

Yeah, but does it work?

EVALUATING COMMUNITY-BASED
TRANSPORTATION BEHAVIOR CHANGE CAMPAIGNS



BECC | October 21, 2016
Cathy Cibor | Alta Planning + Design

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



alta
PLANNING + DESIGN


Program Strategies

alta
PLANNING + DESIGN

By the Numbers

- 10 years
- 40 programs
- 160,000 households
- 300 events
- 13% avg participation

EVALUATION: WHERE WE CAME FROM



TravelSmart Evaluation 1970s – 1990s

PERSON Form 1

DATE: MONDAY

Place where you began your first trip: Home / Somewhere / Elsewhere

First Name: _____

As what TIME did you begin this trip? am / pm

To what DESTINATION or for what REASON did this make this trip? (Check all that apply)

How did you get to your destination? (Check all that apply)

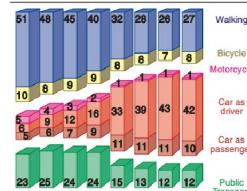
Where and when was this OCCUPATION? (Check all that apply)

As what TIME did you arrive there? am / pm

How far was the DISTANCE of this trip as measured by road? (Check all that apply)

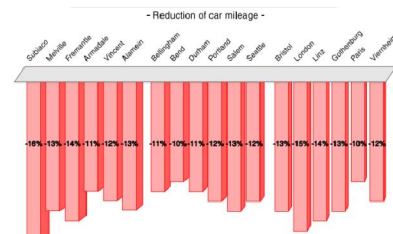
East Germany *)

1972 1977 1982 1987 1992 1997 2002 2007



*)1972 = 1987 = 1992 = 1997 = 2002 = 2007

- Reduction of car mileage -

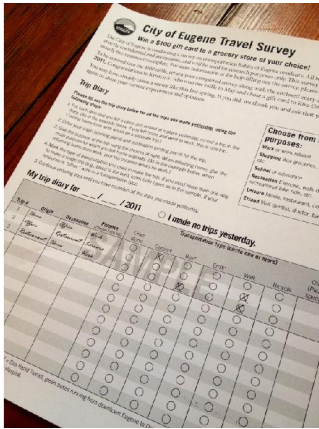


Please turn over for any further copies on the back!

WHAT WE'VE BEEN DOING

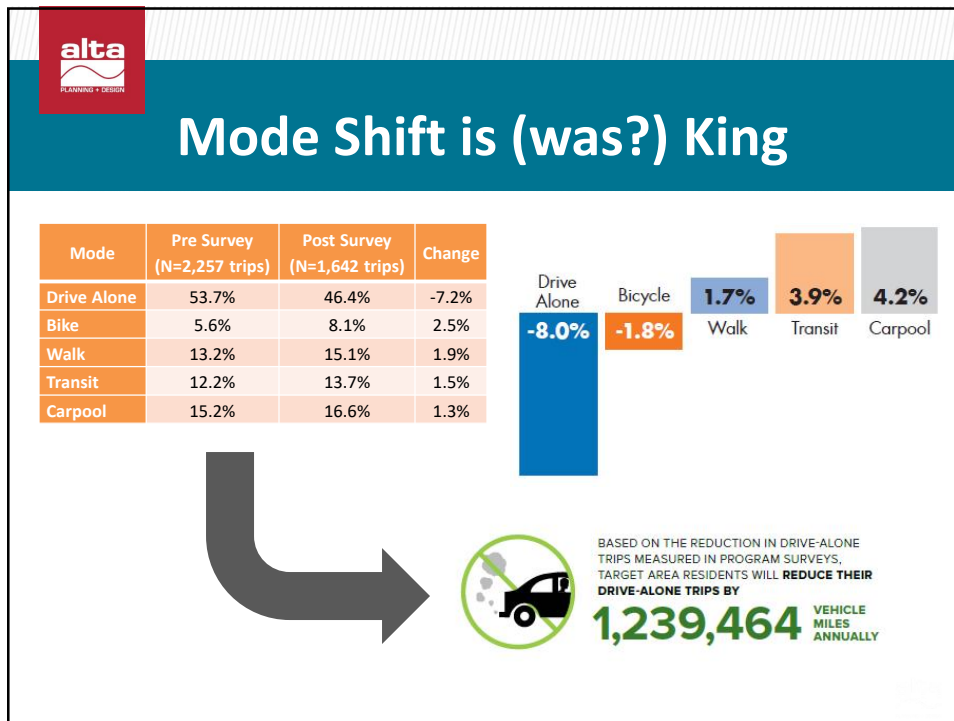


Evaluation Strategies the last decade



We need your help!
Summer is almost over, but the Go Edgewater team's work is not!

Help us understand our program's impact and you could win a **\$100 gift card!**



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 Ambassadors Lakisha Hamilton and Ronnie Matthew Harris

WHAT'S NEW/NEXT?

 **New Metrics** 2015-2016



Incremental Change

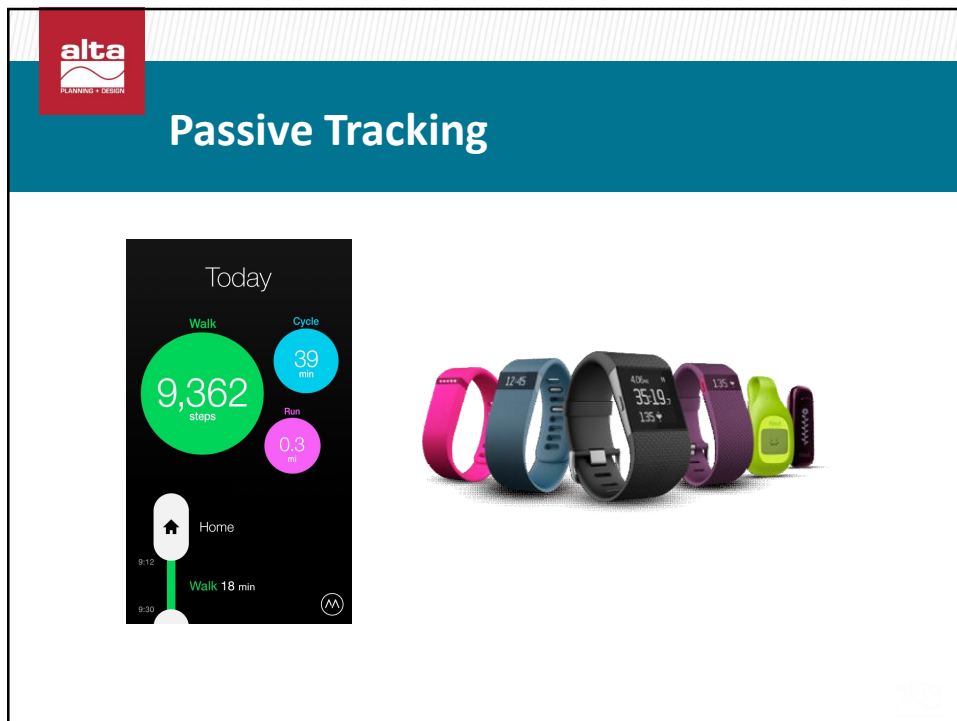
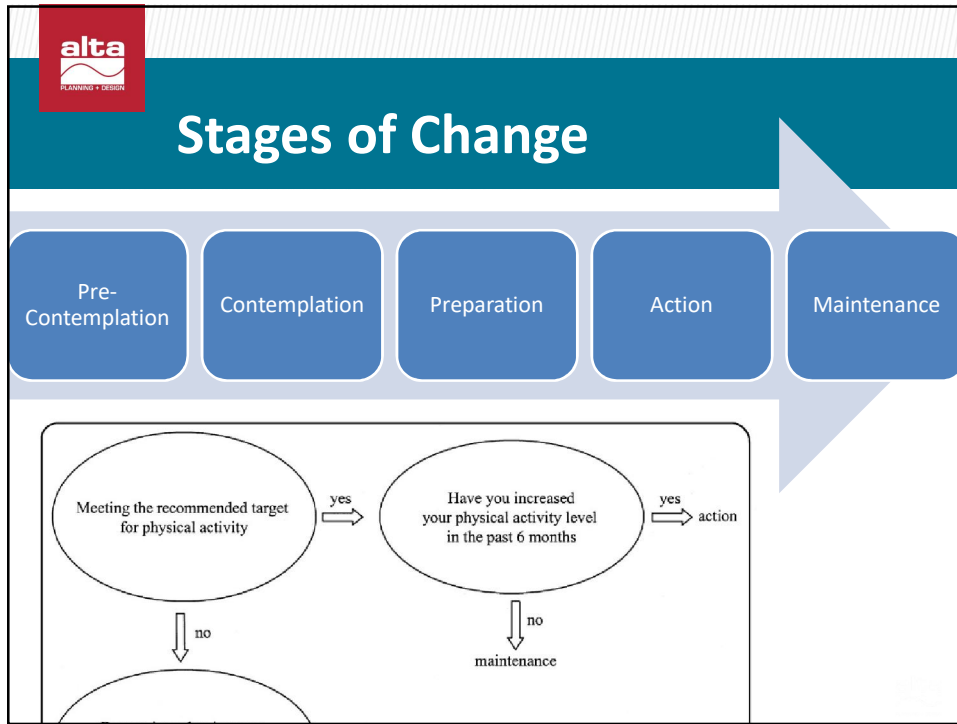
- ✓ Trying something new
- ✓ Frequency of use
- ✓ Level of confidence

Health Outcomes


- ✓ Increased rates of physical activity

Community Outcomes

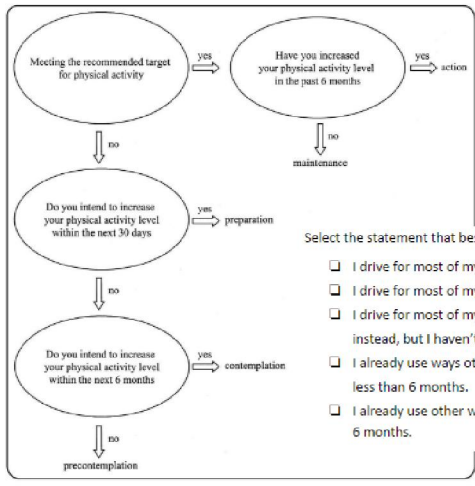
- ✓ Increased community involvement
- ✓ Increased sense of community
- ✓ Increased sense of safety
- ✓ Visiting local destinations



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.

