

# Manningham bus service review: a public relations plan

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The paper "Manningham Bus Service Review: A Public Relations Plan" is a great example of a case study on media. As a member of a grassroots local social action group, it is our responsibility to make sure that programs proposed and introduced are enforced and in order, particularly in monitoring whether the government is doing its role – walking the talk. It is our belief, however, that with the public's growing distrust and skepticism in governmental action, it is imperative that we help the government this time in bringing in the people's awareness and consciousness that such a project takes time to implement and requires wide public support. This Public Relations Plan is in the view that it will resolve concerns and issues growing against the Manningham Bus Service Review's prospect for success, which is in fact a roadmap outlining approaches that will improve the municipality's bus transport system in a span of five years. When implemented, backed, and funded by the government, Manningham will benefit from – increased patronage, improved connectivity and accessibility, and increased coverage of the service area.

**Situation Analysis**

Commuters are seldom heard complaining about transport systems. When they do, their complaints and grievances can sometimes pose a big dilemma for the government. Such is posing a great challenge in the cities of Manningham, Monash, and Whitehorse, areas comprising of 26, 500 ha of various land use and a population of approximately 416, 000. The area is a middle-suburban municipality comprised of a mix of thickly-residential with little local employment opportunities and consequently, a large number of residents work in or near the central business district. In view of the Manningham Bus Service Review, several problems posed questions about the capability and

capacity of Manningham to maintain a better image in the eyes of the public.

These and other issues that this proposed plan will address are –

- Commuters find the recent efforts to improve bus services in Manningham inadequate unless the government – from local to national – will fund and backup the solutions required by the Manningham Bus Review.
- Recent transport condition disappointments coupled with skepticism and doubts mar any future action related to the enhancement and improvement of the transit system by the local government, which may be bad in gaining support from the public and increasing local government income from investors.
- Commuters view that although a new roadmap to improving Manningham’s public transport system is in place, the government is not fully supporting and backing up the proposals.

Goals and Objectives With an umbrella goal of improving the public image of Manningham through the Bus Service Review through increased awareness and appreciation, the following short-term objectives are geared towards achieving the Plan’s goals –

- To increase (by 25% this year) community knowledge of the vision and goals of the Manningham Bus Services Review, including its benefits when all stakeholders support the project.
- To increase (by 25% this year) commuters’ public trust that the Bus Service Review is not only doable but sustainable in the long run.

Through a survey, we will measure public commuters’ confidence that

the local confidence will support the bus review and commit to improving public transport conditions.

- To encourage (20 percent) of the population of the Manningham community to try the new and enhanced bus services (during the present year).