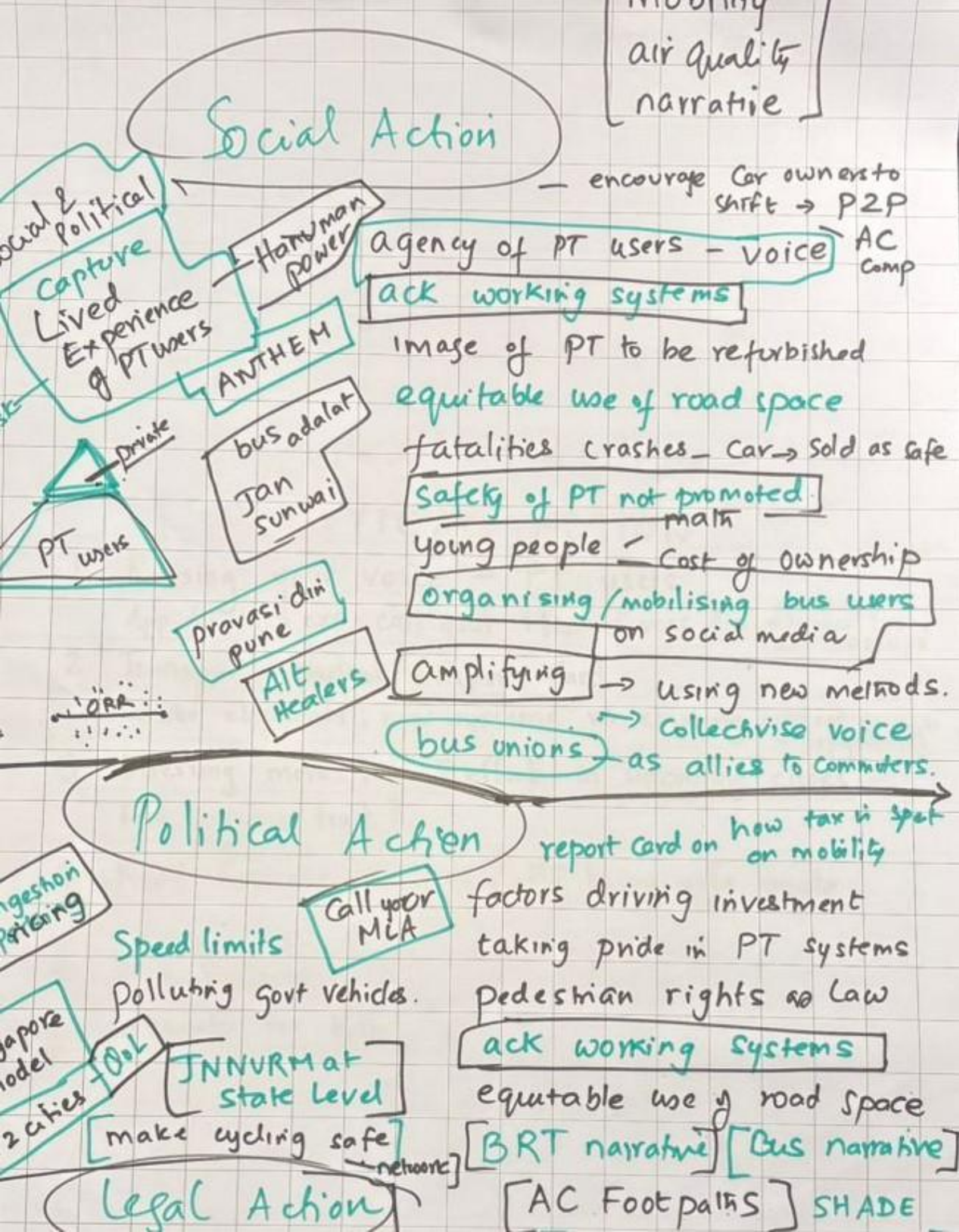




## Mobility Working Group

**Create a clear, cohesive narrative** connecting mobility and air pollution issues that can drive **social and political** actions toward cleaner air.

- **Identify areas to have an impact**
- **Identify the critical stakeholders**
- **How can we engage these stakeholders**
- **Identify areas that require collaboration**
- **To ensure impact, identify orgs/ people (inside/ outside the room) who need to be part of the collaboration**
- **To prioritize, groups use the impact- effort framework**



# Brainstorming



## POLITICAL ACTION

- 1 Raising your voice - PT users  
App for lived exp. call your MLA, Pravas din, hyper local groups
- 2 Transport Budget Report Card  
white elephants, new systems vs existing systems upgradation
- 3 Investing more time & effort in upcoming cities  
low hanging fruit?
- 4 Road <sup>+Rail</sup> Safety - gen speed, PT being safe angle
- 5 Cycling, Walking  
networks for both



## SOCIAL ACTION

- 1 Raising your voice PT users  
PT bhajan. Call your MLA, local wa groups, APP
- 2 Modal shift  
nudges campaigns, disincentivising car usage
- 3 Image building for the BUS /railways.  
bus is safer, no stress etc
- 4 App to capture lived experiences, web page

# CRITERIA

- 1) IMPACT MUST HAVE — TOUCH  
MAX  
PEOPLE
- 2) COMMON PUBLIC GOOD
- 3) LOW TO MEDIUM EFFORT
- 4) (TECH BASED) EASY TO PARTICI  
OR PATE
- 5) LOW BARRIER TO ENTRY  
L INDIVIDUALS  
L ORGS
- 6) PRINT MEDIA MUST REPORT
- 7) GET ATTN OF POLITICAL CLASS
- 8) MOVEMENT OF FILES
- 9) COMPLE CLOSURE
- END OF 2025 → MILESTONE
- 10) MULTIVERSE — INFLUENCE  
RT

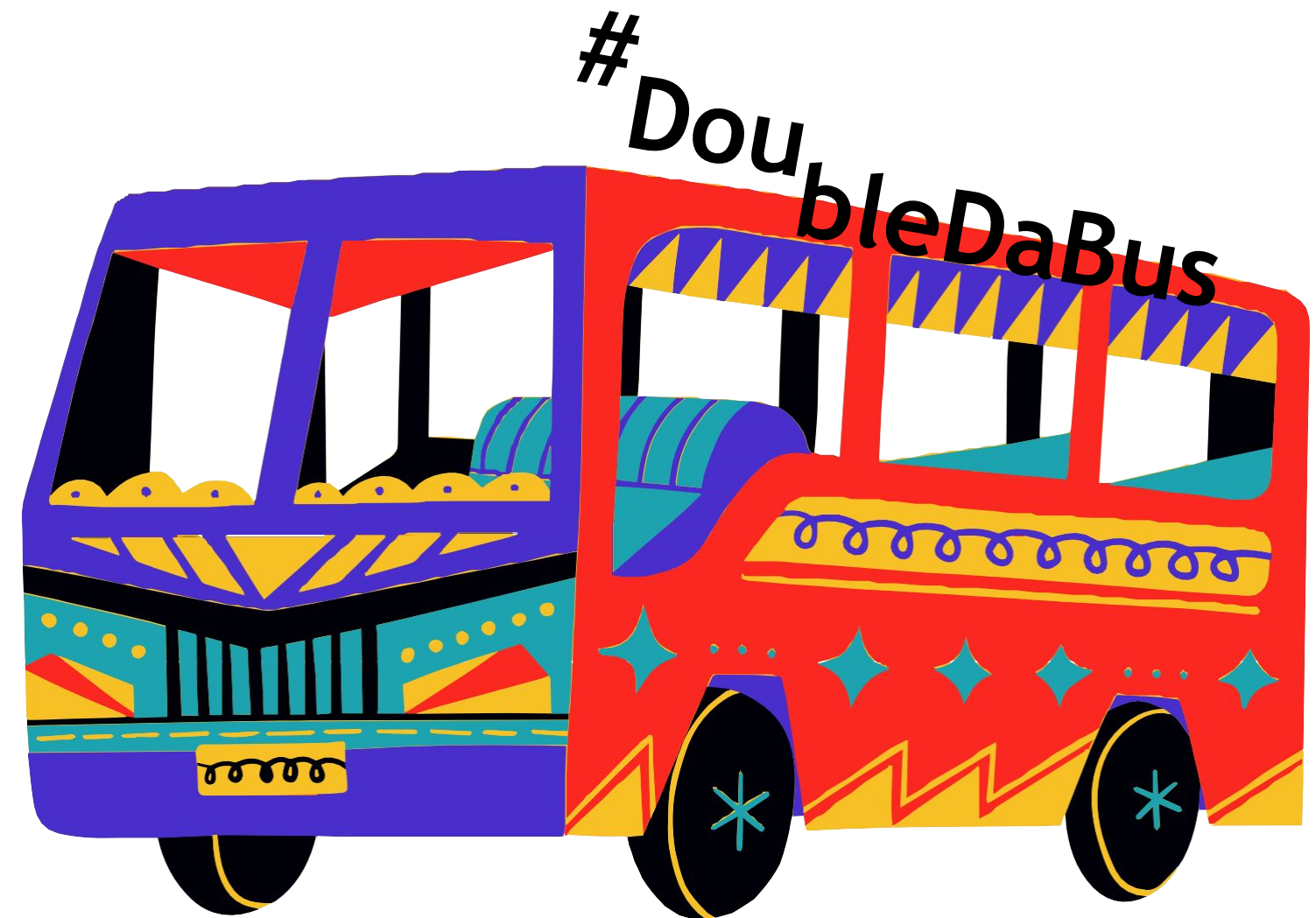


#DOUBLETHEBUS



# WHAT?

- Nationwide Campaign for more buses
- Inclusive open platform Google form for registrations Simple,
- one point agenda that links to other outcomes

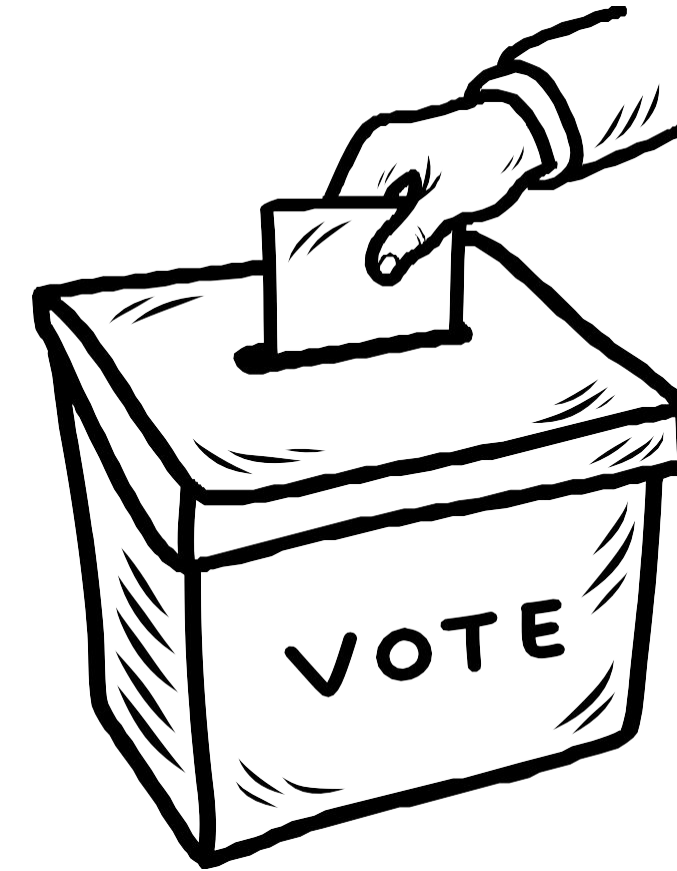


**Double the buses by 2025/  
2027**

## WHY DBL THE BUS?

- 1) EMISSIONS REDUCED. →
- 2) MEET THE DEMAND
- 3) RELIABLE. PREDICTABLE
- 4) REDUCES CONGESTION
- 5) IMPROVES PUBLIC HEALTH
- 6) REDUCE FATALITIES IN ROAD CRASH
- 7) LAST MILE TO OTHER MODES
- 8) CAN DEPLOY QUICKLY & REDEPLOYED
- 9) WOMEN CONSTITUTE  $\therefore$  OF PT USERS
- 10) MORE BS = MORE VOTES

**More buses = more VOTES**



**Double the bus. Double the votes**





# WHO?

**Campaign drivers**  
Organising/ Core



**Target**  
CMs, State UD - through  
MLAs

**Campaign Supporters**  
Organisations: 500  
Citizens (PT Users)  
Influencers

## HOW?

Menu of engagement practices which people can pick and choose

1. Profiling bus users for their contribution to environment
2. Bus Day in each month
3. Post Cards
4. **Letters to the Government**
5. Call your MLA
6. Bus gathering/ bus stop depo chaupal
7. Transport Report Card: time it to the state budget
8. PT Superheroes
9. ~~Thematic busing, related activities provided by the core teams and city coordinating teams, different 'days' can be tapped~~

## WHEN?



**Public engagement  
Every month**

**On the same day across India**

Keep the conversation on public transport alive the entire year

बस डबल करा!  
बस  
BUS DOBOL KORO  
बस डबल करो!



Thank you!

Double the Bus

#DIBLDABUS

ബസ് ഡബിളിൽ ചെയ്യൂ

#ಬಸ್ ಡಬಲ್ ಮಾಡಿ!!

# बस डबल करो!

# वास जावल करो

பஸ் டபுள் கொடு



# MOBILITY & AIR QUALITY

## Changing the narrative

CLEAN AIR COLLECTIVE 2024

