

# InclusivEV:

## Community Engagement & Marketing Guide

# Community Marketing & Engagement

---

## Contents

|       |   |   |
|-------|---|---|
| 1     | Introduction .....  | 4 |
| 2     | Key Messaging .....   | 4 |
| 2.1   | The Service.....  | 4 |
| 2.1.1 | About.....  | 4 |
| 2.1.2 | Price.....  | 5 |
| 2.1.3 | Booking System .....  | 5 |
| 2.1.4 | Payment .....   | 5 |
| 2.1.5 | Vehicle location .....  | 5 |
| 2.2   | Who the service is for .....  | 6 |
| 2.2.1 | Vehicle owners .....  | 6 |
| 2.2.2 | The public transport user.....  | 6 |
| 2.2.3 | The occasional taxi user .....  | 7 |
| 2.3   | What are the benefits of an electric vehicle car sharing scheme?..... | 7 |
| 2.3.1 | Pay as you go .....   | 8 |
| 2.3.2 | Pre-payment Card .....  | 8 |
| 2.3.3 | Convenient travel .....   | 8 |
| 2.3.4 | Improved Quality of Life.....   | 9 |
| 2.3.5 | Easy Access .....   | 9 |
| 2.3.6 | Financial savings .....   | 9 |
| 2.3.7 | Eco-friendly.....   | 9 |
| 2.4   | Using the scheme .....  | 9 |
| 2.4.1 | Test Drive .....  | 9 |
| 2.4.2 | Join the scheme .....   | 9 |
| 2.4.3 | Rent a vehicle.....   | 9 |
| 2.4.4 | Drive .....   | 9 |

# Community Marketing & Engagement

---

|       |  |    |
|-------|--|----|
| 2.4.5 | Charging .....                                   | 10 |
| 3     | Target Market .....                              | 10 |
| 4     | Marketing Channels.....                          | 11 |
| 4.1   | Public Relations (PR).....                       | 11 |
| 4.2   | Print Marketing.....                             | 11 |
| 4.3   | Digital Marketing.....                           | 11 |
| 4.4   | Outreach .....                                   | 12 |
| 4.5   | Promotional Incentives .....                     | 12 |
| 5     | Evaluating Marketing and Promotion.....          | 13 |
| 6     | Ongoing Communication .....                      | 13 |
| 7     | Factors Affecting Marketing and Engagement ..... | 13 |

# Community Marketing & Engagement

---

## 1 Introduction

The InclusivEV project aimed to help combat transport poverty in disadvantaged, and potentially disengaged and financially excluded, neighbourhoods in order to support social inclusion. This guide presents a marketing strategy in order to engage with potential users of such a scheme. The document has been designed for organisations looking for advice on how to promote and market an electric vehicle car sharing scheme with the aim of bringing transport inclusion to people in disadvantaged neighbourhoods.

The guide will provide insight into:

- Key Messaging.
- Target Markets.
- Marketing Channels.
- Promotional Activities.
- Monitoring Marketing and Communication Activity.
- Ongoing Marketing.

The seven Ps Marketing Mix<sup>a</sup>, outlined below, has been used as a basis for the marketing strategy outlined in this guide.

- **Product:** information about the InclusivEV Car Sharing Scheme Service offering.
- **Process:** details about the ease of the scheme and how it works.
- **Place:** the location of vehicles.
- **Price:** to use the service and payment methods available.
- **People:** who will be car scheme users.
- **Promotion:** marketing channels and promotional offers.
- **Physical Evidence:** testimonials from users.

## 2 Key Messaging

Marketing material for an electric vehicle (EV) car sharing scheme will need to include clear information about the what the scheme is, how it will work, and the benefits of participating in the scheme.

### 2.1 The Service

Messaging should focus on promoting the product., which in this case is the service offering of the electric vehicle car scheme. General information about the scheme should therefore be provided in order for potential users to understand what the scheme is and the costs associated with the scheme.

#### 2.1.1 About

Information about what the scheme provides: hourly car rental, 24 hours a day, 7 days a week, 365 days a year.

---

<sup>a</sup> Booms, B. & Bitner, M. J. (1981). *Marketing Strategies and Organizational Structures for Service Firms*. Marketing of Services, James H. Donnelly & William R. George, eds. Chicago: American Marketing Association, 47-51

# Community Marketing & Engagement

## 2.1.2 Price

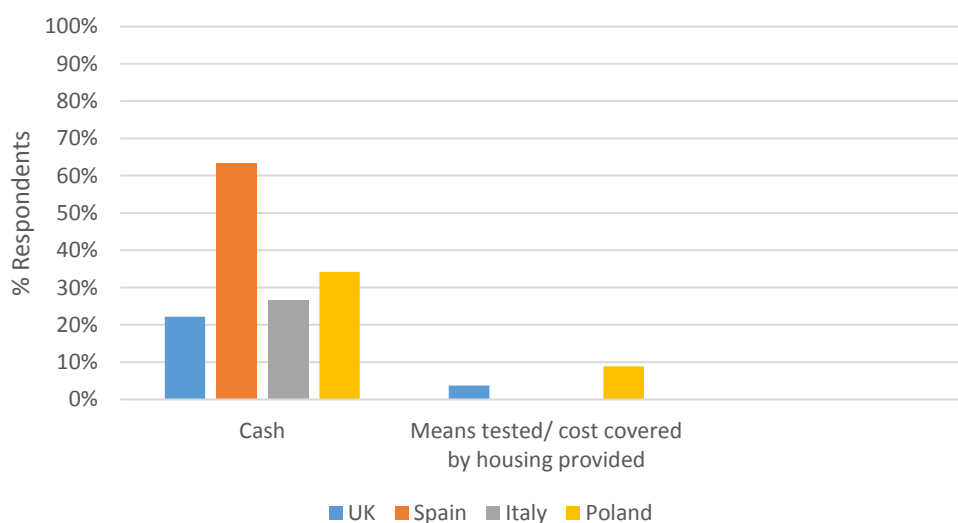
Information regarding hire costs, including any hourly costs should be provided. Where a scheme is free to join, with no subscription cost, this could be a key feature for promotion. The pay as you go service should also be promoted in order to entice take up of the scheme, particularly in a disadvantaged neighbourhood where income may not be regular.

## 2.1.3 Booking System

Information regarding the booking system should also be provided, particularly as this may be a key promotional feature with regards to ease of access to the service. This should include details such as whether the service can be booked online, through an app, in person at a shop or office, or over the phone in order to ensure that users are aware as to how they can access the service.

## 2.1.4 Payment

Service promotional material should include advice about the methods of payment accepted and where pre-payment cards can be topped up. In the case of a car scheme in a financially disadvantaged neighbourhood, where some users may not have access to a bank account, it would be particularly useful to highlight that pre-payment cards offer users the option to pay by bank account or by cash. In some regions the use of credit cards is an important option as its accessible credit value is higher than that of rechargeable gift cards. Graph 2.1 highlights the preferred payment option of residents in each of the surveyed neighbourhoods.

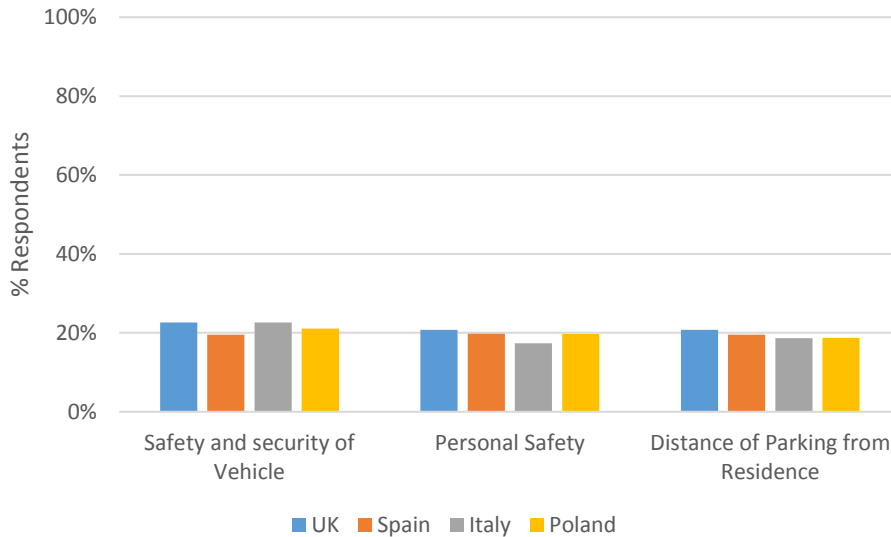


Graph 2.1: Preferred payment method of surveyed neighbourhoods

## 2.1.5 Vehicle Location

Provide information about the location of the vehicles. Promote ease of access to the vehicles, the proximity of the vehicle to users, and the safety of the vehicle locations, particularly in neighbourhoods where personal and vehicle safety has been identified as a barrier to vehicle ownership (see Graph 2.2 for barriers to private car ownership in surveyed neighbourhoods). Ensure the vehicle is in a highly visible location to attract attention and use the vehicle area as a marketing tool.

# Community Marketing & Engagement



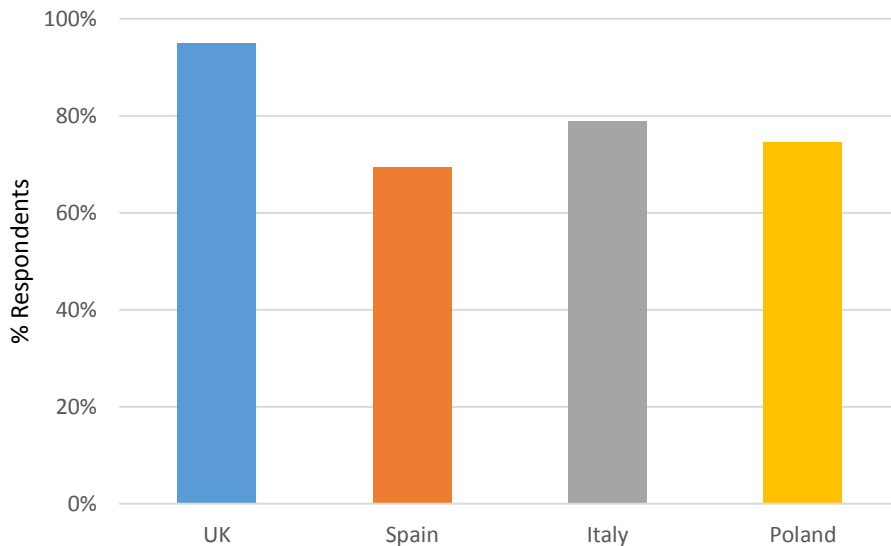
Graph 2.2: Barriers to private car ownership in surveyed neighbourhoods

## 2.2 Who The Service Is For

Marketing material for the car sharing scheme needs to outline the suitability of the service to the target market:

### 2.2.1 Vehicle Owners

Promote the financial savings through using the car scheme instead of owning a vehicle, outlining the potential monthly or yearly savings as a result of needing no insurance, no petrol, no parking, no maintenance, no repair and no tax costs. This would be particularly relevant in instances where the majority of residents own older vehicles with higher maintenance and repair costs. Graph 2.3 illustrates the percentage of residents in each of the surveyed neighbourhoods who owned their own vehicle.



Graph 2.3: Percentage of respondents who own a vehicle

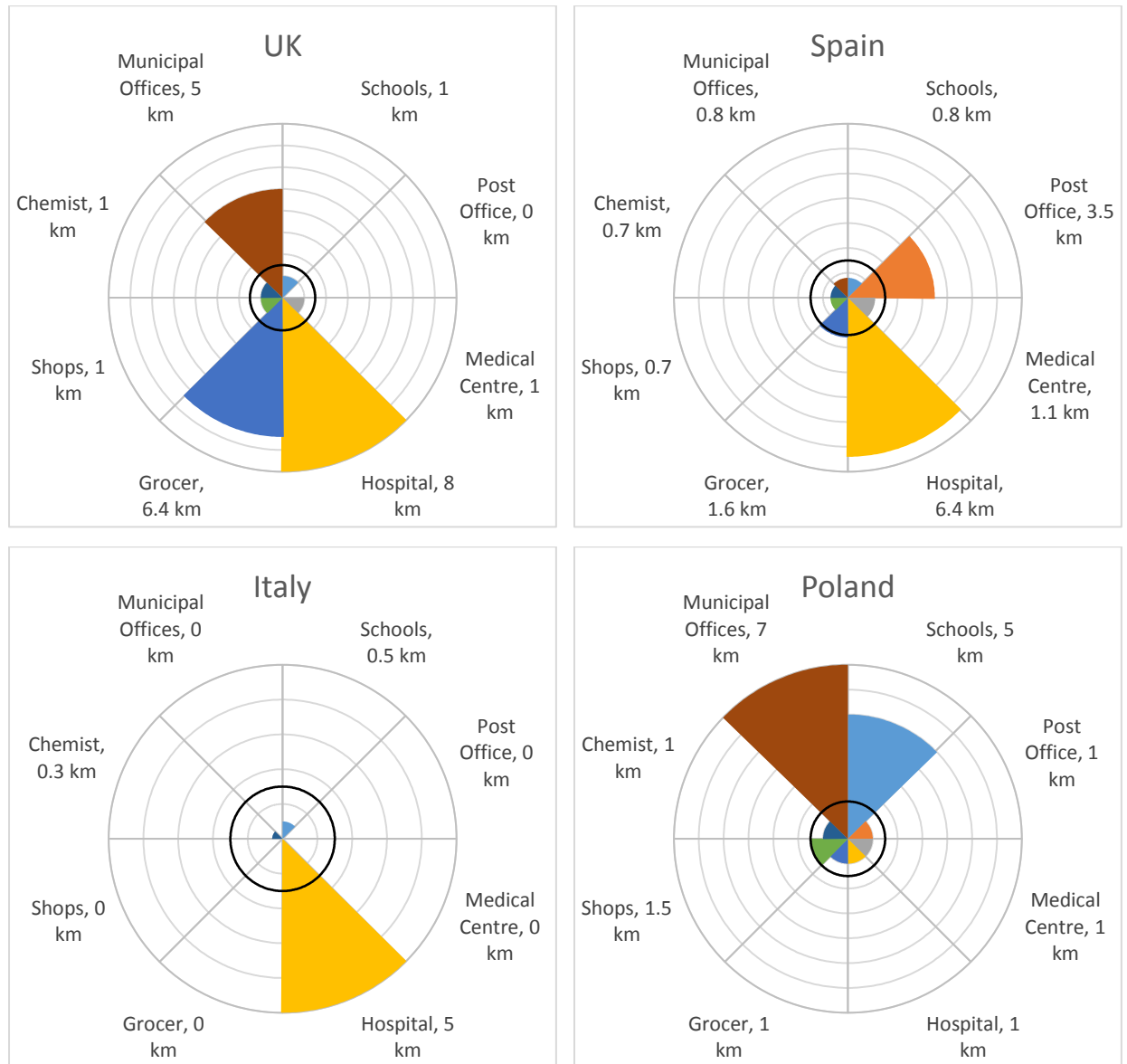
### 2.2.2 The Public Transport User

Promote the flexibility of travel of using the car club scheme at times when multi modal public transport is required to complete a journey or when public transport is unreliable or irregular such as at evenings or at weekends.

# Community Marketing & Engagement

## 2.2.3 The Occasional Taxi User

For a car scheme in a disadvantaged neighbourhood, where some amenities may not be available, promoting the use of the service for occasional car use, such as to access amenities which are not within walking distance (see Graph 2.4) or on public transport routes (hospitals, supermarkets, etc.) would be highly beneficial.



Graph 2.4: Distance to selected amenities in each selected neighbourhood<sup>b</sup>

Furthermore, in areas where users may be financially disadvantaged, the cost savings in opting to use the service for these occasional journeys, rather than using a taxi service, should be highlighted.

### 2.3 What are The Benefits of an Electric Vehicle Car Sharing Scheme?

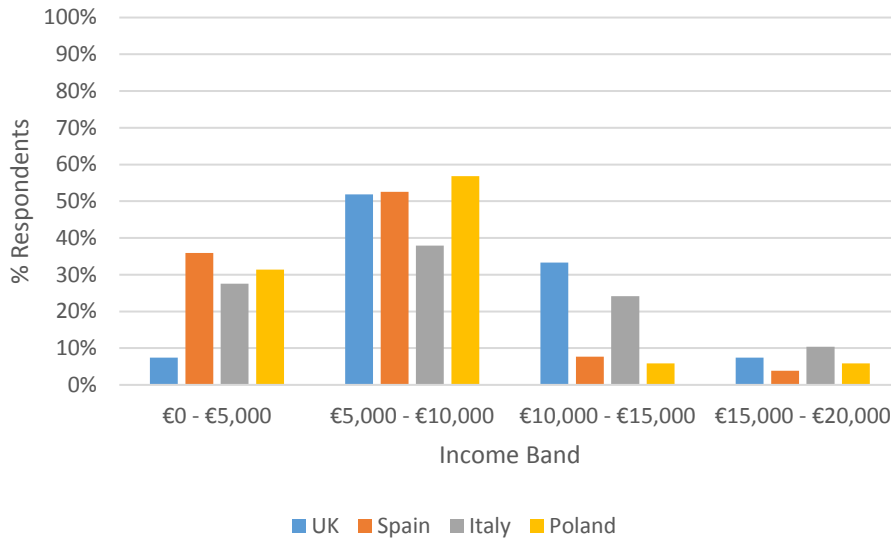
In order to encourage the target market to participate in the car sharing scheme, marketing and promotional material should focus on the potential benefits of using the service:

<sup>b</sup> The black circle indicates a comfortable walking distance of 1.5km from the epicentre of the residential area.

# Community Marketing & Engagement

## 2.3.1 Pay As You Go

The pay as you go aspect for the car club scheme should be a key promotional feature as it provides financial flexibility and allows access to those who may not have a low or irregular income stream. Graph 2.5 highlights the annual income bands of survey respondents in each identified neighbourhood.



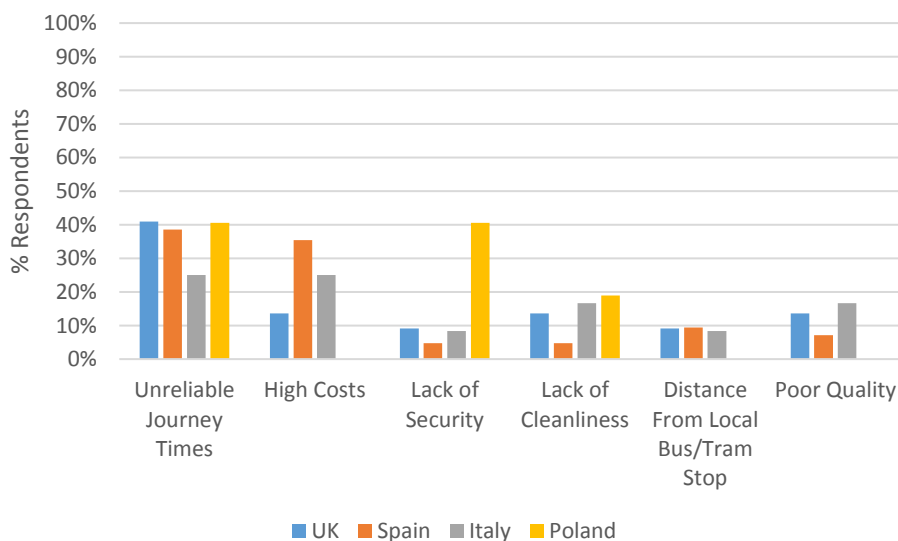
Graph 2.5: Respondents annual income

## 2.3.2 Pre-Payment Card

The prepayment card option should be clearly publicised, along with top up payment methods, as it will highlight that the scheme is accessible to those who may wish to pay in cash.

## 2.3.3 Convenient Travel

Due to the potential limitations of public transport in the neighbourhoods where the car schemes may be in place, marketing material should demonstrate that the service allows users to travel outside of regular public transport service times, notably at weekends and in evenings. Graph 2.6 highlights the identified barriers to public transport use in each neighbourhood.



Graph 2.6: Main barriers to using public transport



# Community Marketing & Engagement

---

## **2.3.4** *Improved Quality of Life*

Outline that the service will provide improved quality of life due to flexibility with travel times and destinations as users are not restricted by public transport routes. Promotional activity could focus on the social aspects of the car scheme such as the enjoyment of visiting family and friends or a family day out at a local attraction.

## **2.3.5** *Easy Access*

The ease of access to the vehicles due to the location of the vehicles and the pre-payment system should be promoted in order to encourage users to engage with the scheme.

## **2.3.6** *Financial Savings*

Identify and promote the potential financial savings of using the service such as:

- Savings compared to taxi use.
- Annual savings versus owning a personal vehicle.
- It is suggested that a cost saver calculator tool on the Car Scheme website or app could be introduced in order to personalise the cost savings depending on the requirements of individuals.

## **2.3.7** *Eco-Friendly*

Promote the environmental benefits of cleaner travel through using an electric vehicle car sharing service, with a particular focus on the reduction of local air pollution.

## **2.4 Using The Scheme**

Promotion material should also outline practical information about how potential users can partake in the scheme. In the case of an electric vehicle car share scheme it is also suggested that practical information regarding the use of electrical vehicles should be provided for potential users:

### **2.4.1** *Test Drive*

Promote test driving opportunities in order to engage with users and encourage them to try the scheme.

### **2.4.2** *Join The Scheme*

Provide information on how to join the scheme and what documentation is required.

### **2.4.3** *Rent A Vehicle*

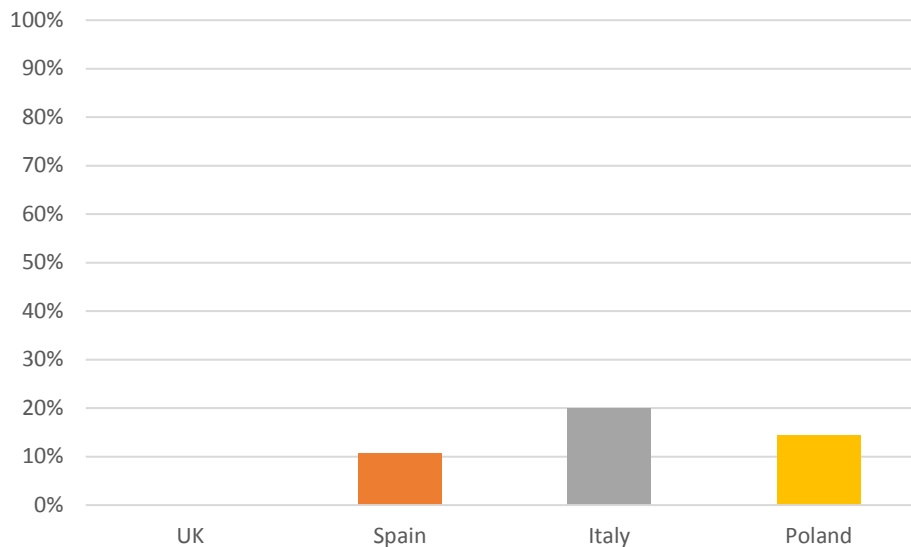
Provide information on how to rent a vehicle such as where and how to book the vehicle, where and how to pay for the vehicle.

### **2.4.4** *Drive*

Provide information on using the vehicle, this is particularly important as some users may not have driven automatic or electric vehicle in the past (see Graph 2.7).

# Community Marketing & Engagement

---



Graph 2.7: Percentage of respondents who have previously driven an electric vehicle

Useful information could include:

- Accessing the vehicle.
- Unplugging the vehicle.
- Checking the battery and range.
- Charging the vehicle.
- Starting and using the vehicle.
- Warning lights and identifying faults.

## 2.4.5 Charging

For electric vehicle car schemes it may be advisable to provide information about charging points in the locality in case these are required by users when on journeys. It is also suggested that a charging point location map is made available, along with directions and terms of use.

## 3 Target Market

In order to ensure that residents engage with the car sharing scheme it is essential to establish who the target market for the scheme is. The target market for an electric vehicle car sharing scheme is outlined below:

- Driving licence holder.
- Does not own a vehicle.
- Owns a vehicle which is used for occasional journeys, or journeys which could be replaced by public transport links and car sharing.

# Community Marketing & Engagement

---

## 4 Marketing Channels

The target market is made up of individuals from within disadvantaged neighbourhoods, who for the most part are from low income households. The selection of marketing channels has been made taking into consideration the accessibility to the target market. Traditional marketing channels may not suffice to engage with the chosen target market, therefore, a combination of traditional and bespoke promotion activities have been suggested to combat barriers to communication.

### 4.1 Public Relations (PR)

Articles placed in neighbourhood newspapers or newsletters, containing general information about the scheme will help spread the word.

### 4.2 Print Marketing

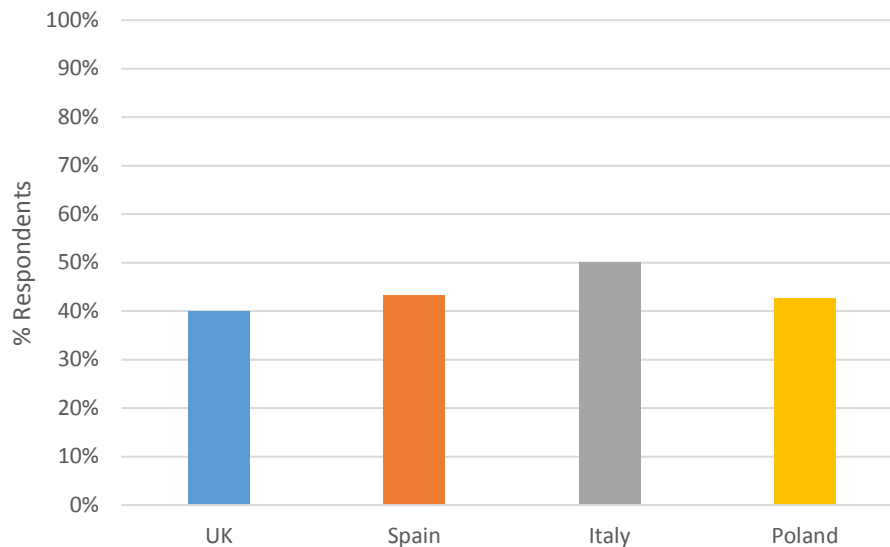
In order to engage with potential users within the target area, it is suggested that, when introducing the scheme, a variety of print marketing is applied. Print marketing material should be concise and focus on how users would benefit from using the scheme. Details of where further information can be found should also be included. The following print marketing channels have been identified as suitable:

- Information panels and posters within the neighbourhood.
- Advertisements at the tram and bus stops, or on public transport.
- Advertisements in doctors' surgeries, hospital waiting rooms and in other public service buildings.
- Widespread leafleting containing details about the scheme.
- Targeted leaflets to residents within easy access to the vehicles. These should be tailored to provide information about the actual vehicle used at the site. Leaflets could be hand delivered in order to enable residents to ask any questions about the scheme.

### 4.3 Digital Marketing

- Website: this is central portal where all information on the scheme can be accessed. The website should promote the use of the vehicles and the opportunities they provide; this may be through the use of a testimonial page, a blog, or event short promotional videos of users using the scheme for activities such as visiting family.
- Facebook: This can be used to provide users with up to date information, as well as encouraging users to promote the car club by sharing the page through social media. Facebook can also be used for users to make enquiries. Someone will need to take responsibility to monitor any social media accounts in order to respond to queries.
- Car Scheme App: An app can be used to promote offers and vehicle availability, as well as any relevant news.

# Community Marketing & Engagement



Graph 4.1: Respondents preference towards smartphone use (i.e. app or website)

## 4.4 Outreach

- A launch event is suggested so as to introduce residents to the service. Engaging with the local community through a launch party can create a sense of excitement and generate interest for the scheme. It would also provide residents with the opportunity to have an induction on electric vehicle use and charging, as well as test driving the vehicles. Free food, such as cupcakes, can be provided at the launch party in order to encourage residents to attend the event and learn more about the scheme. The scheme can continue to be promoted at any future local community events in order to build further engagement with the service.
- Promotion at community groups or community events in order to engage with the wider community.
- It is suggested that the scheme could engage with community leaders, such as the local MP, leaders of religious institutions or neighbourhood association leaders, to further promote the service.

## 4.5 Promotional Incentives

In order to entice users to join the scheme promotional incentives could be introduced. Examples of proposed incentives are outlined below:

- Offer for first two weeks of the scheme: new members receive free drive time (e.g. two hours) with their first booking.
- Members receive free drive time (e.g. two hours) for recommending the scheme if a new member books a drive.
- Members receive free drive time (e.g. two hours) once they have used the scheme for over 20 hours.

# Community Marketing & Engagement

---

## 5 Evaluating Marketing and Promotion

In order to focus marketing efforts once the scheme has been launched and is underway, it is essential to understand which marketing and promotion activities had the highest impact resulting in residents within the neighbourhood joining the scheme. Unfortunately, evaluating the impact of PR and marketing is not always a straightforward process.

It is suggested that members are asked to outline where they heard about the scheme when registering as a member or when topping up pre-payment cards. In order to make this as quick and easy as possible for users, it is advisable that the question be formatted as multiple choice questions, via an online survey.

## 6 Ongoing Communication

Following the launch of the car sharing scheme it is important to ensure that communication is ongoing to encourage new members to join the scheme as well as to maintain engagement from current users. Suggested methods of ongoing communication and promotion include:

- Ongoing updates to the scheme website and Facebook page in order to ensure that up to date information is accessible to users and potential new members.
- Vehicle branding in order to increase awareness of the scheme when they are in use.
- Testimonials from users on their experiences could be used to promote the scheme; these could be used for future marketing material such as posters, as well as on the scheme website.
- Demonstrating neighbourhood involvement in the scheme. One way of doing this would be to have a message board for people to complete the phrase *"I love our EV car scheme because..."*. This message board could be developed into a physical display within the community such as a mural, as well as uploaded digitally on the scheme's social media page, website or app.

## 7 Factors Affecting Marketing and Engagement

This guide has provided an overview of the factors affecting marketing and engagement strategies for the promotion of EV car sharing services within disadvantaged neighbourhoods. A suggested marketing strategy has been developed using the seven Ps Marketing Mix, focusing on the key messages, target market, and marketing channels for promoting the service.

Key factors identified in targeting car sharing in disadvantaged neighbourhoods include:

- **Tailored messaging** to highlight the benefits of the scheme to all potential users.
- **Use of a variety of channels** to present the message.
- **Ongoing communication** to continually reinforce the successes of the scheme.



Climate-KIC European Headquarters  
21 Great Winchester Street  
London  
EC2N 2JA  
United Kingdom