Mapping mobility

Community Communication Strategy

Background:

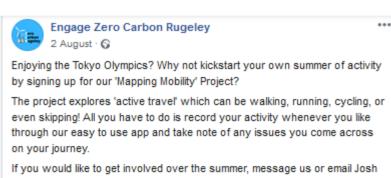
This document outlines our communication strategy for the future of the Mapping Mobility project. It outlines the key findings learnt from reviewing the communication approach taken during the accelerator period and outlines how the project team will use this, and other approaches, to communicate the project to the Rugeley community in the future.

Key learnings from our communication approach during the accelerator:

We have posted a variety of different pieces of content pertaining to the 'Mapping Mobility' project. Some of this information was informative, as in figure 1 below, whilst some of it was more recruitment driven, as in figure 2.



Figure 1: An example of an informative post.



on Joshuadevlin1818@gmail.com

Find us on Instagram and Twitter: @engagezcr

#Olympics #Tokyo #ZeroCarbonRugeley #Rugeley #Energy #ZeroCarbon



Figure 2: An example of an informative post.

Informative posts typically received less engagement (unless ads were used) but were nonetheless important for ensuring the community had the opportunity to learn more about active travel. The community responded well to the prospect of events.

Critically, we also learnt a significant amount about **when** to post on social media. As reflected in figure 3 below, posting about Mapping Mobility between the hours of 5-7pm received far more engagement than posting between 12-3. Posting between 10-11am also saw significant engagement.



Figure 3: Details regarding the level of engagement with posts.

We also saw significant benefits from using paid advertisements to increase engagement

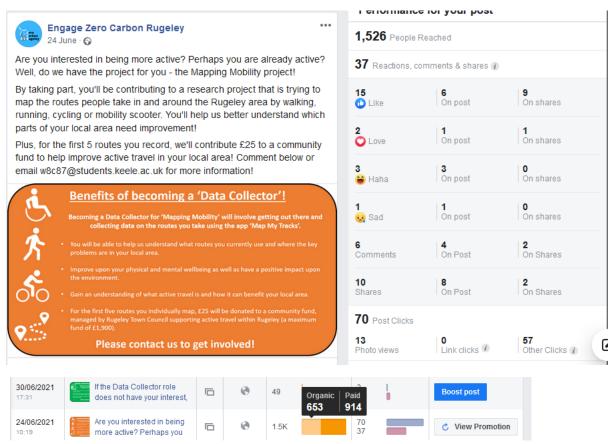


Figure 4: The benefits of using paid advertisements.

Using ads also helped us reach people that wished to relay their experiences of active travel:

I've noticed that when going from the Main Road Brereton, through Brereton and Ravenhill park to get to Armitage Road that the bottom gate on Armitage Road is not accessible by wheelchair, mobility scooter, walking frame, or bicycle. My friend cycled to meet me in the park and they had to lift their bike over. There is a larger gate next to it that cars can fit through, but it is locked. Like · Reply · Message · 8w Author Engage Zero Carbon Rugeley Hi your comment! This is exactly the type of barriers to active travel we are looking to identify within Rugeley. If you or anyone you may know are interested in taking part in any of the three roles within the 'Mapping Mobility' project, please do get in touch! Like - Reply - Commented on by Josh Devlin [?] - 8w

Figure 5: The benefits of using paid advertisements.

We did however encounter some resistance to the use of ads to promote the project:

No thanks and I can't understand why this is a constant advert on my social media when I don't agree with any of the brainwashing, nobody wants Rugeley to become pedestrianised and have stupid emmitions zones so for all those thinking of taking part this is what you'll be signing up to.

Like · Reply · Message · 8w · Edited

Figure 6: An example of resistance to using ads on Facebook.

SWOT analysis of current communication approach:

Strengths	Weaknesses
Good amount of material produced.	Limit participant recruitment to project thus far.
Good understanding of when to post to boost engagement.	
Good links with local community stakeholders.	
Positive reactions to the project thus far.	
Opportunities	Threats
Potential to run in-person events.	Limited engagement means project is unsuccessful.
Growing interest from district council and	Community and of anning ada
other key stakeholders.	Community grows tired of seeing ads promoting the project.
Expansion of engagement across other	
social media platforms (twitter, Facebook,	
Instagram and Linked In)	

Future communication:

There are a number of steps we will take to embed this learning into our communication moving forward:

• To post content that the community will engage with:

We have learnt a significant amount about what the community will engage with, including the type of content they enjoy and when to post. This will be used to

determine how the project is advertised online in the future.

• To work more closely with local stakeholders:

The project has been well disseminated to community gatekeepers and local authorities. We will work with them to advertise the project at other local events. For example, we are also organising a 'check your bike' weekend with Rugeley Town Council, whereby money from incentives will be used to find bike checks and/ or repairs. This will provide an opportunity to recruit more citizen scientists. Finally, we will continue to work with Cannock Chase District Council to develop the project further.

We also have an array of other thoughts on future communication:

- To attend in sporting events and local exercise groups (i.e. The Rugeley Runners)
- To ask our network of gatekeepers to more widely disseminate this project.
- To encourage citizen scientists to recruit other citizen scientists.

Finally, we have created the following table to keep track of the key communication messages for different audiences and how they will be contacted.

Audience	What they will want to know	Key communication messages	Communicate
			via:
Local community (general)	How to get involved. Why active travel is important.	- Active travel supports the local economy.	Social media (Linked in, Facebook,
	That local councils are interested in the project	Active travel can save money.Active travel helps reduce	Twitter, Instagram)
	How the data will be used.	carbon emissions. - The community have the	Email
	What GIS is.	opportunity to shape the future design of an active travel	

Local community (active	How to get involved. How the data will be used.	system through the Zero Carbon Rugeley project. - The community have the opportunity to shape the future	Social media (Linked in,
travelers)	That there is interest in improving the quality of local active travel.	design of an active travel system through the Zero Carbon Rugeley project. - Increased engagement in active travel could help draw investment from the council and build an evidence base for government grants.	Facebook, Twitter, Instagram) – including specific exercise or sporting groups. Email
Community gatekeepers	What the project is about. That we are actively recruiting citizen scientists and that there are different roles available within the project. The timescales for running the project.	 The project can be used to improve local air quality. The project can be used to improve local health and wellbeing. 	Email Regular 'gatekeeper meetings'
Zero Carbon Rugeley consortium	Where the most active travel is taking place. Where the community would like to see investment in active travel. How the approach works.	*Regular full project updates*	Email Working groups
Local authorities	How the project works (including the citizen science approach). The benefits of the project. Whether there is demand for improving active travel. How the approach works.	 The project can be used to improve local air quality. The project can be used to improve local health and wellbeing. The project can be used to understand where to concentrate active travel investment. 	Email