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

WHAT?

Portland By the Numbers
City: 593,820
Region: 2.2 million
• #1 Bike City!
• Progressive planning and transit policy
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

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

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 and personal communications addressing:
1) Primary Work Mode
2) Primary Neighborhood Mode
Market Segmentation Matrix

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

Reinforcement and Encouragement

Yes, I want to: Save money - improve my health - cut air & water pollution.

I pledge to try shifting at least a number of commute trips from driving by myself, biking, walking, carpooling, car-sharing, using transit, etc.

Messaging Timeline (2011)

- Initial postcard: 9/7
- Reminder postcard: 9/28
- Email blast I: (primary commute mode): 10/16
- Email blast II: (primary neighborhood mode): 10/23
- Pledge form follow up: 11/14
- E-newsletter 12/15 - 10/12

Measuring Program Performance

- New mover analysis
- Regional analysis

New Mover Analysis

• 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:

- 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

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

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
linda.ginenthal@portlandoregon.gov

Danielle Booth
SmartTrips Staff
danielle.booth@portlandoregon.gov

Andrew Pelsma
SmartTrips Staff
andrew.pelsma@portlandoregon.gov