

Models for Transport Decarbonisation Information and Advice



Image source: Intelligent Transport

Report
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Models for Transport Decarbonisation Information and Advice

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Terminology

Term	Definition
DDRT/DRT	Digital Demand Responsive Transport / Demand Responsive Transport
DfE	Department for the Economy
DfI	Department for Infrastructure
DfT	Department for Transport
GHG	Greenhouse Gas produced from human activities (e.g. burning of fossil fuels) can strengthen the greenhouse effect, contributing to climate change
EAST	Easy, Attractive, Social and Timely
EST	Energy Saving Trust
EU	European Union
EV	Electric Vehicle
ICE	Internal Combustion Engine
MaaS	Mobility as a Service
MPs	Members of Parliament
SME	Small and Medium-sized Enterprises
TfL	Transport for London
TfGM	Transport for Greater Manchester
UK	United Kingdom
ULEZ	Ultra Low Emission Zone
ZEV	Zero Emission Vehicles

Executive Summary

Background

The Consumer Council has commissioned Steer to undertake this research to understand international and national best practice with a focus on how information and advice is delivered to consumers to help them make sustainable transport choices, and support the transition to more sustainable transport.

Promotion of transport decarbonisation

Globally, local and transport authorities aspire to create more people-friendly places to encourage walking and cycling, increase public transport use and reduce car dependency to decarbonise transport. These challenges apply across both urban and rural areas. However, current travel behaviour is shaped and constrained by many factors such as availability of transport modes, connectivity, costs, demographics (e.g. age), congestion and ability to travel.¹ Therefore, it is important for future sustainable travel interventions to address the needs of the population in order to change behaviours and travel habits, and for information and advice to be readily available.

Some people can be hesitant to use alternative transport modes to the car and need a clear message about the benefits those can bring. As such, when communicating information, advice, and support for consumers, it is important to define the behaviour change initiative at the outset (e.g., who, what, where and how).²

Effective communication and promotion of sustainable transport options can be a facilitator for turning policy into action.

Case studies

Delivering impartial information and advice for consumers making sustainable transport choices differs between initiatives and programmes (e.g. bike share launch, Mobility as a Service (MaaS) pilot, electric vehicles (EV) charging infrastructure development, etc).

This report presents the findings and key learnings from a range of different case studies structured around the themes presented in the table below.

Theme	Case study
Bikes/E-bikes/E-cargo bikes	<ul style="list-style-type: none"> • Project “Active Access” and its implementation in Graz, Austria; • Bikeability Cycle Training, UK; • The Pro-E-Bike Project, EU; and • The Cargo Revolution campaign, UK.
Shared mobility	<ul style="list-style-type: none"> • Shared Micromobility Safety Campaign and Promotion: Bolt • Stuttgart’s Public Bike Share “Call a Bike”, Germany; • Transport for Greater Manchester (TfGM): eHUBS; and • Enterprise Car Club, UK
Electric Vehicles	<ul style="list-style-type: none"> • Local Authority Toolkit: zero emission fleets, UK; • FairCharge Campaign, UK; • BP Pulse EV Experience, UK; and • Ultra Low Emission Zone, London, UK.

¹ [Future of Mobility the transport system \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

² [Using behaviour change techniques to encourage active travel \(local.gov.uk\)](https://local.gov.uk)

Theme	Case study
CoMoUK initiatives	<ul style="list-style-type: none"> • Travel Better tool • Toolkits
Modeshift/decarbonisation	<ul style="list-style-type: none"> • One Minute City – Street Moves Stockholm, Sweden; • Local Authority Toolkit: active travel, UK; • “This Girl Can” Campaign, UK; • Promoting Active Travel Modes in Oslo, Norway; and • Healthy Streets Approach, UK.
Buses/public transport	<ul style="list-style-type: none"> • Local Authority DRT toolkit, UK; • Padam Mobility – DRT Services in Rural France; and • £2 Fare, UK.
Mobility as a Service	<ul style="list-style-type: none"> • Elba Sharing app and platform, Italy • Breeze MaaS app and platform, UK • Yumuv MaaS pilot, Switzerland • Go-Hi MaaS app, Scotland

Key takeaways

There are several different factors to consider when sharing information, advice, and support for consumers on decarbonising transport including the following:³

Campaign/Brand identity: it is important to create a recognisable “brand” that makes it easier to gain continued and repeated attention to the campaign / promotion. Part of this includes creating a recognisable logo and consistent colour scheme across the campaign. Examples include:

- Shared mobility operator Bolt use their logo across their vehicles which is simply the Bolt name in green. By placing the logo on vehicles, the vehicles can market the Bolt brand.
- Solent Transport developed the brand **Breeze** to promote their sustainable transport initiatives and MaaS platform while Plymouth City Council launched **Connect Plymouth** brand to promote new sustainable travel options.
- A key success of the Healthy Streets messaging is its constant and consistent narrative throughout all Transport for London (TfL), Greater London Authority (GLA) and other Mayor of London documents. It forms the backbone of key active travel and sustainable transport initiatives and in that sense is easier for the public to understand what it is about.
- According to C40 Cities Leadership Group,⁴ the marketing approach for the Ultra Low Emission Zone (ULEZ) expansion in London was successful due to its concise and consistent messaging.⁵ For example, they note how the posters were typically focused on a single message, such as the scheme’s launch date or where the boundary was expanding to.

Understanding of the target audience: it is important to personalise and tailor marketing to specific user groups to influence their travel behaviour. The target audience should be identified ahead of the campaign.

³ [switch_campaign_guide_kindle.pdf \(polisnetwork.eu\)](#)

⁴ C40 is a network of mayors of nearly 100 world-leading cities collaborating to deliver the urgent action needed right now to confront the climate crisis. Together, we can create a future where everyone, everywhere can thrive.

⁵ C40, 2022, ‘[How road pricing is transforming London](#)’

It is important to engage with local communities early to understand their needs and gain trust and allow them to take part in the design process or comment on how the scheme could be improved. Community engagement can help gain trust in the scheme and likely increase uptake. For example:

- Bikeability educate and train children to cycle, however, the target audience includes both parents and children, so the marketing and communication strategies are worded to encourage parents to agree to their children to take part in cycling training.⁶

Timing: when promoting / marketing a service or product it is important to consider the best time to release the information depending on who the target audience is. When launching a campaign, it is important to consider what time of year / day / week is best to launch to ensure maximum uptake and engagement across the campaign. Holding promotions at different points of the year should also be considered e.g. Christmas to attract shoppers, or start of the academic year to attract students. In addition, it is important to consider when people are more open to change e.g. a new life event such as a new job or new house means people may be more open to new things. For example:

- Bikeability launched their cycle to school week in October which coincides with the new school year to encourage uptake in cycling at this time.⁷

Content: key to developing a successful campaign or promotional communication is to consider the font, amount of text, content of the text, and use of images which can help illustrate the message. For example, it is important to provide the right amount of information to encourage a user to make the choice to use a car club or a shared e-scooter without being overwhelmed. The website and app use infographics and a range of images accompanied with clear and simple text to illustrate the information tailored to consumers (e.g. cost, time and distance).

Certain information will gain more interest and engagement. Including general information about the scheme, price, range/battery (if EV), distance to vehicle (if shared mobility) and benefits of the scheme can help provide users with confidence in the scheme and increase engagement. For example:

- The Enterprise Car Club website outlines the steps for using a car club (join, reserve, unlock and go, return) in a clear and logical way using clear text, images and infographics.⁸ The operator has enhanced the brand awareness through social media framing campaigns around the cost-of-living crisis, Covid-19 and membership benefits.
- Bolt tailors the marketing and communications to different regions and provides country-specific rules and regulation concerning the use of shared vehicles.

Communication channels: identifying the most suitable communication channels through which you can reach the primary target audience is important when promoting a service. Consider the type of materials such as printed or online, including promoting through a local newspaper, flyers, postcards, display information on local public transport or screens, radio, TV, social media, or a combination of all of these. Consistency across look and design in a range of communication channels should also be achieved.

⁶ [Media toolkit \(bikeability.org.uk\)](https://www.bikeability.org.uk)

⁷ [Cycle to School Week - Bikeability](#)

⁸ [Enterprise Car Club - Automated Daily & Hourly Car Rental across the UK](#)

Websites are also important for promoting a service and social media can be a useful tool for reaching wider audiences through trending feeds and re-posts which can support campaign traction. You can utilise data from apps or websites to maximise engagement with different user groups and tailor marketing and communications to their specific needs (e.g. sending tailored messages to young users). For example:

- Enterprise Car Club use a range of communication strategies from printed leaflets handed out to residents to short video guides on YouTube and TikTok, the range of communication channels maximises the reach of Enterprise Car Club to different audiences.
- CoMoUK used influencer marketing⁹ to promote shared transport in Scotland, while HITRANS is exploring use of influencers to for MaaS app promotion.
- Bolt utilises different communication channels such as the app, website and media. This ensures that Bolt reaches a wider audience.
- A campaign by Condor Ferries involved image and video content, sea-themed Spotify playlists and giveaways. A range of communication channels were used including TV, social media and email. Broadcast media was key to the campaign.

Importance of face-to-face events: for some promotion staging live events such as road shows, education and training sessions or try-before-you buy initiatives can be an opportunity to develop public trust and educate consumers on how to use the technology. For example:

- BP Pulse held a try-before-you buy scheme in Milton Keynes at an EV Experience Centre showcasing a range of EVs and provided potential users with information on how to use the EV technology and address concerns around range anxiety and the opportunity to test an EV with no 'hard-sell' from sales people.¹⁰
- In-person roadshow events and hard marketing initiatives allow consumers to test e-bikes in a safe environment before purchasing.

Inclusivity / accessibility: inclusive language and imagery should be used in marketing and promotion materials to improve engagement across demographics. In addition to inclusive content, websites and interfaces such as apps should be inclusive to different user groups. Public advertising campaigns should capture a diverse range of people, e.g. including women and men riding a bike together. For example:

- "This Girl Can" was a British nationwide campaign launched to increase active lifestyle of more women and girls regardless of shape, size, or ability.¹¹ In January 2020 a new TV advert premiered celebrating women exercising no matter how they look or do it. To break stereotypes, the campaign captured a diverse range of people through inclusive language and imagery including women and men riding bikes together and older female cyclists.
- The Local Government Association (LGA) in the UK is committed to making their website inclusive to all through different colour contrast options/zoom/navigation through keyboard or speech recognition software and screen reader options.¹²

⁹ *Influencer marketing is a form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field.*

¹⁰ [The Electric Vehicle Experience Centre \(bppulse.co.uk\)](https://www.bppulse.co.uk)

¹¹ [This Girl Can](#)

¹² [Accessibility Statement | Local Government Association](#)

Transport related content: the key information about the service and its uses should be easily available for consumers. This includes service description, price, journey time, booking information and guidance materials. It is important to present the benefits of the service to educate users and encourage behavioural change. For example:

- The Visit Norway website provides helpful information on how to reach destinations around Norway sustainably such as bike routes for exploring Oslo (including time, difficulty level, cycling guidance materials).¹³
- Energy Saving Trust, when promoting EVs, highlights the need to share information such as an EV range, price and battery disposal to address potential barriers to their uptake.

Ongoing engagement: To achieve systemic change, the promotion of the behaviour change campaigns should be ongoing, not just a one-year or one-month initiative.

Stakeholder engagement: Consider engaging with organisations to unlock opportunities to gain more traction and reach a wider audience spreading the same message.

- Charities such as Bikeability do not work in isolation and communicate with other active travel charities / campaigners such as Sustrans to gain more reach and engagement.
- Enterprise Car Club partnered with LNER to cross-promote car clubs and rail travel to complete multi-modal door-to-door journeys.

Political support: Political support of the campaign would support its promotion.

- The Cargo Revolution campaign (which champions businesses who are adopting cargo bikes) has been successful through the high-profile media interaction it has generated which in part stemmed from the political support it received (see Chapter 3 for more information).
- The success of the FairCharge campaign (the national campaign in the UK that aims to 'harness the tremendous environmental, economic and social benefits of the EV revolution') in part stems from the cross-party political support along with third-party backers such as RAC.

¹³ [Experience Oslo by bike | bike routes in Oslo \(visitnorway.com\)](https://www.visitnorway.com/en/transport/bike-routes)

1. Introduction

Research context

- 1.1 The Northern Ireland Assembly passed its first ever Climate Change Legislation in March 2022. The Climate Change Act (Northern Ireland) 2022 received Royal Assent on 6 June 2022 and sets out the legal framework for tackling climate change by reducing greenhouse gas emissions in Northern Ireland for decades to come.¹⁴
- 1.2 In December 2021, the Department for the Economy (DfE) published its Energy Strategy, 'Path to net zero energy'.¹⁵ The Strategy sets out the significant carbon reduction that the transport sector must achieve in order for Northern Ireland to reach its overall decarbonisation objectives. The Strategy also states the key role consumers will play in decarbonising transport and the need for policymakers to engage with consumers and understand their views.
- 1.3 On the 27 October 2022 the DfE published its Energy Consultation on the Plan for the Implementation of the Energy One Stop Shop.¹⁶ Transport is included in the strategic objectives which states that:

*"The Energy One Stop Shop will inform, advise and support people, businesses and communities to enable them to transition to affordable, smart decarbonised solutions for their energy efficiency, power, heat and **transport needs**, with special regard to those who may be least able to."*
- 1.4 The objective for the Energy One Stop Shop is to become a go to source for impartial information, advice and support for consumers moving to sustainable technologies.
- 1.5 The Consumer Council has commissioned Steer to undertake this research to understand international and national best practice with a focus on how information and advice for consumers on making sustainable transport choices is delivered to support the transition to more sustainable transport.

Methodology

- 1.6 A literature review was undertaken to understand existing research and best practice regarding how information and advice for consumers on making sustainable transport choices is delivered nationally and internationally.
- 1.7 To support the desktop research and literature review, eleven interviews were conducted with a range of stakeholders, and two written responses were received.

¹⁴ [Climate Change Act \(Northern Ireland\) 2022 \(legislation.gov.uk\)](https://legislation.gov.uk)

¹⁵ [The Path to Net Zero Energy. Safe. Affordable. Clean. \(economy-ni.gov.uk\)](https://economy-ni.gov.uk)

¹⁶ [Energy "One Stop Shop" Implementation Plan - consultation on policy options | Department for the Economy \(economy-ni.gov.uk\)](https://economy-ni.gov.uk)

Table 1.1. Interviews

Organisation name	Case study/topic
Energy Saving Trust	Local Authority Toolkits
Padam Mobility	Padam DRT
CoMoUK	CoMoUK and Travel Better Tool
Enterprise Car Club	Enterprise Car Club
Bikeability	Bikeability
Bolt	Bolt Safety Campaign / shared micromobility promotion
Transport and Environmental Policy Research (TEPR)	Transport decarbonisation research
HITTRANS	Go-Hi MaaS app and platform in Scotland
SBB CFF FFS - Swiss Federal Railways	Yumuv MaaS app and platform in Switzerland
Aecom	Mymobilityhub project in Ireland
Solent Transport	Breeze MaaS app and platform in England

Background context

- 1.8 Transport is at the centre of some of the most significant challenges in society including congestion, air pollution and increasing carbon emissions. In some locations, the Covid-19 pandemic had a drastic impact on the use of public transport and consumer confidence in these modes.
- 1.9 Transport became the largest sectoral emitter of greenhouse gases (GHG) in 2016 in the UK, growing to account for 27% of national emissions by 2019.¹⁷ The Transport and Environment Statistics Annual Report states that in the UK 55% of transport emissions come from cars leading to air pollution.¹⁸
- 1.10 In Northern Ireland most journeys continue to be made by private car (71%) whilst overall walking, cycling and public transport use has barely changed.¹⁹ Belfast is reported by INRIX as being a highly congested city and the second most congested city in the UK after London.
- 1.11 To achieve Northern Ireland’s environmental targets and build a transport system for the future, public and private sector bodies must collaborate to develop integrated, convenient and sustainable transport networks.

Promotion of transport decarbonisation

- 1.12 Globally, local and transport authorities aspire to create more people friendly places to encourage more walking and cycling, increase public transport use and reduce car dependency to decarbonise transport. These challenges apply across both urban and rural areas. However, current travel behaviour is shaped and constrained by many factors such as availability of transport modes, connectivity, costs, demographics (e.g. age), congestion and ability to travel.²⁰ Therefore, it is important for future sustainable travel interventions to address the

¹⁷ <https://www.gov.uk/government/statistics/transport-and-environment-statistics-autumn-2021/transport-and-environment-statistics-autumn-2021>

¹⁸ [Transport and Environment Statistics: 2021 Annual Report \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/94444/transport-and-environment-statistics-2021-annual-report.pdf)

¹⁹ [Planning for the future of Transport \(infrastructure-ni.gov.uk\)](https://www.infrastructure-ni.gov.uk/publications/planning-for-the-future-of-transport)

²⁰ [Future of Mobility the transport system \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/94444/future-of-mobility-the-transport-system.pdf)

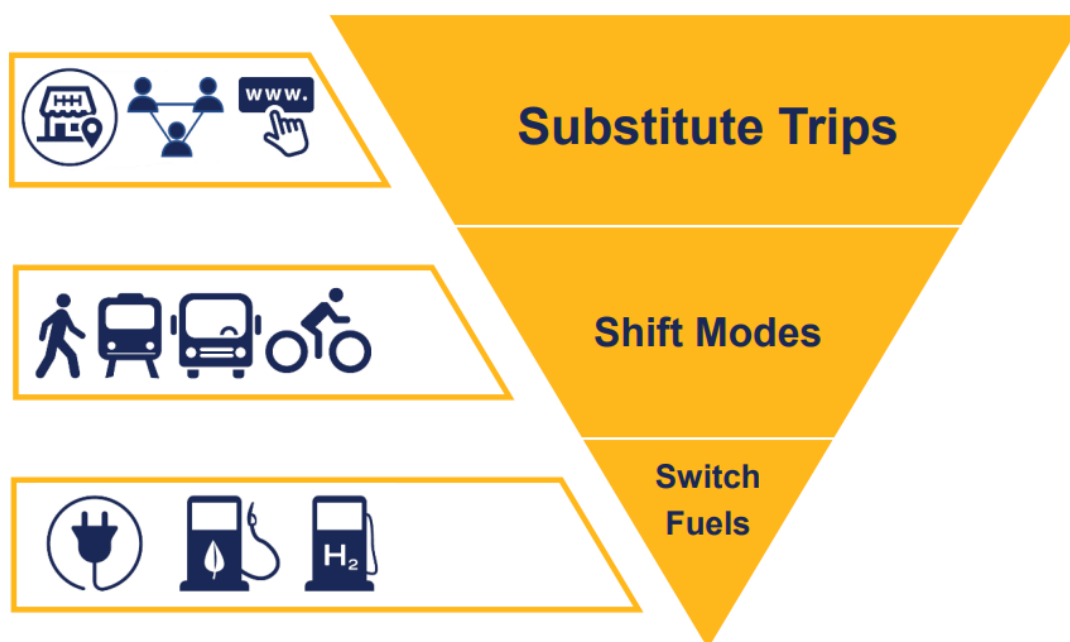
needs of the population in order to change behaviours and travel habits, and for information and advice to be readily available.

1.13 The Department for Infrastructure (Dfi) published its “Planning for the Future of Transport – Time for Change” report, where the hierarchy for reducing the carbon impact of transport in Northern Ireland is presented, see Figure 1.1.²¹

1.14 The Dfi commits to reduce carbon impact of transport through the following key steps:

- Substitute trips: remove completely or shorten;
- Shift modes: use a more energy efficient mode of transport; and
- Switch fuels: use zero or less carbon intensive fuel.

Figure 1.1. Hierarchy in Reducing the Carbon Impact of Transport



Source: [Planning for the future of Transport \(infrastructure-ni.gov.uk\)](https://infrastructure-ni.gov.uk)

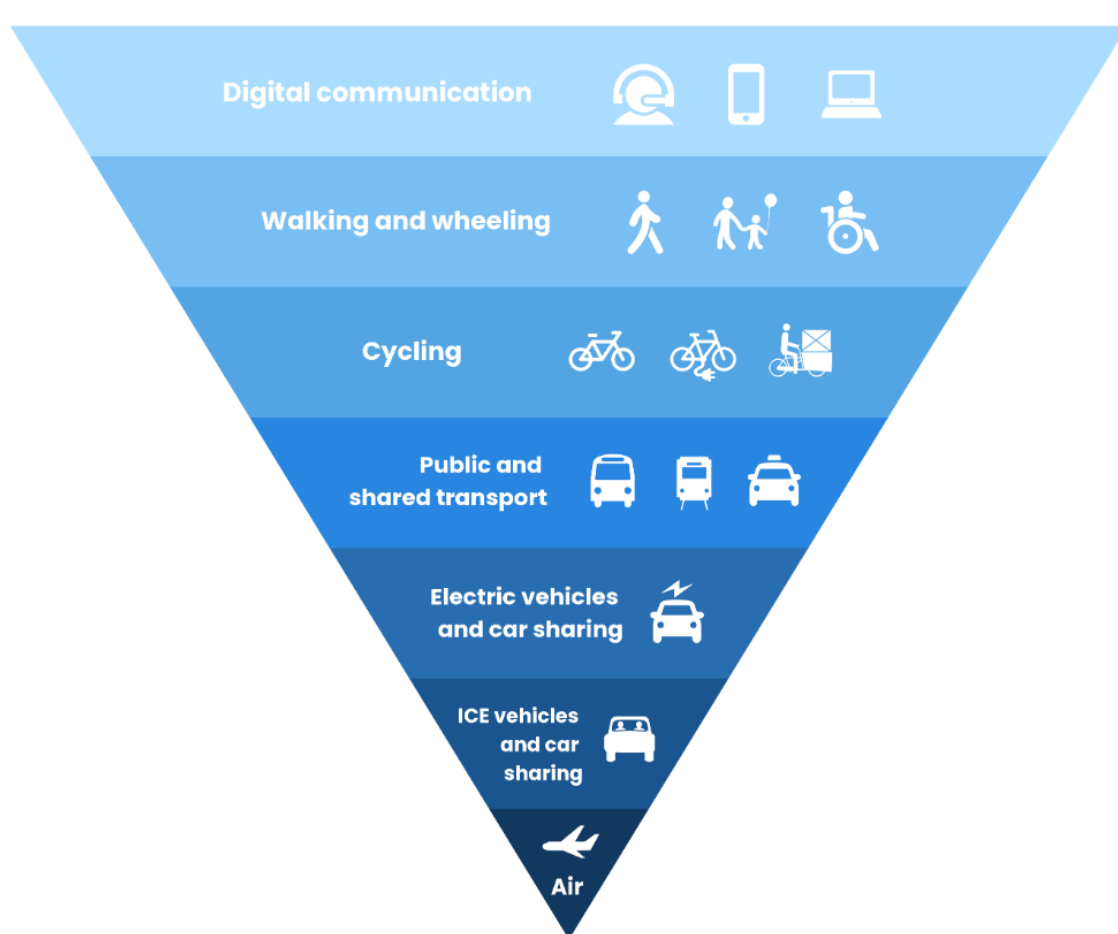
1.15 Energy Saving Trust²² have also developed a sustainable travel hierarchy which is a useful tool to help people think about improving the carbon impact of their journeys, shown in Figure 1.2.²³ The higher up the hierarchy - the more sustainable and greener travel option. The hierarchy highlights the consideration of digital communication instead of travel.

²¹ [Planning for the future of Transport \(infrastructure-ni.gov.uk\)](https://infrastructure-ni.gov.uk)

²² Energy Saving Trust is a British organization devoted to promoting energy efficiency, energy conservation, and the sustainable use of energy, thereby reducing carbon dioxide emissions and helping to prevent man-made climate change

²³ [Active travel tips and advice - Energy Saving Trust](#)

Figure 1.2: Sustainable transport hierarchy



Source: Energy Saving Trust

- 1.16 It should be noted that digital communication is an alternative to travel, and not a travel mode. Sustainable travel has important health, social and economic benefits which would not be realised from the replacement of all trips.
- 1.17 Effective communication and promotion of sustainable transport are important to facilitate turning policy into action.

Structure of the report

- 1.18 Following this introduction this report includes:
- Chapter 2 discusses the role of the public sector;
 - Chapter 3 summarises the findings from the case studies; and
 - Chapter 4 provides an overview of the key lessons learned.

2 Role of the public sector

- 2.1 It is important to acknowledge the role of the public sector in supporting transport decarbonisation and provision of the information and advice to consumers.
- 2.2 The public sector describes all departments, organisations and bodies that provide essential services on behalf of the government. In a transport context, public sector transport bodies, departments and authorities play an integral role in promoting and implementing transport policies and objectives.
- 2.3 Local, combined or transport authorities (sometimes in combination), typically set the strategic direction of the transport agenda in a specific geography. This is usually achieved through local transport plans or transport strategies. Policy and strategy documents are integral tools for promoting and socialising key transport policies and priorities to the wider public.
- 2.4 Public sector authorities should play a pivotal role in ensuring the policies are co-ordinated at the local level and suitable to the local context. In essence, public sector authorities have a vital role to play in translating policy into action.
- 2.5 Public sector authorities should support the marketing and promotion of the schemes, priorities and policies defined in transport plans in a number of ways. Typically, this involves public consultation, wider stakeholder engagement, advertising, and marketing campaigns.
- 2.6 An example to illustrate the role of public sector authorities is demonstrated through Transport for London's (TfL) "Welcome Back London" campaign (see Figure 2.1). The campaign was introduced in July 2021 and sought to boost post-covid recovery, increase public transport patronage and, by extension, the overall economy in London. Ultimately, the campaign was one lever TfL were using to help deliver on the Mayor's Transport Strategy and achieve their targets and grow back demand for public transport. The campaign demonstrates the wide-ranging role transport has in supporting the public with their everyday lives in allowing the public to live, work and play but equally the crucial role of TfL in encouraging, coordinating, and championing the uptake of public transport.

Figure 2.1: TfL "Welcome Back London" campaign video



Source: TfL, [Welcome Back London - YouTube](#)

3 Case studies

Introduction

3.1 This chapter presents the findings and key learnings from a range of different case studies structured around the following themes:

- Bikes/E-bikes/E-cargo bikes;
- Shared mobility;
- Electric Vehicles (EVs);
- CoMoUK initiatives and Travel Better Tool;
- Modeshift/decarbonisation;
- Buses/public transport; and
- MaaS.

Bikes/E-bikes/E-cargo bikes

3.2 The case studies below present the examples of various marketing and promotion activities targeted at increasing awareness and uptake of bikes, e-bikes and e-cargo bikes including:

- Project “Active Access” and its implementation in Graz, Austria;
- Bikeability Cycle Training, UK;
- The Pro-E-Bike Project, EU; and
- The Cargo Revolution campaign, UK.

Bikes/E-bikes/E-cargo bikes case studies

Project “Active Access” (European Union (EU) programme) Graz, Austria (EU Active Access)

An EU “Active Access” programme was designed with the aim to change behaviour of travellers from use of private cars towards walking and cycling.²⁴ Various initiatives were implemented by 11 project partners across ten EU countries. Initiatives included offering rental e-bikes to people aged 40 – 70 for free: this was designed to identify how this age group uses e-bikes for their daily trips (shopping and recreation) in Graz, Austria.²⁵ The key findings from Graz are presented below.

Marketing and promotion

- Prior to the scheme launch, participants were briefed about the scheme and how e-bikes work.
- Information on handling the e-bikes technology / and benefits of e-bikes was shared through in-person workshops.
- Participants were able to contact a hotline for support for the duration of the project.
- A range of hard and soft marketing initiatives were implemented including running the try-before-you buy scheme which provided participants an opportunity to trial vehicles before buying.

Lessons learned

- Bikes and e-bikes should be seen as neither a transport mode for only senior people nor just for younger consumers.
- It is important to engage with local communities early to understand their needs and gain trust.
- In person events are crucial to allow consumers to gain confidence in using new modes.
- High upfront costs could be a barrier for e-bike uptake - a try-before-you buy scheme provides consumers a chance to test the technology before the purchase.

²⁴ [Encouraging active travel for short trips to improve health and the local economy | TRIMIS \(europa.eu\)](#)

²⁵ [Microsoft Word - Aktive_Access_Pedelec_Test.doc \(eltis.org\)](#)

Bikeability Cycle Training

Bikeability is the British national cycle training programme approved by the Department for Transport (DfT).²⁶ The training programme enables trainees to cycle safely and confidently on roads and learn basic cycle maintenance skills. The aim of Bikeability is to get more people cycling, more safely and more often through a high-quality cycle training programme for children in schools across three progressive levels.

Since 2007, over 2.3 million children have benefitted from training. Training is delivered by national standard cycle instructors working through local training providers. Bikeability is not intended to be an intervention in isolation: instead, it is designed to have a long-term positive impact on family cycling through the practical skills learnt and confidence gained.

Bikeability runs an annual 'Cycle to School Week' which launches every October following the start of the new school year. The initiative encourages school students to choose one of four cycling pledges at school: cycle to school every day, swap one car journey for cycling, go on a cycle ride with family and discover somewhere new.

Marketing and promotion

- The Bikeability website provides a range of guidance materials which includes cycle route planning, types of cycling (e.g. BMX, cyclo-cross, and mountain biking) and inclusive cycling (e.g. para cycling, Wheels for All and Wheels for Wellbeing).
- During Cycle to School Week free resources are shared including "how to guides". The campaign uses catchphrases such as energise, improve, educate and boost.
- Cycle to School Week promotional materials included flyers, posters and certificates of achievement for children.
- The information is shared through and within schools and via local authorities. In addition, Bikeability also promotes the initiative on social media channels such as Facebook and Twitter to attract parents' attention.

Lessons learned

- To achieve systemic change, the promotion of the behaviour change campaigns should be ongoing - it should not be just a one-year initiative.
- Charities such as Bikeability do not work in isolation and communicate with other active travel charities / campaigners such as Sustrans to gain more reach and engagement.
- The target audience should be identified ahead of the campaign. Bikeability's Cycle to School scheme is for children, however, their parents are the decision makers. As such, promotion and engagement are also done via social media platforms such as Facebook and Twitter to reach out to parents.
- Accessible and easy to read guidance materials are important for individuals who are new to cycling and might need help with route planning or bike maintenance.

The Pro-E-Bike Project, EU

The Pro-E-Bike project ran from 2013 until 2016 across a range of European cities supported by the European Union's "Intelligent Energy" initiative which provided approximately €1 million of the project's €1.3 million budget.²⁷ The project promoted clean and energy efficient vehicles for the delivery of cargo / goods and personal transportation, as an alternative to conventional fossil fuelled vehicles.²⁸ The project was directed towards e-bike market uptake and promotion of policies that stimulate the usage of e-bikes as an urban transport option. Valencia was one of the cities which participated in the Pro-E-Bike project. Pro-E-Bike scheme included two pilots of e-bikes and e-cargo bikes in two companies (freight delivery company and a parcel delivery company).

²⁶ [Active travel: local authority toolkit - GOV.UK \(www.gov.uk\)](#)

²⁷ [Pro E-Bike | ECF](#)

²⁸ [Project | pro-e-bike](#)

Marketing and Promotion

- Tailored marketing to target groups such as delivery services, local authorities, and residents.
- In Valencia, information days were held for consumers building an understanding of e-bikes and raising confidence in e-bike technology among target groups.
- Information shared included a simulation tool for the companies. The tool calculated costs and benefits of introduction of e-bikes to their businesses.

Key Lessons Learnt

- Using a combination of pilot testing and information days provides new users with a detailed overview of e-bike technology to boost confidence.
- Tailored marketing to specific user groups and use of simulation tools to highlight the benefits of e-bikes for specific use cases by showcasing the cost / benefit analysis of adopting e-bikes.

The Cargo Revolution campaign, UK

The Cargo Revolution campaign was launched in September 2022 in London, and it is funded by Impact on Urban Health (a non-profit organisation). Its aim is to champion businesses who are adopting cargo bikes and contributing to the overall zero emissions revolution.²⁹ The campaign has also been backed by the London Walking & Cycling Commissioner.

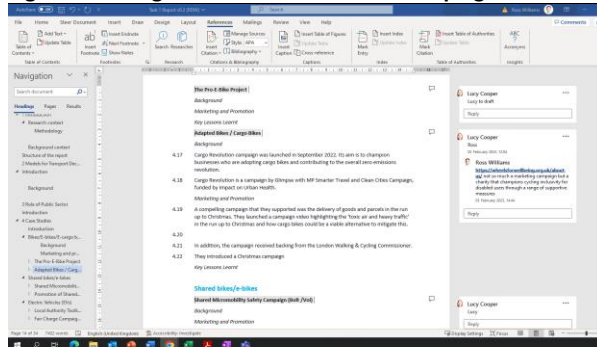
Marketing and Promotion

- The Cargo Revolution launched a campaign in the run up to Christmas encouraging the delivery of goods and parcels by cargo bikes.
- They launched a campaign video highlighting the ‘toxic air and heavy traffic’ and how cargo bikes could be a viable alternative to mitigate this, see Figure 3.1.
- The video received a series of promotions, retweets and positive comments via social media from organisations such as Sustrans, London’s Deputy Mayor for Environment and Energy, Councillors and various high profile Twitter accounts.

Key Lessons Learnt

- The campaign, in particular the Christmas campaign, has been successful through the high-profile media interaction it has generated which in part stemmed from the political support it received. Social media can be a useful tool for reaching wider audiences through trending feeds and re-posts which can support campaigns’ traction.
- It is important to keep a campaign language simple and clear and use bold colours to attract the audience.

Figure 3.1: Cargo Revolution Christmas Campaign



Source: Cargo Revolution

²⁹ <https://www.cargorevolution.org/>

Shared mobility

- 3.3 As cities have evolved, the challenges of a reliance on private cars have given rise to significant economic, environmental, social and health problems. In combination with public transport services, shared mobility services offer potential to reduce the reliance on privately owned vehicles, provide more mobility choices, increase accessibility and promote greener transportation to decrease greenhouse gas emissions. In addition, shared mobility can work in combination with public transport offering a last/first mile solution broadening the reach of public transport services.
- 3.4 Shared mobility refers to transport services shared amongst users, often facilitated by technologies including smartphones and GPS. Shared mobility includes shared vehicle services such as shared bikes and e-bikes, shared e-scooters, shared cars (car clubs), and shared rides such as on demand taxi services.
- 3.5 The case studies below present the examples of various marketing and promotion activities targeted at increasing awareness and uptake of shared mobility including:
- Stuttgart’s Public Bike Share “Call a Bike”, Germany;
 - Shared Micromobility Promotion: Bolt, EU;
 - Transport for Greater Manchester (TfGM): eHUBS; and
 - Enterprise Car Club, UK.

Shared mobility case studies

Stuttgart’s Public Bike Share “Call a Bike”, Germany

Since 2007, Deutsche Bahn AG (DB) has been offering the public bike rental system “call a bike” in several German cities and towns.³⁰ Stuttgart established a station-bound system “call a bike fix” with over 60 stations in the city where the bikes could be rented or delivered. The 450 bicycles could be rented by mobile phone and via an app.

Marketing and promotion

- Prior to the launch of the scheme, there was a four-week trial with users to identify potential technical problems and resolve them.
- Stuttgart promotes the scheme each year by providing a yearly subsidy to offer free use of the bikes for the first 30 minutes for users.
- The launch of the service was supported by the marketing campaign including activities such as distribution of teaser postcards in clubs, bars, restaurants, employment centres and other points of interest.

Lessons learned

- It is important to test bikes with consumers before the launch to ensure technical issues are identified and resolved.
- The launch should be supported by the marketing campaign tailored to different user groups (e.g. younger/older users).

³⁰ [20140318_141737_59262_BestPractices.pdf \(europa.eu\)](#)

Shared Micromobility Promotion: Bolt

Bolt is a European shared mobility and delivery company (ride-hailing, shared cars and e-scooters, food delivery) that operates in 45 countries and over 500 cities globally.³¹ The company seeks to accelerate the transition from owned cars to shared mobility, offering better alternatives for every use case, including ride-hailing, shared cars and scooters, and food and grocery delivery. Their website highlights the benefits of using Bolt services alongside information on how to use the services. The website also promotes the Bolt Scooter School where users can learn how to ride an e-scooter safely.³²

Marketing and promotion

- Bolt ran a pilot study across ten European markets aiming to switch shorter ride-hailing trips to scooter trips.³³ During the study, users received an in-app push notification with encouragement to switch for trips shorter than 3km. The user was provided with information on carbon emissions saved, time to destination and price, to encourage users to. The scheme was successful with over 60% of users choosing the scooter option when prompted.
- Bolt predominantly markets their offer through the app and website promoting Bolt travel as low cost, convenient and a safe travel option.
- Bolt tailors the marketing and communications to different regions and provides country specific rules and regulation concerning the use of shared vehicles.
- The website and app clearly outline the information for a hiring a car club car or scooter via the app through four steps. They use videos as guidance materials on how to ride an e-scooter safely and infographics for wearing a helmet, respecting traffic rules and parking responsibly.
- Bolt runs safety events which can help people improve their scooter riding skills and an opportunity for users to meet Bolt experts and try the vehicles in a safe environment. In addition, Bolt runs in-person training through the Scooter School to ensure safe riding.
- Bolt Scooter Safety Pledge consists of an holistic set of principles ensuring Bolt scooters are operating and developing with safety at the core.³⁴ The Pledge will be communication via traditional media as well as social media and a blog.
- In-app communications – Bolt uses push notifications and app communications to convey messages across a range of topics including safety messages, sustainability, and incentives. Push notifications are used to encourage users to park in a charging station with discounts for the next ride.

Lessons learned

- Bolt utilises different communication channels such as the app, website and the media. This ensures that Bolt reaches a wider audience.
- The information shared should be direct and easy to read.
- It is important to provide the right amount of information to encourage a user to make the choice to use a car club or scooter without being overwhelmed.
- The website and app use infographics and a range of images accompanied with clear and simple text to illustrate the information tailored to consumers (e.g. cost, time and distance).
- A range of safety and education training materials provides users with comprehensive guides on how to handle the technology.³⁵
- The Bolt app provides metrics on the different types of users (e.g. age), important to use data from apps to learn how to reach people so marketing and communication can be tailored to the individual user e.g. targeted incentives.
- Important to raise awareness – scooters are convenient and stand out so can market themselves. The charging stations are a way of merging online and offline marketing strategies.
- Bolt asks users for feedback after every ride.
- Tailor-made in-app notifications bring tangible results. For example, in Oslo a rider is on average 30% less likely to park incorrectly within 30 days after being notified by Bolt's Artificial Intelligence parking system for the first time.

³¹ [Request a ride, 24/7 | Bolt](#)

³² [Easy, Safe Scooter Rental | Bolt](#)

³³ [Reducing car use through e-scooters: A nudging experiment \(toi.no\)](#)

³⁴ [Bolt Scooter Safety Pledge.pdf - Google Drive](#)

³⁵ [Bolt | Scooter safety](#)

Transport for Greater Manchester (TfGM) - eHUBS

The eHUBS project was funded by Interreg North-West Europe and aims to show how car clubs and e-cargo bikes can be used for safe and sustainable travel.³⁶

Over a third of households in Greater Manchester do not have access to a car. As an alternative to the private car, for short trips such as shopping, recreation and driving to work, eHUBS aim to bridge the gap and be a solution to the lack of access to a means of transport for short journeys.³⁷

Marketing and promotion

- TfGM created a communication plan and engaged with mobility providers to ensure there was a common message / branding which links to the eHUBS.³⁸
- The eHUBS branding was consistent across the different modes e.g. EVs, car clubs and e-cargo bikes, as well as a dedicated eHUBS webpage on the TfGM's Electric Travel website.³⁹
- Relevant images related to the campaign e.g. images and videos from Manchester and in areas where eHUBS were used were prevalent to the campaigns.
- Campaigns were featured during different times of year to spark more interest.
- Targeted consumers who were in close proximity of the e-cargo bikes via geo-located social media adverts.
- Analysed the type of people interacting with the adverts and sent additional adverts tailored to these groups.⁴⁰

Lessons learned

- Important to have a recognisable brand with a clear message and a call to action.
- Use QR codes to provide additional information.
- Consider launching campaigns at different times of year e.g. Easter / bank holidays etc to spark more interest.
- Target campaigns to different user groups and utilise geo-location for geographical/location-based incentives/tailored marketing.
- Videos worked better in the campaigns compared to static images in engagement with consumers.

³⁶ [eHUBS for EV car club and eCargobike rental | TfGM Electric Travel](#)

³⁷ [eHUBS for EV car club and eCargobike rental | TfGM Electric Travel](#)

³⁸ [eHUBS for EV car club and eCargobike rental | TfGM Electric Travel](#)

³⁹ [eHUBS for EV car club and eCargobike rental | TfGM Electric Travel](#)

⁴⁰ [dt1101-report_best_practices_final.pdf \(nweurope.eu\)](#)

Enterprise Car Club, UK

Enterprise Car Club members can book and rent a range of cars and vans by hour or day, 24/7. The vehicles are located on street, in car parks or at transport hubs in communities to provide as much of the convenience of car ownership but with the customer only paying for the vehicle when they use it. In addition, Enterprise Car Club members also received a 10% discount with Enterprise Rent-A-Car to further support a low or no car ownership lifestyle.

The price includes fuel, servicing, breakdown cover, damage protection and cleaning. Enterprise Car Club offers 24/7 access to their vehicles which can be reserved via the app, online or by phone in advance or last minute.

Marketing and promotion

- LNER Partnership: Enterprise Car Club provides vehicles for members within 500 metres of over 200 stations across the rail network (including at LNER served stations). The operator partnered with LNER to cross-promote car clubs and rail travel to complete multi-modal door-to-door journeys. Through a user survey, the scheme has increased rail usage and members highlighted they have found a preferred option for first and last mile mobility by regularly using car club cars alongside their rail travel.⁴¹
- Aberdeen Car Club: Enterprise Car Club launched in Aberdeen in 2022 deploying more than 30 cars across the city. 30 days prior to launching, the operator engaged with retail outlets and the local community to promote new service.
- The operator has enhanced the brand awareness through social media framing campaigns around the cost-of-living crisis, Covid-19 and membership benefits.
- The range of benefits of car clubs are listed on the website alongside a step-by-step guide on how to use the service. The website provides access to several online and printed information guides on car clubs available for download or delivery.
- Promotion of the car club through word of mouth and social media campaigns.
- Enterprise Car Club places signs and posters through stations advertising the car club and promotions and incentives for users (e.g. highlighting the fact that a car club could be cheaper for 24hrs than a car rental, discounts for public services, etc).

Lessons learned

- Social media campaigns can be used to target various user groups. Linking social media campaigns with current affairs such as cost of living can also increase uptake as potential users may be reducing their car use to save money.
- Promotion of schemes through word of mouth is an effective communication strategy and can create trust within the community on scheme.
- Promote clear and visual information via signs, posters and in apps and on websites to entice users.
- Offer a range of tailored incentives which are ongoing and are not active only when the scheme launches - to encourage people to continue using the service.
- The cars advertise themselves through logos displayed on the vehicles but promotion through social media platforms supports it (e.g., YouTube with guidance videos and TikTok which uses short form content to target younger groups on the benefits of car clubs).
- When EVs were first launched in Edinburgh their uptake was low. To overcome this issue Enterprise Car Club reconfigured the booking system so that users could see the live information about the EVs. The information shared included live battery charge/range and price which increased consumers' confidence of using EVs.

Zero Emission Vehicles (ZEV)

3.6 The case studies below present the examples of various marketing and promotion activities targeted at increasing awareness and uptake of ZEVs including:

- Local Authority Toolkit: zero emission fleets, UK;
- FairCharge Campaign, UK;
- BP Pulse EV Experience, UK; and
- Ultra Low Emission Zone, London, UK.

⁴¹ [Enterprise Car Club and Rental plus Rail case study Jan 2023.pdf](#)

EV case studies

Local Authority Toolkit: zero emission fleets, UK

Department for Transport (DfT) and Energy Saving Trust (EST) have produced a Zero Emission Fleets: local authority toolkit.⁴² The toolkit identifies key actions for local authorities ranging from formulating a procurement strategy to installing charging infrastructure and promotion activities. The toolkit highlights the importance of engaging with local businesses supporting their uptake of Zero Emission Vehicles (ZEVs) through effective communication strategies.

Marketing and promotion

- Try before you buy schemes provide businesses an opportunity to trial ZEVs for a longer period of time before the purchase.
- Engagement events: online events or test drive sessions.
- Raising awareness through communications of the workplace charging scheme which was expanded in 2022 to offer more financial support for Small and Medium-sized Enterprises (SME).

Lessons learned

- It is important to encourage uptake of ZEVs through a range of different marketing and promotion activities including tailored information to different users such as employers and residents.
- Information on range, price, and battery utilisation and sustainability should be provided to consumers.
- Advertise benefits of ZEVs, such as lower cost of ownership, ease of maintenance, etc.
- Hard marketing initiatives such as engagement events and try before you buy schemes provide new users with the opportunity to try out ZEVs before purchasing them.
- It is important to raise awareness around the different funding and finance options for ZEVs, to counter the initial higher purchase cost, when compared to ICE vehicles.

⁴² [Zero emission fleets: local authority toolkit - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/zero-emission-fleets-local-authority-toolkit)

FairCharge Campaign, UK

FairCharge is the national campaign in the UK that aims to ‘harness the tremendous environmental, economic and social benefits of the EV revolution’.⁴³ The campaign seeks to raise awareness of ZEVs and address some of the misinformation so that consumers are more confident in switching from internal combustion engine (ICE) vehicles to ZEVs. The campaign is focusing on fairer ZEV charging costs, pushing for more affordable ZEVs, increasing ZEV education and highlighting the importance of ZEVs in the future. The campaign is spearheaded by Quentin Willson, a renowned automotive journalist. The campaign is also backed by the European Climate Foundation, RAC and Octopus Energy along with cross-party support from both Houses of Parliament and a range of Members of Parliament (MPs).

Marketing and promotion

- The campaign has pushed its message across multiple media outlets including the BBC News, GB News, Sky News, and multiple newspapers with a combination of articles and video interviews.
- The campaign has its own website with an array of promotional content.
- The campaign includes a petition to the Transport Secretary to which is centred around their campaign making EVs affordable and putting in place a national charging network that supports the confidence for EV uptake. As of 3rd February 2023, the petition had achieved around 85,000 signatures.⁴⁴

Lessons learned

- The success of the campaign in part stems from the cross-party political support along with third-party backers such as RAC.
- The political support of the campaign and ability to influence MPs is crucial given MPs’ role in policy and decision making.
- The campaign is focused and has clear objectives and messaging.
- FairCharge was nominated for Campaign of the Year at the 2022 PRCA-PoliMonitor awards.

BP Pulse EV Experience, UK

In 2017 BP Pulse set-up an EV experience centre at the Milton Keynes shopping centre in the UK. The project launched in conjunction with Milton Keynes Council and Go Ultra Low’s £9 million funding for the Go Ultra Low Cities scheme.⁴⁵ The aim of the scheme was to encourage sales of ZEVs in Milton Keynes; and over the period of the centre being open there were over 400 orders.

Marketing and Promotion

- Over 5,500 short test drives completed and over 2,200 long test drives completed.
- Hosted over 250 information events, launches of new EVs, vehicle manufacturer takeover days and training days for local businesses.
- The showroom offered a mixture of ZEVs and car types to suit different user needs / groups.

Lessons Learnt

- Showrooms / information centres provide consumers with information EV technology and offer a real-life experience increasing their confidence.
- Opportunities to test drive ZEVs can increase awareness of EV technology and boost confidence with using ZEVs.
- It is important to offer a range of engagement events e.g. training days / test drives to meet the needs of different user groups and raise awareness of ZEV technology.

⁴³ <https://www.faircharge.co.uk/>

⁴⁴ <https://www.change.org/p/make-electric-vehicles-fairer-and-more-affordable-before-its-too-late>

⁴⁵ [The Electric Vehicle Experience Centre \(bppulse.co.uk\)](https://www.bppulse.co.uk/)

Ultra Low Emission Zone, London, UK

The Ultra Low Emission Zone (ULEZ) is a geographically bounded area within London where a fee is charged for driving the most polluting vehicles. ULEZ was originally introduced in April 2019, covering the existing Congestion Charging zone. The zone was expanded in October 2021 to cover Inner London, encompassing the area inside the North and South Circular roads. Recently, the Mayor of London has confirmed plans to expand ULEZ to the entire Greater London boundary from August 2023.

It is worth noting that ULEZ is an overarching policy intervention but that there are several ancillary or parallel policies that link to it (e.g., scrappage scheme, active travel interventions, exemptions which are designed to alleviate impact of the cleaner vehicle requirements). This case study focuses on the initial introduction in 2019 and the subsequent expansion in 2021.

Marketing and Promotion

Information for ULEZ has been disseminated to the public through a range of mechanisms both digitally and physically. This involves a combination of information documents and then active promotion through public consultation, marketing, and various campaigns. Physical infrastructure (signs) has also been deployed to show the public where ULEZ begins/ends.

General information has been provided to the public via a dedicated Transport for London's (TfL) [website](#) which contains practical information about the scheme. Targeted stakeholder engagement and communication was undertaken by a variety of means both before and upon the launch of the scheme including:

- Numerous stakeholder meetings, press releases, regular engagement with boroughs, public events and public consultation;
- A package of marketing/comms interventions involving radio, tv and newspaper advertisements along with various public visual posters (e.g., at bus stops, Underground stations, and on-street advertising boards);
- Adverts were also tailored depending on the audience. For example, poster/visuals were amended for the freight industry.

Figure 3.2: ULEZ 2019: marketing poster and press release examples



Source: TfL

Lessons learned

It is difficult to directly link the information and marketing campaigns to the success and outcome of ULEZ. However, the ULEZ monitoring reports, produced by the Greater London Authority (GLA), give some indication on the overall compliance and success of the scheme since its implementation which to some extent can be attributed to the information campaign.

A focus on the overall market reach of the ULEZ marketing campaign can provide a degree of quantification on the scheme's overall marketing success. Focusing on the 2019 scheme, for example, some metrics are included below to illustrate the market reach:

- At launch [the vehicle checker](#) on TfL's website had been used more than 3.2 million times by drivers;
- Radio adverts ran across ten stations, reaching both London and a radius of 25 to 30 miles around London;
- Over 5.3 million emails were sent to customers registered with TfL. This includes owners of cars, lorries and coaches amongst other vehicles;
- Partnership with Waze, a wayfinding driving app, making one million London drivers aware of the new ULEZ boundary; and
- Over 600,000 letters have been sent to owners of non-compliant GB registered vehicles driven within the central London area since October 2018 to December 2019.

According to C40, the marketing approach for the ULEZ expansion was successful due to its concise and consistent messaging.⁴⁶ For example, they note how the posters typically focused on a single message, such as the scheme's launch date or where the boundary was expanding to. Radio and TV advertising also emphasised the same core messages, especially the need to check your vehicle and to be prepared.

However, it should be noted the latest ULEZ expansion to the whole of the Greater London boundary (from August 2023) has been met with significant public backlash. The latest ULEZ iteration perhaps reflects the importance of marketing to reassure customers and, equally, that no matter how effective communication is, the policy needs to be viable and workable for most consumers.

⁴⁶ C40, 2022, 'How road pricing is transforming London'

Figure 3.3: ULEZ 2021 Expansion: Advertising Board Example



Source: OurBow

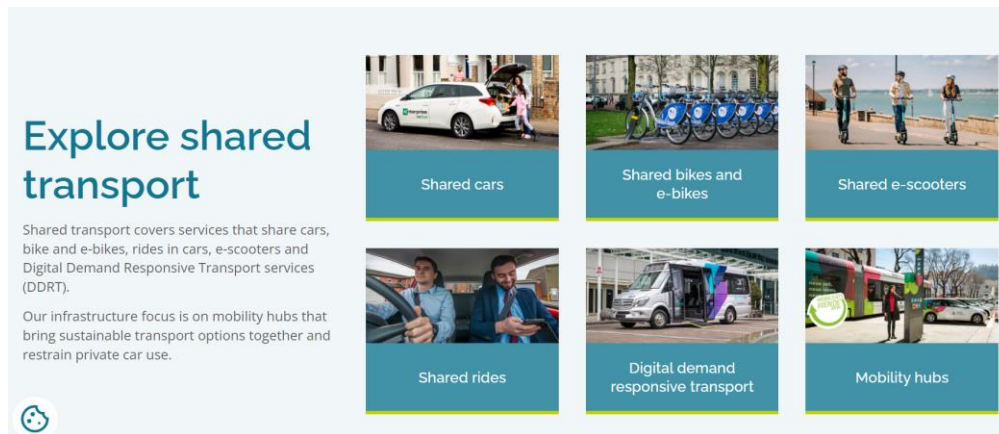
Figure 3.4: ULEZ 2019: Radio Script example prior to launch in December 2018

“Most radio adverts begin in a pristine recording studio. But not this one. We’re recording on the streets of Central London, polluted by toxic air. Because there’s no better place to tell you that the Central London Ultra Low Emission Zone is coming on the 8th of April this year. It will apply 24 hours a day, every day of the year, in the same area as the Congestion Charge zone. Unless your car, motorbike or smaller van meets the new stricter emission standards, you will have to pay the £12.50 daily charge. Search ‘ULEZ’ to check your vehicle and see if you need to pay. To the Mayor of London and TfL, every journey matters”

CoMoUK initiatives and Travel Better Tool

- 3.7 CoMoUK is a charity organisation based in the UK promoting the public benefits of shared mobility services such as car clubs, shared micromobility, Mobility Hubs and DDRT (see Figure 3.5. CoMoUK's areas of focus below). They work with both public and private sectors.

Figure 3.5. CoMoUK's areas of focus



Source: CoMoUK

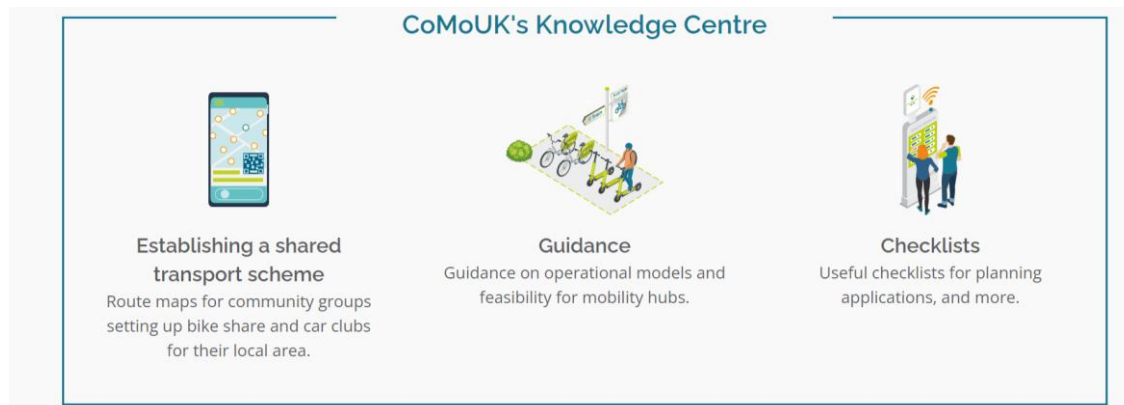
- 3.8 CoMoUK’s knowledge centre serves as a portal with a range of materials and information designed to support development of the shared mobility schemes through the following activities:

- Support to the local and transport authorities with the roll out of shared transport schemes through knowledge share, help with procurement processes and feasibility studies;
- There are a range of online forums which CoMoUK organises to bring the key stakeholders together and encourage knowledge share and collaboration, e.g. a car and bike share forum, an e-scooter forum and a Mobility Hubs forum. Some of the forums are just for local and transport authorities while others include operators and other stakeholders;
- **Employers action kit:** designed to support local authorities and regional transport partnerships in their role as employers with our action kit for employers. The key aim is to facilitate staff engaging more with active and shared modes, both for the commute and for business travel;
- CoMoUK runs the accreditation scheme for operators improving quality of service; and

- Maps of existing bike share and car club schemes in the UK.

3.9 The key resources provided by CoMoUK knowledge centre include Mobility Hubs guidance and toolkits; guidance on procurement of shared transport schemes (to be published soon); a set of documents supporting shared micromobility including an annual bike share survey, guidance on bike parking, and bike vandalism; sustainable car share schemes resources such as car club annual survey and templates for councils see Figure 3.6.

Figure 3.6. CoMoUK's knowledge centre



Source: CoMoUK

The Scottish shared transport knowledge centre

3.10 CoMoUK working for Transport Scotland (which provided the funding) set up the Scottish shared transport knowledge centre.⁴⁷ The centre serves as the online portal with useful information and tools which communities, planners, developers and authorities can utilise to develop successful sustainable shared transport schemes.

Use of social media influencers for promotion of shared mobility service

3.11 Using the funding provided by Transport Scotland, CoMoUK has recently used social media to promote shared transport. They have engaged an influencer, who posted on her social media her experience of using a car club for a day:

<https://www.linkedin.com/feed/update/urn:li:activity:7026881628081647616/>

3.12 This activity was well received with good level of engagement by public and follow up booking of the car club (tracked by using discount codes which the influencer shared).

3.13 One of the learnings from this campaign included the need to find the right social media influencers with required values and ethics. This can take time and it was harder than expected.

Travel better tool

3.14 CoMoUK developed the Travel better tool designed to encourage people to consider alternative transport modes to car such as active travel and car clubs. The tool is available online and Transport Scotland, SEStran and local authorities can also use it in their campaigns. The tool was promoted through Facebook and presented as an invitation for consumers to consider their travel habits.

⁴⁷ [The Scottish Shared Transport Knowledge Centre \(como.org.uk\)](https://www.como.org.uk)

Lessons learned:

- Allocate the budget for the maintenance and updates of the tool (e.g. the tool has not been updated to reflect the recent changes in fuel prices and maps of the operators are out of date);
- It would be good to include public transport into the future iteration. There are not many shared mobility and micromobility services available in Scotland, so expanding the focus of the tool would appeal to more consumers;
- It would be great to add drivers' profiles for people to choose from rather than ask about their mileage per year, as lots of people are not aware of how many miles they drive;
- The way the tool is set up works well: people are not being asked too many questions and the design looks appealing.

Mode shift

- 3.15 Increasing active travel will contribute to safer and quieter roads making it attractive for even more people to walk and cycle. Local authorities can play an important role in increasing walking and cycling and contributing to transport decarbonisation.
- 3.16 The case studies below present the examples of various marketing and promotion activities targeted at moving consumers from cars to sustainable transport modes including:
- One Minute City – Street Moves Stockholm, Sweden;
 - Local Authority Toolkit: active travel, UK;
 - “This Girl Can” Campaign, UK;
 - Promoting Active Travel Modes in Oslo, Norway; and
 - Healthy Streets Approach, UK.

Mode shift case studies

One Minute City – Street Moves Stockholm, Sweden

The ‘15-minute city’ concept was developed primarily to reduce carbon emissions by decreasing the use of cars through a decentralised urban planning model, where each local neighbourhood contains all the basic functions and needs for living and working.⁴⁸

While many cities are considering the 15-minute city idea, Stockholm, Sweden are pursuing a hyperlocal version, a ‘one minute city’ at a national scale. The Street Moves project focuses on change at the street level and was tested across four sites in Stockholm.⁴⁹ The concept encourages every location to activate individual blocks of shared space which have been adopted from the ‘parklet’ models. The spaces can be used for bikes or e-scooter racks, creating urban gardens, children’s playgrounds, outdoor gyms, or EV charging.⁵⁰

Marketing and promotion

- Through community workshops and consultations residents were able to decide how the street space could be used and allocated.
- The ‘one-minute city’ idea was heavily marketed in a promotional campaign via the media through articles and opinion pieces which were released to increase awareness of the initiative and highlighted the success of the pilots and plans to extend the scheme to other Swedish cities.

Lessons learned

- Workshops and consultations provide an opportunity for residents to voice their opinions and contribute to decisions around designing their streets. This also increases the likelihood that residents will have a vested interest in the initiative. Including residents from inception to implementation during piloting highlighted the increased support with over three-quarters of residents supportive of the alternative uses of parking spaces by creating green and healthy spaces.
- It is important to utilise the media for the campaigns to ensure the key target audience is reached engagement.

Local Authority Toolkit: active travel, UK

Local Authority Toolkit is a set of the guidance documents and materials published online and developed for local authorities in the UK on how local authorities can promote active travel within local communities.⁵¹

Marketing and promotion

- The Active Travel Toolkit highlights the importance of effective communication to support behaviour change interventions including:
 - Cycle and e-cycle hire schemes
 - Travel planning
 - Cycling skills courses
 - Walking and cycling engagement events
 - Measures to improve cycle security
 - Measures to tackle inclusion and accessibility barriers

Lessons learned

- It is important to engage with the community early when planning the interventions
- Local authorities need to build trust with the local communities through frequent engagement and both in-person and online events.
- Try-before-you buy schemes, training and road shows provide an opportunity for individuals to trial vehicles before the purchase.
- It is important to maintain ongoing engagement activities to attract new users

⁴⁸ [15-Minute City | Deloitte Global](#)

⁴⁹ [15-Minute City | Deloitte Global](#)

⁵⁰ [15-Minute City | Deloitte Global](#)

⁵¹ [Active travel: local authority toolkit - GOV.UK \(www.gov.uk\)](#)

“This Girl Can” Campaign, UK

“This Girl Can” is a British nationwide marketing campaign to get women and girls moving and exercising, regardless of ability, shape and size. The campaign was created to tackle the persistent issue that women are often less active than men. Therefore, the campaign seeks to tackle the gender gap and identify the reasons behind the gender gap. The This Girl Can campaign partnered with British Cycling to target the historic gender gap in cycling participation and get more women cycling.

Marketing and promotion

- In January 2020 a new “This Girl Can” TV Advert premiered showing the unfiltered reality of women and girls exercising in whatever way works best for them.
- The marketing campaign celebrates active women who are exercising no matter “how they look, how well they do it or how sweaty they are”.
- The campaign has been reported a success with over 70% of women aged 14-40 reporting being motivated by it.

Lessons learned

- Marketing and promotion strategies should be designed to address the needs of women both for content and communication channels.
- TV advertising campaigns and social media campaigns should be designed with the view of encouraging behaviour change and changing the representations / stereotypes associated.
- Public advertising campaigns should capture a diverse range of people, e.g. including women and men riding a bike together.

Active travel/ behaviour change: Beat the Street, UK

Beat The Street is a game which encourages communities to walk, run and cycle.⁵² It is enabled by local authorities, delivered by Intelligent Health, and funded by Sport England/ the National Lottery. Individuals, schools and other local groups sign up and aim to win prizes by earning points through tapping a card on 'Beat Boxes' around the community. More than 1.2 million people have played Beat the Street since it was first launched in 2013.⁵³

In Bridgwater, promotion was conducted through social media, the council's existing channels, local radio and press. The library was a key hub for the programme, as a location for registrations and prize collection.⁵⁴

Impact: nine out of ten participants said it helped them be more active.⁵⁵ Other impacts include providing a lasting impact on activity levels, lifting the most inactive participants into activity, and increasing activity across a minimum of 10% of the population. Almost half said they used their car less.

Marketing and promotion

- The engagement is based on four principles: Easy, Attractive, Social and Timely (EAST).
- The 12-month programme is divided into phases, with promotional activity shifting as the phases progress: anticipation, experience and then legacy.⁵⁶
- Engagement begins in the community, through local health professionals and partnering with local groups, finding community champions. Bespoke marketing and media plans are produced to support delivery.
- During the event weekly media coverage, social media and events are planned. The community is invited to set up their own events and take some ownership of the game.
- In the legacy phase, work with stakeholders continues for six months after completion of the game to support participants into long term activity habits, building on the momentum of the game period.
- In Barnsley,⁵⁷ schools were invited to participate, and assemblies given at some of those who signed up. Local engagement coordinators spoke to numerous local community groups, workplaces and sports teams to sign them up. Distribution points were set up locally including libraries and leisure centres.
- A steering group of partners across health, open spaces, sport and other sectors was set up.
- A website and Facebook page were heavily used during the game, plus weekly email newsletter.

Lessons learned

- Important to create local ownership/ leadership within the community.
- Utilise local resources and structures e.g. schools, libraries, council to enhance engagement and ensure the campaign is wide reaching.
- The game period itself was short, with a lot of activity at once, however sustaining behaviour was also important, so the legacy period was key to the impact.

⁵² <https://www.beatthestreet.me/>

⁵³ <https://www.activepartnerships.org/news/beat-streets-modified-allow-greater-local-delivery-and-ownership>

⁵⁴ <https://www.activepartnerships.org/news/beat-streets-modified-allow-greater-local-delivery-and-ownership>

⁵⁵ <https://www.intelligenthealth.co.uk/wp-content/uploads/2016/02/IH-BTS-Brochure.pdf>

⁵⁶ <https://www.gov.uk/government/case-studies/beat-the-street-getting-communities-moving>

⁵⁷ <https://www.barnsley.gov.uk/media/12203/beat-the-sreet-barnsley-post-game-report.pdf>

Promoting Active Travel Modes in Oslo, Norway

The municipality of Oslo wanted to change the hierarchy of urban activities and modes of mobility by prioritising people over cars.⁵⁸ In 2014, the Public Space Public Life survey was commissioned by the city and concluded that much of the city lacked connectivity and accessibility within the urban space. In response, Oslo created the Car Free ‘Liveability Programme’ in a strategy to create a greener, livelier, and more inclusive city. A key part of the strategy was to reduce car traffic by 33% by 2030 increasing public transport, cycling, and walking.⁵⁹

Initially, Oslo wanted to create a car free zone in the city centre, however, this triggered resistance from local businesses around issues with logistics, supply and losing customers. Considering this, the city adopted a gradual reduction in numbers of cars in the centre by removing on-street parking and freeing up the space for alternative uses such as bike parking. A range of initiatives were introduced including playgrounds, terraces, placing street furniture, improving public amenities and organising art events in urban spaces.⁶⁰ The municipality also closed some routes in the city centre to traffic and extended the pedestrian and cycling network.

Two years after implementation of the strategy, over 800 parking spaces were reduced gradually, and car traffic reduced in the city centre by 19%. In addition, surveys reported that 50% of residents were open to fewer vehicles in the city centre following the implementation of the strategy.⁶¹

Marketing and promotion

- Representatives of Oslo including leisure clubs, cultural groups, businesses, restaurants, senior residents, the young, and people living, visiting and working in the centre were invited to provide their input on the strategy. Representatives could share their views and launch ideas during a range of meetings and presentations (in-person and online via the municipality website).
- City Council cooperated with local stakeholders from inception to implementation through activities and events.

Lessons learned

- Important to have ongoing engagement with residents and stakeholders to ensure they are informed on ongoing changes / decisions from inception to implementation phases.
- Identify key stakeholders and engage with them prior to inception to gauge interest / resistance and provide an opportunity for them to voice concerns / proposed changes.
- Provide sufficient information to public / or sufficient engagement when implementing changes and ensure approach is gradual rather than quick.

⁵⁸ [Oslo – Promoting Active Transport Modes | Eltis](#)

⁵⁹ [Oslo – Promoting Active Transport Modes | Eltis](#)

⁶⁰ [Oslo – Promoting Active Transport Modes | Eltis](#)

⁶¹ [Oslo – Promoting Active Transport Modes | Eltis](#)

Healthy Streets Approach, London, UK

The Healthy Streets Approach in London is an all-encompassing framework which aims to improve air quality, reduce congestion and help make London's diverse communities greener, healthier and more attractive places to live, work, play and do business. It is a long-term plan for improving Londoners' and visitors' experiences, helping everyone to be more active and enjoy the health benefits of being on the streets.

Given the all-encompassing nature of the Healthy Streets Approach it is difficult to measure whether there is a specific document, or campaign which has been more successful.

Marketing and promotion

Information for Healthy Streets is widely available through various guidance and policy documents along with other outlets in the public domain such as press releases and websites. Some examples are highlighted below (see Appendix A for more details):

- [Website](#) with general information about the scheme;
- [Strategy Document](#) outlines the overall principles and strategic goals of the Healthy Streets Approach and its relationship to the Mayor's Transport Strategy;
- [Healthy Streets Indicator Summary](#): a guidance document providing a more detailed overview on the Healthy Street Indicators;
- [Greater London Authority](#): a guidance document on the Healthy Streets Approach.
- [Press Release](#): an example of a press release from TfL highlighting a Healthy Streets investment.

Key Lessons Learnt

- A key success of the Healthy Streets messaging is its constant and consistent narrative throughout all TfL, GLA and other Mayor of London documents. It forms the backbone of key active travel and sustainable transport initiatives and in that sense is easier for the public to understand what it is about.
- There has been a shift in London around the tone and framing of communications around active travel and road danger over the years. The Healthy Streets Approach is a successful measure, and it is important that all aspects are joined via communications and framing of the approach to ensure effective engagement.

Public transport/DDRT

3.17 The case studies below present the examples of various marketing and promotion activities targeted at increasing awareness and uptake of public transport and Digital Demand Responsive Transport (DDRT) including:

- Local Authority DRT toolkit, UK;
- Padam Mobility – DDRT Services in Rural France; and
- £2 bus fare, UK.

3.18 Demand responsive transport (DRT) is a flexible service that provides shared transport to users who specify their desired location and time for pick-up and drop-off. DRT can complement a fixed public transport service and improve mobility in low density areas / low demand areas. Many DRT schemes are implemented to improve social mobility and access to services. DRT can contribute to modal shift from the private car, facilitate multi-modal travel and reduce carbon emissions. DRT schemes may include:

- Flexible bus services (deviate from fixed routes);
- Community minibuses;
- Licensed taxis and private car vehicles (PHVs);
- Social services transport; and
- Non-emergency patient transport.

Public transport/buses case studies

Local Authority DRT toolkit, UK

When establishing a DRT service, there are many considerations for a local authority to make.⁶² The DRT toolkit outlines the most important actions and considerations for local authorities in the UK. Alongside other considerations, implementing a communications strategy was highlighted within the toolkit as a key factor to ensuring the success of DRT services.⁶³

Marketing and promotion

The local authority toolkit highlights that communications and ongoing engagement is required to increase understanding of any DRT service, encourage improvement and build confidence that the service is reliable and sustainable.⁶⁴ Suggested communications include:

- Clear communications strategy: working with the DRT provider and other relevant stakeholders to create a communication strategy which publicises the launch of the service and continually attracts new users and relevant target groups.
- Organise face-to-face events: events to help engage new users and give prospective users the opportunities to ask questions and hear about the experience of existing users.
- Produce online and printed materials: clearly explain how the service works, particularly the booking process, zones and fares and any constraints to provide users with confidence when using the service and set realistic expectations.
- Communicate the benefits of a flexible service: investing in a sophisticated booking system can enable a reactive and dynamic service.
- Consider ticketing solutions: fare structures should be transparent and work towards simplified multi-modal ticketing. Introductory offers can also help generate interest and encourage people to use the service.
- Encourage feedback and adapt communications or operations: regularly ask for feedback from users and non-users to take action / address concerns.

Lessons learned

- Important to define a clear communications strategy when launching any DRT service and continues with ongoing communications.
- Organise soft marketing sessions / in-person sessions to help engage with new users.
- Invest time and resources into an accessible booking system.
- Advertise ticket offers to increase ridership / attract new users.
- Regularly ask for feedback on how the service can be improved.
- Advertise online and use printed materials to attract different user groups.
- Consider holding promotions at different points of the year e.g. Christmas to attract Christmas shoppers or start of the academic year to attract students.

⁶² [Demand responsive transport: local authority toolkit - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/671113/demand-responsive-transport-local-authority-toolkit.pdf)

⁶³ [Demand responsive transport: local authority toolkit - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/671113/demand-responsive-transport-local-authority-toolkit.pdf)

⁶⁴ [Demand responsive transport: local authority toolkit - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/671113/demand-responsive-transport-local-authority-toolkit.pdf)

Padam Mobility – DDRT Services in Rural France

Padam Mobility offers DDRT services to bring communities together and improve transport connectivity in peri-urban and rural territories.⁶⁵ Padam’s DDRT services are realised through booking interfaces (via mobile app and website) for users and call centres, a navigation interface (mobile app) for drivers, a management interface for operators and public transport authorities, and a simulation tool for designing and setting up mobility services. 33% of Padam’s users previously used private cars and 19% of users were either previously travelling on foot or could not move around.

Since 2020, Padam unified the DRT offer in the Brittany region in France. Padam manages the BreizhGo DDRT, and Paratransit services and enables “multi-territories” solutions for different transport services under one umbrella. This facilitates and encourages the access to and use of the public transport for everyday services, strengthening social links in the area, particularly for isolated, elderly people or people without a means of transport. In addition, DRT services are complemented by Paratransit services which are equipped with adapted vehicles for individuals who may have reduced mobility. Since the first service in June 2020 there have been more than 8,000 rides.

Marketing and promotion

To support the promotion of the DDRT services, a website and app were launched with the following features:

- Specific information is shared for different user groups and use cases (including individuals with reduced mobility). The website is also available in nine languages. Colour scheme and wording is all localised to create a local brand and local service. The branding utilises key wording such as accessible, flexible and on-demand services that users can book in advance or upfront.
- There is no one-size-fits-all approach to communications. For example, in rural areas flyers and leaflets work well being distributed door-to-door. The leaflet includes information on what DDRT is, what are they types of vehicles users will ride in, hours of operation, price and how to book. On the back of the leaflet education on booking e.g., via the app, phone or website and FAQs are presented.
- Padam offers discounted rides for users who have not used DDRT services for a while and dropped off.
- Feedback surveys run every six months / one year and after every journey a user can leave feedback on the journey.

Lessons learned

- Integration with different modes of transport takes time to optimise the service; it is important that engagement with local community commences prior to the launch of the scheme.
- DDRT requires lots of time and resources to ensure different user needs are met.
- Partnerships are important (e.g. integrating Paratransit) for expanding services to wider areas.
- Important to have accessible, recognisable and easy to read communications through websites, apps and printed materials to tailor to different users and meet their needs.
- Offer regular incentives to encourage ongoing uptake in the scheme and run regular feedback surveys.
- Roadshows are good for collecting consumers’ feedback and for understanding of what works well and what could be improved

⁶⁵ <https://bus-news.com/wp-content/uploads/sites/4/2022/03/Padam-Mobility-Reconnecting-Rural-Areas.pdf>

£2 bus fare, UK

The £2 bus fare initiative is the UK Government backed scheme with £60 million of funding to introduce a £2 bus fare cap across England to save passengers money from January 2023 to March 2023. The campaign aims to help passengers with travel costs for work, education, shopping and medical treatments over the winter months while they are facing pressures from the rising cost of living.⁶⁶

Bus fares vary significantly outside of London with some single fares as high as £6 for a single journey in a rural area. The campaign seeks to reduce this inequality and ensure buses could be a viable and affordable transport mode. The campaign builds on the Bus Back Better strategy seeking to support bus services in England.

Marketing and promotion

- The scheme was initially announced in September 2022 by the Transport Secretary. In addition to further government promotion through various channels, the scheme also received nationwide promotion across different media outlets.
- The scheme is promoted on various government websites including the Help for Households, Department for Transport (DfT) and general government website.
- The initiative has been adopted by over 130 bus operators including large operators such as National Express and Stagecoach. Operators like Stagecoach promoted the scheme through their own campaigns.

Figure 3.7: Stagecoach £2 fare promotion



Source: Stagecoach

Lessons learned

- The scheme is still ongoing and, thus, fully understanding key lessons learnt and ultimately how successfully the policy has been, is difficult to provide. Whether the scheme ultimately achieves its goal will in part be demonstrated by uptake of journeys by passengers.
- However, the inclusion of over 130 operators would demonstrate a degree of success from the Government in giving the scheme the greatest chance of succeeding. Further, as operators have got behind the campaign themselves and provided additional promotion of the initiative, this is likely to have helped in achieving the goals of the campaign.

⁶⁶ <https://www.gov.uk/government/news/2-bus-fare-cap-across-england-to-save-passengers-money>

Air to sea: Condor ferries

Condor Ferries operate between the UK, Channel Islands and France. They had seen a fall in passenger numbers from increased air travel. A campaign was launched to reposition Condor Ferries to increase passenger numbers. The aim was to shift from a functional service to providing an experience.

Marketing and promotion

- Advertising campaign aimed at new, broader audience, focused on nostalgia and emotion around the sea. In addition, the ability to take a car was a point of differentiation.
- The campaign involved image and video content, sea-themed Spotify playlists and giveaways. A range of communication channels were used including TV, social media and email. Broadcast media was key to the campaign.
- Econometric marketing models⁶⁷ were used to ensure the messages were amplified in the most efficient way, ensuring the greatest reach at the lowest cost.
- Segmentation analysis provided insight around potential audiences.

Lessons learned

- Finding the right audience – using insight to discover that a broader customer base was relevant and then targeting them with the messages.
- Consistency across look and design in a range of communication channels.
- Before the campaign, around 80% of customers had chosen to fly from the UK.⁶⁸ The campaign saw growth in unprompted awareness, increases in positive sentiment and customer growth.

MaaS

- 3.19 Integration of the information of all transport services in one place has the potential to increase uptake of the services with MaaS going one step further by adding an opportunity to book and pay for the tickets through a single app.
- 3.20 Marketing and promotion are crucial for MaaS uptake, and it is important to raise awareness of its benefits. The creation of a strong brand would support promotion of MaaS and overall sustainable travel. The acceptance of MaaS can be increased through public outreach programs to educate users on the benefits of MaaS in cost saving, health and environmental terms. A couple of examples from various locations piloting MaaS are presented in Table 3.1 below. For more information, please refer to the “Transport integration and MaaS: what can Northern Ireland learn from elsewhere?” report published by the Consumer Council.

⁶⁷ Econometric models are multi-variate models which (in this context) estimate the impact of each channel used for marketing, looking at spend and number of viewers over time, and then what the outcomes are (e.g. ticket sales, website views). The econometric model used identifies which channel/ combination of channels have the largest effect and where you get the most value for money

⁶⁸ <https://www.creativebrief.com/agency/walker-agency/case-studies/condor-ferries-how-building-a-brand-can-build-huge-roi?cta-ref=cta-agencies>

Table 3.1. Promotion and marketing of MaaS

MaaS pilot/scheme	Description
Elba Sharing app and platform, Italy	<p>It has been mentioned that an effective promotional campaign was required to increase uptake of the service including involvement of the Tourism Associations, hoteliers association, Chamber of Commerce.</p> <p>It is not clear what type of marketing and promotional activities have been implemented (affected by the impact of the Covid-19 pandemic), but the following marketing channels were mentioned at the planning phase: local, regional and national press, local televisions and radios, the Elba Sharing site, social media, local dissemination campaigns and distribution of material information on the island and on ferries and events in Elba.⁶⁹</p>
Breeze MaaS app and platform, UK	<p>Solent Transport has highlighted the importance of raising user awareness of MaaS and its associated benefits which should facilitate uptake of the service. They have hired a specialised marketing agency to develop a new brand - Breeze. The idea was to develop a brand similar to Transport for London's achievements with the Oyster card brand (a strong association with travel around London without tying the brand to public transport alone).⁷⁰</p> <p>The Breeze app has been launched as part of a controlled release to about 4,000 users to first, test the app and resolve any issues and bugs. Solent Transport plans to start advertising the app and platform to the public in spring 2023. Prior to the launch, the team has assessed various user profiles using different data sources including Mosaic demographic data.</p> <p>As part of Breeze, Solent Transport has access to the Customer engagement platform (see the figures below), which will be used to create marketing campaigns and engage with the users after the app is being advertised to the general public. The platform will allow access to:</p> <ul style="list-style-type: none"> • Deeper user insights and understanding of the profiles and segments; • Behaviour of different segments can be used to make informed decision and tailored marketing campaigns (e.g. based on time of the day, user preferences and behaviour choices); • Ability to send tailored messages to specific user segments; and • Ability to update the messages in real time learning quickly which messages work. <p>The platform needs 10,000 or more users to be registered and be using the app to generate meaningful insights.</p>
Yumuv MaaS pilot, Switzerland	<p>There was not a big budget allocated for the project by due to its research nature. However, the participating transport operators were able to contribute to marketing and promotion efforts: for example, a tram was painted in Yumuv colours, and the information was advertised through flyers and on the web page.</p> <p>They used grassroot marketing campaign using LinkedIn, Instagram and partnering with restaurants.</p>
Go-Hi MaaS app, Scotland	<p>To support promotion of MaaS, a new website www.gohi.app was launched with the following features:⁷¹</p> <ul style="list-style-type: none"> • Information about Go-Hi app and platform and relevant news; • Separate information for businesses with the benefits Go-Hi offers to companies clearly explained (e.g. centralised billing and flexible payment options with no contracts, minimum spend or subscription fees to pay); • An option for businesses to arrange a live online demonstration of the Go-Hi desktop platform; and • Detailed management reporting providing businesses with instant access to their total cost of travel. <p>HITRANS are marketing across a range of channels including radio and social media. They plan to test working with social media influencers⁷² in future.</p>

4 Summary

- 4.1 There are several different factors to consider when sharing information, advice, and support for consumers on decarbonising transport including the following.⁷³
- 4.2 **Campaign identity:** it is important to create a recognisable “brand” that makes it easier to gain continued and repeated attention to the campaign / promotion. Part of this includes creating a recognisable logo and consistent colour scheme across the campaign.
- Shared mobility operator Bolt use their logo across their vehicles which is simply the Bolt name in green. By placing the logo on vehicles, the vehicles can market the Bolt brand.
 - Solent Transport developed the brand Breeze to promote their sustainable transport initiatives while Plymouth City Council launched **Connect Plymouth** brand to promote sustainable travel options.
 - A key success of the Healthy Streets messaging is its constant and consistent narrative throughout all TfL, GLA and other Mayor of London documents. It forms the backbone of key active travel and sustainable transport initiatives and in that sense is easier for the public to understand what it is about.
 - According to C40, the marketing approach for the ULEZ expansion in London was successful due to its concise and consistent messaging.⁷⁴ For example, they note how the posters were typically focused on a single message, such as the scheme’s launch date or where the boundary was expanding to.
- 4.3 **Understanding of the target audience:** it is important to personalise and tailor marketing to specific user groups to influence their travel behaviour. The target audience should be identified ahead of the campaign.
- 4.4 It is important to engage with local communities early to understand their needs and gain trust and allow them to take part in the design process or comment on how the scheme could be improved. Community engagement can help gain trust in the scheme and likely increase uptake.
- Bikeability educate and train children to cycle, however, the target audience includes both parents and children, so the marketing and communication strategies are worded to encourage parents to agree to their children to take part in cycling training.⁷⁵
- 4.5 **Timing:** when promoting / marketing a service or product it is important to consider the best time to release the information depending on who the target audience is. When launching a campaign, it is important to consider what time of year/day/week is best to launch to ensure maximum uptake and engagement across the campaign. Holding promotions at different points of the year e.g. Christmas to attract Christmas shoppers or start of the academic year to attract students should also be considered. In addition, it is important to consider when people are more open to change e.g. a new life event such as a new job or new house means people may be more open to new things.

⁷³ [switch_campaign_guide_kindle.pdf \(polisnetwork.eu\)](#)

⁷⁴ C40, 2022, '[How road pricing is transforming London](#)'

⁷⁵ [Media toolkit \(bikeability.org.uk\)](#)

- Bikeability launched their cycle to school week in October which coincides with the new school year to ensure uptake in cycling over the new school year.⁷⁶

4.6 **Content:** key to developing a successful campaign or promotional communication is to consider the font, amount of text, content of the text, and use of images which can help illustrate the message. For example, it is important to provide the right amount of information to encourage a user to make the choice to use a car club or an e-scooter without being overwhelmed. The website and app use infographics and a range of images accompanied with clear and simple text to illustrate the information tailored to consumers (e.g. cost, time and distance).

4.7 Certain information will gain more interest and engagement. Including general information about the scheme, price, range/battery (if EV), distance to vehicle (if shared mobility) and benefits of the scheme can help provide users with confidence in the scheme and increase engagement.

- The Enterprise Car Club website outlines the steps for using a car club (join, reserve, unlock and go, return) in a clear and logical way using clear text, images and infographics.⁷⁷ The operator has enhanced the brand awareness through social media framing campaigns around the cost-of-living crisis, Covid-19 and membership benefits.
- Bolt tailors the marketing and communications to different regions and provides country specific rules and regulation concerning the use of shared vehicles.

4.8 **Communication channels:** identifying the most suitable communication channels through which you can reach the primary target audience is important when promoting a service. Consider the type of materials such as printed or online, including promoting through a local newspaper, flyers, postcards, display information on local transport or screens, radio, TV, social media, or a combination of all of these. Consistency across look and design in a range of communication channels should also be achieved.

4.9 Websites are also important for promoting a service and social media can be a useful tool for reaching wider audiences through trending feeds and re-posts which can support campaigns' traction. You can utilise data from apps or websites to maximise engagement with different user groups and tailor marketing and communications to their specific needs.

- Enterprise Car Club use a range of communication strategies from printed leaflets handed out to residents to short video guides on YouTube and TikTok, the range of communication channels maximises Enterprises' reach to different audiences.
- CoMoUK used influencer marketing⁷⁸ to promote shared transport in Scotland, while HITRANS is exploring use of influencers to for MaaS app promotion.
- Bolt utilises different communication channels such as the app, website and the media. This ensures that Bolt reaches wider audience.
- The campaign by Condor Ferries involved image and video content, sea-themed Spotify playlists and giveaways. A range of communication channels were used including TV, social media and email. Broadcast media was key to the campaign.

⁷⁶ [Cycle to School Week - Bikeability](#)

⁷⁷ [Enterprise Car Club - Automated Daily & Hourly Car Rental across the UK](#)

⁷⁸ *Influencer marketing is a form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field.*

- 4.10 **Importance of face-to-face events:** for some promotion staging live events such as road shows, education and training sessions or try-before-you buy initiatives are an opportunity to develop public trust and educate consumers on how to use the technology.
- BP Pulse held a try-before-you buy scheme in Milton Keynes showcasing a range of EVs and provided potential users with information on how to use the EV technology and address concerns around range anxiety.⁷⁹
 - In-person roadshow events and hard marketing initiatives allow consumers to test e-bikes in a safe environment before purchasing.
- 4.11 **Inclusivity / accessibility:** inclusive language and imagery should be used in marketing and promotion materials to improve engagement across demographics. In addition to content, websites and interfaces such as apps should be inclusive to different user groups. For example, some shared micromobility operators provide users with an option to add information relating to their condition that may affect their mobility needs on their website which accordingly updates the user interface (e.g. 'seizure safe profile', 'cognitive disability profile', 'ADHD friendly profile', 'keyboard navigator (motor)'). Public advertising campaigns should also capture a diverse range of people, e.g. including women and men riding a bike together.
- A good example of this is "This Girl Can" – a British nationwide campaign launched to increase active lifestyle of more women and girls regardless of shape, size, or ability.⁸⁰ In January 2020 a new TV advert premiered celebrating women exercising no matter how they look or do it. To break stereotypes, the campaign captured a diverse range of people through inclusive language and imagery including women and men riding bikes together and older female cyclists.
 - The LGA in the UK is committed to making their website inclusive to all through different colour contrast options / zoom / navigation through keyboard or speech recognition software and screen reader options.⁸¹
- 4.12 **Transport related content:** the key information about the service and its uses should be easily available for consumers. This includes service description, price, journey time, booking information and guidance materials. It is important to present the benefits of the service to educate users and encourage behavioural change.
- The Visit Norway website provides helpful information on how to reach destinations around Norway sustainably such as bike routes for exploring Oslo (including time, difficulty level, cycling guidance materials).⁸²
 - Energy Saving Trust, when promoting EVs, highlights the need to share information such as an EV range, price and battery disposal to address potential barriers to their uptake.
- 4.13 **Ongoing engagement:** To achieve systemic change, the promotion of the behaviour change campaigns should be ongoing - it should not be just a one-year or one-month initiative.
- 4.14 **Stakeholder engagement:** Consider engaging with organisations to unlock an opportunity to gain more traction and reach a wider audience spreading the same message.
- Charities such as Bikeability do not work in isolation and communicate with other active travel charities / campaigners such as Sustrans to gain more reach and engagement.

⁷⁹ ⁷⁹ [The Electric Vehicle Experience Centre \(bppulse.co.uk\)](https://www.bppulse.co.uk)

⁸⁰ [This Girl Can](https://www.thisgirlcan.com)

⁸¹ [Accessibility Statement | Local Government Association](https://www.local.gov.uk/accessible)

⁸² [Experience Oslo by bike | bike routes in Oslo \(visitnorway.com\)](https://www.visitnorway.com/en/activities/bike)

- Enterprise Car Club partnered with LNER to cross-promote car clubs and rail travel to complete multi-modal door-to-door journeys.

4.15 **Political support:** Political support of the campaign would support its promotion.

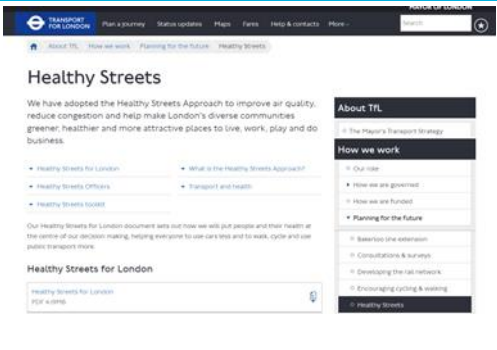

- The Cargo Revolution campaign has been successful through the high-profile media interaction it has generated which in part stemmed from the political support it received.
- The success of the FairCharge campaign in part stems from the cross-party political support along with third-party backers such as RAC.

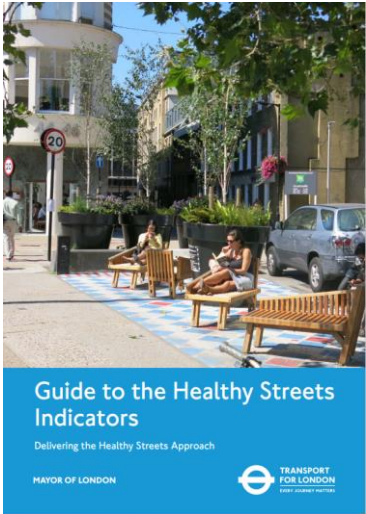

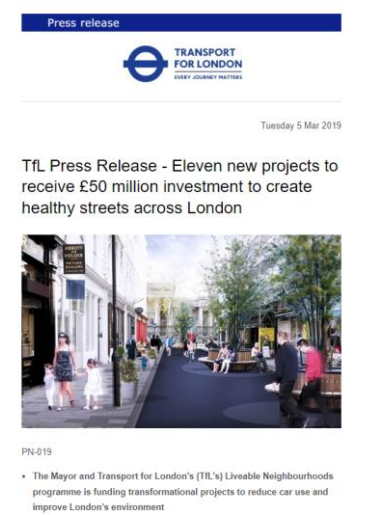

A Appendix A

Healthy Streets Marketing and Promotion Activities (UK)

A.1 Information for Healthy Streets is widely available through various guidance and policy documents along with other outlets in the public domain such as press releases and websites. Some examples are highlighted in the table below..

Table A.1: Healthy Streets Promotion & Information Provision

Marketing & Promotion Outlet	Example
<p>Website with general information about the scheme</p>	
<p>Strategy Document outlines the overall principles and strategic goals of the Healthy Streets Approach and its relationship to the Mayor's Transport Strategy.</p>	

Marketing & Promotion Outlet	Example
<p>Healthy Streets Indicator Summary: a guidance document providing a more detailed overview on the Healthy Street Indicators</p>	
<p>Greater London Authority: a guidance document on the Healthy Streets Approach</p>	
<p>Press Release: an example of a press release from TfL highlighting a Healthy Streets investment</p>	
<p>Streetscape Guidance: a guidance document for the Streetscape schemes, a best practice guide on street design. The Healthy Streets approach features within the document to provide strategic context and principles around street design.</p>	

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