



## Deliverable Name

Strategic Plan D.T3.1.1

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## Summary sheet

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# ESB eBikes Strategic Plan

## Background

ESB X\_Site is delighted to be launching a pilot eBike share scheme in Dublin in 2022. This project originated in X\_Potential 2020 programme as the hubX project – delivered by Jim Boyle, Alan Craven, Emlyn Lang and Maire Scully.

ESB eBikes will be coordinated by ESB with operational support from mobility solution providers, Bleeper, Moby and Duckt, and all 4 Dublin local authorities. As part of the scheme, we will place eHubs, each with charging stations for 8 eBikes, throughout the suburbs of the City. When launched, commuters can rent an eBike from a charging station for a day, travel into the city and return the eBike to the same charging station later that day.

ESB eBikes is proudly a member of the Interreg eHub consortium and will co-operate with consortium partners for the duration of the pilot. Our pilot scheme is also being conducted to gain valuable research on the propensity of Dublin commuters to switch from using private cars to a shared low carbon travel solution – eBikes. We will share the project's findings with all partners, with the ambition of promoting low emission shared transport solutions throughout Ireland and Europe.

## Objectives

### Business Objectives

#### *Promote ESB's strategy to reach Net-zero emissions by 2040*

This scheme offers a clear way forward in decarbonising Irish society by offering an alternative low-carbon transport method. In doing so, we aim to displace private cars from the road showing ESB's commitment to reaching net-zero emissions by 2040.

#### *Metrics*

- Surveys
  - Gauge the amount of users who previously would use cars for similar journeys.
- Point to a clear carbon saving that this scheme provided.
- Replaced car journeys for at least 30% of users of scheme

#### *Promote ESB's status as an innovative company*

This scheme shows ESB's status as a modern innovative company which will try innovative solutions to reach net-zero emissions.

#### *Gather valuable data to be used for future sustainable mobility projects*

This scheme is being conducted to gather as much data as possible to discover if the scheme has meaningful impact on reduction in private car usage. ESB will share data from the scheme with Interreg Consortium so that project data can be used for the benefit of European mobility projects in the future.

## Marketing Objectives

### *Drive Awareness*

We are aiming drive as much awareness of the scheme as possible. By the end of 2022, in a brand recall and awareness test for Mobility as a Service providers (MaaS), we would like 50% of participants to have a top of mind awareness and 70% unaided awareness of ESB as a MaaS provider Also we would target X number of press mentions.

**Top of Mind Awareness:** Which companies first come to mind when you think of MaaS Providers?

**Unaided Awareness:** Which companies are you familiar with?

### *Sign ups*

We are targeting to have 250 concurrent subscribers on average throughout its duration. The aim is to reach 250 subscribers after 2 months of operation. We are aiming to 10,000 users over the project's lifecycle.

### *Bike Usage*

We are targeting the bikes to be in use at least 70% of operating hours (5am-12am).

### *Retention Rate*

75% Retention rates of subscribers month on month throughout the pilot's lifecycle

### *Conversion Rates*

15% conversion rate from add to website visitors

- 30% of daily users become subscribers

### *Advocacy*

Create advocates on social media platforms who will promote ESB eBikes. Target a customer satisfaction rate of at least 7.5 out of 10 based on survey responses.

## **Target Market**

Our prime prospect will be commuters who drive from outside of Dublin towards the city centre aged 25-40. Research from similar projects indicate that this age cohort are the early adopters of such a scheme.

We should also target residents in the vicinity of eHubs who would use cars.

Finally, we will target tourists especially at the coastal locations (Howth and Dun Laoghaire)..

Table: Strategic Target

Primary	Secondary	Tertiary
25-40 y/os who drive into Dublin from commuter belt	Residents within 1km of eHubs	Tourists (Howth and Dun Laoghaire)

**Key Proposition/Offer incl. features & benefits?**

*ESB eBikes is an accessible and sustainable way to travel to avoid traffic congestion and reducing commuting times.*

- Avoid physical exertion enabling further travel distance than non-electric micro mobility
- More accessible micro mobility
- Avoid Congestion
- Reduced Commuting Times
- Solves the 'Last Mile' dilemma
- No parking fees

Insights	Commuters want an affordable method of transport in Dublin while avoiding Congestion	Commuters need a reliable service	Commuters value sustainable transport methods
Benefit	<ul style="list-style-type: none"> <li>• No Parking Fees</li> <li>• Avoids Congestion</li> </ul>	<ul style="list-style-type: none"> <li>• Booking up to 5 days in advance</li> </ul>	<ul style="list-style-type: none"> <li>• Low carbon transport method</li> </ul>

**Risk of churn**

- Customers less likely to continue using scheme if it has poor ease of use, they find it is not cost effective for them, hardware is not functioning as intended.
- Nothing locking customers into long-term contract
- Monthly subscription option exists

## Communications Plan

**The 5 Core Parts of ESB's Message**

1. Delivering Zero Carbon Future
  - a. eBikes significantly less carbon intensive than cars (see graph below)
2. ESB committed to innovation and exploring new ways of achieving this goal
  - a. X\_Potential, staff ideas programme

3. Affordable Service
4. Accessible Service
5. Enabling a carbon and Energy efficient society
  - a. Providing the infrastructure to enable this society and the MaaS industry to achieve

### Customer Journey

1. *Motivation: Customer wants to commute into Dublin City*
2. *Problem: High parking fees, fuel costs and congestion in journey*
3. *Awareness: Physical presence of stations, online advertising, PR, Radio and print news*
4. *Consideration: Website, download app and registration, Reviews*
5. *Purchase: Clear Instructions, Purchase first ride in app.*
6. *Retention: Feedback, community, ease of use, cost savings, customer support, subscription*
7. *Advocacy: Word of mouth, reviews, answer surveys*

### Customer Journey Steps

1. Customer discovers ESB eBike scheme through advertising, word of mouth, seeing the stations in place.
2. Customer directed to app/website
3. Customer downloads app and creates an account
4. Customer books first ride up to 5 days in advance
5. Customer chooses per day or monthly rate
6. Customer travels to eHub, scans bike to unlock
7. Customer uses bike to travel into Dublin city
8. Pauses journey and locks bike using chain lock provided by bike operator
9. Carries out activity in city
10. Returns to bike and unlocks it
11. Cycles back to eHub and locks bike in station
12. Customer provides feedback on experience through app
13. Customer adopts ESB eBikes as part of commuting habits

### Potential Pain Points

Pain Points	2 Apps	A-A Solution	Lack of high quality cycling infrastructure
<b>Problem</b>	Moby and Bleeper Division	Customer must return bike to same stations they started journey from.	Some people believe cycling is unsafe as there is not adequate cycling infrastructure present.

## External Communication Plan

Medium	Radio	Local Advertising and competitions	Digital Advertising	Travel Websites	Sponsors
<b>Comms objective</b>	Raise awareness of scheme to as broad a target as possible	Call to action for customers. Ride now to be in a chance to win....	Call to Action. Give clear instructions on usage including video.	Call to action and raise awareness of scheme to Dublin tourists.	Call to Action. Give their story of how they use the scheme.
<b>Mechanism</b>	Appear on radio programmes in the morning/evening during commuter hours.	Put up posters in areas in vicinity of hubs.  Create a competition in local shops that people can participate in.	Paid advertising on social media sites.  Set up own social media channels.	Set up page on Trip Advisor.  Engage with travel blogs.	Pay 'influencers' on social media to promote product to followers.