Bolt 2021 Modal Shift Programme

Results & Learnings

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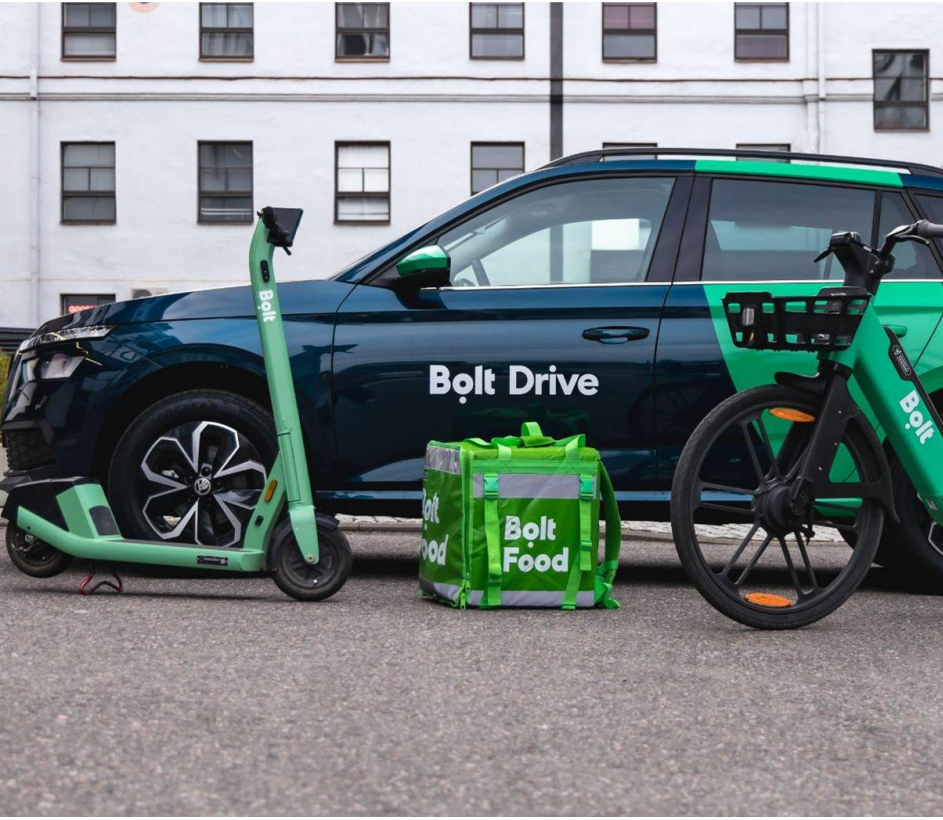Congestion + sustainability = cities must transform

Challenge 1; Replace cars with better mobility options
         (not just e-scooters)

Challenge 2; Incentivise citizens to choose the better option

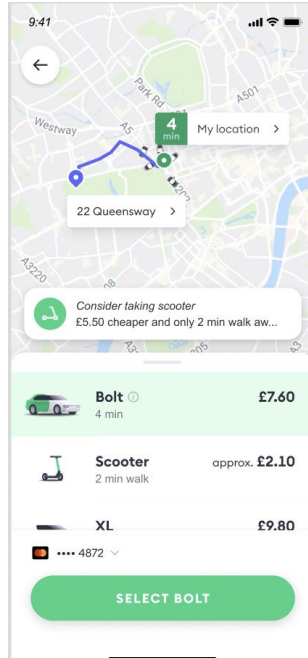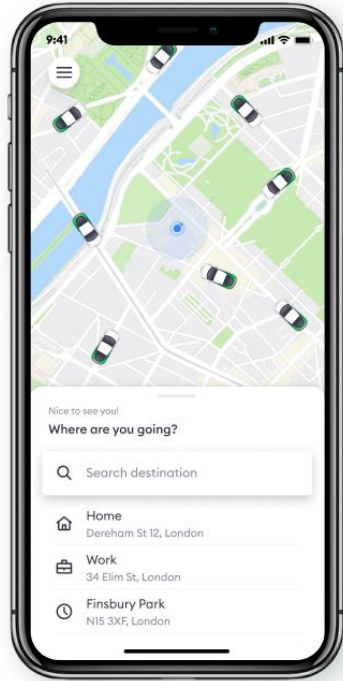# Challenge 2; Can we incentivise smarter mobility ?   Spoiler: Yes: Bolt 2021 Modal Shift Programme

- Makes users aware of sustainable choices
- Explores the potential of a multimodal platform like Bolt's
- Nudges behavioural modification
- Shows that stimulating a modal shift is possible

First pilot
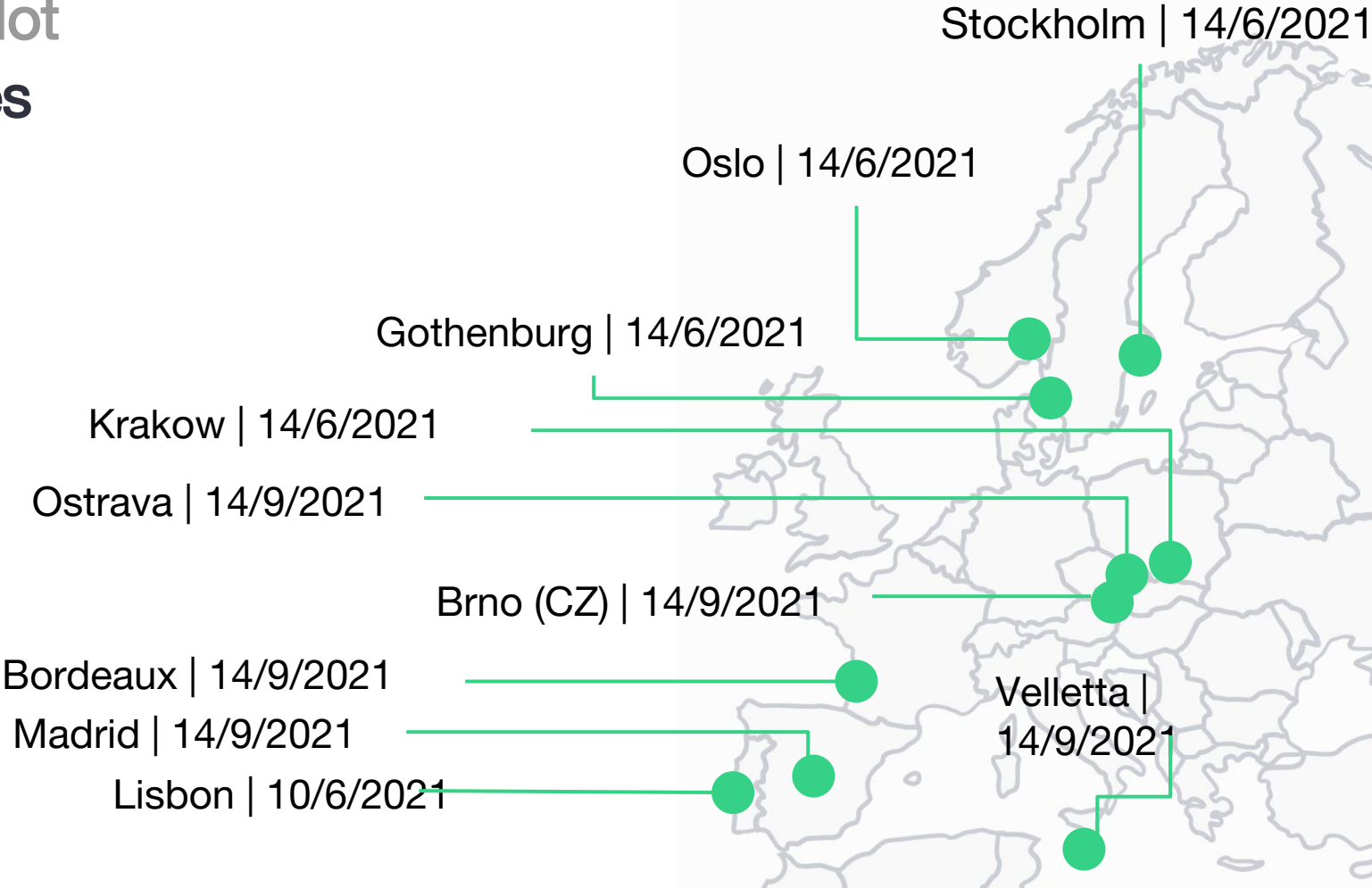# Modal Shift Programme, the offer

Selected user group saw an e-scooter category IF:

- E-scooter available within 300 meters
- RH trip max. 3km

June 2021 until October 2021. Phase 1: applied to RH users in selected cities

First Pilot
10 cities

Stockholm | 14/6/2021

Oslo | 14/6/2021

Gothenburg | 14/6/2021

Krakow | 14/6/2021

Ostrava | 14/9/2021

Brno (CZ) | 14/9/2021

Bordeaux | 14/9/2021

Madrid | 14/9/2021

Lisbon | 10/6/2021

Velletta | 14/9/2021

First Pilot
Results

77,000 users were shown scooters in the menu

Total number of users involved: 387,000

City with highest conversion rate: Lisbon

Without nudge, if a user searches for a taxi ride, chances of them switching to e-scooters in the Bolt app is between 0.3% and 2% (depending on the city)

With a nudge: During the test, we've seen that a user was between 25% and 210% more likely to take a scooter ride instead of a taxi ride (depending on the city) than users in the control group

Differences between cities depend on local habits + preferences and strength of ur fleet (no. of vehicles on the street)

First Pilot
Learnings

- Significant differences between cities
- Long term effect;
    - In Stockholm and Lisbon particularly, we saw that approx. 2.5% (Stockholm) and 5% (Lisbon) of users took a scooter again after they had acted upon our nudge
- Proximity matters;
    - **90%** of users converted had a scooter within 100m available
- Nudging more effective
    - when the **ETA was high**
    - surge multiplier was high or
    - where the roads were congested

Second Pilot
The other way around

- Target user: scooter riders
- If no available scooter nearby (300 meter), a taxi trip was suggested instead
- We worked with a user group and control group (50/50)
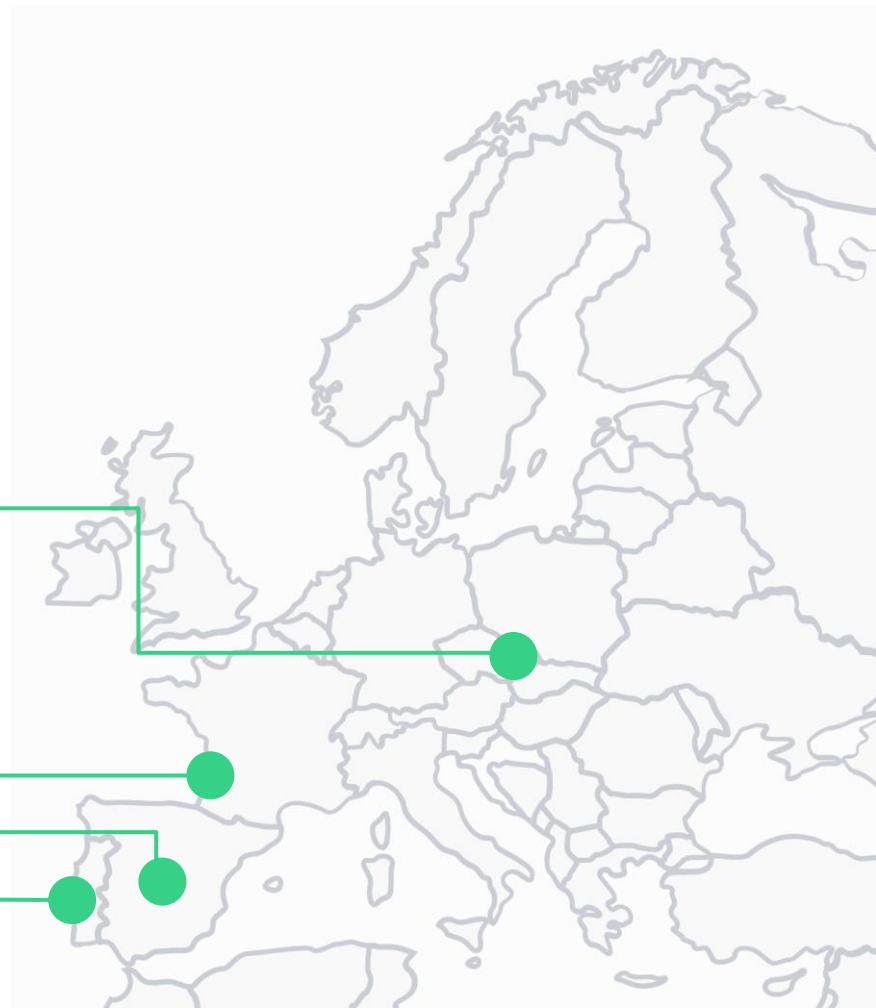- Live in 4 cities: Bordeaux, Prague, Madrid, Lisbon

Second Pilot
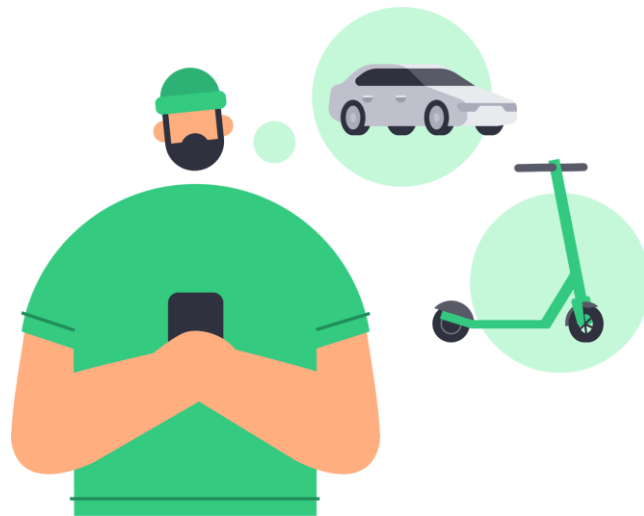Live in 4 cities

Prague | 14/9/2021

Bordeaux | 14/9/2021

Madrid | 14/9/2021

Lisbon | 14/9/2021

Second Experiment
Progress

- Why? Offer user the safest option, e.g. taxi is preferred at night, after drinking
- Help user choose the mode that is most convenient in a given situation
  - So far; total number of users involved: 135,000
  - So far, 47,000 users were shown taxi's in the menu
  - So far; no statistically significant results of increased likelihood to take a taxi

- Next steps
  - Cooperation, evaluation and research report by TØI (expected early 2022)
  - Bolt Modal Shift Program 2.0
    - Larger scale
    - Developing / understanding nudging techniques
    - Continuous learning and data sharing
    - Running from April-September 2022

Summary

As a multi modal operator, we are / will be able to incentivize behavioural modification. Thus, we hold the keys for quicker transformation. We are willing to share these keys with cities.

multimodality ɪz dɑː ʃɪt !

Bolt

Tack!

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