

TfL electric bike plans

Borough update

2 February 2018








EVERY JOURNEY MATTERS

Summary

Three-fold approach based on:

1. Increasing awareness of e-bikes and promoting the benefits
2. Encouraging people to **trial an e-bike**
3. Encouraging people to **purchase an e-bike**

Our main activities:

Activity		Description
Press launch		With launch event attended by Mayor's Walking & Cycling Commissioner
E-bike website		New public website promoting industry provided test rides and purchase incentives
Marketing campaign		TfL and borough owned channels, digital advertising
Cycling Grants London		E-bike grants for local community groups
E-cargo bike loans		Pilot project to loan e-cargo bikes to businesses





E-bike website

- **New public website** – separate to our main website but TfL branded
- Website being developed, hosted and maintained on our behalf by the **Association of Cycle Traders (ACT)**
- **Website to include** – ‘find a test ride’ page, e-bike offers, about e-bikes section, real life rider stories, what’s happening elsewhere with e-bikes in London
- **Test rides and e-bike purchase offers provided by e-bike retailers and manufacturers** – aim is to work with as many as possible
- **Company specific pages** – each featured company to have their own webpage containing information about the company





Public test rides

The website will contain an **interactive ‘find a test ride’ map** showing members of the public where they can test ride an e-bike for free in their local area

Members of the public will **select a company on the map and then click to access the relevant company webpage** on the website for more information

In order to feature on the test rides section of the website, companies must offer **free test rides to members of the public in London** – either at a retail premises or at a location of the customer’s choosing





E-bike offers

- The website will have a **page displaying purchase incentives (e.g. discounts, a free e-bike service)** offered by companies, this information will also be on the company's own page on the website
- **The company will determine what is offered** but it must relate to the sale of e-bikes
- The company can **offer as many separate incentives as they like** and for however long they like





Press launch

- Press launch to take place **at the end of February 2018** and all other activity to follow on from then
- Press launch event to be held with the **Mayor's Walking & Cycling Commissioner** and representatives from the cycling industry
- Press launch event to provide **journalists with the opportunity to trial an e-bike**
- Press launch to focus on **The Mayor/TfL's support for e-bikes, our new website and our collaboration with the industry**





TfL marketing campaign

- Four-fold approach based on:
 1. Promoting via our **own channels**
 2. Promoting via **borough owned channels**
 3. Promoting via **paid-for advertising**
 4. Promoting via **your channels**
- We are producing an **advert that portrays the benefits of e-bikes and directs people to the new website** for more information – note we will direct people to the e-bike webpage on our website (www.tfl.gov.uk/electric-bikes) and from there to the new website
- The initial marketing campaign will last **for four weeks** with further activity to be planned dependent on the results of the initial campaign





TfL/borough marketing channels

1. TfL channels

- Posts on **social media** - Twitter, Facebook, Instagram
- Features on our **TfL website homepage**
- Feature on our **Metro newspaper page**
- Email to relevant **customer databases**
- Promotion to **TfL employees**

2. Borough owned channels

- It would be great, and really appreciated, if you could **promote** our campaign through **your own channels** so that we reach as many people as possible
- Some ideas include promoting the campaign on your websites, social media accounts and newsletters or via your local business contacts, colleges/universities and council staff
- We will provide you with a digital poster, email template and digital banner of the advertising campaign plus key project messaging





TfL digital advertising/participating company channels

3. Paid for advertising

- **Targeted digital advertising** across London over a four week period – desktop and mobile websites
 - **Focused on car drivers, females and people over 55**
 - Expected to be seen by audience **18 million times**
 - **Flexible approach** – websites selected will be altered depending on advert success
- **Search engine optimisation** using 200+ key search terms

4. Participating company channels

- We'll provide companies with **electronic materials** they can use to promote e-bikes, the new website and their involvement in the work. These materials are:
 - **Template poster** to use in store/online
 - **Email template** for email promotion
 - **Online advert**
 - **Key lines to take** to ensure consistency of messaging



Borough e-bike initiatives

- We will have a **section on the website to feature any public e-bike initiatives that you run** e.g. e-bike/e-cargo bike loan schemes, as well as the cycling industry more generally
- We are already aware of some of these initiatives and may have been in touch with you about them already. If not, then please do let me know if you have something you'd like to feature on the website
- **If you have a relationship with any local retailers** that sell e-bikes that haven't signed up for our scheme (I can let you know who has signed up) then **please do encourage them to get in touch with me**



Other TfL e-bike activity

- **Community Grants London** – we offer local community groups up to £10,000 funding over three years to carry out activity to increase cycling in their local communities. This year we are giving 15 of these groups up to £3,000 additional funding to purchase e-bikes in order to reach more members of their communities
- **Workplace test rides** – we will encourage all Cycle to Work scheme providers and participating ‘test ride’ retailers to promote e-bikes to their corporate customers, including offering e-bike test ride sessions in the workplace where possible
- **E-cargo bike loan** – we will pilot offering the short-term loan of cargo and e-cargo bikes to local businesses/organisations who currently make deliveries by van

