

A respectful behavior between the passengers should always be the basis – the pandemic only makes this more important.

Respectful / considerate behavior
within passenger interaction

- ▶ Regardless of the pandemic situation, the aim should be to increase passenger comfort, especially through positive messages
- ▶ e.g. no pushing, spreading out on the platform

Recommendations
for behavior in public transport,
general or selective

- ▶ Balance in passenger communication to not decrease that people feel safe as well as not increase that people feel uncomfortable
- ▶ e.g. keeping distance, type of mask

Obligatory rules
of conduct in public transport

- ▶ Pandemic-related regulations can hardly be influenced; it is more of a question of communication of the given regulations
- ▶ e.g. mask obligation

What can be done ?

From "Who has the prettiest mask pictogram?" to "How can we turn a fear space of public transport into a feel-good space?"

Systematization of the indications for the passenger interaction, also independent from Covid	<ul style="list-style-type: none">▶ "Sneezing, riding the bus with the flu or pushing when getting off the bus is bad even without a pandemic"▶ <i>How can we use the important "new normal" requirements to make all passenger interaction better?</i>
Reflecting on the classic strengths and their confident marketing	<ul style="list-style-type: none">▶ Bus and train travel is still safer and more ecological than driving a car; public transport is subject to strict testing mechanisms and thus guarantees high standards▶ <i>How can we improve the subjective safety of bus and train use?</i>
Reinforce simplicity of use: Highlighting and design of public transport as a service	<ul style="list-style-type: none">▶ New passenger info required now is a good opportunity to streamline rules and emphasize quality▶ <i>How can new rules of conduct help to make the overall user interface more engaging, hospitable and friendly? How can we help the passenger to perceive and accept the indicators and instructions on cleanliness and hygiene?</i>
Use of customer loyalty instruments	<ul style="list-style-type: none">▶ Many regular customers are unsettled - on the one hand because of the different needs for daily routes and on the other hand they wonder whether their ride is wanted▶ <i>How can we keep the loyal customers in line?</i>

Overview of fields of action in communication

In the context of the pandemic, a range of fields of action can be identified for communication in public transport.

Superior tonality

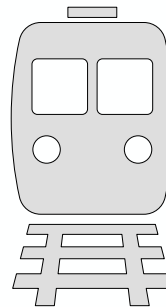
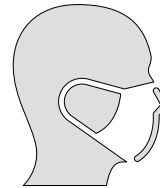
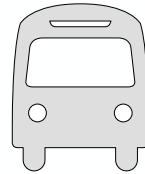
Communication of technical/objective quality



Communication of commands and prohibitions

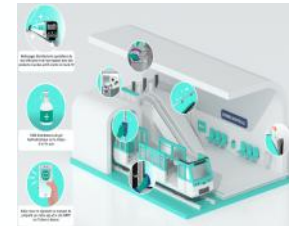


Nudging: nudges and incentives for good behavior



Communication of tariff measures

Emphasizing of cleanliness, hygiene



Chaque bus, chaque Tramway, chaque métro, chaque RER sont désinfectés 2 fois par jour.

Nous utilisons également un procédé innovant : la nébulisation. Cette technique de pointe utilisée dans l'aéronautique consiste à vaporiser des produits bactéricides virucides sur l'ensemble des surfaces.

Employee communication



Board with confidence

PR & Marketing



Studies Show Riding Transit During Pandemic Is Pretty Safe



Sources: https://www.jreast.co.jp/e/customer_support/corona-info/index.html, <https://www.ratp.fr/mobilisesensemble/actions-proprete>; <https://www.bart.gov/news/articles/2020/news20200526>, <https://chi.streetsblog.org/2020/11/17/mask-asks-facial-coverings-policy-for-cta-drivers-south-shore-drops-covid-denier-cars/>





Deutsche Bahn (German Railways) signals care for your passengers on the platforms.

MEASURE	DESCRIPTION	Superior tonality
Deutsche Bahn "Safety rail" and note on hygiene		
FIELD OF ACTION		
Communication		<ul style="list-style-type: none"> ▶ Deutsche Bahn illustrations on the platforms with a focus on the topics of safety and cleanliness ▶ reminder of the rules of conduct (mask, distance) and advice on cleaning ▶ strengthening the idea of solidarity ▶ separate landing page with information on the measures: www.gemeinsamgehtdas.de
ACTOR	COSTS	IMPLEMENTABILITY
e.g. Deutsche Bahn (German Railways)	 Manageable costs, updating effort	 Can be implemented in the short term
INTENDED EFFECT	generation of a sense of security, reduction of worries about hygiene	

Source: own photos P&C

Floor stickers







Distance signs on the floor or steps also serve as reminders on the platform and on the way there.

MEASURE	DESCRIPTION	<i>Nudg.; Commands & prohibitions</i>
Floor stickers on the platform		
FIELD OF ACTION	<p>► Floor stickers in the station or on the platform</p> <p>► to keep distance (sticker with a width of 1.5 m)</p> <p>► notice for the use of the entire length of the train or platform</p> <p>► guidance system on the steps to the platform to avoid oncoming traffic</p>	
Communication		
		
ACTOR	COSTS	IMPLEMENTABILITY
e.g. Deutsche Bahn (Germany Railways)	 manageable costs, updating effort	 can be implemented in the short term
INTENDED EFFECT	to favor spacing and distribution on the paths from/to the platform	

Source: own photos P&C

Guidance systems in the vehicle




In order to avoid crowding of passengers when getting on and off the train and on the way in the vehicle, these arrows should help.

MEASURE	DESCRIPTION	Commands & prohibitions
Guidance systems in the vehicle	  <p>Fotos DB AG/Dornik Schleute.</p>	<p>Guidance system for the distribution of passengers in the vehicle</p> <ul style="list-style-type: none"> as few contact points between passengers as possible eye-catching stickers on the floor and on the doors
FIELD OF ACTION		
Communication	 	
ACTOR	COSTS	IMPLEMENTABILITY
e.g. Deutsche Bahn, Trenitalia	 <p>manageable costs, updating effort</p>	 <p>can be implemented in the short term</p>
INTENDED EFFECT	less crowding	

Source: <https://www.lok-report.de/news/deutschland/verkehr/item/24543-deutsche-bahn-markierungen-erleichtern-das-abstandhalten.html>; own photos P&C

Note mask wearing


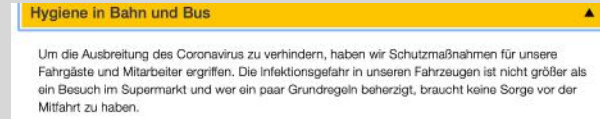


Transport companies addressed the declining incidence and asked to continue to comply with the rules of conduct for this reason.

MEASURE	DESCRIPTION	Commands & prohibitions
Social media posting on how to wear a mask correctly		<p>► Facebook post dated July 7, 2021: "We are happy that the incidence is currently so low. Let's work together to keep it that way. Mouth AND nose in ... you know how to do it right."</p>
FIELD OF ACTION		
Communication		
ACTOR	COSTS	IMPLEMENTABILITY
e.g. Leipziger Verkehrsbetriebe (LVB)	 low cost	 fast implementation online
INTENDED EFFECT	create awareness for correct application of the rules of conduct	

Source: <https://www.facebook.com/LVBdirekt/photos/a.300671206667489/4251830734884830/>


Emphasizing hygiene

Passengers can be made explicitly aware of the cleanliness of public transport to reinforce the feeling of safety.

MEASURE	DESCRIPTION	<i>Emphasiz. of cleanliness, hygiene</i>
Emphasizing of cleanliness: communication of the (reinforced) cleaning routines	<ul style="list-style-type: none"> ▶ General information about cleaning on the website, in the vehicle, etc. ▶ Concrete information on the last cleaning of the vehicle (date, time), which is in some cases carried out as a standard anyway ▶ Presence of cleaning personnel in the vehicles and at the tracks/stops ▶ Disinfection dispensers in vehicles and at stops 	
FIELD OF ACTION		
Communication	 	
ACTOR	COSTS	IMPLEMENTABILITY
local German transport companies, e.g. BVG, DVB	 for information material, additional personnel	 if necessary, conversion of the standards
INTENDED EFFECT	increased sense of security	





Source: <https://www.berlin.de/tourismus/infos/verkehr/nachrichten/6149507-4357821-corona-bvg-will-ihre-fahrzeuge-haeufiger.html>; Field report Verkehrsbetriebe Zürich; <https://www.dvb.de/de-de/meta/aktuelle-meldungen/corona-massnahmen/>

Air filters are used in the vehicles, which can be pointed out more strongly for the benefit of passenger comfort.

MEASURE	DESCRIPTION	Technical/objective quality
<p>Notes on technical quality: communication of existing and new measures</p>		
<p>FIELD OF ACTION</p> <p>Communication</p>		
	<ul style="list-style-type: none"> ▶ Notes, e.g. pictograms and announcements, on ventilation technology, air filters and air quality ▶ Automatic opening of doors for less surface contact and increased air exchange 	
ACTOR	COSTS	IMPLEMENTABILITY
local German transport companies, e.g. Padersprinter, DVB	<p>□ □ □ □ □</p> <p>for pictograms, conversion of vehicles if necessary</p>	<p>□ □ □</p> <p>depending on the existing technical standard</p>
INTENDED EFFECT	increased sense of security	

Source: <https://www1.wdr.de/nachrichten/westfalen-lippe/padersprinter-stadtbus-corona-filter-antiviral-paderborn-100.html>

Some transportation companies support vaccination progress by providing ride information and free tickets to the vaccination center.

MEASURE	DESCRIPTION	Tariff measures
Motivating to vaccinate: Communicating supportive measures for vaccination	<ul style="list-style-type: none"> ▶ free ticket to the vaccination center for elderly persons incl. accompanying person ▶ separate information on how to get to the vaccination center by public transport 	 Vaccination ticket „Ü80“ Rhein-Sieg-Kreis
FIELD OF ACTION		
Communication		
ACTOR	COSTS	IMPLEMENTABILITY
local German transport companies, e.g. VRS, MVV	 manageable costs for communication	 quick to implement
INTENDED EFFECT	sign of caring	

Source: <https://www.rhein-sieg-kreis.de/presseinformationen/2021/Februar/impfticket.php>; <https://www.mvv-muenchen.de/mvv-und-service/neuigkeiten/news/detail/news/mit-mvv-auskunft-und-mvv-app-zu-den-impfzentren-in-muenchen-und-der-region/index.html>

Recovery of passenger numbers


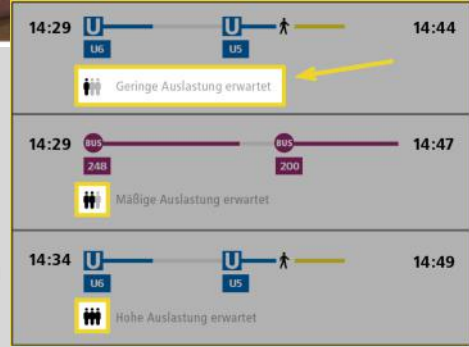


As incidences decline, transport companies can once again actively promote travel occasions with the goal of higher passenger numbers.

MEASURE	DESCRIPTION	Superior tonality	
Passenger recovery: communication of travel occasions and "welcome back" messages	<ul style="list-style-type: none">▶ various campaigns on social media, in vehicles, etc. on (recurring) travel occasions▶ actively promote public transport again instead of issuing warnings.▶ messages such as "We're glad you're back!"▶ point out relaxed regulations (e.g., more capacity or driver sales possible again)		
FIELD OF ACTION			
Communication			
ACTOR	COSTS	IMPLEMENTABILITY	
local transport companies, e.g. LVB, VRR, ZVV	<div><div></div><div></div><div></div><div></div><div></div></div> <p>costs for the communication campaigns</p>	<div><div></div><div></div><div></div></div> <p>quite quickly implementable</p>	
INTENDED EFFECT	increasing passenger numbers, passenger well-being, showing presence		

Source: <https://www.facebook.com/LVBdirekt/photos/a.300671206667489/4234512086616695/>; <https://www.vrr.de/de/der-vrr/wir-sind-bereit/>

Information on occupancy

With the help of a display on occupancy, passengers can be informed in advance how crowded it will be on their route.

MEASURE	DESCRIPTION	Technical/objective quality
Display of occupancy: (Pre-)communication of the occupancy in the vehicles	<ul style="list-style-type: none"> ▶ information about the occupancy of the desired connection in the timetable information (app, website) ▶ chance based on this information to reschedule or postpone the trip ▶ data based on passenger counting systems 	  <p>BVG</p>
FIELD OF ACTION		
Communication		
ACTOR	COSTS	IMPLEMENTABILITY
local transport companies, e.g. De Lijn (Belgium), BVG	 comparatively cost-intensive	 data acquisition, integration in app time-consuming
INTENDED EFFECT	less occupancy at peak times, feeling of control among passengers	

Sources: <https://www.delijn.be/de/overdelijn/stapgerustop/veiligheidsacties/?vertaling=true>; <https://go.bvg.de/auslastungsanzeige>

Covid-19 challenge – Regaining trust in public transport

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In summary, there are several measures in public transport that were implemented or intensified at the time of the pandemic.

- ▶ Rules of conduct in public transport (e.g. masks, distance)
- ▶ Measures for keeping distance (e.g. blocked seats and seat reservation, separation screens in vehicles and customer centers, no driver sale)
- ▶ Air conditioners with filter systems
- ▶ Air exchange through regular opening of the vehicle doors as well as less touch points
- ▶ Cleaning and disinfection of vehicles
- ▶ Hygienic coatings of surfaces in vehicles and at stations
- ▶ (Touchless) disinfection dispensers at stations and in vehicles
- ▶ Passenger guidance (e.g. stickers at the floor)
- ▶ Separation screens in vehicles and customer centers
- ▶ Contactless services, e.g. cashless payment
- ▶ Information on passenger load
- ▶ 3G rule in public transport

How can we best encourage passengers to follow the rules?

Recommendations

- ▶ rely on **voluntariness**, promote through communicative messages (e.g. advantages of a mask for you and others)
 - ▶ e.g. earlier in Sweden without compulsory masks, only recommendation at peak hours

Obligations

- ▶ in general, **transport companies are responsible** for checking compliance with the rules
- ▶ in terms of the 3G rule they can be supported by police and public order office
- ▶ staff also check that masks are being worn (usually in combination with ticket control or by security staff)
- ▶ positive reinforcement vs. imposing punishments (e.g. fines, ejecting from the vehicle)
 - ▶ depending on the federal state, e.g. 100 – 150 € for not wearing a mask, 250 € for disregarding 3G rule
- ▶ repeated reminders of the regulations (e.g. pictograms, announcements)
- ▶ empowering passengers to report misconduct (e.g. via app)
- ▶ enhance social distance by occupancy display – influencing behavior even before the start of the journey (e.g. in the app)



Source Picture: <https://www.baden-wuerttemberg.de/de/service/presse/pressemitteilung/pid/polizei-kontrolliert-maskenpflicht-im-nahverkehr/>

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The recommendations can be condensed into three key messages with regard to communication:

