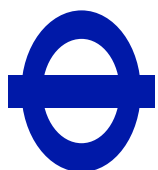


TfL electric bike plans

Industry update

02 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 <u>in London</u>
Marketing campaign		TfL and borough owned channels, paid-for advertising
Cycling Grants London		E-bike grants for local community groups
E-cargo bike loans		Pilot project to loan e-cargo bikes to businesses



Working with the industry

- We want to work with **e-bike retailers and manufacturers** who are able to **offer free e-bike test rides and/or purchase incentives to people in London**
- The aim is to work with **as many companies as possible** in order to maximise the impact of our activities
- **Your involvement is integral to the success of our activities** and to increasing the use of e-bikes in London
- The main way we will work with companies is **to feature on our new website** those wanting to offer free e-bike test rides and/or e-bike purchase incentives
- Any company wanting to work with us will need to **sign an agreement** that outlines the terms of our relationship





Press launch

- Press launch to take place **in late 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**





E-bike website

- **New public website** – separate to our main website but **TfL branded** – live for a minimum one year period
- Website being developed, hosted and maintained on our behalf by the **Association of Cycle Traders (ACT)**. *Companies wanting to feature on the website need to register (for free, no ACT membership required) with the ACT in order to feature on the website*
- **Website structure:**
 - **Home page** – info about the website and display of featured e-bike companies
 - **Find a test ride page** – map displaying companies offering free test rides in London
 - **E-bike offers** – page displaying e-bike purchase incentives offered by companies
 - **About e-bikes** – series of pages containing useful information about e-bikes
 - **Rider stories** – real life stories of e-bike users
 - **News** – e-bike related news stories, local council e-bike schemes
- **Company specific pages** – each featured company to have their own webpage containing information about the company (using standard template). *Companies will need to create their own information and keep their page up to date*





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 London

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 on opening hours, contact details, e-bikes stocked etc

In order to feature on the test rides section of the website, companies must:

- Offer test rides to members of the public **in London** – either at a **retail premises or at a location of the customer’s choosing**
- Offer the test ride for **free** with no purchase obligation
- Offer **a meaningful test ride** lasting at least ten minutes and taking place outdoors if possible

You will be wholly liable for the test rides, we will accept no liability for any loss, damage or harm





E-bike offers

- The website will have a **page displaying purchase incentives (e.g. discounts, a free e-bike service)** offered by companies
- **The company will determine what is offered and when** but it must relate to the sale of e-bikes
- Companies can offer **more than one incentive (e.g. applying to different brands/models)**
- **Companies can also state whether they offer finance deals or not but not the details of those deals**





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 (2.1m followers), Facebook (405k followers), Instagram (46k followers)
- Features on our **TfL website homepage** – c10m unique visitors per year
- Feature on our **Metro newspaper** page – 763k copies printed per day
- Email to relevant **customer databases** – c370,000 subscribers
- Promotion to **TfL employees** – 25,000+ people

2. Borough owned channels

- We will encourage **all 33 local authorities in London to promote** our e-bike messages via the channels they own
- These may include their websites, social media accounts, resident newsletters, local business contacts and internal employee promotion





TfL paid-for advertising/your 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. Your channels

- We'll provide you with **electronic materials** you can use to promote e-bikes, the new website and your 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



Monitoring

- In order to **justify further investment** in promoting the use of e-bikes, and **shape any further activity** that we do, we need to **monitor the effectiveness** of our activities
- We will collect monitoring data from a number of sources:
 - **Our bi-annual public cycling survey**
 - **Website analytics**
 - **Marketing analytics**
 - **Test ride and sales data** – from companies featuring on the website
- As part of their agreement with us, **all companies will be required to provide**, when requested, **data on the number of e-bike test rides** that have taken place and volume of **e-bikes sold**. We will not request this data more than once a month
- **All data will be kept confidential. Identifiable company data will not be stored on our system or shared with anyone outside of TfL**
- **Individual company data will be deleted after being amalgamated into one overall anonymous data summary**



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



Next steps

- **TfL agreement** - interested companies need to sign the TfL agreement by the 14 February
- **Register for the website** - interested companies to register via <http://ebikes.london/sign-up-now/> by the 14 February

Note, if you sell e-bikes through dealer stores in London and they are the ones providing the test rides or purchase incentive to customers then they will need to sign the TfL agreement and register for the website

- **Company details on website** - on registering and signing the agreement, the ACT will send you login details for your company page on the website.
- **Marketing toolkit** – we will send this to all participating companies in mid-February

