

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

Description of the measure and main outcomes expected

This measure aims to increase the uptake of public transport and the use of park&rides specifically by implementing communication/nudging campaigns, aimed at specific groups. Strategies for realizing behavioural change, including nudging and gamification, will be identified and assessed in a participatory process. Social media campaigns and influencer marketing, ambassador programmes and more traditional marketing will be implemented to improve the perception of public transport. The measure in particular aims to identify and deploy strategies to improve the perception of city centre routes.

This measure will deliver:

- Communication strategy plan
- Communication campaigns

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Preparation of the measure

- Communication first phase of new and improved bus network from 1/1/2025

Analysis of the perception of the PT

To define objectives of the campaign, possible target users, possible communication actions from M2, 3+4, 5 and other projects/ initiatives and possible communications channels

To review best practices and successful projects

The Communication campaign of the first phase of the new and improved bus network was held in December 2023. Data for the analysis of the perception of the PT was collected by conducting street surveys. The possible objectives of the campaign, possible target users and possible communications actions from Measure 2 and 5 have been already defined. These topics will be further completed after the analysis of the data from the street surveys.

Following the measure development planning, a list of ideas and best practices for the communication campaign have been collected, and a new communication campaign for the new bus service is in its final preparation phase. In addition, another communication campaign with the bus operator to promote free bus tickets in combination with the park& rides for events in Leuven during the summer holidays of 2024 have been also prepared.

Challenges & Mitigations

For the analysis of the perception of the PT we requested data from satisfaction surveys from our bus operator. The operator itself did not want to share its data, but we will receive some data from the Flemish Mobility Department and we had to conduct our own surveys. This caused a delay. We decided



to organise street surveys with job students, but this was only possible during the summer holidays. As a result, we cannot do the analysis of the perception of the PT until August.

As stated in the measure monitoring template (**Error! Reference source not found.**), the planning has accumulated delays, and steps from 5 to 9 of the measure will be executed within WP6.

Next steps towards implementation

The next step to be performed within this mobility measure is the design of communication campaign to promote the new and improved bus network. The design of the campaign will be followed by the launch of the campaign in social media. After concluding the launch of this campaign, the concept design of the following communication campaign, aimed at promoting the use of the public transport and the behavioural change, will be tackled. 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 in social media.