Experience map - Plans, Infrastructure and Community Impact

Highways: **Surrey County Council**

	Push: Awareness	Community Meeting	Follow Up	Escalation	Resolution
User Needs	I want to be kept up to date with community news So I can respond and challenge plans I don't agree with	I want to meet with the council So I can express my concerns and objections	I want to be kept informed So I can know my voice has been heard & find out next steps	I want to contact someone with authority So I can make my voice heard	I want to have a considered and informed response So I can understand justifications and impacts on my community
Actions + Tasks	‣ Stay engaged with community ‣ Be aware of issues ‣ Capture evidence	‣ Meet with council as a result of council comms ‣ Express concerns and objections, ask questions	‣ Read follow up communications from the council	‣ Contact councillors ‣ Contact MP's ‣ Contact Borough Councils	‣ Read follow up communications from the council ‣ Evaluate next steps
Channels + Devices	IN PERSON, COMMUNITY HUB, PHOTOS: PHONE, RESIDENTS NEWSLETTER	LETTER FROM COUNCIL, IN PERSON	LAPTOP, LETTER FROM COUNCIL, EMAIL	MOBILE, LAPTOP, LETTER, CALL CENTRE, EMAIL	LAPTOP, LETTER, EMAIL
Emotional	"Parking is a nightmare in our driveway. I cant police it myself!" "Its already dangerous, this is going to make it worse"	"We left feeling like we weren't listened to and that nothing will come of it"	"It was a platitude - 'we have heard your concerns' - it wasn't meaningful"	"I would have at least expected an acknowledgements to my email. I got none from either"	"I got a curt response from the MP that infrastructure is not taken into consideration in planning"
Pain Points	‣ Historical / systematic issues ‣ Issues getting progressively worse ‣ Frustration with lack of proactivity / action	‣ Speaking to a representative with no apparent authority - opinions not recorded ‣ Decisions had already been made - meeting more of a formality	‣ Feeling like voicing concerns have got me nowhere ‣ Realisation of poor inter-department communication / planning within councils	‣ Understand a need for prioritisation - but not even a reply or acknowledgement	‣ Not feeling listened to - email / letter can get lost with all the others ‣ Frustration at lack of collaboration between council departments
Compelling forces	‣ Anxiety: health and safety fear ‣ Push: current practical impact and inconvenience on life and community	‣ Anxiety: my voice has not been heard / what will happen now ‣ Push: at council's mercy	‣ Anxiety: hopelessness ‣ Push: getting nowhere means I have to try alternatives to get my voice heard	‣ Anxiety: options running out to get some meaningful action ‣ Anxiety: no reassurance that decisions are well informed and considered	‣ Anxiety: fear at lack of rationalisation or information on anticipated changes to community (traffic / parking)

Experience map - Report / Request

Highways: **Surrey County Council**

	Push: Event	Search	Report / Request	Response	Resolution
User Needs	I want to be aware of things happening in my community So I can respond and ensure I live in a safe place	I want to know who is responsible for different issues So I can get in touch with the right person / organisation	I want to report an issue / request improvements So I can get the council to make my community safer / better	I want to be kept informed So I can know I have been heard and understand council's intended next steps	I want to see that the problem is being resolved So I can have peace of mind
Actions + Tasks	› Be aware of issues › Capture evidence	› Google: "How to report a pot hole?" › Search local directory › Connect with community	› Report issue on council website / third party website › Write and submit report with requested changes	› Wait for a response by the council	› Check results, or, › Follow up comms to try and resolve issue, or, › Give up
Channels + Devices	IN PERSON · MOBILE PHOTOS	LAPTOP · DIRECTORY · GOOGLE · WEBSITE	LAPTOP · REPORT · WEBSITE · CTC · POST	MOBILE · LAPTOP · CALL CENTRE · EMAIL	IN PERSON · MOBILE · LAPTOP · CALL CENTRE · EMAIL
Emotional	"There is an outcry on the condition of Surrey roads" "Emergency vehicles can't reach us! Its a safety issue!"	"I didn't know who was responsible for painting yellow lines. I had to call the borough council and ask"	"I wont report it on the spot because I'm driving! I'd like to do it on the laptop (bigger screen)"	"It just goes into the ether - it would be nice for the council to respond and tell me what they are going to do about it"	"Seeing that neon spray paint is reassuring" "We are not asking for anything outrageous"
Pain Points	› Feeling that council is apathetic › How resources are shared / applied across different areas	› Don't know who is responsible for different tasks › Don't know what process to follow / how long it will take to get a resolution	› Common occurrence - especially for cyclists › Don't know how councils are organised - who ton contact to get intended result	› Not getting a response › Not knowing if the council is aware of concern › Not knowing when things will get fixed	› Time taken to get a response › Need to re-engage if no response › Feeling that a minimum safety request is de-prioritised
Compelling forces	› Push: it is my civic duty to do something about this › Anxiety: this is a safety risk to me and my community	› Habit: Google it / directory › Anxiety: Will this get fixed? How long?	› Push: clear and visible online functionality 'report it' › Anxiety: Will this get fixed? How long?	› Push: not getting a response might warrant a follow up call › Anxiety: Will this get fixed? How long?	› Pull: ability to use road safely again › Anxiety: problem still not fixed - not feeling heard or valued