

# Potential engagement techniques

**DESCRIPTION:** Travel Plans are about impacting people's travel habits and encouraging changes in travel behaviour, so keeping people engaged sits at the heart of developing and implementing a successful Travel Plan. Many techniques are available to engage with your employees, visitors and other stakeholders at the level that suits your organisation.

## Tips

- Specific campaigns should accompany many of the Travel Plan measures. You want to encourage people to 'give it a go', to try out a new way of travelling. If this experience is positive, they are much more likely to want to try it again.
- Lead by example. Make sure you have 'champions' lined up to support important initiatives. Champions should come from across the business and from all levels of the organisation.
- Good Travel Plans become embedded in an organisations 'business as usual' practices. Promotion and support of active and sustainable travel becomes mainstream.

**Engagement** can involve a range of different levels of participation (based on the International Association for Public Participation (IAP2) Public Participation Spectrum).

Inform	Consult	Involve	Collaborate	Empower
<ul style="list-style-type: none"> <li>• Provide balanced and objective information about the Travel Plan development process and its implementation.</li> </ul>	<ul style="list-style-type: none"> <li>• Seek feedback on alternatives throughout the Travel Plan development. Demonstrate how the feedback has been listened to and taken into account.</li> </ul>	<ul style="list-style-type: none"> <li>• Work directly with employees and other stakeholder at all stages in the process and reflect their input in the Travel Plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Partner with employees and other stakeholders to develop and deliver key activities within the Travel Plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Within transparent frameworks, implement what your stakeholders decide.</li> <li>• Empower people with the information, resources and flexibility to make improved travel decisions.</li> </ul>

**Possible Techniques** in addition to travel surveys and focus groups.

Note: Not all techniques may be suitable or appropriate for your organisation.

Possible techniques	Always think it through	What can go right	What can go wrong
<b>Printed materials</b>			
<ul style="list-style-type: none"> <li>• Fact sheets</li> <li>• Newsletters</li> <li>• Brochures</li> <li>• Posters</li> <li>• Articles in local papers</li> <li>• Maps</li> <li>• Reports</li> <li>• Guides</li> </ul>	<ul style="list-style-type: none"> <li>• Keep it short and simple</li> <li>• Make it visually interesting and engaging but not too busy or slick</li> <li>• Proof-read all documents</li> <li>• Ask randomly selected staff to trial material and provide feedback before broad distribution</li> <li>• Use language that is inclusive and jargon free</li> <li>• Include opportunity for comment to encourage two-way communication</li> </ul>	<ul style="list-style-type: none"> <li>• Can reach a large target audience</li> <li>• Is relatively simple and easy to produce</li> <li>• Provides a written record of information for future reference</li> <li>• Provides practical tools to support desired behavior</li> <li>• Can be displayed in lunch rooms for staff that are not desk-based</li> <li>• Can be shared with other organisations in your precinct and at local venues such as libraries</li> <li>• Increases profile of Travel Plan and your organisation with stakeholders</li> <li>• Most useful as a supplementary method to direct engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Distribution can be a challenge</li> <li>• Materials may not be read if they are not memorable or useful</li> <li>• Limited capability to communicate complicated concepts</li> <li>• Information could be misinterpreted</li> <li>• Primarily one-way communication</li> <li>• Over-reliance on print materials without direct engagement</li> </ul>
<b>Displays</b>			
<ul style="list-style-type: none"> <li>• Signage</li> <li>• Banners</li> <li>• Noticeboards</li> </ul>	<ul style="list-style-type: none"> <li>• Use concise, simple language and powerful images</li> <li>• Include call to action or where to find more information</li> <li>• Display in most visible location possible</li> <li>• Noticeboards need to be updated regularly so need local staff commitment</li> </ul>	<ul style="list-style-type: none"> <li>• Can be visually appealing</li> <li>• Can be reused in different locations</li> <li>• Can direct people to more information or activities</li> </ul>	<ul style="list-style-type: none"> <li>• Can only communicate minimal information</li> <li>• Can be costly</li> <li>• Can be overwhelmed by other information in the area</li> <li>• Primarily one-way communication</li> <li>• Upkeep of displays may not be well managed</li> </ul>

Possible techniques	Always think it through	What can go right	What can go wrong
<b>Digital methods</b>			
<ul style="list-style-type: none"> <li>Internal messaging (such as emails from CEO or Executive)</li> <li>Website (intranet and internet)</li> <li>e-Newsletters</li> <li>Online / email discussion group or feedback</li> </ul>	<ul style="list-style-type: none"> <li>Set up clear navigation from user's perspective</li> <li>Keep information up to date</li> <li>Information needs to be accurate and clear</li> <li>Must meet accessibility standards</li> <li>Maps are particularly useful and can be updated if site conditions change or as project milestones are met.</li> </ul>	<ul style="list-style-type: none"> <li>Can raise Travel Plan profile and awareness among staff</li> <li>Can demonstrate Executive commitment to Travel Plan</li> <li>Can reach a large audience at low cost</li> <li>Provides information 24/7</li> <li>Uses existing organisation website</li> <li>Has no distribution cost</li> <li>Can be used to target specific groups via email</li> <li>Can result in two-way discussion</li> </ul>	<ul style="list-style-type: none"> <li>Limited to digitally literate</li> <li>Disadvantages people without computer access</li> <li>Requires constant commitment by moderators</li> <li>Can be hard to navigate</li> <li>Increased use of messaging may reduce effectiveness</li> </ul>
<b>Events</b>			
<ul style="list-style-type: none"> <li>Travel clinics</li> <li>Employee events</li> <li>Launches</li> <li>Open days</li> <li>Field Trips</li> </ul>	<ul style="list-style-type: none"> <li>Consider engaging specialist training providers or instructors to increase effectiveness</li> <li>Include refreshments</li> <li>Consider providing give-aways such as bookmarks, pens, fridge magnets, water bottles, T-shirts, coffee, bike reflectors, etc.</li> <li>Send invitations broadly and remind people closer to the date</li> <li>Set up a booking system to manage demand effectively, if needed</li> <li>Include a question and answer session</li> <li>Include practical activities if suitable</li> <li>Consider participant safety</li> <li>Can hold own event or participate in existing / local events</li> <li>Explore options to partner with like-minded organisations or government agencies which provide relevant services eg. the <b>NSW Health 'Get Healthy at Work' program</b> or local government sustainability initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>Generates excitement and profile for Travel Plan</li> <li>Allows face-to-face contact with employees and other stakeholders and direct dissemination of information to the target audience</li> <li>Can be used to launch Travel Plan</li> <li>Can provide practical, face-to-face advice to interested individuals to support desired behaviours</li> <li>Can be used to build partnerships with bike clubs, local council, etc.</li> <li>Can be used to obtain feedback on current travel situation</li> </ul>	<ul style="list-style-type: none"> <li>Can be time-consuming to stage</li> <li>Can be hijacked by interest groups</li> <li>Can be impacted by weather</li> <li>Can have low turn-out if staff and other stakeholders are uninterested</li> <li>Can be costly and require external support</li> <li>Can be time-consuming to organise</li> <li>Needs some interactivity to effectively engage audience</li> </ul>

Possible techniques	Always think it through	What can go right	What can go wrong
<b>Meetings/Briefings/Workshops</b>			
<ul style="list-style-type: none"> <li>• Executive</li> <li>• Employee</li> <li>• Precinct partners</li> <li>• Other stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare well and know how to manage the group – rules for engagement</li> <li>• Be prepared to handle all contingencies</li> <li>• Consider using trained facilitators</li> <li>• Keep information short and simple with clear, jargon free, inclusive language</li> <li>• Use easy to read diagrams and visuals that are consistent with verbal and written content</li> <li>• Consider developing Manager briefing packs so team leads can brief their staff directly</li> <li>• Think of who you need to brief or to get feedback from before issuing invitations</li> <li>• Schedule multiple meetings at times suitable to shift workers, if applicable</li> <li>• Consider how participant feedback will be used and communicated</li> </ul>	<ul style="list-style-type: none"> <li>• Provides information and seeks feedback from target audience and opinion leaders</li> <li>• Allows face-to-face contact with relevant people</li> <li>• Brings a wide range of people together</li> <li>• Enables two-way communication</li> <li>• Allows opportunities to clarify misinformation and raise issues</li> <li>• Can engage many people at once</li> </ul>	<ul style="list-style-type: none"> <li>• Can have low turn-out if staff and stakeholders are uninterested or on shift</li> <li>• Can be overtaken by vocal individuals</li> <li>• Requires good facilitator</li> <li>• Can raise expectations and build skepticism if suggestions/outcomes are not followed through</li> <li>• Can be time consuming</li> </ul>