

Carbon Reduction Engagement Plan

Version 1.0 | June 2021

1. Scope
2. Fit with Wider Engagement
3. Engagement Activity
4. Audiences
5. Objectives
6. Inclusivity
7. What we already know
8. Key decision points
9. Evidence gather
10. Evaluation and learning framework



I. Scope

This resident engagement plan addresses the first phase of the engagement for the Climate Change Strategy. This plan identifies the audiences and feedback required to develop the right approach to inform and support the development of the Climate Change Strategy, which will lead to further engagement in stage two. It will deepen insight into the needs and aspirations of key audiences, informing recommendations.

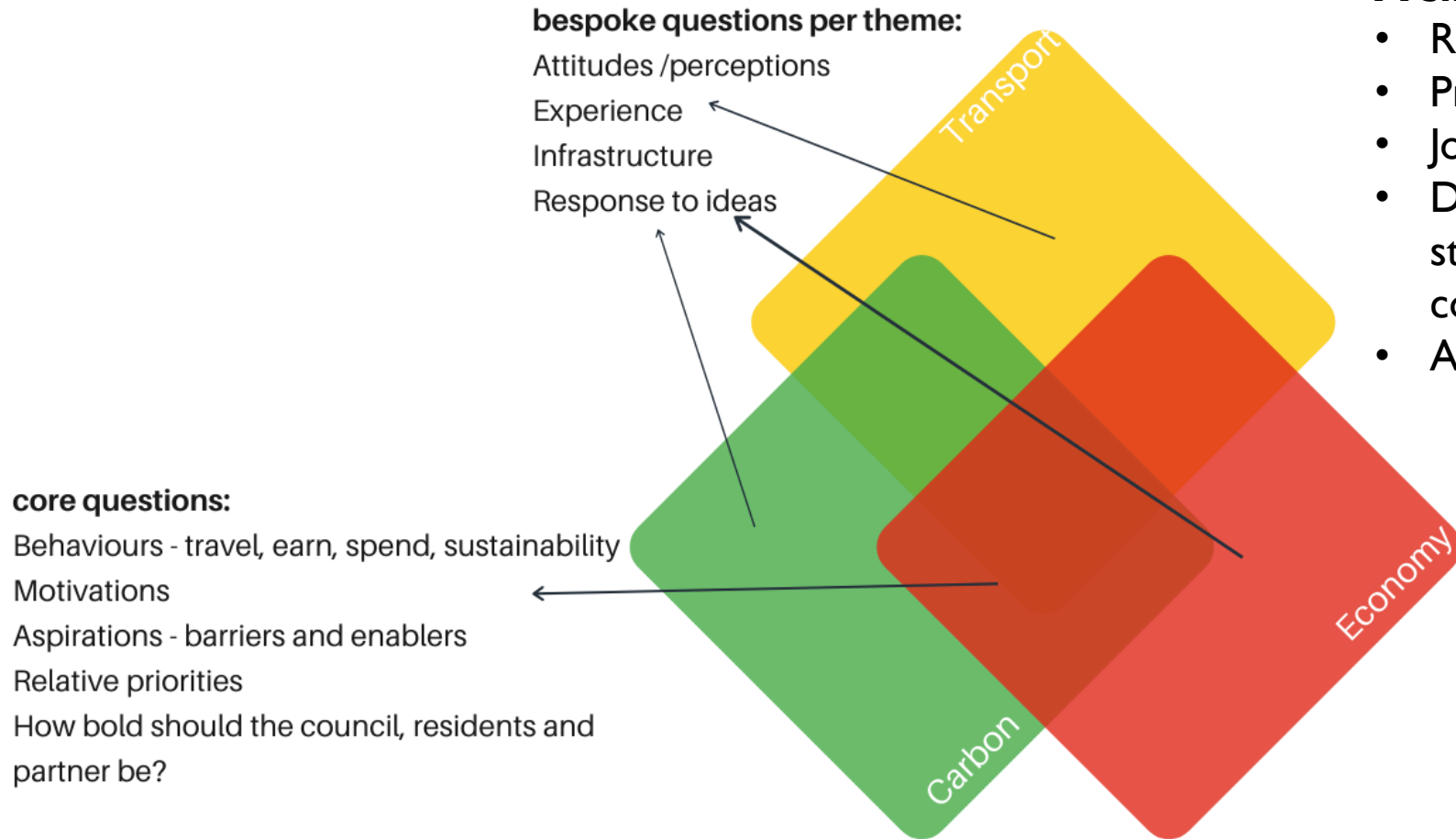
The resident engagement plan follows the principles of the council's resident engagement strategy. The engagement approach will make sure key audiences understand other perspectives and explore responses together and that insight will inform multiple strategies, including Local Transport Plan and the Economic Strategy.

The engagement plan is mindful of overlap with two other core strategies, the economy and local transport plan, as well as other projects including My City Centre, My Castle Gateway and City Centre Access together with engagement activities that has either already taken place, or is underway that will surface issues that affect both transport and carbon

reduction. This includes Woodlands, Navigation Road and Groves engagement activities. Given the interdependence of the three core strategies, it proposes a single initial phase of engagement – Our Big Conversation - to gain diverse and deeper resident feedback and to avoid repetition.



Three strategies – one conversation



A single core survey:

- Reflects the interdependence of each theme
- Provides contextual feedback and insight
- Joins the dots
- Diversifies the audience engaging with each strategy – increasing understanding of complexity and other perspectives
- Avoids repetition

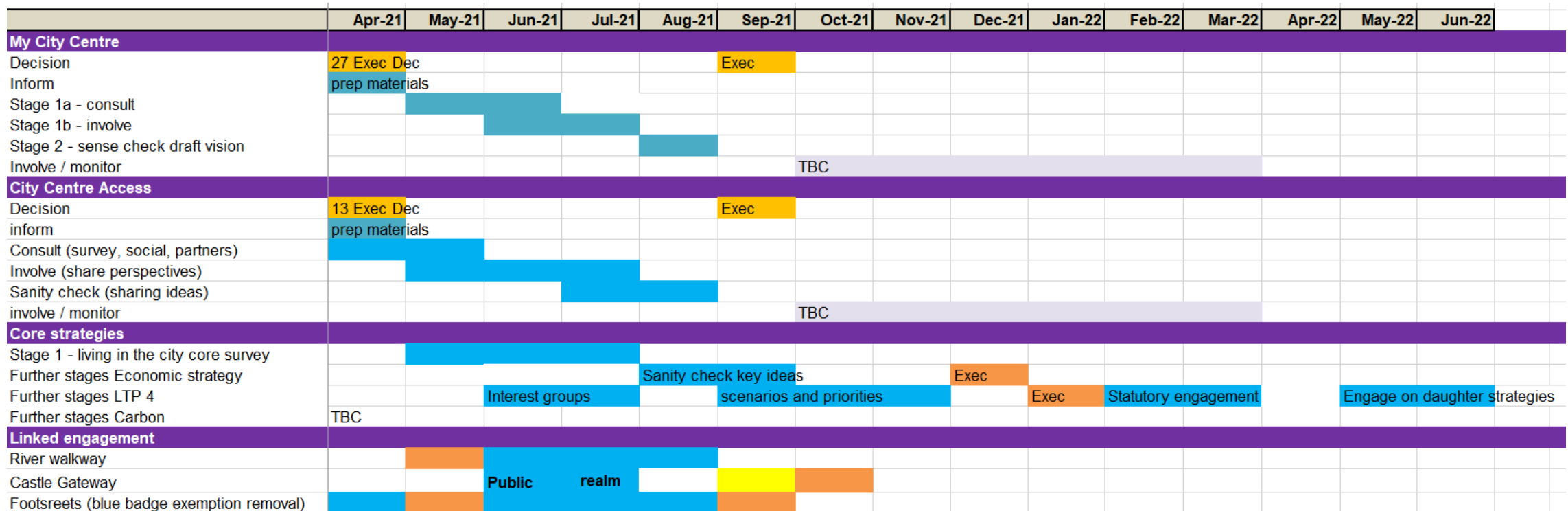


2. Fit with Wider Engagement

Each strategy will benefit from resident feedback gained from **linked engagement exercises**.

The engagement will complement the conversation shaping three emerging core strategies: Local Transport Plan, Carbon Strategy and the Economic Strategy.

Our Big Conversation



3. Engagement activities by stage

Stage	Process	Engagement activities
Stage 1 <i>Summer 2021</i>	Consult Explore the broad scope	Online Survey (living in the city) Postcard polls Social media conversations (analysed) Thematic webinars Targeted partner workshops
Stage 2 <i>Autumn 2021</i>	Inform and involve Test draft strategy and opportunities	Deeper analysis and review Stakeholder roundtables Commission targeted focus groups



4. Audiences

- **Broadcast:** city wide to all households (e.g. via *Our City* the resident newsletter), in public spaces where possible and via social media and digital communications (e.g. Gov Notify)
- Demographic data will be collected where possible
- **Targeted for example:**
 - Local Disability Forum
 - Citizens Transport Forum (Civic Trust)
 - Age Friendly York
 - Residents aged 16-30 years
 - Young people aged under 16



Audience Map: Economy

Audience	Network/Partners	Engagement tools	Comms Channels
Residents – cross section of York population and representation of all communities of identity/interest	Ward members Res associations Engagement map under development – partners and networks for all communities of identity and York geographies	Online Survey Curate social conversations Webinars by theme	Live Q&As PR Social incl facebook groups Partner network cascade Resident Email Newsletter
Commuters – from and into York	Quality Bus Network Bus forum, York Bike Belles, York Cycle Campaign Local employers	Existing partner data Online survey Curate social conversations	Live Q&As PR Social Partner network cascade Resident Email Newsletter
Lower paid sectors	Hospitality – York Hospitality Health and care workers - Unions?	Online and offline survey Focus groups	Targeted social, media
Unemployed/underemployed and NEETS	CAB, JC-plus Training providers	CAB interviews	
Young Residents (age 16-24 years old)	York Youth Council Schools Show me I matter	Online survey Workshop Commission additional research	Zoom Social media Partner network cascade
Working (and would-be) working parents,	Mumbl, Little Vikings, Schools, nurseries, post-natal healthcare	On and offline surveys	In settings, school FB groups and other comms
Women	Women’s business networks	Attend networks	
Businesses	Indie York, York BID, Make it York, traders associations Business Membership Groups – FSB, Chamber, IoD Professional Services Sector specific partners e.g. York Retail Forum, York Hospitality Association	Online Survey Curate social conversations incl LinkedIn Sector roundtables Insight briefings Special interest sessions e.g. Property Forum, Chamber events etc.	Business Bulletin & Partner network (cascade) PR Social What do you need to recover? Campaign to draw micros and SMEs into conversation
Teachers/education	York Education comms	ANNEX 1	

Audience Map: Transport

Stakeholder	Network/Partners	Tool	Communications Channels
Residents – cross section of York population and representation of all communities of identity/interest	Ward members Resident’s associations Citizen’s Transport Forum (Civic Trust) Engagement map under development – partners and networks for all	Online Survey Curate social conversations Webinars/Mastclasses by theme	Live Q&As PR Social Partner network cascade Resident Email Newsletter
Commuters – from and into York.	Quality Bus Network Bus forum, York Bike Belles, York Cycle Campaign Local employers	Existing partner data Online survey Curate social conversations	Live Q&As PR Social Partner network cascade Resident Email Newsletter
Disabled groups and Blue Badge Holders	Footstreets channel map YDRF	Online survey	Advocacy organisations cascade PR Social campaign, tagging network reps
Young Residents (age 16-30 years old)	York Youth Council Schools/Colleges/Universities Show me I matter	Online survey Workshop Commission additional research	Zoom Social media Partner network cascade
Special Interest Groups	Including Citizens Transport Forum (Civic Trust); Bike Belles; York Bus Forum; Walk York etc.	Online survey Workshop inc. Citizens’ Forum Academic event	Zoom Social media Advocacy organisations cascade
Councillors	Ward members, parish councillors	Regular Member briefings	Internal
Businesses	BID, Indie York, Make it York, York Retail Forum Location-specific traders associations	Online Survey Curate social conversations	Business Bulletin, Partner network cascade BID Rangers PR Social
Taxis		PR Taxi Times	PR Social Rep bodies
Delivery drivers	TBC - Professional/rep bodies; Sustainable delivery companies	Stakeholder interviews (will be covered in strategic city centre access and parking review)	York BID, Partner cascade

Audience Map Carbon Reduction

Audiences	Channels + corporate rhythm of resident, member and partner updates ...	
Parents	<ul style="list-style-type: none"> - York Mumbler - Schools/headteachers newsletter - Healthy child service - Internal comms 	
Residents (as walkers/cyclists, families commuters and leisure users)	Corporate comms and engagement channels including social ads and in Our City Local media, plus key national media to frame York as positive/national leader – #AskThe Leaders Q&A featuring partners and advocates -	
Businesses/organisations	<ul style="list-style-type: none"> - Leaders Group; Sectoral round tables - Local Ward Committees - Economic development team networks and databases (using Business Friendly Council membership)– Apprenticeships - Yorkshire and Humber Regional Climate Change Commission - York Climate Change Commission - University of York - Nestle - Rollits - First Group - Joseph Rowntree Foundation. - Environmental groups - York environment Forum - York Community Energy - St Nicks - Edible York - Knapton Allotment association - York Tree Wardens - RSPB - Cycling groups: - Sustrans - York Bike Belles, 	<ul style="list-style-type: none"> - One Planet York - Employment Hub, Maki it York, York BID - Representatives/intermediary organisations (FSB, Property Forum, Retail Forum, Chamber, LEPs) - Local traders associations; markets, Micklegate, Gillygate, Fossgate - Adapted MY City Centre steering group - Professional service providers (accountants, lawyers, landlords) - LinkedIn, Business bulletin, business-facing accounts and influencers across social platforms - Travel and transport sectors (Bus, train, cycling, deliveries) - City of York heads of comms group - ITravel team targeting city employers - Universities transport leads/student marketing teams - Live well York
Community groups	<ul style="list-style-type: none"> - Community Facebook groups - York Civic Trust - Ward councillors and parish councillors - York CVS - Communities teams - York Cares - Talkabout panel - York Bus forum - CAB- Residents Associations – Friends of groups 	
Young people	<ul style="list-style-type: none"> -Schools and colleges -Show me that I matter -York Youth Council -Universities - Skills team – Sports clubs – Scouts/Guides etc – school councils – FE Colleges including: Askham Bryan and York College Universities and Research Institutes – Stockholm Institute, York St John, York Uni, Sheffield Uni 	
Disabled people / people with accessibility issues	<ul style="list-style-type: none"> - Liaison group established – but never convened – for My City Centre including representative groups 	
Older people	<ul style="list-style-type: none"> - YOPA - Age UK - OCAY -Libraries -Falls Prevention team -YBPS -Wilberforce Trust -Care home providers? 	
Our Big Conversation	Running in parallel with this engagement programme (see separate communications/engagement plan)	

5. Engagement Objectives

Reflect the resident engagement strategy and LGA engagement spectrum.

1. **Raise awareness of the different stages and opportunities to engage** through corporate and partner channels, signposting the engagement activities on the web and drawing participants to a shared online conversation.
2. **Create broadcast opportunities to feedback** on activities and projects, collating demographical information to ensure inclusive.
3. **Facilitate targeted opportunities** to ensure that specific resident concerns and aspirations are reflected, joining up engagement activities with the 10 year plan, economic strategy and carbon reduction action plan and delivering engagement activities that reflect current restrictions – signposting an online survey that is open to all (to allow the collation of data whilst providing easy and accessible bite-sized engagement activities)
4. **Draw on partners and networks** such as the Economic Partnership, York Civic Trust forum and Age Friendly forum and incorporate their advice into the recommendations that are tested through further engagement (above)
5. **Publish the decision making schedule** relating to the strategy development allowing participants to influence through open democracy.



6. Engagement will be inclusive to address:



Lack of internet access

Users who struggle with literacy are unlikely to use the internet alone and would not use the internet as their main source of coronavirus information



Reliance on family and friends

Users who tend to rely on family and friends to support them with tasks that require reading, but not all users have access to that support



Trusted & respected local figures

Respected figures and organisations that people listen to can help build trust in the service and dispel existing myths and alternative narratives



Information is confusing and does not land with the community

Official information is confusing and inconsistent and does not resonate with the user group. Thus, people get alternative narratives from social media and WhatsApp



Visual methods of passing information are beneficial

Pictures, videos, icons and physical signage are beneficial to users as they are visual and easier to quickly understand and engage with



Familiar settings and staff

Engagement activities in familiar places could reduce feelings of fear or exclusion and may increase uptake

7. What we already know

- General York modal shift: Increased bus use (aging generation), decrease cycling.
- Talk York evidence based (2019)
- Annual budget consultations (2019, 20, 21)
- First and Park & Ride customer data/feedback
- Modal shift data throughout 2020
- Commonplace insight (Summer 2020)
- **Climate Emergency declaration and net-zero target 2030**
- YORR: Enabling less city centre congestion and orbital cycle route.
- Mobility considerations and learning from Foot streets engagement
- National picture of modal shift due to changed habits e.g. remote working
- E-scooter trial and E-Bike scheme in the city
- Groves and Navigation Road Low Traffic Neighbourhood engagement/consultation – resident benefits vs commuter inconvenience
- Strategic review of city centre access and parking taking place summer 2021.



8. Key decision points

What has already been decided?

- What are the financial, practical and legal limitations to changes?
- Climate Emergency and aim for Carbon Neutrality in 2030
- Greener, cleaner city and supporting residents to get around sustainably (Council Plan Priorities)
- Council motion December 2019 removing non-essential journeys from city centre

What points of influence are there?

- Has the pandemic changed travel and living habits for good?
- What would you want to change to enable you to travel sustainably? Routes, restrictions, city centre, off-road paths.
- Secondary centres and areas of interest outside of the city centre?



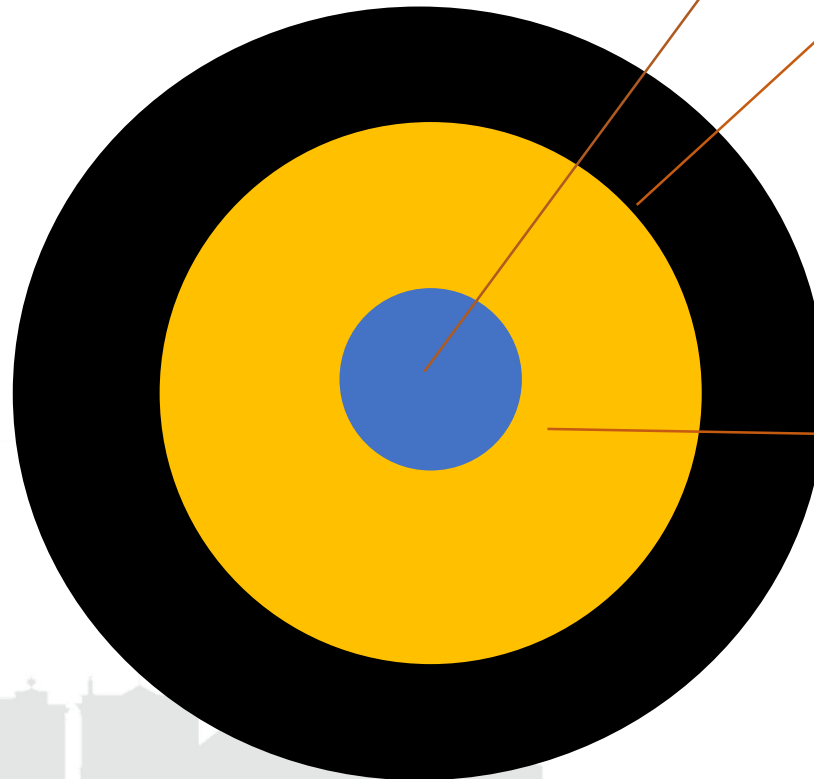
9. Evidence gather

At the heart of each stage of engagement is an online evidence gathering tool (to be confirmed). All engagement activities will signpost this to provide multiple access points. The purpose of the evidence gathering tool is to collate demographics and perspectives, and supplemented by:

- broadcast opportunities to feedback
- targeted opportunities
- partners and networks involvement



Online Survey “let’s talk about living in York”
– distributed via partners and media



Broadcast engagement

- Master class
- Offline option ????
- Thematic webinars
- Social media conversations
- Postcard polls
- Our City

Targeted engagement

- Targeted community workshops
- Targeted partner workshops





Inform	Consult	Inform & involve	Consult (sensecheck)	Involve / monitor	
Provide balanced and objective info: - Existing insight - Constraints - Points of influence	Gain feedback and analysis on alternatives, deepen understanding of need from some groups	Sharing perspectives and understanding competing demands for ltd space	Gain feedback and analysis on emerging proposals	Executive decision	Measure impact and support implementation of recommendations
Engagement activities					
Social media key Qs CYC landing page Areas of influence and future constraints Web pages including Video content Member briefings	Updated web pages Online Survey (living in the city) Postcard polls distributed through community/public spaces Social media conversations (analysed) Thematic webinars Targeted community workshops Targeted partner workshops Thematic masterclasses – the art of the possible	Updated web pages Online survey - deeper analysis and review – Publish community briefs – use to encourage response to big ideas / transport forum discussion points Masterclasses – expertise /examples from elsewhere Thematic workshops Commission targeted focus groups Social media conversations (analysed)	Updated web pages Online survey – curate conversations Social media - present feedback and emerging ideas, curate conversations Partner interviews		Attend established fora of partner groups for feedback
Broadcast					
Signpost to web landing pages and mailing lists/resident eng lists Our City Partner/rep orgs cascade Media activity	PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity Recruit diverse population to engagement, incl Transport Forum	PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity ANNEX 1	PR Social campaign PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity		

10. Evaluation and learning framework

Objective	Indicator	Tools to measure	Learning questions
Increase participation	Diversity by survey demographic data Engagement map - % engaged across communities (geographical and interest/identity)	Demographic data on surveys Partners / networks reached on engagement map	Which communities engage with which
Build confidence in engagement opportunities	Levels of participation – and trust - from under-represented communities Social media sentiment	Feedback surveys Focus groups (testing recognition, attitudes, repeat engagement, progress along framework, perception of levels of influence)	Was it easy to share your views? Do you feel listened to? Do you feel this has had influence? Would you engage again?
Surface tensions and increase understanding/ cooperation	Diversity of attendance at multi-community workshops/conversations (by target audience per theme) Produce and publish community briefs for each engagement theme # interactions (comments, shares) with each brief	Demographic data Sentiment of views exchanged Analytics of web page / platform if purchased Content of public speakers/press sentiment after decision published	Do audiences understand each other's aspirations? Do audiences want to compromise their aspirations to accommodate others?
Support better decisions	# new perspectives added Stakeholder response to process and recommendations	Feedback / wash-up session with project leads and exec Stakeholder endorsement and advocacy	How has engagement informed our approach? Has engagement led to a more informed decision?

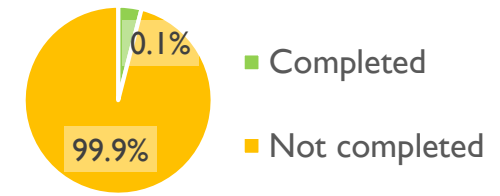
Annex A

Resident participation to date
(23 June 2021 – 6 days)

Our Big Conversation Dashboard

Total survey participants:	195
Total social media engagement:	92

% of York population who have completed survey

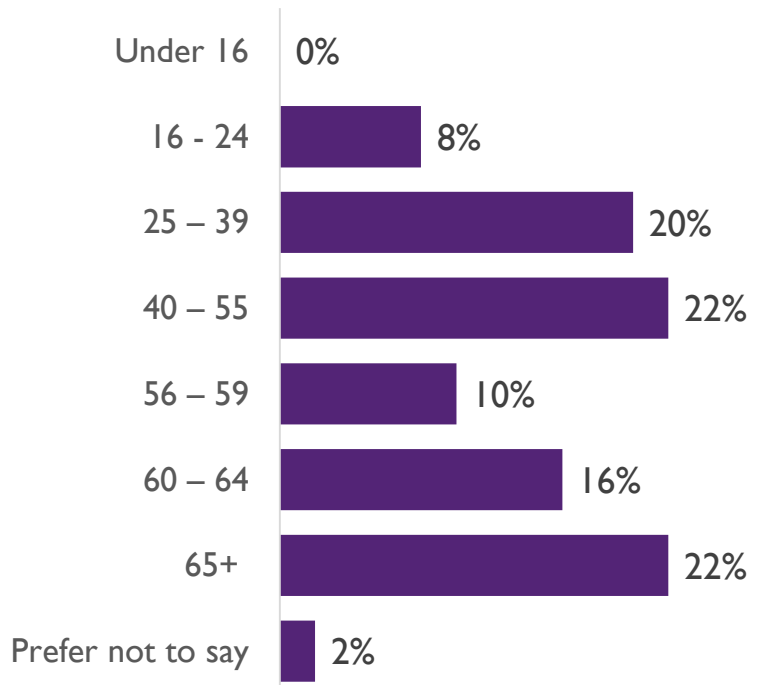


Example of current social media:

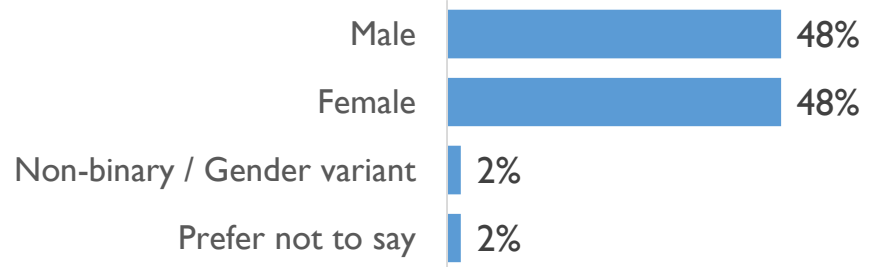


Survey audience breakdown

Age (131 responses)



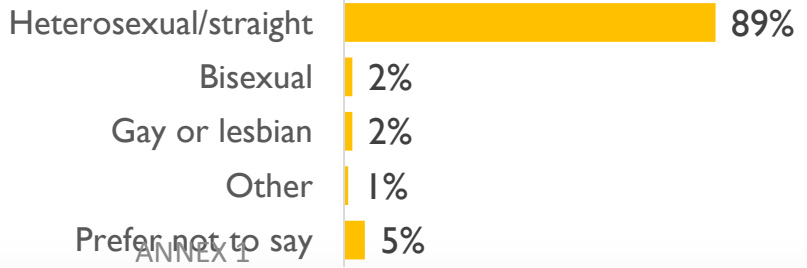
Gender (132 responses)



Gender same as sex registered at birth (131 responses)



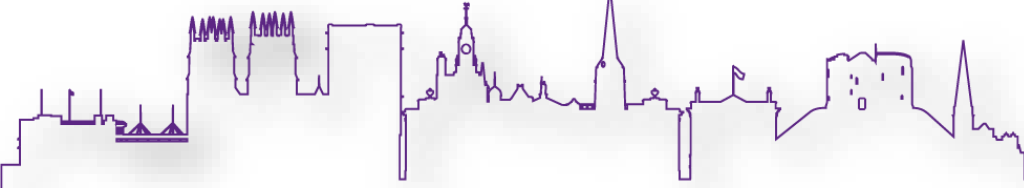
Sexual orientation (130 responses)

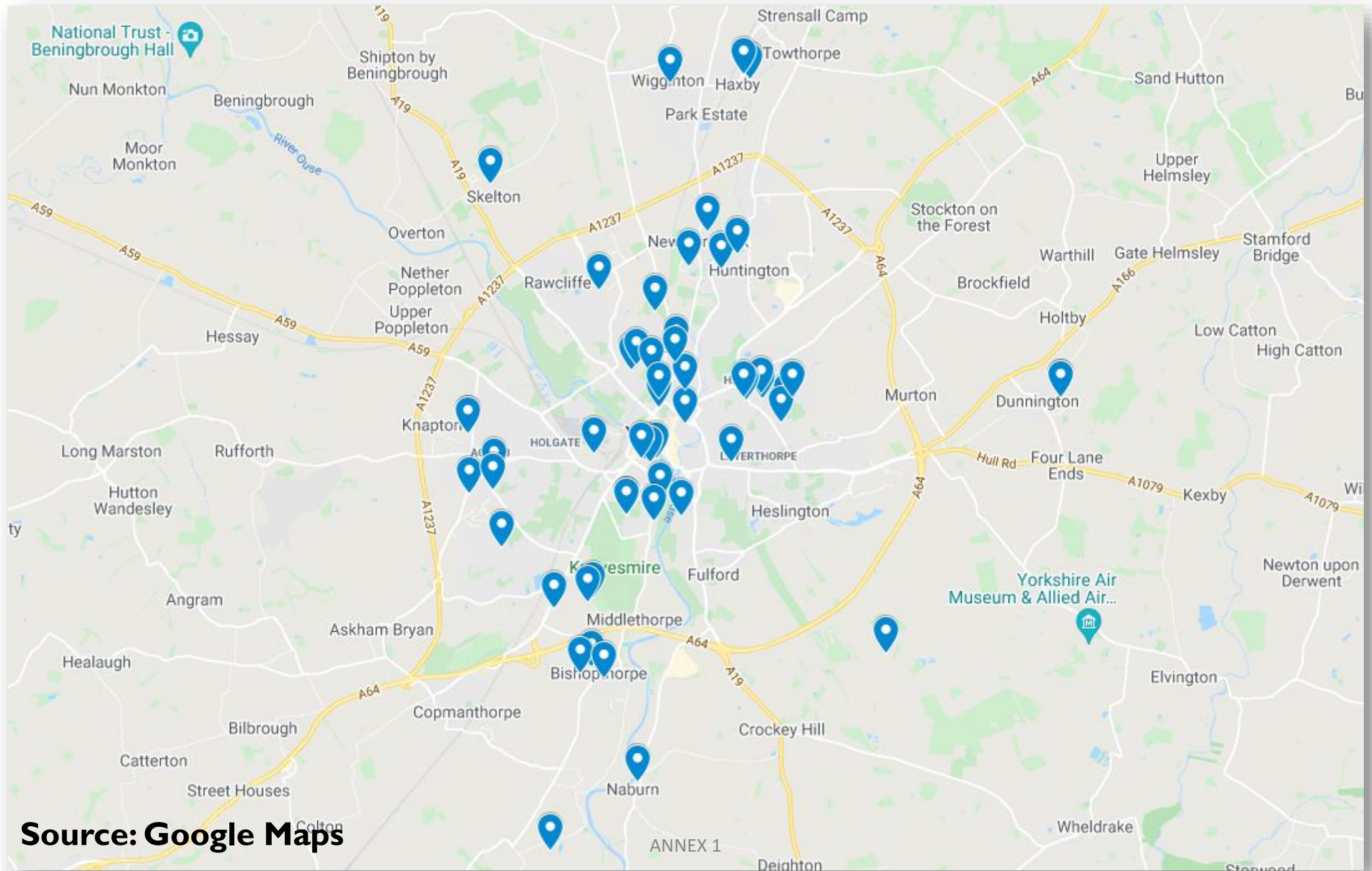


Partners and influencers:

- University of York shared OBC link at Festival of Ideas
- Our City magazine distribution underway (began 17 June)
- OCAY sharing social media
- Collating potential panellists for July Live Facebook Q&A discussion.

N.B. Totals may not add up to 100% due to rounding





Source: Google Maps