



Post Covid Recovery Programme Strategy

The challenge

Covid-19 impacts



- **Lockdowns** have resulted in unimaginable lows in passenger numbers on bus, train and tram services and cars on the highway network.
 - **No fixed dates** for release of social distancing
 - **Vaccination programme** is underway, the lifting of restrictions could be expected sometime in the Summer or Autumn of 2021
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- Passenger **confidence in public transport** is expected to be low
 - **Congestion** could return worse than before
 - Some businesses are expected to continue **agile working**

What new scenarios emerge?

Change in personal travel – West Midlands residents

'Coasting'

Active	+10%
Car	+10%
PT	-20%

economy



Active	+40%
Car	-10%
PT	-10%

'Hoping'

Society -
/state

Active	0%
Car	0%
PT	-50%

+ Society
/state

Active	+30%
Car	-20%
PT	-40%

'Roasting'

economy



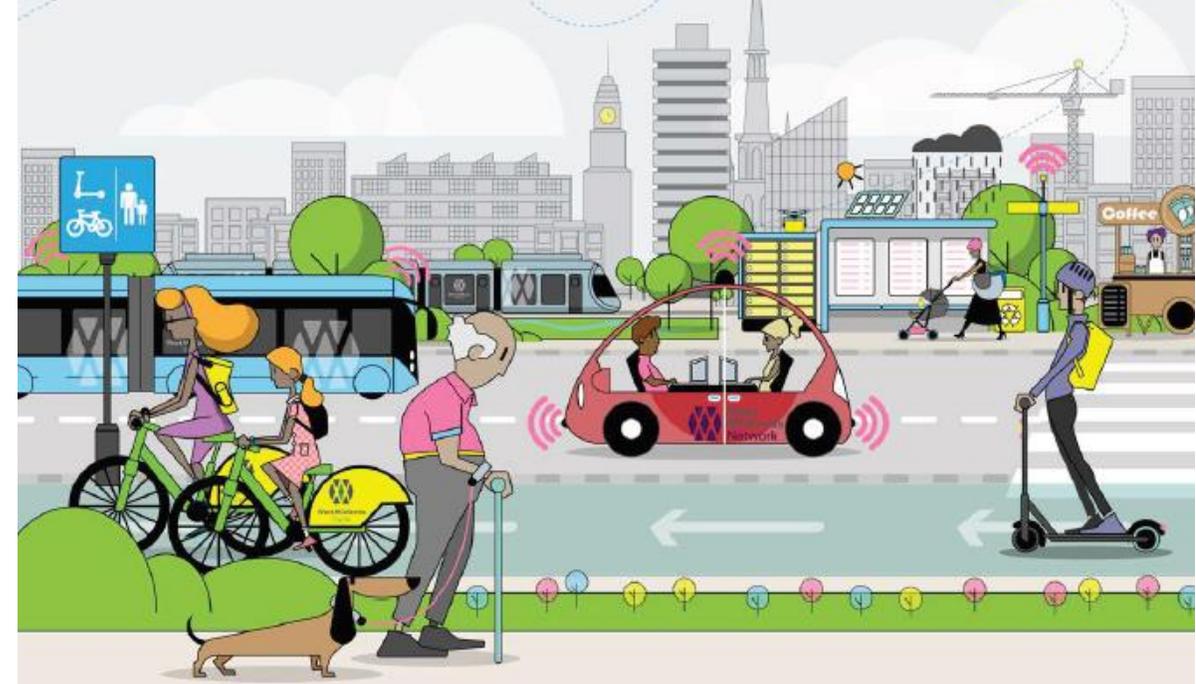
'Coping'

Rounded quartiles were assigned to scenarios – from least to most positive for each mode – e.g. the least positive active travel demand quartile was a best fit with the bottom left, and the most positive with the top right – the results suggested four scenario names:

- Coasting
- Hoping
- Coping
- Roasting

Long term strategy

- WM2041 – sets out an ambitious challenge to make the West Midlands Carbon Neutral
- TfWM Green Paper and soon to be revised Local Transport Plan will set greener and cleaner travel as our future aspiration



Our Approach

Recovery programme goals

Regaining trust in using public transport

Increasing patronage

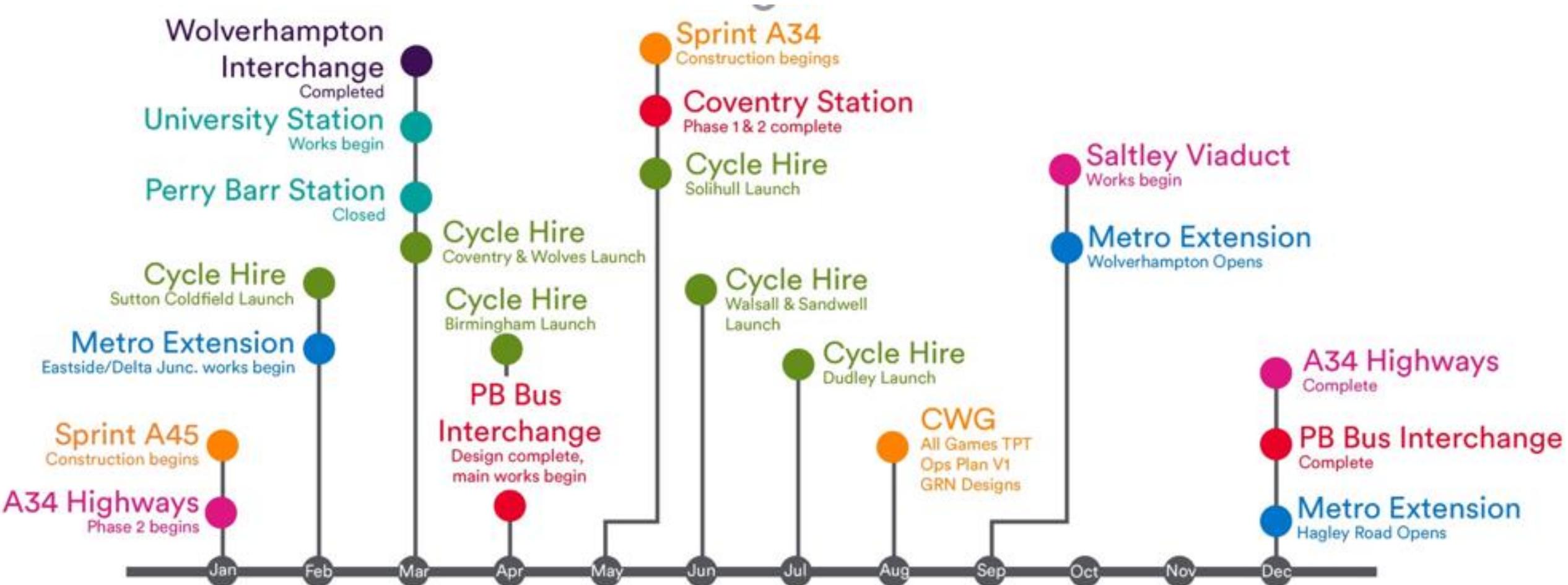
Improving air quality

Decarbonising travel

Encouraging more active travel

Reducing congestion

Building back better



Recovery Programme

Indicative Considerations

RC1:

A network that works for

People

RC2:

Taking people to

Place

RC3:

Products

are fit for purpose

RC4:

Promotion

of cleaner greener travel

RC5:

Customers get reliable

Service

RC6:

Intervention designed by

Data

A combined effort for an integrated network

The transport community pulled together in a crisis

Lets do it again now to shape a new future for travel

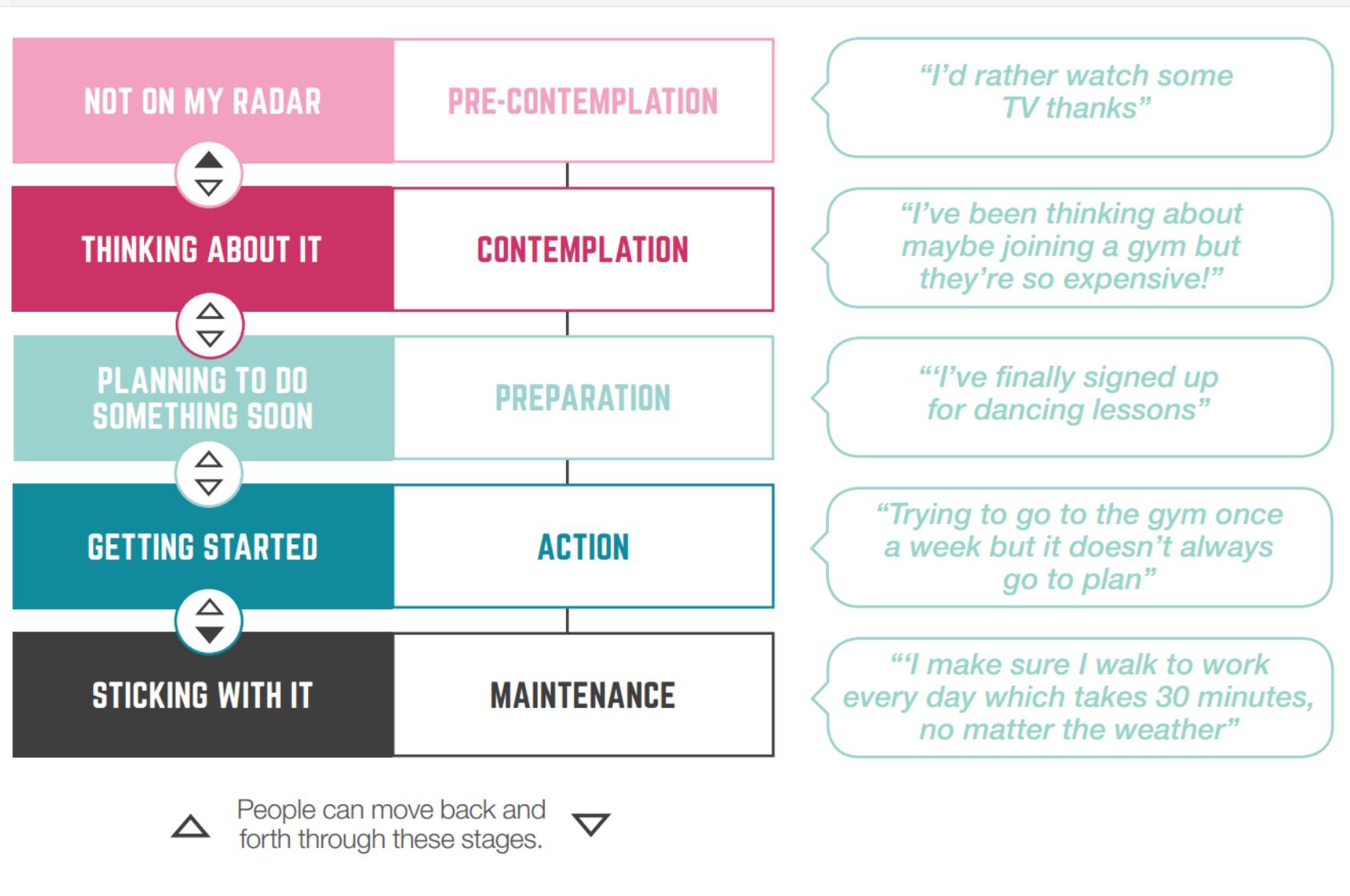
Our programme will be multimodal and support integration

The whole transport community will have a role to play to support recovery

- Operators
- Local Authorities
- National Partners
- Delivery Partners

It's time
to **change**
travel **behaviour**

The theory bit



Covid-19 has
broken travel
habits of a
generation

RC4: Promotion

Communications, Engagement and Marketing **at scale**, driven by **data and intelligence** can *inform, persuade and embed new habits* which meet our goals for a **cleaner, greener** transport future

We have to **inform and persuade**
quickly as measures are lifted

But **change takes time**

Our messaging needs to be **long term,**
multi-layered and **adaptable**

Our Strategic Promotion Model

Post Covid - Behaviour Change Stage 1-3

Broadcast to inform of the WM Network
Available, Reliable, Clean, Safe

Modal operator
campaigns
Ease, Frequency,
Reliability, Price

Corridor
campaigns
Journeys, time
interventions or
incentives

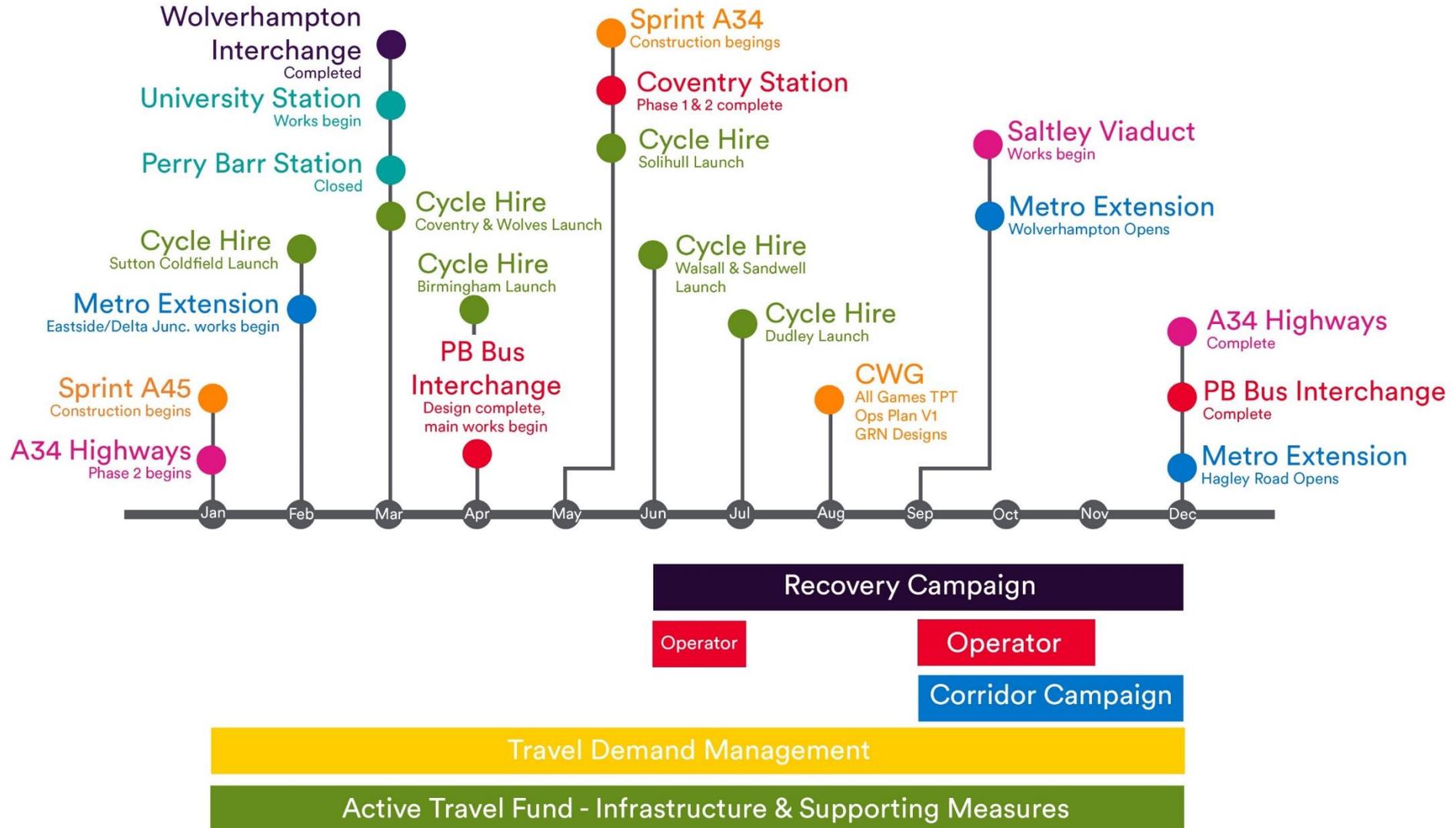
Active travel
campaigns
Local, Leisure, PT
Integration

TDM campaigns
continue to
nudge

Information, Ticketing, Apps, Online at Stop Services
BC Stages 4-5

Ongoing updates, loyalty support and services
BC Stages 6-7

Example Timeline



People are **tired** of being
told what to do.

So lets **show** them...

How we can **reconnect people** to their communities

That **travel independence** isn't car ownership

How **two wheels** and two feet benefit our one mind
and **one heart**

That **our network delivers** all day, everyday,
everywhere, **for everyone**

How we're innovating and **decarbonising** travel to
protect our communities from **climate change**

Wider opportunities

As part of the WMCA, transport supports a wide range of initiatives that would benefit from a strong and more active transport recovery opportunities.

- Productivity and Skills – how transport and initiatives like workwise can get people back into employment or education
- Economy – how a clean and rapid recovery of our network improves economic output
- Housing – where transport continues to connect new developments and attracts buyers
- Physical activity, Thrive and wellbeing – how active travel benefits the regions future health individually and collectively
- Clean Air Zone with Birmingham City Council from June 2021
- Coventry and Solihull Clean Air Plans

2021 **Recovery** Umbrella **Campaign**

A **once in a lifetime opportunity** to
rebuild broken habits

Needs a **once in a lifetime campaign**
to match

To deliver a multi channel campaign that is **far reaching** and provides the repetition required to **progress behavioural change** at **scale** across the West Midlands we will need significant new investment.

Scale is essential to success

To make an impact we need to put the transport network in front of **2.9million** residents in the West Midlands and a total of **4.5 million** in our travel to work area.

Existing marketing budgets even if consolidated would **not** reach the numbers we need in a sustained long term way to build the repetition of message required to move through three stages of contemplation and planning in the behaviour change model.

Existing budgets are needed to support smaller operators and corridor based campaigns and TDM.

Campaign Approach

- Repetition of message over a long period of time is essential to move people through the contemplation stages. **Minimum Six Months – Ideally 12-18 Months**
- Messaging will be bold and unapologetic to tell our story
- Targeted using our new persona framework to targeted locations
- We will need a mixture of TV, Radio, Out of Home, owned assets, digital content and advertising and social media running at various times
- Use faith and local community or hyperlocal channels to ensure we are inclusive and can inform and persuade harder to reach groups
- Use tactics like flash mobs or gorilla marketing to shout loud
- Connect with our hospitality and creative industries to support their recovery
- Source advocacy and influencers to command attention
- Use the media to highlight real peoples stories of change and success

Programme **Delivery**

Internal Governance, Monitoring and Evaluation

Governance

Monthly reporting into the Resilience Delivery Board

Inclusion in annual business plan

**Project Support will be required*

Monitoring of RIIDER Goals

*Note: not solely influenced by this marketing approach

- Patronage figures
- Active travel use
- Traffic levels
- Air Quality readings
- Human Intelligence and surveys

Analytics and metrics

From communication and marketing channels

Next Steps

- January - **Socialisation and buy in**
- February - **Strategic development and programme set up**
- March - **Campaign Development**
- April - **User testing and community feedback**
- May - **Refinement and analysis**

“The risk of **doing nothing** will be a **bigger** threat to our **network** than the pandemic.”



Transport for
West Midlands

Your Feedback

Key considerations for the programme

- Focussed on the right areas?
- Views on our marketing approach?

Any other views or feedback?