Beyond the Brochure: Community-Based Social Marketing and Behavior Change

Smart Commute Upper Valley

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Goal of Smart Commute
Traditional Behavioral Campaigns

• Information-intensive

• Provide awareness, not involvement

• Generally less impactful than regulation or engagement
The Truth About Behavior

• Attitude, knowledge ≠ behavior
• Complex, specific to individuals and organizations
• Impulsive, associative, not always logical
Outputs vs. Outcomes

• Outputs = tangible/measurable deliverables
• Outcomes = meaningful indicators of impact
Example: Printing local food guides vs. people buying more local food
• Activities connect outputs to outcomes
What is CBSM?

A system for uncovering barriers related to a specific behavior of a specific audience, then designing, testing, implementing, and evaluating a dynamic intervention to motivate a new or alternative behavior.
CBSM and Smart Commute

- Research barriers and motivations related to carpooling, transit, etc.

- Outputs must be outcome-driven and often tailored to each worksite

- Verify, verify, verify!

<table>
<thead>
<tr>
<th>Top Three Carpool Barriers: Vermont Tech</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t know anyone</td>
</tr>
<tr>
<td>Need to run errands</td>
</tr>
<tr>
<td>Too much effort</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Top Three Carpool Barriers: DHMC</th>
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</thead>
<tbody>
<tr>
<td>Personal safety</td>
</tr>
<tr>
<td>Need to run errands</td>
</tr>
<tr>
<td>Don’t know anyone</td>
</tr>
</tbody>
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Employer in the Spotlight: Hypertherm

Survey Results
Willing to take the bus: 63%
Bus stops at worksites in 2010: 0
Already carpooling in 2010: 8%

Main Motivations for Carpooling?
Save Money - 78%
Reduce Emissions - 31%
Reduce Reliance on Foreign Oil - 28%

Most Attractive Incentives to Carpool:
Cash Reward - 36%
Extra Time Off – 33%
Employer-Provided Map or Information to Connect Me with Co-Workers – 23%

2010 Transportation Plan
• Get involved in transit
  – Asked CRT to Extend Route (5+ riders from Hypertherm now)
  – Claremont-Route 120 Study Team

• Consider per diem or monthly drawing
  – Will offer per diem in 2012

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Public Outreach

- “Norm” Behavior
- Seek Commitment
- Collect Feedback
- Follow Up

“[Way to Go] went splendidly. I now have acquaintances that I look forward to talking to on the bus and at the bus stop, and it's nice not to have to scrape the ice off my car in the morning or walk through the slush in the parking lot.” (Jill K., DHMC)

“I thought it was going to be hard getting up early but I actually got used to it and appreciated the time on the bus I spent reading and saving gas.” (Valerie P., Kendal at Hanover)
Year One Regional Results

Mode Choice by % of Population

2010
- Drive Alone: 84%
- Transit: 11%
- Carpool: 5%
- Bike/Walk: 1%

2011
- Drive Alone: 76%
- Transit: 9%
- Carpool: 15%
- Walking/Biking: 1%

Smart Commute Savings at a Glance: Estimated vs. Actual

<table>
<thead>
<tr>
<th>Metric</th>
<th>Estimated</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollars Saved</td>
<td>$307,320</td>
<td>$1,300,000</td>
</tr>
<tr>
<td>Gasoline Saved</td>
<td>114,140 gallons</td>
<td>312,074 gallons</td>
</tr>
<tr>
<td>Carpoools Formed</td>
<td>72</td>
<td>154</td>
</tr>
</tbody>
</table>