

Mobility Snapshots

Using Mobility Snapshots for Advocacy



What we will cover

- Campaign recap
- Understanding the Star Rating
Mobility Snapshot results
- How to use the Mobility Snapshots
- Using data for advocacy
- Engaging media
- Evaluation



Obafemi Awolowo Way /
Solomon Lar Road

ABUJA, NIGERIA

4,100 people
walk here in peak hour

US\$ 60,000
could make it safer



30 km/h limit



Marked pedestrian crossings
(main road & side road)
with signal lights & refuge
island



Traffic calming

Current star rating



Potential star rating



Recap: Changing how we see our streets

We have accepted **unsafe & unsustainable** streets as **normal & inevitable**

Yet, we know the **proven, cost-effective solutions** to **fix** them

We need to **shine a light** on the **reality of people's daily journeys** & ensure that the **unsafe is made safe**

This will make our communities more **livable & sustainable**, enabling access to **education, work** & the choices that enable us all to achieve our **maximum potential**



Recap: Timeline

July - Sept

Oct

Nov - Jan

February

Global Plan
anniversary
28 Oct - 3 Nov

Ministerial
Conference
18-19 Feb

Social media
visibility week

Advocate using your Mobility Snapshot

Be part of a
civil society call
to action

Complete grant
evaluation

You can do more Mini Mobility Snapshots whenever you want to!

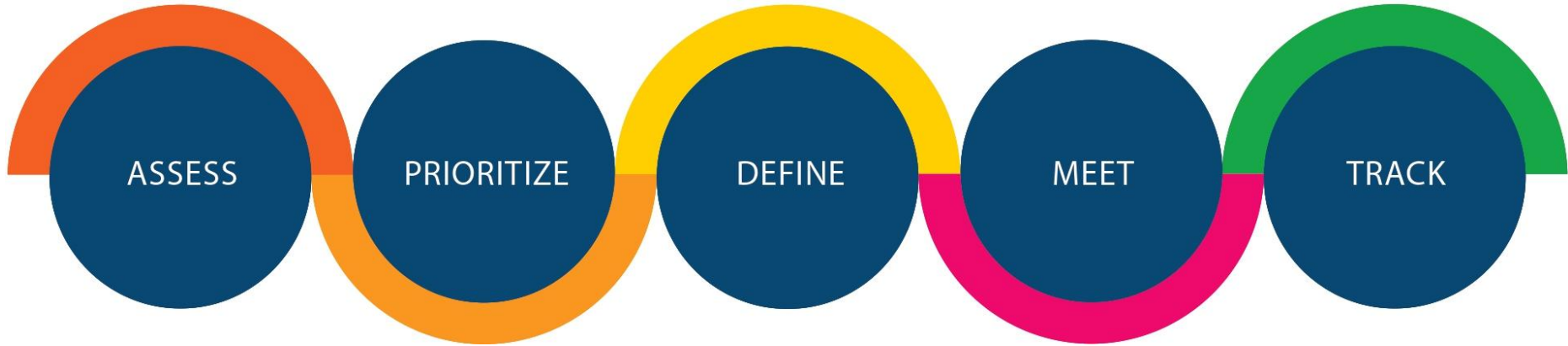
Mobility Snapshot advocacy grant

- Government engagement
- Community engagement
- Media engagement
- Partner involvement
- Reach
- Advocacy outcomes
- Accountability Tracker

Priority Interventions



Supporting tools: Accountability Toolkit



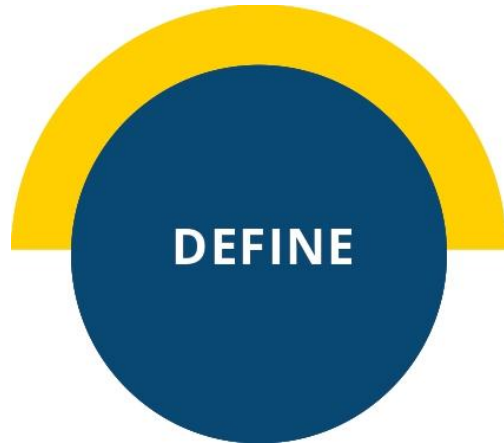
Supporting tools: Accountability Toolkit



Accountability Checklist

- Who are the key players to implement Priority Interventions?
- Existing targets, action plan, commitment statements, budget as a hook?
- Other data to complement/substantiate your mobility snapshot?
- Guidelines/standards to revise?

Supporting tools: Accountability Toolkit



Government To Do List

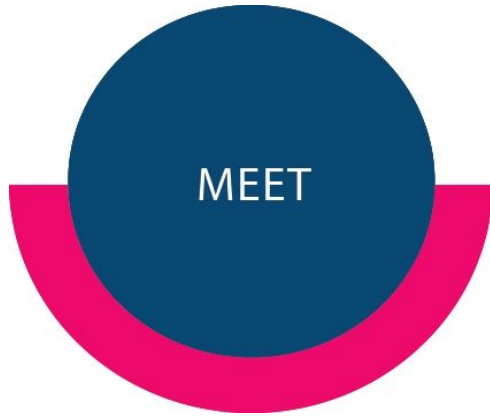
- Craft key asks using Mobility Snapshot proposed interventions

Key asks



- Design and install pedestrian facilities that meet pedestrians' safety, comfort, and accessibility;
- Design and install pedestrian footpaths of adequate width, in good condition, and free from obstructions that restrict pedestrian use (e.g., parked vehicles, signs, traders, utility poles);
- Design and install crossing points for pedestrians, both at and between intersections, that are raised and that give pedestrians legal right of way;
- Design and install signalized crossing points that provide sufficient time for pedestrians to fully cross the road;
- Install rumble strips, raised platforms, or speed humps to warn drivers to slow down and stop in time at pedestrian crossing points.

Supporting tools: Accountability Toolkit



NGO Talking Points

- Know your audience to craft your arguments
- Use star ratings, risk reduction, estimated costs in your arguments
- Use arguments listed under 'Why we need it'

Supporting tools: Accountability Toolkit



Accountability Tracker

- Record your advocacy activities, key asks and government response
- Keep track and follow up towards Global Plan Anniversary and Ministerial meeting

Maximizing on Mobility Snapshots

Create compelling narratives

Tips

- Start with a strong Hook.
- Create Relatable Characters.
- Develop a Compelling Plot.
- Pay Attention to Pacing.
- Craft Believable Dialogue.
- Build a Vivid Setting.
- Weave in Themes and Symbols.
- Embrace Conflict and Tension.

NGO perspectives and outlook

- Zimbabwe - Road Safe Zimbabwe Trust

Engaging media for Snapshot advocacy

1. Research your audience

- Who do you want to target?
- What media do they use?
- What will interest them?

2. Grab attention

- A compelling personal story
- Powerful data and statistics
- A strong, understandable message
- Take them with you

3. Do the legwork

- Build relationships
- Pitch your story
- Turn requests for information around quickly

Possible key messages

Audience and objective: WHO do you want to do WHAT?

Problem

- Look at this street
- Look how many people are affected
- This is unsafe
- This makes our city/community...dangerous, unsustainable, uneconomical, polluted, unhealthy...
- This discriminates against people on low incomes / youth / commuters / market goers / women...

Solution

- Unsafe is not inevitable
- This is fixable
- Fixing this can save lives
- Fixing this makes our city/community...safe, fairer, cleaner, more pleasant, healthier...
- Fixing this makes people safer, healthier, happier...
- This is how to fix this...30 km/h zones, footpaths, crossings...
- These solutions are cost effective: benefits outweigh costs

Social media

1. Choose your channel
 - who is your audience?
2. Boost engagement:
 - Tagging
 - Hashtags: #CommitToAct #MakeitSafe
 - Build and join a conversation
3. Resources:
 - Mobility Snapshot templates
 - Signboards/banners



October visibility moment

**Global Plan
Anniversary week**
28 October-3 November

- Present the collated Mobility Snapshots
- Second social media 'campaign' week
- Lead up to the Ministerial Conference



Evaluation

<https://forms.gle/cUiaCtURqXDNNjC58>