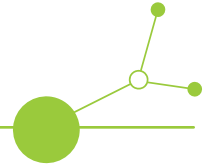# PopUpUrbanSpaces Action Plan for demonstration Actions

Digital campaigning for raising awareness

Version 1
08 2024

Table of Content

ACRONYMS AND ABBREVIATIONS

G1	Group 1: Tactical urbanism methods to test sustainable urban mobility solutions in public space
G2	Group 2: Tactical transit methods to improve user experience on public transport
G3	Group 3: Digital campaigning for raising awareness
KP	Knowledge Provider
TDA	Transnational Demonstration Action
TP	Territorial Partner

EXECUTIVE SUMMARY

PopUpUrbanSpaces Demonstration Action Plan: ***Digital Campaigning to raise awareness,*** is a document that resulted from Activity 2.1 *Planning Transnational Demonstration Action*.

The main objectives of the TDAs are:

- **improving public transport navigation**: improving walkability, public transport use, safety and community engagement in urban areas through innovative, temporary interventions that improve cycling and public transport infrastructure while providing public spaces for community activities,

- **gathering information** by measuring traffic and passengers before, during and after the intervention, together with input from local residents,

- **achieve the objectives** set out in local spatial and transport strategies, such as sustainable urban mobility plans, using quick and cost-effective measures,

- **improve communication** between local authorities and residents about the use of public spaces.

PopUpUrbanSpaces approach is based on the concept of "show and tell". The project enables cities to apply innovative methods based on tactical urbanism practices to SHOW citizens and decision makers through pop-up interventions what it would be like to have streets, public spaces not dominated by cars. The project develops innovative digital campaigning tools methods to TELL people about the risks of car-oriented urban mobility. In line with the assumptions, the delivery of transnational demonstrations is a core element of the PopUpUrbanSpaces project approach. Territorial partners will use the knowledge, competences and good practices acquired during Work Package 1 to develop and then implement transnational demonstration actions.

Territorial Partners were divided into 3 groups based on a functional link to the city and preferences:

- G1 Tactical Urbanism methods to test sustainable urban mobility solutions in public,

- G2 Tactical Transit methods to improve user experience in public transport,

- **G3 Digital Campaigning to raise awareness.**

In this document we can distinguish nine basic chapters: the first is an introduction providing information on what the document contains and the second speaks in general terms about the philosophy and steps to be followed to properly create an action plan.

Chapters from three to nine contain information about how to:

- plan digital campaign,

- define campaign goals,

- identify target audience,

- identify message,

- create interesting content,

- choose campaign channels.

This document provides an overview of action plans, explaining what they are and how they differ from other documents. It outlines the key components of a good action plan and provides guidance on how to prepare and present one. It emphasises the importance of having an action plan and offers simple techniques and tools for creating and implementing one effectively.

Action Plan: *Digital campaigning for raising awareness*, outlines the process of strategically designing and implementing a digital marketing strategy. The aim is to provide a thorough guide that can be used by any city in the Danube Region, not just our partnership. This guide will show how to:

- develop a digital marketing strategy,
- organise the campaign in a coherent way.

This document contains guidelines that can be used in any city, following a basic principle. However, it is important to tailor each campaign to the local environment in order to meet the specific needs and characteristics of the city's residents. This means preparing and delivering the campaign in the local language(s) of the target city, rather than in English, to ensure that the content reflects local culture, concerns and preferences. It is essential to involve local stakeholders and community leaders in the campaign planning process to ensure relevance and impact.

Execute the campaign to maximise public awareness and participation. By providing these techniques, we aim to make it easier for city pilots to communicate effectively and to encourage wider adoption of these methods across the area.

1. INTRODUCTION

1.1. What is this Document?

PopUpUrbanSpaces Action Plan for demonstration Actions: Digital campaigning for raising awareness is a document, that resulted from Activity 2.1: Planning Transnational Demonstration Action (TDA).

According to the Application Form of the project, the PopUpUrbanSpaces approach is based on the concept of "Show and Tell":

- the project enables cities to apply innovative methods based on tactical urbanism/placemaking practices to SHOW citizens (and decision-makers) through pop-up interventions what it would be like to have streets, public spaces not dominated by cars,

- the project develops innovative digital campaigning tools/methods to TELL (explain) people the risks of car-oriented urban mobility.

In accordance with the assumptions, delivery of transnational demonstrations is a core element of PopUpUrbanSpaces Project approach. Territorial Partners use the knowledge, competences and good practices acquired during the Work Package 1 to develop and then implement Transnational Demonstration Action. Territorial Partners are split into 3 groups, which were based on a functional link to the city and preferences:

- **G1**: Tactical urbanism methods to test sustainable urban mobility solutions in public space

  City Partners: Bamberg (Germany), Ferrara (Italy), Kamnik (Slovenia) and Krems (Austria),

- **G2**: Tactical transit methods to improve user experience on public transport

  City Partners: Nyíregyháza (Hungary), Rzeszów (Poland) and Varaždin (Croatia),

- **G3**: Digital campaigning for raising awareness

  City Partners: from all cities (Bamberg, Kamnik, Krems Ferrara, Nyíregyháza, Rzeszów and Varaždin).

The G1 and G2 groups will engage in professional actions that involve concrete physical activities in the streets, focusing on tactical urbanism and tactical transit themes. These actions will manifest in the form of temporary street closures, parklets, and improvements in public transport user experiences, among other initiatives. However, it is crucial to inform the urban population about these pilot actions (demonstrations). Communicating the presence, objectives, and context of these pilot actions is essential for them to be understood and appreciated at the city level.

The significance of G3 (digital campaigning) cannot be overstated, as it plays a pivotal role in the project's success. Through digital campaigning, urban partners will inform and engage the local population about the pilot actions. This communication ensures that residents are aware of the initiatives taking place, understand their goals, and see how they fit within the broader urban context.

Territorial Partners in the same group worked together at the level of the Transnational Demonstration Action under the coordination of the Knowledge Provider to jointly develop the action plans of their local pilots. What is important: each city in the same group tested different solutions.

Figure 1. Division of TPs into three groups

| | G1
Tactical Urbanism | G2
Tactical Transit | G3
Digital Campaigning |
|---|---|---|---|
| Knowledge Provider | IPOP | UWK | EMFIE |
| Territorial Partner | Kamnik
Ferrara
Krems
Bamberg | Rzeszów
Nyíregyháza
Varaždin | All TPs |

Source: own editing

Thanks to the Transnational Planning Workshops, which took part in Varaždin, Territorial Partners were able to create three Action Plans. The main purpose of these Plans was to serve as roadmaps for the other cities to implement territorial demonstrations.

In order to be successful, tactical projects should be structured according to 5 stages:

- **site selection** – selecting the site to be transformed based on a number of factors,

- **site pre-evaluation** – once a suitable site has been selected, a preliminary assessment is made of the condition and needs of the selected area,

- **design and preparation for implementation** - project owners develop conceptual design options, identify the necessary resources and obtain permits from local authorities,

- **implementation and evaluation** - completion of the project is not the final stage - it is followed by monitoring, performance and impact measurement, and feedback from users and stakeholders to identify areas for improvement and adaptation,

- **adaptation and expansion** - based on the results, changes are reinforced and improvements are made by extending the intervention to another city or context.

Figure 2. Tactical urbanism process
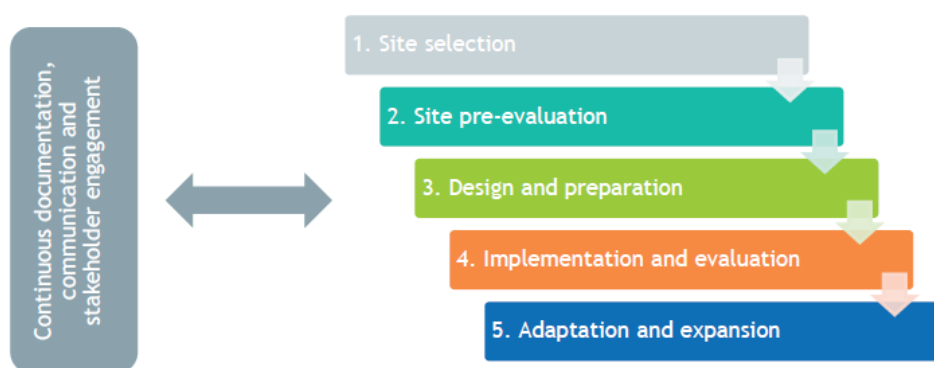
Source: PopUpUrbanSpaces - Baseline Study. Tactical Urbanism and Digital Campaigning

The purpose of this document is to demonstrate how to thoughtfully plan and build a digital campaign. It aims to provide a comprehensive guide that can be utilized not only by our partnership but also by any city across the Danube region. This guide will show how to:

- conceptualize a digital campaign,
- structure the campaign effectively.

It is a fundamental principle that this document provides universally applicable guidelines that can be utilized in any city. However, each specific campaign should always be tailored to the local context, addressing the unique needs and characteristics of the city's population. This means planning and executing the campaign in the national language(s) of the target city rather than in English, ensuring the content reflects the local culture, issues, and interests. Engaging local stakeholders and community leaders in the campaign planning process is essential to ensure relevance and impact.

Implement the campaign in a way that maximizes public awareness and engagement. By sharing these strategies, we hope to facilitate the successful communication of urban pilot actions and contribute to the broader adoption of these practices throughout the region.

2. PHILOSOPHY AND STEPS OF PREPARING AN ACTION PLAN

In this chapter you'll become familiar with the subject of action plans. You'll learn what an action plan is, how it differs from other similar documents, what the key components of a good action plan are, and we'll show you every step of the way. Finally, you'll see why you need this type of document, what the key steps are in preparing it, and we'll show you the simplest techniques and tools for presenting any action plan.

2.1. What is an Action Plan?

An action plan is a detailed set of tasks designed to **achieve a specific goal**. It can be thought of as a proposed plan for carrying out a particular project in order to successfully achieve a specific or broad goal. It sets out the actions to be taken and helps to stay focused and orderly, whether for personal or professional purposes. Breaking the goal down into smaller, achievable tasks helps to maintain motivation and monitor progress. It plays a crucial role in strategic planning and improves collaborative planning. Action plans are not limited to project management and can also help individuals create a strategy to achieve personal goals.

An action plan is a **written record of the steps** needed to achieve a particular goal. It breaks the goal down into manageable tasks that are easy to track and monitor. An action plan should define the resources needed to achieve the goal and establish a schedule for completing specific tasks. In project management, a properly constructed action plan can act as a **guide for the project manager** to break down a large project into smaller, more manageable tasks.

Know the Action Plan in a nutshell:

- an action plan is a strategic tool that sets out the precise steps, tasks and objectives needed to achieve a specific goal,

- its main purpose is to provide a precise guide for individuals, teams or organizations to easily achieve their goals,

- action plans simplify complex projects into achievable parts, making it easier to monitor progress and maintain direction,

- action plans are essential for promoting accountability and teamwork within a group. Assigning responsibilities and deadlines for each task or milestone ensures that everyone knows their role and the overall timeline, leading to less confusion and better teamwork,

- in addition, action plans help with resource allocation, budgeting and risk management by allowing stakeholders to identify potential obstacles and prepare for unexpected circumstances,

- in general, the aim of an action plan is to turn vague objectives into specific tasks, making them easier to achieve and track progress, while ensuring that resources and efforts are aligned with the intended results.

> Want to achieve your goal in Digital campaigning?
>
> Create an **action plan** and go for it!

2.2. Action Plan vs Strategic Plan vs To-do List – differences and similarities

At first glance, it may seem that there is no significant difference between action plan, strategic plan and to-do list. However, there are differences, and often very significant ones.

Strategic plan

Strategic plans are larger in scope than action plans; action plans contain information about the precise actions you need to take to achieve specific goals, along with who will do what, when, with what resources, and in what order.

The broad aims, objectives and direction of a project are set out in a strategic plan, usually covering several years. In contrast, an action plan translates the strategic goals and objectives into specific tasks, objectives, deadlines and roles. Action plans are more specific and focus on short to medium term objectives.

The 'what' and 'why' of the project are defined in the strategic plan, which also sets the direction of the project. The action plan ensures that the project's objectives are translated into specific activities and outlines the "how" of implementing the strategic strategy.

An organisation's strategic plan sets the broad direction and goals, while its action plan provides the precise measures and detailed roadmap needed to implement the strategy. The action plan outlines the tactical execution, while the strategic plan guides the overall approach.

To-do list

A pre-determined vision, which outlines the steps you will take to achieve the goals and objectives, is made easier to realise with the help of an action plan. An action plan breaks down a vision into activities, deliverables and targets. An action plan encourages initiative, progress and results. Without action, nothing can be achieved. A to-do list is simply a list of tasks to be completed. It often lacks vision, is not structured to encourage automatic sequencing, and fails to specify your goal in detail.

A to-do list is still what an action plan is, but it has a twist: your 'to-dos' are divided into categories, with each category representing a goal you want to achieve. You may create separate folders for your tasks to organise your plans for each area of your project.

An action plan helps you keep your goals in mind. It helps you see how these small tasks contribute to your overall goal by putting your to-do list into perspective.

2.3. Components of a good Action Plan

We all know how important it is to have a well-thought-out action plan to guide us through the design process. It's like having a roadmap to help us reach our destination! So, let's make sure we create an action plan that's full of the right components. In this document, we're excited to introduce you to eight of the most important ones:

Objectives

The goals of the action plan are defined and communicated through the objectives, which act as a guide for the plan. Your goal is the foundation of your action strategy. It should be a clear and concise statement that describes what you want to achieve. When you have a well-stated goal, it gives your entire plan direction and purpose, and ensures that all activities and tasks are coordinated to achieve that one goal.

Steps

The action plan is made up of a series of steps. They set out the key objectives and milestones that need to be reached to achieve the goal. These phases also help you choose activities (action items), allocate resources, and set deadlines. They also help you break the objective or project down into smaller, more manageable pieces.

Items

The smaller, separate tasks that make up the different stages of the action plan are called action items. These are the tasks that, once they're done, lead to the next stage of the action plan. It's important that every item on the action plan is clearly defined, achievable and understood by the team members.

Timeline

Once you've finished a task, set a deadline for it. Set milestones to help you stay on track and celebrate small wins along the way. You can see the full plan timeline in the action plan. It's really important for setting expectations, keeping an eye on how things are going and making sure the project stays on track.

Resources

These are the things you need to get the job done: people, time, tools and money. Before you get started, it's a good idea to check the resources you've got in your plan. That way, you can make sure you don't have to put any activities on hold or change them because you don't have the resources you need.

Matrix

The action plan matrix is a great way to stay organised when you're planning tasks. It's like a road map that helps you organise your tasks and action stages according to importance, completion date and resource allocation. This alignment makes it easier to spot any dependencies or potential bottlenecks.

Report

You'll find a summary of the steps we took to carry out the action plan in the action plan report. It includes details on what was done, how long it took, what was spent, what resources were used, and any changes from the original plan.

Assignments

Last but not least: assignment. It's best to have one person, group, or team take on each task. It's important to make sure that the right people are doing the right jobs, so that we can be sure that our action plan is going to work.

2.4. Why do You need an Action Plan and who exactly needs it?

It's true that creating an action plan takes more time and effort. You may have asked yourself whether it's really necessary to create such a document when there are already so many other things to do in this busy project schedule. You might be asking yourself, "why do we need an action plan?" or "do we really need one?" But we promise that creating an action plan will improve your productivity and efficiency. Below you will find some of the best arguments for why the time you invest in the creation of an action plan is a good and worthwhile investment in your project.

- **Action plan gives a clear direction** - you know exactly what needs to be done because an action plan outlines the specific tasks to be completed and when they should be completed; an action plan can give you the clarity you need to focus your time and energy when you feel confused, overwhelmed or unsure of how to proceed, avoid making the same mistakes or take your project to the next level.

- **Action plan gives a feedback about the progress** - where are you making progress and where are you stuck? By following an action plan, you can monitor your own progress, level of confidence, challenges and effort required or given on the way to success.

- **Action plan provides a thorough record of your journey** - it makes it easy to remember all the experiences you have along the way. This is because it allows you to identify your main goal and the activities you need to undertake to achieve it. This makes it easier for you to evaluate the effort involved, what worked and what didn't, so you can do better the next time you undertake a similar task.

- **Action plan gives you satisfaction** - each action step you take brings you closer to your goal, reduces stress, increases self-awareness of your talents and drives you towards achievement. It is important to note at this point that completing an action plan often requires more than just a wish and some lovely words on paper.

- **Action plan brings people together** - those with expertise in the field, those who are affected by the issue and stand to benefit from the change (beneficiaries), and those who can provide resources for the initiative (resources) can all be brought together through action planning. One person can often play more than one of these roles.

Anyone who needs a methodical approach to planning can benefit from an action plan. When you create an action plan, you're detailing exactly what steps you'll take to complete your project. These plans can help you organise your to-do list and ensure that you have the knowledge and tools you need to achieve your goals.

2.5. Steps of preparing an Action Plan

Define your end goal!

The first step in preparing a good action plan is to **define your end goal**. In other words, it is what I/we want to achieve at the end of the whole process. The end goal is what you aim to accomplish through your current efforts. These action steps are commonly referred to as means goals. In order to discover your ultimate objectives, inquire about the reasons behind each goal and envision the future you desire to reach. In this case essential is to be clear about it – the more specific your goal, the easier it will be to achieve it.

Defining your goal is perhaps the most important element in preparing a proper action plan. Not sure how to define your end goal? Or maybe not sure if your goal is good enough? Run it through the SMART[1] criteria and make sure it is:

- **Specific** – every goal needs to be specific, so you need to know what needs to be achieved, who's responsible for it, and what steps need to be taken to get there. It's also important that your specific goal is also: simple, sensible and significant.

- **Measurable** - this stage asks you to put into practice techniques for tracking your progress towards your goal. Measurability also considers the steps you would take to track your progress towards your goal. This can be as simple as keeping track of how long it takes you to complete a task or achieve a goal.

- **Achievable / attainable** - this has to do with how achievable your goal is. Do you have the time and resources to complete the task? This might mean getting the information you need, enlisting the help of team members, or learning new skills. Your chances of success increase if your goal is clear, quantifiable and seen as achievable.

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[1] SMART approach or SMART criteria is an acronym used to establish criteria for effective goal-setting and objective development. First used by George T. Doran in the 'Management Review' journal in 1981.

- **Realistic / relevant** – your goal is now specific, measurable and achievable - now it's time for it to be realistic as well. A realistic goal will have a direct impact on favourable outcomes. Remember that each step you take should bring you one step closer to your goal. In our scenario, an appropriate goal will result in direct cost savings.

- **Time-bound / timeframe / time-oriented** - it's important that you and your team agree on when a goal has been achieved so that you can measure success. How far ahead do you want to go? When will the group start developing and carrying out the assigned tasks? When will they be completed? Time factors need to be included in SMART objectives so that everyone knows how to stay on track within the allotted time.

List down the steps to be followed

First things first: you need to get all your to-do lists out of your head and onto paper or, more often than not, onto a screen. Make a list of everything you need to do to achieve your goal. This involves breaking down your primary goal into more manageable goals. By doing this, you can approach the ultimate goal in a methodical, step-by-step way and make it seem less overwhelming. Check that the activities are feasible and relevant to your goal. If a task seems too big or ambiguous, you can break it down into two or three more manageable action items. Make a literal master list of all the things you need to do and prioritise them according to the following criteria:

- Daily tasks: routine tasks such as attending meetings, checking in and responding to correspondence.

- Weekly tasks: action items related to project milestones, deadlines or presentations.

- Monthly tasks: tasks related to longer-term goals and projects.

Your workload immediately seems less daunting when you list your tasks as discrete items. An important part of prioritising tasks is being aware of what is really on your plate.

Prioritize tasks and add deadlines

Understanding the underlying "importance" of a work in relation to others is necessary to learn how to prioritise it, but this can be challenging because "importance" isn't easily measured. Remember that not all tasks are equally important - some are more important than others, and that's fine! All initiatives need to be prioritised, but large, complicated ones even more so. Especially when every task seems to be begging for your attention and top priority. No matter how well planned, you can always expect changes, re-ordering of priorities and the occasional surprise. Important things should always be on your to-do list, even if they are not urgent. You don't have to do them or finish them today, but you need to remember them.

In order to prioritise tasks effectively, you can use a variety of techniques - tools or methods, such as:

- Eisenhower matrix,

- ABCDE method,

- Bubble sort method,

- Most Important Task (MIT) method,

- Two lists technique,

- Pareto principle (80/20 rule),

- Scrum prioritization.

Figure 3. Steps of preparing an Action Plan

Define end goal

List down steps to be followed

Prioritize tasks and add deadlines

Set milestones

Identify the resources needed

Visualize

Monitor, evaluate, update

Source: own editing

Set milestones

Milestones can be thought of as small goals that prepare you for the ultimate big goal. Adding milestones has the advantage of giving team members something to look forward to, which keeps them motivated even when the final deadline is far away. Set milestones and work backwards, starting with the end goal. Don't forget to leave enough time between each milestone you set.

Milestones mark specific moments in your timeline. They are markers that indicate the end of individual tasks or groups of tasks, or the start of a new project phase. Milestones differ from other timeline components in that they don't take time to complete. Instead, they act as an indicator that the project is progressing as planned.

Milestones make your job easier by setting the team on a specific course of action, while keeping stakeholders informed of the project's progress. The good news is that milestones can be easily added to any project (even one that is already underway), and they offer many benefits.

Identify the resources needed

All the things you need to complete a project, such as teams, tools, raw materials and so on, are called resources. We call this the resource requirement. Before you start work, it is important to identify the resources you will need. In project management, resource requirements let you know what you'll need to

complete your work and deliver the project on time and on budget. It is also easier to make the best use of resources if you are aware of their requirements.

Make sure you have all the tools you need to do the work before you start. You will also need to make a plan to get them if you do not already have them. Your budget should also be part of this. If there are costs associated with each task, you can include a column in your action plan to record them.

Visualize your action plan

A visual representation of your action plan is essential. It will help you choose your goal and your target. It's easier to follow if you can see it. To make this visualisation process easier (and possibly more appealing), consider using action plan templates.

Make sure that your action plan effectively communicates the components we have already identified, such as tasks, task owners, deadlines, resources, etc., whether it is presented as a flowchart, Gantt chart or table.

Monitor, evaluate and update

Finally, the final stage of your journey to the best action plan is upon you. Take some time to evaluate the progress you and your team have made. In this final action plan, you can highlight your progress towards the goal by marking completed activities as done. This will also highlight any tasks that are unfinished or overdue, in which case you should investigate the cause and come up with workable answers. Then make the necessary updates to the action plan.

2.6. How to present an Action Plan?

In all kinds of organisations, one of the regular tasks is to present an action plan to an audience. Each initiative must be approved by someone in order to be funded or for the team's efforts to be accepted. Individuals also need to be informed so that they understand the parameters of the action plan, their role within it and whether any of the planned tasks will have a direct impact on them.

In companies, the presentation of an action plan is a regular task. Informing stakeholders about the action plan, whether before or after approval, can help set expectations and facilitate traction among the teams or people involved.

You can use one (or even several!) of the many well-known techniques to present your action plans. Among these are:

- **SWOT Analysis** - a widely used heuristic method for organising and analysing information. Strengths, Weaknesses, Opportunities and Threats are the four elements of analysis represented by the acronym in the name.

- **Mind Mapping** - the purpose of mind mapping is to improve productivity and to simplify, accelerate and enhance the learning and memorisation process. Rather than encouraging monotonous and repetitive thinking, it encourages innovative and multi-directional thinking.

- **PERT** (Program Evaluation and Review Technique) - is a probabilistic approach to project management and planning. It provides a graphical representation of the project schedule and generates a job summary for each participant.

- **Fishbone Diagrams** (Ishikawa or Cause-and-Effect Diagrams) - cause and effect diagram in the shape of a fishbone. A problem is located in the 'fish head' on the right side of the diagram. Then, to represent possible causes, the spine and bones diverging from it are shown to the left of the skull.

- **Gap Analysis** - identifies differences between the current level of allocation and the optimal distribution and integration of inputs (resources). This highlights areas for improvement.

There are many tools on the market for graphical presentation. You can present your action plan both in the traditional way - for example, by creating it on a piece of paper or in a simple word processing programme - and with advanced, often paid-for programmes or applications (often dedicated to such activities). Below you will find some of the most interesting ways and tools to present your action plan effectively and efficiently.

Gantt Charts

One of the most common and effective tools for displaying activities (tasks or events) against time is a Gantt chart, which is often used in project management. A list of activities is presented on the left-hand side of the chart, with an appropriate timescale at the top. Each activity is represented by a bar, and the position and length of the bar indicate the start, middle and finish dates of the activity.

Figure 4. Example of a Gantt chart

Source: https://www.gantt.com/
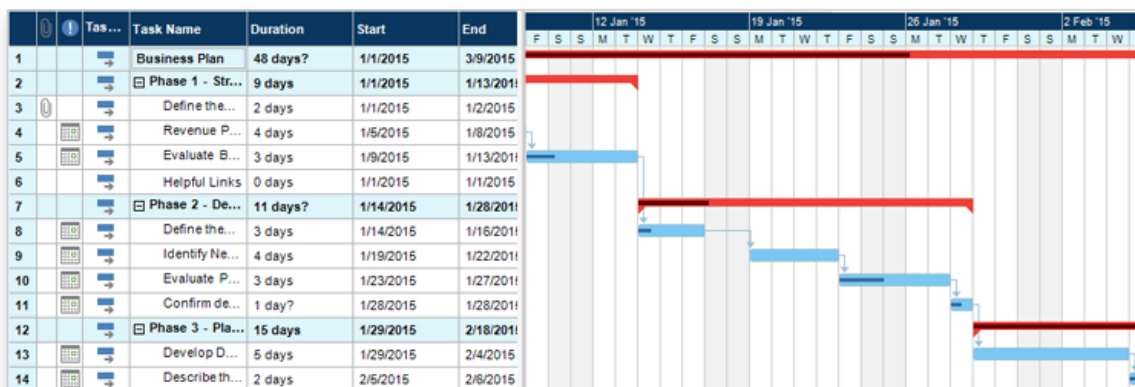
Project schedules are most commonly tracked using Gantt charts. It is helpful to be able to show more details about the different tasks or project phases, such as the relationships between tasks, the progress of each task, the resources allocated to each task, and so on.

The most common applications for creating Gantt charts include: TeamGantt (free online Gantt chart generator), GanttPRO (advanced paid tool), Paymo (free of charge, only in the basic version without the chart option).

Kanban Boards

An Agile project management tool called a Kanban board can help visualise work, minimise work-in-progress and increase productivity (or flow). It facilitates the day-to-day organisation of work for both Agile and DevOps teams. Kanban boards, with their cards, columns, and continuous improvement features, help technology and service teams accept and complete the right amount of work.

Some of the most popular Kanban software solutions: Trello (4 price plans, a free trial version is also available), ClickUp (free of charge), Asana (free level available for up to 10 people).

Figure 5. Example of Kanban board - Trello

Source: https://trello.com/pl
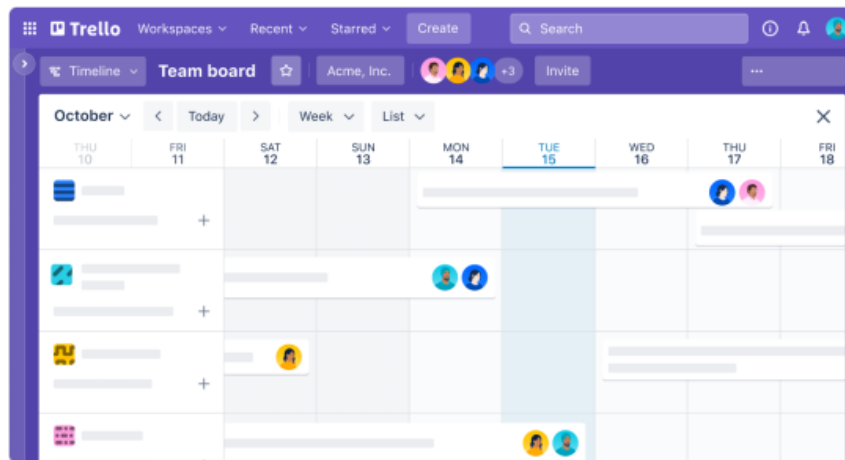
Mind Mappins

A unique style of note-taking that, according to its creators, uses the synergistic interaction between the two hemispheres of the brain to stimulate intuition and improve productivity and memory. A mind map is a diagrammatic, visual representation of data centred on a hierarchy of relationships. Mind maps are a great tool for generating ideas and brainstorming.

Some of the most popular mind mapping softwate: MindMeister (free basic plan up to 3 diagrams), Coggle (for beginner mind map makers, free for up to 3 private diagrams), Ayoa (paid AI mind map generator).

Figure 6. Example of Mind Map - MindMeister

Source: https://support.mindmeister.com/hc/en-us/articles/360017491680-About-MindMeister
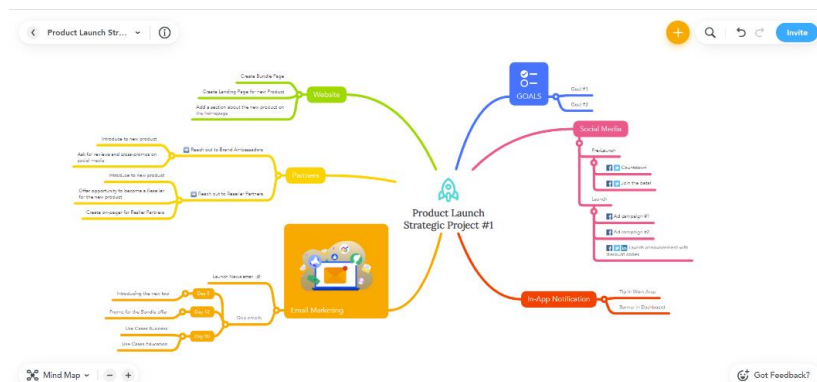
3. PLANNING THE DIGITAL CAMPAIGN

Planning is of paramount importance in the success of any digital campaign, especially for partners and cities aiming to implement tactical urbanism and tactical transit solutions. A successful campaign always hinges on how precisely it has been planned. Meticulous planning ensures that all aspects of the campaign are thoroughly thought out and strategically aligned with the project's objectives.

A well-planned campaign prevents unnecessary expenditure by optimizing resource allocation and targeting the right audience effectively. It ensures that every dollar spent contributes to achieving the desired outcomes. Moreover, it provides a clear roadmap, helping to anticipate potential challenges and address them proactively. This reduces the likelihood of costly mistakes and inefficiencies.

In contrast, an ad-hoc campaign, lacking in thorough planning, often results in wasted resources and suboptimal outcomes. Without a solid plan, efforts can become fragmented, messages may be inconsistent, and the campaign may fail to engage the target audience effectively.

Therefore, it is crucial to emphasize to partners and cities that investing time and effort into planning a digital campaign is indispensable. It is this detailed planning process that will lead to higher efficiency, better engagement, and ultimately, more successful implementation of tactical urbanism and tactical transit initiatives.

Identifying key messages is a critical step in planning a successful digital campaign for the tactical urbanism (G1) and tactical transit (G2) actions. These messages will serve as the foundation for all communication efforts, ensuring consistency and clarity in conveying the core objectives and values of the pilot actions. Here are the essential steps for identifying and developing these messages.

A campaign plan is a short-term integrated communications plan to reach our goals. Its purpose is to engage audiences, it typically has a content marketing focus and an integrated media schedule. The purpose of campaign planning is to identify relevant, integrated activities and channels to reach campaign objectives as well as influence the target group members. An effective campaign plan has an engaging, shareable campaign concept.

A solid campaign plan has:

- Clear, realistic goals that you can be confident of hitting
- The best strategy to achieve these goals against your competition
- Sufficient details of the tactics and actions needed to translate the strategy into action
- A method to check you are on track with your plans

The campaign delivers on these goals for communications:

- Coherence – different communications are logically connected.
- Consistency – multiple messages support and reinforce, and are not contradictory.
- Continuity – communications are connected and consistent through time.
- Complementary – synergistic, or the sum of the parts is greater than the whole!

3.1. Engaging Local Stakeholders in Digital Campaign Planning

Involving local stakeholders in the planning of a digital campaign is highly recommended. Stakeholders bring valuable insights, perspectives, and resources that can significantly enhance the campaign's effectiveness and relevance. Here are key reasons why their engagement is crucial:

- Local Insights and Expertise: Local stakeholders, including community leaders, business owners, and residents, have a deep understanding of the local context. Their insights can help tailor the campaign to address the specific needs, concerns, and interests of the community. This ensures that the messages resonate more strongly with the target audience.

- Building Trust and Credibility: Engaging stakeholders fosters a sense of ownership and collaboration, which is essential for building trust and credibility. When stakeholders are involved in the planning process, they are more likely to support and advocate for the campaign, amplifying its reach and impact.

- Resource Optimization: Stakeholders often have access to additional resources, such as local networks, communication channels, and expertise, which can be leveraged to enhance the campaign. Their involvement can also help identify potential barriers and opportunities, allowing for more efficient resource allocation and execution.

- Enhancing Community Engagement: Involving stakeholders in the planning process promotes greater community engagement. It encourages active participation, feedback, and dialogue, which are vital for refining the campaign and ensuring it meets the community's expectations and needs.

- Ensuring Cultural Relevance: Local stakeholders can provide critical input on cultural nuances and sensitivities that need to be considered in the campaign. This helps in crafting messages that are culturally relevant and respectful, thereby increasing the campaign's acceptance and effectiveness.

By integrating local stakeholders into the digital campaign planning process, cities can create more targeted, effective, and inclusive campaigns. This collaborative approach not only enhances the campaign's success but also strengthens the community's connection to the tactical urbanism and tactical transit initiatives.

3.2. Understand the Objectives

Before crafting key messages, it is important to have a clear understanding of the campaign's objectives related to G1 and G2 actions. These objectives might include:

1. **Raising Awareness:** Inform the public about the specific tactical urbanism and transit actions taking place.

2. **Educating the Public:** Explain the benefits and goals of these actions, such as improving urban mobility, enhancing public spaces, and increasing the efficiency of public transport.

3. **Engaging the Community:** Encourage community participation and feedback on the pilot actions.

4. **Building Support:** Foster a sense of ownership and support for the initiatives among residents and stakeholders.

3.3. Implementation scenarios

Effective planning of the digital campaign is crucial in two specific scenarios:

Internal Implementation: The partners themselves will execute the digital campaign in-house. This approach requires training the partners to plan, execute, and assess digital campaigns effectively. Capacity building becomes instrumental in empowering them to navigate digital tools, understand target audience dynamics, and create impactful content. Key aspects include:

- Training Sessions: Conduct workshops to enhance digital literacy and campaign management skills.

- Resource Development: Provide guidelines and toolkits to assist in campaign planning and execution.

- Feedback Mechanisms: Establish systems for continuous learning and improvement based on campaign outcomes.

Outsourcing to Professional Agencies: Alternatively, the partners may choose to outsource the digital campaign activity to professional agencies. In this scenario, the partners still need a substantial level of digital literacy to collaborate efficiently with the agency, articulate their goals, and gauge the effectiveness of the campaign. Important considerations include:

- Selecting Agencies: Choose agencies with a proven track record in urban development campaigns.

- Clear Briefing: Ensure that the agency understands the project's objectives, target audience, and desired outcomes.

- Regular Monitoring: Maintain ongoing communication with the agency to track progress and make necessary adjustments.

Both approaches underscore the importance of capacity building as a foundational step. Empowering partners with the necessary skills and knowledge ensures the campaign's success regardless of the implementation method.

4. DEFINING CAMPAIGN GOALS

Setting clear and measurable goals at the beginning of your digital campaign for tactical urbanism (G1) and tactical transit (G2) pilots is crucial for several reasons. These goals provide a roadmap for your campaign, helping to guide your efforts and measure your success. Here are some key reasons why goal-setting is essential:

Direction and Focus

Goals give your campaign direction and focus, ensuring that every action taken contributes to a specific outcome. Without clear goals, your efforts may become scattered and less effective. By defining what you aim to achieve, you can create a cohesive strategy that aligns with your broader objectives.

- **Example**: If your goal is to increase public awareness, your content and outreach strategies will be tailored to maximize visibility and engagement with your target audience.

Measurable Success

Having specific, measurable goals allows you to track your progress and determine the success of your campaign. This helps in identifying what's working and what's not, enabling you to make data-driven adjustments as needed.

- **Example**: If your goal is to receive feedback from 500 residents, you can monitor survey responses and engagement rates to see if you're on track, and adjust your outreach efforts if necessary.

Resource Allocation

Clear goals help in efficient resource allocation by prioritizing efforts that contribute directly to your objectives. This ensures that time, budget, and manpower are utilized effectively, preventing wastage and maximizing impact.

- **Example**: If your goal is to attract participants to a launch event, you can allocate resources towards promotional activities and partnerships that will drive attendance.

Motivation and Accountability

Goals provide motivation for your team and create a sense of accountability. When everyone understands what they are working towards, it fosters a sense of purpose and commitment, driving higher productivity and engagement.

- **Example**: Setting a goal to achieve 10,000 social media impressions creates a target for your marketing team to strive for, encouraging creative and consistent effort.

Long-term Planning

Establishing goals at the outset helps in long-term planning by setting the foundation for sustained efforts. It allows for the development of phased strategies that can evolve over time, ensuring ongoing support and engagement.

- **Example**: A goal to build long-term support for transit initiatives can lead to ongoing campaigns that highlight the benefits and successes of the projects, maintaining public interest and backing.

Evaluating Impact

Goals provide a benchmark for evaluating the impact of your campaign. By comparing actual outcomes against your set goals, you can assess the effectiveness of your strategies and learn valuable lessons for future campaigns.

▪ **Example**: If your goal was to increase foot traffic in a pedestrian zone by 20%, you can measure traffic patterns before and after the campaign to gauge its impact and inform future projects.

Setting goals at the beginning of your campaign is vital for ensuring direction, measuring success, allocating resources efficiently, motivating your team, planning long-term strategies, and evaluating impact. Clear and well-defined goals are the cornerstone of a successful digital campaign, driving better results and more impactful initiatives.

4.1. Establishing Key Performance Indicators (KPIs)

While setting clear goals is crucial for any digital campaign, defining Key Performance Indicators (KPIs) can further enhance your campaign's effectiveness. However, given the pilot nature of the projects and the specific challenges associated with tactical urbanism (G1) and tactical transit (G2), determining appropriate KPIs may be more challenging.

The unique characteristics of pilot projects and the innovative nature of tactical urbanism and transit initiatives can make it difficult to establish standard KPIs. The experimental and temporary aspects of these pilot projects may lead to unpredictable outcomes, complicating the measurement of success through traditional metrics. Additionally, the specific goals and impacts of tactical urbanism and transit projects can vary widely based on local context and community needs.

Despite these challenges, making an effort to define KPIs is highly beneficial for several reasons:

Clarity and Precision

KPIs provide clear and precise metrics to evaluate the success of your campaign, ensuring that you have objective criteria for measuring performance.

▪ **Example**: A KPI could be the number of participants in a community event, allowing you to quantify engagement and assess the effectiveness of your outreach efforts.

Continuous Monitoring

KPIs enable ongoing tracking of your campaign's progress, helping you identify trends and make real-time adjustments.

▪ **Example**: Monitoring social media engagement rates as a KPI can help you adjust your content strategy to better resonate with your audience.

Data-Driven Adjustments

With well-defined KPIs, you can make informed decisions based on actual data rather than assumptions or anecdotal evidence.

▪ **Example:** If a KPI shows low attendance at an event, you can analyze the data to understand why and refine your promotional strategies for future events.

Efficient Allocation

KPIs help in optimizing resource allocation by highlighting which strategies and activities are delivering the best results.

▪ **Example**: If a KPI indicates high engagement from a particular demographic, you can allocate more resources towards targeting that group.

Setting Benchmarks

KPIs establish clear benchmarks for success, creating accountability within your team and motivating them to achieve set targets.

▪ **Example**: Setting a KPI for the number of public transport users during a pilot phase encourages the team to focus efforts on increasing ridership.

Showcasing Results

KPIs allow you to demonstrate the impact of your campaign to stakeholders, funders, and the community, showcasing the tangible benefits of your initiatives.

▪ **Example**: A KPI showing a reduction in traffic congestion due to a tactical urbanism project can be a powerful testament to the project's success.

4.2. Examples for Campaign Goals and KPIs in PopUpUrbanSpaces

Defining specific Key Performance Indicators (KPIs) tailored to your tactical urbanism (G1) and tactical transit (G2) projects can significantly enhance the effectiveness of your digital campaign. Here are some examples of campaign goals and KPIs that could be useful for measuring the success of your initiatives:

I.   **Campaign goal:** the goal of the Public Awareness campaign is to increase the visibility and understanding of the tactical urbanism and tactical transit projects among the local community, ensuring that residents are well-informed about the initiatives, their benefits, and how they can participate and provide feedback. Examples of KPIs:

▪ Social Media Impressions: The number of times campaign posts are displayed on social media platforms. Target: Achieve 50,000 impressions across all platforms within the first two months.

▪ Website Traffic: The number of visits to the campaign's dedicated project page. Target: Increase website traffic to the project page by 30% in the first month.

▪ Media Coverage: The number of mentions and articles in local and regional media. Target: Secure coverage in at least 10 local media outlets during the campaign period.

II.   **Campaign goal:** The goal of the Community Engagement campaign is to actively involve local residents in the tactical urbanism and tactical transit pilots, encouraging their participation in events, soliciting their feedback, and fostering a sense of ownership and collaboration to ensure the projects meet the community's needs and expectations. Examples of KPIs:

▪ Event Participation: The number of community members attending pilot project events. Target: Attract at least 300 participants to the launch event of the new pedestrian zone.

▪ Survey Responses: The number of residents providing feedback through online surveys. Target: Collect feedback from at least 500 residents on the new transit improvements.

▪ Social Media Engagement: The number of likes, shares, comments, and interactions on social media posts. Target: Achieve 1,000 engagements (likes, shares, comments) on Facebook and Instagram posts within the first two months.

III.   **Campaign goal:** The goal of the Behavioral Changes campaign is to influence and modify the daily habits of local residents by encouraging the adoption of sustainable urban mobility solutions and increased use of public transport, ultimately leading to a reduction in traffic congestion and environmental impact. Examples for KPIs:

▪ Public Transport Usage: Increase in the number of passengers using public transport services affected by the pilot. Target: Increase public transport ridership by 15% on routes involved in the tactical transit project within three months.

- Foot Traffic in New Zones: Increase in pedestrian activity in newly created pedestrian or parklet areas. Boost foot traffic by 20% in the new pedestrian zone within the first two months.

IV.   **Campaign goal:** The goal of the Community Feedback campaign is to gather and analyze input from local residents regarding the tactical urbanism and tactical transit projects, ensuring that their opinions, concerns, and suggestions are taken into account to refine and improve the initiatives for better alignment with community needs. Examples for KPIs:

- Sentiment Analysis: The percentage of positive versus negative feedback received through social media comments and surveys. Target: Achieve a positive sentiment rate of 70% in community feedback on social media and surveys.
- Feedback Sessions Attendance: The number of attendees at community feedback sessions or forums. Target: Engage at least 150 community members in feedback sessions about the tactical urbanism and transit projects.

V.   **Campaign goal:** The goal of the Educational Outreach campaign is to inform and educate the local community about the tactical urbanism and tactical transit projects, highlighting their benefits and objectives, and providing residents with the knowledge they need to support and engage with the initiatives effectively. Examples for KPIs:

- Educational Content Views: The number of views on educational videos or infographics related to the projects. Target: Reach 5,000 views on the campaign's educational video within the first month.
- Time Spent on Educational Pages: The average time users spend on web pages with educational content about the initiatives. Target: Achieve an average of 3 minutes spent on educational content pages per visitor.

By setting these KPIs, you can effectively measure the impact of your digital campaign, ensuring that your tactical urbanism and tactical transit projects achieve their intended outcomes and garner the necessary community support.

5. IDENTIFYING TARGET AUDIENCE

Identifying the target audience for digital campaigns in tactical urbanism and tactical transit pilot projects is a fundamental step that significantly influences the overall success of these initiatives. Identifying the target audience for digital campaigns in tactical urbanism and tactical transit pilot projects is crucial because it ensures tailored communication, enhances outreach efficiency, fosters engagement and participation, builds community trust and buy-in, allows for better measurement and improvement, and contributes to strategic resource allocation. These benefits collectively lead to a more effective and impactful campaign, ultimately supporting the success and sustainability of the pilot projects. Knowing precisely who you need to reach and engage ensures that your messaging is relevant and impactful, leading to better outcomes for the projects. Several key benefits arise from effectively identifying and understanding your target audience in this context.

1.   The communication is tailored to the specific needs and interests of different segments within the community. For instance, commuters, local residents, business owners, and community groups each have unique concerns and priorities. By understanding these distinctions, you can craft messages that resonate with each group. Commuters might be most interested in how the projects will reduce travel time and improve reliability, while local residents may be more concerned about safety, accessibility, and enhancements to their living environment. Tailoring your messages to address these specific concerns increases the likelihood of positive reception and support.

2.   Efficiency of your outreach efforts. When you know exactly who you need to reach, you can focus your resources on the most effective channels and strategies. This targeted approach not only saves time and money but also ensures that your efforts are not wasted on audiences that are unlikely to be affected by or interested in the projects. For example, using social media and online platforms to engage younger, tech-savvy individuals, while employing community meetings and printed materials for older residents, maximizes the impact of your campaign by reaching people through their preferred communication methods.

3.   The ability to foster greater engagement and participation. When people feel that the information they receive is relevant to their lives, they are more likely to engage with the campaign, provide feedback, and participate in related activities. This engagement is crucial for building community support and ensuring the success of the pilot projects. For example, if business owners understand how a new pedestrian zone will increase foot traffic and potentially boost their sales, they are more likely to support and promote the project within their networks.

4.   Build trust and buy-in from the community. When people see that their specific needs and voices are being considered, they develop a sense of ownership and trust in the initiative. This trust is vital for overcoming any resistance or scepticism about the projects. Engaging community influencers and leaders, who are respected within their segments, can further amplify this trust and support. These influencers can advocate for the projects and help spread positive messages, thereby strengthening community backing.

5.   Better measurement and improvement of the campaign's effectiveness. By setting specific key performance indicators (KPIs) relevant to each audience segment, you can track progress more accurately and make data-driven adjustments to your strategies. This continuous feedback loop ensures that your campaign remains dynamic and responsive to the community's needs, ultimately leading to more successful outcomes.

6.   Contributes to the strategic allocation of resources. Knowing where to focus your efforts allows for more efficient use of the campaign budget and reduces the risk of overspending on ineffective tactics. This strategic approach is particularly important in pilot projects, where resources may be limited, and the need for impactful results is high.

5.1. The Process of Identifying Target Audiences

Identifying target audiences in tactical urbanism and tactical transit projects involves a systematic approach that includes preliminary research, audience segmentation, developing audience profiles, tailoring communication strategies, and implementing and monitoring the campaign. Here's a detailed overview of the process:

Conduct Preliminary Research

The first step in identifying the target audience is conducting thorough preliminary research. This involves gathering and analysing data about the community to understand its demographics, geographic distribution, and behavioural patterns.

- Demographic Analysis: Collect data on age, gender, income levels, education, and other relevant demographic factors from local government sources, census reports, and community surveys. This helps to create a comprehensive demographic profile of the community.

- Geographic Segmentation: Identify specific neighbourhoods or districts that will be affected by the projects. Mapping the area helps to pinpoint which residents and businesses will be most impacted.

- Behavioural Insights: Conduct surveys to gather information on how different groups use public spaces and transportation. Understanding the daily habits and preferences of the community is essential for effective audience segmentation.

- Community Feedback: Engage with locals through town hall meetings, focus groups, and workshops to hear directly from residents about their needs, concerns, and expectations. This qualitative data provides valuable insights into community sentiment and priorities.

Segment the Audience

Once the preliminary research is complete, the next step is to segment the audience based on the gathered data. Audience segmentation involves categorizing the community into distinct groups with similar characteristics and needs.

Develop Audience Profiles

With the audience segments defined, the next step is to develop detailed profiles, or personas, for each segment. These profiles provide a deeper understanding of the target audience's characteristics, preferences, and needs.

- Create Personas: Develop detailed personas that include demographic information, interests, behaviours, and specific needs of each segment. This helps to humanize the data and create relatable, representative figures for each audience group.

- Identify Key Influencers: Within each segment, identify key community influencers and leaders who can help advocate for the projects. These individuals can be instrumental in spreading positive messages and building support.

Tailor Communication Strategies

Once the audience profiles are developed, the next step is to tailor communication strategies to each segment. This involves crafting specific messages and selecting appropriate communication channels.

- Message Customization: Create messages that address the specific concerns and interests of each audience segment. Tailored messaging ensures that communication is relevant and engaging.

- Choose Appropriate Channels: Select communication channels that are most effective for reaching each segment. Different segments may prefer different methods of communication, such as social media, community meetings, or printed materials.

Implement and Monitor

The final step is to implement the tailored communication strategies and continuously monitor the campaign's effectiveness.

- Pilot Campaigns: Start with small-scale pilot campaigns to test different messages and channels with each audience segment. This allows for fine-tuning the strategies before a full-scale launch.

- Gather Feedback: Continuously gather feedback from the community to refine and improve the campaign strategies. Regular feedback ensures that the campaign remains responsive to the community's evolving needs.

- Measure Impact: Monitor key performance indicators (KPIs) to measure the effectiveness of the outreach efforts. This involves tracking engagement metrics, participation rates, and other relevant indicators to assess the campaign's success.

By following this systematic process, you can effectively identify and understand the target audience for tactical urbanism and tactical transit projects, ensuring that your digital campaign is tailored, relevant, and impactful.

5.2. Examples of Target Audience Segments and Personas

To illustrate the process of identifying and understanding target audiences for tactical urbanism and tactical transit projects, we provide examples of key audience segments and detailed personas. These examples demonstrate how to categorize the community into distinct groups and develop relatable, representative figures for each segment. Possible target Audience Segments:

- **Commuters**: Individuals who use public transport or commute through the project areas. Key interests: Reduced travel time, improved reliability, enhanced comfort.

- **Local Residents:** People living in neighbourhoods directly impacted by the projects. Key interests: Safety, accessibility, improved public spaces, reduced traffic congestion.

- **Business Owners:** Owners and managers of businesses in the affected areas. Key interests: Increased foot traffic, improved accessibility, potential for increased sales.

- **Community Groups:** Local organizations and advocacy groups focused on urban development and sustainability. Key interests: Community engagement, environmental impact, long-term urban planning.

- **Students and Young Professionals:** Younger population segments who are more engaged with digital platforms. Key interests: Innovative solutions, connectivity, modern and efficient transportation options.

- **Elderly and Mobility-Impaired Individuals:** Seniors and people with disabilities who have specific needs related to accessibility and safety. Key interests: Safe and accessible public spaces, reliable and accommodating public transport options.

Below some possible Tactical Urbanism and Tactical Transit Personas are characterized in terms of a nickname, demographics, interest, needs and communication channels:

Resident Rachel

35-year-old woman, married with two children, lives in a suburban neighbourhood.

- **Interests**: Rachel is concerned about the safety of her children when playing outside and wants more green spaces in her neighbourhood.
- **Needs**: Improved pedestrian walkways, safer street crossings, and more community parks.
- **Communication Channels:** Community newsletters, local social media groups, and town hall meetings.

Business Owner Ben

50-year-old man, owns a small café in the city centre.

- **Interests**: Ben is interested in increasing foot traffic to his café and ensuring convenient access for his customers.
- **Needs**: Attractive public spaces that encourage people to spend more time in the area, improved parking and pedestrian access.
- **Communication Channels:** Business associations, local business newsletters, and face-to-face meetings.

Commuter Carla

30-year-old woman, professional, commutes daily via bus to the city centre.

- **Interests**: Carla wants to reduce her travel time and have a more comfortable commuting experience.
- **Needs**: More reliable and frequent bus services, comfortable and clean transit facilities, real-time transit information.
- **Communication Channels**: Social media, transit authority apps, and email newsletters.

Student Sam

22-year-old man, university student, relies on public transport to get to classes and social activities.

- **Interests**: Sam is looking for affordable and efficient transportation options that fit his busy schedule.
- **Needs**: Discounted transit passes, efficient transit routes that connect to key locations like the university, social hubs, and residential areas.
- **Communication Channels**: University bulletins, student social media platforms, and mobile apps.

Senior Sally

68-year-old woman, retired, lives alone in a quiet neighbourhood.

- **Interests**: Sally is focused on having safe and accessible public spaces where she can enjoy leisurely walks and socialize with neighbours.
- **Needs**: Well-maintained sidewalks, ample seating areas, safe street crossings, and accessible transportation options.
- **Communication Channels:** Community centres, local newspapers, neighbourhood associations, and senior-focused social media groups.

By using these examples, you can better understand how to categorize your community into meaningful segments and develop detailed personas that represent the unique needs and preferences of each group.

This approach ensures that your digital campaign for tactical urbanism and tactical transit projects is targeted, relevant, and effective.

6. IDENTIFYING MESSAGE

Choosing the right message is a critical component of any successful digital campaign, especially for tactical urbanism and tactical transit projects. The message you convey needs to be clear, compelling, and resonate with your target audience. An effective message can significantly influence public perception, drive engagement, and foster support for your initiatives. The core messages should be simple, clear, and compelling. They should address the following aspects:

What is Happening: Describe the specific actions being taken in G1 and G2.

- Example: "Temporary street closures will create safer, more walkable spaces in our community."
- Example: "New improvements in public transport aim to make your commute smoother and more enjoyable."

Why it Matters: Highlight the benefits and importance of these actions.

- Example: "Enhancing public spaces will not only improve safety but also boost local businesses and community engagement."
- Example: "Efficient public transport reduces travel time and lowers our carbon footprint, contributing to a greener city."

How to Get Involved: Provide information on how residents can participate or provide feedback.

- Example: "Join us at the upcoming community meeting to share your thoughts on the new parklets in your neighbourhood."
- Example: "Take our survey to help us improve your public transport experience."

Here's why selecting the right message is crucial and how to formulate it effectively. Importance of the Right Message:

- **Relevance:** A message that speaks directly to the needs, concerns, and interests of your target audience is more likely to capture their attention and elicit a positive response. For example, addressing safety improvements in tactical urbanism projects will resonate more with local residents concerned about pedestrian safety.

- **Clarity:** Clear and straightforward messaging ensures that your audience easily understands the purpose and benefits of the project. Ambiguity can lead to misunderstandings and reduced support. Clearly outlining the goals and expected outcomes of your initiatives helps build trust and transparency.

- **Engagement:** Compelling messages can inspire action and participation. Whether it's attending community meetings, participating in pilot programs, or providing feedback, an engaging message encourages the community to get involved.

- **Trust Building:** Consistent and honest messaging helps build credibility and trust with your audience. When people feel informed and valued, they are more likely to support and advocate for the project.

- **Motivation:** An effective message not only informs but also motivates the audience. Highlighting the benefits and positive impacts of the project can encourage community members to take an active role in its success.

6.1. How to Formulate the Right Message

Understand Your Audience

Use the personas and audience segments developed earlier to tailor your message. Consider what each group values and how the project aligns with their interests and needs.

Focus on Benefits

Clearly articulate the benefits of the project. Explain how it will improve the community, enhance quality of life, and address specific issues. For example, emphasize reduced traffic congestion and safer streets for tactical urbanism projects.

Keep it Simple

Avoid technical jargon and complex language. Use simple, straightforward language that is easy to understand. The goal is to communicate the message effectively without causing confusion.

Be Honest and Transparent

Provide accurate information and be transparent about the project's goals, timelines, and potential challenges. Honesty builds trust and credibility with your audience.

Use Emotional Appeal

Tap into the emotions of your audience. Stories and examples that evoke emotions such as safety, community pride, or environmental stewardship can make your message more memorable and impactful.

Incorporate Visuals

Use visuals such as infographics, videos, and images to complement your message. Visual content can enhance understanding and retention of information.

Test and Refine

Pilot test your message with a small segment of your audience to gather feedback. Use this feedback to refine and improve the message before a full-scale rollout.

Consistency is Key

Ensure that your message is consistent across all communication channels. Consistency helps reinforce the message and builds a cohesive narrative around your project.

Call to Action

Include a clear call to action in your message. Whether it's attending a public meeting, providing feedback, or sharing information with others, a specific call to action guides your audience on how they can get involved.

Different segments of the population may have varying interests and concerns. Tailor your messages to address these differences:

1. **For Commuters:** Focus on how transit improvements will enhance their daily travel.

2. **For Local Businesses:** Emphasize the potential for increased foot traffic and economic benefits from urbanism projects.

3. **For Families and Residents:** Highlight safety and community benefits.

Ensure that the language used in your messages is clear, engaging, and easy to understand. Avoid jargon and technical terms that might confuse the audience. Use a tone that resonates with the community's values and concerns.

Maintain consistency in your key messages across all digital channels, including social media, websites, newsletters, and emails. This ensures that the audience receives a cohesive and unified message regardless of the platform.

By carefully identifying and crafting these key messages, the digital campaign can effectively communicate the value and purpose of the G1 and G2 tactical urbanism and transit actions, fostering greater public awareness, understanding, and support.

6.2. Examples of effective messaging

In this section, we provide concrete examples of effective messaging tailored for different target audience segments within the tactical urbanism and tactical transit projects. These examples demonstrate how to create messages that resonate with each group, addressing their specific concerns and highlighting the benefits of the initiatives. It's important to note that these messages should be adapted to the unique context and language of each city to ensure they are engaging and convincing.

Local Residents

"Experience safer, greener streets in our community! Our new tactical urbanism project will transform busy intersections into pedestrian-friendly zones with enhanced crosswalks and vibrant green spaces. Join us in making our neighbourhood safer and more enjoyable for everyone." Key Points:

- Focus on safety improvements.
- Emphasize the creation of green spaces.
- Encourage community participation.

Business Owners

"Boost your business with our urban transformation! Our tactical urbanism project aims to increase foot traffic and create attractive public spaces in the city centre. Get involved and see how these changes can bring more customers to your doorstep." Key Points:

- Highlight potential for increased foot traffic and sales.
- Emphasize the attractiveness of the new public spaces.
- Call to action for business owner involvement.

Elderly and Mobility-Impaired Individuals

"Enjoy greater accessibility and safety in our streets! Our tactical urbanism initiative is dedicated to improving walkways and crossings, ensuring that everyone, including seniors and those with mobility challenges, can navigate our city with ease and confidence.

- Focus on accessibility and safety.
- Address the specific needs of seniors and mobility-impaired individuals.
- Reassure that the project aims to cater to their needs.

Commuters

"Say goodbye to long waits and crowded buses! Our tactical transit project is here to make your commute smoother and faster with more frequent bus services and real-time transit updates. Travel with ease and comfort every day."

- Highlight improvements in frequency and reliability of bus services.

- Emphasize real-time updates for convenience.
- Appeal to the daily experiences of commuters.

Students and Young Professionals

"Get to your classes and work on time, every time! Our new transit solutions offer efficient and affordable transportation options tailored to your busy lifestyle. Stay connected and move freely around the city with our enhanced transit services." Key Points:

- Focus on efficiency and affordability.
- Address the needs of a busy, mobile lifestyle.
- Emphasize connectivity and freedom of movement.

Community Groups

"Join us in shaping the future of our city's transportation! Our tactical transit project is designed to improve public transport services, reduce traffic congestion, and promote sustainable living. Be a part of this transformative journey and help us build a better city for all." Key Points:

- Highlight the community-driven aspect of the project.
- Emphasize sustainability and long-term benefits.
- Encourage active participation and collaboration.

It is crucial to emphasize that **these messages will vary in each city and should be crafted in the respective national language**. The appeal and persuasiveness of a message depend heavily on its relevance to the local context and the language used. Therefore, while the core concepts remain the same, the specific wording, cultural references, and nuances should be tailored to fit the local audience. This ensures that the messages are not only engaging but also culturally appropriate and impactful.

7. CREATING INTERESTING CONTENT

Engaging content is a cornerstone of any successful digital campaign, especially in the context of tactical urbanism and tactical transit projects. Creating content that captivates your audience's attention, sparks their interest, and encourages interaction is vital for achieving your campaign goals. Here's why engaging content is crucial and the key elements that contribute to its effectiveness. Why Engaging Content Matters:

Captures Attention

In an age of information overload, your content needs to stand out to capture your audience's attention. Engaging content grabs the viewer's interest within seconds, increasing the likelihood that they will read, watch, or interact with it further.

Fosters Connection

Content that resonates with your audience helps build a connection between them and your project. Whether it's a compelling story, a relatable scenario, or a visually appealing image, engaging content creates an emotional bond that fosters support and loyalty.

Encourages Interaction

Interactive content encourages audience participation, which can lead to higher levels of engagement and feedback. This interaction not only boosts your campaign's reach but also provides valuable insights into your audience's opinions and needs.

Enhances Understanding

Complex information can be made accessible and interesting through engaging content. By presenting your message in an appealing way, you help your audience understand the importance and benefits of your tactical urbanism or tactical transit project.

Drives Action

Engaging content is more likely to inspire your audience to take action, whether it's attending a public meeting, participating in a pilot project, or sharing the information with others. Clear calls to action embedded in engaging content can significantly enhance the impact of your campaign.

Builds Trust and Credibility

Consistently delivering high-quality, engaging content helps establish your project as credible and trustworthy. When your audience sees that you are committed to providing valuable and interesting information, they are more likely to trust and support your initiatives.

Key Elements of Engaging Content:

- **Relevance:** Content must be relevant to your audience's interests, concerns, and values. Understanding your target audience and what matters to them is crucial for creating content that resonates.

- **Visual Appeal:** Visual elements such as images, videos, infographics, and animations can make your content more attractive and easier to digest. High-quality visuals enhance the overall presentation and effectiveness of your message.

- **Storytelling:** Telling a compelling story can make your content more memorable and impactful. Stories help humanize your project and make it relatable to your audience, increasing emotional engagement.

- **Clarity and Simplicity:** Clear and straightforward content is easier to understand and more likely to engage your audience. Avoid jargon and complex language, and focus on conveying your message in a simple and direct manner.

- **Interactivity:** Incorporating interactive elements such as polls, quizzes, or interactive maps can make your content more engaging. Interactive content invites participation and keeps your audience involved.

- **Consistency:** Consistent messaging and visual style across all content pieces help reinforce your campaign's identity and message. Consistency builds familiarity and trust over time.

- **Timeliness:** Delivering content that is timely and relevant to current events or trends can increase its appeal. Stay updated with what's happening in your community and align your content with these events when appropriate.

7.1. How to Create Engaging Content

Creating engaging content for your digital campaign, especially for tactical urbanism and tactical transit projects, involves a strategic approach that focuses on understanding your audience, delivering value, and utilizing various content formats effectively. Here are some key considerations for crafting compelling and engaging content.

1.   Understanding Your Audience: To create content that resonates, you need a deep understanding of your target audience. This involves knowing their interests, concerns, preferences, and the issues that matter most to them. Conduct surveys, hold focus groups, and analyze demographic data to gather insights. Tailor your content to address these insights, ensuring it is relevant and appealing to the specific segments of your audience.

2.   Delivering Value: Content must offer something valuable to your audience, whether it's information, inspiration, or entertainment. Educational content that informs the public about the benefits and goals of your projects can be particularly effective. Highlight how the tactical urbanism or tactical transit project will positively impact their daily lives, improve safety, or enhance community well-being. Value-driven content builds trust and positions your project as beneficial and necessary.

3.   Using Visuals Effectively: Visual content is highly effective in capturing attention and conveying complex information quickly. High-quality images, infographics, and videos can make your message more engaging and easier to understand. Ensure that visuals are not only aesthetically pleasing but also relevant to the message. For example, use before-and-after photos to illustrate the positive changes brought by a project or create animated videos that explain how new transit routes will operate.

4.   Telling a Compelling Story: Storytelling is a powerful tool for making your content more engaging and memorable. Craft narratives that connect emotionally with your audience. This could involve sharing success stories from other cities, personal anecdotes from community members, or hypothetical scenarios that depict the benefits of your projects. Stories humanize your content and make it more relatable, fostering a stronger connection with your audience.

5.   Keeping it Clear and Simple: Clarity and simplicity are crucial for effective communication. Avoid jargon and technical language that might confuse your audience. Use straightforward language and break down complex ideas into easily digestible parts. Clear and simple content is more likely to be understood and appreciated by a broader audience.

6.   Encouraging Interaction: Interactive content invites your audience to participate and engage with your message. This can include polls, quizzes, interactive maps, or social media challenges. Interaction not only makes your content more engaging but also provides valuable feedback and insights from your audience.

For example, a poll asking for community input on preferred transit routes can both engage the audience and gather useful data for your project.

7.   Maintaining Consistency: Consistency in messaging, tone, and visual style helps build a recognizable and trustworthy brand. Ensure that all content pieces align with the overarching goals and values of your campaign. Consistent content reinforces your message and helps establish a cohesive narrative around your projects.

8.   Staying Timely: Timeliness can significantly boost the relevance and engagement of your content. Align your content with current events, seasonal themes, or trending topics that resonate with your audience. For instance, promoting tactical urbanism initiatives around Earth Day or during a local traffic safety awareness week can enhance the impact of your message.

8.1. Examples of Engaging Content

In this section, we will present specific examples of how to create engaging content for digital campaigns focused on tactical urbanism and tactical transit pilots. These examples demonstrate how to effectively inform and engage the public about the existence, benefits, and objectives of the pilot projects in each participating city.

Social Media Posts. Platform: Facebook, Instagram

Content:

- **Text:** "Transforming our streets for a safer, greener future! ♠ ✦ Join us as we roll out our new pedestrian-friendly zones with enhanced crosswalks and vibrant green spaces. #CityTransformation #SaferStreets"

- **Visuals:** Before-and-after photos of the pilot area, highlighting improvements.

- **Engagement:** Encourage followers to share their thoughts and experiences about the new changes.

Social Media Campaign. Platform: X, LinkedIn

Content:

- **Text:** "We're making your commute smoother and faster! 🚌 🚍 Check out our new tactical transit initiatives that reduce wait times and improve service reliability. #BetterTransit #CityCommute"

- **Visuals:** Infographics illustrating the new bus routes and schedules.

- **Engagement:** Create a hashtag for the project and encourage users to share their experiences and feedback using it.

Video Campaign. Platform: YouTube, Local TV

Content:

- **Title**: "Reimagining Our Streets: Tactical Urbanism in Action"

- **Script**: A short documentary-style video featuring interviews with city planners, local residents, and business owners discussing the benefits of the new urban design. Include time-lapse footage of the transformation process.

- **Call to Action:** Direct viewers to a website for more information and invite them to participate in upcoming community events related to the project.

Interactive Map. Platform: City Website

Content:

- **Feature**: An interactive map showcasing the areas affected by the tactical urbanism pilot project.

- **Details**: Include clickable points that provide information on specific changes, such as new bike lanes, pedestrian zones, and green spaces.

- **Engagement**: Allow users to leave comments and suggestions on the map for future improvements.

Informational Blog Posts. Platform: City Blog, Local News Websites

Content:

- **Title:** "Enhancing Your Commute: Our New Tactical Transit Solutions"

- **Body:** Detailed articles explaining the changes being implemented, such as increased bus frequencies and real-time tracking. Highlight the expected benefits for daily commuters.

- **Visuals:** Charts and graphs showing improved transit times and reduced congestion.

Email Newsletters. Platform: City Email List

Content:

- **Subject:** "Exciting Changes to Our City's Transit System!"

- **Body:** An overview of the tactical transit pilot project, highlighting the key benefits and changes. Include testimonials from early adopters and transit users.

- **Call to Action:** Invite recipients to attend informational webinars and provide links to additional resources and FAQs.

Community Workshops. Platform: Hybrid (In-Person and Online)

Content:

- **Announcement:** Promote the workshops through social media, emails, and local flyers.

- **Agenda:** Provide a detailed agenda that includes presentations on both tactical urbanism and transit projects, followed by Q&A sessions.

- **Engagement:** Use live polls during the workshop to gather real-time feedback and opinions from participants.

Virtual Tours: Platform: City Website, Social Media

Content:

- **Feature:** Create virtual tours of the pilot project areas using 360-degree videos or VR experiences.

- **Details:** Narrate the tour to explain the improvements and benefits of both urbanism and transit projects.

- **Engagement:** Allow viewers to explore different aspects of the projects and provide feedback through integrated survey forms.

Testimonials and Success Stories. Platform: City Blog, YouTube

Content:

- **Feature:** Collect and share testimonials from residents, business owners, and commuters who have benefited from the pilot projects.

- **Visuals:** Video interviews and written stories with photos.

- **Engagement:** Encourage others to share their stories and experiences with the projects.

9. CHOOSE YOUR CAMPAIGN CHANNELS

Selecting the appropriate communication channels is critical for the success of your digital campaign, particularly for tactical urbanism and tactical transit pilot projects. The right channels ensure that your message reaches your target audience effectively, maximizing engagement and impact. Here's why choosing the right channels is essential and how to go about selecting them. The Importance of Choosing the Right Channel

Audience Reach

Different channels have varying levels of reach within your target audience. Selecting the right channel helps ensure that your message is seen by as many relevant people as possible. For instance, younger audiences might be more active on social media, while older demographics might prefer email newsletters or local newspapers.

Message Effectiveness

The effectiveness of your message can significantly depend on the channel used. Some messages are better suited to visual platforms, such as Instagram or YouTube, where you can use images and videos to convey your story. Others might be more appropriate for text-based platforms like blogs or newsletters, where detailed information can be provided.

Engagement Levels

Different channels offer different opportunities for engagement. Social media platforms allow for direct interaction with your audience through comments, likes, and shares, fostering a sense of community and immediate feedback. On the other hand, emails and websites can drive more controlled and informative engagement.

Resource Efficiency

Some channels may be more resource-intensive than others. Understanding the cost, time, and effort required to maintain a presence on various channels is crucial. Efficiently allocating resources to the most effective channels ensures the sustainability and scalability of your campaign.

Audience Behavior

Understanding where and how your audience consumes information helps in selecting the right channels. For instance, commuters might benefit more from quick updates on social media or transit apps, whereas community members interested in urban planning might engage more with detailed reports and webinars.

9.1. How to Choose the Right Channel

Understand Your Audience

Conduct thorough research to understand the media habits of your target audience. Use surveys, focus groups, and analytics tools to gather data on which platforms your audience uses most frequently and how they prefer to receive information. This will help you tailor your channel selection to their preferences.

Define Your Objectives

Clearly outline what you aim to achieve with your campaign. Whether it's raising awareness, encouraging participation, or gathering feedback, your objectives will guide your channel selection. Different objectives

may require different channels. For example, awareness campaigns might benefit from broad-reaching social media, while detailed feedback might be best collected through dedicated websites or emails.

Evaluate Channel Characteristics

Assess the strengths and weaknesses of each potential channel. Consider factors such as the type of content it supports (text, image, video), the engagement opportunities it offers, its reach within your target audience, and the resources required to maintain it. Choose channels that align well with your campaign's needs and capabilities.

Integration and Consistency

Ensure that your selected channels can be integrated into a cohesive communication strategy. Consistency in messaging across different channels helps reinforce your campaign's identity and goals. Cross-promote content on multiple platforms to maximize reach and engagement.

Test and Iterate

Start with a few selected channels and monitor their performance. Use analytics tools to track engagement metrics, such as views, likes, shares, and comments. Based on the data, refine your strategy by focusing on the most effective channels and making adjustments as needed. Continuous testing and iteration help optimize your channel selection over time.

9.2. Examples of Effective Channel Selection

To illustrate how to effectively select channels for your digital campaign focused on tactical urbanism and tactical transit pilot projects, we provide examples of various communication channels and their potential uses.

- **Facebook:**
    - **Use Case:** Create event pages for community workshops and public consultations. Share updates, photos, and videos about the progress of pilot projects. Engage with the community through comments and polls.
    - **Strengths:** Wide reach, high engagement potential, good for community building.
- **Instagram:**
    - **Use Case:** Share visually appealing content such as before-and-after images of urban improvements or short videos showcasing new transit routes and features. Use Instagram Stories for real-time updates.
    - **Strengths:** Visual-centric, high engagement with younger demographics, effective for storytelling.
- **X:**
    - **Use Case:** Provide real-time updates on project milestones, traffic changes, and public transport schedules. Use hashtags to increase visibility and encourage public discourse.
    - **Strengths:** Immediate dissemination of information, good for real-time engagement and feedback.
- **YouTube:**
    - **Use Case:** Publish detailed videos explaining the benefits and goals of the projects, featuring interviews with city planners, residents, and experts. Create virtual tours of project sites.

- **Strengths:** High engagement with video content, good for detailed explanations and visual storytelling.

- **Newspapers and Magazines:**

  - **Use Case:** Publish articles and opinion pieces about the pilot projects, explaining their significance and expected impact. Include interviews with key stakeholders and community members.

  - **Strengths:** Credibility, wide reach among certain demographics, good for in-depth coverage.

- **Local TV and Radio:**

  - **Use Case:** Broadcast segments about project developments, including interviews and on-site reports. Use radio to share brief updates and invite listeners to community events.

  - **Strengths:** High reach, particularly for older demographics, good for local impact.

  - Digital Platforms

- **Email Newsletters:**

  - Use Case: Send regular updates about project progress, upcoming events, and opportunities for public input. Include links to detailed reports and surveys.

  - Strengths: Direct communication with interested parties, high engagement with detailed content.

- **City Websites and Blogs:**

  - **Use Case:** Create dedicated sections for pilot projects, providing comprehensive information, interactive maps, and FAQs. Publish blog posts that detail project benefits and share success stories.

  - **Strengths:** Centralized information hub, good for detailed and long-form content.

- **Online Forums and Community Boards:**

  - **Use Case:** Engage with local residents in discussions about the projects. Gather feedback, answer questions, and address concerns in a public forum setting.

  - **Strengths:** Direct interaction with community, good for building engagement and trust.

  - In-Person and Hybrid Events

- **Community Workshops:**

  - **Use Case:** Host workshops to present project plans, gather feedback, and encourage public participation. Use these events to build a sense of ownership and community support.

  - **Strengths:** High engagement, direct interaction with residents, effective for building community support.

- **Pop-Up Information Stands:**

  - **Use Case:** Set up temporary stands in high-traffic areas to provide information about the projects, distribute flyers, and answer questions from passers-by.

  - **Strengths:** High visibility, direct engagement with the public, effective for raising awareness.

- **Webinars and Online Meetings:**

  - **Use Case:** Conduct online sessions to present project updates, gather feedback, and facilitate discussions with residents who cannot attend in-person events.

- □ **Strengths:** Wide reach, convenient for participants, good for detailed presentations and Q&A sessions.

Group 3 Action Plans: Digital campaigning for raising awareness