

5.1.1. Marketing for trolleybuses: best practice examples

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Structure of presentation

- Processs of cities selection;
- Eberswalde;
- Gdynia;
- Landskrona;
- Salzburg;
- Summary.

Selection of the cities for best practice review

trolley

- Best Practice Review should include different cities, also being external to TROLLEY Project;
- Cities should be different in size, modal split structure and advancement in implementing mobility measures;
- Cities should represent old and new member states countries;



Modern trolley vehicle in Eberswalde, 05.2011



General features of selected cities

City	Citizens [thous.]	Year of trolley introd.	Other systems of PT	Number of trolley vehicles	Yearly output of vehicle- kms [thous.]	Latest delivery of vehicles
Eberswalde	42,1	1940	T, B	12	700	2011
Gdynia	249	1943	T, B, UR	76	4853	2011
Landskrona	28,7	2003	T, B,	4	195	2010
Salzburg	149,2	1940	T, B, UR	80	4300	2011

T – trolleybus

B – bus

UR – urban railway

Eberswalde – mobility picture



trolley

- major town and the administrative centre of the district Barnim in the state of Brandenburg, about 50 km northeast of Berlin;
- one out of three German cities with trolley system;
- consequent support for electromobility, trolleys are the backbone of public system in Eberswalde;
- there are two lines, well-typed in spatial structure of the city;
- operator is BBG (Barnimer Bus Gesselschaft), providing also services in regional bus market, however core market are urban operations based on 12 articulated trolley vehicles.

Eberswalde: promotion activities

trolley

- however dominant group of passengers are elderly people, BBG is using innovative forms of marketing communication (i.e. Facebook);
- new logo of trolley was developed and introduced on each of trolley vehicle;
- modern slogan is strenghtening the message.



Eberswalde – upbringing new customers for the future



- separate sort of promotion activity are actions focused on youngest passengers;
- logo of Eberswalde trolleys was transformed into plush toy;
- new SOLARIS vehicles are equipped with a special seat for children, making journey more pleasant.



Events and introduction of new trolleys in Eberswalde



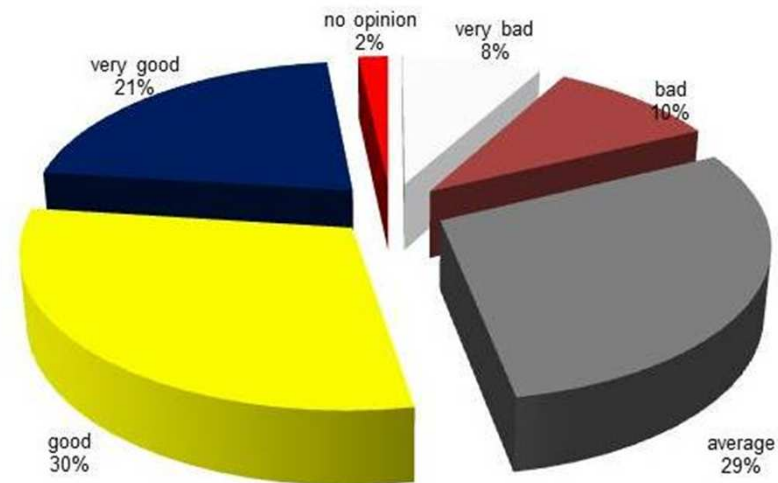
- Introduction of new vehicles is an opportunity to strengthen promotion activity;
- Old fleet of MANs is being replaced with modern SOLARIS vehicles. One of old MAN was covered with „private” messages by Eberswalde citizens during one of events;
- 70th anniversary of trolley introduction was a big event, activating citizens in many different ways.



*Old fleet of MANs is being replaced with modern SOLARIS vehicles...
05.2011*

Eberswalde: promotion activities

Marketing research conducted in Eberswalde in autumn 2010 in the Framework of TROLLEY Project (output 5.2.4. “Local Trolley Guides”) has shown that trolleybuses are evaluated as a modern mode of transport. More than a half of respondents claimed that trolleybuses are modern (ranks „good” and „very good”), and only less then fifth stated opposite opinion (bad and very bad).



Gdynia – mobility picture



- mid-sized city, being part of bigger metropolitan area;
- ca. 249 thousand inhabitants city, founded in 1926;
- share of trolleys in urban modal split is ca. 15%;
- strong pressure from individual motorization;
- lack of funding in 90-ties resulted in worse assessment of trolleys in comparison to buses;
- strategic decisions taken by city since 2000 led to substantial improvement of trolley position;
- Position of trolleys was strengthened with their presence in Strategy of Gdynia Development, passed in 2003 („development of trolleybus transport as eco-friendly and contributing unique urban image”)

Repositioning image of trolleys in Gdynia

trolley

- trolleys regarded as out-of-date system in Gdynia needed to be rebranded;
- introduction of new vehicles and infrastructural investments led trolleys to become a „flagship” of public transport in the city;
- new districts are being serviced by trolleys, their lower noise and lack of local emissions are growing advantage in Central European cities.



Events and introduction of new trolleys in Gdynia

trolley

- Every year there is celebration of anniversary of trolleybus introduction, which includes special trolley line operated by old-timer vehicle;
- Last year it was strengthened with organisation of 1st European Trolleybus Day in the framework of TROLLEY project;
- Each introduction of new vehicles is an official ceremony with hundreds or thousands participants including city officials and inhabitants;



Gdynia – upbringing new customers for the future

trolley

- trolley theme is an important part of educational campaigns addressed to young citizens in Gdynia;
- it includes „open days” organised during European Mobility Week as well as separate dedicated projects like YOUTH or „Mom, Dad, I’m choosing eco-transport”.

www.wybiieramekotransport.pl



Landskrona – mobility picture



- Landskrona, is the 5th largest city in Scania and is situated on the west coast between Malmö and Helsingborg;
- actually, it is the only trolleybus city in Sweden (Gothenburg had a small system between 1939 and 1964. Stockholm a big one from 1940 to 1964);
- the system is very young and small, it includes one line and four vehicles of SOLARIS/GANZ. Operations started in 2003;
- trolley line is operated as a „shuttle” between the city and railway station;

Landskrona – promotional message

- a trolleybus operation as a shuttle provides better image as an electric connection to the electric commuter train system;
- a trolleybus line will have good effects on the environment and also create jobs during the construction of infrastructure;
- the trolleys reduce the emissions in Landskrona by 275.000 kg carbon dioxide (climate influence), 1.200 kg NOx (acidification) and 5 kg particulates (health) per annum, compared with a diesel bus (Euro 4). The energy consumption is calculated at 65 % less than diesel bus operation.

Swedish The Minister of the Environment praised the city of Landskrona, because they had taken the bold decision to build the trolley bus line that reduces the harmful emissions as well as the noise in the city.

Landskrona – promotional message *trolley*

- small number of vehicles is disadvantage in case of network systems;
- from other point of view, it gives an opportunity to „humanize” each of vehicle, like in Landskrona;
- main promotional message is based on electric traction and its eco-friendliness, thus each of Landskrona’s trolley is individually named, started with letters of „El”;



- **6990 Else-Len**
- **6991 Ella**
- **6992 Elvira**
- **6993 Ellen**

Picture taken from „The Trolley Bus in Landskrona. A short story”.

Landskrona - events

trolley

- at May 14-15 2011 there was a „Trolley Weekend” in Landskrona. Apart of local trolleys there was newly renovated trolleybus from Stockholm for the first time since the closure in Stockholm in 1964. The old Copenhagen trolley number 101 from 1938 was also in operation that weekend.



Picture taken from „The Trolley Bus in Landskrona. A short story”.

Salzburg – mobility picture

- Salzburg is one of the most important cities in Austria, world known cultural and tourist destination with population of 148 thous. inhabitants;
- it is one out of two trolley cities in Austria;
- primary mode of public transport is trolley, which forms its backbone, especially in the centre of the city;
- about 38 millions of passengers are using trolleys in Salzburg every year;
- trolleys have 73% share in number of passengers serviced by public transport in Salzburg.

Promotional position of trolleys within the whole PT

trolley

- short claim “Clean-quiet-trolleybus” is part of the StadtBus-logo;
- self-confident approach in communication and public relation;
- “Where we operate, the city lives”!
- “Trolleybus - The highest stage of evolution”;



Salzburg – taking care about older passengers

trolley

- message for elderly passengers is that trolley means comfortable and safe ride. Smooth movements of the vehicle, no noise, modern transport system and nice drivers create friendly environment for this growing segment of PT market;
- trolleys are branded with very distinct elements like driver's uniforms, clean and modern vehicles, perfect customer relations.



Am liebsten mit dem Obus!

„Wir treffen uns beim Niemetz – und brauchen heut' keinen Parkplatz!“

Getördert von:

StadtBus SALZBURG, LEIBNIZ, CARUS aoneas Intelligent Energy ZGB

♦ Wir stehen Ihnen zur Seite! ♦ Eine Kooperation von StadtBus und ZGB – Zentrum für Generationen & Barrierefreiheit

Salzburg – taking care about older passengers

trolley

- Mobility Day became a popular annual event for older citizens in Salzburg;
- set of brochures for older passengers was produced, describing the opportunities to spend time with use of particular trolley line;
- Separate project was dedicated for elderly passengers (AENEAS).

aus sind die älter befanden. Ausfahrt. Erregung im Jahr



8. Sterneckstraße
Der gelbe Rauchenbichlerhof nahe der Haltestelle Sterneckstraße entstand nach der Trockenlegung des Schallmooses um das Jahr 1650. Ab 1831 lebte hier Emilie Kraus Baronin von Wolfsberg, eine Geliebte Napoleons. Zuvor begleitete sie, als Mann verkleidet, Napoleon auf seinen Feldzügen und hatte einen gemeinsamen Sohn mit ihm. In ihrem Salzburger Domizil umgab sie sich mit 160 Tieren, darunter Hunde, Katzen, Affen und Raubvögel, was ihr den Namen „die Hundsgräfin“ einbrachte. Sie starb völlig verarmt im Jahr 1845 und liegt am Gnigler Friedhof begraben.

Foto: Karl Rieger

Unser Tipp: Das Samer Moorwäldchen – einzigartige Natur

9. Langwied
Von der Station der Linie 4 „Langwied“, führt Sie der Seitenbachweg über den Söllheimerbach zu einer bewaldeten Moorlandschaft, die sich einst von Schallmoos herüberzog. In diesem geschützten Landschaftsgebiet entfaltet sich eine besondere Pflanzen- und Tierwelt, die früher für diesen Raum charakteristisch war. Dieser kurze und erfüllende Rundgang macht Sie – im Sommer, als auch im Winter – mit einem besonderen Naturbereich bekannt, in dem man bei fröhlichem Vogelgezwitscher die Zeit vergessen kann.
(siehe Detailkarte am Stadtplan)
Gehzeit: Runde durchs Moos: 40 Minuten, Runde Söllheimerbach/Schleiferbach: 40 Minuten
Die große Runde ist mit dem Rollstuhl befahrbar, der Weg direkt durch das Moor ist ein unbefestigter Weg für trockenes Wetter.
Toiletten: im Gasthof Langwied, nicht barrierefrei
Bänke: beim Marten

SALZBURG erfahren!



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- Besonderes entlang der Linie
- Rundfahrt mit dem Obus
- Kleine Spaziergänge
- Lieferung-Zentrum-Langwied-Mayrwies

Toiletten und Bänke: barrierefrei im Europark

SALZBURG erfahren!



9. Kavalierhaus
Das prächtige Barockschloss Kleßheim (1732 vollendet) diente früher dem Land zur Unterbringung seiner Staatsgäste, hier wohnte 1969 Königin Elisabeth von England. Jetzt rollt in dem Schloss die Roulettekugel im Casino. Das Kavalierhaus wurde 1880 als beheizbares Winterschloss für Erzherzog Ludwig Viktor gebaut. Das frei zugängliche großartige Schlossgartenparterre ist einen Spaziergang wert! Zusammen mit der Europastraße bildet es eine Achse zur Stadtmitte. Der Blick von und zur Stadt wurde durch die Anlage des neuen Stadions allerdings empfindlich beeinträchtigt. Wenn Sie mit der Obuslinie 1 weiterfahren, benötigen Sie ab der Haltestelle IKEA, einen Zusatzfahrchein für die Außenzone.

Foto: Stadt Salzburg, Johannes Keller

SALZBURG erfahren!



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- Besonderes entlang der Linie
- Rundfahrt mit dem Obus
- Kleine Spaziergänge
- Messe-Lehen-Zentrum-Kavalierhaus

Summary

- intensive and well focused promotion activity doesn't mean high cost and hiring external PR agency;
- described examples are characterised by precise definition of target groups and reliance on local resources;
- rebranding trolley system is long-term process. Vehicles are only part of it;
- good passenger information and customer relations are fundamental for each of promotional activities;
- organisation of European Trolley Day in the framework of TROLLEY project provides a platform for integration of many different marketing activities;

Summary

- features commonly regarded as defects may be positioned as a strong part of the trolleybus system:
 - i.e. low number of vehicles in Landskrona allowed to give the name for each trolley;
 - „Network is confirmation of stability and certainty of reliable service” [Mr. Gunther Mackinger, Salzburger Lokalbahn].
- each modernisation or acquisition of new trolleybus creates an opportunity to organize an event strengthening position of trolley system in the city.