

TALLINN, ESTONIA

Public Transport Marketing and Promotion Campaign

Background/context

As a relatively new member of the EU, Estonia received investments in infrastructure, including in its road network, to bring them up to European standards. Economic growth enabled more people to buy their own cars, leading to an increase in car use and a significant decrease in the use of public transport. To resist this trend, Tallinn, as the political and economic capital of the country, introduced several measures to improve the image of public transport. These measures included introducing a common ticketing system, school bus and P&R pilot projects, as well as participation in EU projects (Pilot, MAX) and the CIVITAS Initiative (SMILE, MIMOSA). Several other campaigns to promote public transport are being implemented.

The public transport system of Tallinn city consists of 63 bus lines, four tram lines and eight trolley lines, with routes covering all city districts. Bus routes cover the whole area of Tallinn. Trolley lines connect the city centre with Mustamäe and Õismäe, one of the biggest districts in Tallinn. Trams mostly operate in the city centre.

Case description

Public transport can be sustainable only with appropriate policies and measures. Tallinn has examples of successful awareness raising campaigns and marketing activities. Tallinn is a demonstration site for the MAX project (EU 6th Framework Programme), which aimed to raise the awareness of local decision makers and politicians of sustainable transport and the concept of mobility management. A brochure on integrated planning and mobility management was produced and handed out during an information day dedicated to local decision makers.

In 2008 a broad CIVITAS dissemination campaign was organised in Tallinn. Throughout the spring of 2008 the city was painted in CIVITAS colours. The Tallinn Transport Department and its partners carried out a dissemination campaign on the measures of the SMILE project. In order to work out the strategy and messages for the campaign, we came up with a concept and elaborated the key words, main messages and a visual image. During the campaign we defined the main courses of action and the most important media channels.

Radio broadcasts were used along with outdoor and print media. Both Estonian- and Russian-language radio channels were incorporated into the campaign. In the radio clip a man's voice describes the troubles with using a private car: congestion, fuel and insurance costs, problems with parking and policemen. To conclude, the voice advises people to use public transport because it is cheaper and faster during peak hours (thanks to a public transport priority system). Try it at least once and you will get the proof yourself!



Outdoor media were mainly public transport vehicles themselves (buses, trams, trolleybuses) although city advertising pillars and bus shelters were used, as well. Campaign messages covered the exteriors of vehicles and were emblazoned on windows and handgrips inside. The text read: "Thanks for choosing public transport" and also gave information on the benefits of using public transport for both the general public and current public transport users. Clips with campaign messages were shown on screens inside public transport vehicles.

Print media included all free newspapers and local papers in the city's eight districts (in both Estonian and Russian).

One goal of the campaign was to set up a project website. Now site www.tallinn.ee/smile gives information about CIVITAS SMILE activities in the city of Tallinn.

The first analysis provided by the evaluation team of the SMILE-Tallinn surveys confirmed that the campaign was successful and that the public had noticed the elaboration of both CIVITAS measures in the city: the public transport priority system and automatic stop calls and information in vehicles.

The City of Tallinn will implement several ambitious measures that will contribute to the sustainability of its urban

transport system in the near future. Some of these measures will be co-financed by the European Union (CIVITAS Initiative, Structural funds) and some will be solely financed by the city (school bus and P&R). All measures will be accompanied by soft measures such as travel awareness and marketing campaigns.

The measure of mobility management and marketing activities directed at popularising usage of active transport modes have a number of objectives, including:

- Promote an attractive and high quality public transport service.
- Increase the number of users of active transport modes (public transport, cycling, walking).
- Raise awareness of potential users of active transport modes and existing public transport users.
- Raise awareness on possibilities for using active transport modes.
- Raise awareness on new technical concepts and sustainability.
- Avoid the misuse of resources through raising awareness of less efficient modes of transport (private cars with one passenger).
- Changing the habits of car users through raising awareness on active transport modes.
- Raise the acceptance of citizens of public service and improve the image of public transport in an urban area
- Draw up a communication plan which includes a policy of media campaigns and ways of submitting passenger information on routes, frequency and fares.

Legislation and policy issues

In 2007 the Development Strategy for the Tallinn Mobility Environment 2007–2035 was drawn up in the framework of the international pilot project (Planning Integrated Local Transport). This project mainly concentrated on developing integrated transport strategies.

The strategy was drawn up jointly by several external experts and specialists from the Transport Department and City Planning Department and it embraces the main visions of neighborhood municipalities.

This strategy is considered as a best practise in Tallinn and was/will be presented to other European and non-European cities within different events.

All the planned measures in Tallinn are in keeping with the Sustainable Development Plan, Service Level Standards and Investment and Financing Programme, 2004–2010 for Tallinn Public Transport within the Common Ticketing System.

Costs and financing

Support by the European Union (6th and 7th framework programmes, Structural Funds) has enabled Tallinn to plan and implement the described measures.

Results

In recent years the role of public transport in Tallinn has improved and new and attractive solutions for intermodal transport use (P&R and school buses) have been created. The

decrease of the modal split for public transport has been stopped; more attention is paid to raising awareness and education of different target groups (potential public transport users, children, car users, politicians, etc). The share of electrical public transport will be maintained.

Problems

Intensive urban sprawl is taking place within the Tallinn agglomeration. The functions of the city are dispersing together with the inhabitants and the urban space is thinning. The reason for this is the tendency for people to move to the surroundings of the city to summer homes, new housing estates, satellite towns, and farm houses. Services, businesses and manufacturing are also moving out of Tallinn onto cheaper land. These processes have been accelerating during the last ten years.

To meet the future needs of Tallinn's population the city needs both a general transport policy and a specific public transport strategy to guide the development of a long-term sustainable and affordable transport system.

Transferability and success factors

Tallinn actively participates in different city networks (POLIS, Eurocities, CIVITAS initiative etc.) in order to exchange good experiences and give its input in new policies. Collaboration with partner cities within different European projects has proved to be very beneficial in terms of new ideas and problem solving.

Successful cooperation between Tallinn and Malmö started whilst preparing the SMILE proposal for CIVITAS II and was continued throughout the implementation period. Malmö and Norwich as leading CIVITAS cities supported Tallinn and its local partners by organising numerous training events and site visits. The cooperation showed the good transferability of these measures to other cities.

Conclusions

In the past few years Tallinn, in cooperation with the EU through the CIVITAS campaign, has carried out a number of measures to strengthen integrated planning for the development of public transport. The measures aim to improve the quality of city life and to guarantee conditions of mobility for all citizens in all parts of the city. The implementation of mobility management and marketing activities is an outstanding example of these measures.

References and contacts

CITY OF TALLINN

Contact: Andres Harjo,
Head of Tallinn Transport Department
Address: Vabaduse väljak 10; 10146 Tallinn, Estonia
Tel: 00372 640 4628
Fax: 00372 640 4617
E-mail: Andres.Harjo@tallinnlv.ee
Web: www.tallinn.ee

SPUTNIC CONTACT

Contact: Franz Barta
Email: franz.barta@socialdata.de