LTP4 Engagement Plan

Version 3.0 | April 2021

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1. Scope

The resident engagement plan addresses the **first phase of the engagement** in the local transport plan (LTP4). This plan identifies the audiences and insight required to develop the right approach to progress to the next phase of the Local Transport Plan, which will lead to further engagement . It will **deepen insight into the needs and aspirations** of key audiences, informing recommendations to develop the LTP4.

The resident engagement plan sets out the **four stages of engagement** which will take place throughout the development of the Local Transport Plan. It 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 climate change and the economic strategy.**

The engagement plan is mindful of overlap with two other core strategies, the economy and carbon reduction, as well as discrete projects including My City Centre, My Castle Gateway and City Centre Access as well as engagement activities that have either already taken place, or are 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 insight** and avoid repetition.

2. Fit with Wider Engagement

Will benefit from insight gained from **linked engagement exercises**.

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

	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Roadmap		17th	21st												
Core strategies															
Stage 1 - core strategy survey		inform and stage 1: Consult													
Further stages Economic strategy		13 Exec Dec			Sanity check key ideas				Exec						
Further stages LTP 4			Stage 1			Finalise scenarios	Stage 2		LTP Draft Published	Exec	Statutory consultation (Stage 3)			Engage on daughter strategies (Stage 4)	
Further stages Carbon	TBC														
Linked engagement															
River walkway															
Castle Gateway			Public	realm											
Footstreets															
City Centre Access															
My City Centre															
Groves															
Outer Ring Road															
Haxby station															
Navigation Road															
Active Travel Fund															

Engagement — Planning App — Decision

City of York Council Local Transport Plan 4.

Plan item	2021 April	May	June	July	August	September	October	November	2022 December	January	February	March	Apr
Initial data gathering	██	██											
Agreement of engagement process		██											
EMDS/ Exec		*											
Modelling and assessment		██	██	██	██	██	██	██					
First round of engagement			██	██	██								
Publication of engagement report						██							
Publication technical reports						██							
Stakeholder meeting to review						*							
Scenario Design and Testing				██	██	██							
Second round of engagement						██	██	██					
Stakeholder meeting to review								*					
Writing: main LTP				██	██	██	██	██	██				
Publication main LTP in draft									*				
Consultation: main LTP										██	██	██	
Stakeholder meeting to review												*	
Amendment: main LTP											██	██	██
Publication: finalised LTP													
Daughter documents and strategies	As and when required - detailed in separate papers on LCWIP, BSIP etc												██

3. Engagement activities by stage

Stage	Process	Engagement activities
Stage 1 *Summer 2021*	**Consult** Explore the broad scope: *Perceptions, attitudes, priorities etc.*	Online Survey (living and working in the city) Postcard polls Social media conversations (analysed) Thematic webinars; *Civic Trust Forum* and Reports Targeted community workshops Targeted partner workshops **After engagement closes:** Thematic Masterclasses – the art of the possible, share emerging findings.
Stage 2 *Autumn 2021*	**Inform and involve** Test scenarios and opportunities *following insight from Stage 1.*	Deeper analysis and review Thematic workshops Commission targeted focus groups
Stage 3 *Q4 2021/2*	**Consult** (sanity check) Statutory consultation	**December –** Publish draft LTP4 for consultation Social media - present feedback and emerging ideas, curate conversations Partner interviews
Stage 4 *Q1-2 2022/3*	**Follow up** engagement on daughter strategies	(begin at Stage 2)

Stage 1
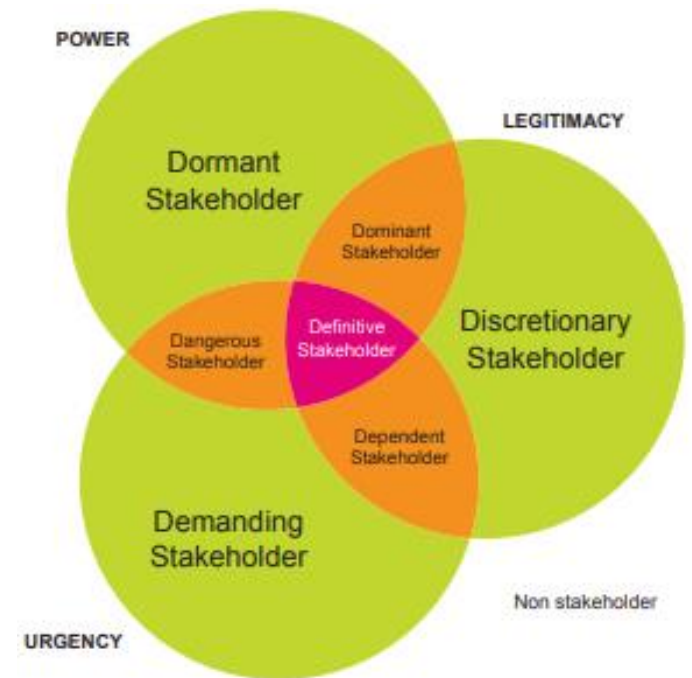
Three strategies – one conversation

bespoke questions per theme:
Attitudes /perceptions
Experience
Infrastructure
Response to ideas

Transport

Carbon

Economy

core questions:
Behaviours - travel, earn, spend, sustainability
Motivations
Aspirations - barriers and enablers
Relative priorities
How bold should the council, residents and partner be?
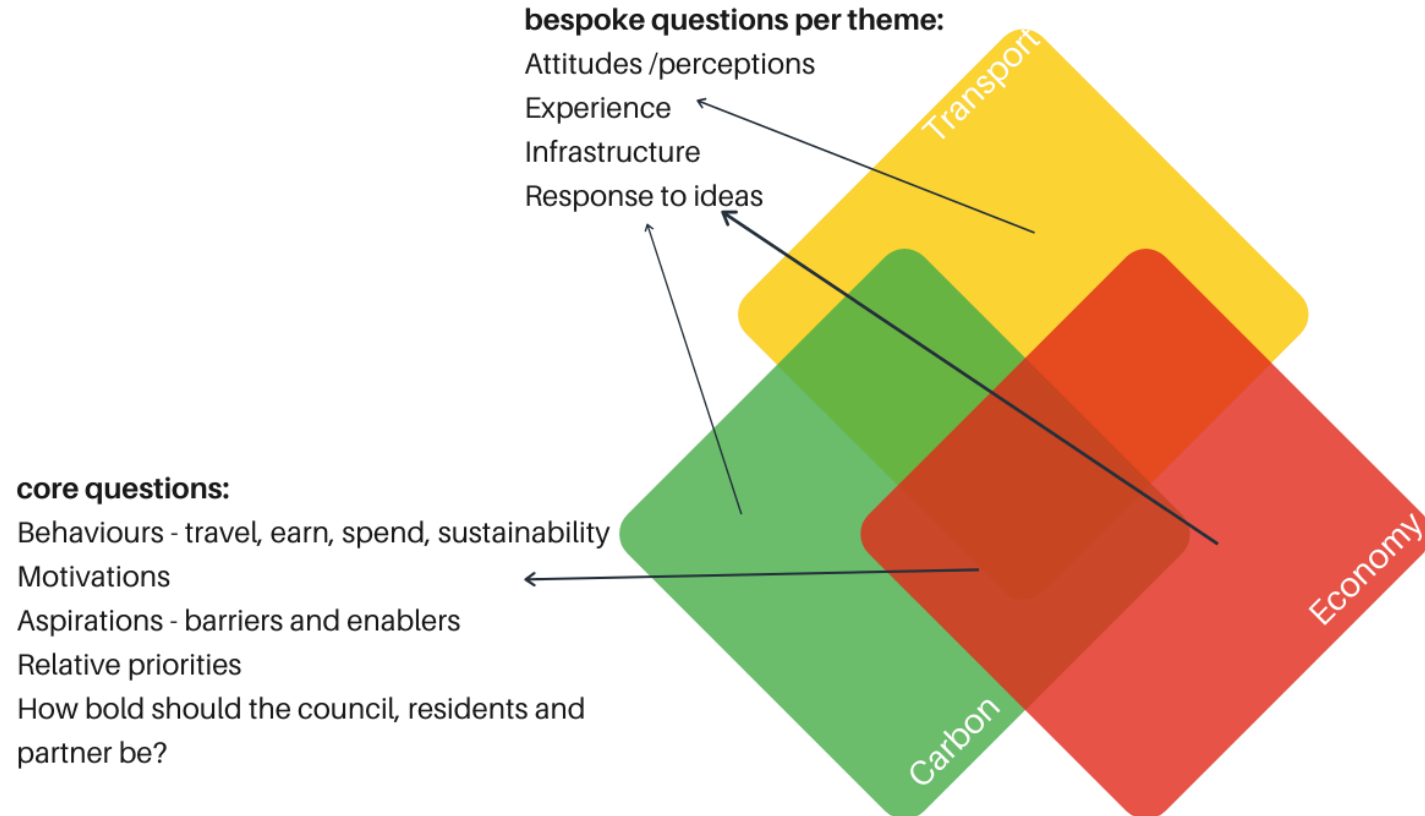
A single core survey:
- Reflects the interdependence of each theme
- Provides contextual insight
- Shows the council joining the dots
- Diversifies the audience engaging with each strategy – increasing understanding of complexity and other perspectives
- Avoids repetition

Our **Big** Conversation

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:**

- **A list of target audiences is published with the council's Resident Engagement Strategy**
  - Local Disability Forum
  - Citizens Transport Forum (Civic Trust)
  - Age Friendly York
  - Residents aged 16-30 years

Stakeholder	Network/Partners	Tool	Comms Channels
Residents – cross section of York population and representation of all communities of identity/interest	Ward members Res associations Citizens 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 Show me I matter	Online survey Workshop Commission additional research	Zoom Social media Partner network cascade
Special Interest Groups	Including Walk York; Bike Belles; York Bus Forum; Walk York; York Carers Centre etc.	Online survey Workshop inc. Citizens' Forum Academic event	Zoom Social media Advocacy organisations cascade
Ward members		Regular Member briefings	Internal
Businesses	BID, Indie York, Make it York, York Retail Forum Location-specific traders associations (x-ref with econ development)	Online Survey Curate social conversations	Business Bulletin, Partner network cascade BID Rangers PR Social
Taxis	Lesley Cooke	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

5. Engagement Objectives

Reflect the <u>resident engagement strategy</u> 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.
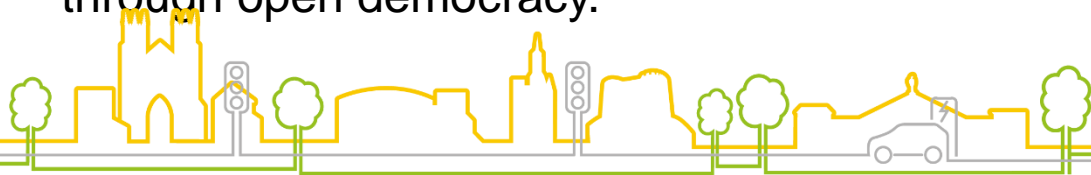
6. Engagement will be inclusive to address:

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.

Since LTP3 (2011)
- YORR Dualling
- Bus improvement
- Rail station frontage
- Low Traffic Neighbourhoods
- Bootham Park cycle connection

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 Dec 2019 removing non-essential journeys from city centre

- The York Local Plan and its associated infrastructure delivery plan. Crucially, this includes some substantial infrastructure interventions

- The committed major transport schemes – particularly for the A1237, York Central and the area around York Station

- National transport improvements to the strategic highways network, particularly the A64, and to the rail network

- Central government policies to improve walking and cycling infrastructure and bus services, and to encourage adoption of non-fossil fuel vehicles

- There will also be a need to consider regional policy and how this would be influenced by local government reform and new combined authorities.

## What points of influence are there?

- Has the pandemic changed travel habits for good?

- What would you want to change to enable you to travel sustainably? Routes, restrictions, city centre, off-road paths.

- More or less restrictions for cars in the city centre?

- 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
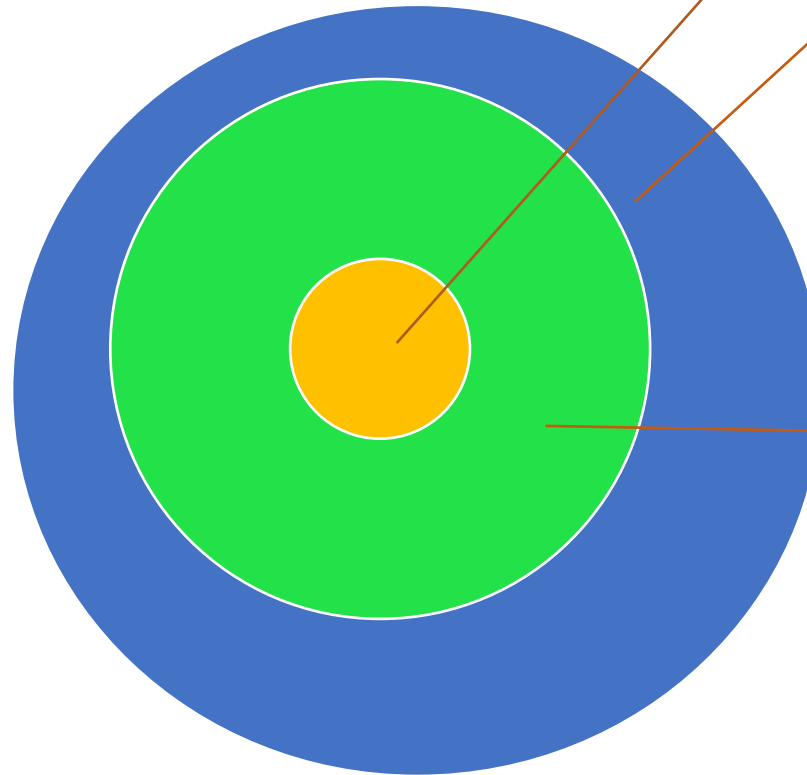
Online Survey "let's talk about living in York" – distributed via partners and media

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 (sanity-check)	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	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	PR Social campaign PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity	

Executive decision

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?