



08/06/2020
45 minutes

Communication through the COVID19 pandemic

**UITP Online Course on Marketing and Communication
in Public Transport**

Santiago, Chile; 8-11 June 2020

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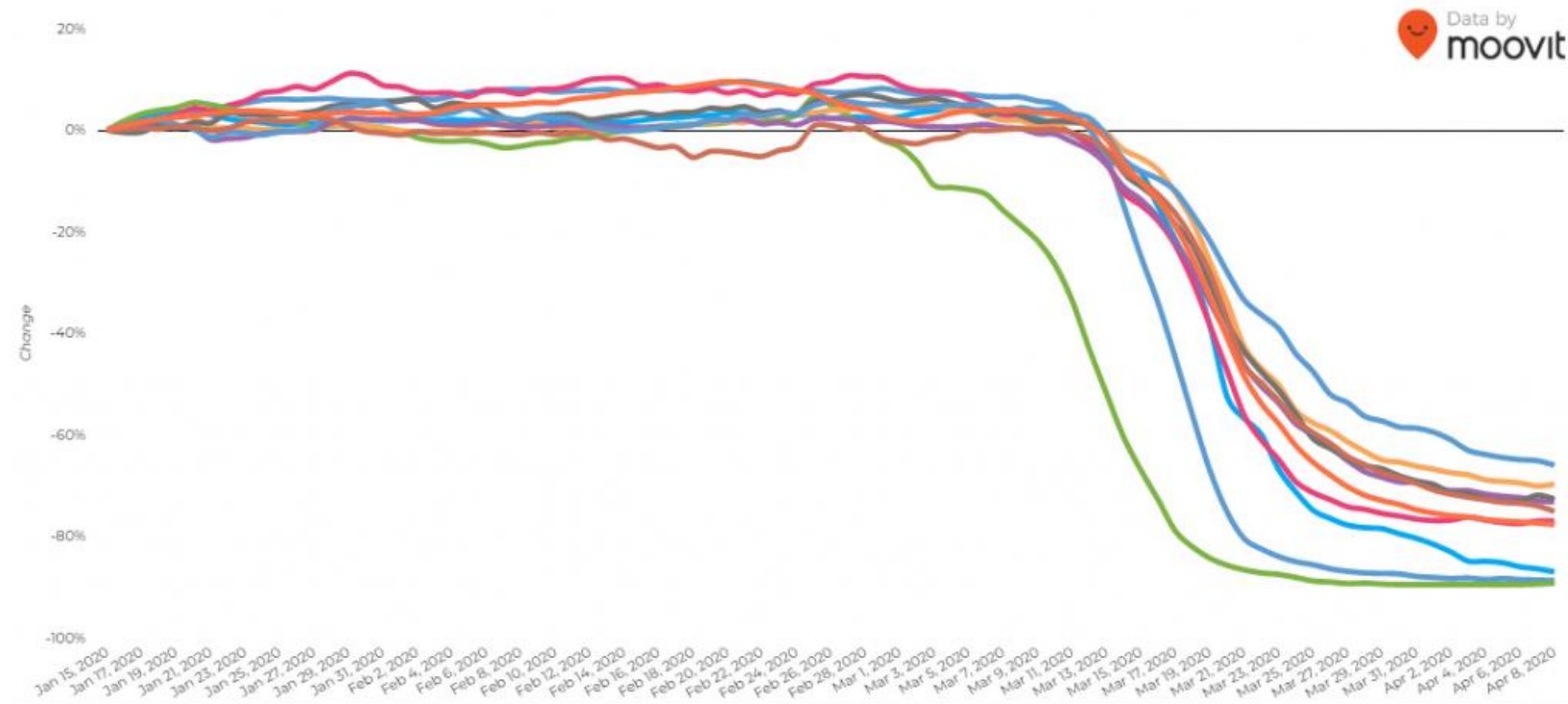
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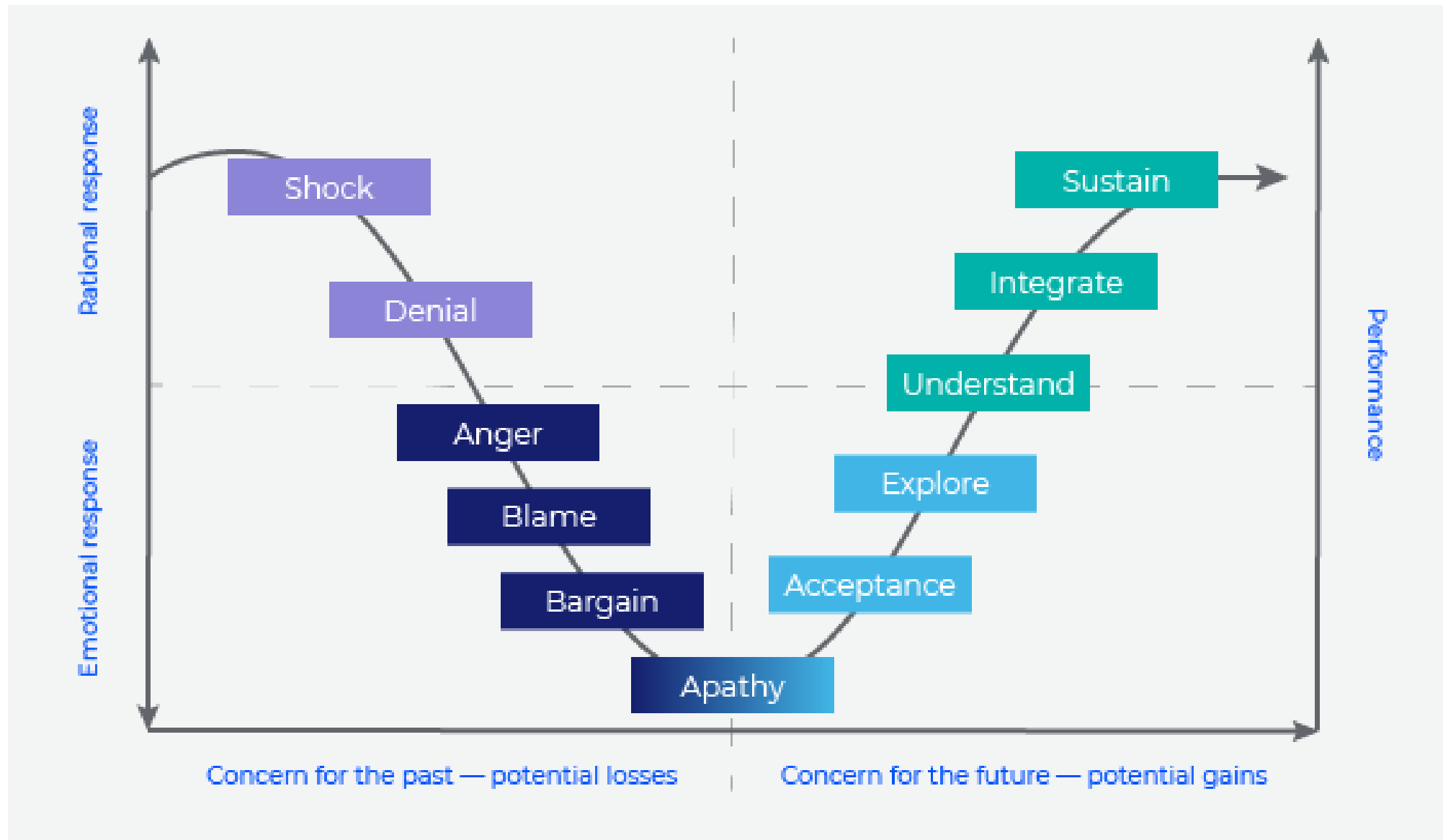
➤ COVID-19 AND PUBLIC TRANSPORT

- COVID-19 has severely affected the ridership and financial position



Evolution of public transport ridership in select cities around the world between January and April 2020. Source: Moovit.

> HUMAN RESPONSE TO CRISIS





COMMUNICATION STRATEGY AT THE BEGINNING OF A CRISIS



Engage Quickly and with Empathy



Show Leadership and Dispel Misinformation

1. Build The Right Team
2. Establish the Facts
3. Address ALL of your Stakeholders
4. Get the Tone of Communications right
5. Hit the most effective channels and don't overload

AVOIDANCE



AVOIDANCE



ASSURANCE



ASSURANCE



> EDUCATION



➤ SOCIAL DISTANCING



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PUBLIC EDUCATION



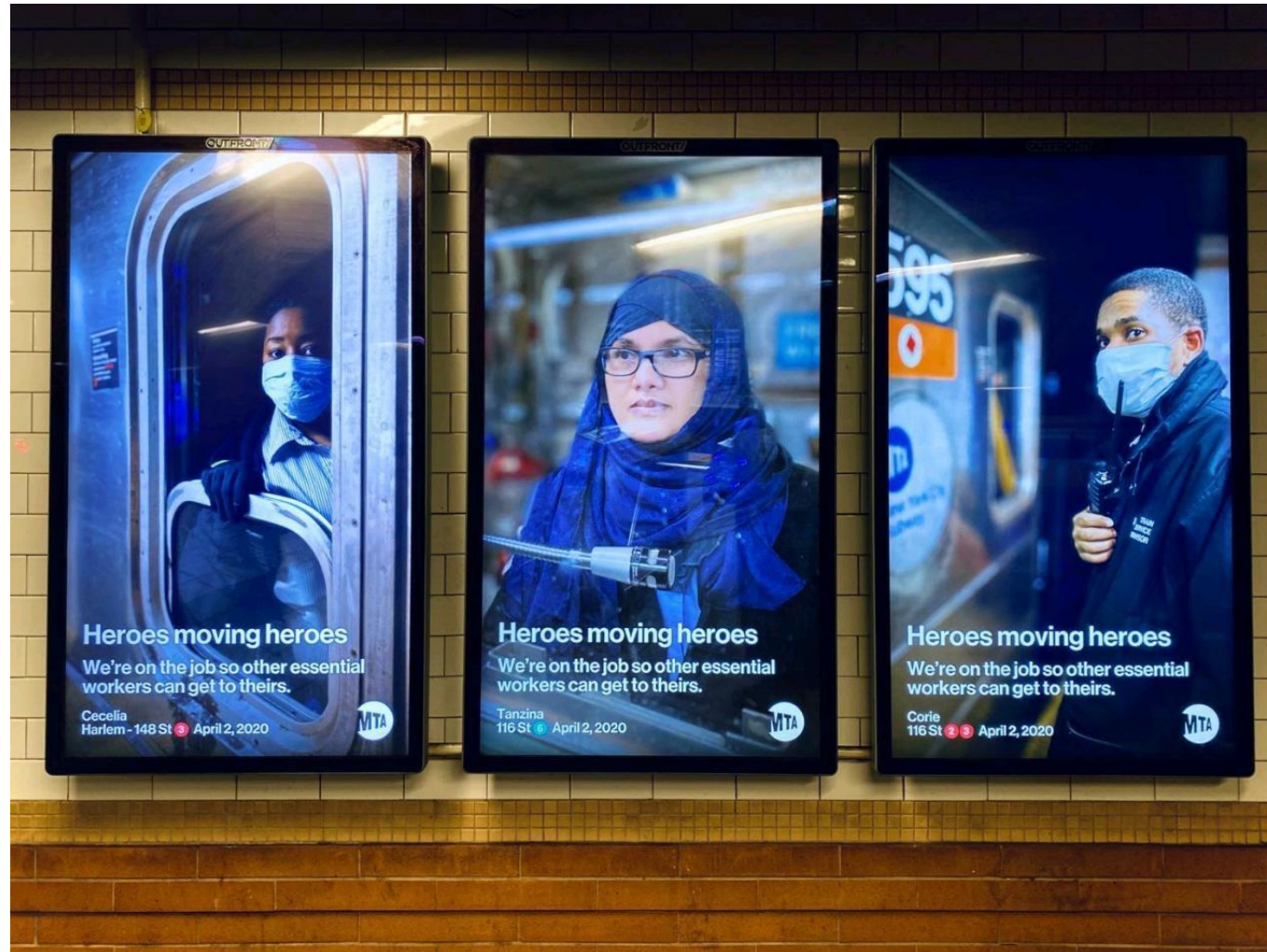
There's a simple rule. You say it again, and you say it again, and you say it again, and you say it again, and you say it again, and then again and again and again and again, and about the time that you're absolutely sick of saying it is about the time that your target audience has heard it for the first time.

- <https://www.economist.com/united-states/2013/07/13/the-war-of-the-words>

➤ THOUGHT LEADERS / INFLUENCERS



> EMPATHY



> HUMOR



EXPERIENCE



OTHER RESPONSES

- Operators have, for example,
 - posted signs across their networks to discourage unnecessary travel,
 - put down floor stickers to mark adequate spacing, and
 - displayed information on how to access medical help.

FORMAL MESSAGING

Be transparent, and regularly send out **honest updates**.

Communicate in an open and **reassuring tone**. Let the world know that **time is being spent effectively** and **improvements** are being made to make travel safe and even more enjoyable.

If the operation is closed, convey the message using a **direct style** and **reassure people that everything is being done to manage the situation**. **Highlight that the reason behind your decision is the safety of the employees and passengers**.

"We believe the most responsible decision we can make in this situation is to temporarily close our operation in order to protect our customers, staff members, their families and friends. It is important for us that we contribute to our community's efforts to try to stop the virus from spreading, which is why we decided to take this step..."

It is important to keep an **optimistic and hopeful tone**.

INFORMAL MESSAGING

Don't stop posting on your blog or social channels.

Use these platforms to inform your followers about how you and your staff spend your time to bring about **improvements**, and to deliver some personal content that helps them **keep their spirits up**.

Some example topics you can create posts about are:

How you are working on **making your public transport safer and more comfortable** - upload photos and short messages

What improvements and developments you're working on to **make your operations smarter** - emphasize how certain new tools and features can not only enhance customer experience but also **lower health concerns**

How your staff are working from home - share **home office photos, videos and personal stories** created by colleagues

Engage customers by encouraging them to **share happy memories and stories**

➤ COVID-19

- **#SocialDistancing, #StayAway #StayHomeSaveLives #TravelBan** has made people averse from **#PublicTransport**



SCAREMONGERING

*I urge all Londoners to do their bit to keep our transport workers safe
by only using public transport if you have no other alternative*

– Sadiq Khan



'We Are Not Essential. We Are Sacrificial.'

I'm a New York City subway conductor who had Covid-19. Now I'm going back to work.

By Sujatha Gidla

Ms. Gidla is an M.T.A. conductor and author.

May 5, 2020



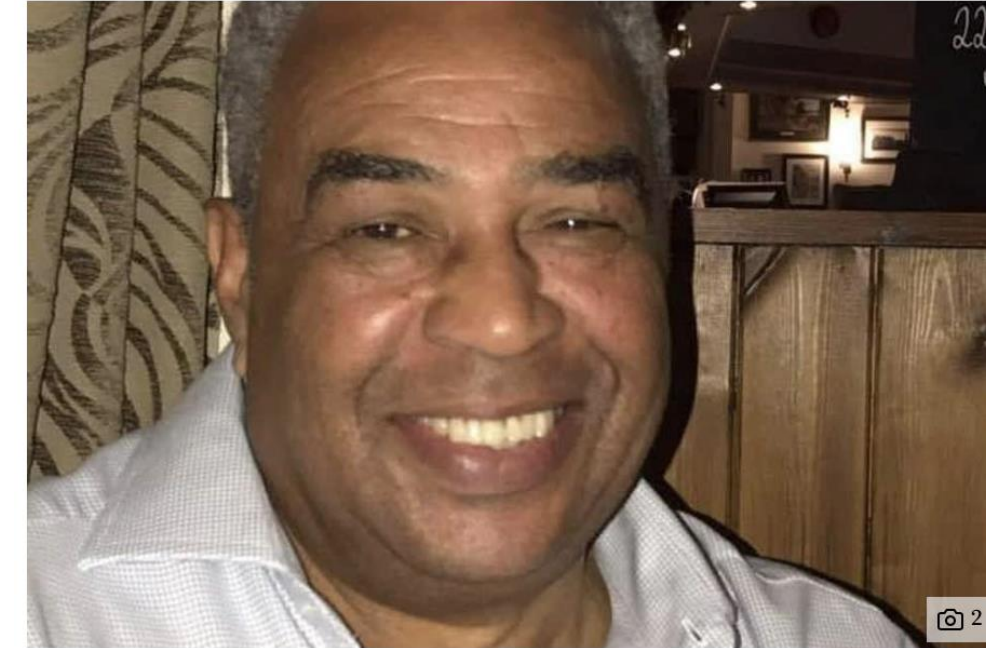
Since March 27, at least 98 New York transit workers have died of Covid-19. Gabriela Bhaskar for The New York Times

When I heard that a co-worker had died from Covid-19 — the first in the Metropolitan Transportation Authority — on March 27, I thought, “It’s starting.” More deaths followed in quick succession, frequently more than once a day. Some of those people I used to see every day and fist bump.

Tragic deaths of 33 bus workers, including 29 drivers, among bus operators in London

London bus driver's family blames lack of PPE for his Covid-19 death

RACHAEL BURFORD |, JOHN DUNNE |, MARTIN BENTHAM | Wednesday 22 April 2020 11:27 | 0 comments



Mervyn Kennedy died with Covid-19 ()

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The family of a **London** bus driver who died with **Covid-19** said today a lack of protective equipment for public transport workers and delays to improving safety had “cost lives”.

Mervyn Mally Kennedy is one of 29 transport staff — including 23 bus drivers and workers — to have died with the virus amid claims they have not been adequately shielded.

<https://www.standard.co.uk/news/london/london-bus-ppe-covid19-death-a4421081.html>

<https://www.nytimes.com/2020/05/05/opinion/coronavirus-nyc-subway.html>

1st Grade

2nd Grade

3rd Grade

4th Grade

5th Grade

6th Grade

Pre-Opening



Innovation





Messaging



Your health.

It's what we live for.



For you,
every day



Let us be your chauffeur



24/7,
we're keeping our
vehicles Covid-level
clean. It's what we do.



We miss
you too
Little Miss.

Come ride
with us.
We've got cake!

ETS

Taking you places



I'm sad. I want my bus back!

We hear you. Your buses
and trains are back - every
15 minutes, 7 days a week.
We're all electric now btw.
Good, eh.

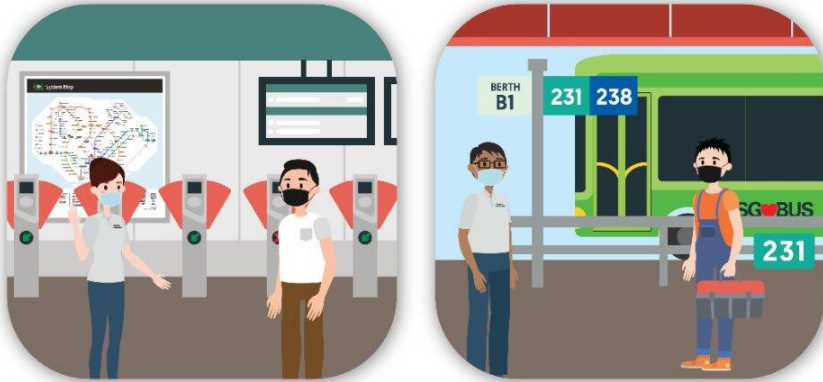


Happenings



In Hong Kong, safe distancing is not imposed in public transport

MASK UP WHEN TAKING PUBLIC TRANSPORT AND POINT-TO-POINT SERVICES



To better safeguard everyone's health,
all commuters must wear masks when travelling
on trains, buses, in taxis, and private hire cars.



In Singapore, mask-wearing on
public transport is mandated – to
better safeguard everyone's
health.

➤ COVID-19 SOCIAL MEDIA STRATEGY

- Focus on **growing your following** not your revenue
- Partner with **influencers** (more valuable than brands)
- More **content** to meet higher consumption
- **Social impact** is highly valued
- Keep relevant by **continued presence**
- **Crowd fund** your strategy



When it is over?



POST-COVID MARKETING PLAN

- **Identify key commuter segments to target**
 - Gender sensitive
 - Age sensitive
 - Ability sensitive
 - Must address equity and social justice
- **The plan must contain policy measures, communication strategy, channels of communication, branding strategy, pricing strategy and social media strategy**

RECOVERY PROGRAMME

- Promotions



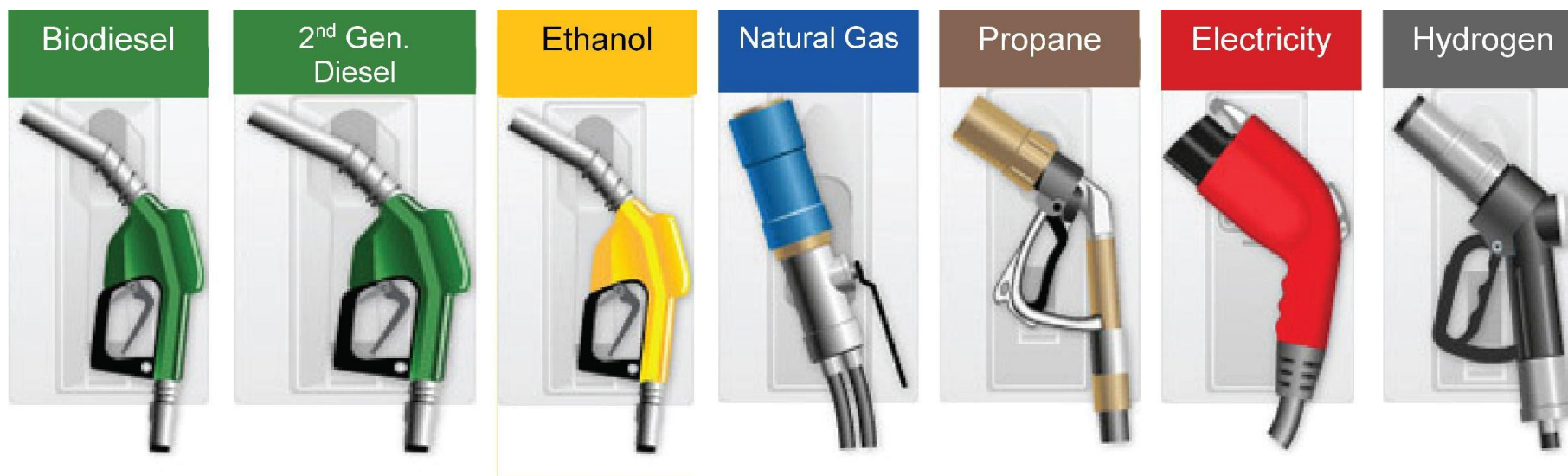
➤ TFL'S DIAL-A-RIDE SERVICE

- Free door-to-door service for older people or those with disabilities who may have difficulty accessing the conventional public transport





A NEW ENERGY MIX



MICROMOBILITY



E-steps



Gyropod



E-bikes



Solowheel



MICROMOBILITY



**ALL WELL
THAT ENDS
WELL**





QUESTIONS?



THANK YOU!



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