“Communicating with the Citizen”

VANGUARD/MIMOSA Training Workshop

Leuven

8-9 February 2010
DAY TWO
Agenda: Day 2

• Direct-to-Consumer Communication: Promotional Products and “Branded” Materials

• Events: Successful Event Organisation

• --> Spotlight On: Zagreb, HR (ELAN)

• Media Relations: How it works, Making it Happen

• --> Spotlight On: Gent, BE (ELAN)

• Social Media and Web 2.0 Techniques

• Group Exercise: Creating and Selling-in a News Story --> Mobility Week 2010
Direct-to-Consumer Communication: Promotional Products & Branded Materials
The purpose of giveaways

- Branding
- Image-building
- Creating positive feelings
- Reminder
- Building a list
Selecting a giveaway

- Ensure it is not consumable
- Include your (city’s) name, website
- Include a message!
- Immediate benefit, with a long “shelf-life”
- Interactive items are effective
- Environmental impact?
- Made in EU?
“Bob”
A consumer-focused awareness-raising campaign
IBSR-BIVV
Strategy:

- first establish brand name (above-the-line), then deepen concept (above + below-the-line)
Communication strategy & media plan

Tools:

- strategic media planning (media mix)
- tactical media planning → split up per target group
- approach: positive, emotional (involvement)
- simple message: Bob does not drink when he/she has to drive
- REPETITION! (time & place) + positive feedback
- evaluation (post-test)
Bob - development

• IBSR and Arnoldus* have been working together since 1995 to prevent accidents due to drink driving

• December 1995: birth of Bob

• What’s a “Bob”? … The person (male or female) who does not drink when he/she has to drive

*The Arnoldus Group was founded in 1992 at the initiative of the Confederation of Belgian Breweries (C.B.B.). Its purpose is to fight alcohol abuse and to promote the responsible use of alcohol.
Bob - development

• INNOVATIVE ELEMENTS:
  
  – For the first time, a **name** is used to indicate the designated driver (personification is stressed!)
  
  – No fear induction, but a positive approach; Bob is the hero of the evening
  
  – Bob offers a usable solution for people going out by car and wanting to drink
• INTEGRATED APPROACH: AWARENESS RAISING and ENFORCEMENT

- **Awareness raising**: creativity, above and below (targeted actions) e.g. below: action in pubs, Bob van, Bob parties, …
- **Enforcement**: objective and subjective risk of being caught

• TARGET GROUP: originally, especially young drivers (18+), male and female
Bob - evolution

Elles m’ont élu Bob pour demain!

C’EST LA FÊTE QUAND BOB CONDUIT SANS ALCOOL

C’EST LA FÊTE QUAND BOB CONDUIT SANS ALCOOL
1996: introduction of the Bob keyhanger

• distributed during police controls

• very powerful; it allows you to “feel the campaign in your hands” and to prove to your friends that you are a responsible person

• until now (2010): more than 1.500.000 distributed
Since 1998: Bob van

- Pre-equipped van with driving simulator + alcohol tests
- Present at music festivals, events, parties and clubs
- Target group: youth
- Aim: Increase awareness about dangers of drinking and driving, promote Bob concept
- Mix of entertainment and information at the right place and right time
The Civitas Initiative is co-financed by the European Union.
Media

- Billboards (850, motorways + main roads)
- Small posters (41,000, IBSR mailing list)
- TV ads (6 spots, 8 channels)
- IBSR TV programmes (4 channels)
- Radio ads (1 or 2 spots per campaign, many channels)
- Leaflets
- Website - www.bob.be
- Gadgets
- Bob van
BIVV – IBSR and ARNOLDUS GROUP (Belgian Brewers):
- above campaign: 50/50
- campaign in pubs and restaurants: Arnoldus Group
- since 2001: subvention of the European Commission
Enforcement

• It is of the utmost importance that the awareness campaign is backed by a sufficient amount of police checks, because

  \[
  \text{Effectiveness} = \text{awareness raising} + \text{enforcement}
  \]

• Obviously fewer controls \(\rightarrow\) campaign less successful

• To increase the campaign’s credibility, a subjective and objective risk should exist that the driver will be caught.
INTEGRATED APPROACH

- Totaal aantal uitgevoerde ademtesten
- % personen met een alcoholgehalte tussen 0,5 g/l en 0,8 g/l
- % personen met een alcoholgehalte boven 0,8 g/l

Source: Federal Police
KIES EEN BOB EN 'T IS FEEST
Optimal mix

- Knowledge (education)
- Internal motivation (attitude)
- External circumstances (adapt by using 4 P’s)
- Integrated approach: combination of awareness raising and enforcement → objective and subjective risk of being caught
Conclusion

- Behavioural change: long term, multiple intervening factors “OPTIMAL MIX” *(more than social marketing)*

- Know and respect target groups; targeted approach

- Repetition!

- Stress *personal* advantages + positive approach
For more information

- Anne Salmon
- Werner De Dobbeleer

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Haachtsesteenweg 1405
1130 Brussels, Belgium
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info@bivv.be
CONSUMER PROMOTION:
Bicycle Giveaway
Donostia-San Sebastián
Problem: Malls drive up car use

- Harm is two-fold:
  - Downtown retail is suffering
  - Car shopping leads to pollution and traffic congestion

- Reasons:
  - Malls offer free parking
  - They’re quickly accessible by car

- One solution:
  - Encourage shopping by bicycle
  - Parking’s free
  - It’s a quick way to penetrate downtown traffic
  - It’s environmentally friendly
Measure: Give away shopping bikes

- 170 bicycles were offered in by means of a scratch-and-win lottery. Contest launched May 20, bikes given away June 6.

- Two downtown retail associations (Zaharrean and Centro Erdi) partnered with municipality in venture.

- Virtually all downtown shops supported the measure -- 36 percent of them displayed bicycles in their shops to promote contest

- 300 scratch-and-win cards given away by merchants to their customers
The giveaway

- Budget: EUR 27,000
  - EUR 18,700 (bikes)
  - EUR 1,600 (shipping)
  - EUR 1,500 (posters, stickers, etc.)
  - EUR 1,860 (newspaper ads)
  - EUR 3,550 (project management)
Poster: “Your custom gets you a bicycle”
For more information

- **Maarten van Bemmelen**
  local dissemination manager, Donostia-San Sebastián
  gea21
c/Santa Catalina Thomàs 51a
07110 Bunyola. Spain
mvbemmelen@mac.com
Successful Event Organisation
First question to ask yourself:

What type of event will we organise?
First question to ask yourself:

What type of event will we organise?

*Should* we organise an event?
Should you organise an event?

Three strategic considerations:

1. Who do you want to reach?
2. What do you want to achieve?
3. What is the most effective channel to communicate? (In other words, what is the best way to reach the audience you need to reach?)
Types of Events

If the answer to #3* is “event”…

- Exhibition
- Information Centre
- Information session/ Briefing
- Public Meeting
- Topic-specific event
- Conference
- Panel discussion
- Web-ex
- Briefings
- Workshops/ Trainings
- Fam-trips/ Site visits
- Press event (Briefing, Press Conference, Online discussion, one-on-one meetings…)

*What is the most effective channel to communicate?
Planning and Organisation

- Advanced planning is critical to success
- Know your budget restrictions
- Identify the event team, assign roles
Content and messages

• Tie back to your Communications Plan
• Can you name the three things you want participants to learn/remember?
You be the judge

8th Annual Mobility Fair
Downshire City Council aims to support sustainable transport options and in support of this is organising its 8th annual mobility fair. All sustainable modes will be on display at the fair, including buses, trams, cycles as well as hybrid vehicles. We will also explain the latest proposals for public transport fares and differential parking charges for users of clean vehicles. Learn about fuel options and refreshments available.

Get your Family in Motion: Downshire Family Day Out
See the latest environmentally friendly fuel and cost saving transport - fuel saving cars, great cycles, the latest buses and trams. Find out how to save money by using public transport and how to save up to 50% on parking costs. See how you can get the latest cars at a special price. Corporate users, too, can save thousands on different fuel options. Funfair for kids, and refreshments available. Supported by Downshire City Council.

Benefits-focused!
Content and messages

- Establish a solid programme
- Invite high-profile speakers
Event Promotion

- Attract delegates: multi-channel efforts
  - Online, hard-copy, telephone, inserts, one-on-one…
- Rely on speakers to help multiply promotion efforts
- Follow-up with potential participants
- Consider Media Partnerships
The biggest annual conference on European environment policy turns the spotlight this year on the multi-faceted challenges of climate change.

- What are the prospects for reaching a new global deal to control climate change at the crucial Copenhagen conference in December?
- How can we best 'climate-proof' our economies against the impacts of present and future climate change?
- How can we create a carbon-free society by 2050?
Example: EUSEW Media Partners

Actual benefits proposed in EU Sustainable Energy Week Collaboration Agreement:

In return, the Media Associate will benefit from:

- A formal acknowledgement as a key ally of the Campaign in relevant promotional materials and Campaign communications including the newsletter, catalogue, campaign presentations, and website;

- A link from the Campaign website to the website of the Media Associate organisation;

- Ready-to-print Campaign articles and news (minimum 2 per annum; English);

- Invitations to Campaign events;

- Receipt of Campaign promotional materials including brochures, newsletters, animation.
Logistics

- Brief speakers on limits & expectations
- Inform participants of local practical information
- Keep a constant eye on your budget
Additional Event Considerations

• Communications Tool Kit includes checklists and additional tips
THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION
Info-point Zagreb

Lidija Pavić-Rogošić, ODRAZ
Mobility measure

- Five cities - Ljubljana, Gent, Zagreb, Brno, Porto
- Common mission statement:
  
  To ‘mobilise’ citizens by developing with their support clean mobility solutions for vital cities, ensuring health and access for all

- Objectives within Influencing travel behaviour:
  - Establishing a mobility dialogue with the citizens
  - Providing high-quality mobility information to the citizens

- The main objective of Zagreb measure 4.11 - Comprehensive mobility dialogue and marketing
  - to ensure participation of general and professional public by creating a forum
Communication challenge

- Citizens involvement on mobility issues is mostly limited to professional participation; public most often reacts only after decisions have been implemented → there is a need of earlier inclusion of interested public to:
  - reach appropriate decisions,
  - reduce dissatisfaction and
  - share responsibility for implemented measures

- Challenge → to find new possibilities for inclusion of citizens on mobility issues:
  - considering citizens not only to be “the problem” in creating a sustainable transport system, but to “mobilise” them by letting them become part of “the solution” through dedicated participation and consultation processes
  - giving priority to the needs and expectations of citizens.
Putting citizens first

Public participation workshops

Activities with children

Press conferences with Mayor

Gadgets

Printed materials

Round tables

CIVITAS ELAN tram
Promotional line No 20

February 2010 • Leuven • Lidija Pavić-Rogošić, ODRAZ
Zagreb’s 1st mobility shop - old tram vehicle refurbished for project purposes ➔ an idea of the City of Zagreb, Office for strategic planning

Co-financed by CIVITAS ELAN, City of Zagreb and ZET, public transport company

Placed on an attractive location - in the middle of demonstration corridor (in front of Technical Museum) ➔ good visibility of project activities

The main purpose:
- to achieve good visibility
- to conduct dissemination activities inside and around the tram
- to get feedback from citizens
Info point – tram No. 20

- Opened by the Mayor of Zagreb - press conference as an integrated part of activities during European Mobility Week and CIVITAS DAY campaign, September 2009
- Working hours: working days 1pm-5pm; Saturday 9am – 1 pm
- Three employees
- 20-30 visits per day, more on Saturdays (70-80)
Activities:

- Information on project by tram employees
- Promotional materials (project brochure, leaflets, presentations, magnets, pencils, etc.)
- Cycle “Wednesday in tram” – presentations and dialogue with citizens on different traffic topics
- Notebook for citizens’ comments, suggestions, ideas
- Surveys (700 questionnaires filled-in per survey)
- Power point presentations of project measures
- Children activities (e.g. drawing PT vehicles)
Lessons Learned

- After more than four months since the info-point opening we realize that there was a real need for such meeting opportunity:
  - as daily average visit is continually high
  - as visitors are coming to the info-point several times
- It is important to introduce regular working hours, so that citizens know when they can visit the Info-point
- Enthusiasm of young employees and their friendly approach, as well as their commitment to the project idea is very important, as otherwise it would be difficult to attract people to enter the tram, fill-in the questionnaires and get project information
- The programme has to be interesting to citizens, materials and surveys should be regularly updated and changed

The CIVITAS ELAN info-point has proved to be a very good idea and a reach out for the project
Maximising Media Relations: How the media works

First priority: Selling newspapers (or attracting listeners/viewers)

- Ad revenue depends on circulation, audience size
- For journalists, stature and promotions depend on getting stories on front page or at the top of the broadcast

Local media focus on stories with local impact

- Impact equals number of people affected x severity or magnitude of impact
- Other factors: timeliness, drama, celebrity, novelty or bizarreness (man bites dog), etc.
Maximising Media Relations:
How the media works

News gathering is active and passive

- Journalists seek news proactively by investigating and working a “beat”
  - Calling contacts
  - Attending meetings, hearings, trials, etc.
  - Following other media
- Journalists are “fed” news
  - Press releases
  - Press conferences
  - Media events, junkets
  - Phone calls, emails
Maximising Media Relations: How to work with the Media

No matter how important your story, you have to promote it

- Write press release
  
  Custom tailor it for each media outlet’s audience
  Target individual reporters, not just the outlet’s main public address (e.g., the transport reporter or city administration reporter)

- Create an “angle” or “hook” for your story
  
  Make it timely (an upcoming or recent development or event)
  Make it topical (how it relates, hot topic in the media)
Maximising Media Relations: How to work with the Media

Stress points that appeal to audience’s self-interest

- Sustainable transport is:
  - Convenient
  - Healthy
  - Economical
  - Cool; and
  - (lastly) good for community and environment.

Be credible -- don’t exaggerate

- Trust is key to building relationship with reporters

Be useful

- Reporters make their own stories so listen to their questions and give the information they ask for.
Maximising Media Relations: How to work with the Media (cont’d)

Use plain language

- Don’t use jargon or acronyms (e.g. “sustainable transport,” “mobility solutions,” “GHGs,” “PM10s”)

- Explain your measure as you would to your mother, friend or partner
Maximising Media Relations: Create a Good News Angle

How is your story ‘topical’

- How does it relate to current issues:

  The economic crisis
  Global warming
  The obesity epidemic
  Unemployment
  Traffic congestion
  Energy crisis
  Rising petrol prices
  Local problems
Maximising Media Relations: Create a Good News Angle

How is your story ‘timely’

- Notify media of event, development or other milestone that requires their immediate attention

  Awarding of project funding
  Project launch
  Announcement of project results
  Public event
  Public hearing
  Recognition and honours (e.g. winning of CIVITAS Award)
  Ceremony
  Press conference
The media of the media

Operational similarities & differences:

• Print
• Television
• Radio
• Online
• Newswires
Vast choices...

Choose carefully:

- Specialist press
- Mainstream press (consumer interest - includes business, lifestyle, men’s/women’s books, automotive, etc., etc.)

Also consider:

- Local
- National
- EU-Level
Vast choices…

…but your angle must be relevant to the media’s audience.
Welcome to the New Millennium…

Social Media must not be ignored!
Maximising media relations: Making it happen

For any external announcement, consider:

- **Media essentials**: interviews, personal contacts
- **Written tools**: press releases, op-eds, letters to the editor, feature articles, by-lined article contributions, website announcements, media kits…
- **Media events**: press trips, site visits, media briefings, news conferences…
- **Media partnerships**
Media Partnership

- Gdansk, PL (MIMOSA)
- One week partnership with Baltic Daily News
SPOTLIGHT ON: Gent, BE (ELAN)
Media Outreach

Trammelant
Patty Delanghe, City of Gent
Trammelant bus – a Gent success story

- **Mobility measure 5.7: security enforcement in public transport**

- PT De Lijn: Implements a set of measures to increase safety for passengers and drivers

- One of the actions in this measures is the youngster project ‘Trammelant’

- Target group: pupils between 14 - 16y

- Objective: reduce large and small conflicts and nuisance on public transport + enhancing mutual understanding and respect between personnel of De Lijn and youngsters

- One class per school is being selected - representative for the use of public transport (majority of the class)

- One class + 2 controllers + 1 driver

- Project already existed for a few years, but needed some fresh input
The project in practice

• Step 1: class conversation

• Step 2: visit to depot (emergency stop, meet the workers, scrub the plate, visit to dispatch, falconer, quiz: do and don’t on PT, guess the price, evacuation exercise,…)

• Step 3: The Trammelant bus visits the school and students become teachers (peer to peer tutoring)
With Civitas budget:

- The project has been upgraded
- A permanent bus has been designed in Civitas style
- Need for:
  - Relaunch the project
In the picture ...
In the picture
Communication of the project

- Knowledge of possible high media value
- We had a problem with press attention for the Consortium meeting
- Idea: making a combination of strong and weak story
- So PT De Lijn finished the bus by the Consortium Meeting
- Partnership between PT De Lijn and Department of Mobility – so joined forces
Goal of media approach

• Get the Civitas project as a whole in the picture
  – Look what we are doing with EU money
  – Presentation of other Elan partners
• Get the Trammelant bus in the picture (partner Civitas)
• Mobilise schools to order the bus
• Mobilise people to come to the Civitas Happening and ‘experience the bus yourself’ (the day after)

Aim:

• Minimum of local TV + regional newspapers
• If minister would attend: result would have been better
Steps, process, timeline

- Strategy: combine weak news story with strong one
- Organise press conference at the end of Consortium Meeting week
  - First preparation started in September
  - As for media relation: we depend on the Media Department of the City of Gent. So no solo actions towards press
  - Two weeks upfront: start writing the press releases (LDM + De Lijn) + prepare media packs
  - Invitations were send by GCC Media Department to all contacts of GCC and De Lijn
Steps, process, timeline

• On the press conference self: 3 speakers: 1. Alderman of Mobility, 2. Elan project manager on sharing knowledge and 3. project leader of Trammelant (ppt)

• After the theoretical part: the practical part on the bus. Journalists and VIP’s were invited to ‘experience’ the bus (smoke machine was put on)

• Unexpected chaos: emergency visit fire department!

• Cost:
  – Minor financial costs (CD’s, bags, flyers)
  – About 24 man hours (meetings, mails, telephones, writing press text, practical stuff, …)
Results

• Overall good media attention
  – News item on local TV
  – Extra and detailed coverage a few days later
  – Several newspaper clippings

• A peak in Civitas local website visits

• Item has been picked up through EU Civitas website (presentation Aman/Jordan)

• Boost in brand awareness Civitas + generated visitors for our Happening, the day after

• Positive message for De Lijn after quite some negative media attention in the months before
Nieuw in Gent: de 'rookbus'

Reeds 0 reacties | reactie zelf

GENT - De Lijn heeft een bus verbouwd die rook kan spuwen, om mee naar scholen te trekken. De bus moet jongeren duidelijk maken hoe moeilijk het is om uit een brandende bus te raken.

In Gent loopt het Europese Civitas-project met Europees geld: man een aantal vernieuwingen doorvoeren in al wat met verkeer en mobiliteit te maken heeft. Een van de opvallendste nieuwigdheden is de Trammelant-bus van De Lijn.

Die bus, die bedoeld is om mee naar scholen te rijden en de jongeren daar onder meer te wijzen op de gevolgen van vandalisme, heeft namelijk een bijzonder snufje: een ingebouwde rookmachine. Die blaast de hele bus in een mum van tijd vol rook.

‘Op die manier kunnen we mensen tonen hoe moeilijk het is om een bus te evacueren als er brand uitbreekt’, zeggen Lijncontroleurs Patrick D’Oosterlincx en Dirk De Wielert. ‘Je ziet al snel geen hand meer voor ogen. Het helpt ook om jongeren duidelijk te maken waarom wij het zo belangrijk vinden dat ze hun boekentas niet in het middenpad laten rondslingeren. Met de rookbus doen we ook oefeningen, om te leren hoe zo snel mogelijk uit een bus raken. Want als het echt zou branden, zijn de eerste dertig seconden vitaal.’
• Any questions, remarks?

• Contact:

  Gent City Council: Patty Delanghe
  Mobility Department, project Civitas
  patty.delanghe@gent.be

  Public Transport Company De Lijn: Tim Surmont
  Expert on Social Safety
  tim.surmont@delijn.be
bon appétit
Social Media & Web 2.0 Techniques
Defining Social Media

• All the online technologies that people ‘like you’ use to create and share their opinions, insights and experiences with each other

• Information can be shared as text, image, audio or video

• Mostly free and easy, with significant impact on relaying a message
Social Media Tools
Main characteristics

• Mainstream media
• Participatory media
• Emotional & influential media
Mainstream media

- 2/3 of the global internet population visit social networks
- Visiting social sites is now the 4th most popular online activity, ahead of personal email
- 20 hours of video uploaded to YouTube every minute
- Average 3 millions of Tweets per day
- 5,000,000,000 minutes spent on Facebook each day
- The average Facebook user spends 55 minutes per day on the site
- Facebook Adding Half a Million New Users Every Day
- 77% of all active internet users regularly read blogs
- 2 Million Ning Networks on January, 20, 2010
- More than 200,000 millions of blogs worldwide
- 55% use RSS feeds on a regular basis
- 1,200,000,000 video views/day
Mainstream media

Source: Forrester Research's Consumer Technographics data.
Part of Forrester's Groundswell content.
Copyright 2009 Forrester Research
Participatory media

- Stay up to date on news / events
- Research / find products to buy
- Stay in touch with friends
- Research how to do things
- Research for work
- Entertainment
- Education
- To get inspired / get ideas
- Fill up spare time
- Find music
- Keep my friends up to date with my life
- Networking for work
- Find films / TV shows
- Share my opinion
- Organise my life
- Express myself
- Play games
- Share content
- Promote something
- Meet new people
- Take on a different personality

% Very important
### Participatory media

<table>
<thead>
<tr>
<th>Participatory media</th>
<th>Netherlands</th>
<th>France</th>
<th>Italy</th>
<th>Spain</th>
<th>UK</th>
<th>Russia</th>
<th>Germany</th>
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## Participatory media

**Figure 2: Citizen participation activities done in the last year**

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<tr>
<th>Activity</th>
<th>General Population</th>
<th>Online Community</th>
<th>Areas of multiple deprivation</th>
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</thead>
<tbody>
<tr>
<td>Registered to vote</td>
<td>23%</td>
<td>35%</td>
<td>41%</td>
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<tr>
<td>Voted in an election</td>
<td>31%</td>
<td>48%</td>
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<tr>
<td>Signed a petition</td>
<td>24%</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>Donated money to a campaigning organisation</td>
<td>9%</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>Got in contact with a government department or local council</td>
<td>13%</td>
<td>15%</td>
<td>26%</td>
</tr>
<tr>
<td>Done unpaid work in the local community</td>
<td>6%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Volunteered for a charity</td>
<td>3%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Boycotted a product or service</td>
<td>2%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Done unpaid work at a school</td>
<td>2%</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>Taken part in a government survey or consultation</td>
<td>9%</td>
<td>9%</td>
<td>19%</td>
</tr>
<tr>
<td>Given your views or advice on a community, political or social issue</td>
<td>7%</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>Got in contact with your MP/MEP/Local councillor</td>
<td>4%</td>
<td>7%</td>
<td>18%</td>
</tr>
<tr>
<td>Joined a campaigning organisation</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Taken part in a protest or demonstration</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Donated money to a political party</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Joined a political party</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Other: 4%*
Participatory media

Figure 4: Types of citizen participation activities done in the last year – general, online and multiple deprivation area populations

- Any political activity
  - General population: 60%
  - Online community: 51%
  - Areas of multiple deprivation: 79%
- Any political activity, excluding voting and registering to vote
  - General population: 22%
  - Online community: 51%
  - Areas of multiple deprivation: 19%
- Any community activity
  - General population: 48%
  - Online community: 37%
  - Areas of multiple deprivation: 73%
- Any community campaigning activity (e.g. petition, joining/donating to campaigning organisation)
  - General population: 38%
  - Online community: 65%
  - Areas of multiple deprivation: 30%
- Any community non-campaigning activity (e.g. volunteering)
  - General population: 26%
  - Online community: 40%
  - Areas of multiple deprivation: 18%
Emotional media

iylnot CIRCLE LINE OPENING IN APRIL! OMG IM EXCITED. I CAN LIKE, REACH PLACES LIKE BISHAN IN JUST 3 STOPS!!! HAHHAHA WOW. I LOVE PUBLIC TRANSPORT!

Rick Heath I know green is good but Perths pulic transport after 7pm is just crappy
21 January at 12:51 · View feedback (4)

windin I hate public transport dureing the day it’s full of old people and chavs with a distinct aroma of piss!
27 minutes ago from TweetDeck

Alexia Pierlot vive la SNCB !!! 4h de retard!!!
Sun at 20:34 · View feedback (4)

Rémi Sierkowski 8km en vélo par -3°C ! On est écolo ou on ne l'est pas...
08 January at 09:50 · View feedback (4)

Christie Strathearn hate public transport bus just drove past me! They are either late or early..
about an hour ago via Mobile Web · View feedback (1)

Sarah Roelvink ... PROMOTION DE LA SNCB ??? Je suis prête à en toucher un mot a au bourgmestre SOIT DISANT ECOLO mais si le parking coute plus cher que le train alors il y aura plus de voitures sur les ROUTES!!! COMMENT EST CE POSSIBLE C EST ENCORE PLUS CHER QUE L ESPLANADE!!! c’est du VOL !!!!
And influential media

- A family member
- A close friend
- A good contact on a social network
- A neighbour
- A store assistant
- The author of a blog you read regularly
- A journalist for a national newspaper
- A television news reader
- The main contacts on your microblog e.g. Twitter
- A well known celebrity
- Your country’s leader / politicians

Average Trust – 5 equals very strong trust
Sustainable Transport, Cities and Social Media
Streetblogs Network

THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION

STREETS BLOG NETWORK

The national blog network for sustainable transport, smart growth and livable streets.

FEATUED STORY

Road Rage on the Planet of the Apes

WEDNESDAY JANUARY 13, 2010

Unless you've been under a rock where they don't have the Internet, you know that the Mandeville Canyon road rage, Christopher Thompson, has been sentenced to 6 years in prison. From a punitive standpoint, he deserves every bit. For many though, it's hard to celebrate that; even Ron Peterson, who lost his nose to Thompson's rage, points out that it's a lose-lose situation.

Perhaps not. Here's one fact that hasn't fully sunk in for most: Judge Millington revoked Thompson's driver's license for life.

What does that mean? It means that, in two to five years when Thompson gets out, he's one of us. If he doesn't want to ride the bus, if he doesn't want to walk long distances, and if he loses his shirt.

Now all he needs to do is invent the bicycle. ("Planet of the Apes" still via Westside Tuans.)

TOP POSTS FROM THE NETWORK

THE D&S SEND Yesterday OC CFP A Bus Stop Between the Entrance and Exit of a Drive Through LOS ANGELES, CA — This is a random bus stop. It's on Compton Blvd. Don't prejudge Compton. I love this dead bus stop everywhere in L.A. ...

THE CITY OF JANUARY 23, 2010

Back to Bicycling Basics in Beijing

According to The Guardian, 20 years ago, four out of five Beijing residents pedaled around China's capital in some of the world's best bike lanes. However, this number has decreased as private car ownership has gone up.

THE AVALI YESTERDAY 02:07PM Transit: You Can't Work If You Can't Get There

President Obama's speech in Lewis County, OH on Friday gives us a good excuse to examine more than just jobs in this Cleveland suburb. Obena ...

TUE JANUARY 25, 2010 Transit's Zoom-Whoosh! Problem

My friend Delia, a Portland poet and exasperated, recently shifted his commute to downtown from car and now sometimes has to roughly bicycle. He's ...

Call on our leaders to create a 21st Century transportation system.

America's transportation system is half a century behind causing unnecessary pollution, expense, and dissipation. We need our leaders to invest in public transportation, high-speed passenger rail, streets safe for bicyling and walking, maintaining our roads and transit systems, and green innovation.

Search Streetsblog.net

Tips, comments, questions? Contact us.

TWEET THIS

Follow Streetsblog.net on Twitter!

Great coverage of Obama on transit cuts, link to jobs in Lewis County OH from The/b/pK's The View http://bit.ly/kJtLle @davidk1000 about 12 hours ago

RT @pcplan Source tells me Green guys $1.48 for week, $10.95 for transit in jobs bill. Plans for transit out 2.1 better than 3.1, about 12 hours ago

RT @StreetblogSF Mayor Gavin Newsom has one Civicist Map picture in his press office, inspired by Loehman http://bit.ly/yYX6Z about 13 hours ago

ABOUT STREETSBLOG NETWORK

The national blog network for sustainable transport, smart growth and livable streets.
Streetblogs - Twitter

Good coverage of Obama on transit cuts, link to jobs in Lorain Cty OH, from TNR's The Vine: http://bit.ly/alssN6 (@olevia)

RT @Bensch: Source tells me 5m eying $148 for roads, $7.58 for transit in jobs bill. Pacers for transit by 2.1 better than 3.1.
about 24 hours ago from TweetDeck

RT @StreetblogSP: Mayor Cash Newcomer has odd Critical Mass picture in his press office. Inspired by Lichstein http://bit.ly/dhY7Ah
about 24 hours ago from TweetDeck

@urbanbloggie: Congrats on 2k followers, you deserve 'em all.
about 17 hours ago from TweetDeck

Milexing transit: In Ohio. RT @olevia: An essential local transit stop where 4 buses once stopped, now none.
about 17 hours ago from TweetDeck

First time I've referenced Planet of the Apes in a blog post... thanks to @wrestlelazar: http://bit.ly/BnOy8o
about 23 hours ago from TweetDeck

Sensibi: RT @Kid_at_MRCO: Instead of building new green places, let's green the ones we have: http://bit.ly/3X4Gr7
about 23 hours ago from TweetDeck

@BicyclesOnly: There were plenty of folks on the Brooklyn Bridge. Beautiful day for it. Indeed! @flickrny
about 18 hours ago from TweetDeck

@TransitShark: done. 2:36 PM Jan 25th from TweetDeck in reply to TransitShark
TriMet - Facebook

TriMet provides public transportation in the Portland, Oregon, metropolitan area.
For service updates, visit trimet.org/alerts.

**Information**
- Location: 4012 SE 17th Avenue, Portland, OR, 97202
- Phone: 503-238-6633

**Fans**
- 6,658 fans

**TriMet**

**TriMet Have a Twitter account? Add hashtag #trimet in your tweets to report disruptions & info that may be helpful to other riders.**

**TriMet: How to Share and Find TriMet Info on Twitter**
- More than 300,000 people use TriMet each day, and a growing number of riders are on Twitter. That means it’s easier than ever to connect with the other riders, share tips and find service information. In addition...
- January 22 at 7:38 PM - View Feedback (3) - Share

**TriMet Buy your TriMet tickets and passes at more than 130 neighborhood ticket outlets located all over Portland, including most Albertsons, Fred Meyer and Safeway stores.**

**TriMet: Ticket Outs**
- Tips:
  - You can get TriMet tickets, passes and schedules at any of the places you already go: grocery stores, college campuses and gift shops—just to name a few. Look for signs with the TriMet logo that say “Get your tickets and passes here!”
- January 19 at 8:42 PM - View Feedback (3) - Share

**TriMet On Monday, Jan. 18, some TriMet buses will be canceled or on weekend schedules in observance of the Martin Luther King, Jr. holiday.**

**TriMet: Martin Luther King Jr. Day Service, January 18, 2010**
- trimet.org
- TriMet will run on special schedules on Martin Luther King Jr. Day, Monday, January 18, 2010. MAX, MAX, Portland Streetcar, and many buses will run on regular or weekend schedules. Some bus lines will not be in service or will run on Saturday schedules.
- January 13 at 5:56 PM - Share

**TriMet We’ve known it all along—riding public transit saves you money. But did you realize your savings can be more than $9,000 a year?**
TriMet - Twitter
TriMet - FlickR

TriMet uses Flickr – so can you!
Flickr is a great way to stay in touch with people and explore the world. It’s free and fun!

Join Flickr

TriMet's photostream

TriMet: MAX and Bus on Portland Mall

TriMet: New MAX trains on Portland Mall

TriMet: Boarding the bus

TriMet: Bus and MAX together

MAX and Bus Together
3 photos

LIFT
1 photo

Some rights reserved
Uploaded on Jul 10, 2009
0 comments

Some rights reserved
Uploaded on Jul 10, 2009
0 comments

The Civitas Initiative is co-financed by the European Union.
Most Recent Posts

Environmental Impact of University Corridor

METRO has published the University Corridor’s Final Environmental Impact Statement (FEIS), a milestone document that will help secure federal money to build Houston’s light-rail line from the Hillcroft Transit Center to the Eastwood Transit Center.... Read More...

Posted: 21 hours, 38 minutes ago by Mary Sit
Filed under: University Corridor, Final Environmental Impact Statement, Record of Decision, FEIS
2 Comments | 49 Views

METRO Launches Energy Corridor Connector

METRO has joined the Energy Corridor District to launch today new bus service: the 75 Energy Corridor Connector. The service will run along Eldridge Parkway between Interstate 10 and Richmond, providing employees and residents in the Energy Corridor District... Read More...
New York State - Twitter Directory
Bay Area Rapid Transit - Facebook

Bay Area Rapid Transit If you're a BART rider and use the location-based service Foursquare, we invite you to take a short online survey for a chance to win a free $50 BART ticket. Find out all the details.

Take BART/Foursquare survey for chance to win $50 ticket – SF Bart's blog
sfbart.doteros.com
Location-based services for mobile devices aimed at people on the go, are one of the top technology trends for 2010 -- and are of special interest to people who spend a lot of time on public transit.

about an hour ago • View Feedback (5) • Share

Bay Area Rapid Transit A popular BART station performer: the Victorian mime lady/living statue of Powell Street Station. Have you seen her?

Victorian mime lady, who are you? – SF Bart's blog
sfbart.doteros.com
In the pantheon of BART performers, this woman, sometimes called the "Victorian mime lady," seems to have a unique schtick. Does anyone know her story?

Yesterday at 11:13pm • View Feedback (7) • Share

Bay Area Rapid Transit BART launches expanded API to encourage transit application development. Get all the details and find out what it could mean for riders.

BART launches API to spur transit app development – SF Bart's blog
sfbart.doteros.com
Today marks the formal launch of BART's expanded API. If your first question is "What's in it for you?" and, second, "Why should I care?" -- this article is for you! (If you already ... 

Mon at 9:07pm • View Feedback (14) • Share

Bay Area Rapid Transit BART and Oakland Airport Connector supporters working with FTA to complete the project, create jobs to help the region's economic recovery. Get more details:
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San Francisco Transportation Authority - Iphone application

Image: CycleTracks iPhone App from Apple App Store
Fix My Street, The Civic Experience

Report, view, or discuss local problems
(like graffiti, fly tipping, broken paving slabs, or street lighting)

Enter a nearby GB postcode, or street name and area:  

How to report a problem
1. Enter a nearby GB postcode, or street name and area:
2. Locate the problem on a map of the area
3. Enter details of the problem
4. We send it to the council on your behalf

FixMyStreet updates
981 reports recently
1,178 fixed in past month
66,425 updates on reports

Photos of recent reports

Recently reported problems
- Noisy manhole cover
- Big, Deep pothole on Berrington Road, Leamington Spa
- Manhole Cover
- Potholes
- 2 potholes in Cromwell Road
Gemgids initiative
THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION
A final word on your own strategic approach…
Social Media Strategic Approach

5 crucial steps to be followed

- Listen
- Determine your objectives
- Know your audience
- Elaborate your strategy
- Deploy your tactics
EXERCISE
Mobility Week: Create a viable measure-related news angle
Selling a European event at local level:
European Mobility Week
What is European Mobility Week?

Overview

- Pan-European campaign to promote sustainable urban mobility
- Organised each year from 16-22 September, with last day officially designated as “In Town Without My Car Day!”
- EMW cities organise a week-long public programme of innovative activities and events and implement permanent measures
- Each year, there is a different focal theme for EMW with associated slogan. In 2010, EMW will focus on transport and health
- Launched in 2002 by former EU Commissioner for Environment Margot Wallström, after success of French initiative “En ville sans ma voiture!”
Selling a European event at local level: European Mobility Week

What is European Mobility Week?

Organisational Structure

- DG Environment
- European Coordination
  EUROCITIES, Climate Alliance & Energie-Cités
- National EMW Coordinators in 39+ countries
- Local EMW Coordinators in 2000+ cities
What is European Mobility Week?

Key facts and figures

- 2,181 towns and cities participated in EMW 2009 from 39 countries in Europe and beyond, reaching 224 million citizens!

- In 2009, over 900 cities organised a car free day event, 639 of which for the ‘ITWMC’ event on 22 September

- 4,441 permanent transport measures were implemented during EMW 2009. The No.1 measure = improvement of the bicycle network.
Selling a European event at local level: European Mobility Week

Promotion of European Mobility Week

EMW is marketed towards a variety of different stakeholders including citizens, local authorities, NGOs, policy-makers, and the media.

- At EU and national level, the promotional strategy targets actors involved in the delivery of the campaign (e.g. cities) and multipliers supporting the promotion (e.g. the media)

- At local level, the promotional strategy specifically targets citizens (via the programme of activities) and the media (both to promote the activities and disseminate the key campaign messages)
Selling a European event at local level: European Mobility Week

Promotion of European Mobility Week

Tools

- Stakeholder Workshop
- Thematic Guidelines
- Support
- Handbook
- Best Practice Guide
- Information
- Website
- E-newsletter
- Info Desk
- Graphic Elements & Guidelines
- Communication
- Annual Focal Theme
- Leaflet
- Press Releases & Press Pack
Engaging citizens @ local level

Objectives:

• To raise awareness of sustainable urban mobility and encourage modal shift

• To highlight the pan-European aspect of the campaign

Key tools

• Seven-day programme of public activities and events

• Focussed around 3 main sustainable transport modes (Public Transport, Cycling, Walking) and links between them (Intermodality), with strong links to annual theme
Selling a European event at local level: European Mobility Week

Engaging citizens @ local level

Strategy for programme

• ‘Launch’ event involving high-profile politicians

• Different thematic focus on each weekday (e.g. ‘Walk to Work Wednesday’)

• Launch of permanent measures

• Integrate EMW into city’s strategy for mobility

• Cross-promote other European projects and initiatives (e.g. CIVITAS)

Popular activities and events

• Public debates on annual theme involving experts

• Interactive demonstrations of clean vehicles

• ‘Living Street’ festival with street theatre, stalls promoting local food…
Selling a European event at local level: European Mobility Week

Engaging citizens @ local level

Popular activities and events (cont.)

• Cycling events involving local politicians
• Competitions-drawing contests for children, cyclist of the month awards, lottery for PT users, best bus drivers
• Workplace commuter challenges
• Carbon footprint calculator
• Residents’ survey on traffic/pollution/car use etc.
• Walking buses for schoolchildren
• Free PT tickets or concessionary fares
• Air and noise pollution measurements
Engaging citizens @ local level

Good practice examples

Almada (Portugal) – finalist for EMW Award 2008

- ‘Info-Mobility Day” offering citizens “Trips for trash”: free PT tickets given in exchange for recyclable materials

- Thematic days – “Healthier Almada Day!”, “Local Shopping Day”, “Mobility Management Day” and “Commute by Bike Day”

- “Ring-ring” operation-rewarding municipal employees who commuted to work to bike with a free breakfast
Selling a European event at local level: European Mobility Week

Engaging citizens @ local level

Good practice examples

Budapest (Hungary) – EMW Award Winner 2008

- Three Car-Free Days during EMW 2009 on Andrássy Avenue (2 in 2008) with ‘Living Street’ environmental/sustainability festival attended by 1000s of people on foot, bike and roller blades!
- ‘Clever Commuting Race’ with VIPs
- High-profile music concert organised for EC/MTV climate change campaign
Selling a European event at local level: European Mobility Week

Engaging citizens @ local level

Good practice examples

Sheffield (UK) – shortlisted for the EMW Award 2008

- Public forum on reducing congestion with well-known transport correspondent from the ‘BBC’
- Lunchtime walk in city centre to celebrate launch of ‘Walkit Sheffield’
- ‘Bike doctor’- free service for members of the public offering bike checks and repairs
- Guest appearance of the ‘car potato’
Selling a European event at local level: European Mobility Week

Engaging the media @ local level

Objectives:

• Publicise local EMW events
• Disseminate key campaign messages

Key challenges:

• Attracting meaningful media coverage year after year
• Countering negative media opinion (e.g. Car Free Day, short-term impact of EMW)
• Highlighting the pan-European dimension of campaign
• Monitoring coverage
Selling a European event at local level: European Mobility Week

Engaging the media @ local level

Communication channels:

- Local and regional newspapers
- Thematic/specialist publications
- Broadcast media (TV & radio)
- Municipal websites
- Dedicated EMW websites
- Social networking platforms
- Blogs
- Newsletters
Selling a European event at local level: European Mobility Week

Engaging the media @ local level

Good practice examples

Gävle (Sweden) – finalist for the EMW Award 2009

• Expedition Gävleborg – blog written by 20-year old on sustainable travel

• High school media programme – videos of EMW made by students

• “Thank you for using public transport!”- chocolate hearts and information on sustainable travel distributed to commuters at Gävle Central Station

• Gästrikeloppet Cycle Race on Car Free attended by a famous adventurer Fredrik Sträng
Selling a European event at local level: European Mobility Week

Engaging the media @ local level

Good practice examples

Murcia (Spain) – shortlisted for the EMW Award 2009

• Large press conference involving 8 members of local government

• Video contest for local university students and photography contest on “Improving Your City Climate, the Captured City”

• “Urban Butterfly” mobility hostesses on roller skates

• Communication tools included: widespread distribution of leaflets, posters displayed across the city, press releases published by local and regional press, announcements on municipal website, interviews on radio and TV…
Selling a European event at local level: European Mobility Week

Thanks for your attention!

Contact:

European Info Point

Peter Staelens, Project Officer - Mobility

peter.staelens@eurocities.eu

Tel: 0032 (2) 552 08 66

Website: http://www.mobilityweek.eu/
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Making Headlines: Mobility Week 2010

1. Who cares?

2. What is your news?

3. Consider the range of tools.

4. What about timing?

5. Develop the pitch.
Concluding remarks

• Communications Tool Kit
• Discussion Highlights
• Final Questions?
• Evaluation forms
Thank you