

Objectives of the measure

- **At measure level:**
 - Improve perception of public transport by improving communication
- **Contributing to city level objectives of:**
 - Increase the use of public transport, in particular among groups who have a negative perception of public transport

Description of the measure

- **Situation before:**

While perception of the availability of public transport is positive, perception of the reliability and comfort of public transport is generally negative. This limits uptake of public transport among groups who have alternatives (mainly personal car) that are regarded much more positive.

An important case that will be part of this measure is the issue of public busses driving through the city centre and especially through one of the main shopping streets (Bondgenotenlaan). This is seen as a hindrance rather than an important service by at least some of the citizens and some of the shopkeepers in particular. Lobbying has led to an increasing number of days each year that busses are not allowed to drive their normal route through the centre. This is detrimental to the service level of the PT service.

- **General description:**

This measure aims to increase the uptake of public transport and the use of park&rides specifically by implementing communication/nudging campaigns, aimed at specific groups. Strategies for realizing behavioural change, including nudging and gamification, will be identified and assessed in a participatory process. Social media campaigns and influencer marketing, ambassador programmes and more traditional marketing will be implemented to improve the perception of public transport. The measure in particular aims to identify and deploy strategies to improve the perception of city centre routes.

- **Measure outputs:**

- Communication strategy plan
- Communication campaigns

- **Supporting activities:**

Focus groups/citizen engagement to pinpoint effective communication strategies

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

- LEU_01: identify target groups
- LEU_03: improve information services
- New network plan to be introduced in 2024-2025: the implementation of new lines and a new general structure of the bus network will be an important context for communication efforts in the coming years.

Target groups and/or geographical impact areas

- **Target groups:** All potential PT users, focus target groups to be identified
- **Geographic implementation area:** City of Leuven

Stakeholders

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

- **Municipality:** responsible for SUMP, policy on modal shift that could benefit from better public perception of PT
- **Regional government:** responsible for PT operations
- **De Lijn:** public transport operator, data provider

U-tools support

This measure will be actively supported by one IT tool from the UPPER toolkit:

- **U-GOV:** citizen engagement to pinpoint effective communication strategies

Link to other UPPER measures

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

- **IDF_08:** Improve public perception of PT
- **BUD_03:** To understand dependencies between the level of service and passenger satisfaction
- **LIS_08:** To implement campaigns and partnership initiatives

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Analysis of current situation and development of general communication strategy regarding PT	<ul style="list-style-type: none"> - PT perception analysed - Target groups identified - Launch of participatory process to design the communication strategy - Communication strategy plan designed
Preparation	Apply communication strategy to specific campaign designs	<ul style="list-style-type: none"> - Communication campaigns designed (including nudging and gamification strategies)
Implementation	Implement campaigns	<ul style="list-style-type: none"> - Communication campaigns implemented

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
LEU_06	N/A	<ul style="list-style-type: none"> - Number of people involved in participatory process - Number of (potential) users reached - User satisfaction - Discrepancy between perceived service level and actual service level