

Traffic filters: communications and engagement

A variety of methods were used to inform and engage with people about the trial traffic filter proposals. A total of 5700 people completed the consultation survey.

Headline figures:

- Combined social media reach of posts relating to traffic filters: 86,000.
- Total number of Lets Talk Oxfordshire visitors: 55,000.
- Total number of participants at engagement events (in person and online): 1,050.
- Leaflets promoting the consultation were sent to over 60,000 addresses (residential and businesses) in Oxford and surrounding areas.

Let's Talk Oxfordshire

The consultation survey and supporting material were published on Let's Talk Oxfordshire. 55,000 people visited the traffic filters page. The page included 13 documents which were downloaded by approximately 14,000 people including:

- Consultation brochure (6,000 downloads)
- Interactive map of traffic filter locations (4524 visitors)
- Interactive map of permit area (5309 visitors)
- Frequently asked questions (approx. 4,000 views)
- Animated video (150 views)
- Summary of transport modelling
- Climate impact assessment
- Equalities impact assessment
- Statement of reasons

The page had over 55,000 visits:

- 39,040 were classed as “aware” of the traffic filters consultation as they made at least one single visit to the page.
- A further 22,280 were classified as “informed”, as they then took an action such as viewing a video, downloading a document, or reading the FAQs.
- The FAQ page was visited 3,468 times.
- A total of 6,320 people were “engaged”, meaning that they contributed to a tool by completing the survey or event registration tool.

A total of 5700 people completed the consultation survey (including 174 paper copies).

Oxfordshire County Council website

A separate information page about the traffic filters was also published on the Oxfordshire County Council website page. This had 1,745 page views and 1,527

unique page views. Most people landed on the page after a Google search. The link on the website to the Let's Talk consultation page resulted in 2,301 aware visits to the consultation page.

Public engagement events

Two public engagement sessions (including a in person discussion and an online question and answer session via YouTube) were held during the consultation. These were undertaken alongside consultation on the Central Oxfordshire Travel Plan (COTP) proposals. The events took place on 6 and 8 September, with the 8 September event rearranged to 4 October due to the passing of the Queen midway through the event. The face-to-face event was attended by over 150 people and the online event has been viewed over 900 times.

Accessibility and harder to reach groups

To meet accessibility needs, offline hardcopies copies of the survey and consultation brochure were made available at 13 libraries across the county, along with options for alternative formats available at request (for example Easy Read, large text, audio, Braille or a community language), in order for people to have their say.

The in-person engagement event took place at an accessible venue and had hearing loop facilities. The YouTube event had subtitles for viewers with hearing difficulties.

The consultation was promoted through the city council's Inclusive Transport & Movement Focus Group and Oxfordshire Community and Voluntary Action Group both of which include representation of various groups that represent people with limited online access including older people. It was also shared with student unions at Oxford University and Oxford Brookes University. Radio ads and local newspaper ads were also used to target people with limited online access. Customer services were signposting any residents who called the council to paper copies of the survey.

Social media

Social media posts across OCC's Facebook, Instagram, LinkedIn and Twitter in August, September and October reached a combined audience of over 86,000. The posts included a video from cabinet members/portfolio holders to explain the rationale of the proposals. Other posts included information about the proposals and how people could have their say.

Mid way through the consultation, the team identified the most frequently asked questions and developed short animated videos to answer these questions and bust certain myths about the proposals.

Media

A media briefing was held on 30 August 2022 where officers and members explained the proposals and answered journalist questions. Oxford Times also published a first person piece by Cllr Enright on 29 September 2022.

Further promotion of the survey included:

- Radio ads with JackFM (70 slots over two weeks).
- Bus shelter ads (18 days over two weeks).
- Travel bulletin – sent to 4,300 subscribers.
- Oxfordshire County Council resident newsletter – ‘Your Oxfordshire’ sent to 36,000 residents.
- Two press releases published on 30 August and 5 September which supported external coverage via BBC online, BBC radio, JackFM, and the Oxford Mail.
- The county council worked closely with Oxford City Council on cross promoting both the traffic filter and separate Central Oxfordshire Travel Plan consultation.
- Numerous referrals for survey completions were also received via stakeholder promotion, including from the Oxford Bus Company, CycloX and Oxford Liveable Streets.

Other stakeholder engagement:

Over 300 stakeholder contacts (including transport, environment, business and accessibility groups) were emailed in August 2022 to notify them of the consultation.

A total of 485 email responses/feedback, were also submitted to the project team, separate to the online survey.

A 10-day extension to the consultation was made to account for a period of mourning following the passing of Queen Elizabeth II.