



Proposal for a monitoring and engagement programme

Emergency Active Travel Fund



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The fund's primary purpose is to significantly enhance the safety of both pedestrians and cyclists on local highways. Up to 20% of a bid can be for 'temporary infrastructure measures that local authorities are unable to capitalise'. In addition, the Department for Transport will consider bids for other complementary behaviour change measures, 'should authorities feel they can accommodate them within their indicative allocations', as part of an integrated package that meets the Fund objectives.

Monitoring and Engagement

The BetterPoints system can promote any deployed measures such as temporary pop-up bike lanes, and it can motivate and reward people for using the new infrastructure. Importantly, the system records the user journeys via GPS tracking partial and full use of new infrastructure, and then have the ability to send specific content or surveys to those users.

As a monitoring solution the BetterPoints system provides access to user demographics, all tracked journeys (origin to destination), usage of new infrastructure, survey responses and more.

A typical user journey is to create a geofenced space, whether that is a pop-up bike lane, extended pedestrian area, Park Active parking area, or high street. The BetterPoints system can then track the various modes within those defined areas, and reward accordingly. In addition, we can trigger specific messaging to people who have used the defined areas, and equally to those who have not. We can also trigger short surveys to get immediate feedback on a user's experience and suggestions for improvements.

Importantly, you can review this data as part of entire journeys to see where people start and end their journeys whilst also using the new infrastructure.

About BetterPoints

BetterPoints is an award-winning behaviour change platform targeting modal shift from single occupancy vehicle (SOV) journeys to any form of sustainable travel – from walking and cycling to public transport to shared mobility services.

The core elements of the system are designed to address individual needs within population groups – not a one-size-fits-all approach – and they are as follows:

Gamification

This is the definition of the goals for people to achieve in order to be rewarded. The criteria within these goals set:

- the desired mode (e.g. public transport)
- minimum distance/duration of the activity (e.g. minimum 1 mile)
- frequency (e.g. at least 3 times per week)
- dependency (e.g. you must have done x in order to get y)
- location (e.g. journey must end at defined area - school, shopping centre, etc.)

- what is the reward (e.g. points, prize draw entries, a discount voucher)

There is a myriad of options for creating these goals to be motivating to different types of people and to maintain interest across a diverse user base.

Tracking

As an evidence-based solution, the app tracks in detail, using the GPS module of smart phones, how people move around. Users are encouraged to allow the app to automatically track, and the system determines the actual travel mode, allowing users to correct the mode if incorrect. This builds a deep dataset of travel choices, reflecting existing habits and changes to travel behaviour.

Reward Management

BetterPoints have built a reward management system that allows ease-of-use and flexibility of redemption whilst maintaining security. It supports all major forms of reward redemption and can integrate with third party systems for mobility credits.

Smart Messaging

The essential component to bring everything together is the Smart Messaging tool, which follows an individual's journey, reflecting who they are, where they live and work, which activities they have completed, and more. Within this there is a survey/polling function that can deliver traditional baseline and exit surveys, short polls and ecological momentary assessments (questions asked at the time of the activity).

Incentives

The BetterPoints system is designed to accommodate different reward mechanisms from cash-value vouchers through to virtual rewards like medals. The allocated amount in the budget for rewards is purely for that purpose and can be added to at any time based on the requirements of the project. The costs can also be reduced if local sponsors such as retailers or other local businesses offer rewards or in-kind services.

These incentivised rewards can be directly linked to supporting the local economy. For example, travelling by car to a designated Park Active site, and then cycling or walking to the local shopping area could immediately trigger a time-sensitive voucher to be used that day.

Proposal

This proposal is for a six-month BetterPoints Programme to promote the use and monitoring of temporary infrastructure such as pop-up bike lanes, extended pedestrian areas, Park Active car parks, and other designated areas.

Pricing

The costs include the following for a six-month project from October 2020 through March 2021 targeting the goals of a successful Emergency Active Travel Fund bid.

Annual Software Subscription Licence £6,000

This includes hosting, maintenance, backups, upgrades and bug fixes, access to data, and user support. (pro rata for period)

Programme Design and Configuration and Management £3,500

This includes the configuration of the system setting up of geofenced areas, goals, rewards, and associated messaging.

Project management £9,000

Recommendations on deployment of behavioural change approaches to maintain user interest and engagement, adjustments to gamification engine, reward management, geofencing new areas, content and smart messaging.

There will be access to admin dashboards for real-time results and a standard evaluation report which covers reach and engagement (user numbers and activities), survey/in-app question results and user case studies.

Incentive Rewards £4,300

This is the amount of money allocated to reward the users as part of the incentivisation/reward process – which in turn funds the high street vouchers or is paid to the project partners (transport operators, local merchants, etc.).

Total £22,800

At the forefront of technology-led behaviour change since 2010

At BetterPoints, we combine technology with data, incentives and insights for effective, measurable behaviour change.