



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

Smart Commute Upper Valley

Aaron Brown and Megan Shannon, Vital Communities

Transportation Stakeholders Planning Meeting

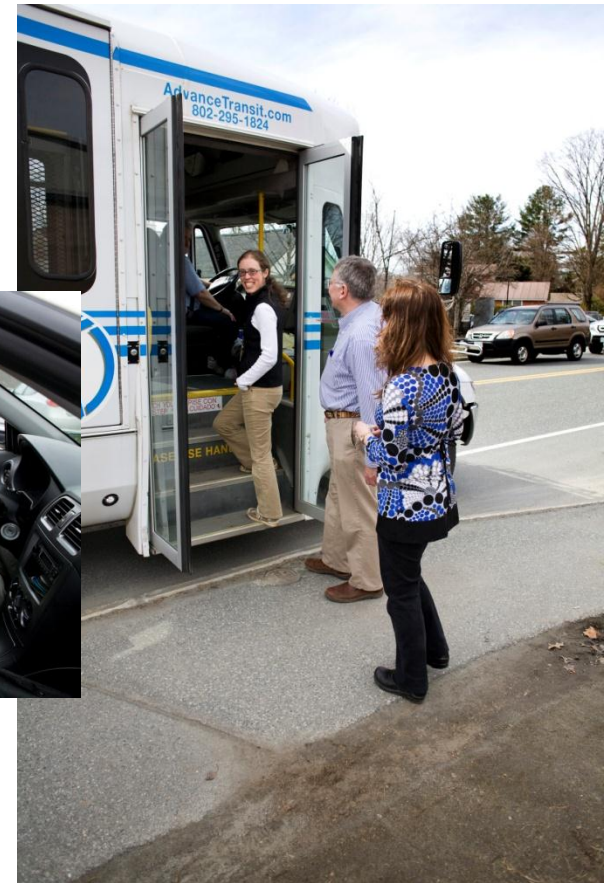
Hosted by the High Meadows Fund

December 7, 2011

Vermont College of Fine Arts

Montpelier, VT

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 \neq behavior
- Complex, specific to individuals and organizations
- Impulsive, associative, not always logical

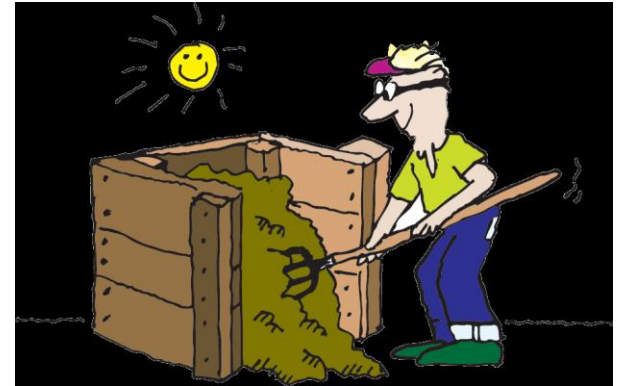


Outputs vs. Outcomes

- 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!

Top Three Carpool Barriers: Vermont Tech

Don't know anyone	62%
Need to run errands	24%
Too much effort	17%

Top Three Carpool Barriers: DHMC

Personal safety	41%
Need to run errands	34%
Don't know anyone	28%

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-

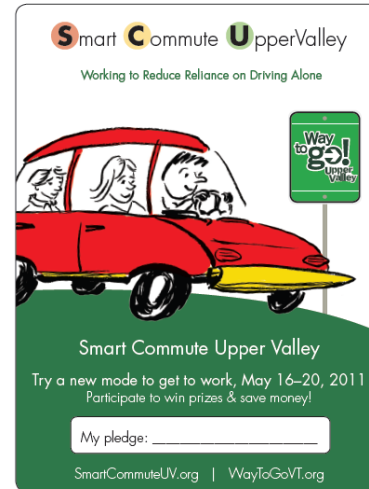
Workers – 23%

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

Public Outreach

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



Commuter Challenge Registration

Sign up for a chance to win great prizes, including Burton Snowboards, iPods, Sugarbush Ski passes, gift certificates & more.

Name: _____
Email: _____
Phone: _____
Home town/origin: _____
Workplace/destination: _____
Daily commute, round-trip in miles: _____

Pledge:

- I pledge to carpool at least one more day than usual during W2Go Commuter Challenge week.
- I pledge to take the bus one more day than usual during W2Go Commuter Challenge week.
- I pledge to bike or walk one more day than usual during W2Go Commuter Challenge week.

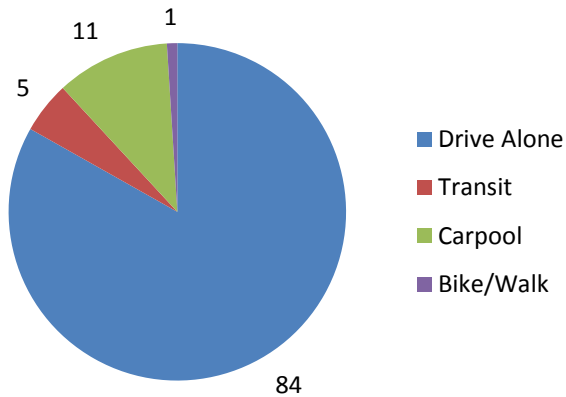
“[Way to Go] went splendidly. I now have acquaintances that I look forward to talking to on the bus and at the bus stop, and it's nice not to have to scrape the ice off my car in the morning or walk through the slush in the parking lot.” (Jill K., DHMC)

“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

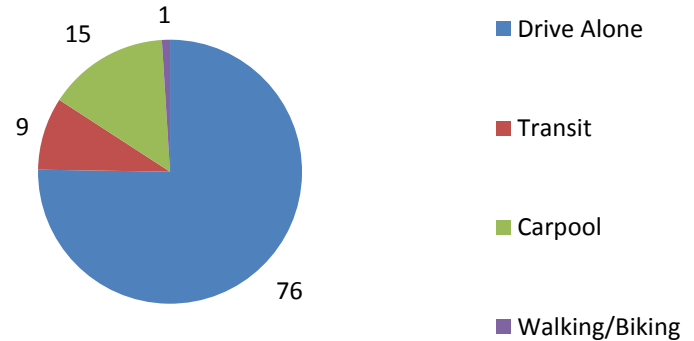
2010

Mode Choice by % of Population



2011

Mode Choice by % of Population



Smart Commute Savings at a Glance: Estimated vs. Actual		
Metric	Estimated	Actual
Dollars Saved	\$307,320	\$1,300,000
Gasoline Saved	114,140 gallons	312,074 gallons
Carpools Formed	72	154