

Shared and digital mobility hubs

Communication plan 2023 - 2024

Interreg
North Sea



Co-funded by
the European Union

ShareDiMobiHub



Intro

This communication plan is developed as part of the mobility hub project in Tønsberg city. The project is a collaboration between the Municipality of Tønsberg, the County of Vestfold and the National Road Authorities of Norway. The goal is to facilitate shared mobility to inhabitants, commuters and tourists in the city of Tønsberg.

The mobility hub project is a pilot study with a timeframe of two years. The communication resources are limited and this communication plan is developed within this frame.

The communication plan covers the first phase (implementation) of the project and will be followed up with a *communication and nudging plan* for the second part of the project (upscaling) during autumn 2024.

How to frame the communication

Why communicate?

Mobility hubs offer services as an alternative to the private car and the goal is to change travel behaviour so that the number of private car trips in Tønsberg city is reduced.

This must be clarified for the potential users:

- 1) mobility hub, what is it?
- 2) what kind of services is provided?
- 3) how to use them.

What do the hubs offer?

Our three hubs offer different modes and services and contain:

- shared cars
- shared kick-bikes
- bicycle:
 - safe bike parking
 - bike workshop

Connected services are busses, taxi, train and pick-up-points for packages. The scale of service varies from small, medium to large (more details in *Deployment report*).

Target groups

Four target groups are identified to be potential users of shared mobility at the mobility hubs:

- residents
- companies / employees
- commuters
- tourists/visitors

Where to communicate (channels)

The following media platforms has been identified as relevant for the first phase of the projects:

- Own websites (included Facebook, Instagram and LinkedIn)
- Local partners websites (included Facebook and Instagram)
- Local media (both newspaper and radio)
- Interreg network

Activity 1 – Recognizable graphic profile

Aim: Create a visible and recognizable profile and wayfinding to attract attention and use

Target travel mode: All modes

Target group: All groups

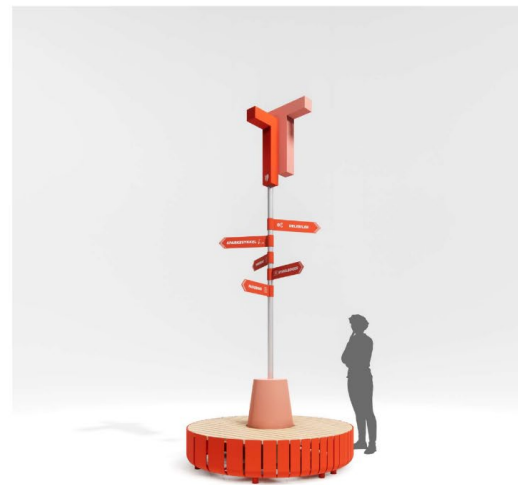
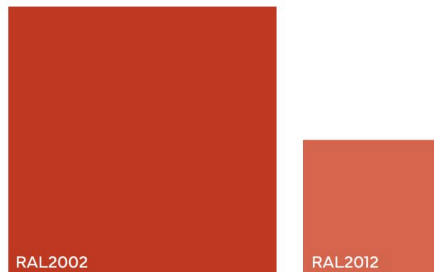
Channels: Physically at the hub and other platforms

When: Development and deployment phase

How: Developed by Jaja Architects

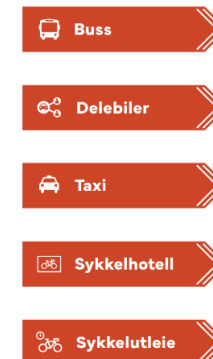


Farger



Veiskiltkatalog

Stasjonsplassen



Kaldnes



St Olavs Gate



Activity 2 – Make the project known

Aim: Create curiosity

Target travel modes: All modes

Target group: residents, companies / employees and commuters, politicians

Channels: Political meeting, local media and own websites

When: Last part of deployment phase (august 2023)

How:

- Communication department at county and municipality prepare proposals in dialogue with the project team.
- Meetings with local media and other local stakeholders with interest (Tønsberglivet)

The image shows two overlapping digital content pieces. The top one is a newspaper article from 'Tønsberg' with the headline 'Nå stenges denne parkeringsplassen - men snart kommer noe helt nytt!' (Now this parking area is closed - but something completely new is coming soon!). It features a photo of two women and text about the closure of a parking area and the introduction of new mobility services. The bottom one is a screenshot of the Tønsberg Municipality website, showing a news article titled 'Arbeidet med nytt mobilitetspunkt starter søndag' (Work on new mobility point starts Sunday). This article includes an architectural rendering of the new facility and text stating that the first mobility point will be built and work will start on Sunday morning, with the area opening and new services starting two weeks later.

Source: Municipality of Tønsberg and Tønsbergs blad (local newspaper)

Activity 4 – Kick off (Åpningsarrangement)

Aim: Create buzz about the project

Target travel mode: All modes

Target group: All groups

Channels:

- Own websites (included Facebook, Instagram and LinkedIn)
- Local partners websites (included Facebook and Instagram)
- Local media (both newspaper and radio)
- Interreg network
- **When:** Opening day 29th of September 2023

How:

- Invite local partners, politicians, local press, colleague
- Create good atmosphere, coffee, cake and good vibes



2/16
SYKKELVERKSTED: Guillermo Paine (til venstre) og Edward Bernard Muszalski jobber som sykkelreparatører i Pedalkraft, som nå har fått et verksted på togstasjonen i Tønsberg. Der kan de ta i mot sykler som trenger reparasjon og service. – Vi er veldig glade for at vi i Pedalkraft har fått denne jobben, sier de.
Foto: Sidsel Winding-Stavseth



5/16
SAMARBEIDER OM PILOTEN: Mobilitetspunktet etableres i samarbeid med Vestfold og Telemark fylkeskommune. – Fylkeskommunen har som overordnet mål å jobbe for reduserte klimagassutslipp og bidra til at byene utvikler seg i en attraktiv og klimasmart retning. Å teste ut nye løsninger gjennom å jobbe med piloter gir oss verdifull innsikt i hva som kan være løsninger på fremtidens transportutfordringer, sa utvalgsleder Mette Kalve fra fylkeskommunen.
Foto: Sidsel Winding-Stavseth

Anne åpnet noe helt nytt i Tønsberg: - Vi må innstille oss på å bruke mindre bil

Publisert:
29.09.23 20:30

Del

Det var stort oppmøte da ordfører Anne Rygh Pedersen åpnet plassen som skal gjøre miljøvennlig transport enklere i Tønsberg. På den hesteskoformede plassen foran togstasjonen er det nå på plass et sykkelverksted, utleie av elsykler, elsparksykler, og delingsbiler.



6/16
BEGEISTRET: – Dette er nytenkende og positivt. Vi vet at mange starter og avslutter tur med elsparksyklene her. Det er veldig flott at forskjellige transportløsninger blir samlet, sier Vegard Aarskog (foran) og Hans-Fredrik Fredriksen i Surf elsparksykelutleie. De jobber for tiden med å få til en mulighet for å dele ut hjelmer også.
Foto: Sidsel Winding-Stavseth

Activity 5 – Winter activity

Aim: Increase winter cycling and the activity at the bike workshop at the railway station

Target travel mode: Bicycle

Target group: All groups

Channels:

- Own websites (included Facebook, Instagram and LinkedIn)

When: Desember 2023

How:

- Digital campaign by the communication department

Vintersykling er populært i Tønsberg

Gratulerer til 20 heldige personer som ble trukket ut som vinnere av vintersykling konkurransen vår. De møtte opp på Farmannstorget i dag og fikk sine nye dekk. I tillegg ble vinterdekkene gratis skiftet og montert på sykkelen av gutta fra Skaperverkets sykkelverksted.



Her trekker ordfører Anne Rygh Pedersen fire vinnere av refleksjakke sammen klimarådgiver Hanne Fossen-Thaugland.
Fotograf: Irene Wilhelmsen

Illustration: Examples of previous campaigns.
Source: Tønsberg kommune

Activity 6 – «Boost” different transport modes

Aim: Create buzz about the project

Target travel mode : All modes

Target group: All groups, but especially companies / employees

Channels:

- Own websites (included Facebook, Instagram and LinkedIn)
- Direct information to companies / employees around the hub at the station

When: Spring 2024

How: Communication department at county and municipality prepare proposals in dialogue with the project team.



Illustration: Examples of campaigns,
Source: Getaround, Municipality of Fredrikstad and Bane NOR

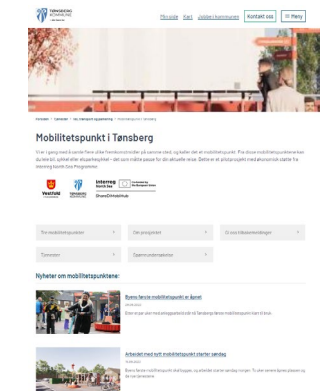
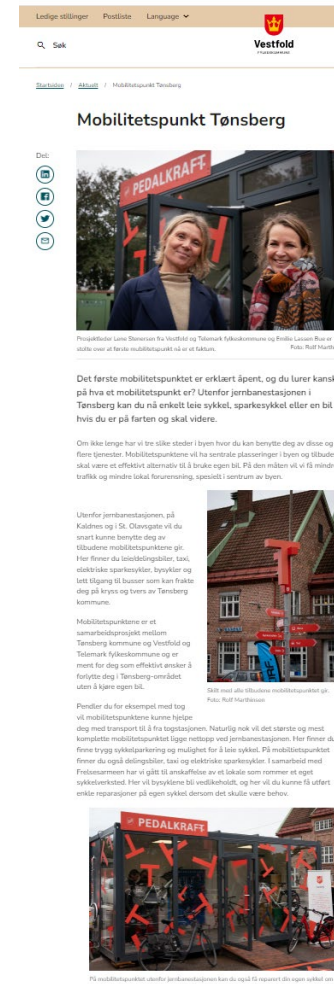
Evaluation per august 2024

Throughout the first phase of the project the goal was to ensure that the different facilities at the hubs worked both physically and digitally, and that adjustment were made along the way.

Now we experience that the different facilities are working, but we see a need to make some adjustments.

Behavioural changes require that citizens act. We need more tools to move people in the desired direction. For the next phase of the project, we therefore see a need to:

- Further develop the visual profile of the mobility hub
- Develop a nudging plan



Pictures: Some preliminary output from the different activities
Source: Tønsbergs blad and Municipality of Tønsberg