# SCOPING AND COMMUNITY BUILDING: METHODS

## Achieve a situated understanding of traffic-related issues

*Method, citywide online survey:* one avenue to initially investigate traffic-related issues in the target area refers to the design and massive distribution of an online survey. This was tested in WeCount and has proven to be an effective method to increase the understanding of the complex and multifaceted nature of mobility-related issues in urban environments. The tool suggests specific questions to be asked in the survey: level of concern about traffic in the city, neighbourhood, and street (Likert scale); ranking of mobility-related issues among health, contamination, road safety, energy consumption, time, urban design, and "other"; open question on how mobility affects the related concern selected at the previous question; an open question on what they would like to investigate within WeCount; an opportunity to sign up to the project. Results can then be mapped based on where the respondents live thus achieving a more granular understanding of perceived issues by geographical area. Concluding, the distribution of the survey and the communication sustaining it, also strongly contributes towards raising awareness and interest about WeCount as well as to community building.

*Method, desk research:* subjective inputs received from the survey should be complemented with objective information about traffic related issues in the given local environment. While those concerns emerged as particularly critical from the survey (e.g. road safety) can guide the search for publicly available material, this method focuses on gathering and organising information about what incidences/problems occur/are present in the target urban location as well as a review of existing policies that can be potentially targeted as part of the case study.

*Method, mapping of publicly available information on traffic issues and policies:* based on the information gathered through desk research, this further step enables visualising in a comprehensive manner, all publicly available information in a map. Different software is proposed such as OpenStreetMap and Google Maps where those traffic-related news and policies encountered can be positioned in the area where these are relevant and can also be classified by type of information (e.g. accident reports, new policies etc.).

*Method, interviews with local officials:* another important source of information refers to the specific plans, principles, and understanding of those involved in mobility-related aspects from the relevant public sector agencies and departments. These could include (depending on the focus of each specific case study): Urban Planners, Road Safety Authority, Road and Transport Department (this varies depending on the city). This step can be also seen as a strategic phase for the overall intervention because by presenting the project to the relevant agent(s), the team can gather initial insights on the level of interest of those individuals, and if needed, change the focus of the case study in a way that facilitates uptake of the final results (i.e. by ensuring alignment with the needs of the public sector from the very beginning).

## Explore mobility-related perceived matters of concern

*Method, focus group conversations:* focus groups are typically effective in stimulating group discussions. Participants should be targeted leveraging existing communities, and from those identified as part of previous steps (e.g. by inviting those that took part of the survey). These should be provided with a physical or virtual space to engage in focus group conversations. It is important to move from general statements to actual facts and matters of concern, as this phase aims at gradually establishing a specific, situated, issue to be tackled. Different focus groups may be organised in relation to specific geographical areas (e.g. by neighbourhood) or by topic (e.g. air quality, noise pollution, urban planning). If conducted virtually, specific rooms should be organised and each requires facilitation from the research team.

***Method, street chats and pop-up interventions:*** while the concept is similar to the previous, i.e. engage in conversations to narrow down the specific matter of concern to be targeted, its implementation happens in public spaces. These interactions also allow for a physical demonstration of what the sensor is and to engage with one-to-one discussions about the case study.

## Map the local stakeholders' ecosystem

***Digital Local Ecosystem Mapping****:* this tool allows organising the findings of the stakeholder mapping exercise and visualising them in an interactive map. Using a free software (e.g. OpenStreetMap, Google Maps), partners can develop a comprehensive map of stakeholders in the city, as well as other points of interest (e.g. existing air quality monitoring stations, neighbourhood associations, specific areas in the city where mobility-related problems occur more frequently etc.).

***Method, additional interviews and/or desk research:*** at this point in time, the team will have achieved a comprehensive understanding of the WeCount ecosystem; established a network of relevant actors to be involved (at different levels depending on their nature) in WeCount; and a granular understanding of traffic-related issues in the target area informed both by citizens and by publicly available information. It is possible that during these engagement actions new potential stakeholders that deserve consideration emerge (e.g. from snowballing from the initial interactions) and may require more in-depth investigation. Thus, if needed, additional interviews and/or focus groups should be undertaken to investigate these aspects. The aim should be twofold: (1) identify additional stakeholders; and (2) explore and understand how they are positioned in the overall ecosystem, their interest, and their potential involvement in WeCount. Given the granular understanding of the landscape achieved at this phase, interviews should be semi-structured with a specifically developed protocol based on the findings generated so far. In other words, this acts as a refinement step, once the more open-ended and unstructured phases of problem formulation and ecosystem mapping should be completed.