

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.



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.

20/08/2021 17:19		SATURDAY 28TH AUGUST ZCR is coming to Rugeley! We are hosting			108		13 11	
16/08/2021 12:26		Do you cycle to work? Or do you enjoy cycling for leisure? ZCR wants			54		1 1	
05/08/2021 12:00		Mapping Mobility provides an excellent opportunity to spend time			30		0 0	
04/08/2021 14:30		Taking part in our 'Mapping Mobility' project is a great way to become			18		0 0	
04/08/2021 14:25		Have any questions? Email Ryan: x0d06@students.keele.ac.uk. Find			29		0 1	
03/08/2021 15:01		The Map My Tracks app as part of our Mapping Mobility project is really			19		0 0	
30/07/2021 18:55		We need your help! ZCR is looking for Rugeley community members to			921		5 11	

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

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

Engage Zero Carbon Rugeley
24 June · 🌐

Are you interested in being more active? Perhaps you are already active? Well, do we have the project for you - the Mapping Mobility project!

By taking part, you'll be contributing to a research project that is trying to map the routes people take in and around the Rugeley area by walking, running, cycling or mobility scooter. You'll help us better understand which parts of your local area need improvement!

Plus, for the first 5 routes you record, we'll contribute £25 to a community fund to help improve active travel in your local area! Comment below or email w8c87@students.keele.ac.uk for more information!

Benefits of becoming a 'Data Collector'!

Becoming a Data Collector for 'Mapping Mobility' will involve getting out there and collecting data on the routes you take using the app 'Map My Tracks'.

- You will be able to help us understand what routes you currently use and where the key problems are in your local area.
- Improve upon your physical and mental wellbeing as well as have a positive impact upon the environment.
- Gain an understanding of what active travel is and how it can benefit your local area.
- For the first five routes you individually map, £25 will be donated to a community fund, managed by Rugeley Town Council supporting active travel within Rugeley (a maximum fund of £1,900).

Please contact us to get involved!

Performance for your post

1,526 People Reached

37 Reactions, comments & shares ⓘ

15 Like	6 On post	9 On shares
2 Love	1 On post	1 On shares
3 Haha	3 On post	0 On shares
1 Sad	1 On post	0 On shares
6 Comments	4 On Post	2 On Shares
10 Shares	8 On Post	2 On Shares

70 Post Clicks

13 Photo views	0 Link clicks ⓘ	57 Other Clicks ⓘ
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30/06/2021 17:31		If the Data Collector role does not have your interest,			49		Organic 653	Paid 914		Boost post
24/06/2021 10:19		Are you interested in being more active? Perhaps you			1.5K		70	37		View Promotion

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 ██████████ thank you for 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 emmissions 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:

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

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)	<p>How to get involved.</p> <p>Why active travel is important.</p> <p>That local councils are interested in the project</p> <p>How the data will be used.</p> <p>What GIS is.</p>	<ul style="list-style-type: none"> - Active travel supports the local economy. - Active travel can save money. - Active travel helps reduce carbon emissions. - The community have the opportunity to shape the future design of an active travel 	<p>Social media (Linked in, Facebook, Twitter, Instagram)</p> <p>Email</p>

		system through the Zero Carbon Rugeley project.	
Local community (active travelers)	<p>How to get involved.</p> <p>How the data will be used.</p> <p>That there is interest in improving the quality of local active travel.</p>	<ul style="list-style-type: none"> - The community have the opportunity to shape the future 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. 	<p>Social media (Linked in, Facebook, Twitter, Instagram) – including specific exercise or sporting groups.</p> <p>Email</p>
Community gatekeepers	<p>What the project is about.</p> <p>That we are actively recruiting citizen scientists and that there are different roles available within the project.</p> <p>The timescales for running the project.</p>	<ul style="list-style-type: none"> - The project can be used to improve local air quality. - The project can be used to improve local health and well-being. 	<p>Email</p> <p>Regular 'gatekeeper meetings'</p>
Zero Carbon Rugeley consortium	<p>Where the most active travel is taking place.</p> <p>Where the community would like to see investment in active travel.</p> <p>How the approach works.</p>	<p>*Regular full project updates*</p>	<p>Email</p> <p>Working groups</p>
Local authorities	<p>How the project works (including the citizen science approach).</p> <p>The benefits of the project.</p> <p>Whether there is demand for improving active travel.</p> <p>How the approach works.</p>	<ul style="list-style-type: none"> - The project can be used to improve local air quality. - The project can be used to improve local health and well-being. - The project can be used to understand where to concentrate active travel investment. 	<p>Email</p>

