

PUBLIC TRANSPORT

Nina Julkunen
Zoltan Toth

In the future, public transport will have an important role in decreasing CO₂-emissions. Investments in and marketing campaigns around new possibilities and *the new fuel / engine techniques* are required. The increase in the share of public transport users is also essential.

Public transport will face the effects of climate change in the future. Despite threats climate change should be seen as an opportunity for public transport.

Developing new techniques, using renewable energy sources and making public transport more attractive to the customers will be the key factors to success. New ideas and new ways to organize public transport are required.

Strengths	Weaknesses
<p>*** Less impact of climate, pollution, noise</p> <p>*** Cheaper price compared to private motor vehicles- increasing petrol price</p> <p>* Fewer road accidents</p>	<p>*** Declining road and railway network</p> <p>*** Lack of cooperation between actors</p> <p>** Poor quality of public transport</p> <p>* Existing transport culture</p>
Opportunities	Threats
<p>*** New technologies</p> <p>*** Use of renewable energy sources</p> <p>** Campaigns for improving service and image of public transport</p>	<p>*** Transport culture, number of cars</p> <p>** Increased need for air-conditioning</p> <p>** Transport safety threats</p>

Table 1. SWOT for public transport in West Mecklenburg

- The importance of effective environmental marketing must be underlined, including reasonable and attractive pricing methods for tickets. User-friendliness is the key to success.
- Regional political support and commitment is required.
- Motivating sustainability through e.g. tax advantages for a certain period to public transport companies operating sustainably -> lower ticket prices can be offered without losing profit.
- Tram and train are preferred to road transportation.