Yeah, but does it work?
EVALUATING COMMUNITY-BASED TRANSPORTATION BEHAVIOR CHANGE CAMPAIGNS

WHAT IS CBTDM?
Program Goals

- Reduce SOV mode share
- Increase active & shared modes
- Raise awareness & build culture
- Improve health & safety
- Support local economy & community

Program Principles

#1: Opt-in program
#2: Campaign model
#3: Focus on the positive
#4: All modes
#5: All trips
Program Strategies

By the Numbers

- 10 years
- 40 programs
- 160,000 households
- 300 events
- 13% avg participation
EVALUATION:
WHERE WE CAME FROM

TravelSmart Evaluation 1970s – 1990s
WHAT WE’VE BEEN DOING

Evaluation Strategies the last decade

We need your help! Summer is almost over, but the Go Edgewisler team’s work is not! Help us understand our program’s impact and you could win a $100 gift card!
### Mode Shift is (was?) King

<table>
<thead>
<tr>
<th>Mode</th>
<th>Pre Survey (N=2,257 trips)</th>
<th>Post Survey (N=1,642 trips)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>53.7%</td>
<td>46.4%</td>
<td>-7.2%</td>
</tr>
<tr>
<td>Bike</td>
<td>5.6%</td>
<td>8.1%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Walk</td>
<td>13.2%</td>
<td>15.1%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Transit</td>
<td>12.2%</td>
<td>13.7%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Carpool</td>
<td>15.2%</td>
<td>16.6%</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

**Change**

- Drive Alone: **-8.0%**
- Bicycle: **1.7%**
- Walk: **-1.8%**
- Transit: **3.9%**
- Carpool: **4.2%**

Based on the reduction in drive-alone trips measured in program surveys, Target Area residents will reduce their drive-alone trips by **1,239,464 vehicle miles annually**.

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### Go Bronzeville

**Findings, Facts, and Stories from Our First Year**

**Neighborhood Outreach**

- How participants first heard about the Go Bronzeville program: 64% direct mail, 23% word of mouth.
- 767 Bronzeville residents participated in Go Bronzeville by ordering a Go Kit.
- According to post-campaign survey responses, the top three reasons for participating in Go Bronzeville were the desire to:
  - Explore the neighborhood
  - Improve personal health
  - Meet neighbors

**18,442** Number of times Go Bronzeville Facebook posts appeared on subscribers' newsfeeds.

Ambassador Ronnie Matthew Harris, continued leadership of Go Bronzeville – after the program's conclusion as a City of Chicago program – attracted the most clicks and "likes" out of the program's Facebook posts.

Go Bronzeville Ambassador Lufdikha Hamilton and Ronnie Matthew Harris
WHAT’S NEW/NEXT?

New Metrics 2015-2016

Incremental Change
✓ Trying something new
✓ Frequency of use
✓ Level of confidence

Health Outcomes
✓ Increased rates of physical activity

Community Outcomes
✓ Increased community involvement
✓ Increased sense of community
✓ Increased sense of safety
✓ Visiting local destinations
Stages of Change

- Pre-Contemplation
- Contemplation
- Preparation
- Action
- Maintenance

Meeting the recommended target for physical activity

Have you increased your physical activity level in the past 6 months?

Passive Tracking

Today

- 9,362 steps
- 39 minutes
- 0.3 miles

Passive Tracking devices
WHAT DO YOU RECOMMEND?

Stages of Change: Segmentation

Select the statement that best applies to you:

- I drive for most of my trips, and I don’t intend to make any changes.
- I drive for most of my trips. I am considering driving less often, but I’m not sure how to do it.
- I drive for most of my trips, but I intend to drive less often. I know what I would like to do instead, but I haven’t yet gotten started.
- I already use ways other than driving to get around for most trips, and I have been doing so for less than 6 months.
- I already use other ways of getting around for most trips, and I have been doing so for more than 6 months.
Stages of Change: Interventions

Pre-Contemplation
Contemplation
Preparation
Action
Maintenance

Barriers & Benefits
Resource Communication
Self-Efficacy
Coping Planning
Mentoring

Social Norming
Goal Setting
Action Planning
Social Support

New Survey Questions

"Has the program helped you _____ for more trips?" (N=60)

<table>
<thead>
<tr>
<th></th>
<th>Walk</th>
<th>Share rides</th>
<th>Bicycle</th>
<th>Ride transit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>82%</td>
<td>67%</td>
<td>57%</td>
<td>40%</td>
</tr>
</tbody>
</table>

How confident are you using the following transportation options? Mark one X per row:

- Vary Confident
- Moderately Confident
- Not Very Confident
- Not at All Confident
- Not Sure

Looking ahead to the next week, how many days do you plan to walk, bike, or carpool to any of your destinations? (Choose one.)

- 0 days
- 1 day
- 2 days
- 3 days
- 4 days
- 5 days
- 6 days
- 7 days
A/B Testing & Trials

Randomization → Treatment → Results

Treatment A

Treatment B