

LEU_06: To launch communication campaigns and digital tools to increase the uptake of PT

Activities towards demonstration (How?)

Communication campaign new bus network

The design of the campaign for the new and improved bus service will be followed by the launch of the campaign through various communication channels (website, app De Lijn, social media, articles, advertising on buses, posters, flyers, mailing,).

Large scale communication campaign

Drafting of an analysis report of the PT perception and identification of the target groups

Drafting a communication strategy plan to define objectives of the campaign, possible target users, possible communication actions from Leuven measures M2, M3+4, M5 and other projects/ initiatives and possible communications channels aimed at promoting the use of the public transport and the behavioural change.

The design of all the components of the communication campaign (messages, channels, planning, ...) will be the next step, as a previous stage to the final launch of the campaign.

Data collection for evaluation: survey on PT user satisfaction

Timeline for implementation and demonstration (When?)

UPPER		Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025	Oct-2025	Nov-2025	Dec-2025	Jan-2026	Feb-2026	Mar-2026	Apr-2026	May-2026	Jun-2026	Jul-2026	Aug-2026	Sep-2026	Oct-2026	Nov-2026	Dec-2026		
Network's campaign	General planning for LEU_06	[Orange]																															
	Preparation activities	[Orange]																															
	Design network's campaign	[Orange]																															
	Analysis perception PT	[Orange]																															
	Demonstration activities					[Orange]																											
Behaviour's campaign	Launch network's campaign					[Orange]																											
	Preparation activities																																
	Concept behaviour's campaign																																
	Deployment and integration																																
	Design behaviour's campaign																																
	Demonstration activities																																
	Launch behaviour's campaign																																
	Data collection													[Orange]																			
	Results evaluation																									D6	.3						