



**DAR RAPID
TRANSIT
AGENCY**

**MEDIA CAMPAIGN FOR PUBLIC SUPPORT FOR
CLEANER BUSES AND FUELS PROJECT
2008 -2010**



SUMMARY

Tanzania through the Dar Rapid Transit Agency (DART) is implementing the Bus Rapid Transit (BRT) project a bus-based mass transit system that delivers fast, comfortable, and cost-effective urban mobility. The system is being developed in six phases involving six main corridors and arterial roads in the city. The construction of the first phase of the BRT system consisting of 20.9 kilometres of road infrastructure together with the associated trunk and integrated feeder stations, 5 bus terminals and 2 bus depots is at advanced stage and expected to be operational by December 2013.



Figure 1: The President, H.E. Dr. Jakaya M. Kikwete launching the BRT infrastructure 10 August 2010 at Kivukoni Terminal

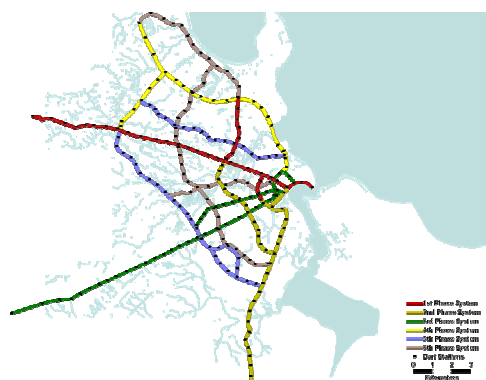


Figure 2: DART Infrastructure Conception Plan

The Environmental perspective of the BRT project focuses on promotion of the reduction of greenhouse gas and conventional air pollutant emissions through the optimization of the public transport operations and the use of alternative fuels.



Figure 3: Daladala Bus vehicle emission



Figure 4: DART Articulated Bus

Air quality monitoring studies that have been carried out in Dar es Salaam show that vehicles are a major source of pollution. An efficient public transport system is lacking, contributing to increased personal vehicle use and pollution. The BRT system will use Euro III buses that will run on either diesel or CNG. DART intends to procure the buses mid 2012. However, Tanzania currently imports diesel with 5,000 ppm sulphur. To run efficiently, the buses will require at minimum 500 ppm sulphur or less diesel. There was therefore a need to sensitise the public and decision makers on the environmental and health benefits of lower sulphur levels in diesel for these buses. Use of lower sulphur fuels will also enable efficient functioning of emission reduction technologies installed in these buses, improve engine life and lower maintenance costs, reduce vehicle emission and greenhouse gases and improve public health. It was envisaged that a national consensus to import diesel with 500ppm sulphur or lower will be reached at the end of the sensitisation project.

The objectives of the Cleaner Buses and Fuels Project were:

- To sensitize the public and decision makers on the environmental and health benefits of lower sulphur fuels and cleaner vehicles;
- To build consensus and commitment among stakeholders on adoption of cleaner fuels and vehicle policies;
- To promote the BRT system;
- To develop an action plan on introduction of cleaner fuels (especially lower sulphur diesel) and vehicles.

The campaigns involved all stakeholders and seek wide support for the BRT system by:

- Conducting a media stake holder's workshop to sensitize the media houses who in turn disseminated information to public in general through media programs, publications and promotional materials,
- Development of a roadmap for cleaner buses and fuels through Political commitment, stakeholder's participation and effective communications to the general public towards reduction of air pollution.



Figure 5: Minister of Energy and Minerals, Hon. William Ngeleja (MP) officially launching the project on 15 April, 09

- All oil importing companies subjected to Regulation to oversee the standards and requirements of cleaner fuels which have lower sulphur 500ppm and encourage use of unleaded fuel.

The key outcomes of the project:

- Promotion of public and stakeholders support for the operation of the Bus Rapid Transit (BRT) system for Dar es Salaam to be operational in 2013;
- Law enacted to restrict importation of fuels which have sulphur more than 500ppm with effect from 1st January 2011.
- Law enacted to restrict importation of second hand vehicles older than 5 years for public transportation with effect from 1st July 2010.



Project Description

MEDIA CAMPAIGN FOR PUBLIC SUPPORT FOR CLEANER BUSES AND FUELS PROJECT

1. BACKGROUND

Air Quality Management and Urban Transportation are among the nine key issues identified by the first Dar es Salaam City Consultative Meeting held in 1992. Through the Mini-Consultation held in Dar es Salaam 1993 to deliberate on Air Quality Management and Urban Transportation stakeholders agreed on the following to address the air pollution challenge:

- Creation of awareness to all concerned stakeholders in Dar es Salaam city
- Preparation of Environmental Profiles that give the status of the environment –development interaction in the City
- Holding of consultations which will bring together stakeholders representing the public, private and popular sectors to define, discuss, agree and prioritize issues of their common concern
- Establishment and Operationalise environmental issue multi-disciplinary and multi-sectoral Working Groups and
- Institutionalization of the process in the routine activities of the participating institutions.

Results of the previous initiatives revealed that vehicles are a major source of pollution in Dar es Salaam. Given the importance of transportation and the challenges associated with its operations, the Dar Rapid Transit Agency (DART) is implementing the BRT (Bus Rapid Transit), a bus-based mass transit system that delivers fast, comfortable, and cost-effective urban mobility.

The Environmental perspective of the project focuses on promotion of the reduction of greenhouse gas and conventional air pollutant emissions through the optimization of the public transport operations, the use of alternative fuels. Based on the agreed principles outlined above the DART Agency plans to address one of the sources of automobile emissions i.e. fuel supply and marketing and the agencies that are involved, any refineries, distribution network.

An advocacy and awareness activity is planned to conduct targeted campaigns to agencies involved in fuel supply and marketing, refineries and distribution network to enable them understand their role on clean air agenda. Complementary to the production and distribution sector communication will also be done to the users, transporters. The target groups include the following:

- Energy and Water Regulatory Agency (EWURA),
- Major oil distribution companies
- Fuel supply and marketing companies
- Tanzania Petroleum Development Corporation, pioneers of natural gas introduction in Tanzania
- Surface and Maritime Transport Regulatory Authority (SUMATRA)
- National Environment Management Council (NEMC)

2. OBJECTIVES

The objective of sensitization and awareness campaigns are to explain the need and importance of cleaner fuels, to build commitment among fuel supply and marketing and the agencies that are involved in refineries and distribution network to provide the best to its customers. Other objectives of the activities are as follows:

- To sensitize the public and decision makers on the environmental and health benefits of lower sulphur fuels;
- To develop an action plan

3. ACTIVITIES AND RESULTS

Main activities will be conducting workshops, preparation of structured messages for Television and Radio and Promotional materials. The activities are as hereunder:

- **Awareness Campaign:**

A Launching Seminar will be organised to initiate the planned activities. The Minister for Energy or Minister responsible for Environment will be requested to launch the seminar. Comments from stakeholders will be incorporated in the revised plan of activities.

At the end of the planned activities another campaign will be organised to share the finding and pledge for support for the planned future activities. Stakeholders will be requested to support the organisation of the meetings.

- **Transmission of T.V Documentaries**

Television programs will be prepared. They will play a pivotal role in providing information about the need and strategies of moving green. This includes production of 30 minute documentaries.

- **Interactive T.V Interviews**

A panel discussion of champions of energy reforms will be organised to facilitate the society understanding of issues and solicit their support.

- **T.V Advertisements**

Well thought-out short messages will be prepared and advertised in the local televisions.

- **Radio Advertisements**

In Tanzania, radio is still the most important form of communication in terms of the numbers of people it touches, far outstripping all other media. Well thought-out short messages will also be aired through the radio.

- **Posters**

A series of simple posters will be created for conferences, seminars and symposiums and also for schools: dissemination, public relations, public acceptance and outreach programmes. This is a free, attractive and easily accessible resource, which once displayed can be seen by many, posters have the potential to reach those who might never pick up and read detailed information.

- **Bill board Advertisements**

The final dissemination to share the final messages will be advertised in the news papers and billboards.

- **Flyers/Brochures,**

Brochures written in simple English and Swahili with core texts will be produced and disseminated widely to a range of different stakeholders. As the review progresses, additional brochures may be produced with updated information.

- **Promotional materials**

Promotional material in the form of T-shirts, caps and stickers will be prepared and strategically distributed.

4. MANAGEMENT ARRANGEMENT

The project will be coordinated by Dar Rapid Transit Agency (DART). The Agency has been established to effectively plan, coordinate and facilitate the provision of urban transport facilities and services and ensures improved traffic management in the city of Dar es Salaam. DART Agency aims at achieving three objective; Establish and operate Bus Rapid Transit (BRT) system for Dar es Salaam; Ensure orderly flow of traffic on urban streets and roads and Ensure effective Management of the Agency

Other stakeholders in the project implementation will include Vice President's Office – Division of Environment, Ministry of Energy, Dar es Salaam City Council, Tanzania Bureau of Standards, Government Chemist Laboratory Agency, Tanzania Meteorological Agency and Ministry of Health, Research and Academic institutions, Energy and Water Regulatory Agency (EWURA), Surface and Maritime Transport Regulatory Authority (SUMATRA) and NEMC.

5. TIME TABLE AND BUDGET

The activities are planned to start in April 2009 and have a direct link with the procurement of DART System buses scheduled to start mid 2010.