



Deutsche Gesellschaft für
Technische Zusammenarbeit (GTZ) GmbH
German Technical Cooperation



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Public awareness campaign about sustainable transport in Surabaya

Public Awareness Campaign Implementation Plan, 2000

April 2001, Surabaya



GTZ's Sustainable Urban Transport Project (SUTP) in Surabaya aims to work with related agencies and the people of Surabaya to devise and implement policies toward environmentally, economically, and socially sustainable transport in the city.

This will result in a range of "local" economic (enhanced investment climate), social (poverty reduction) and environmental (cleaner air) benefits, and will also contribute to a stabilisation of "global" carbon dioxide emissions from Surabaya's transport sector. The project is hoped to provide a model of how to reduce such emissions from the transport sector in large cities in developing countries.

GTZ SUTP has embarked on an integrated program, including – working closely with the City Government – development of sustainable transport policies, design and implementation of a public awareness campaign, technical measures to reduce vehicle emissions, enhanced air quality management capability, adoption of appropriate fiscal instruments and transport demand management measures, improvement of conditions for non-motorized transport and pedestrians, elaboration of an effective inspection & maintenance and roadworthiness program, promotion of the use of CNG, a public transport demonstration route including regulatory and institutional reforms to be applied nationally if successful, and dissemination of international experiences.

GTZ SUTP commenced in Surabaya in 1998 and is due to finish in 2001.



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The findings, interpretations and conclusions expressed in this report are based on information gathered by GTZ SUTP and its consultants from reliable sources. GTZ does not, however, guarantee the accuracy or completeness of information in this report, and GTZ cannot be held responsible for any errors, omissions or losses which emerge from the use of this information.

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1. INTRODUCTION

A crucial part of GTZ's Sustainable Urban Transport Project (SUTP) in Surabaya, cooperating with the Surabaya City Government, the East Java Provincial Government, and other partners and stakeholders, is to carry out a public awareness campaign to raise awareness about sustainable urban transport in Surabaya. Measures will not be implemented unless they are supported by the local people, and the provision of information about sustainable urban transport is an essential first step in securing that support.

This Campaign Implementation Plan sets out the basic principles for those executing the campaign. It serves as a guide for the campaign team and partners in developing and implementing the campaign activities, including the search for other partners and sponsors. The Campaign Implementation Plan through time will be further developed and implemented by the executors, in accordance with the resources, needs and the aims of the partners.

The Campaign Implementation Plan and public awareness campaign promotes environmentally, socially and economically sustainable policy applications in order to create a sustainable urban transport system in Surabaya. Campaign activities are coordinated with the activities of GTZ SUTP.

This report, as well as providing a framework Campaign Implementation Plan, also reports on the campaign implementation from April – December 2000.

2. PUBLIC AWARENESS CAMPAIGN STRATEGIC CONCEPT

2.1. Official name

Seger Surabayaku, rek!

[English approximation: Fresh, my Surabaya, friend!]

2.2. Objective

Increase public awareness about sustainable urban transport in Surabaya.

2.3. Targets

- The establishment of a sustainable urban transportation system.
- Improved awareness and concern of decision-makers in applying policies for developing a sustainable urban transport system in Surabaya.
- Improved public understanding about the principles and need for a sustainable urban transport system.
- Improved awareness and knowledge of transport problems facing Surabaya, and the steps needed to overcome them.
- Better understanding of air air pollution caused by motor vehicles in Surabaya, and its hazards.
- Improved awareness, knowledge and participation of motorized vehicle users, in order to change their behaviour and encourage them to reduce the emissions of their own vehicles.
- Awareness of the need for shifts from private motor vehicles to the more efficient and environmentally friendly modes of walking, cycling, and public transport.

2.4. Logo



2.4.1. Explanation of logo

Text in the logo

- The word “**FRESH**” expresses the mission to create a City of Surabaya which is liveable, through various new ideas and initiatives. Combined with the butterflies and blue colour, it connotes clean air.
- The phrase “**FRESH, my Surabaya, friend**” is expressed in distinctive Surabaya dialect (the word “rek” is used only in Surabaya, and throughout Indonesia is associated with Surabaya). It urges and invites the people of Surabaya to take part in creating a liveable city through new ideas and approaches.

Pictures in the logo

- The **BRI Tower**, **Hero Monument**, and **Graha Pena** building all have a distinctive profile and are all uniquely identified with Surabaya. This further reinforces the focus of the campaign activities in the City of Surabaya.
- **Butterflies** symbolise low impact and short distance, “light” transportation, and dynamic and free movement. Butterflies also stand for the hope of Surabaya to be free of air pollution.
- The **round shape** symbolises the world, reflecting the fact that an unsustainable transport systems is not just a problem for the people of Surabaya, but also has an impact at a global scale. The global impact is felt in particular from the contribution of rising CO2 emissions from the transport sector to global warming.

Colours of the logo

- A **blue sky**: a condition that we want to achieve signifying clean air.
- **Yellow**: a warm and friendly colour, helping give the impression of an open invitation to take part in forming a sustainable urban transport system in Surabaya.
- **Green**: signifying freshness and a clean environment.

2.4.2. Use of the logo

The campaign logo must be incorporated into each campaign activity.

3. TARGET GROUPS (PRIORITY TARGETS IN BOLD)

TARGET GROUP CATEGORY	ORGANISATION
Policy makers	City Council Commission D
	Provincial Council Commission D
	Pertamina
	City Road Traffic Office
	City Development Planning Board
	City Environment Office
	Provincial Environmental Impact Management Agency
	Mayor (and Vice Mayor and City Secretary)
	Parking Office
	Public Works Office
	Terminals Office
	City General Division
	Provincial Road Traffic Office
	Police, especially Traffic Police
Health Office	
Media	TV, radio, print, (journalists and editors)i
Motor vehicle owners	Private cars and motorcycles
	Official vehicles
	Public transport buses: Damri
	Public transport buses: private operators
Vehicle roadworthiness & emissions testers	Road Traffic Office, Traffic Police
	Workshop owners
CNG introduction	Microbus owners
	Microbus drivers
	Microbus manufacturers / workshops
	Credit providers
Car drivers	Public transport: city buses
	Public transport: microbuses
	Private motor vehicles
Public transport passengers	Regular and express; microbus passengers
	Air Conditioned services
Social organisations	Organda, Kopatas (bus & microbus owner associations)
	NGOs
	Clubs and associations
Educational institutions	Universities
	Junior high school
	Senior high school
	Primary school
	Pre-school
	Diplomas
	Heads of School
Community leaders	Religious leaders
	Informal leaders
	Celebrities

4. IMPLEMENTATION PATTERN

4.1. Campaign implementation to be done in stages

4.1.1. Stages of campaign

Level	Message
Introduction / socialisation	Existing conditions, and vision of a desired future
Empowering / enabling	Solutions
Commitment / action	

Campaign activities will be focused on levels 1 and 2 in 2001 and 2002.

4.1.2. Initial implementation period (May - September 2000)

This period was used to gather support from related parties and especially potential partners in implementing the campaign. Various campaign activities are also carried out in this period in a low intensity.

4.1.3. Implementation period (October 2000 - 2002)

This period is used to continue with the implementation of various campaign activities.

4.2. Campaign messages

Stage 1: introduction / socialisation

- Transport planning involves everyone, not just so-called experts
- The transport conditions in Surabaya are worsening. If action is not taken, gridlock will result on major roads by 2010
- Public transport has a low and declining share of motorised trips, compared to private motor vehicles
- Air quality in Surabaya is worsening, due to increasing use of motor vehicles combined with increased congestion
 - Air pollutants from tailpipe emissions have a range of negative health effects depending on the pollutant concerned
 - Lead is a poison
 - Along with other negative effects, lead retards the mental development of children
 - Health is more important than wealth!
- Use of private motor vehicles inflicts many losses on the community
 - High use of energy
 - Air pollution and noise
 - Congestion

- Threatens the viability of other forms of transport, especially pedestrians and cyclists
- Severance of local communities
- Risk of accidents
- Social impact on community life
- Urban transport solutions are available! Many cities around the world have succeeded in cleaning up their air, encouraging more sustainable modes of transport, and improving their liveability and local economy.

Stage 2: Empowerment

- Vehicles and pollution
 - Need to pay attention to the problem of pollution from our motor vehicles.
 - Does the exhaust pipe have to be right in front of us for us to care?
 - Avoid black or white, visible exhaust smoke!
 - Does your vehicle meet vehicle testing exhaust emissions standards? Is your vehicle tuned and performing according to its specifications?
 - Use environmentally friendly fuels. Unleaded fuel is better for your health and also better for your car's health
 - CNG is economical!
- The streets are full of cars. Now it's the peoples' turn!
- A sustainable urban transport system adheres to principles:
 - Access (city for people, not cars)
 - Justice
 - Pollution prevention
 - Health and safety
 - Public participation and transparency
 - Integrated planning
 - Economy and low cost
- A sustainable urban transport system doesn't require massive new investments or megaprojects.
- We only have one atmosphere: let's preserve it together for the future!
- Pedestrians, cyclists and other users of non-motorised transport need to be protected and promoted. They:
 - Are vulnerable to accidents
 - Have the right to use road space
 - Represent a mode of transport which is open to everyone, unlike cars
 - Have a low impact on the environment and other people
 - Are using a transport mode which is appropriate for Surabaya's density and flat topography.

- Use of private motor vehicles must be made more difficult and expensive
 - More expensive parking charges, especially in the city centre
 - Limit trips which go through the city centre
 - Give priority to public transport
 - Traffic calming measures for residential areas
 - Reduce the fuel subsidy
- Traffic calming:
 - Makes the environment more pedestrian friendly
 - Decreases the amount and severity of accidents
 - Reduces air pollution and noise
 - Can increase roadside activity
- Need for improving vehicle emissions
 - Establishment of emission test standards (vehicle performance standards) and enforcement
 - Use of tax incentives to promote low emission vehicles
 - Better vehicle maintenance
 - More environmentally friendly and economical driving behaviour
 - Centralised testing of roadworthiness and inspection & maintenance in Surabaya
- Integrated planning: mixture of land uses between residential, shops, and offices, concentrated along major radial routes
- Improving public transport service. Achieving public transport which is:
 - Affordable
 - Reliable, with a high and predictable frequency
 - Comprehensive, in terms of route coverage, operational hours, and days of operation
 - Fast, safe, clean, and pleasant
 - Endowed with a good image
- Technical measures are needed
 - An effective inspection & maintenance and roadworthiness testing program
 - Introduction of unleaded petrol
 - Use of CNG
- Financial measures, application of taxes
 - Determine fuel taxes to promote the use of clean fuels
 - Create an environmental trust fund to provide financial support for implementation of sustainable transport measures

4.3. Methods of conveying messages

4.3.1. Distribution of campaign materials

Various campaign materials such as flyers, brochures, stickers and posters will be made and distributed at strategic points and occasions. Such occasions include, for example, major meetings and seminars, press conferences, and at each of the various campaign activities. The materials will be appropriate for the target group in question. As well as materials made as part of the public awareness campaign, the campaign will also utilise and distribute various GTZ SUTP reports.

4.3.2. Implementation of public relations (PR) activities

Various PR activities are formulated for the coming few months. These include for example radio talk shows, seminars, press training, hearings with the City Council (Commission D), and popular activities such as Surabaya Car Free Day.

4.3.3. Media campaign

Print and electronic media are an effective means to reach a wider target audience. Most important here are the leading Surabaya newspapers: Jawa Pos, Surya, Kompas, Memo, and others.

5. ORGANISATIONAL STRUCTURE

The teamwork and organisation of the Working Group is important to ensure ongoing campaign activities. The organisational structure involved government officials, NGOs, business association members, and journalists. The membership of the PAC WG was fairly fluid over the period, as members were providing a voluntary input, there were students, NGO membership changed rapidly in some cases, and so on.

The team officially formed by Decree of the Mayor consisted of:

1. **Leader/manager:** The leader/manager is responsible for the overall implementation of the campaign and for coordination with related parties. The leader acts as the public campaign manager. For the duration of the PAC in Surabaya the PAC leader and head of the WG was Dra. Wiwiek Widayati of the City Public Relations Office.
2. **Partner coordinator:** The partner coordinator is responsible for identifying and working together with potential partners in campaign implementation. In practice, all PAC WG members dealt with potential partners at various times, subject to the kind of activity being conducted.
3. **Media coordinator:** The media coordinator is responsible for all aspects relating to print and electronic media. In practice, several WG members dealt with the media at various times, though under the supervision and coordination of the PAC manager.

The arrangement of Working Group for the Public Awareness Campaign for Sustainable Transport and Clean Air in Surabaya according to the Mayor Decree is:

Patrons: 1. H. Sunarto Sumoprawiro (Mayor of Surabaya)

2. Drs. Bambang DH, MPd (Vice Mayor of Surabaya)

Steering Committee: 1. Ir. Alisjahbana, MA (2nd Government Assistant of Surabaya)

2. Drs. Ec. Muhtadi, MM (Head of City Public Relations Office)

3. Ir. Tri Siswanto (Physical & Infrastructure Division, Bappeko)

4. H. Sutarmanto, S.H (Environment Sub Leader of Surabaya)

5. Ir. Ari Wardiyanti (Monitoring and Recovery Sub Leader of Bapedalda)

Implementation Head: Dra. Wiwiek Widayati (Information Collection Head, City PR Office)

Activity Coordinator: Head: Ir. Irvan Wahyu Drajat (City Road Traffic Office)

Members: 1. Tunjung (City Road Traffic Office)

2. Hebi (Bappeko Surabaya)

3. Fenti (City Environment Office)

Partner Coordinator: Head: Moh. Mahmud (Memorandum journalist)

Member: 1. Fery (LSM CODE)

2. Ronny (Forum Kota Surabaya)

3. Linda Novayanti (Public Relation of Surabaya)

Media coordinator: Head: Noer Soetantini (Surabaya Care Foundation, Metropolis)

Anggota: 1. Yanti (PPLH-Urban)

2. Amien (LSM CODE).

6. ORGANISATION, INSTITUTIONS, AND COMPANIES WHO ARE POTENTIAL CAMPAIGN IMPLEMENTATION PARTNERS

Potential Partner	Notes
City Road Traffic Office	Government
Provincial Road Traffic Office	Government
Pertamina	State-owned company
City Development Planning Board	Government
City Health Office (Dr. Muchlis)	Government
Public Relation of Surabaya (Wiwi, Linda)	Government
Police	Government
Kopatas (Microbus association)	Cooperative
Automotive Industry Association	Industry Organisation
Environment Lover ITS-Siklus	University Student Group
Press (M. Mahmud – Memo, Joko Pitono, Efendi – Surabaya Post, Suara Surabaya, Sony – Elfiktor, Eta - Kompas, Joko – Surya, Siti and Bambang WN – Bhirawa, Arifin and Yudi – Suara Indonesia, Endryani – Jawa Pos	Press (print and electronic media)
Ecoton	Non Government Organisation
Swisscontact	Bilateral devt. Agency
KPBB (Lead Phase Out Coalition)	NGO
Sustran	NGO
Directorate General of Land Transport	Government
Provincial Office of Communications Ministry	Government
Bapedalda	Government
FKS (Rony, Yunus)	Non Government Organisation
PPLH	Non Government Organisation
Paskas (Traditional bicycle group)	Social organisation
Astra Car Workshop	Private
Fuel Distributor	Private
PGN (State Gas Company)	State-owned company
Rotary Club, Pelita Lions Club (Mariana, Vony Mudjiono)	Social Organisation
Vendors Association (Rifai)	Social Organisation
ITDP (Walter Hook)	Non Government Organisation
FT. ITS (Atok)	University
Rickshaw Driver Association	Social Organisation
Germany Consul General (Hariyanto Tjokrosetio)	Diplomatic

7. PUBLIC AWARENESS CAMPAIGN ACTIVITIES

7.1. Brief outline of activities, April – October 2000

Activity	Frequency	Leader & Partner	Media	Target Group	Level
Launching Public Awareness Campaign on Sustainable Transport for Surabaya (22 April 2000)	1x	SUTP-GTZ, PPLH Urban, Code, Mikro, Forkot, Humas, Bappeko	Direct	Public	Introduction
Provisioning at school (14 May 2000)	1x	SUTP-GTZ, Mikro, Bapedalda	Direct	Students	Introduction
Provisioning at school	1x	SUTP-GTZ, Bapedalda Jatim	Direct	Students	Introduction
Prime Product Exhibition (6 - 16 July 00)	1 x	SUTP GTZ, Kopatas, ITS	Exhibition	Public	Introduction
BBG (gas fueled) Exhibition at Bratang Bus Terminal	1x	DLLAJ KS, SUTP-GTZ, ITS	Exhibition	Public Transport Driver	
Seminar/Humas & DLLAJD (Formation Transportation Forum /Society Transportation of Surabaya) (2 September)	1x	Public Relation, DLLAJD (Traffic Dept.), PAC Team Work, PT. Cipta Surya Wahana, PT. Citra Marga Nusa Pala, Partisipan	Discussion	All of target groups	Introduction Empowering
Talkshow/ (Early October, subject to availability))	4 x	Public Relation, PAC Team Work, SS radio	Radio	Public	Introduction
Press Training (early October)	Continued	Public Relation, SUTP GTZ, PAC Team Work	Direct	Editor, journalist, reporter	Empowering
Hearing with the provincial assembly Commission D	Every 2 months	PAC Team Work,	Direct	Commission D	Empowering
Homepage	Continue	SUTP GTZ	Internet	All of target Groups	Introduction Empowering
World Car Free Day Action (22 April 2001)	1 x	PAC Work Team, Businessman, pers, SUTP GTZ	Direct	All of target Groups	Empowering

7.2. List of expenses and contribution from each partner (please contact GTZ SUTP, sutp@sutp.org)

7.3. Planned campaign activities

The following campaign activities were planned at the beginning of the campaign. They were all implemented, though several were implemented later than originally planned (including postponement to 2001 for activities such as press training and Surabaya Car Free Day), or in a slightly different form. In addition to these activities planned well in advance, many other campaign activities were carried out during the course of 2000, as described in Chapter 8.

7.3.1. Launching of public awareness campaign for sustainable transport in Surabaya

Description

This activity was to formally launch the public awareness campaign on sustainable urban transport in Surabaya. Leading officials, NGOs, journalists and others would be invited, a stage set up, and a large, open, covered seating area provided. T-Shirts and the flyer would be distributed.

Objectives

- Launch the public awareness campaign, making an initial attempt to reach the key, decision-maker target audience.
- Raise issues of transport and air quality as media issues on Earth Day.
- Carry out a first activity as a Working Group.

Target group

Leading officials of the City Government and the City Council, as well as Provincial Government and Provincial Council representatives. The second major target group was the environmental activists who were also carrying out activities to commemorate Earth Day in the same vicinity (a major factor in choosing this location).

Date

22 April 2000 (Earth Day)

Location

Jl. Gubernur Suryo (in front of Grahadi building)

Main activities

- Photo display, prepared with laminated photos and graphics on several large plywood boards, was prepared and attached to the outside of the Bapedalda mobile lab.
- The Bapedalda mobile lab, with placement supported by GTZ SUTP, was officially opened.
- Official launch of the campaign
- Brochure, "Now it's peoples' turn!", was distributed.

Pontential executor

1. City Public Relations Office

Partners

2. SUTP GTZ
3. CODE
4. Mikro
5. PPLH Urban

Preparation steps

1. Discussing preparation campaign launching
2. Coordination meeting with related institutions
3. Preparing campaign launching material
4. Coordination meeting with potential executor partners

7.3.2. Trade show exhibition

Description

This activity is introduction activity about CNG use in microbuses, disseminating the results of feasibility study by SUTP GTZ with FTI ITS.

Objectives

Increasing the peoples' – especially the drivers, public transport owner – and knowledge to fine fuel and economical advantages to be obtained from using CNG fuel.

Target group

The public, especially public transport owners and drivers.

Date

6 – 16 July 2000

Location

Balai Pemuda, Surabaya

Potential executor

1. Public Relation Office of Surabaya

Partners

2. SUTP GTZ
3. ITS
4. KOPATAS

Preparation steps

1. Discussing preparation steps with potential executor partners
2. Defining discussion material

3. Exhibition place preparation
4. Prepare press release, TVRI coverage

7.3.3. CNG exhibition at Road Traffic Office training event

Description

This activity is introduction activity about CNG fuel usage in microbuses, involving disseminating the results of the feasibility study conducted by SUTP-GTZ with FTI ITS.

Objectives

Increasing the peoples' – especially the drivers, public transport owner – knowledge of the economic benefits to be gained from using CNG fuel.

Target group

Microbus owners and drivers. Also City Road Traffic Office officials, who organised the training event at the terminal.

Date

19 August 2000

Location

Bratang terminal, Surabaya

Potential executor

1. Public Relations Office of Surabaya

Partners

2. SUTP GTZ
3. ITS
4. KOPATAS
5. Road Traffic Office
6. Terminal Office

Preparation steps

1. Discussing preparation steps with potential executor partners
2. Defining discussion material
3. Exhibition place preparation
4. Preparation of a summary sheet showing main findings of the feasibility study
5. Prepare press release, calling printed and electronic media for press conference, TVRI coverage.

7.3.4. Surabaya transport and clean air seminar

Description

This program is intended to be the introductory program to the poor condition of the transportation system and air pollution in Surabaya. The program will be arranged in the form of the discussion and attended by decision makers, business people, NGOs, persons, academicians. Hopefully by doing this program a forum for those who care about Surabaya Transportation (Surabaya Transportation Community) can be formed. Ideas and opinions will be gathered from those who attend this program. Speakers invited to join this program will be from the City Development Planning Board (Bappeko), the Surabaya Road Traffic Office, ITS (university) and SUTP GTZ.

Objectives

Increasing the people's understanding and knowledge about urban transportation issues and air pollution in Surabaya.

Encouraging people's interest to be involved actively in the campaign and the air pollution control. Collecting inputs on transportation and air pollution issue in Surabaya, in the form of reaction to concrete policy proposals.

Target group

1. Leading City Government officials
2. Public Social Institutions
3. Business people
4. Press
5. Academics

Date

2 September 2000

Location

Sahid Hotel, "Borobudur" room
Jl. Sumatera No. 1 Surabaya

Related program

Establishing Surabaya Transportation Community

Potential executor

1. Public Relations Office of Surabaya

Partners

2. SUTP GTZ
3. PT. Cipta Surya Wahana
4. PT. Citra Marga Nusa Pala
5. City Development Planning Board

Preparation steps

1. Coordination meeting with potential executor partners
2. Defining discussion material
3. Defining speakers for the discussion
4. Preparing seminar kit and event kit

7.3.5. Talk show on Suara Surabaya radio**Description**

The Talk Show program is meant as an introductory program to the poor transportation system condition and the air pollution in Surabaya. The program will be focused on the interactive discussion/dialogue and broadcasted live on Suara Surabaya radio. This program will facilitate the listeners to get involved in the discussion directly. The speakers invited to the discussion will depend on the themes discussed.

Objectives

Increasing the people's understanding and knowledge about urban transportation issues and air pollution in Surabaya.

Encouraging people's interest to be involved actively in the campaign and the air pollution control.

Target group

The public. Suara Surabaya is Surabaya's most popular radio program.

Date

Selected dates from August – December 2000. This program will be proceeded with various themes over a series of weeks, every Tuesday from 9 to 10am.

- Transportation condition in Surabaya
- Technical steps (gas fuel implementation)
- Public transit service system improvement
- Non-motorized transportation implementation policy

Location

Suara Surabaya radio

Potential executor

1. Public Relations Office of Surabaya

Partners

2. SUTP GTZ

Preparation steps

1. Discussing the cooperation steps with the radio station
2. Defining discussion material

3. Choosing speakers for the discussion
4. Coordination meeting with the potential executor partners

7.3.6. Press training

Description

This program is meant to be the introductory program to the awful condition of the transportation system and air pollution in Surabaya, and, more importantly, the steps that can be taken to improve the situation. Various emission impacts to health and air control effort from vehicles emission will also be introduced. As well as the ideas that will be taken to achieve a sustainable transportation. Speakers invited to join this program will be from Bapedalda, Health Service, Road Traffic Office.

Objectives

Increasing the people's understanding and knowledge about urban transportation issues and air pollution in Surabaya.

Encouraging people's interest to be involved actively in the campaign and the air pollution control.

Target group

Press (printed and electronic media)

Date

February 2001.

Location related program

GTZ SUTP office, meeting rooms.

Potential executor partners

1. Public Relations Office of Surabaya
2. SUTP GTZ

Preparation steps

1. Defining discussion material
2. Choosing the speakers for the training
3. Coordination meeting with the potential executor partners
4. Preparing the training kit

7.3.7. Hearing with Commission D of the City Council

Description

This program is intended to be the introductory program to the poor condition of the transportation system and air pollution in Surabaya. This program will be focused on presenting

transportation and air pollution issues in Surabaya. This program will be carried out by the PAC Team Work and will be done regularly.

Objectives

Increasing the people's understanding and knowledge about urban transportation issues and air pollution in Surabaya.

Encouraging press interest to be involved actively in the campaign and the air pollution control.

Target group

Members of City Council, Commission D (the target group will take turn, especially those who are related directly to urban transportation arrangement and air pollution)

Date

Occasionally. This program will be proceeded with various themes.

Location

City Council Building, Surabaya

Potential executor

1. PAC Team Work

Partners

2. SUTP GTZ

Preparation steps

1. Confirming hearing time
2. Preparing the presentation material

7.3.8. World Car Free Day popular action**Description**

This program is intended to be introductory program to the poor condition of the transportation system and air pollution in Surabaya. This program will be focused on popular action such as bicycle fun and hopefully by doing so the appreciation of the use of non-motor vehicles can be improved. This program will be held along certain public road corridors.

Objectives

Increasing the people's understanding and knowledge about urban transportation issues and air pollution in Surabaya.

Encouraging people's interest to be involved actively in the campaign and the air pollution control.

Encouraging appreciation of the use of non-motorized vehicles.

Target group

Public, press, decision makers

Date

22 April 2001

Location

Main road in front of Tunjungan Plaza

Potential executor partners:

1. Public Relation of Surabaya
2. SUTP GTZ
3. NGOs
4. Health Department
5. Universities
6. Business people

Preparation steps

1. Defining the location and trcs
2. Coordination meeting with the potential executor partners
3. Preparing materials such as banner, stickers, event kit
4. Preparing the entertainment event
5. Preparing the prizes
6. Putting commercial on the radio and printed media
7. Press conference

8. EVALUATION OF ACTIVITIES

8.1. Launch of Public Awareness Campaign on Sustainable Urban Transport and Clean Air

The implementation of the campaign launch was carried out on Earth Day, 22 April 2000, in Jl. Gubernur Suryo in front of the East Java Governor's official residence.

The activity was opened by the Vice Mayor of Surabaya, Drs. Bambang DH. In his speech the Vice Mayor expressed his support for this initiative as the starting point of a campaign to raise awareness about sustainable transport and clean air. He stressed that the transport system was currently at a critical juncture in Surabaya, with high levels of pollution, increasing congestion, and the associated negative economic impacts.

The campaign launch was a great success, because it was successful in reaching important parts of the main target audience in Surabaya: policy makers at the City Level. The opening was attended by several leading members of both the City and Provincial Council. Several of the main counterpart officials for GTZ SUTP also attended, including Bapedalda heads of divisions, and the Head of the Road Traffic Office. Apart from the Vice Mayor, the Deputy Head of the City Council, the Deputy Head of Commission D, the Head of the Public Relations Office, the Head of the General Office, the Head of the Social Office, and the Head of the Environment Office attended. Several hundred flyers as well as around 50 T-Shirts printed with the campaign logo, were distributed, both to the audience of the official opening of the campaign, and to around 300 participants in activities organised by a range of environmental NGOs and organisations in the vicinity.

The support of a range of agencies, led by the City Public Relations Office and the PAC Working Group members, was excellent. Supporting agencies included the General and Protocol Division, the Parks Office, Cleaning Office, Parking Office, and Police. Among the PAC Working Group members, the support of the NGOs – CODE, Micro, FKS – were particularly notable.

Installation of the photo and information display on air pollution on the side of the mobile air quality monitoring laboratory received a lot of attention from participants along with members of the public passing by, who were asking about the use of the mobile lab, and how it worked. Questions were dealt with by the two Bapedalda technicians on hand.

Several articles mentioning the campaign launch were carried in the major newspapers, as part of the reporting on Earth Day activities. There was also coverage on TVRI.

8.2. Printing of flyer

Informational material is needed to support campaign activities. For this reason a concise colour flyer was produced, A4 size, outlining key campaign messages. A print run of 5000 was done, as the same flyer could be distributed as support information at many different activities. A copy is included on the following page. The flyer was designed with attractive layout and moderately dense information. It was designed not for general distribution to the public, but rather for distribution to people who were already motivated in the subject.

Ada yang tidak beres di Surabaya...

Kecelakaan, kemacetan, asap tebal kendaraan bermotor, kebisingan, fasilitas berjalan kaki dan bersepeda yang buruk, penggunaan dana yang tidak efisien dan tidak adil, pelayanan angkutan umum yang semakin merosot, dan kebijakan yang mengutamakan mobil pribadi ... Kita jarang mempermasalahkan keadaan ini.



Mestinya tidak harus begitu !

Kini Giliran

Kita bisa lebih aman dan lancar di jalan, meminimalkan keracunan dan kebisingan kendaraan bermotor, naik bis dan bemo dengan murah, cepat dan nyaman, dan bisa berjalan kaki dan bersepeda dengan merasa selamat. Pengelolaan transportasi yang jujur dan dana yang mencukupi, dapat menjadi kenyataan. Jadi sekali lagi, pernahkah kita mempertanyakan sistem transportasi di Surabaya: efektifkah pengaturannya? Apa dasar pemikiran dari kebijakannya? Ketika jalanan Surabaya penuh mobil dan motor, bagaimana nasib manusia?

Manusia!

Paradigma baru dalam kebijakan transportasi menawarkan jalan keluar dari masalah-masalah transportasi di Surabaya. Perubahan mendasar dalam pelayanan angkutan umum, perencanaan yang terpadu, pembudayaan bersepeda dan berjalan kaki, penggunaan bahan bakar yang ramah lingkungan, program-program inspeksi dan pemeliharaan, reformasi kelembagaan, dan partisipasi masyarakat mutlak diperlukan untuk mencapai suatu sistem transportasi yang berkelanjutan di Surabaya.

Inilah prinsip-prinsip transportasi kota yang berkelanjutan :

1 Akses

Kota dirancang untuk manusia, bukan untuk mobil! Akses kepada barang, jasa dan lokasi yang penting harus tersedia bagi setiap orang, tanpa memandang tingkat penghasilan atau kemampuannya..

3 Pencegahan Pencemaran

Kebutuhan-kebutuhan atas transportasi harus dipenuhi tanpa membuang emisi yang mengancam kesehatan umum, iklim dunia, keaneka-ragaman hayati, atau integritas proses-proses ekologis yang esensial.

5 Peran serta masyarakat & transparansi

Masyarakat perlu terlibat penuh dalam proses pengambilan keputusan tentang pengangkutan yang berkelanjutan, dan diberdayakan untuk berpartisipasi. Semua informasi harus diberikan, termasuk keuntungan dan kerugian dari berbagai alternatif.

2 Keadilan

Pemerintah dan masyarakat harus berusaha untuk mewujudkan keadilan antar-generasi, dan memenuhi kebutuhan dasar semua orang atas transportasi. Prioritas tertinggi diberikan ke angkutan umum, pejalan kaki, dan pengguna kendaraan tidak bermotor, karena kesemua ini terbuka aksesnya pada hampir semua orang, dan berdampak rendah.

4 Kesehatan & Keselamatan

Sistem pengangkutan harus dirancang dan dioperasikan sedemikian rupa sehingga melindungi kesehatan dan keselamatan manusia, serta meningkatkan mutu kehidupan dalam komunitas.

6 Perencanaan Terpadu

Para penentu kebijakan transportasi harus bertanggung jawab mencari pendekatan-pendekatan perencanaan yang lebih terpadu.

7 Ekonomi & Biaya rendah

Kebijakan-kebijakan transportasi yang paling berkelanjutan, berorientasi pada rakyat, dan adil, bersifat biaya-rendah. Para pengguna mobil dan sepeda motor seharusnya membayar atas semua biaya ekonomi, lingkungan, dan sosial yang ditimbulkan oleh transportasinya. Langkah-langkah perpajakan dan ekonomi seharusnya mendukung, dan bukan justru melawan prinsip-prinsip transportasi yang berkelanjutan.



8.3. CNG microbus exhibition at cooperatives trade fair

The exhibition was held at Balai Pemuda, adjacent to City Hall, 8 – 16 July 2000, as part of a trade show commemorating the anniversary of the cooperatives movement. It was carried out in cooperation between Kopatas, the microbus owners association, GTZ, and the Surabaya Institute of Technology Mechanical Engineering Faculty.

The microbus display stand consisted of the CNG microbus on display, as well as three large banners, and two display boards showing newspaper clippings and information materials and a CNG conversion kit replica. To provide more information to visitors, an exhibition kit was provided which contained a summary of the benefits of CNG, based on the feasibility study results and knowledge of the long overseas experience with CNG. The exhibition kit consisted of a folder, a brochure on CNG, an OMVL conversion kit brochure, and two CNG stickers provided by Pertamina's promotional department. Pertamina also provided the folder and the information brochure on CNG.

The exhibition was opened by the Vice Mayor of Surabaya, Drs. Bambang DH. During this opportunity the Vice Mayor and his party visited the location of the CNG microbus exhibition, guided by the Head of Kopatas and the CNG microbus display stand attendants.

Three types of CNG vehicles were on display, a Toyota Kijang (microbus A), Daihatsu Espass (microbus BJ), and a Suzuki Sidekick. These three vehicles used an OMVL C-Kit, two using a large tank, while the other, microbus A, used a newer, slimmer and longer model which was able to fit under the passenger seat without modification of the body of the vehicle.

During the period of the exhibition, several media – print, television, radio – visits were carried out, resulting in socialisation of CNG usage. The stand attendees had been previously involved in completing the CNG feasibility study, and were familiar with the results of the study as well as technical matters related to the use of CNG. Media visits included: Jawa Pos, Suara Indonesia, Surabaya Pos, Memo, Surya, TVRI Surabaya Station, and Denyut.com. Memo and Surya released articles on 9 July, and TVRI carried out coverage on the same day. Jawa Pos carried an article the following day, while the Denyut.com article has still not been identified.

Various offers were made to include a CNG microbus in coming automotive exhibitions in Surabaya. Several microbus owners showed great interest in the exhibition, asking many questions, especially related to the economic feasibility of using CNG. Some were disappointed that their route did not go past a CNG filling station. Others were hesitant about refuelling availability aspects. Most of the visitors to the display were car owners interested in CNG.

The Vice Mayor was highly interested, and made a second visit to the display. He asked several questions about the willingness of microbus owners to use CNG and the vehicle purchase credit process, as well as bringing attention to the inadequate number of CNG filling stations in Surabaya.

An expert team from Zebra Taxi, Surabaya's largest taxi company and for many years a user of CNG in its fleet, also visited the stand and took a close look at the CNG microbus on display. They were most interested in the slim version of the tank, which was very different to the tank Zebra taxi were currently using.

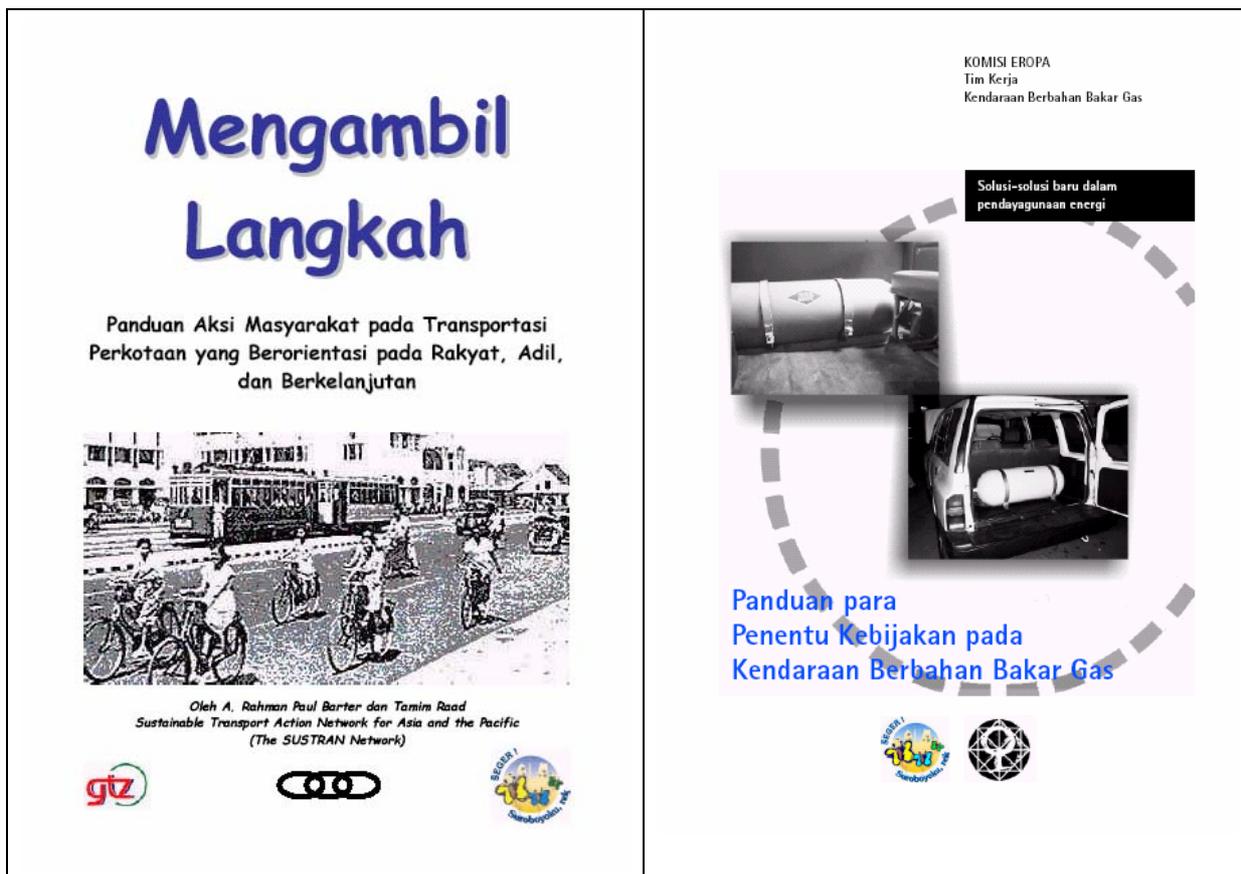
The display succeeded in promoting CNG to several important stakeholders as well as the general public. This informational activity is important in helping dispel misconceptions about CNG.

8.4. Translation and production of reference materials to Indonesian

The large amount of literature in English language and lack of material in Indonesian language is a major obstacle for decision makers, print media, and other stakeholders who want to know more about sustainable transport. For this reason several key documents were translated to English.

Books translated to Indonesian and prepared by a student graphic design team at very low cost (less than US\$90 including the full translation and page layout), included “Taking Steps: A Community Action Guide to People-Centred, Equitable and Sustainable Urban Transport,” and “Decision Maker’s Guide to Natural Gas Vehicles.” Various other materials were also translated during the course of the year and distributed to key stakeholders. As well as the reference materials mentioned above, important project reports were also translated to Indonesian language before distribution to main stakeholders. All of these reports and reference materials were distributed, as appropriate, at various opportunities including seminars, workshops, exhibitions, meetings, and so on, according to the topic. In order to minimise photocopy costs and ensure that the reference materials were taken only by those genuinely interested, the reference materials were usually sold for Rp. 5000 (around US\$0.50) rather than simply given away.

The reference materials and reports were produced at very low cost, from the GTZ SUTP project office. The books were photocopied from masters, compiled, bound (using a large stapler) together with thicker paper for a more durable cover and black tape for binding the spine, and thereby very attractively and professionally presented, for a total production price of US\$0.50.



Cover of “Taking Steps”

Cover of “Decision-makers’ Guide”

8.5. Workshop: Towards a Sustainable Transport System for Surabaya

The workshop was thoroughly prepared by the PAC Working Group led by the City Public Relations Office and supported by GTZ SUTP, and carried out on 2 September 2000 at the Sahid Hotel. As with most other campaign events, the main financial cost of the activity was borne by campaign partners, in this case a local consultant company provided sponsorship.

Around 100 people attended the seminar from a wide range of stakeholders in Surabaya, including journalists (amongst others Jawa Pos, Surabaya Post, Surya, Memorandum, Suara Indonesia, Kompas, Radio El Victor, TVRI Stasiun Surabaya), academics, government officials from a range of associated government agencies, NGOs, business associations, public transport operators and bus & microbus associations, and others. The objective of the workshop was to present specific policy proposals in the areas of public transport, non-motorised transport, technical measures (primarily use of CNG), economic instruments and transport demand management, and institutional reform & public participation.

After a morning session involving 5 presenters, the workshop participants divided into 5 groups of 15 – 20 members each, and considered specific policy proposals in each subject area.

The outcome was highly positive, with in general a strong endorsement received for the various policy proposals for sustainable transport developed by the GTZ SUTP project. (GTZ policy proposals were formulated according to the same main topic headings of the individual groups.) This was the first time that such policy proposals had been discussed amongst such a wide range of participants, and the presence and participation of a selection of all priority target groups – with the notable exception of the City Council, who unfortunately did not attend – made it a valuable exercise. The feeling at the seminar, after having developed such a strong support for the policy proposals, was: now, when will they be actually implemented?

8.6. Presentation to Pelita Lions Club, 19 September 2000

The presentation was made by Wiwiek Widayati, PAC manager, at the Hotel Elmi Surabaya. The presentation area was fairly narrow, which interfered with the focus of the beamer.

The participants were all members of Pelita Lions Club and were very enthusiastic about the presentation. This was reflected in the range of questions and comments, often in the form of suggestions and comments for action to be taken by the City Government.

This was a very useful activity in seeking community support, even though the audience was not one of the priority target audiences for the campaign. It was evident that the audience agreed that action must be taken to improve Surabaya's transport system, with most discussion focusing on the need to improve the public transport system, and conditions for pedestrians. This activity was also useful for developing political support, as most of the members of this group are either businesswomen themselves, and/or the wives of businessmen in Surabaya.

8.7. Radio talk shows

Radio talk shows in 2000 were held with Suara Surabaya and Radio Mercury, on 1 August, 7, 15, 21 and 28 November, and 1 and 4 December.

Topics discussed were:

- Public transport reform (both in general and specifically regarding the demonstration route in Surabaya)

- Improving conditions for non-motorised transport and pedestrians (both in general and regarding the priority areas identified as part of the GTZ SUTP project)
- Widespread application of CNG in Surabaya
- Transport demand management measures in Surabaya.

The talkshows were extraordinarily successful. The production cost for each 1 hour talk show slot was around US\$50, but a very wide audience was reached, including City Councillors and leading decision makers in the city government. Excellent feedback was received from listeners. On some occasions the interest in the topic was so high that the talk show was extended for an extra hour. Participants in the talk show panel varied according to the topic, but were always drawn from the range of people closely involved with the GTZ SUTP project, and familiar with concepts of sustainable urban transport. These included GTZ SUTP project staff and consultants (e.g. Karl Fjellstrom, Dino Teddyputra, Dr. Axel Friedrich, Walter Hook), members of business associations, and officials from the main related agencies such as the City Development Planning Board and the Road Traffic Office.

Experience with the talk shows was that listeners were initially resistant to and skeptical about new ideas, especially relating to limiting the use of private motor vehicles through transport demand management, but that after the same topic was discussed on different occasions, resistance noticeably decreased. Based on long experience of “talk only” regarding transport sector improvements, listeners were keen to see that proposals are actually implemented.

Leading decision makers sometimes called the broadcast, to express their support for measures.

Radio talk shows should be amongst the highest priorities for continuing PAC activities, although further talk shows should be scheduled to coincide with real progress achieved with implementation of measures.

8.8. Sustainable transport exhibition

As part of the development of the Surabaya Strategic Plan, which would later be developed and elaborated into specific government work plans and programs throughout 2001, the City Development Planning Board initiated an extensive public consultation program over 2 days at the Hotel Satelit, on 30 and 31 October 2000. Around 200 participants attended. The large stakeholder meetings would involve many of the priority target audiences for the PAC, and was therefore an excellent opportunity for communication with these priority groups. This opportunity was utilised by the PAC Working Group. A display was set up at the entrance to the meeting hall, with leading GTZ SUTP project reports, references such as the “Taking Steps” and “Decision Makers’ Guide to NG Vehicles”, the flyer, display boards, posters, and artists concept of the non-motorised transport improvements all on display and/or available free (flyer and photocopy of “policy document”) or at a price of US\$0.50 (reports and reference materials). In addition to project reports and documents, 5 reference titles provided by Swisscontact and previously ordered in bulk by GTZ SUTP were also displayed and available for sale.

This was an excellent initiative. At low cost, campaign messages were conveyed to key target audiences. At least partly attributable to this display, sustainable urban transport policy programs were adopted in the Strategic Plan. These included public transport reform, non-motorised transport improvements, use of CNG in city vehicles, and transport demand management.

The high level of interest is indicated in the following book/report sales:

Date	Name of book/report	No. sold	Total @ Rp. 5.000,- per copy
30 Oct.	Dasar-dasar Teknik Mengemudi Kendaraan Niaga	3	Rp. 15.000,-
	Analisa Kinerja Mesin Bensin	5	Rp. 25.000,-
	Analisa Kinerja Mesin Diesel	3	Rp. 15.000,-
	Perawatan dan Perbaikan Mesin Diesel	1	Rp. 5.000,-
	Dasar-dasar Perawatan Kendaraan Niaga	2	Rp. 10.000,-
	Mengambil Langkah (Taking Steps)	11	Rp. 55.000,-
	Memperbaiki Kondisi Kendaraan Tak Bermotor di Surabaya	4	Rp. 20.000,-
31 Oct.	Dasar-dasar Teknik Mengemu Kendaraan Niaga	11	Rp. 55.000,-
	Analisa Kinerja Mesin Bensin	5	Rp. 25.000,-
	Analisa Kinerja Mesin Diesel	2	Rp. 10.000,-
	Perawatan dan Perbaikan Motor Diesel	3	Rp. 15.000,-
	Dasar-dasar Perawatan Kendaraan Niaga	4	Rp. 20.000,-
	Mengambil Langkah (Taking Steps)	11	Rp. 55.000,-

In addition to the display at the entrance to the meeting hall, a CNG microbus was put on display at the front of the hotel. This included an attendant knowledgeable about CNG, a large banner, and display boards similar to the material used for the CNG trade show exhibition described above. However, this was relatively more expensive (requiring compensation to the bus driver and bus owner for the day lost income) and was not successful. Little interest was shown in the microbus display, perhaps due to its location outside the meeting venue. In future, in part also due to the organisational difficulty of ensuring the microbus attendance (coordination was required between many different parties), it was decided to avoid using CNG microbus displays at such events.



The GTZ SUTP website supported PAC campaign activities



Campaign Manager Wiwiek Widayati

8.9. Presentations to business association and leading media figures

Presentations to the Indonesian Management Association were held on several occasions, usually on Friday evening in the Jawa Pos building. The Jawa Pos is Surabaya's largest selling newspaper and Indonesia's 3rd largest selling paper. Attending at the Jawa Pos presentations were leading editors of the Jawa Pos newspaper, including on two occasions the Managing Editor, and the Owner of the Jawa Pos group.

These presentations and informal discussions, organised by the Indonesian Management Association, were useful in developing political support for sustainable urban transport measures, and should be continued when opportunities arise. A good example of such an opportunity is the visit of leading experts to the GTZ SUTP project. Both Dr. Axel Friedrich and Dr Walter Hook, for example, made presentations at the Jawa Pos building to the leadership of the Management Association and the Jawa Pos.

Surabaya Perlu Kawasan Pejalan Kaki

Konsultan GTZ Paparkan Rencana Proyeknya di Graha Pena

SURABAYA - Keinginan mewujudkan salah satu kawasan Kota Surabaya yang nyaman untuk melenggang, tampaknya bukan impian lagi (seperti yang ditulis wartawan *Jawa Pos*, 3-4 November lalu). Jika disetujui wali kota, satu atau dua tahun lagi, ada beberapa ruas jalan di metropolis yang asyik untuk dipakai berjalan kaki, naik becak bahkan bersepeda pancal.

Proyek transportasi berkelanjutan ramah lingkungan yang di-tandatangani GTZ dan Wali Kota Sunarto Sumoprawiro beberapa waktu lalu itu, mulai ditindak-lanjuti oleh GTZ (Deutsche Gesellschaft für Technische Zusammenarbeit). Proyek tersebut mulai dikerjakan dengan menggandeng konsultan dari USA, Walter Hook PhD. Kemarin tim dari GTZ, Per-manin (perhimpunan manajemen



Walter Hook saat menjelaskan rencana proyeknya.

Indonesia) dan Walter Hook ber-kunjung ke Graha Pena Jawa Pos untuk menjabarkan rencana kerja dan site plan yang akan dijadikan contoh percobaan.

Menurut Ir Mohtadi, site project coordinator GTZ, proyek ini akan meminimalkan polusi udara yang relatif tinggi di jalanan Surabaya. "Selain juga mengatasi kemacetan

yang mulai melanda jalanan metropolis akibat makin banyaknya pemakaian kendaraan pribadi," tandasnya.

Caranya dengan mengefektifkan pemakaian public transportasi dan mengubah jalur beberapa ruas jalan bagi pemakai jalan non-kendaraan bermotor.

Baca: Surabaya Hal.18

Pengendara Sepeda pun Dapat Tempat

SURABAYA
Sambungan dari hal 17

Untuk mengoptimalkan pemak-
aian public transportasi itu, lang-
kah pertama adalah memperbaiki
manajemen angkutan umum kota.

"Tingkat pelayanan bus kota
diperbaiki dengan memperbaiki
jadwal, kualitas kendaraan dan
semua yang yang perlu diperbaiki
manajemennya," tukasnya sing-
kat. Sehingga pemakaian mobil
pribadi di pusat-pusat keramaian

bisa diminimalkan. Sedangkan
untuk mewujudkan udara Suraba-
ya yang lebih bersih, usulan pem-
akaian BBG kembali akan digulir-
kan sebagai pengganti BBM.

Untuk mewujudkan rencana ter-
sebut, akan ada proyek percon-
tohan yang meminimalkan pemak-
aian mobil pribadi di pusat kota.

Pada proyek percontohan terse-
but, jalanan tidak hanya dimono-
poli oleh kendaraan bermotor.
Sehingga udara kota tidak penuh

dengan asap. "Kita coba di dua
wilayah sebagai daerah perco-
baan," terang Walter. Keduanya
adalah jalan Jemursari dan area
Kedungdoro-Embong Malang-
Basuki Rakhmat.

Setelah survai, menurutnya,
pemakai kendaraan di area terse-
but biasanya hanya berjalan se-
jauh tiga kilo. "Di Jerman perjala-
nan sependek itu ditempuh de-
ngan sepeda atau jalan kaki,"
terangnya. (ans)

Media coverage following Dr. Walter Hook's presentation to business and media community leaders in November 2000; one of around 100 articles in the first year of the campaign.

8.10. Presentations to schools

Presentations to schools were carried out on three occasions in April 2000. The school visits involved presentations from provincial Environmental Impact Management Agency officials, GTZ SUTP staff, and a visit to the mobile air quality monitoring laboratory. Presentations were made to a selected group of class leaders and teachers.

Although the presentations went well, the activity was discontinued due to time constraints. It was felt by the PAC team that with the limited resources available – especially the time available to PAC team members – efforts should be concentrated on main priority target audiences. This does not include school children.

8.11. Other activities

Various other activities were also carried out as part of the public awareness campaign in 2000, such as information displays at meetings, book and report sales, TV interviews, and so on. There are listed in the expense table earlier in this report.

9. CONCLUSION

The public awareness campaign implemented in 2000 in Surabaya and extending into 2001, has been extremely cost effective and successful. Beginning with a situation in which there was little public awareness about issues of sustainable transport and air quality, an uninformed public debate on all related issues, and little knowledge of transport issues amongst the City Public Relations Office staff, major progress was made to the point where the public awareness campaign is now an established part of the City Public Relations office activities.

Major stakeholders have been involved and feedback obtained. The policy making process has been influenced. Around 100 articles in major newspapers were achieved as a direct result of the PAC in 2000. Several TV appearances and more than 10 radio talk shows were held.

The cash cost to the GTZ SUTP public awareness campaign funding allocation was less than US\$2000 for the year 2000; an extraordinarily small outlay compared to the results achieved.

The success of the campaign has been a direct result of the real interest and concern of officials of the city government; especially from the City Public Relations office. Issues of sustainable urban transport touch the daily lives of everyone in Surabaya, and solutions to rapidly worsening problems must be sought. The city government officials share this sense of urgency to find solutions.

Without an effective public awareness campaign, and without wide public support, it will be impossible to implement sustainable urban transport measures. An effective public awareness campaign, however, is only the first step. Public awareness activities must accompany sustainable transport policy measures all the way through to actual implementation of measures, and subsequently through to monitoring and adapting the measures.

It is an ongoing process from awareness through to empowerment and action.