





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.