
POTENTIAL ENGAGEMENT TECHNIQUES

Travel plans are about encouraging changes in travel behaviour, so keeping people engaged sits at the heart of this work. Many techniques are available to engage with your employees, visitors and other stakeholders at the level that suits your organisation.

Tips

Tip 1

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.

Tip 2

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, especially management and executives.

Tip 3

Good travel plans become part of an organisation's 'business as usual' practices. Promotion and support of active and sustainable travel becomes mainstream.

Engagement can involve a range of different levels of participation.

Inform	Consult	Involve	Collaborate	Empower
Provide balanced and objective information about the travel plan development process and its implementation.	Seek feedback on alternatives throughout the travel plan development. Demonstrate how the feedback has been listened to and taken into account.	Work directly with employees and other stakeholder at all stages in the process and reflect their input in the travel plan.	Partner with employees and other stakeholders to develop and deliver key activities within the travel plan.	Within transparent frameworks, implement what your stakeholders decide. Empower people with the information, resources and flexibility to make improved travel decisions.

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

Possible techniques	Always think it through	What can go right	What can go wrong
Digital methods			
<ul style="list-style-type: none"> • Internal messaging (such as emails from CEO or executive) • Website (intranet and internet) • e-Newsletters • Online / email discussion group or feedback • Surveys and/or interactive maps 	<ul style="list-style-type: none"> • Set up clear navigation from user's perspective • Keep information up to date • Information needs to be accurate and clear • Must meet accessibility standards • Maps are particularly useful and can be updated if site conditions change or as project milestones are met 	<ul style="list-style-type: none"> • Can raise travel plan profile and awareness among staff • Can demonstrate executive commitment to travel plan • Can reach a large audience at low cost • Provides information 24/7 • Uses existing organisation website • Has no distribution cost • Can be used to target specific groups via email • Can result in two-way discussion 	<ul style="list-style-type: none"> • Limited to digitally literate • Disadvantages people without computer access • Requires constant commitment by moderators • Can be hard to navigate • Increased use of messaging may reduce effectiveness.

Possible techniques	Always think it through	What can go right	What can go wrong
Events			
<ul style="list-style-type: none"> • Travel clinics • Employee events • Launches • Open days • Field trips • Competitions • Give-aways • Discount schemes 	<ul style="list-style-type: none"> • Consider engaging specialist training providers or instructors to increase effectiveness • Include refreshments • Consider providing give-aways such as bookmarks, pens, fridge magnets, water bottles, tee-shirts, coffee, bike reflectors, etc. • Send invitations broadly and remind people closer to the date • Set up a booking system to manage demand effectively, if needed • Include a question and answer session • Include practical activities if suitable • Consider participant safety • Can hold own event or participate in existing / local events • Explore options to partner with like-minded organisations or government agencies which provide relevant services e.g. local government sustainability initiatives 	<ul style="list-style-type: none"> • Generates excitement and profile for travel plan • Allows face-to-face contact with employees and other stakeholders and puts the information in the hands of the target audience • Can be used to launch travel plan • Can provide practical, face-to-face advice and encouragement to interested individuals • Can be used to build partnerships with bike clubs, local council, etc. • Can be used to get feedback on current travel situation 	<ul style="list-style-type: none"> • Can be time-consuming to stage • Can be hijacked by interest groups • Can be impacted by weather • Can have low turn-out if staff and other stakeholders are uninterested • Can be costly and require external support • Can be time-consuming to organise • Need to be interactive to effectively engage the audience

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