



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**

**Alok Jain, Managing Director, Trans-consult Asia Ltd.**



**@transconsult1**

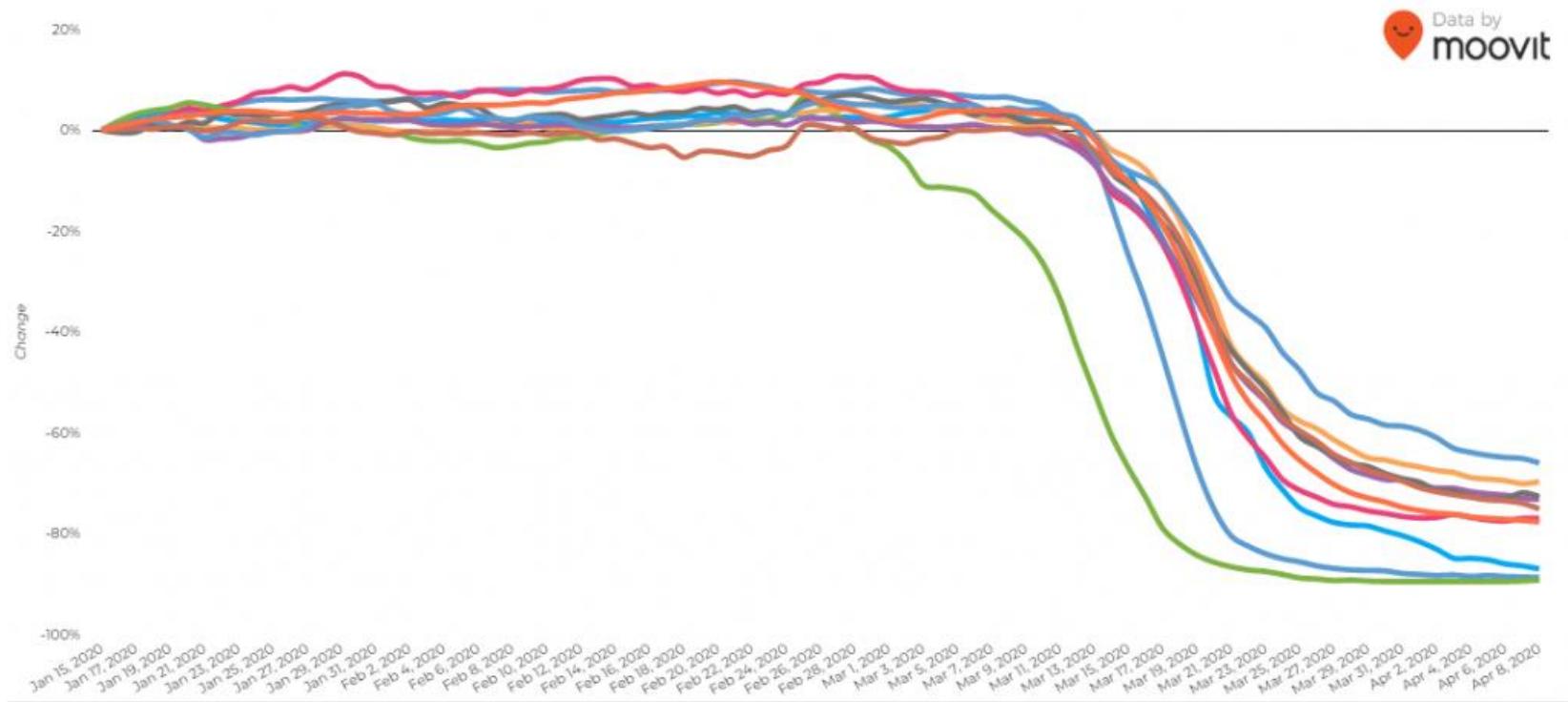


**/transconsult1**



# COVID-19 AND PUBLIC TRANSPORT

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

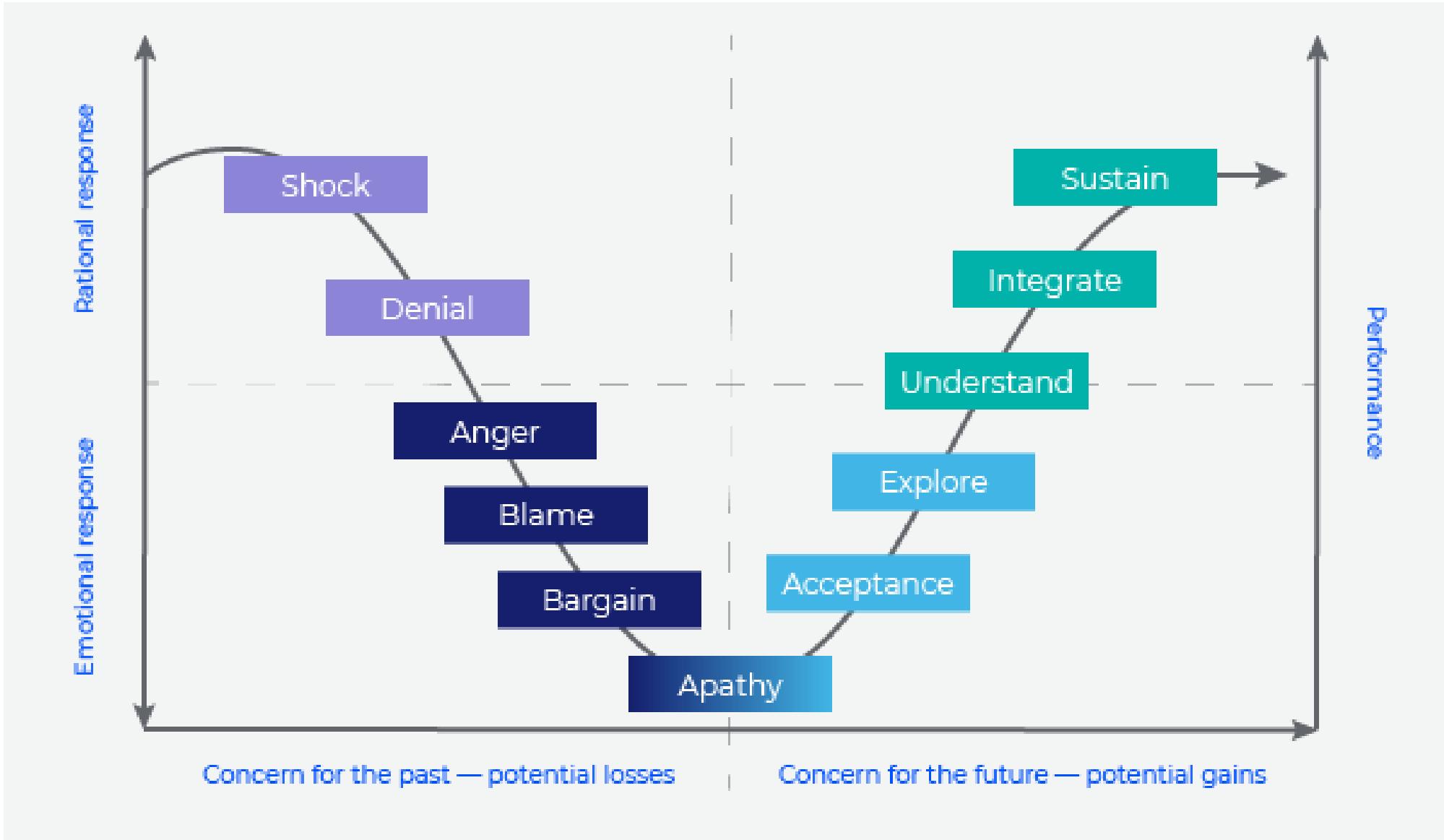


Evolution of public transport ridership in select cities around the world between January and April 2020. Source: Moovit.





# 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



Separados por um momento  
para estarmos sempre juntos



Follow

**McDonald's Brasil** 

@McDonalds\_BR



# ► SOCIAL DISTANCING



版权作品，请勿转载

中企网  
**Ecns.cn**





## PUBLIC EDUCATION



**There's a simple rule. 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.**

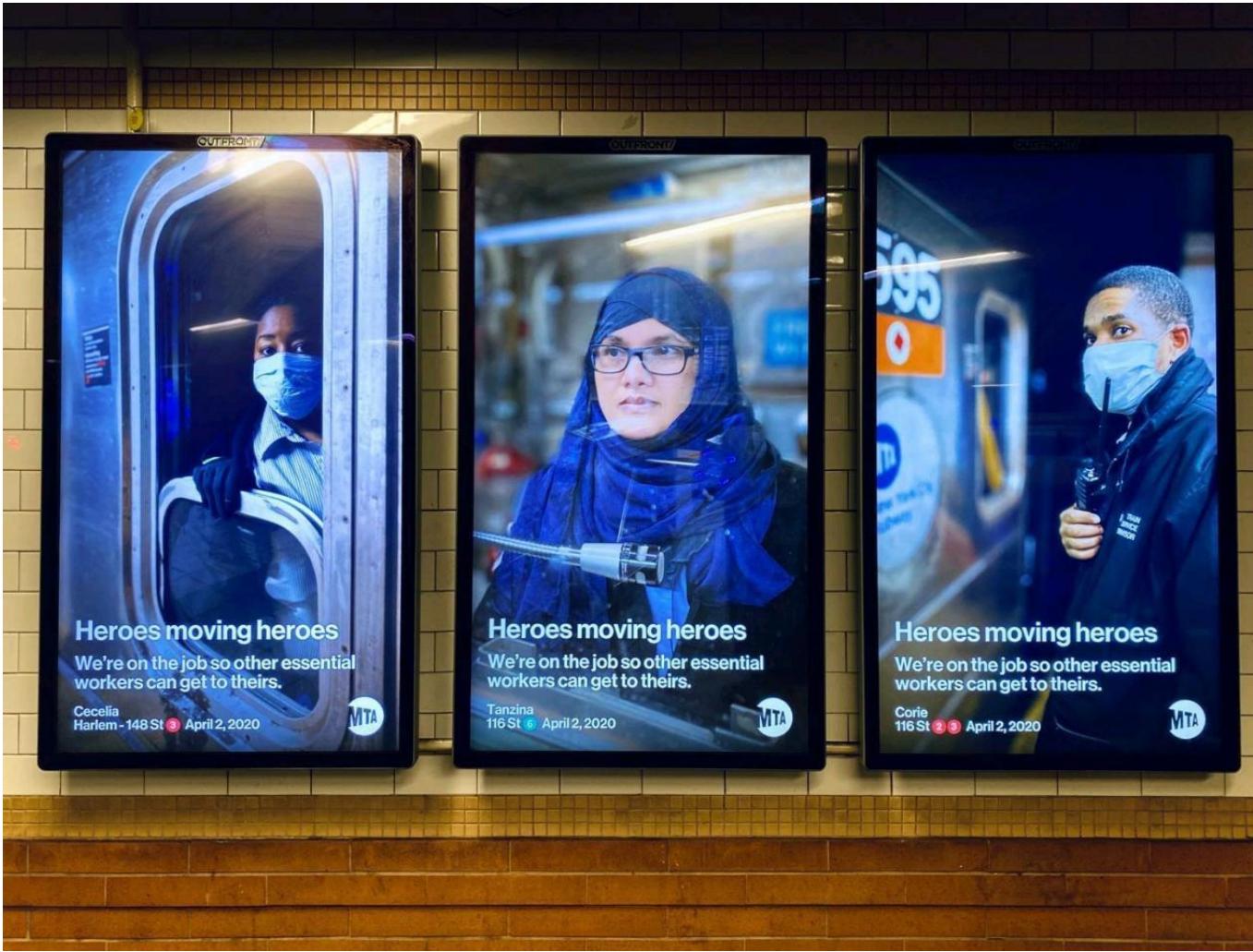
- <https://www.economist.com/united-states/2013/07/13/the-war-of-the-words>



# ➤ 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**



**TfL - stay home, don't travel, save lives** 

@TfL

The world's most iconic transport network.   
[instagram.com/transportforlondon/](https://www.instagram.com/transportforlondon/)

📍 London, England [🔗 tfl.gov.uk/about](https://tfl.gov.uk/about)



# ➤ 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

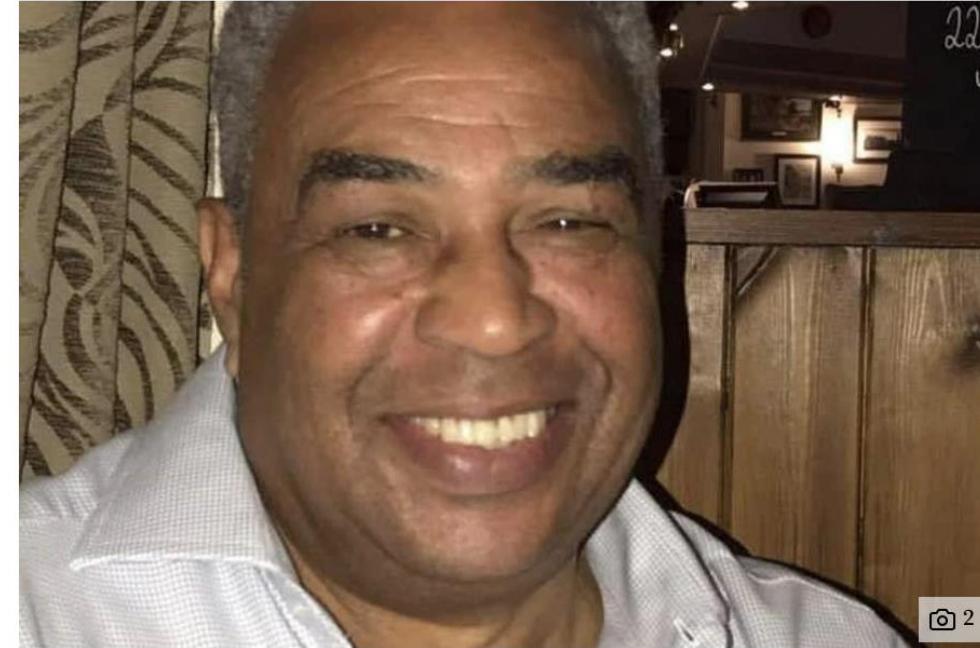
When I heard that a co-worker had died from Covid-19 — the first in the Metropolitan Transportation Authority — on March 27, I thought, "It's starting." More deaths followed in quick succession, frequently more than once a day. Some of those people I used to see every day and fist bump.

## 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

[f](#) [t](#) [e](#) [Like](#) Click to follow The Evening Standard



Mervyn Kennedy died with Covid-19 ( )

### ES News email

The latest headlines in your inbox twice a day Monday - Friday plus breaking news updates

Enter your email address  
[Continue](#)  
 Register with your social account  
 or click here to log in

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

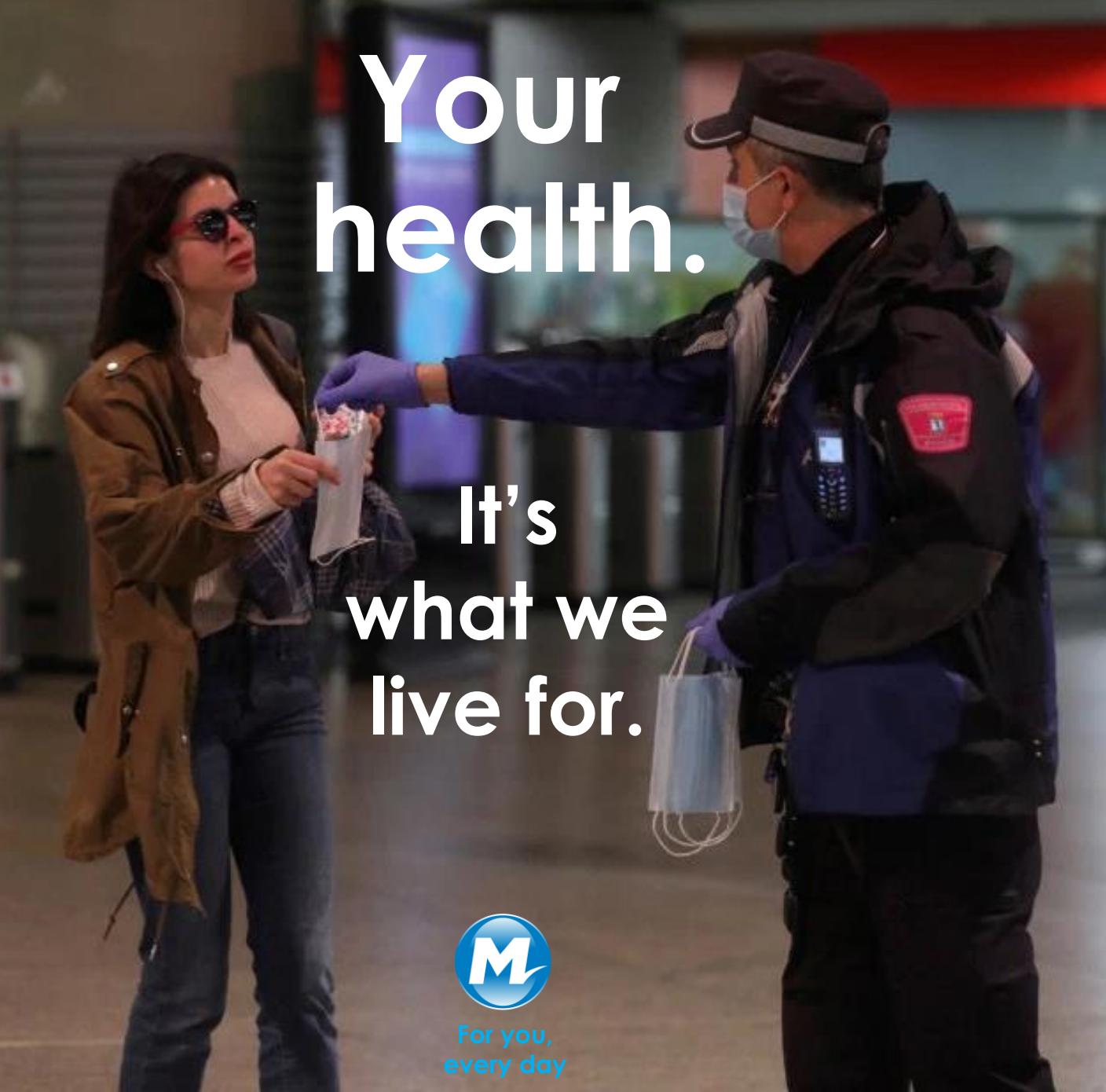






# Messaging





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!



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!

 @alokjainhk / @transconsult1

 alokjainhk /

 [www.transconsultasia.com](http://www.transconsultasia.com)

