

Perception of converted trolleybuses and promotion strategy for trolleybuses in Gdynia

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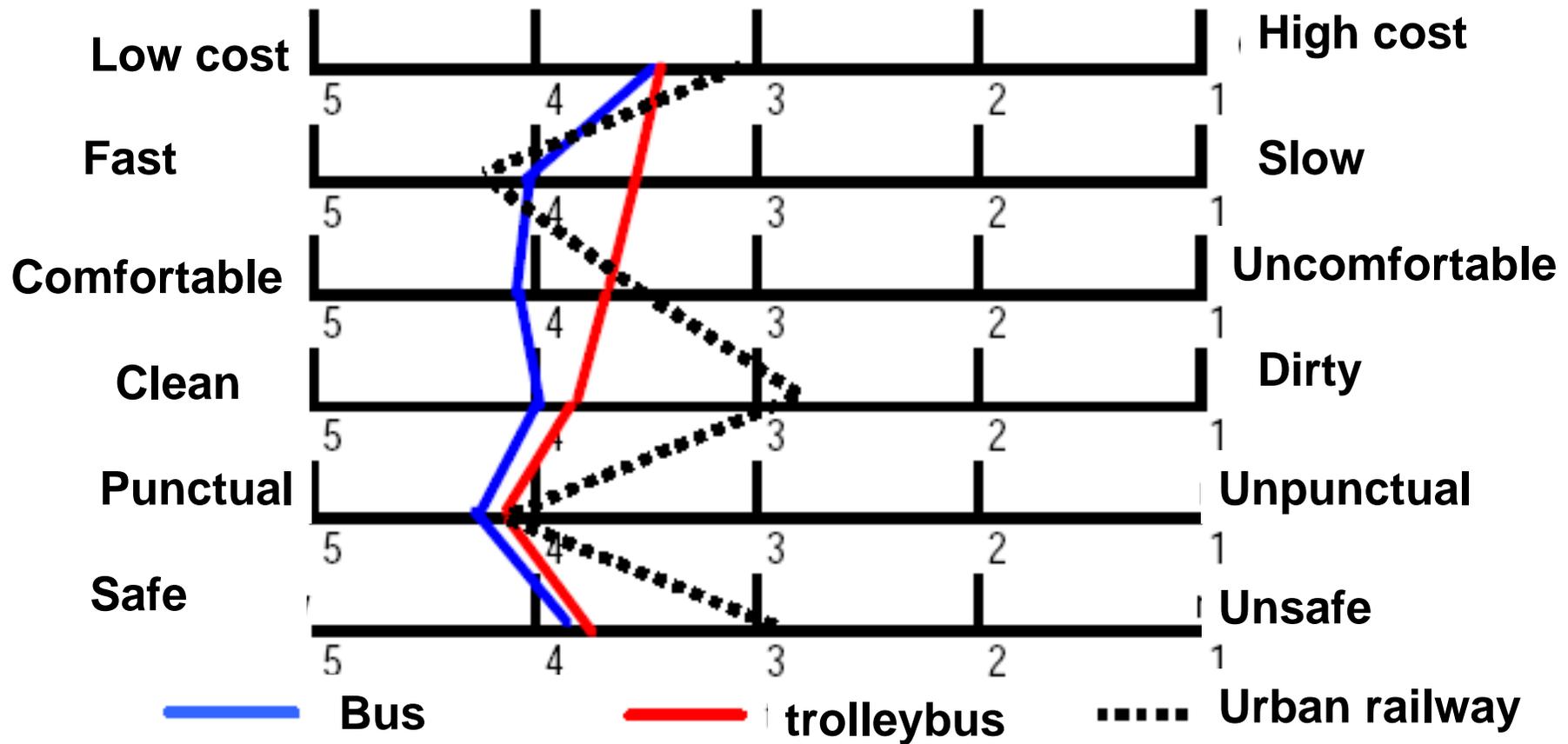
Trolley Summer University, Leipzig 25.10.2012

Structure of presentation

trolley

- Perception of trolleybuses among citizens of Gdynia;
- Marketing strategy for trolleybuses in Gdynia: proposal elaborated in the framework of TROLLEY project (2012);
- Securing position of trolleybuses in strategic documents of Gdynia city;
- Summary.

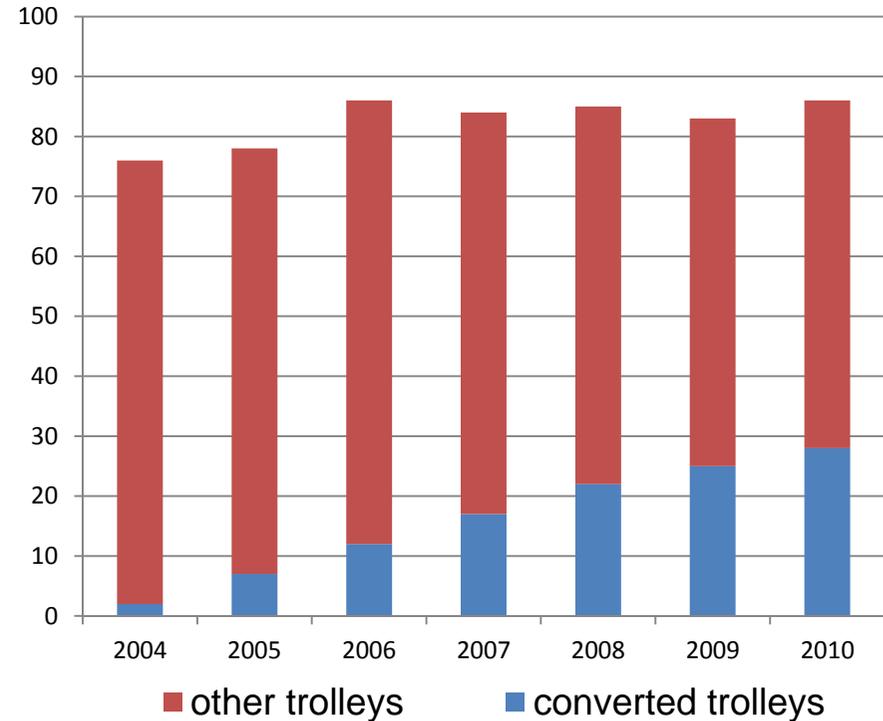
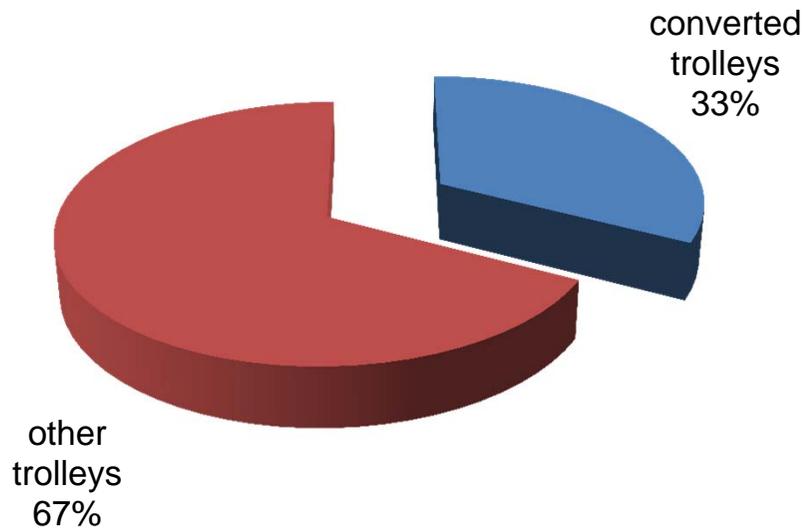
Perception of trolleybuses



Source: Travelling habits and preferences of Gdynia citizens in 2004. ZKM (Public Transport Authority) of Gdynia. Gdynia, January 2005.

Perception of converted trolleybuses

- Since 2001 introduction of new, modern Solaris Trollino 12;
- Since 1995 introduction of modern bus rolling stock.



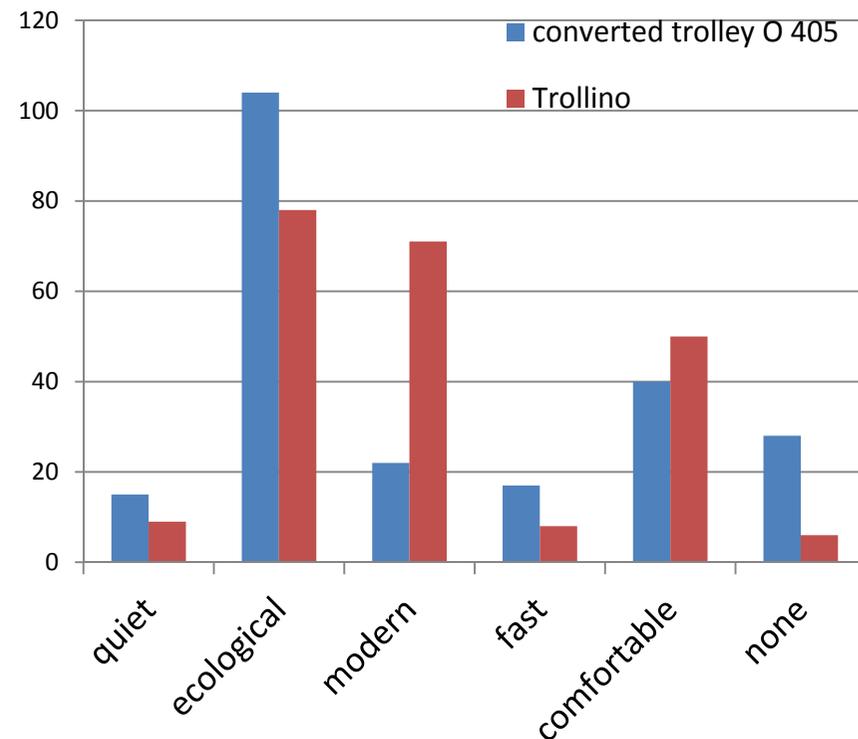
Perception of converted trolleys

- The research was conducted in May 2012 based on interviews with passengers of public transport vehicles (buses and trolleybuses);
- 1106 interviews completed, sample adjusted to demographic features of Gdynia society;
- 5 „groups” were researched (passengers of: Solaris Trollino, converted trolley O405, Jelcz trolley, Solaris Urbino bus and Mercedes O405 bus)



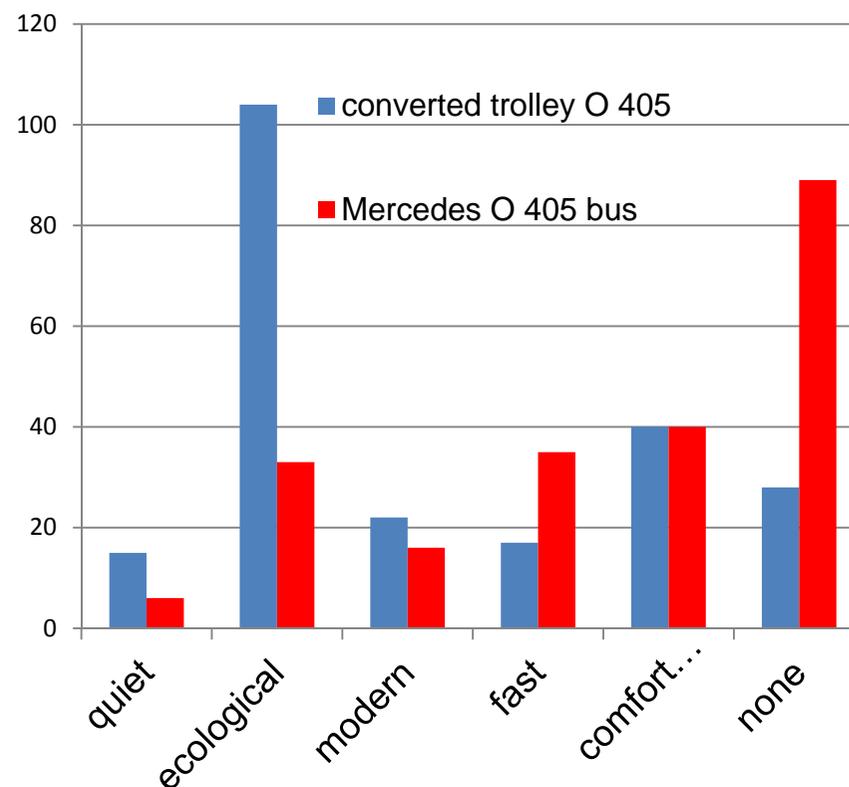
Perception of converted trolleys: comparison with modern trolleybus

- There is a big difference in evaluating particular features of Solaris Trollino and converted trolley O 405;
- 32% of respondents chose „modernity” as the most important feature describing Trollino while only 10% in case of O 405;
- Only 3% of respondents were unable to point out any positive feature of a Trollino whereas it was 12% in the case of O 405 converted vehicles.

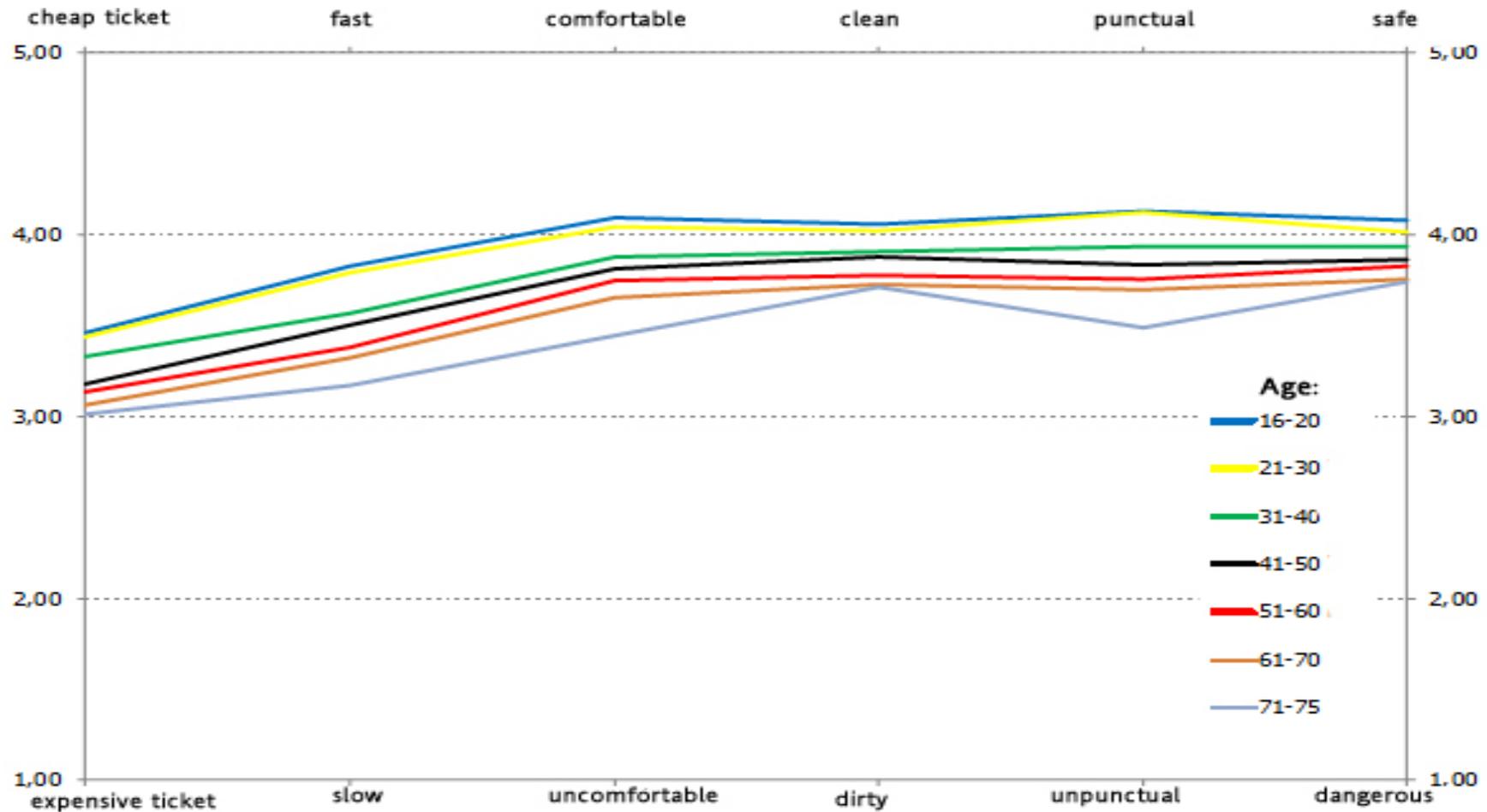


Perception of converted trolleys: comparison with bus of similar class

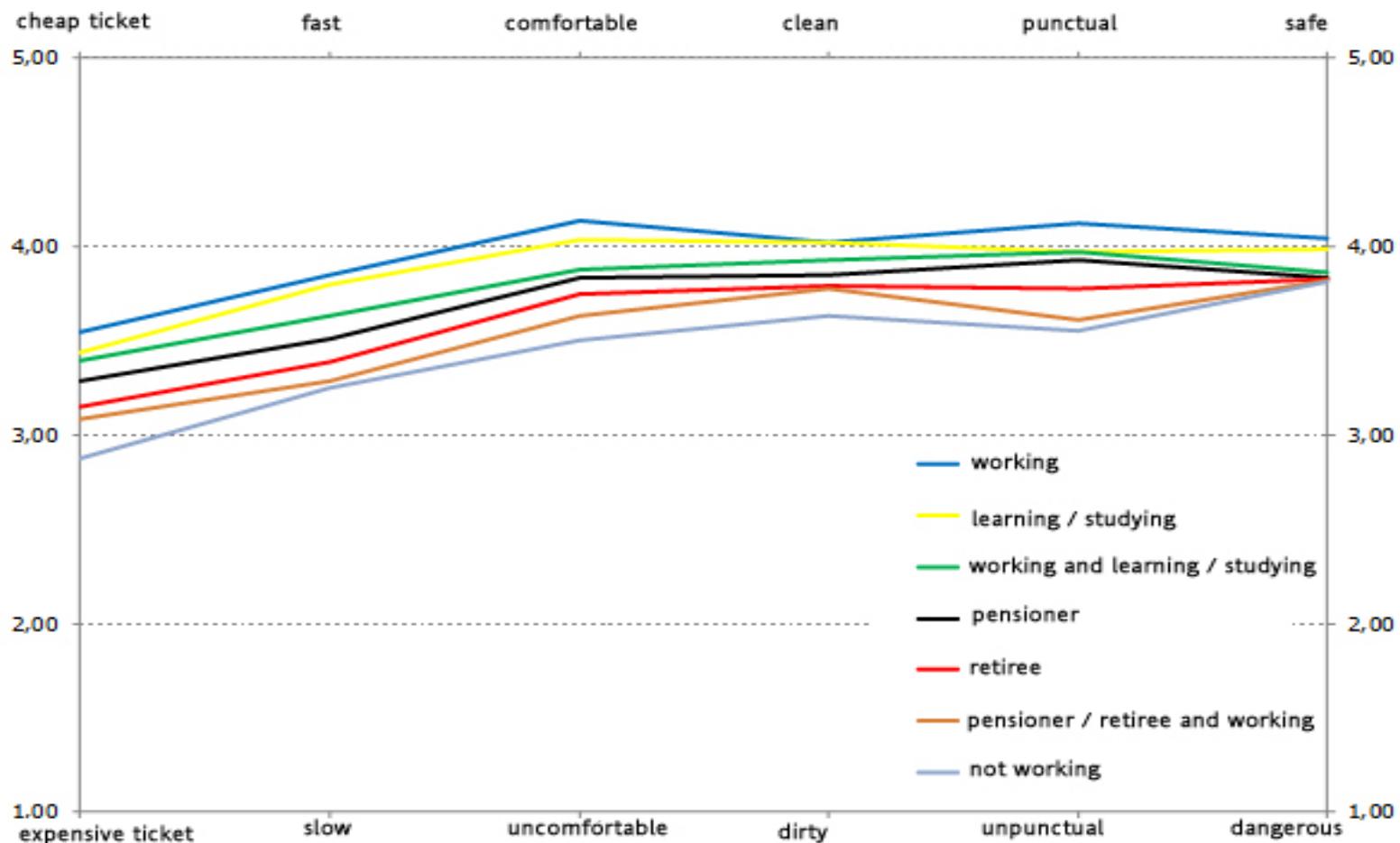
- Unbeatable in case of eco-friendliness;
- Slightly better in case of modernity;
- Comparable in case of comfort;
- Much lower share of „none” answers in case of converted trolleys.



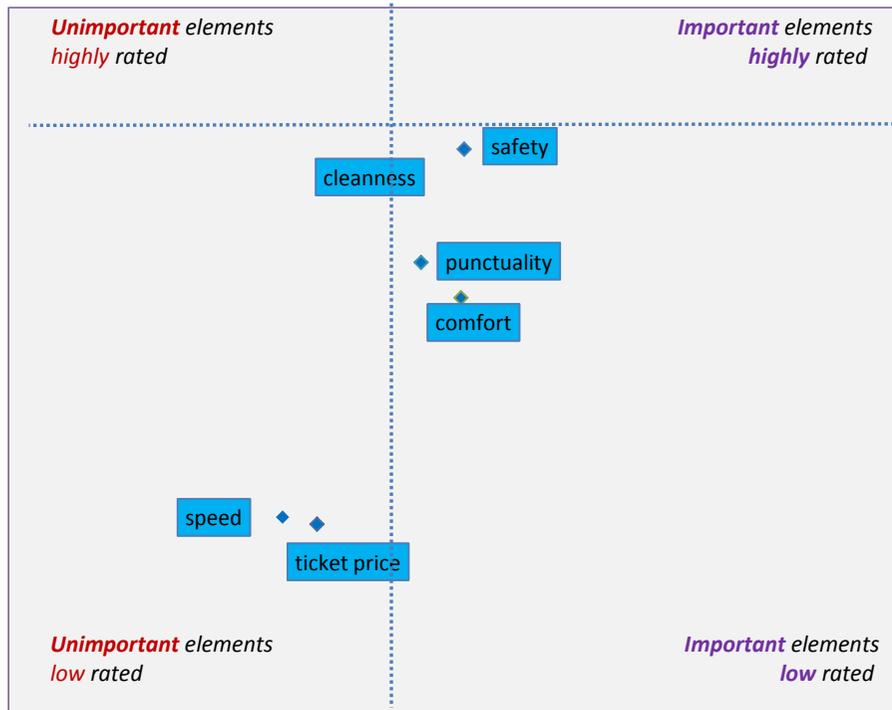
Analysis of current image of trolleybus: Image by age



Analysis of current image of trolleybus: Image by working status



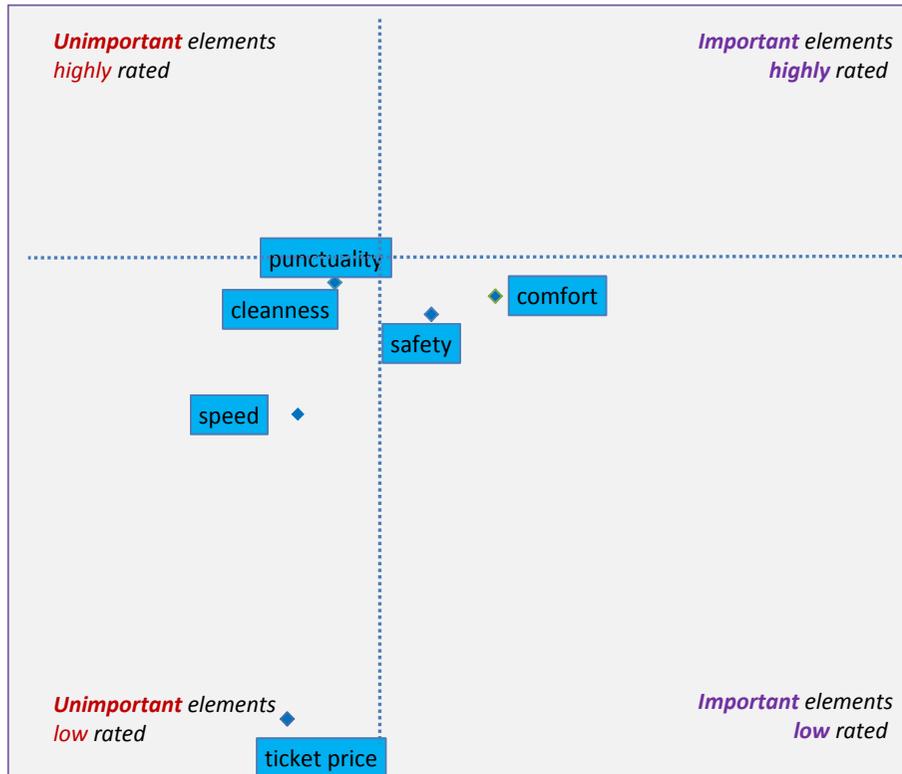
Maps of perception of trolleybus transport in Gdynia (citizens up to 30 years)



In the segment of people up to 30 years old, the following elements require improvement:

- safety;
- cleanliness;
- punctuality;
- comfort.

Maps of perception of trolleybus transport in Gdynia (citizens + 60 years)



In the age segment of 60+ years old, the following elements require improvement:

- comfort;
- safety.

This segment is not very demanding.

Target groups: 16 – 29 years old

- attending secondary school, colleges and universities in Tricity.
- **The size** (as of 31.12.2010): 45,102 people. Considering how this group uses public transport, the group is a major challenge in a long-term image-building strategy.
- **Methods of travelling:** a group of people who in the vast majority use public transport. Less than 5% of the group use a private car as the only means of transport in the city.
- **Hobbies and interests:**
 - values independence,
 - does not accept contracts binding them to a company (such as mobile tariff subscription);
 - prone to changing brands;
 - independent people who decide themselves what to learn;
 - the reluctant attitude towards the media or intensive advertising.

Target groups: 60+ years old

- retirees and pensioners (working and not working);
- **The size** (as of 31.12.2010): 39,093 people;
- **Behaviour:**
 - retain above-average physical fitness, which is representative for this age group;
 - curious and want to enjoy life - spending their spare time actively ;
 - willing to spend their savings on their passions, plans, and learning new things;
 - do not want to be excluded from the modern world;
 - keen on staying in touch with younger generations; two approaches to life activity: rather passive style set to support the family (helping with grandchildren), and the more active one set to search for the possibilities of self-development.

SWOT analysis factors and target groups

What shall be utilized:

1.	trolleybus - ecological aspect of using trolleybuses	Target Group A
2.	trolleybus - increases the quality of life (quiet means of transport)	Target Group B
3.	trolleybus - is a part of the process of changing travel behaviour into multi-modal one	Target Group A

What shall be reduced:

1.	preserving the image of trolleybuses as old-fashioned and slow means of transport	Target Group A + B
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Group A – 16 to 29 years, Group B – 60+ years

The attributes of the TROLLEYBUS brand

Target Group	Postulates *	Areas requiring improvement **
A - Youth Pupils and students	directness, frequency, punctuality,	safety, cleanliness, punctuality, convenience
B – Seniors Retirees and pensioners	directness, punctuality, availability	convenience, safety

Preferences and behaviour patterns of the inhabitants of Gdynia in 2008,

The Marketing Survey Report of Urban Transport Management (pol. Zarząd Komunikacji Miejskiej), April 2009, p. 24.

*** maps of needs*

The attributes of the TROLLEYBUS brand – cont.

- The key attributes are:
 - **Comfort and safety**, which means travelling standards, direct connections, as well as frequency,
 - **Reliability**, which means punctuality and speed.
- The impact on the environment is a strong competitive advantage of the trolleybus. The third key attribute of TROLEJBUS brand is:
- **Ecological aspects**, meaning virtually no impact of a trolleybus on the environment and being a quiet means of transport; thus, increasing the quality of life of city inhabitants

Description of the attributes (the expectations of public transport users)

COMFORT AND SAFETY

- direct connections
- the standard of service (manners),
- the standard of travel (occupied seats, occupied space),
- the standard of the bus stop,
- easy access to the bus stop,
- ease of getting on and off the trolleybus,
- frequency,
- safety .

ECOLOGICAL ASPECTS

- no local emissions,
- working quietly,
- flexible vehicle starts,
- returning the energy back to the network.

RELIABILITY

- punctuality,
- speed of travelling,
- accessibility (distance to the bus stop),
- no vehicle breakdowns.

Target positioning of a trolleybus in Gdynia

TROLLEYBUS

As an ecological and reliable means of transport, the trolleybus enables Gdynia inhabitants to commute and move around the city improving the quality of life.

TROLLEYBUS – no noise, no fumes, maximum comfort and safety of travelling.

ECOLOGICAL	COMFORTABLE AND SAFE	RELIABLE
Trolleybus as a quiet means of transport and emits no fumes, therefore it is environmentally friendly.	Trolleybuses guarantee safety of travelling, whereas the quality of new and modernized vehicles positively impacts the comfort of travelling.	New trolleybuses equipped with two power sources ensure reliability and punctuality.

Qualities of the brand: friendly, mindful, reliable

Rational promise:

Using the trolleybus, the passenger is assured with punctuality and reliability.

Emotional promise:

Trolleybus provides better safety of travelling and improves the quality of life (due to no fumes and noise).

Basic tools of marketing communication in target groups

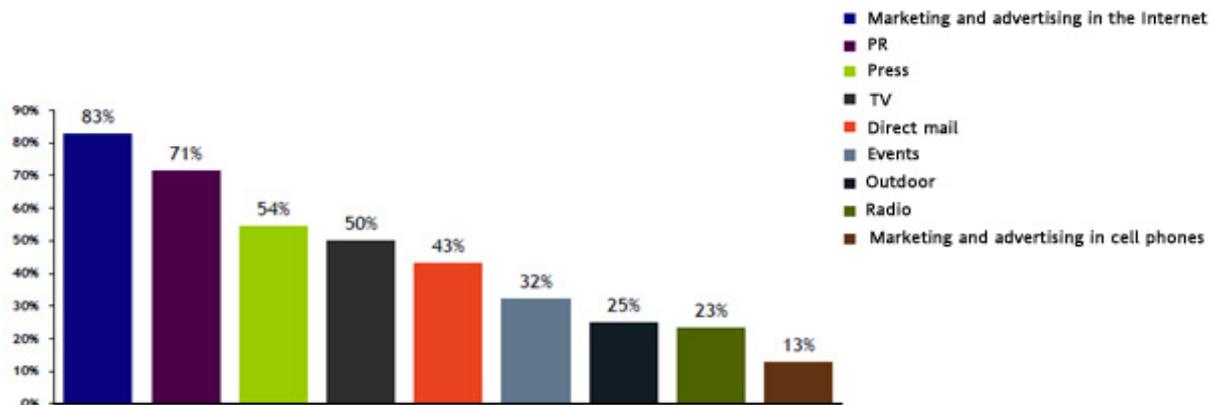
Internet communication: leading medium

- 16.3 million Poles use the Internet (Feb. 2011);

Outdoor advertising: supporting medium

- advertisements on public transport stops;
- advertisements in trolleybuses (outer surfaces of the vehicle and advertising media inside the trolleybus)

The effectiveness of marketing forms



Source:

Summary of the basic tools of marketing communication for the target groups

	Group A	Group B
Leading medium	Social media	Events
Supporting medium	Outdoor advertisement, Public Relations	Outdoor advertisement, Public Relations

Strategic Alliances:

Gdansk University of the Third Age;

primary schools located in the area covered by the operation of trolleybuses.

Measuring the success of the promotion strategy

The level of participation (inhabitants from the target groups):

- attendance analysis during the events,
- analysis of growth rate of active users on the webpage www.kochamtrolejbusywgdyni.pl,
- analysis of gaining new fans,
- analysis of the interactivity index (based on the Fanpage Trender).

The level of perception of trolley travel in Gdynia:

it is necessary to monitor the changes by conducting systematic marketing research as a continuation of those previously conducted by the ZKM Gdynia.

Documents related to transport policy in Gdynia

- Gdynia Development Strategy (1998, uprg. In 2003);
- Act on transport policy (1998);
- Integrated Plan for Public Transport Development (2004);
- BUSTRIP project with recommendations (2005-2008);
- Study of Conditions and Directions of Spatial Development (2008);
- Transport Plan according to new national act on public transport (up to 2013).

Integration nodes in Gdynia



Gdynia Development Strategy (1998, impr. in 2003)

- ensuring the efficient and environmentally friendly urban transport system by encouraging inhabitants to use public transport by means of quality improvements and diversity of travel services;
- developing trolley travel as environmentally friendly and co-creating a unique image of the city (added in 2003).



Transport Policy of Gdynia (1998)

„To introduce strategy of sustainable development of transport (i.e. decreasing overall demand for transport and priority to public transport)”

Target 2.2.2. Improvement of quality of public transport, including:

- to continue the process of modernization of bus and trolleybus rolling stock;
- to continue upgrading of trolleybus infrastructure.

Target 2.2.4.;Transport, environment and quality of life:

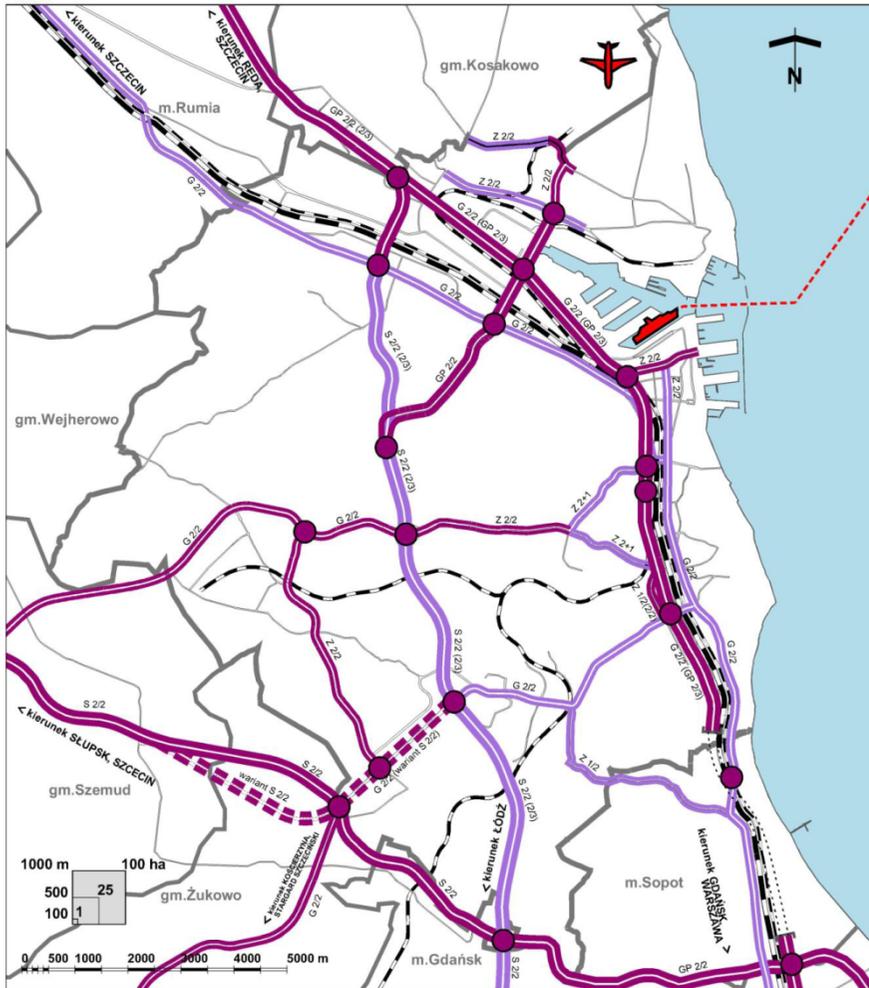
- Development of trolleybus system (based on economic effectiveness analysis)

SUTP –strategic directions

1. General objectives and principles of sustainable development
2. Reduction of transport needs (including an idea of „concept city” and development of cycling system)
3. Transport management (including ITS)
4. Development of clean modes of transport (improvement of safety, refurbishment of rolling stock, network development, improved information)



Study for Conditions and Directions of Spatial Development (2008)



Improvement of public transport quality actions against decrease of share of public transport on transport market;

- Modernisation of bus and trolleybus rolling stock

Decreasing the environmental impact of transport sector;

- Support ecological modes of transport;

„Development of public transport includes (i.e.):

Introduction of new bus and trolleybus lines on new urban areas of the city”

Transport Plan according to new national act on public transport (up to 2013).

- Strong position of trolleybuses should be confirmed;
- Possible development without network because of growing number of vehicles with traction batteries;
- Growing importance of ecological issues (European and local level).

Summary

Trolley

- There is a need for constant marketing research regarding transport needs and behaviour of citizens;
- Marketing Information System provides valuable input for further documents and actions taken by decision-makers at a political level;
- Converted trolleybuses are better evaluated by passengers in comparison to buses of similar class;
- Modern trolleybuses are better evaluated than converted vehicles – the conversion story needs another chapter – the Citaro vehicles.