Targeting New Residents
An Innovative Approach to Individualized Marketing

- Welcome SmartTrips Overview
- Specific Goals and Objectives
- Strategies:
  Behavior Change Approach & Tools Utilized
- Results and Evaluation
WHY?

• Reduce VMT & Drive-Alone Trips
• Increase Understanding & Awareness
• Increase Environmentally-Friendly Mode Use

HOW? / WHO?

• New Movers
• SmartTrips Experience
• Facilitate Access and Understanding
Behavior Change Strategies

1. Overcoming Barriers
2. Incentives & Intervention
3. Customized & Personal Communication
4. Prompt & Commitment Strategies
5. Reinforcement & Encouragement

Portland By the Numbers

City: 593,820
Region: 2.2 million
- #1 Bike City!
- Progressive planning and transit policy
The SmartTrips “Recipe”

Reduction in Driving Trips (non-carpool): Individualized Marketing Projects in Portland 2003-2011

Why New Residents?

- SmartTrips program geographically-based since 2003
- Participant feedback
- Behavior change research
Main Objectives

1. Reduce Vehicle Miles Traveled
2. Reduce drive-alone trips
3. Increase awareness and use of environmentally-friendly modes
4. Engage eight percent of target new residents to participate
5. Demonstrate a shift in primary work and neighborhood mode choice
6. Engage each new mover three times, participants seven times

Getting Informed

• 35% of population is moving
• We’re #2! When it comes to inbound migration.
• German study* supports behavior change “window”

Habitual Behavior 101

Audience Barriers

- System Intimidation
- Lack of Awareness
- Regional Differences
- Socio-economic Stigma?
- Lack of Information
New Mover?

• Moved in the last 6 months
• Finding new movers means buying the data
Delivering the Program

- Individualized Marketing
- Customized and Personal Communications
- Reinforcement and Encouragement
Individualized Marketing

- Reaching New Movers
- Materials
- Order Processing & Fulfillment
- Delivery

Reaching New Movers

- Initial postcard
- Paper order form
- Reminder postcard

Last chance to get your FREE resources and other transportation options goodies!

Have you ordered your free pedometer, bandana bike map or Hidden Portland book?

We have delivered over 500 packets to new SmartTrips residents and have more to give away.

Order these for yourself or refer a household member to our online order form.

Find the online order form: www.WelcomeSmartTrips.org
Or call 503-865-8637 & we’ll send you an order form.

Do you still have our order form in your pile of mail?

For ADA Title II or Civil Rights Title VI Accommodations, Translation/Interpretation Services, Complaints, or for additional information, call 503-823-1988, TTY: 503-823-9688, or use Oregon Relay Service: 711.
Say...What’s In the Bag?

• Walk & Bike Maps
• Walking
• Biking
• Transit
• Safe Routes to School
• Carpool & Car Share

Order Processing & Fulfillment

• Data Entry
• Mapping
• Production Center
• Collate Materials
• Bike Delivery
Customized and Personal Communications

• Phone Calls
• Transit Emails
• Targeted Messaging

Market Segmentation

Two customized communications addressing:

1) Primary Work Mode
2) Primary Neighborhood Mode
Market Segmentation Matrix

<table>
<thead>
<tr>
<th></th>
<th>North Region</th>
<th>Southwest Region</th>
<th>East Region</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Drive Alone</strong></td>
<td>Local Transit Facilities</td>
<td>Car Share/Carpool Services</td>
<td>Break Down Barriers</td>
</tr>
<tr>
<td></td>
<td>and Service</td>
<td></td>
<td>• How to save money and time using transportation options</td>
</tr>
<tr>
<td></td>
<td>• Frequent Service Lines</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>• Park and Rides</td>
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<tr>
<td><strong>Bike/Walk</strong></td>
<td>Tips for All-Season</td>
<td>New Facilities/Projects</td>
<td></td>
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<tr>
<td></td>
<td>Commuting</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Transit</strong></td>
<td>Information About Transit</td>
<td>Encourage Walking/Biking</td>
<td>Tips for Riding Transit</td>
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<tr>
<td></td>
<td>Apps</td>
<td>in Conjunction With Riding</td>
<td>• Fun things to do while you ride</td>
</tr>
<tr>
<td></td>
<td>• Make riding more</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>enjoyable</td>
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Reinforcement and Encouragement

YES, I WANT TO:  
SAVE MONEY • IMPROVE MY HEALTH • CUT AIR & WATER POLLUTION

I pledge to try shifting at least (number of days/week/month) from driving by myself to one or more walking, biking, public transit, carpooling, car-sharing.
Messaging Timeline (2011)

Initial postcard 9/7

- Paper order form 9/14
- Reminder postcard 9/28
- Email blast (primary commute mode) 10/16
- Email blast II (Primary neighborhood mode) 10/23
- Pledge form follow up 11/14
- Follow up phone calls 9/21 – 10/31

E-newsletter (12/1/11 – 10/1/12)

Measuring Program Performance

- New mover analysis
- Regional analysis
New Mover Analysis

Welcome SmartTrips Target Group n=400

New Mover Analysis continued....

• Measurement Tool
• Metrics
• Data Entry
• Incentivized Participation

$$ $$
Regional Analysis

• Varying Regions
• Geographic Subsets
• Mode split, primary modes, and awareness

Budget

Total Costs for the Pilot: $77,190
Cost per household: $12.76
Cost per person: $5.59
Cost per driving trip reduced: $0.07
• **Staffing:** $42,100*
  – 3 SmartTrips staff (Danielle, Abra McNair, Andrew)
  – 1 Program Manager (Linda)
• **Materials & Services:** $35,090*
• **Grand Total:** $77,190

*Experienced staff with Production Center and informational materials and maps developed.
– Costs higher for a pilot & materials development

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**Individual**
- 200 miles annual VMR
- 19% increase in EF commute mode
- 25% increase in EF neighborhood mode choice

**Overall**
- 1,076,118 VMR
- 10.4% reduction in drive alone trips
- 13.6% increase in EF mode use
- 10.5% ordered material

**Regional**
All three showed improvement in:
- Primary work mode
- Primary commute mode
- Awareness of local travel options
How easy/difficult is it to meet your transportation needs by using options?

<table>
<thead>
<tr>
<th></th>
<th>Target</th>
<th>Control</th>
<th>Difference</th>
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<tbody>
<tr>
<td></td>
<td>% change</td>
<td>% change</td>
<td></td>
</tr>
<tr>
<td>Very Easy</td>
<td>-6%</td>
<td>-14%</td>
<td>8%</td>
</tr>
<tr>
<td>Somewhat Easy</td>
<td>15%</td>
<td>-3%</td>
<td>18%</td>
</tr>
<tr>
<td>Neutral</td>
<td>-10%</td>
<td>-14%</td>
<td>4%</td>
</tr>
<tr>
<td>Somewhat Difficult</td>
<td>-4%</td>
<td>45%</td>
<td>-50%</td>
</tr>
<tr>
<td>Very Difficult</td>
<td>9%</td>
<td>22%</td>
<td>-13%</td>
</tr>
<tr>
<td>Very Easy and Somewhat Easy Combined</td>
<td>2%</td>
<td>-10%</td>
<td>12%</td>
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</tbody>
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What They Had to Say

“Thanks for offering this!! You make getting oriented with my new home fun and accessible.” – Jennifer Rooks

“Thank you for the fantastic welcome kit! This is my first time living in Portland and I feel very welcome! I’m happy to be taking advantage of all of these smart transportation resources so I can encourage others around me to take advantage of biking, bus and walking opportunities.” - Nyssa Walsh
Contact Information

Linda Ginenthal  
SmartTrips Program Manager 
<mailto:linda.ginenthal@portlandoregon.gov>

Danielle Booth  
SmartTrips Staff 
<mailto:danielle.booth@portlandoregon.gov>

Andrew Pelsma  
SmartTrips Staff 
<mailto:andrew.pelsma@portlandoregon.gov>