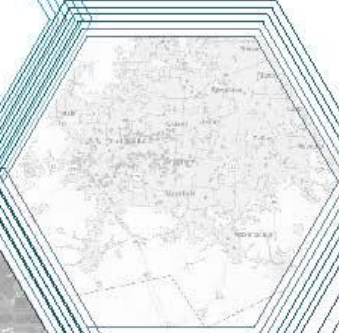


## **Moving Communities Forward: Social Marketing and Social Change for Transportation – Professional Training Workshops**

**Principal Investigators:  
Julie Bond, MPA and Amy Lester, PhD**



**FINAL REPORT**

**Moving Communities Forward:  
Social Marketing and Social Change for Transportation  
Professional Training Workshops  
FINAL PROJECT REPORT**

by

Julie Bond, MPA  
Amy Lester, PhD  
University of South Florida

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Center for Transportation, Equity, Decisions and Dollars (CTEDD)  
USDOT University Transportation Center  
The University of Texas at Arlington  
601 W.Nedderman Dr. Suite 103  
Arlington TX 76019-0108 United States  
Phone: 817-272-5138 | Email: [C-Tedd@uta.edu](mailto:C-Tedd@uta.edu)

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<b>16. Abstract</b> <p>Many of the transportation-related challenges facing society today could 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 provides a mobile workshop targeted to transportation professionals who are seeking to change travelers' behaviors for efficient and cost-effective use of the existing transportation system using social marketing. Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole. 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 a message. This action-oriented workshop is designed to improve participants' knowledge and application of established behavior change theories. Participants learn skills such as creating journey maps, segmenting the market, and pretesting materials. These behaviors could include encouraging adoption of a new behavior such as riding transit to work or rejecting a potentially undesirable behavior such as riding a bicycle on the wrong side of the road. Other efforts might seek to modify a current behavior such as driving outside the peak periods or abandoning an old undesirable behavior such as texting while driving. Participants will develop a people-centered social marketing plan that relies 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 combines on-line learning and in-person training at locations nationally.</p>			
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## Abstract

Many of the transportation-related challenges facing society today could 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. 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. Social marketing is not the same as social media marketing. Behavior change requires an action to be effective, not simply the recall of message. These behaviors could include encouraging adoption of a new behavior such as riding transit to work or rejecting a potentially undesirable behavior such as riding a bicycle on the wrong side of the road. Other efforts might seek to modify a current behavior such as driving outside the peak periods or abandoning an old undesirable behavior such as texting while driving. 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. Participants developed people-centered social marketing plans that relied on insight and understanding, as much as on data for the creativity, design, and management of programs that strive for changes for good. This workshop combined online learning and in-person training at locations nationally, including Boise, Idaho, Raleigh, North Carolina, and Arlington, Texas.

## Training Objectives and Methodology

This project provided a mobile workshop targeted to transportation professionals who are seeking to change travelers' behaviors to reduce congestion and/or improve safety using social marketing. Many of the transportation-related challenges facing society today could 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. 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 such as riding transit to work or rejecting a potentially undesirable behavior such as riding a bicycle on the wrong side of the road.

Participants developed a people-centered social marketing plan that relied 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 on-line learning and in-person training at three locations nationally. Relationships were established with other Universities, local agencies, and local partners identified to bring the workshop to transportation professionals in their area. The workshop accommodated 12 participants at each site providing training for 36 transportation



professionals. At the completion of the course, participants learned how to develop, implement and evaluate a social marketing plan to address a transportation challenge facing their community.

#### Objectives:

1. Define social marketing and identify appropriate uses of social marketing in transportation;
2. Select a priority group for changing behavior and apply formative research techniques to identify determinants that influence their behaviors;
3. Develop a social marketing plan, in small teams, to address a transportation problem facing their community.

## Summary of Workshop Findings

Participants worked in three small teams to develop social marketing plans based on the specific transportation challenges facing their community. A brief description of the challenges identified, as well as the overall social marketing plan objectives for each team are presented for the three workshop locations.

Boise, Idaho is one of the fastest growing cities in the United States. As population rapidly increases, transportation challenges are compounded. 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 three overall plan objectives included: (1) Increase the number of parents with young children who choose smart commuting options when traveling to the Boise downtown core; (2) Encourage downtown Boise employers with over 50 employees to adopt smart commute programs as part of their benefit package; and (3) Increase the number of downtown Boise businesses with over 50 employees that choose to adopt smart commute programs as part of their benefit packages.

Many of the transportation-related challenges facing Texas today can be addressed by seemingly simple changes in behavior. Transportation professionals worked together in Arlington, Texas to develop cost-effective ways to use social marketing to encourage commuters and visitors to use existing transportation systems. The three overall plan objectives included: (1) Increase the number of employees vanpooling to work; (2) Increase the number of parents carpooling to work at least one day each week; and (3) Encourage North Central Texas employers to establish Employment Transportation Coordinators (ETCs) at their companies.

Raleigh, North Carolina'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. The three overall plan objectives included: (1) Increase the number of downtown Raleigh employers using GoPass for commute trips by encouraging employees to trade in their monthly parking permit for a free monthly transit GoPass; (2) Get employers to sign up and use the CarTalk phone app (concept only) to encourage their

employees to commute by carpool; and (3) Increase the number of employees who carpool to work by implementing employer-led incentives to encourage employees to carpool.

## Conclusions

This project successfully provided three professional workshops for transportation professionals working in locations across the country. The workshops were highly rated and all the attendees indicated that the training would be useful in their work. A booklet was developed with findings and implementable strategies from the three workshops and distributed to each participant to use to further develop their program.



