Many of the transportation-related challenges facing society today can be addressed by seemingly simple changes in behavior. For example, vehicle trips would be reduced if more people chose to take transit, bicycle, walk, or telework instead of drive. This project included a mobile workshop targeted to transportation professionals seeking to change travelers’ behaviors to reduce congestion and/or improve safety using social marketing.

Social marketing is not the same as social media marketing. Social marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. Behavior change requires an action to be effective, not simply the recall of message. This action-oriented workshop was designed to improve knowledge and application of established behavior change theories.

Attendees learned skills such as creating journey maps, segmenting the market, and pretesting materials. These behaviors included encouraging adoption of a new behavior, like riding transit to work, or rejecting a potentially undesirable behavior like riding a bicycle on the wrong side of the road. Project participants developed people-centered social marketing plans that rely on insight and understanding, as much as on data for the creativity, design, and management of programs that strive for changes for good. This course combined online learning and in-person training at locations nationally.

The results of these mobile workshops are as follows.

Boise, Idaho : Arlington, Texas : Raleigh, North Carolina
Background

Boise, Idaho is one of the fastest growing cities in the United States. As population rapidly increases, transportation challenges are compounded. Fourteen transportation professionals gathered together to address those challenges and develop programming and communications strategies to help reframe how Boise commuters approach their method of getting to work. The results are enclosed.
**Community Background / Problem Statement**

Parents are dropping kids off at school because of safety concerns, which limits when they can start work and their available smart commute options.

Selection of an elementary school in an urban setting where parents would likely have alternative commute options if this barrier could be removed is ideal.

**Formative Research**

Mornings are stressful and often driven by multiple schedules that do not always align. The workday start-time for employed parents who commute is often determined by school schedules and heavy traffic around schools can compound timing issues. Dropping kids off also means parents are already in their cars, making multi-modal commuting much less likely.

**SOCIAL MARKETING PLAN**

**Overall Plan Objective**

Increase the number of parents with young children who choose smart commuting options when traveling to the Boise downtown core.

**Specific Behavior**

Student participation in the Safe Routes to School program by walking or bicycling to school at least one day per week during the school year.

This plan addresses a major parental barrier of having to take children to school which limits a parent’s commute choices. By encouraging participation in a Safe Routes to School program one day per week, parents have more flexibility in their schedules and are able to choose a different commute option on that day.

**Positioning Statement**

“We are downtown employers interested in improving the lives of our employees who have elementary school children. Instead of driving your kids, Safe Routes to School builds connected communities by empowering kids to take a healthy and safe route to school.”

**Goal**

Increase student participation in Safe Routes to the selected elementary school on Fridays during the school year by 10% over the baseline.

**Priority Audience**

Suburban parents with elementary school aged children.

**Team Members:**
Karen Gallagher – City of Boise
Kathleen Godfrey – ACHD Commuteride
Stephen Hunt – Valley Regional Transit
Selena O’Neal – Ada County
SOCIAL MARKETING PLAN CONTINUED

Persona: Soccer Mom

Name: Ali Mission
Age: 36
Occupation: Office Administrator

Profile: Owns a home in the South Boise Village and has two cars. She has two children, ages 8 and 11. She works in a downtown office and makes $55,000 a year which she spends on her home, camping, cooking, biking, books, and commuting.

She is a healthy active woman who hates traffic and loves the outdoors and book clubs.

4 P Strategies

Product
- Provide Walking School Bus & Bike Trains – Frees parents to choose a smart commute and leads to connected communities and healthy children who are ready to learn.
- Also include maps, wayfinding, wristbands, and volunteers.

Price
- Barriers – Safety, time, weather, isolation.
- Address safety concerns with GPS tracker and background checks for volunteers.
- Incentivize behavior –
  - Coupons for local business and for bike tune-ups.
  - Non-monetary “exclusive” high-visibility wristbands for students and parents, and “count your steps” challenges.
  - More convenient child drop-off locations off-site.

Place
- Learn and sign up – Sign up during school fall registration.
- Notices along routes – Yard signs, pop-ups, banners on school fences.
- Hear about us in newsletters/emails home.
- School functions/Parent Teacher Associations (PTAs).

Promotion
- Highlight clean air and mind benefits for kids, and more flexible morning commute for parents. Kids arrive at school ready-to-learn; Parents are ready to start their day with a smart commute!
- Create video featuring actual participating parents and children.
- Promote through school, PTA, teachers, principal, and earned media options (news).
- Increase visibility of Safe Routes to School pathways.

Survey parents when they are dropping kids off at school.

Individual interviews with teachers and principals.

Pretest video with a focus group such as a school transportation committee.
Community Background / Problem Statement

The Treasure Valley area of Idaho is experiencing an influx of new residents, especially from the west. Increased population is creating urban sprawl around Downtown Boise, the largest employment center in the area.

The U.S. Census Bureau declared Idaho as the fastest-growing state in the nation. Boise was also named the no. 2 spot for young professionals by *Forbes* in 2017.

Formative Research

The Employee Transportation Coordinator (ETC) position is often filled by an employee who has other full time responsibilities at the organization and may even be volunteering personal time to fulfill their role as an ETC. Adding an extra assignment to an already busy schedule is often a burden for this employee. Most ETCs are mid-career professionals making midrange salaries. They care about their co-workers, would like to grow their wellness program, and recruit talented individuals to their organization.

SOCIAL MARKETING PLAN

Overall Plan Objective

Encourage downtown Boise employers with over 50 employees to adopt smart commute programs as part of their benefit package.

Specific Behavior

Employers promoting Commuteride’s website, MyCommuterCrew.com (MCC), to employees.

Positioning Statement

“We inspire Employee Transportation Coordinators to create, explore and provide options for commuting downtown. We stand alone in offering a comprehensive out-of-the-box toolkit to help employers ensure happier and healthier employees while watching the bottom line.”

Goal

During February and March, recruit and train 15 ETCs at downtown businesses to promote MyCommuterCrew.com with a goal of at least 20% employee participation at each business.

Priority Audience

Employers with over 50 employees that have insufficient parking and are located in downtown Boise.

Team Members:
Matt Edmond – Capital City Development Corp.
Lisa Itkonen – COMPASS
Eric Selekof – St. Luke’s Health System
Nicole Stern – ACHD Commuteride
Christina Torkelson – ACHD Commuteride
**Product**
- MyCommuterCrew business website.
- Transit, carpool, vanpool, and bike/walk contests and incentives provided by Commuteride.

**Price**
- ETCs time and attention are barriers.
- We will highlight ease of use, no cost, ready-made sites.
- Decrease healthcare and parking costs while increasing employee emotional and physical well-being.
- Emails from website, transit route mapping, carpool/vanpool matching, and bike/walk mapping.

**Place**
- Downtown Boise employers – Inform through ETC lunch, 1:1 meetings with employers, communications campaigns.
- Timeframe – February through March/April.

**Promotion**
- We have a free, easy-to-use website to help your employees find commute options.
- Site can look and feel customized to match participating company brands.
- Message to appear within *May in Motion*, ETC lunches, emails, quarterly meetings, and be distributed by partners, such as DBA, Chamber, CCDC, VRT, City of Boise, Ada County, and COMPASS.

**Persona: Urban Techie**

Name: Ed  
Age: 39  
Occupation: Software Engineer

Profile: North End resident and bike commuter who volunteers as an ETC. Earns a $70,000 annual salary.

Business Values: Creativity, flexibility, work/life balance, innovation, and environmental causes

Goals: Grow wellness program and talent recruitment

**Pretesting Plan**

**Comprehension** – What do you think MCC is telling you to do?  
**Credibility** – What is MCC saying will happen if you take the recommended action?  
**Usefulness** – What new information did you learn?  
**Persuasiveness** – How likely are you to do that/use the site?
Community Background / Problem Statement

Downtown Boise employers are facing parking challenges for employees who commute downtown. Some of those challenges include:

- Downtown parking is at capacity.
- Garage parking rates continue to rise.
- Increases in downtown traffic make accessing parking facilities more difficult and time-consuming.

Formative Research

Commutes for downtown employees are becoming longer and more congested. Downtown parking for employees is becoming scarce, less convenient, and more expensive.

Employers need to be aware of mobility options for employees in order to attract and retain quality employees. Emerging activity centers outside of downtown tempt downtown business owners to consider relocating.

Social Marketing Plan

Overall Plan Objective

Increase the number of downtown Boise businesses with over 50 employees that choose to adopt smart commute programs as part of their benefit packages.

Specific Behavior

Conduct an employee transportation survey to determine current commute modes, barriers, benefits, and needs.

Positioning Statement

“We are advocates for smart commuting for downtown employers looking to recruit and retain employees. We help employers understand and provide for their employees’ transportation needs.”

Goal

Get at least 15 downtown Boise businesses with 50+ employees that are primarily office workers to conduct an employee survey within the next 12 months.

Priority Audience

Decision-makers at downtown businesses with 50+ employees who are office workers with a traditional nine-to-five work day.
SOCIAL MARKETING PLAN CONTINUED

4 P Strategies

Product
- Providing information and coordination of services to help employers save costs and increase employee satisfaction.
- Employee survey and findings (including address map).
- Create a customized strategy for each business using the survey data.

Price
- Time commitment on the part of the business owner and his or her employees.
- Access to and strategies for downtown mobility services.
- Offer possible savings and discounts on a TDM program.

Place
- Primarily 1:1 meetings, some group presentations, and referrals from businesses currently using our services.
- We’ll provide a post-survey follow-up meeting to present customized recommendations.

Promotion
- Create a new non-agency consortium that provides free employer mobility solutions for downtown businesses.
- We offer free customized mobility options based on employees’ commuting needs.
- Primarily 1:1 conversations, a new website for our consortium, and owned media for each of the participating agencies (website, social media, email, etc.).

Persona: Downtown CEO
Name: John
Age: 49
Occupation: CEO, Downtown Boise company with 50+ employees
Profile: College-educated male from Meridian, married with two children, owns cabin in McCall. John is an active member of City Club and the Chamber. He drives an SUV to work.
Values: Convenience, efficiency, and predictability
Hobbies: Outdoor recreation, skiing, golfing

Pretesting Plan
Comprehension – What services do we offer?
Attention-getting – What first caught your eye?
Relevancy – How do you feel about the group providing these services?
Persuasiveness – How likely are you to schedule a conversation?
Acceptability – What should be changed to make this material more enjoyable to read?
Many of the transportation-related challenges Texas is facing today can be addressed by seemingly simple changes in behavior. For example, vehicle trips would be reduced if more people chose to take transit, bicycle, walk, or telework instead of drive. Transportation professionals worked together to develop cost-effective ways to use social marketing to encourage commuters and visitors to use existing transportation systems.
Community Background / Problem Statement

The Houston metropolitan area is home to approximately six million people in the region, many of whom commute alone. Our challenge is to identify, address, and ultimately effect change in this behavior through the study of current attitudes.

SOCIAL MARKETING PLAN

Overall Plan Objective

Increase the number of employees vanpooling to work.

Specific Behavior

Have employees sign up for a vanpool.

Positioning Statement

“Metro STAR Vanpool provides clean, reliable, safe, friendly, and cost-effective commute alternatives to solo drivers in under and unserved areas of the Houston-Galveston region.”

Goal

We will help low-income commuters realize potential cost savings through transportation events, resulting in 200 new vanpool riders within 180 days.

Priority Audience

Mid-career professionals living and working outside of the city center, especially young professionals and low wage earners.
SOCIAL MARKETING PLAN CONTINUED

4 P Strategies

Product
- Core product – Adding to one’s quality of life.
- Actual product – Vanpool service.
- Augmented products –
  - Savings calculator.
  - Q-Card for children and mom.
  - Seven available Emergency Rides Home.
  - Commuter Awareness Toolkit.
- How to sell your employer on vanpool –
  - Preferred parking: employer provides space/pole, we provide sign.

Price
- Barriers – Convenience and time.
- Benefits – A refund/reward program.
  - Q-Cards for the family.
  - Refer a friend program: $200.
  - Employee recognition as “Air Quality Champion.”

Place
- Local events

Promotion
- Key messages – Vanpool adds to your quality of life; where she can redirect her new-found savings.
- Communication channels – Internet, social services, social media.
- Spokespersons – Account executives, marketing.

Persona: The Budgeter

Name: Penny the Pincher
Age: 33
Occupation: Shipping Coordinator

Profile: Penny is a multi-ethnic single parent who commutes to her job at the Amazon Fulfillment Center. She makes $30K per year and receives no additional financial support. She has taken some college classes and has a 13 year old son, Colin. She enjoys watching shows on Netflix, social media, raising/supporting her son, and working out at her apartment’s gym facility. She owns a 2004 Ford Taurus that was her deceased grandmother’s. She values her fitness and dislikes unnecessary time away from home.
Community Background / Problem Statement

Each school day, dozens of commuters drop their children off at their neighborhood school before they drive to work—many of them to the Central Business District or to large employers in other parts of the area. What if these parents that work in common places could leave some of their cars at the school or nearby parking lots and carpool to work and back to pick up their kids at after school care?

Formative Research

Single occupancy vehicles commuting to and from work cause congestion and pollution. Carpooling has a big impact on congestion and can save participants money. Who knows, commuters might even have fun carpooling!

SOCIAL MARKETING PLAN

Overall Plan Objective

Increase the number of parents carpooling to work. By doing so, participants can start to make an impact on our commute problem. If participants start to see the practical benefits of carpooling, they will increase the frequency of their beneficial actions. As more people participate, we can devote more resources to our car pool program and target other groups.

Specific Behavior

Our goal is to get parents to carpool at least one day each week.

Positioning Statement

“We are a local government group with a mission to reduce environmental impacts of employees who have elementary age school children. We are focusing on parents with children in a common school to carpool together one day a week.”

Goal

Within 60 days of program implementation, 100 parents will begin carpooling to work one day per week.

Priority Audience

Neighborhood group – Parents who have elementary age school children in a common school.
4 P Strategies

Product
• Core product – Feel good, have more personal time, be a good citizen & role model.
• Actual product – Carpool to school.
• Augmented products – Patches, buttons.

Price
• Incentives –
  • Parent buy-in.
  • Social benefits.
  • Reduced stress.
  • Shared costs and reduced vehicle maintenance.
  • Recognition as a role model.
  • Rewards and contests.
  • Development of a carpool community.
• Barriers –
  • Negative perception and requirements of special needs children.
  • Giving up control of schedule.

Place
• Parent teacher association (PTA) meetings.
• Paid ads near school.
• Park and ride partnerships.

Promotion
• Key message –
  • I am the proud kid of a carpool hero.
• Communication channels –
  • PTAs, social media, school newsletters, and after school programs.
  • Spokespersons – Get kids to support the program.

Persona: Commuting Parent

Name: Patty the Parent
Age: 42
Occupation: CPA

Profile: Patty is a multi-ethnic mom who drives to work each day after dropping her kids off at school. She has a college degree and earns $65,000 a year as a CPA for the government. She is a divorced single parent with one daughter in first grade. She, along with her daughter and their pet dog, live in the condo she owns in the suburbs. Patty drives a Subaru Outback, a mid-sized SUV. She is a triathlete, foodie, and wine enthusiast.

Pretesting Plan

Pretest material with commuting parents who care to ensure it is eye-catching/attention-getting (patches buttons etc.).

Get socially-conscious parents of elementary school age children to commit to carpooling one day per week.

The goal is to start with one day a week and gradually increase to two or more days per week.
Community Background / Problem Statement

Many employees of large companies in the Arlington area experience frustration with the time, money, and energy it takes to commute to work using single-occupancy transportation. Due to a lack of fixed-rate transit in the area, employees feel their options are limited. As a result, employee retention at companies in the area is affected.

Formative Research

Employees commuting to this area spend a lot of time on average sitting in traffic congestion. Specific employees might spend anywhere from 30 minutes to an hour commuting each way. Tensions are high and overall employee happiness is low.

SOCIAL MARKETING PLAN

Overall Plan Objective

This plan will address behaviors related to potential alternative transportation options for commuters. By empowering employers to address their specific needs with the implementation of Employment Transportation Coordinators (ETCs), we will encourage commuters to take advantage of transportation resources and benefits available to them.

Specific Behavior

We want employers in our North Central Texas target area to establish ETCs at their companies.

Positioning Statement

“We are a mobility solutions provider, serving commuters who need alternative commuting options. Instead of focusing on single-occupant vehicles, we work to save you money, time, and frustration by providing multiple solutions for mobility that improve employee retention.”

Goal

Establish ETCs at 20% of companies in the area by the end of 2019 to address limited mobility and air quality issues through follow up and stakeholder collaboration.

Priority Audience

Small but growing start-ups with environmentally-conscious younger employees.
4 P Strategies

Product
- Core product – Employee recruitment and retention, lowered costs, flexibility, and time saving, reduced congestion and parking, and more commute options.
- Actual product – Establishment of an ETC and improved mobility options (carpool, vanpool, telework).
- Augmented product – Assistance in program development, including facilitation of tools, resources, and training that would help them establish an ETC. Providing corporate recognition and follow-up.

Price
- Barriers – Lack of awareness of transportation options. Time commitment to establish an ETC. Perceptions that the employee’s work will suffer with additional role.
- Highlighted benefits – Time and cost savings. ETC and corporate recognition. Examples showing that implementation is easy and not time-consuming. Everything needed is brought to workplace and education is facilitated onsite and on company’s schedule.

Place
- Chamber of Commerce meetings, networking meetings, professional associations/organizations, department of environmental quality, and economic development authorities.

Promotion
- Word-of-mouth, flyers, tabletop events, signage in business parks, light-pole banners, and ads in industry publications and chamber magazines. Spokespersons, advocates, city staff, and industry professionals.
Background

Raleigh’s population is rapidly growing as additional people move to the area in pursuit of job opportunities and other community benefits. The city features a thriving downtown where many major employers have offices. This increase in overall population has led to increased commuter traffic congestion and parking difficulties, particularly in the urban core. To address these issues, employers and agencies must work together to implement strategies for change, including ride sharing and transit use.
Community Background / Problem Statement

The City of Raleigh is growing rapidly, increasing traffic congestion, particularly in the urban core where many employers are based. Residents primarily drive personal vehicles to their downtown employers. Increased traffic congestion and costly limited parking negatively impacts this segment of commuters. Public transportation is available but many residents don’t know how it works nor understand the benefits of using it.

Formative Research

Raleigh is a bustling city with approximately 47,000 employees commuting to work daily, about 40,000 students attending local universities, and nearly three-and-a-half million people visiting the city annually. Raleigh has good pedestrian infrastructure and a very high walking score of 96; walking, combined with more people using Raleigh’s public transit system, GoPass, could greatly relieve strain on the city’s automobile network.

SOCIAL MARKETING PLAN

Overall Plan Objective

Increase the number of downtown Raleigh employees using GoPass for commute trips.

Specific Behavior

Encourage employees to trade in their monthly parking permit for a free monthly transit pass to encourage and facilitate use of public transit.

Positioning Statement

“I am an Employee Transportation Coordinator (ETC) and lead an alternative transportation program for our associates. Our associates want a stress free commute and to save money. There are downtown businesses who give incentives to those who turn in their parking cards to ride the bus. My team and I find ways to encourage our associates to try the bus and discover the benefits of riding the bus for their commute. Our company pays for the transit pass; you can read or work on the bus, your quality of life is better, and you can meet new people. Employees can also advocate riding the bus to their coworkers.”

Goal

A minimum of 20 employees will trade their monthly parking pass for a free monthly transit pass during the first year of program implementation.

Priority Audience

Young professionals, upper management, small children, anyone experiencing a headache in the morning trying to find parking, and those who live within five miles of work and have close access to a transit stop.

Team Members:

Tony Howard – City of Raleigh
Katherine Molin – City of Raleigh
Mary Sell – Triangle J Council of Governments
Christi Turner – Red Hat
SOCIAL MARKETING PLAN CONTINUED

4 P Strategies

Product
• Regional GoPass.
• Promotional swag.
• Emergency Ride Home program.
• Provide occasional parking passes.

Price
• Non-monetary Incentives – Convenience; Me time; Health.
• Non-monetary Disincentives – Scheduling; family time; flexibility of management.

Place
• Place products in workplaces, intranet, and social media.
• Spread awareness through outreach events – GoPass, Transit 101, RLine rides, bike month events, benefits fairs, testimonials, management meetings/staff.

Promotion
• Key messages – Less stress; Wi-Fi on the bus to check email/do work; Cost saving; Safer transportation (bus vs. car).
• Communication channels – Intranet; social media; digital signage; table tents in cafeteria and snack locations; coffee sleeves.
• Spokespersons – ETCs and current transit riders.

Persona: Outdoorsy Exec

Name: Buser Bill
Age: 35
Occupation: Executive

Profile: Buser Bill is a thirty-five year old, white male with an MBA who makes $85,000 a year. Buser is married with two children and lives in North Raleigh. He loves to exercise, enjoys hiking, camping, and attending sporting events. Buser owns a beautiful home, multiple cars, a boat, and a cabin in the woods. He also loves barbecuing, being in the mountains, and recreation in his brand new truck and boat.

Pretesting Plan

Comprehension – Go and get a GoPass from your employer!!

Attention-Getting – Orange against the gray.

Relevancy – Employers and/or employees to share with their employer.
Downtown Raleigh has parking issues. As the growth from new development continues, Raleigh is not able to keep up with parking needs. With the lack of mass public transportation, Raleigh is a car city with insufficient space to park cars. In order for downtown Raleigh to remain accessible to the broader community, the city must find innovative solutions to address the parking crisis.

Formative Research

If Raleigh commuters can find a way to overcome the challenges of making connections in their communities to find carpool partners, these commuters have a great opportunity to save money and lower stress levels by carpooling to work.

SOCIAL MARKETING PLAN

Overall Plan Objective

Get employers to sign up and use the CarTalk phone app to encourage their employees commute by carpool.

Specific Behavior

Employers purchase subscription to CarTalk carpool app and encourage employees to use the app as a commuter benefit/incentive.

Positioning Statement

“We want employers to subscribe to our carpool app, CarTalk, and promote it to their employees. By providing employees with the CarTalk commuter benefit, employers will increase employee retention and satisfaction and reduce overhead parking costs.”

Goal

By the end of 2019, create employer partnerships with 25 employers to support the launch of the new app.

Priority Audience

Employee Transportation Coordinators (ETCs) at employers with a significant population of employees under 30-35 years of age and employers with over 100 employees.

Our priority audience is ETCs at large downtown Raleigh employers. These employers have a high percentage of employees who are under 30 years of age.
SOCIAL MARKETING PLAN CONTINUED

4 P Strategies

Product
- Core product – Improved employee satisfaction and retention.
- Actual product – Carpool mobile application.
- Augmented product – Take ETCs to a location where the app is successful and demo it in person; meet with all stakeholders.

Price
- Barriers – Cost to employer; employee may not use app.
- Benefits – Save employers money; reduce management stress.

Place
- ETC will learn about the app from the developer and website.

Promotion
- Information distributed through other ETCs, colleagues, app developer, and website.
- Host fun promotional events and workplace competitions. Provide tiered recognition to employers with the highest percentage of carpool app participants.

Persona: Young Professional

Name: Theo Youngman
Age: 30
Occupation: Administrator

Profile: Theo is a mid-level administrative professional serving as an Employee Transportation Coordinator at his company in downtown Raleigh. He is a hard worker and often works overtime. Theo also likes to drink and have fun downtown after office hours. He likes to spend time with his family, he enjoys spending the money he earns, and drives a luxury car.
Community Background / Problem Statement

Raleigh is a growing metropolitan area. With the rapid growth, parking has become cumbersome for both employees and visitors alike.

Formative Research

Offering commute options will ease parking challenges.

SOCIAL MARKETING PLAN

Overall Plan Objective

Increase the number of employees who carpool to work.

Specific Behavior

Implement employer-led incentives to encourage employees to carpool.

Positioning Statement

“We are Share-Partners, Inc., educating employees about our ride sharing program. Special needs include the cost of parking as well as talent retention. We are promising employees an alternative to single vehicle commuting. This makes their lives better by commuting with another co-worker, and saving money on gas and parking.”

Goal

Convince large private companies to implement a carpooling program with at least 5% of employees adopting the carpooling program within 18 months.

• Facilities Mnrs./Parking Coordinators.
• Strategy to get employers excited and motivated to participate.
• Significantly increase carpoolers within 18 months.

Priority Audience

Large private companies with Facilities Managers and Parking Coordinators.

Team Members:

Belinda Brown – Marbles Kids Museum
Linda Davenport – Campbell Law School
Paul Kallam – City of Raleigh
Ashton Rueda – Citrix Systems, Inc.
Social Marketing Plan Continued

4 P Strategies

Product
- Core product – Attract and retain top talent while saving money.
- Actual product – Implement employer-led incentives to encourage employees to carpool.
- Augmented product – Surveys and lunch & learn for employees.

Part of the smart commuter carpooling program includes communicating incentives and educating employees, providing a monthly smart commute stipend, and providing preferred parking.

Price
- Barriers – Convincing management and Controller that this added benefit will promote employee health and wellness.
- Incentives – Saving money on parking, happier employees, possible community recognition, and time for employer to administer ride share program. Carpoolers build camaraderies.

Place
- Invite employers to lunch to experience ride sharing as well as possible implementation strategy discussions.

Promotion
Key messages – Implementing a ride share program is an efficient way to address downtown Raleigh parking challenges and add benefits for both employers and employees.

Communication channels –
- Company intranet, newsletter, and other print media formats.
- Recruit spokespersons, such as Facilities Managers.
- Notify local agencies (Chamber of Commerce, City of Raleigh, etc.) that this company is implementing a ride share program.

Persona: Inside Change Maker

Name: Rhonda Northrup
Age: 43
Occupation: Facilities Manager

Profile: Rhonda is in charge of facilities at her large private employer. She belongs to the Raleigh Building Owners and Managers Association & the International Facility Management Association Raleigh Chapter. Rhonda is married with two children, ages six and 12, and earns $75K per year. She owns a home and two cars and resides in Raleigh. She’s in excellent health, enjoys exercising, and listing to country and classical music. She dislikes parts of her commute, like rude drivers.
Instructors

Julie Bond, MPA
Ms. Bond is a Senior Research Associate at the Center for Urban Transportation Research at the University of South Florida with over 20 years of experience in transportation demand management, transit programs and bicycle/pedestrian safety research. She has experience conducting formative research using methods such as focus groups and interviewing. She serves as the Principal Investigator for multiple research projects and manages local Tampa Bay pedestrian and bicyclist safety programs.

Amy Lester, PhD, MPH
Dr. Lester is a Research Associate at the Center for Urban Transportation Research at the University of South Florida. Dr. Lester earned her PhD in Public Health concentrating on Social Marketing in 2014 from the University of South Florida, College of Public Health. Dr. Lester holds additional undergraduate and graduate degrees in Public Health, Anthropology, and Biomedical Sciences. Dr. Lester has strong methodological expertise, and her research interests focus on qualitative formative research, social marketing, social determinants of health, and program evaluation.

Disclaimer: Enclosed case studies were developed as part of a training session. Fictional personas were developed for educational purposes only and are not intended to represent actual persons.
Want to Help Transform How People Approach Commuting in Your Area?

We offer education for professionals to develop skills and tools to help reshape how people commute in their area.

Check regularly for additional topics & training sessions:
http://www.commuterservices.com/training

WORKSHOP & MATERIALS
PRESENTED BY