

Promoting and Marketing Alternative Transportation Options

July 14, 2009

1:00 p.m. EDT

Overview

Thank you for participating in an Academic Impressions webinar!

The information below is to help ensure you have the best possible experience. If you have any questions, please contact us directly at 720.488.6800 or by emailing us at

webcasts@academicimpressions.com

Before the Webinar

1. Review the attached handout and print as necessary for attendees at your site.
2. Be sure that your computer is set up appropriately by running the meeting test:
https://admin.acrobat.com/common/help/en/support/meeting_test.htm

Below is a link to the minimum computer system requirements for participants:

<http://www.adobe.com/products/acrobatconnectpro/systemreqs/#role01>

During the Web Conference

Audio Portion

- If listening via **computer**, be sure to go to the “Meeting” menu in the upper left corner of your screen, then down to select “My Connection Speed” and change it to a different setting. Changing to DSL/Cable from LAN often helps mitigate lags in audio.
- Please have a phone with speakers available as a backup in case you encounter any computer audio issues. Teleconference information is provided in the login instructions email.
- If listening via **phone**, be sure to turn off or completely mute your computer to prevent any audio feedback.

On Screen Portion

- A “Questions” box will be available for you to ask questions to the speaker(s) through the computer (typing).

After The Web Conference

Participants will receive an email in approximately 7-10 business days containing a link to any follow-up Q&A and a link to watch the archive recording of the web conference. This link will be available to you and anyone within your organization for 30 days.

If you need additional assistance, please contact Academic Impressions at 720.488.6800

**TDM Web Conference
Promoting & Marketing Alternative Transportation Options
July 14, 2009**

START

**Holly Parker
Director, Sustainable
Transportation Systems
Yale University**



Agenda

- Analyzing the culture of your campus
 - Social Marketing
 - Surveys
- Developing a program that best suits your commuters
- What kinds of messages are being sent out and how? (What's not working?)
- What kinds of messages do you need to send and to who? (What does work?)

Agenda, continued

- What's the best medium to convey the message?
 - Communication
 - Infrastructure
 - Signage
 - Way finding
- The cost of marketing
- Events and stunts
- Case Study: How increased marketing at Yale increased participation in TDM programming
- Analysis of attendee marketing
- Summary

Analyzing the culture of your campus

Social Marketing Definition

“The use of marketing principles and techniques to advance a social cause, idea or behavior”



Social Marketing: Make a Plan

There are 10 steps outlined in the book “Social Marketing: Influencing Behaviors for Good”

STEP 1) Clarify the purpose and focus

Social Marketing: Make a Plan

STEP 1) Clarify the purpose and focus

Vision Statement:

“...reduce Single-Occupant Vehicle traffic on campus to meet the university’s greenhouse gas emission reduction/planning goals.”

Social Marketing: Make a Plan

STEP 2) Analyze the current situation & environment



START

Social Marketing: Make a Plan

STEP 3) Identify target markets

Social Marketing: Make a Plan—SURVEY!

How do your commuters get to campus?

- Do you need your car during the day?
- Why do you commute the way you do?
- Would you consider a different commute mode if certain incentives were in place?

Top 5 Reasons for Driving to Campus

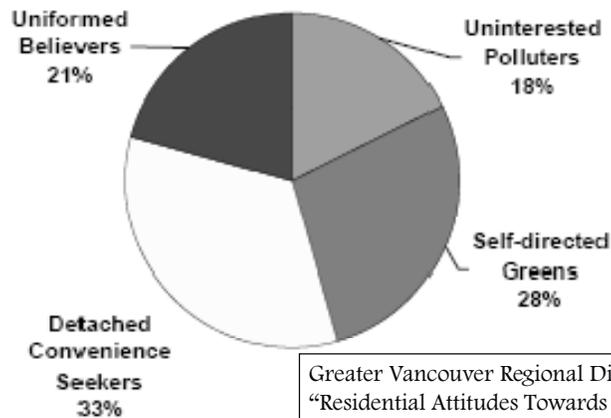
2007 Survey:

1. Hours on campus are irregular
2. Need car for errands or appointments
3. Driving alone takes less time
4. Public transit doesn't work for me
5. Need car in case of emergencies

2008 Survey:

1. Hours on campus are irregular
2. Driving alone takes less time
3. Need car for errands or appointments
4. Public transit doesn't work for me
5. Need car in case of emergencies

Segmentation based on views and attitudes towards environmental and conservation issues



Greater Vancouver Regional District, 2000.
"Residential Attitudes Towards Regional
Environmental and Conservation Activities"



Who cares?

- People who live near transit
- People who are part of your university's sustainability efforts (ex: a "working group" or "team")
- People who live close to campus
- People who live in/near *Springfield*, when the bus route serving *Springfield* expands

Social Marketing: Make a Plan

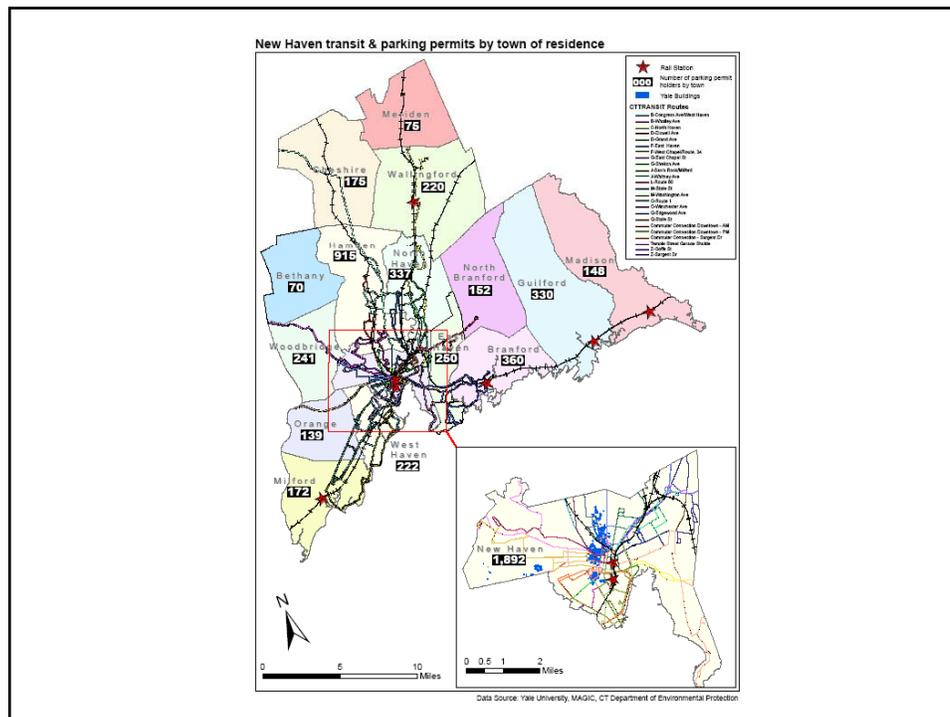
STEP 4) Establish marketing objectives & goals

“Reduce the Single-Occupant Vehicle rate by 5%”

Social Marketing: Make a Plan

STEP 5) Understand your target audience's position

- What is the transportation culture of your organization?
- What are the behaviors of your commuters?
- What are the “roadblocks”?



Social Marketing: Make a Plan

STEP 6) Determine a desired positioning for the offer

OR:

How you want your audience to see the behavior you want them to “buy”—relative to competing behaviors

Why commute by bike?



Bought a car



Bought a bike

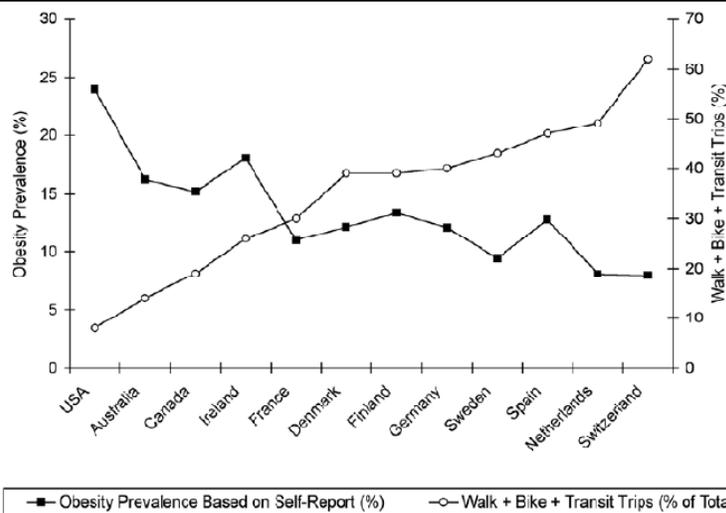


Figure 2 — Obesity (BMI $\geq 30 \text{ kg} \cdot \text{m}^{-2}$) prevalence and rates of active transportation (defined as the combined percentage of trips taken by walking, bicycling, and public transit) in countries of Europe, North America, and Australia. BMI was computed from self-reported height and weight. Data were obtained from national surveys of travel behavior and health indicators conducted between 1994 and 2006 (see text for details).

From: "Walking, Cycling, and Obesity Rates in Europe, North America, and Australia" by John Pucher et al, *Journal of Physical Activity and Health*, 2008, 5, 795-814.

Social Marketing: Make a Plan

STEP 7) Design a Strategic Marketing Mix with
The Four “P”s . . .

PRODUCT

PRICE

PLACE

PROMOTION

Social Marketing: Make a Plan

STEPS 8, 9, & 10) Develop Plans for

- Evaluation
- Budget
- Implementation

Learn from your transportation ROCKSTARS

- Establish and bring together a:



- Conduct focus group sessions with them

Involve Students

Students know how to access/market to each other!

University of Chicago students marketed a new airport shuttle service and built a reservation system for it using Facebook

Harvard Law School students worked with a local bus company to get charter service from Harvard Square to NYC on weekends

A Yale University student got 800 fellow students to register for a carpool matching application

**What kinds of messages are being
sent out and how?**
(What's not working?)

A real example

To: Yale Employees

From: Yale Transportation Options

Subject: *New offerings from Transportation Options*

A real example

To: Yale Employees
From: Yale Transportation Options
Subject: Free Parking!





**What kinds of messages do you need
to send and to who?**
(What does work?)

No sense reinventing the wheel...

Learn from those who already do it well...

...if you aren't on the TDM listserv, sign
up now. Today.

Just do it

I'm lovin' it

Got Milk?

Think different.

**What's the best medium to
convey the message?**

TOOLS INCLUDE...
Communication
Infrastructure / PLACE
Signage
Way finding



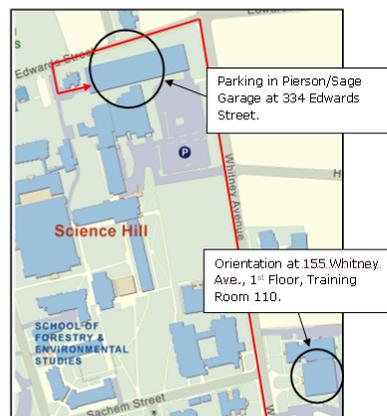
Communication: Spread the good word

- NEW EMPLOYEE/STUDENT ORIENTATION!
- College/University web and paper media
- Email lists:
 - Fitness/Wellness Program
 - Outdoor Program
 - Human Resources
- Local media (make sure your university's neighbors realize how much your programs benefit them)

Directions to New Employee Orientation

GETTING TO YALE

STRESS LESS by walking, biking, ridesharing, or using transit to get to campus for New Employee Orientation. Fewer than half of Yale's commuters bring their cars to campus, as there are many transportation options available to get to and around campus (including 14 Zipcars). Further, parking on our urban campus is limited. Sharing the ride to campus will save you between 60-100% of the cost of a parking permit. Riding the train or bus is discounted if you pay for your monthly pass with pre-tax dollars. Parking is free, and right outside your building—if you ride a bicycle. Visit www.yale.edu/to to read about all of the transportation options available, and even receive personalized commute information by clicking on the words "commuter counseling" in the main text of the webpage. You can also call Transportation Options at 203-432-3266.

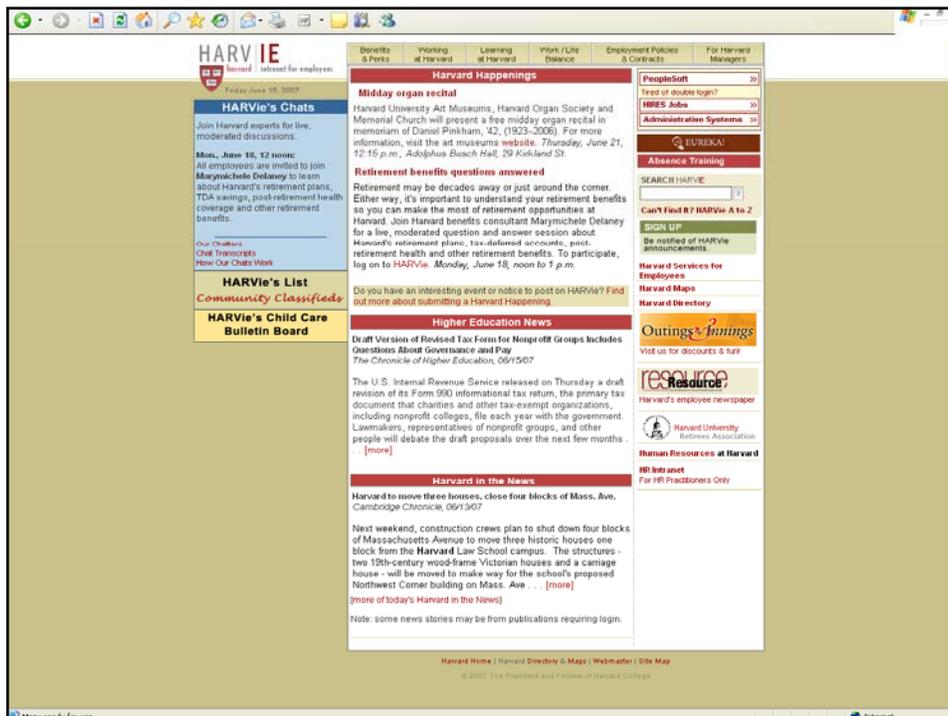


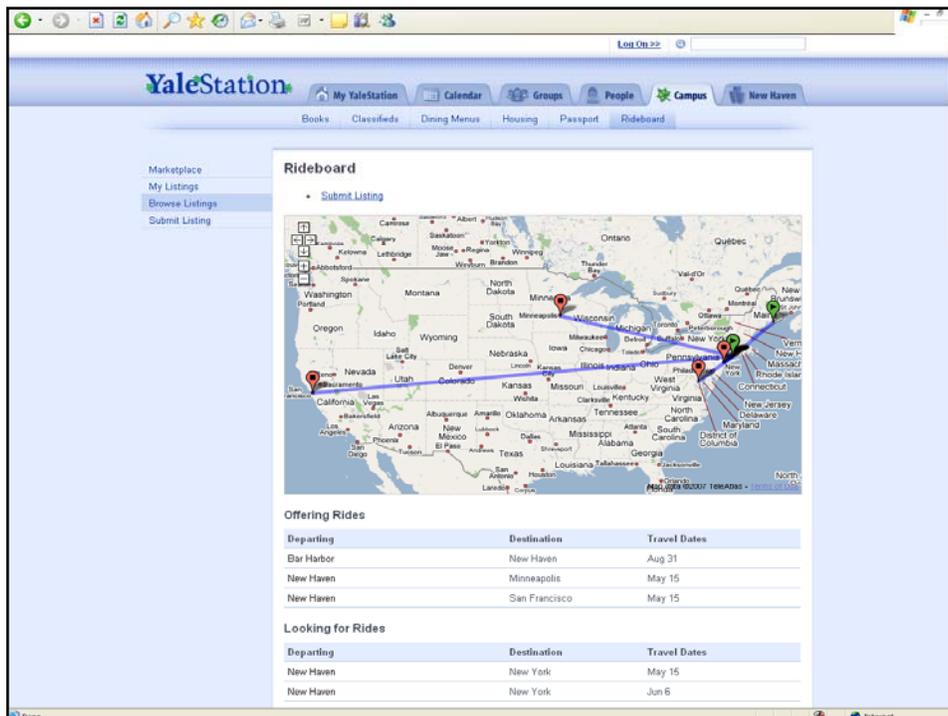
If you must drive to campus for Orientation, take Exit 3 (Trumbull Street). Continue to the 2nd traffic light. Turn right on to Whitney Ave. and continue through 2 traffic lights. Just beyond the traffic light at Humphrey St., take a left onto Edwards St. Parking is available in the Pierson-Sage Garage at 334 Edwards Street. The entrance to the garage is the first driveway on the left as you go up Edwards St. Follow the bend to the left and type key code 2# at the access-controlled gate. After parking, proceed South on Whitney to 155 Whitney Ave. After orientation, be sure to **leave the same way you entered** by typing the key code 2# again.

Communication: A response to “Eat Your Vegetables!” marketing

- Make lots of tasty vegetables available
- Put the tasty vegetables in front of them
- Make the 1st bag of vegetables free!

ZIPCAR example





GETTING TO YALE
GETTING AROUND YALE

- Shuttle Services
- Parking Services
- Getting to Yale
- Getting Around Yale
- Contact Information
- Why Your Transportation Choice Matters

Why Transportation Options?

Yale Transportation Options is here to help you make transportation decisions that serve you, your community and the environment. After all, we are all connected.

Unpredictable gasoline prices and congested roads are making many of us reconsider our transportation options. Find out what your options are by filling out a "commuter counseling form." Trains, shuttles, ridesharing, walking and bicycling are among the solutions you will learn about here. Could they work for you?

Use the tools and information on this site to help you make the most informed transportation decisions. Click on [Getting to Yale](#) to find out how to access our university from the surrounding area/region, or click on [Getting Around Yale](#) to find out how to get around our campus, once you are here.

News and Announcements

Shuttle Emergency Email Notification

Yale Transit has developed an email emergency notification system for sending service disruption notices. Shuttle riders are encouraged to sign up to receive email notification [here](#).

Yale Shuttle inclement weather announcements

Please visit www.yale.transloc-inc.com for up to date route and service information.

Significant Progress on the Farmington Canal Trail!

Yale GPS Shuttle Locator



Transit Feedback

Your opinion matters



New Haven Weather

[New Haven, CT](#)
Severe Weather Alert
25° F
 Clear
[Hour-by-hour](#) | [10-day](#)



Transportation Options

- Getting to Yale
- Getting Around Yale
- Contact Information
- Why Your Transportation Choice Matters

Feedback

Please help us help you get the transit service you need! In an effort to provide local transit agencies with constructive feedback on how best to serve the Yale community, we ask you to please provide your **constructive** feedback below. Please fill in as much information as you can about the vehicle you rode on and the time of day an incident occurred (if you are reporting an incident or timing issue). Yale Transportation Options will forward your constructive feedback on to the appropriate transit authority. If you would like to receive a response, please be sure to fill in both the email and daytime phone number fields. Fields marked with an asterisk are mandatory.

* Your name:

* Email:

Daytime Phone Number:

Subject:

Type of Comment:

Date of Incident:

Time of incident (if applicable):

Route Number or Name of Line:

Comments:



Transportation Options

Getting to Yale
Getting Around Yale
Contact Information
Why Your Transportation Choice Matters

One-on-One Commuter Counseling

Please fill in the form below if you would like to be contacted regarding your commuting options.

Please check the transportation mode you are interested in (you may choose more than one):

- Bike
- Walk
- Yale Shuttle
- Carpool
- Vanpool
- C.T.I transit bus
- DATTCO Bus
- Amtrak
- MetroNorth
- Shore Line East
- Other/unsure

Personal Information

Name:

Email:

Current Home Address

Street Address:

City:

State, Zip Code:

Work Information

Work Phone:

University Address/Department:

Arrive at Work Between: 9:00 AM and 10:00 AM

Depart from Work Between: 5:00 PM and 5:30 PM

Campus Destination:



Communication: The Testimonial

"Just a heartfelt thank you for getting me home...I rideshare and when I was notified that my home alarm had gone off...I called the taxi and it was waiting for me in 5 minutes. I could not have gotten to my own car that quickly! I was home in a few minutes and did not have to pay for the taxi."

-Katherine R.

www.yale.edu/transportationoptions/alternatives/ridehome.html

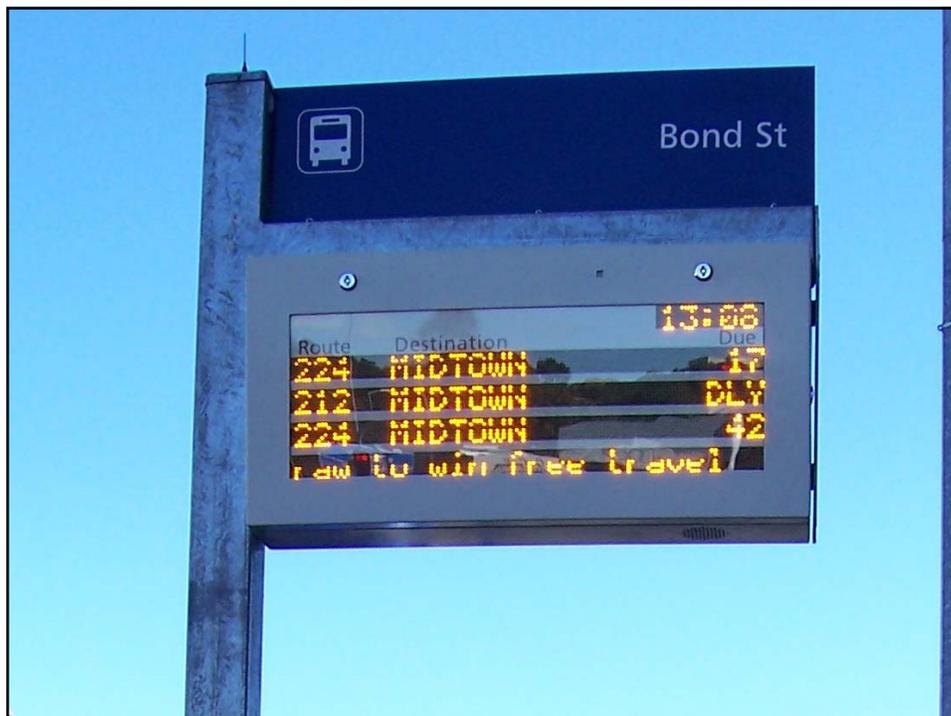
Communication: The Testimonial

“This is a GREAT RESOURCE and you made it easy! Thank you”

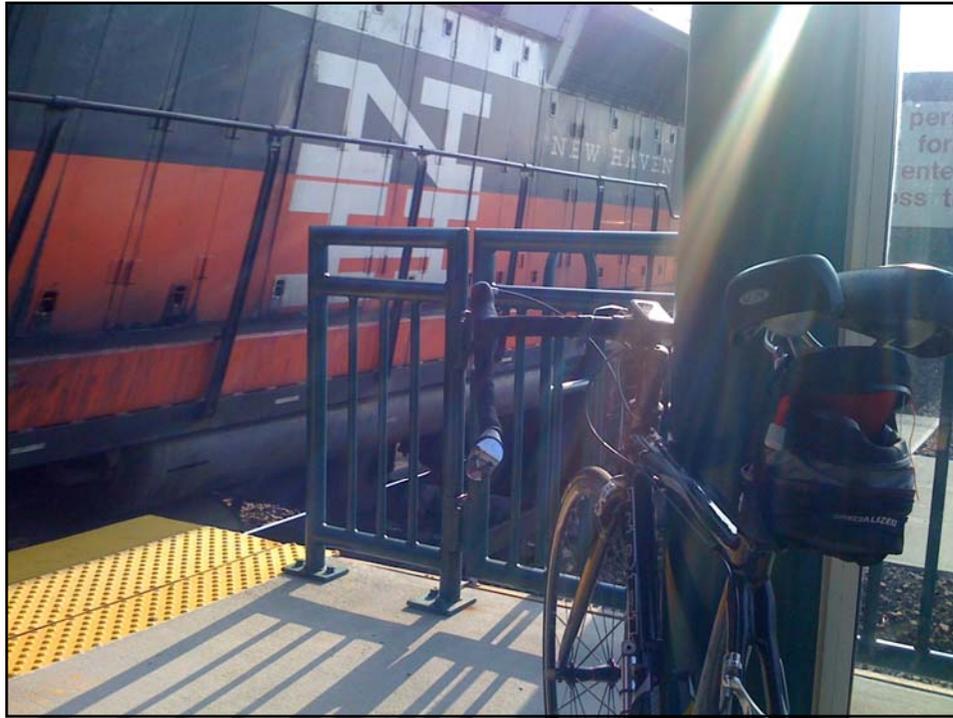
-Testimonial from a SmartTrips household

The screenshot shows the Stanford University Parking & Transportation Services website. The page features a navigation menu with options like 'Home', 'parking information', 'alternative transportation', 'payment options', 'marginette shuttle', and 'charter services'. A prominent blue banner reads 'COMMUTE CLUB'. Below this, there's a section titled 'Commute Hero "Love Stories"' with a 'Become a Stanford Commute Hero' button. A list of prize winners and honorable mentions is displayed. A testimonial by Kelly Rohlf, a Civil Engineer in Facilities Operations, is featured, titled 'Living a Car-free Life'. The testimonial describes how giving up the car has opened up many commute options and saved money. A blue callout box highlights a quote: 'Getting rid of the car has increased our quality of life in countless ways.'

Infrastructure (Physical) Tools









The cost of marketing

Cost/Benefit

In 2005, Ford Motors spent \$2.4 billion on advertising.

How much is your marketing budget?

Not THAT much? Well, that's ok... [me neither]

TARC bike rack rap

Cornell's Bird's Eye Tour

Events & Stunts



BICYCLIST APPRECIATION BREAKFAST ● YALE 2008

**Do you ride your bike to work?
Would you try it if we gave you
breakfast? Ride your bike to
Yale on Friday and join us for a
FREE CONTINENTAL BREAKFAST!**

WHEN Friday, May 30th, 2008
WHERE Phelps Gate*
TIME 7:30 – 9:30 AM

You must bring your helmet to get breakfast!

The first 50 people to R.S.V.P. will receive a
FREE Bike Breakfast T-shirt! Please R.S.V.P. to:
erin.pascale@yale.edu or call 432-3266.

*College Street, across from the New Haven Green.

WALK TO WORK DAY FRIDAY APRIL 7, 2006



JOIN US FOR FOOD, FELLOWSHIP & PRIZES
CELEBRATING NATIONAL WALK TO WORK DAY
AND THE FACULTY AND STAFF WHO WALK TO WORK

AT THE MALKIN ATHLETIC CENTER QUAD
FRIDAY, APRIL 7 (RAIN DATE APRIL 11)
7:30am – 9:30am

Please pre-register by email to:
commuterchoice@harvard.edu

JOIN *COMMUTERCHOICE* &
YOUR FELLOW COMMUTERS
FOR HARVARD'S FIRST

ONE STOP WALK

WHEN: FRIDAY, MAY 5TH 7:30am – 9:30am

WHERE: PORTER SQUARE MBTA STATION

HOW: GET OFF THE SUBWAY, BUS,
OR COMMUTER RAIL AT
PORTER SQUARE & WALK THE
REST OF THE WAY TO WORK.

PLEASE PRE-REGISTER BY WEDNESDAY MAY 3:
(617) 384-RIDE (7433)
commuterchoice@harvard.edu

WHY: STRETCH YOUR LEGS, SMELL THE SPRING
AIR, ENTER OUR RAFFLE & ENJOY A FREE
COFFEE FROM ROSIE'S BAKERY BY VISITING
THE *COMMUTERCHOICE* TABLE ON THE
MID-LEVEL LANDING INSIDE THE STATION.





1369 COFFEE HOUSE
CAMBRIDGE, MA
COFFEES • TEAS • ESPRESSO • SOUPS • PASTRIES

757 MASS. AVE CAMBRIDGE

1 FREE SMALL COFFEE OR BOTTLED WATER

Offer Valid 6/9/06 only



Thank You for Walking to Work Today



Harvard CommuterChoice Program







Case Study

How increased marketing at Yale increased participation in
TDM programming

Case Study: Yale Survey Results

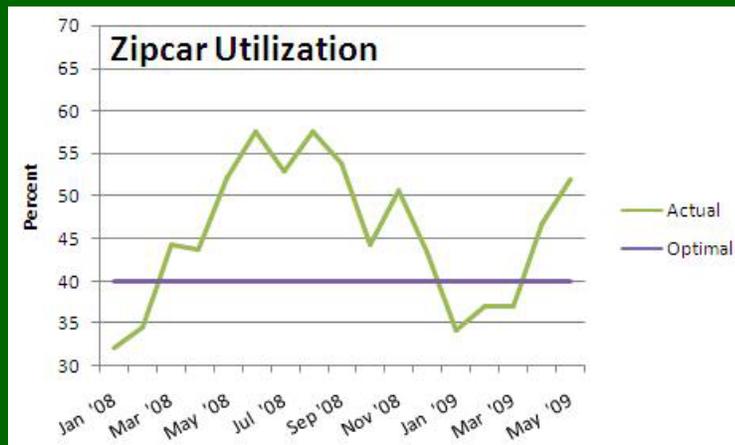
Rounded %	Transportation Mode
44	Drive Alone
19	Public Transit
23	Walk
6	Rideshare
3	Telecommute/other
5	Bike
100	

2007

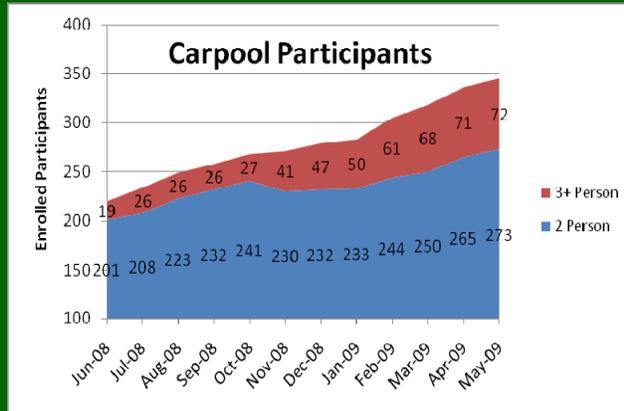
Rounded %	Transportation Mode
37	Drive Alone
22	Public Transit
23	Walk
8	Rideshare
2	Telecommute
9	Bike
100	

2008

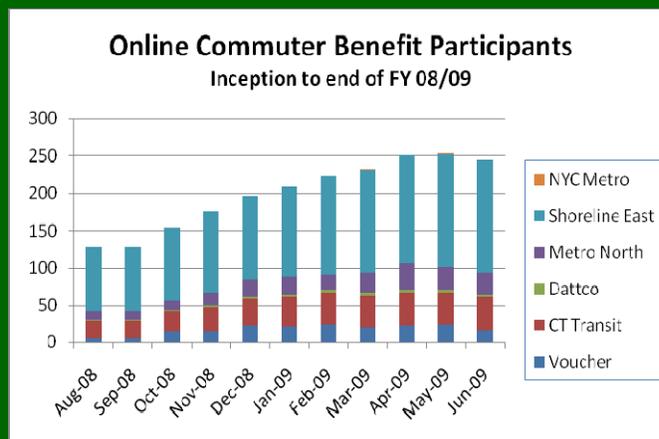
Case Study: Yale Zipcar Utilization



Case Study: Yale Carpool Participation



Case Study: Yale Transit Riders



Analysis of attendee marketing

Summary

- Learn more about Social Marketing!
- Know your population, know what they want
- Do: Communicate effectively. Don't: Preach!
- Use all the tools at your disposal

www resources

Portland, OR SmartTrips North East Hub Evaluation Report:
www.portlandonline.com/shared/cfm/image.cfm?id=145046

Australia's TravelSmart Program Evaluation:
www.travelsmart.gov.au/publications/pubs/evaluation-2005.pdf

Center for Urban Transportation Research TDM Listserve:
www.cutr.usf.edu (Select "Transportation Demand Management (TDM)"
from dropdown menu at top of page)

Cornell University's "Virtual Tour"
<http://gettingaround.cornell.edu/bigcampus-flash.html>

TARC "Bike Rack Rap"
<http://www.youtube.com/watch?v=eoFFgOW9UME>

paper resources

"Social Marketing: Influencing Behaviors for Good"
Third Edition. Philip Kotler and Nancy R. Lee, Sage
Publications, 2008.

"Marketing Research That Won't Break the Bank"
Alan R. Andreasen, Jossey-Bass, 2002.

"Residential Attitudes Towards Regional
Environmental and Conservation Activities" Greater
Vancouver Regional District, 2000.