

**Smarter Travel Richmond
communications
development**

08074

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- Research conducted by 2CV

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Introduction to the Research

Background

- Transport for London's Smarter Travel Unit (STU) programme, in the London Borough of Richmond-upon-Thames (LBRuT) will comprise a range of travel planning and marketing initiatives designed to influence individual travel behaviour, and is intended to increase participation in sustainable travel options, such as walking or cycling, rather than regular car journeys.
- A total budget of £4.5million will be invested by STU into the LBRuT over 2.5 years to deliver the program which is being developed in full consultation with LBRuT.
- The program will be launched on 30th March 2009 and will comprise a range of travel planning and marketing initiatives designed to influence individual travel behaviour
- Research was required to inform development of the marketing and initiatives and inform targeting approach.

Research Objectives

- *The overall aim of the research was to feed into the continuing Smarter Travel program strategy in LBRuT, particularly by helping to hone the initiatives and communication strategy. Ultimately, the research was required to evaluate the initiatives and potential advertising ideas for their ability to **change travel behaviour** in the borough.*

More Specifically:

- *Assessing reactions to a range of initiatives and advertising concepts that will promote smarter travel within Richmond*
- *Exploring the barriers and motivators (both conscious and deeper-seated) to changing travel behaviour and putting smarter travel in a real-life context by examining travel and modal choice at the time at which those choices are being made.*

Approach and Sample

- The research combined two different methodologies to meet the research objectives
 - 6 x Focus groups - dynamic discussion and development of the initiatives and advertising ideas
 - 6 x Auto-ethnography travel diaries completed pre and post in-depth interview – exploring potential for sustained impact on behaviour change

Auto-ethnography / Depth Sample:

Segment	High Car Usage	Medium Car Usage	Low Car Usage
Environmentally Aware		Pre-family	Post-Family
Cosmopolitan Living	Post-Family		Family
Dissatisfied Drivers	Family	Pre-Family	

Group Sample:

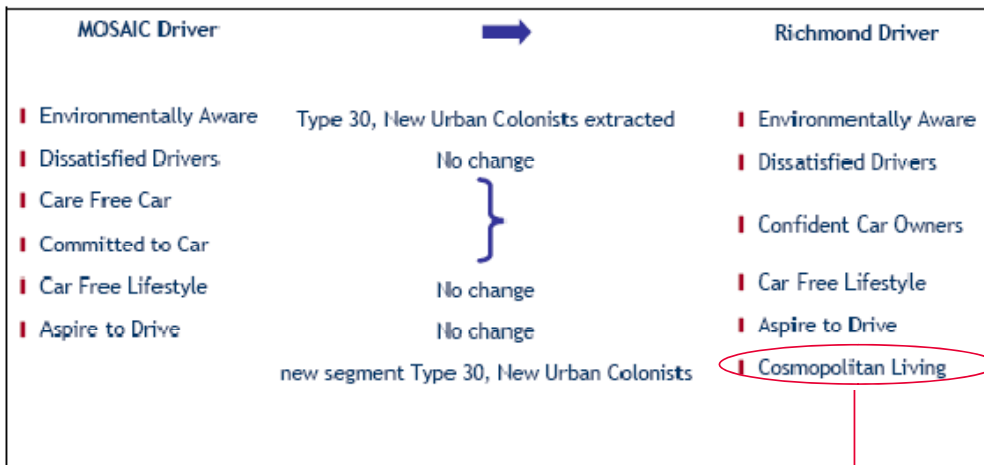
Segment	High Car Usage	Medium Car Usage	Low Car Usage
Environmentally Aware	Family (viewed)	Pre-Family	
Cosmopolitan Living		Post-Family	Family (viewed)
Dissatisfied Drivers	Post-Family		Pre-Family

- The sample was recruited to represent the demographic mix of LBRuT
- All research conducted in LBRuT with the two family groups viewed by TfL / STU
- Analysis from the two methodologies has been integrated and presented in a single document

A Note On The Richmond Segmentation

- Driver segmentations have been used extensively within TfL to inform strategy and marketing.
- In light of the proposed Richmond Initiative a desk research segmentation study was commissioned to inform a Driver Segmentation specific to LBRuT. This segmentation study was undertaken by Steer Davies Gleave
- The Richmond segmentation builds on the MOSAIC Driver segmentation model and was based on a broad range of secondary data sources to identify a solution that was specific to LBRuT.
- The segmentation was geodemographic in nature accounting for geographical, demographic and 'lifestyle' factors. This approach facilitates a more specific targeting approach for marketing and communications undertaken in Richmond
- A document covering the full segmentation study conducted by Steer Davies Gleave is available within TfL

The Richmond Segmentation Identified Six Driver Typologies



A new segment specific to Richmond

	Richmond Population (000s)	
Environmentally Aware	50.6	27%
Dissatisfied Drivers	40.3	22%
Car Free Lifestyle	23.5	13%
Aspire to drive	10.9	6%
Cosmopolitan Living	47.3	25%
Confident Car Owners	14.4	8%
Total	187.0	

Three largest segments researched in this study – Environmentally Aware, Cosmopolitan Living and Dissatisfied Drivers - accounting for three quarters of Richmond population

Overview Of The Three Segments Researched

Environmentally Aware (27%)

- Enjoy comfortable lifestyle that they have worked hard for
- Younger - under 50 years old
- Have quite a high level of contribution to the problem (higher than average usage/ownership of car)
- But are also willing to change – e.g. environmental factors considered in car purchase / willingness to use car less
- Brands: M&S, Sainsbury's, Waitrose, The Times, The Guardian, Audi, Honda, Toyota

Dissatisfied Drivers (22%)

- Reasonably well off but concerned about money and irritated by the burden of tax
- Mostly over 50, or under 50 with no children
- High level of car usage and very reliant on the car – they don't know how to change
- They also have a very strong reluctance to change (mindset)
- They believe that climate change should be for the government / companies to tackle – not them
- Brands: Tesco, Sainsbury's, Daily Mail, Telegraph, The Sun, Ford, Vauxhall, Citroen

Cosmopolitan Living (25%, Richmond Specific)

- Have professional jobs and an interest in the arts and cultural side of Richmond as well as sport (and skiing particularly)
- Often single car or no car families
- Use the train to go into London more than average
- Quite willing and open to changing their behaviours
- Brands: Sainsbury's, Waitrose, Evening Standard, The Times, The Independent, Volkswagen, Renault, Peugeot



Context To The Response

Current Mindset & Travel Behaviours

- The sample was recruited to represent a range of differences demographically and attitudinally.
- These influenced a number of distinctions within the sample that set the landscape for interest and motivation in the Richmond Smarter Travel initiative:



Segment



Lifestage



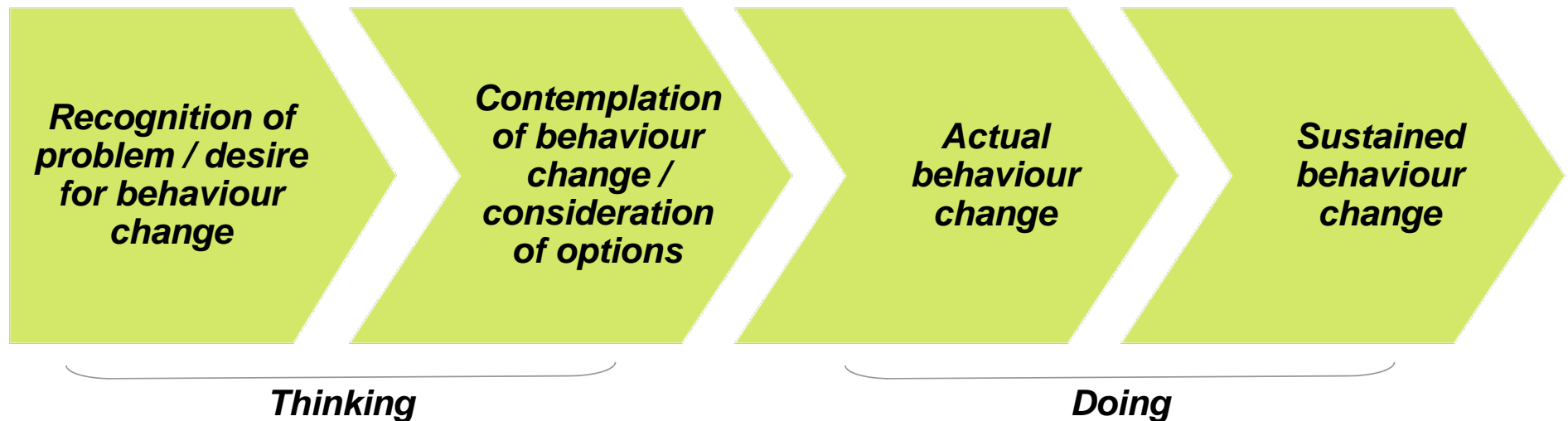
Location

- These distinctions are representative of differences also identified in several previous studies exploring travel behaviours and attitudes to change.

Important factors to consider when considering targeting approach for the initiative

Behaviour Change In Context

- Generating behaviour change is no easy feat:
 - *Only one in ten New Years resolutions are successful by the year end*
 - *At the 4 week follow up of NHS Stop Smoking services only 53% had remained smoke free*
- Not a single step process either:



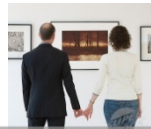
'Thinking' and 'Doing' are two quite different phases with distinct mindsets and motivations

Segment Is Biggest Determinant Of Travel Attitude & Behaviour



Dissatisfied Drivers (22%)

- Reluctant to acknowledge issues with current behaviours
- Denial over environmental issues
- Frustrated with modes of transport but believe car is best option
 - And hard to persuade otherwise



Cosmopolitan Living (25%)

- Living 'London' lifestyle and managing a whole host of demands on their time
- Conscious that there is more they could do to reduce their carbon footprint
- Some reticence to change at the risk of giving up their lifestyle



Environmentally Aware (27%)

- Conscious of their carbon footprint
- Motivated by feelings of guilt
- Actively changing behaviours already
- Keen to learn more ways they could improve their travel behaviours to reduce their environmental impact

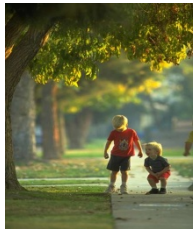
DD's need to have an epiphany before they contemplate any behaviour change, whilst CL and EA require support and rewards for making the right choices

Lifestage Also Plays A Role In Travel Behaviour & Attitude



Pre-Family

- Lifestyle centres around social life and work life
 - Often using public transport for social life so they can drink alcohol
 - Work in city means public transport frequently used for commuting
 - But also relish the freedom and personalised environment of the car



Family

- Lives busy / demanding and the freedom of a car helps manage this
- However, families are motivated to change by several factors
 - Ever changing schedule means mindset is more flexible when choosing modes
 - Benefits of walking / cycling appeal – health, enjoyment & positive role model
 - Enjoyment of different modes (e.g. walking, bus)

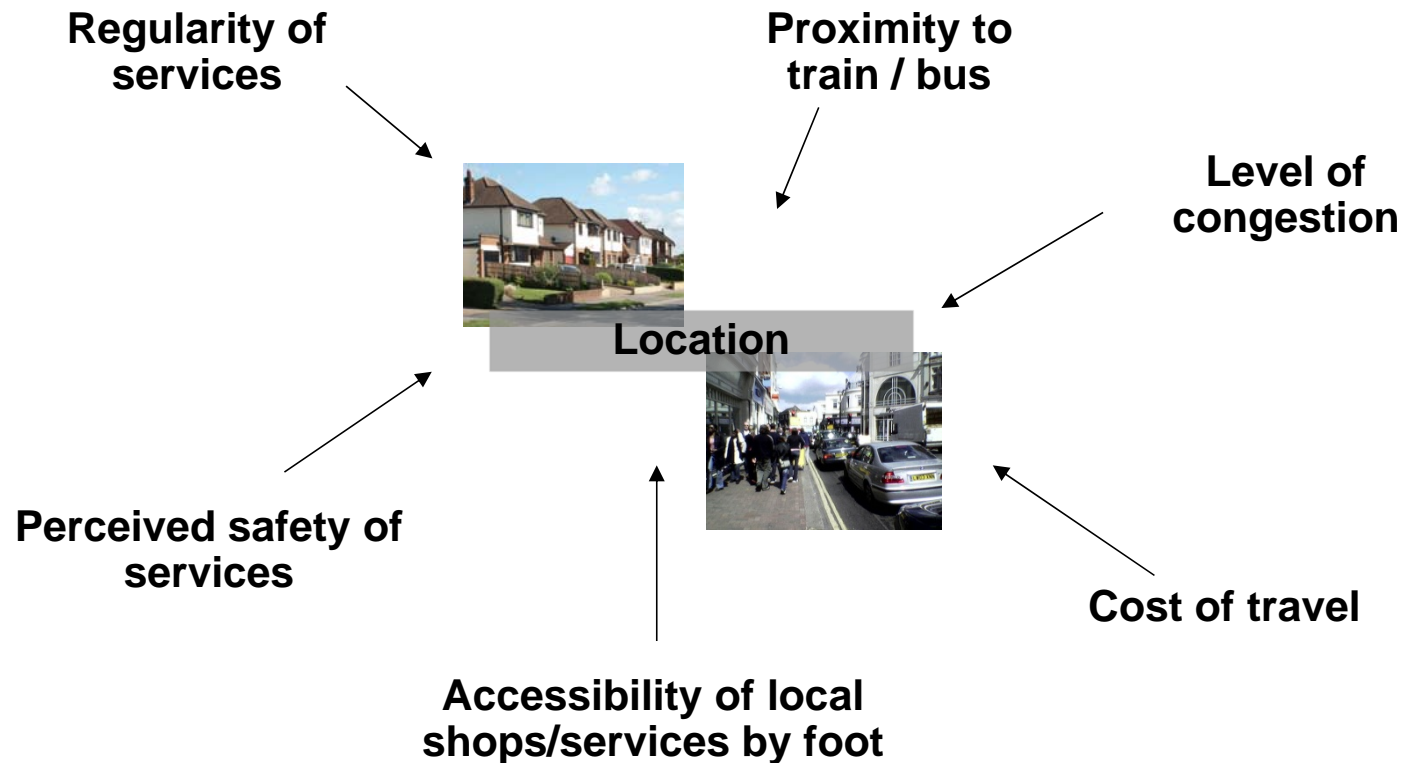


Post-Family

- More habitualised behaviours and routines
- Mindset is quite established by this stage
 - Some are open to change / different experiences, whilst others (DD's particularly) are less keen to listen to others

Families are most open to change

Where You Live Also Influences Opportunity & Interest



Targeting areas with most established infrastructure and high level of short & local trips will deliver easiest behaviour change returns



Response To The STU Richmond Initiative

In Principle, There Is A Good Level Of Agreement With STU

The Smarter Travel Unit optimises people's travel choices by developing creative, cost-effective solutions with partners, to tackle congestion and enhance the environment

Encourage those living, working or studying in Richmond Upon Thames to:

- use the car less by walking, cycling, using public transport or car sharing
- travel less by teleconferencing, home shopping or working from home

- Overall agreement with STU's Mission Statement and Objectives:
 - Intuitively seems like a good idea
 - Recognition that travel demand is increasing and that modal use does need to change
 - Positive response to the idea of workplace support and initiatives
- Viewed as a trial initiative that could be applicable London wide –broader value and application

Residents believe there is benefit in re-assessing travel behaviours

Benefits Of The STU Initiative Are Intuitive

Personal Benefits

QUICKER

HEALTH

LESS STRESS

EASIER

CHEAPER

ENVIRONMENT

ENJOYABLE TRAVEL

Public Benefits

LESS CONGESTION

SYSTEM INVESTMENT

ENVIRONMENT

FASTER

Both for individual and the broader system

Most People Believe They Make 'Smart' Travel Choices

Already

- It is true that *'Quicker, Cheaper & Easier'* are the core elements considered when deciding how to travel
- However, most people feel that they are making good travel choices currently
 - Often habitual or intuitive decisions in choosing travel modality
 - No-one would make changes that don't follow these benefits
 - Environmentally Aware and Cosmopolitan Living already factoring some environmental and economic factors into their decisions

'I caught the bus to the shops at lunchtime as I feel guilty if I use the car'
Environmentally Aware, Diary

'I drive the car to the shops because it's too heavy to carry'
Dissatisfied Driver

'I can't take the dog on public transport so I drive to the park'
Cosmopolitan Living, Diary

'The children have always walked to school, it's close and convenient'

Environmentally Aware

Quite ingrained behaviour that may be hard to challenge.

Web Dominates In Current Travel Planning

The screenshot shows the Transport for London Journey Planner interface. At the top, there is a search bar and navigation links for Accessibility, Help & Contact, and Sitemap. Below this is a menu with options like Home, Live travel news, Getting around (selected), Tickets, Road users, Corporate, and Business & partners. The main content area is titled 'Journey Planner' and includes a 'Travelling from...' section with a language dropdown set to 'English' and a 'Go' button. There are two input boxes for 'From' and 'To', both containing 'London'. Below these are radio buttons for 'Station or stop in:', 'Post code', 'Address', and 'Place of interest'. A 'Search' button is at the bottom. On the right, there are links for 'Maps', 'Mobile Travel Alerts FREE!', and 'See also' with links to Live travel news, Planned works, Timetables, and RSS Feed. A small graphic of a train is also visible.

- Web penetration in London is 75%
- Journey Planner frequently referenced in groups
 - Very positive feedback and repeated usage amongst those aware
 - Those who are not aware cite a good level of interest in using the site
- Used to plan / time both unfamiliar and familiar journeys
- An easy, paper free resource offering personalised travel solutions

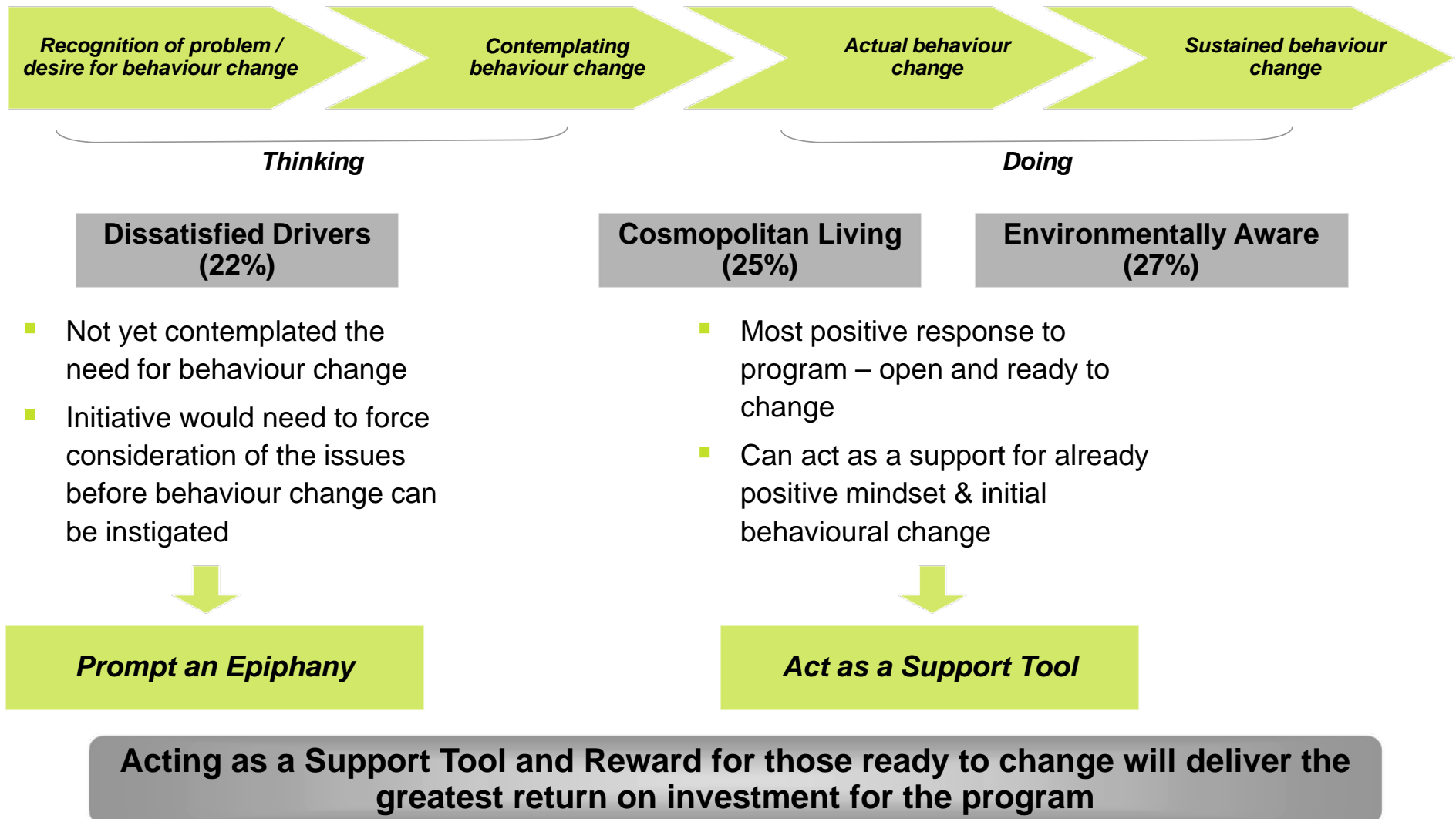
Is there potential to communicate Journey Planner within the program and / or include links to the Richmond initiative on Journey Planner?

Furthermore, The Richmond Borough Engenders Quite Good Behaviours Already

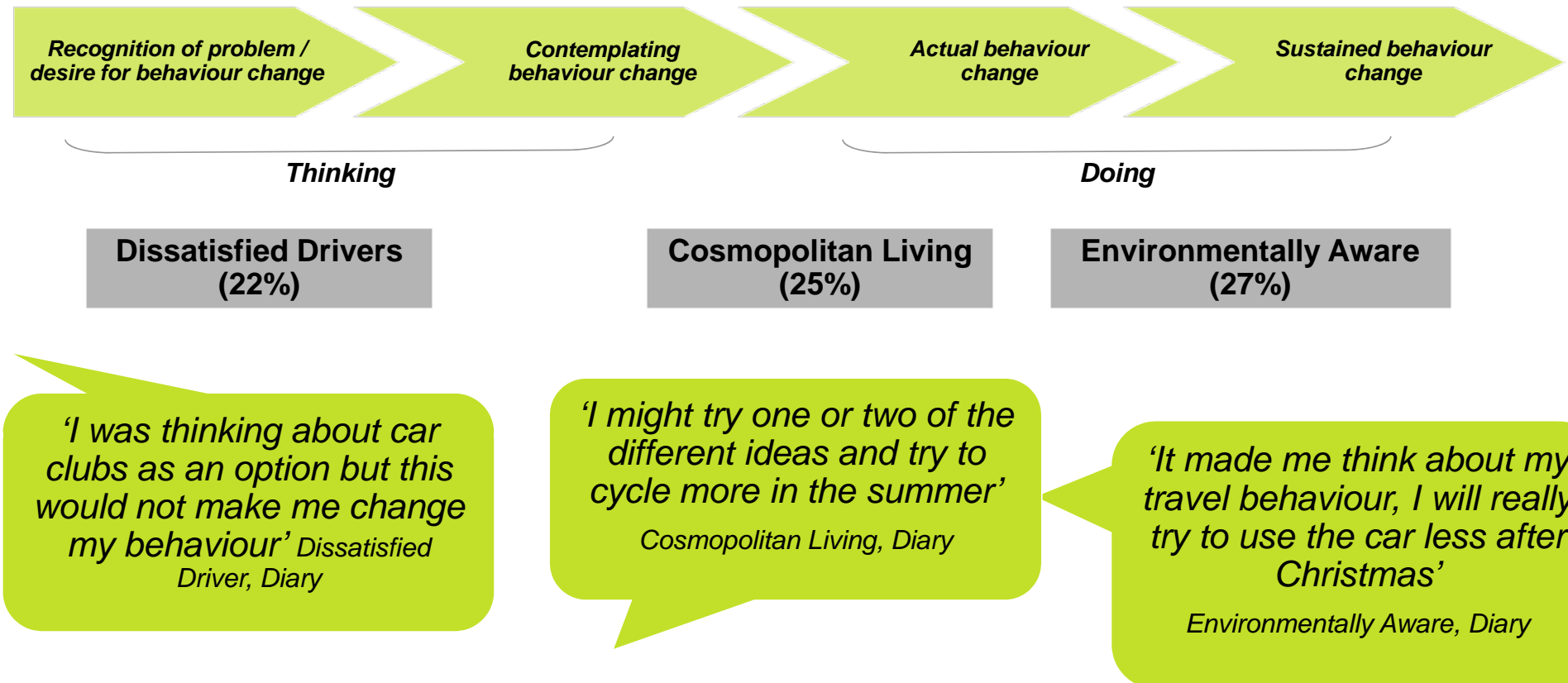
- Infrastructure is good – frequent buses, fast trains, easy access to central London, nice for walking / cycling in summer, clean and pleasant services
- Borough mentality is pro walking (and cycling to some degree) – health benefits, environmental benefits, pleasant / safe environment, some social pressure to walk / cycle
- Town centre is best avoided by car – bad traffic mostly attributed to passing traffic / out-of-towners, restricted parking makes it most convenient to use the bus or walk where possible when going into the town centre

Already represents a reasonably good level of 'Smart' travel behaviour choices, even amongst the Dissatisfied Drivers

In This Context The Initiative Can Potentially Play Two Roles



This Distinction Was Seen In The Follow Up Diaries





Exploring The Initiatives In Detail

Initiative Review Methodology

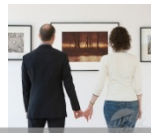
- A total of 25 initiative ideas were explored as part of the program (the full list is in the Appendix)
- Respondents reviewed the ideas individually first on a private response sheet, identifying 'good' and 'bad' ideas for behaviour change independently
- The group then worked together to generate a hierarchy of ideas and discuss their potential and any improvements / other ideas
- All discussions were framed by two key factors for a successful initiative:
 - Personal relevance
 - Delivery of actual behaviour change
- Some minor refining of the ideas took place after the first groups.

Whilst Some Of The Ideas Can Act As An Enabler, None Will Prompt An Epiphany



Dissatisfied Drivers (22%)

- Unwilling to compromise behaviour for perceived small benefits of the initiatives
- Unlikely to respond to 'carrot' approach



Cosmopolitan Living (25%)

- Open to change and have a good interest in the initiatives
- Good number of initiatives with potential

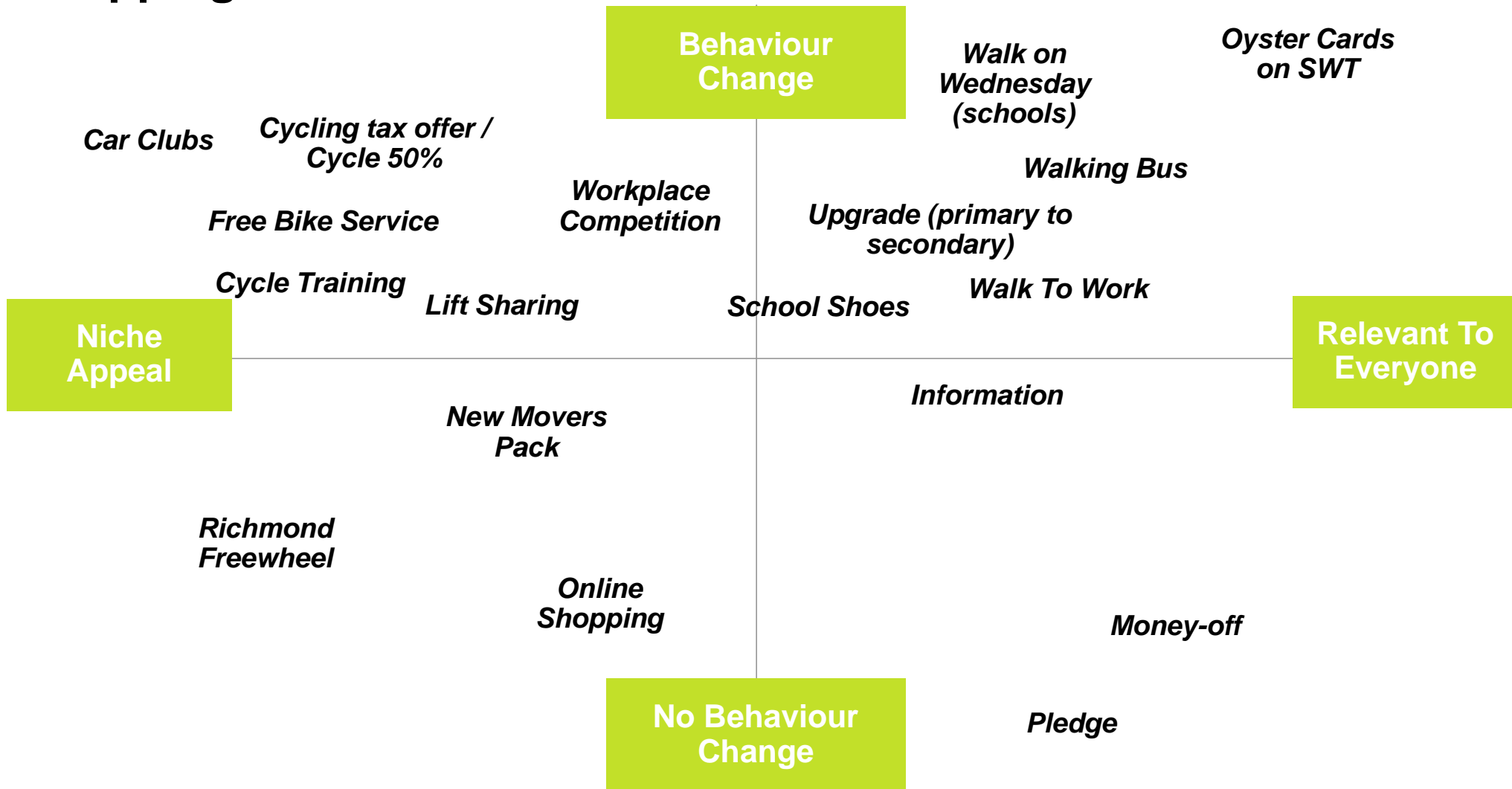


Environmentally Aware (27%)

- Already making a number of behaviour changes and always on the look out for new ideas
- Can act as a behaviour prompt and reinforcement for good behaviour

Dissatisfied Drivers unlikely to change behaviours for the initiatives and therefore should not be a primary target.

Mapping The Initiatives



Money-Off Promotions Unlikely To Prompt Change



Money Off Promotions (kids shoes, local shops, cycling, free coffee)

- Some appeal for discounts that are seen to reward a specific behaviour change (e.g. free coffee for cycling / money off kids shoes for walking to school)
 - But unsure how these can be fairly enforced
 - *'I'd just take my bike helmet'*
- On the whole considered to deliver poor levels of behaviour change as they are of negligible monetary value
 - No strong link to modes of transport / behaviour change
 - Have to spend to get something back
- Brand endorsement does not seem to have any impact on engagement / motivation of the program

Not engaging or motivating for most.

Richmond Freewheel Received A Lukewarm Response



Richmond Freewheel

- Would generate interest / energy around the issue for a day
- But unlikely to prompt long-term behaviour change
 - Only existing enthusiastic cyclists would be attracted to the event
 - Only about third of the sample are keen cyclists
- Intrinsic barriers to cycling unlikely to be overcome by such an event
 - Safety, financial and logistical concerns
- Could cause negative backlash if disrupts roads for a day
 - *'I just don't see how that would work in Richmond – the roads are so congested it would cause chaos'*

However, PR drawing attention to the activity in the borough could potentially add momentum to the Richmond Initiative – ideas such as a Better Travel Week or Walking PR event spontaneously mentioned

Online Shopping Offer Has Limited Appeal As Presented



Online Shopping Offer

- One-off free delivery / money back is not enough to prompt sustained behaviour change – may do it once, but not repeatedly
- Not a unique offer - most supermarkets offer this anyway
- No Strong association with TfL – the link of the offer to transport is unclear
 - Would this come from Supermarket or TfL?
- On-line shopping holds real appeal for a small audience:
 - If you can predict when you'll be home (families / retired)
 - Perceived budgeting benefits as you don't get 'tempted'
- So, the offer could to be tweaked to potentially drive behaviour change
 - Cheap / free delivery for a longer period
 - Bonus loyalty points



With developments this idea may have some potential to drive longer-term change in weekly shopping behaviour for a small audience

The Pledge Initiative Did Not Perform Well Amongst Other Ideas



The Pledge

*Sign up to swap at least one car journey a week for public transport, cycling or walking.
Receive regular local travel information to support you in your pledge*

- The benefit is not immediately apparent – ‘*What’s in it for me?*’
- The emotional benefits of community efforts or personal commitment that can support behaviour change were not apparent from the idea presented
- The information support offered with the Pledge does not offer a big enough benefit to the participant
 - More obvious benefits - free travel / discounted car tax - cited as more motivating
- Logistics of the idea were somewhat concerning for respondents
 - Seen to require compromise for participants on the lead benefits of the program – Quicker, Easier and Cheaper – e.g. what happens if it rains, if my plans go awry, is it the same journey each week?

Potential could be explored as a stand alone program with emotional benefits, but has the potential to lose impact amongst a broader range of initiatives

Information May Help Support Propensity For Good Travel



New Movers Pack

(NB Not researched amongst new movers)

- Very useful information when you move house
- Links new movers to the transport system early and may potentially increase initial engagement with PT links
- But information not enough to prompt behaviour change
- Link to council tax can create negative associations – more relevant to link through other touch points e.g. estate agents



Local Bus Service Information

- Useful to have information to hand
 - Easy reference
 - Good reminder of routes
- Most already know their bus routes
- Use of journey planner quite prevalent and supersedes the need for paper information
 - Journey Planner frequently used and positively reviewed
- Timetables also useful but often buses don't run to specific timetables

A good reminder but unlikely to prompt any significant behaviour changes

The Workplace Offers A Good Platform For Engagement



Workplace Initiatives

(Walk to work day/week, lift-sharing, competition, cycling offers)

- Initiatives feel more personal / engaging through the work place as they can create a sense of community commitment and endorsement / support from organisations
- Logical place for communications to a large target audience travelling to one place – can share their travel experiences / attitudes
- Competitions / PR initiatives can generate a good level of engagement
- Would need support for some ideas
 - Lift-sharing can be off-putting for some as they fear they'll lose independence and don't understand flexibility in the system
 - Most presume lift Sharing is amongst fellow workers / neighbours in closed networks (therefore few concerns e.g. safety)
 - Rewards for competitions need to be significant
- Initial energy burst may generate longevity in behaviour change

Can facilitate a dialogue and encourage involvement

For A Niche Audience Car Clubs May Overhaul Lifestyle



Car Clubs

- For most drivers Car Clubs is not an option they'd consider:
 - Use car too often
 - Many barriers cited
 - Have personal relationship with their car / don't want to share with others. Fear of losing flexibility – would you have to plan ahead? Would it be close to your house? What if they didn't have a car available? What type of car would it be? Who else would use it? Would it be the same car every time? Would it be clean? How would petrol work?
 - (N.B. No mention of replacing second car in any groups)
- However, does hold appeal for a small audience who would consider joining a car club:
 - Low car usage currently but this would still reduce number of car trips
 - Benefits: more economical / less responsibility

'I've been considering this option as I know you save a lot of money, I'd want the car to be in my car park though'

Greatest appeal to those already aware and considering this option

Cycling – You Either Love It Or Hate it!



Pro-Cycling

- Open mindset - high interest / activity currently
- Some concern over intrinsic barriers:
 - e.g. safety, investment, commitment, would need two outfits at work, need to shower, parking facilities
- But mostly believe the benefits out-weigh these
 - Freedom, enjoyment, health, speed of journey
- Initiatives hold some potential but many already available
 - Tax benefit good for definite considerers
 - Free bike service would reintroduce families to cycling
 - Cycle 50% is realistic goal & engages peer support
 - Training may ease concerns for some cautious cyclists



Low Interest

- May enjoy it for leisure but fears over safety prevent broader uptake
 - Leisure and commuting / shopping etc are quite different journeys
- Believe cars and bikes don't mix on roads
- Fears for self and also children
 - Not safe on roads
 - Will actively discourage children from participating
- Not considered a lot of the other intrinsic barriers
- Initiatives do not go far enough to motivate change

Initiatives for Cyclists may motivate behaviour change amongst open considerers

For Family Audiences, Children Are Potentially A Great Motivator



Children's Initiatives

(Upgrade, Walk on Wednesday, Walking Bus, Shoes Voucher)

- All family ideas received well and likely to encourage behaviour change
 - By families particularly and from post & pre-family perspective
- Children already seen to drive many sustainable practices through education at school – e.g. health activities, recycling
 - Communicated through school initiatives
- A strong sense of community and engagement around school initiatives which helps motivate sustained behaviour change – although some concern of children being left out if cannot participate
 - The school is the most credible and motivating source of information, this also leverages community motivation
- But, many of the ideas already promoted through schools and may not seem that 'new'

Families and schools offer great potential and have a genuine keenness to get involved and change behaviour, school support of initiatives will leverage uptake

Oyster On SWT Universally Motivational

SOUTH WEST TRAINS



I often drive to Twickenham but I would catch the train if I could use my Oyster

I don't have an Oyster at the moment, but I would get one if that was introduced

Oyster Pay As You Go on SWT

- Welcomed by all the segments
- Facilitates a more flexible approach to travel on PT
- Would definitely change behaviours from car to PT
- Also has the potential to generate an overall sense of engagement with the train / bus system by increasing Oyster use
- Some frustration that this has not happened already / seems like a logical (if delayed) development for the Oyster

Likely to deliver significant levels of behaviour change

Spontaneously Respondents Suggested Other Ideas To Prompt Behaviour Change

Infrastructure Changes

- More digital timetables for bus-stops
- Bus stops in supermarket car-parks (i.e. closer to entrance / exits)
- Additional carriages on trains to relieve congestion
- Easier payment methods – extension on Oyster / offers to increase number of people with Oyster cards

Service Improvements

- Lower price for local / short trips
- Increased frequency of services

Initiatives / Offers

- Free home delivery of supermarket shopping
 - Sainsbur'ys offer free delivery Tues – Thurs on orders £100+
- Money back on Oyster card for using public transport
- Money back on car tax for reducing journey / cheaper petrol for less travel

Whilst these may not be practical they do indicate engagement in the Smarter Travel initiative overall and a desire for inventive solutions



Naming The Initiative / Website

A Range Of Potential Names / URL Ideas Were Explored

Most Preferred

www.smartertravelrichmond.org

- Invitational / suggests a new initiative
- Memorable

www.bettertravelrichmond.org

- Descriptive of website
- Feels inclusive / invitational

www.abetterwaytotravel.org

- Memorable
- Invitational
- Seems relevant London wide

www.travelrichmond.org

- May sound like a tourist website rather than for residents
- Does not invite question of travel behaviours
- Memorable

www.travelchoicesrichmond.org

- Sounds like a government initiative
- Low engagement as residents feel they are already aware of travel options

Least Preferred

'smartertravel' and 'bettertravel' best received and perceived to have best potential memorability to encourage visits to the website

‘Better’ versus ‘Smarter’

- ‘*Better*’ feels more appropriate for headlines / taglines
 - More invitational & opens a dialogue
 - Relevant to the audience
 - Indicates that small improvements could be made / supportive tone
- ‘*Smarter*’ could potentially be perceived as patronising in headlines / taglines
 - But more catchy / suggests it really might be something new
 - Challenges travel ‘mindset’ rather than behaviour
- In URLs however, Smarter works well and is warmly received
 - Succinct, clear and memorable



Words with different connotations and different levels of motivation

A Note On Communicating Locality - Richmond versus LBRuT

- 'Richmond' evokes imagery and connotations of the town centre and immediate locality as opposed to the borough

'When I think of Richmond I think of the city centre, not the broader borough'

'Richmond'

'The borough only comes into play for the council – it doesn't really exist as an actual geographical place'



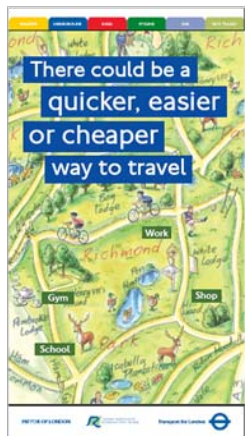
A need to carefully express the borough initiative in the URL and other communications to ensure inclusivity



Communicating the Program

Concept Exploration

Maps



Characters



Testimonials



- Three creative ideas were explored in the research with different levels of specificity
- In half the sessions the creative ideas were presented first (before introducing the program objectives and initiative ideas) to garner a clean read on comprehension and message delivery
- The concepts were also used to explore the ideal level of specificity required to deliver behaviourally motivating communications

Key Learnings

Defining The Campaign Objectives

- Due to the diverse target audience for the program (DD, CL, EA), there are potential areas to influence travel behaviours and any potential campaign will need to be formulated with a clear positioning in mind:

Prompt an Epiphany

- A big challenge for any campaign
- Requires information to challenge current mindset or an emotional platform strong enough to engage audience

Act as a Support

- Opportunity to engage with segments already considering some behaviour change
- Invitation to engage / learn more

Build A Sense Of Momentum

- The campaign could also act as a backdrop to other modes of engagement – e.g. through schools and workplace – to provide a sense of behaviour change within the borough

An invitation for support and reward / generating a sense of momentum for those already open to behaviour change will be a much more likely to deliver success

Exploring Level Of Specificity

- Level of specificity of the ad impacts reach and call to action of the ads:

Specific Communications

- e.g. car club message

- Only relevant if interested in that initiative
- Delivers clear call to action if interested
 - But requires a high enough level of interest to prompt action for further information
 - Which is a relatively small target for each idea
 - Many of the ideas with broader appeal would be better communicate through work / school
- Does not provide sense that a broader range of initiatives is on offer

General Communications

- e.g. generic message

- Has the potential to engage a wider audience
 - Act as a Support
 - Provide a Sense of Momentum
- However, needs to outline the initiative / proposition clearly in order to deliver a point of engagement

Specific communications are easier to execute but less engaging, whilst General Communications, with developments, have the potential for a broader reach and engagement

Other Access Points Could Be Leveraged...

Journey Planner 1 2 3



- Other points of communication may help to generate behaviour change:
 - Journey planner / net based ads – for people planning journeys within Richmond
 - Local paper wrap / press ads – a targeted local audience interested in community issues, space to provide details on a broader topic of initiatives
 - Leaflets – criticised as not environmentally friendly



A Clearer Proposition Is Required For General Ads

- The creative concepts and headlines deliver a clear message on several of the KCOs:
 - Travel related campaign; Delivers benefits of Quicker, Easier, Cheaper; Invitation to find out more (when web site displayed)
- However, the ideas evaluated do not clearly communicate **how** the Smarter Travel Initiative can **benefit** residents over and above current behaviours and this may result in dismissal of the idea
 - They do not understand that it is a range of initiatives that could support them in their behaviour changes
- At present, most people feel that they are already making good travel decisions and whilst EA's and CL's are open to change none of our sample are not actively looking for information
 - Quicker, Easier and Cheaper are the right benefits but there is potential to dial up the impact of the message

'The cycling one is clearer, but I'm not interested in cycling so I wouldn't do anything'

'I don't understand what it would offer me over and above what I do already'

"Could' be a better way to travel? It should say there 'is' a better way'

'I am just very confused, what is it for?'

At present, none of the ideas clearly communicate a overarching idea for the initiative (e.g. that it is a range of initiatives / offers that can help improve travel behaviours), which can result in a failure to deliver a good Call To Action

Authorship Of The Ads Can Cause Confusion

- With all the different brands on the ad it can be confusing for consumers
- The presence of the TfL logo and roundel root the campaign in the territory of public transport:
 - From recent research into the TfL brand it is clear that the strongest brand associations are related to the Tube and the London Buses and this comes through here
- With the dominance of the Roundel The LBRuT council logo is often missed
- Mayor of London logo can confuse respondents further as they do not associate this strongly with Richmond or Transport
- Furthermore, without a clear initiative descriptor respondents are prompted to assume the ad is predominantly a promotion for public transport



MAYOR OF LONDON

'It seems like London Transport are going against themselves.'

Further need for clarity around the objectives and branding of the campaign

Exploring Specific Executions

Testimonials Fail To Capture Engagement

- The core idea of this idea is well communicated
 - *‘Other people making good travel decisions’*
- However, this can lack a motivating factor for most of the audience
 - As most feel they are already making good decisions they feel there is little they can learn from others
 - Has the potential to feel somewhat patronising as the characters are seen to take on a superior tone of voice
- Imagery could fade into the background / lack a hook for attention:
 - Photographic scenes of everyday life
 - More general London than Richmond Specific



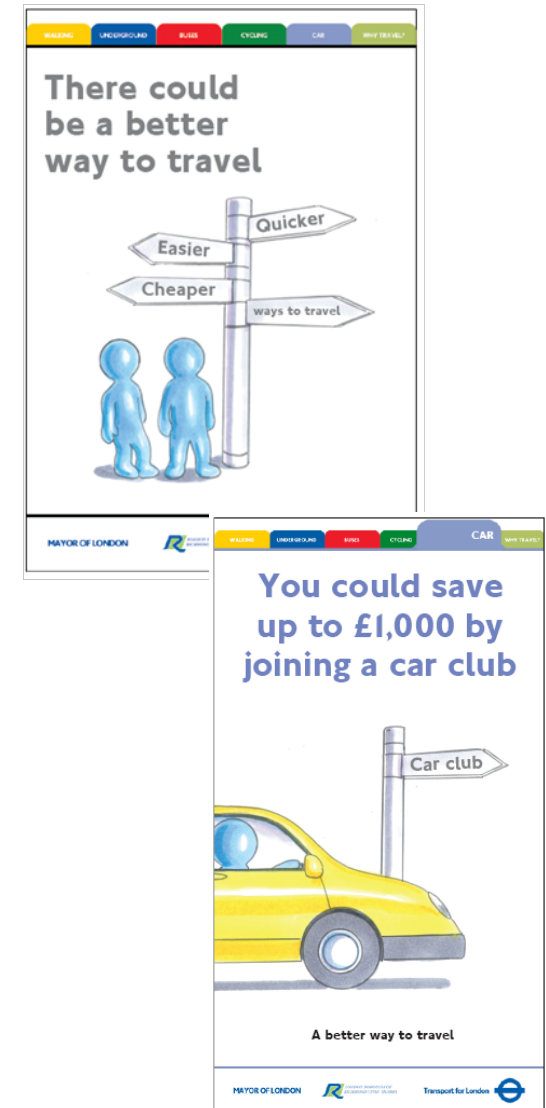
Characters Is Invitational In Style

- Characters is reasonably well received and invites respondents to question their travel behaviour
 - The characters are a blank slate on which to superimpose oneself
 - Metaphor of crossroads works effectively in the ad

- The headline and benefits are clearly outlined
 - Invitational style
 - Clean image / white background provokes viewer to focus on the message

- The starkness of the image / illustrative style could generate stand out for the ad

"I remember the poster with the blue model figures under a sign post. I thought the signs on the post and the design of the poster would make people stop and think that the car may not always be the best way to travel" Follow Up Email, Environmentally Aware



Maps Is Nostalgic And Engaging

- Grounded in locality of Richmond park generate a positive emotional response
 - Nostalgia for leisurely enjoying the park in summer months
 - Emotionally engaging and stand-out ad may prompt interest in the Smarter Travel initiative
- Richmond Park, image of cyclist and activity cues two particular messages:
 - Cycling / walking for health/leisure benefits
 - Environmental benefits
 - However, this does downplay the public transport message
- Reference to daily journeys is taken in as a tertiary message but is important in broadening the message of the ad



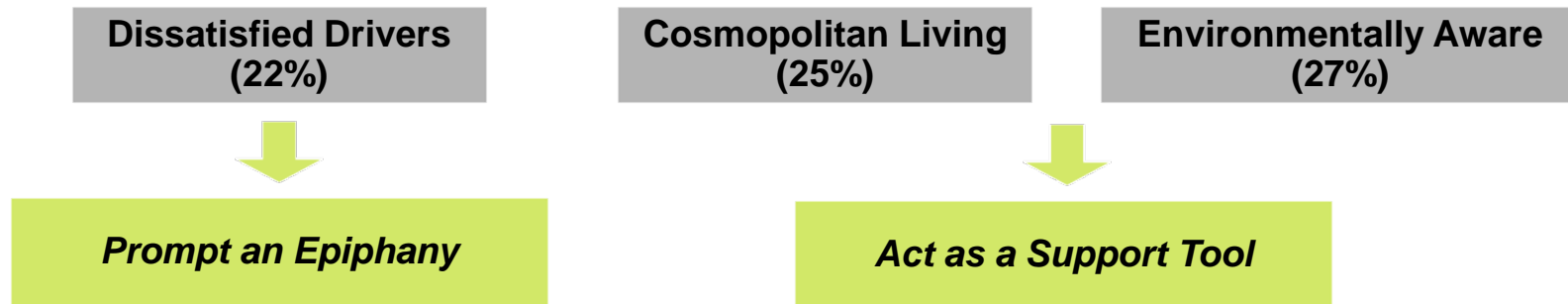
“My favourite is still the first one that looked like a toy town. I just think it is more eye catching than the others ” Follow Up Email, Cosmopolitan Living



Conclusions and Recommendations

Conclusions – Targeting Approach

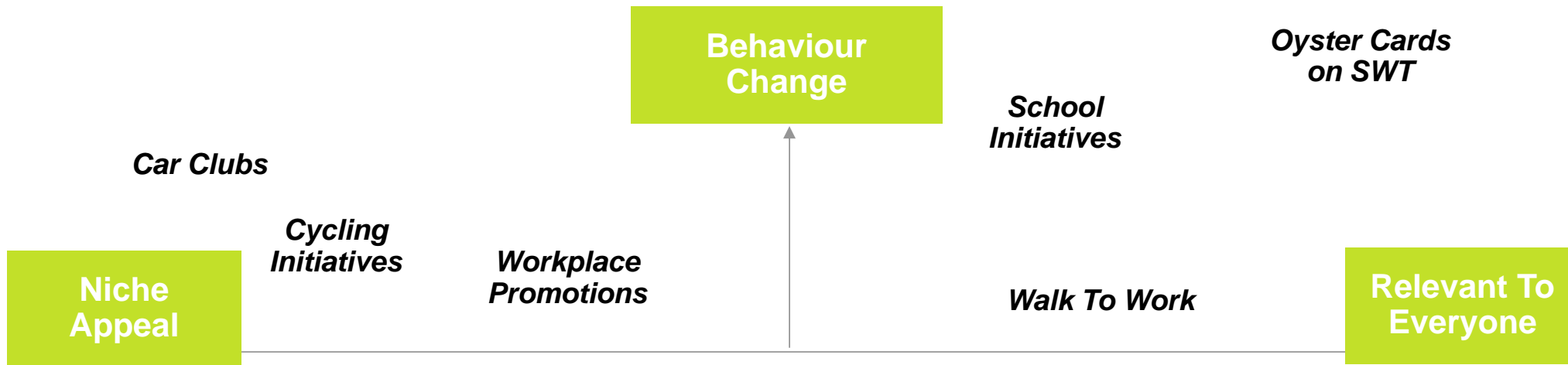
- The research confirmed the three segment attitudes and identified two potential roles for an initiative in Richmond:



- Given the reticence of Dissatisfied Drivers to consider changing behaviours and their overall lack of interest in the initiatives we recommend targeting any initiatives / campaign at supporting behaviour change amongst Cosmopolitan Living and Environmentally aware, who are open and willing to change.

Conclusions – Initiative Potential

- Overall the research identified some initiatives that have potential to change travel behaviours amongst the audience:



- Some of the initiatives with broadest appeal leverage a sense of group commitment via school or workplace engagement
 - This suggests that particular focus on targeting these areas will work well to motivate behaviour change
 - Communications through these channels (school & workplace) are seen as most credible and engaging for these initiatives

Conclusions – Communications Guidance

- As with the initiative there are different roles the communications campaign can potentially play:

Prompt an Epiphany

Act as a Support

Build A Sense Of Momentum

Recommended Approach - Will potentially engage an Audience of Environmentally Aware (27%) and Cosmopolitan Living (25%)

- The research identified two routes with potential (Characters and Maps). Overall, it would seem that the Characters idea has strongest call to action and delivers on an invitational style whilst Maps is more emotionally and aesthetically engaging
- Any campaign should focus on more general messages and deliver a clear outline of the program proposition to engage the widest audience and direct towards the website
- Web based and local press communications would offer a strong route for engaging residents, building further on the momentum of the poster campaign



Appendix

Initiative Ideas (1)

Upgrade	A pack of tailored local walking, cycling and public transport tips for children making the step up from primary to secondary school
Voucher Book	Posted through your door containing money off deals and promotions to collect from local shops
Voucher Book	Free coffee during the morning and evening commute from Starbucks when you present your cycle helmet.
Voucher Book	Discount from Johnsons Shoe Shop for new school shoes when you show you and your child's walking pedometers
Voucher Book	Free cycle accessories from Action Bikes / Moores Cycles when you spend £100+ in-store
Voucher Book	Free bike service for all the family from Bicycle / Richmond Cycles
New movers pack	Information delivered with council tax bills
Walk to work day / week	Competition to encourage commuters to walk to work.
Walk to school	Walk on Wednesday – incentives for primary school children to walk to school once a week.
Walk to school	Information pack for parents containing advice, reflective vests and other helpful items to get kids walking to school

Initiative Ideas (2)

Upgrade	A pack of tailored local walking, cycling and public transport tips for children making the step up from primary to secondary school
The Pledge	Sign up to swap at least one car journey a week for public transport, cycling or walking. Receive regular local travel information to support you in your pledge
Car clubs	Information on London CarClubs received through the post along with a money off voucher.
Bus promotion	Information leaflet of route/timing information to households near bus routes.
Richmond Freewheel	A free family cycling day on car free roads
Workplace promotions	Competition to encourage commuters to cycle to work with a prize awarded to the workplace with the most people cycling
Workplace promotions	Commuter confidence one-to-one cycle training at your workplace
Workplace promotions	Buy a bike through work and claim the tax back
Workplace promotions	Incentives to encourage liftsharing with colleagues to and from work

Initiative Ideas (3)

Cycle 50% club	4 week scheme provides a bike, accessories, support and training to a group of individuals who pledge to cycle to work 50% of the time. At the end of the scheme you have the option to buy the bike at a reduced price
Cycle starter pack	Pack for new or returning cyclists. To include training voucher, accessories and map
Children cycling promotions	Incentives, support and training to encourage children to cycle to school
Online shopping promotion	Try shopping online and receive a discount from your first order (e.g. £10 off first order through Ocado/Waitrose)
Oyster	Oyster cards for use on SWT

References

- New Years Resolution Statistic - <http://news.bbc.co.uk/1/hi/health/7162692.stm>
- Smoking statistic - http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsStatistics/DH_4102867