## Q. Where did use advertise the ULEZ in Kent prior to it coming into effect and after? Please include every advertisement you used.

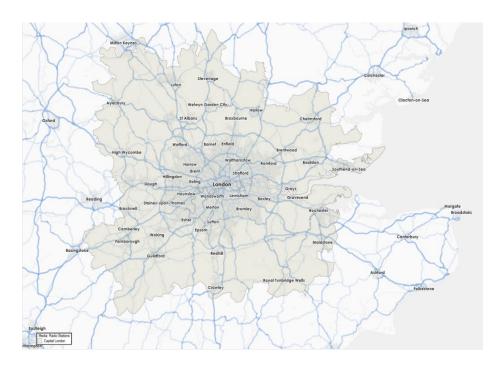
TfL ran a large-scale multi-channel comprehensive information campaign targeting both private and commercial vehicle owners in both London and the surrounding areas with the aim of raising awareness about the expansion of the Ultra Low Emission Zone. The campaign launched 5 October 2020 giving drivers over a year to prepare for the expansion on 25 Oct '2021. Advertising has continued to run post the zone expanding and will continue to do so until March '22.

The messaging explained where and how the expanded ULEZ will operate, the hours of operation, which vehicles were affected and the required emissions standards, where to check a vehicle, and the cost of the daily charge and how to pay should their vehicle not meet the required emissions standards. There is also detailed information on the TfL website including a downloadable leaflet and maps.

Whilst most of the advertising channels used reach drivers in London, some of the lead channels used such as radio, TV and video on demand as well as specialist press reach a wider audience outside London, including those who live and drive in Kent such as Bexley, Bexleyheath, Sidcup and Dartford.

The following advertising and direct marketing channels were used to raise awareness and provide detailed information, reaching drivers in London and surrounding areas:

• Radio - Our radio adverts ran on the following stations: Absolute Radio, Capital London, Gold London, Heart London, Jazz FM, Kiss (London and network), LBC, Magic and Radio X London, Sunrise and Smooth London. The airtime has an overspill of 25-30 miles radius outside of London subject to the terrain. The radio stations cover the same transmission area which includes West Kent up to Maidstone and south to Royal Tunbridge Wells. The map below shows the radio transmission area:



• TV and video on demand — From 4-24 Oct '21 an advert explaining where the expanded zone would operate, the launch date and how to check your vehicle appeared on ITV, Channel 4, London Live and video on demand channels. Whilst the airtime was predominately aimed at London, ITV and Channel 4 airtime has an overspill of up to 50 miles outside of London subject to the terrain. See below coverage maps.

## ITV coverage map:



## Channel 4 coverage map:



- Roadside posters a poster appeared on the Rochester Way Relief Road from 6–19 September 2021. This was part of a wider poster campaign in London with adverts at key roadside locations, on bus shelters and large format cross-track posters on the tube running from Oct '20. Posters also appeared on the public transport network.
- Specialist press titles adverts appeared in the following national titles, What Van?
  Business Car, Fleet World, Van Fleet World, Van User, Electrical Contracting News,
  Electrical Time Magazine, Heating and Plumbing Monthly, Motorcycle News, What Car?

And Route One.

- Pan London and regional press titles adverts appeared in the Evening Standard and Metro and in the following regional press titles: Barnet Borough Times, Brent & Kilburn Times, Bromley & Lewisham News Shopper, Barking & Dagenham Post, Camden New Journal, Docklands & East London Advertiser, Enfield Independent, Greenwich Info, Richmond Times, Ilford & Woodford Recorder, Islington & Hackney Gazette, Islington Tribune, Newham & Stratford Recorder, Southwark News, Wandsworth & Wimbledon Times, West London Gazette, Wharf Life, KCW Today, Your Local Guardian.
- Social media and online video social media adverts ran on Facebook and Instagram and online video targeted London drivers via third party websites providing visual clarity on the area where the ULEZ expands up to.
- Google search adverts directed those interested to the TfL website for further information and to check their vehicle using the online vehicle compliance checker.
- **Digital display adverts** including via Waze, a wayfinding navigation app, providing information to drivers of the new expanded boundary and where it operates.
- **Digital radio** within London targeting "London auto owners" and priority London boroughs with high levels of non-compliant vehicles.

## In addition to the advertising:

- Emails to the TfL database we sent over 5m emails to customers registered on the TfL database during the period Oct '20 and Oct '21. During this period, c2.5m registered TfL customers who do not have a London Postcode associated with their TfL record were sent emails. Of these registered customers, c.115,000 were customers with a Kent postcode on their record.
- Engagement with stakeholders in Kent we offered briefings to all Kent MPs in constituencies bordering London, and to Kent County Council's Director of Highways, Transportation and Waste. Meetings were held with national bodies including the RAC, AA, British Vehicle Rental and Licensing Association, British Retail Confederation, National Market Traders Federation, the Royal College of Nurses, the TUC, and most of these included pieces on the ULEZ expansion in their national and/or regional publications.
- Press A number of press releases were issued during the course of the campaign and they achieved widespread coverage. Coverage also appeared in the Kent and Dartford Messenger and on BBC radio Kent. A number of articles appeared in national broadsheets such as the Financial Times, The Times, Guardian and Independent. There were a series of media events that resulted in the BBC and ITV interviewing the Mayor of London about the ULEZ and it was discussed on BBC London Radio and LBC.

- DVLA mailings -1,068,486 letters were sent to registered keepers of non-compliant vehicles seen in the zone via the DVLA during July, August, September and October 2021. TfL doesn't hold details of the registered keepers, so we are unable to advise how many of these letters reached drivers in Kent.
- Face to face leafleting took place for 6-weeks from Saturday 28 August to Friday 15 October. The activity focussed on visiting locations with high natural footfall e.g. shopping centres with 80,000 leaflets distributed across 22 London boroughs.
- Leaflet door drop 633,659 leaflets were distributed 11-28 January 2021 to residents living within a 1.1km radius outside the boundary and 1.875km radius inside the boundary of the expanded zone.
- Signage early warning signage was installed at entrances to the expanded zone between July and Sept '21, explaining the ULEZ was coming on 25 Oct 2021. In addition, c.130 electronic variable message signs, on main roads throughout London were used to raise awareness of the start date of the scheme. These appeared two weeks ahead of the zone expanding and remained in place, two weeks after the expansion. This was followed by permanent signage at every entry point along the boundary and along key arterial approaches.

Post 25 Oct '21 advertising continued on the radio, digital display and via Google search as well as posters. In addition, c.2m emails were sent to registered customers on the TfL database. In addition, Waze (a wayfinding driving app) provides information if a destination is affected by the Ultra Low Emission Zone.