measures; - Development of image rebranding strategies.
Implementation	Definition and implementation of marketing and rebranding strategies.	<ul style="list-style-type: none"> - Engagement of PTOs and definition of joint marketing campaigns; - Implementation of measures; - Monitoring and corrective actions.

Sub-measures and preliminary indicators

Measure	Sub-measure	Impact indicators
LIS_08	LIS_08_01: Marketing campaign to promote PT	<ul style="list-style-type: none"> - Number of PT users reached by the campaign; - Number of car users reached by the campaign; - Modal share of PT; - Modal share of private cars; - PT users' satisfaction with PT services.
LIS_08	LIS_08_02: Study to assess how PT can attract users of private cars	<ul style="list-style-type: none"> - Modal share of PT; - Modal share of private cars; - Number of identified strategies/opportunities to attract car users to PT modes.
LIS_08	LIS_08_03: New bus service image features, depending on twinning activities	<ul style="list-style-type: none"> - Modal share of PT.