

*Trolley*

Promoting **Electric** Public Transport

## **TROLLEY** Project

### **Trolley Roadshow Exhibition**



## 1 Overview

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### Introduction

This report provides an overview of the planning process and realisation of a TROLLEY Roadshow with individual events in several cities across Europe. The final outputs of the TROLLEY Roadshow were a series of locally adapted events in several cities across the Central Europe area informing on historical, technical and operational aspects of the trolleybus in general and in a local context. In order to create a common visual identity, all individual events were supported with a range of TROLLEY information materials. The Roadshow was not only organised in TROLLEY partner cities but also in other Central European cities such as Prague (CZ) and Halle/Saale (DE) in order to promote the TROLLEY project, electric mobility and its general benefits – with the overall aim to raise awareness for trolleybuses and electric mobility in public transport. All activities connected with the TROLLEY Roadshow were carried out within the framework of the Central Europe Programme.

### Roadshows as an effective event marketing scheme

Roadshows have been developed by marketing experts by thinking from a customers' perspective. The basic idea is to travel from town to town in order to market (new) products and services by promoting them directly at the customers' "front door". To summarise, a Roadshow can be considered a mobile 'exhibition', with only your products and services being shown to the target group.

Roadshows are considered as an effective way of event marketing with the following advantages:

- target groups can be targeted precisely
- target groups don't have any costs and the event is a short distance way
- target groups get "first hand" product information resulting in an effective customer retention

Roadshow events can be organised at various locations ranging from city centres to conference rooms or hotel lobbies, depending on the target groups (e.g. general public or specific business partners) and they can be tailored to meet specific local needs and circumstances.

### Aims of the TROLLEY Roadshow

Through the Roadshow the TROLLEY project partners raised awareness for the trolleybus as a clean and efficient ready-to-use urban transport solution. The TROLLEY Roadshow promoted a positive, sophisticated image by demonstrating its various benefits. The Roadshow activities described in this document aimed to show both policy makers and (potential) passengers that trolleybuses are the best readily available solution for sustainable public transport, even for cities which currently have no trolleybuses.

The TROLLEY partners aimed to achieve the following goals with the Roadshow:

- Promote the trolleybus as the cheapest form of electric public transport when external costs are duly considered (despite initially higher investment costs);
- sensitise decision-makers towards the benefits of trolleybuses as the most energy-efficient, comfortable and least polluting form of urban public transport;
- present innovations and new developments in the field of energy optimisation within trolleybus systems;
- demonstrate the achievement of the potential of trolleybus systems;
- demonstrate TROLLEY partners' competencies;

- create an emotional connection to local trolleybus operations and
- inform the public and local decision makers about the history, present and future of local trolleybus operations.

## 2 Target audiences of the Roadshow

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Prerequisite for the success of the TROLLEY Roadshow events was a well-informed selection of the specific target audiences. In general, the consortium defined the target audience as being institutions and groups of people who regard the project's results, outputs and recommendations as an important benefit. With regard to the Roadshow the two following **relevant target groups** were identified:

**Decision makers:** include those who are responsible to make relevant decisions regarding public transport. They include:

- Local authorities such as city councils and public administrators;
- National ministries of transport, energy and environmental affairs, education and ministries of regional development as well as national ministries of research, public policy and monitoring;
- Elected members of central and regional governments;
- Public transport operators (executive directors and boards)

### City of Gdynia: Targeting Decision Makers

In Gdynia, the TROLLEY Roadshow was organised in conjunction with an international conference on sustainable transport and active mobility which was held on 15 September 2011. Specifically targeting decision makers, a site visit to Gdynia's trolleybus depot was organised for 69 national and international stakeholders from the transport sector, central government institutions, the education and private sector.



The Roadshow event focused on technical issues and was closely linked to Gdynia's core output within the TROLLEY project – the handbook on diesel bus to trolleybus conversion (also available as a download on [www.trolley-project.eu](http://www.trolley-project.eu))

**Passengers/general public:** comprise those who potentially benefit from improved trolleybus operations and public transport efficiency in their cities. They include:

- Regular trolleybus users;
- Car drivers (as potential trolleybus users) in cities with trolleybuses in operation;
- General public in cities where trolleybus systems are not in place.

### **Parma (TEP): Catching the public eye**

On 4 May 2012 a photo exhibition entitled 'From Tram to E-Bus' was inaugurated as part of the Roadshow. At ten stops along Via Repubblica, ten milestones of electric public transport development in Parma were displayed. At each of the ten stops, a large format photo with corresponding text in Italian and English was displayed – each of them representing one historical milestone development of trolleybus operations in Parma.



The photo exhibition was accompanied by the public introduction of the ebus/new trolleybus vehicle equipped with supercapacitors on Parma's main square Piazza Garibaldi. People rode the bus on its first trip through Parma along its route through the city center. By combining the Roadshow event with the ebus presentation in the city centre, it drew significant public attention. It is estimated that about 100.000 people have visited the Roadshow event between 4 May and 11 May 2012.

The TROLLEY partners' definition of target groups for their Roadshow varied to some extent in order to meet specific local and regional conditions.

In order to reach specific target groups, the Roadshow was in many cases combined with other local events; for example the final TROLLEY conference in Szeged, the international conference on "Promoting sustainable transport and active mobility" in Gdynia, the

International Trolleybus Conference in Eberswalde, the Euregia<sup>1</sup>, New Mobility<sup>2</sup> and 3<sup>rd</sup> International Trolleybus Conferences in Leipzig and the ebus launch in Parma.

### 3 Key messages of the Roadshow

After the key target audiences had been identified, the **key messages** to be distributed by the Roadshow were defined:

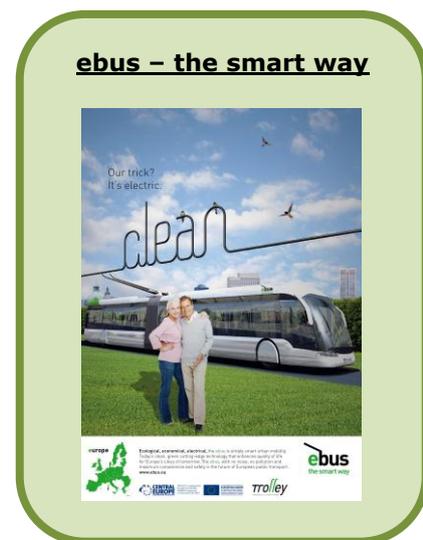
#### To decision makers:

- Ecologic effects of no emission vehicles;
- Less noisy and polluting;
- Increased quality of life for citizens.
- Lower infrastructure costs compared to introduction and maintenance of tram systems;
- Longer lifetime of trolleybuses compared to diesel buses;
- Positive energy saving/consumption aspects;
- Lowest possible energy consumption of non-renewable resources.

#### To Passengers/General Public:

- More travel comfort due to fewer vibrations and noise;
- Visibility of overhead trolley wires mean certainty, safety and reliability;
- Better quality of life due to fewer noxious emissions.
- Trolleybuses are less involved in accidents;
- Trolleybuses produce no harming emission;
- Modern and stylish transport mode.

While considering the specific opportunities of this event marketing tool, the key messages of the TROLLEY Roadshow were aligned with and integrated into TROLLEY’s overall communication plan and the image campaign “ebus – the smart way!”, which has been created to promote trolleybuses as smart, clean and green solution for urban public transportation of the future (see image on the right). More information on the ebus campaign can be found on the TROLLEY homepage ([www.trolley-project.eu](http://www.trolley-project.eu)).



<sup>1</sup> Euregia – annual congress on local and regional development in Europe held in Leipzig, Germany.

<sup>2</sup> New mobility – annual congress on concepts for future mobility held in Leipzig, Germany.

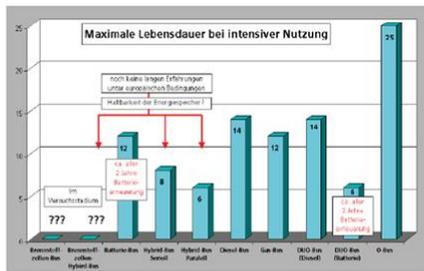
**Salzburg's key message: innovative and comfortable e-mobility**

In March and April 2012 two local Roadshow events were successfully organised in Salzburg and attracted several thousand visitors. Exhibitions at the Salzburg AG headquarters and the public library were displaying photos and large posters that informed the general public, passengers and potential passengers about the key characteristics and advantages of trolleybuses.

**Innovative e-mobilität**



- ▶ Der Obus ist flexibel und zuverlässig und kann teilweise auch ohne Oberleitung fahren
- ▶ Obus und Straßenbahn weisen ähnliche Kapazitäten bei der Personenbeförderung auf
- ▶ Ein Obus-System kann mit bis zu 80% geringeren Kosten als eine Tram und mit weniger Störungen in der Bauphase realisiert werden
- ▶ Die Lebensdauer der Fahrzeuge ist bis zu 50% höher als bei einem Dieselbus
- ▶ Der Obus hat ein geringeres Gewicht und weniger Vibrationen als andere öffentliche Verkehrsmittel.



**Komfort und Sicherheit**



- ▶ Ein Obus-System erhöht die Lebensqualität einer Stadt
- ▶ Die Fahrzeuge verursachen geringen Lärm und wenig Vibrationen
- ▶ Fahrgäste schätzen die sanfte Beschleunigung und die guten Fahreigenschaften
- ▶ Als oberleitungsgebundenes Fahrzeug ist es weniger oft in Verkehrsunfälle verwickelt, weil Autofahrer die Besonderheit respektieren
- ▶ Die Oberleitung garantiert dauerhafte ÖV-Versorgung und macht den öffentlichen Verkehr sichtbar



Two key messages were promoted throughout the event: The innovative potential of trolleybuses as the only readily available electric public transport solution and the comfort and security aspects of trolleybuses.

## 4 Planning and organisation of the Roadshow

Organisational issues of the Roadshow were discussed during a TROLLEY partner meeting in October 2010. It was agreed to have a photo exhibition about the trolleybus systems of all partner cities. Also fixed Roadshow elements like gadgets and give-aways were used at each Roadshow stop in order to ensure a common visual identity. Other Roadshow elements varied from partner city to partner city, depending on the local concept, key messages, venue and target group. The individual TROLLEY Roadshows were planned to account for possible synergy effects with other local events (conferences, meetings, conventions etc.) to which the local Roadshow stop could be linked.

With regard to possible outdoor locations of the TROLLEY Roadshow and holiday periods (summer break etc.), spring and autumn were identified as the ideal season for the Roadshow to take place.

### **TROLLEY Roadshow: Dates and Places**

27.5. – 12.6.2011	Brno [CZ]
15./16.9.2011	Gdynia [PL]
5.3. – 29.3.2012	Salzburg [AT]
23.3. – 31.8.2012	Eberswalde [DE]
4. – 11.5.2012	Parma [IT]
23.5.2012	Halle/Saale [DE]
31.5.2012	Prague [CZ]
22.10.2012	Leipzig [DE]
10.1. – 6.2.2013	Szeged [HU]

### **Each Roadshow stop included the following planning steps:**

- Contact local project partners, stakeholders and representatives for the Roadshow stop,
- Check and prepare local venue/locations for the Roadshow stop,
- Organise marketing and promotion for the Roadshow
- Select and produce individual (exhibition) materials for each local Roadshow stop
- Brief local representatives and other important stakeholders about aims and contents of the TROLLEY Roadshow.

### **Examples of local cooperation partners**

<b>Brno:</b>	Local Transport Operator (DPMB) Czech Ministry of Transport (Roadshow stop in Prague)
<b>Eberswalde (BBG):</b>	Museum in der Adler-Apotheke (museum on local and regional history)
<b>Gdynia:</b>	Traffic Engineering Office, City of Gdynia Investment Department, City of Gdynia University of Gdansk PKT Gdynia – Public Transport Operator of Gdynia
<b>Szeged (SZKT):</b>	Károly Somogyi Public Library, Szeged

**Roadshow venue in Leipzig: Targeting transport stakeholders**

TROLLEY project partner LVB (Public Transport Operator Leipzig) installed posters in several of their tram vehicles connecting the city centre to the trade fair grounds, where the Euregia, new mobility and 3<sup>rd</sup> International Trolleybus Conference took place. The latter of which was organised by trolley:motion, the international action group to promote e-bus systems with zero emission.



On board, stakeholders from the public transport sector traveling by tram and regular passengers were informed about LVB’s historic trolleybus era between 1939 and 1975 as well as current and future e-mobility projects in Leipzig such as the “study bus line 70”, the testing of hybrid buses and possible follow up activities.

**Individual Roadshow exhibition in Szeged (SZKT)**



In close cooperation with the library and its archive, a wide range of exhibits was displayed and made accessible for the public: a collection of historic photos, brochures, articles and books about the trolleybus in Szeged, trolleybus models, children’s drawings and e-bus photos. Also, together with photos, large format posters about the TROLLEY project and the actions of individual partners were displayed.

**Individual Roadshow exhibition in Eberswalde (BBG)**



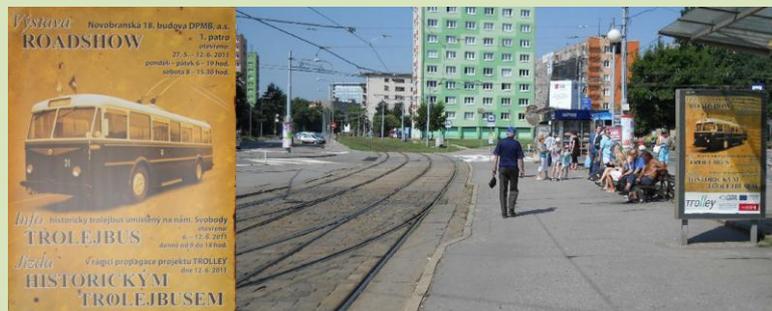
The heart of the Roadshow events was an exhibition on the history and future of local trolleybus operations, which was displayed in the municipal museum of Eberswalde. The exhibition shed some light on the role of the trolleybus with respect to Eberswalde’s zero-emission-strategy.

About six weeks before each event the following, more detailed planning steps were taken:

- Site survey with the local organisation team, including planning of media and presentation technique, e.g. beamer, screens, and projection area, furnishing etc.,
- Announcement of Roadshow stop via websites, local press and outdoor posters,
- Collection of exhibition materials and installation of the exhibition on site.

**Announcing the Roadshow: Outdoor posters in Brno**

Large posters at public transport stops around the city of Brno announced the TROLLEY Roadshow in advance.



Between 27 May and 12 June the Roadshow in Brno attracted several hundred visitors and informing them about the TROLLEY project and trolleybuses in general.

During the preparation and planning phase of the local Roadshows, gadgets and give-aways for the partners were produced. As part of the Roadshow promotion strategy these gadgets supported the dissemination of TROLLEY’s key message: the trolleybus is a clean electric public transport mode that is proven, reliable and readily available. Eventually, for all partners cups, key fobs and pens were produced using the TROLLEY design. Additionally, some partners produced individual gadgets and give-aways tailored to their local needs and target group. In Brno, DPMB produced a calendar depicting a local trolleybus.

## 5 Announcement of the Roadshow

Overall, the Roadshow complements TROLLEY’s promotional activities in an efficient and highly visible way. The success of the Roadshow a marketing tool was not only based on the individual exhibitions and promotion materials developed by TROLLEY partners and their local stakeholders, but also on successful communication and public relation activities. The following communication channels were used in order to promote the local Roadshow events:

- eye catching posters, in line with the TROLLEY promotion campaign design, indicating date and venue of the Roadshow events
- targeted flyers informing about contents and the programme of the Roadshow,
- project and Central Europe Programme websites,
- local stakeholders and networks, e.g. City Fix – the Sustainable Urban Mobility Network,
- local operator’s websites.

### TROLLEY Roadshow promotion in Eberswalde

The large poster (left) and flyer (right) produced by BBG to promote the local Roadshow event brings together the history and future of trolleybus operations in Eberswalde by merging historical and recent pictures on local street settings.



The TROLLEY Roadshow in Eberswalde was originally scheduled to last from 23 March until 29 May 2011 in a local museum. Due to the lively interest of visitors it was extended until August 2011.

The Roadshow events were widely advertised. Invitations to regional and local press were sent out, with mostly local media representatives (radio, TV, print media) reporting on the individual Roadshow events.

## **6 Evaluating the effects of the Roadshow**

The evaluation of impacts or effects particularly attributed to the TROLLEY Roadshow events were carried out keeping in mind the previously defined aim to raise stakeholder awareness and to create a positive attitude towards trolleybuses. In order to achieve this in particular politicians and decision makers in the public transport sector were targeted.

The performance evaluation of a specific promotional activity like the Roadshow can be conducted in different ways, for example through questionnaires and interviews etc. at the local/ outdoor event itself. For the TROLLEY Roadshow a quantitative evaluation approach is chosen based on the number of event visitors, questionnaire evaluation and the assessment of media coverage, which in turn is assessed by the quantity and quality of reports in regional and local media publications covering the individual Roadshows.

### **Wide media coverage in Szeged**

The Roadshow event in Szeged, which was organised as part of the Central Europe Programme's Final Conference by Szeged's public transport operator SZKT, included a trolleybus exhibition in Károly Somogyi Library and received wide press coverage. Overall, more than 33 articles in local and regional Hungarian on and offline publications made the Roadshow a great success in terms of media exposure. Taking the 1.000 persons visiting the library each day as a basis, potentially up to 28.000 attendees have visited the Roadshow exhibition in Szeged.



In general each individual Roadshow event was positively received in each respective local and regional media. In Eberswalde, a local TV station produced a small report on the Roadshow exhibition. In Parma, several print and online articles reported on the Roadshows photo exhibition titled 'From Tram to E-Bus' as well as the ebus event on Piazza Garibaldi. In Salzburg, a publication in Salzburg AG's customer magazine 'LebensLinien' was published, reaching 200.000 households. Overall, with a total of up to 150.000 visitors on site and approximately 50 articles mentioning the events in local media publications the TROLLEY Roadshow has been a great success.