



# How to: CHANGE

## TRAVEL BEHAVIOR THROUGH INDIVIDUALIZED MARKETING

Having a good marketing strategy is essential to the success of your transportation program. You can have the best transportation program in the world, but if your program does not meet your employees' needs or they do not know it exists, you will have wasted your time.

Individualized marketing empowers employees to make the best decisions regarding their commute options.

A marketing plan helps you estimate program costs, create realistic timelines, and monitor your progress. Organizations with successful transportation programs report that marketing strategies help them boost average vehicle ridership (AVR).

### What is Employer Individualized Marketing?

Put simply, individualized marketing is an efficient marketing approach that is proven to affect travel behavior change. It targets people who are willing and able to change their travel behavior.

In addition, statistical data is gathered to support evidence that companies offering commuter benefits can reduce parking demand, mitigate traffic and change employee commuting behavior.

### What are the benefits?

More and more companies are exploring "green" initiatives these days; not just to be environmentally responsible, but also to increase cost savings. The good news about Employer Individualized Marketing is that it is offered at no cost to your organization, and it puts valuable information directly into the hands of your employees helping to improve their productivity and quality of life. Your organization will advance to the cutting edge of sustainable transportation. Other benefits include the reduction of your organization's carbon footprint and your contribution to a clean and sustainable environment.

### How does it work, and what is required from us?

From an employer's standpoint, this process requires minimal effort. The key element to a successful Employer Individualized Marketing campaign is employee communication. Therefore, the program will require a few hours of staff time to assist in tasks such as posting and distributing information, and securing space and resources for on-site events. You may consider providing the campaign with company giveaways as incentives.

The following steps are the basic framework to follow in implementing the program at an organization:



**"Before" Survey** – This survey is conducted to find out how employees are currently getting to/from work, and who would be interested in using commuting alternatives or receiving information.

**Segmentation** – Respondents are then separated (or "segmented") into groups based on their survey responses. Those who are interested are more likely to participate or change their behavior, so from this point forward all efforts will be focused on them. Employees who are not interested will still have access to the information, but will not be pursued further.

**Motivation** – Participants should be asked to fill out an order form requesting the specific type of information they'd like. This can include transit schedules, bike brochures, maps, and pedestrian info, as well as materials from specific regional organizations based on where each employee lives. On-site events may be held such as pizza parties, information fairs, or ice cream socials to promote the campaign, answer employee questions, and reward participants.

**“After” Survey (Evaluation)** – Some time afterwards all employees as surveyed again – those who participated and those who didn't – to capture any measureable change in commuting behavior that might have occurred. An evaluation and final report are then generated assessing project and documenting company-specific behavior changes.

### What are the next steps?

- Schedule a meeting with your company marketing team.
  - o If your company has a Green initiative or other corporate goals, that message should be incorporated into your promotional materials.
- Consider the following strategies if your staff is interested in:
  - o Saving time and money, your marketing message should focus on the indirect benefits of time savings; use a picture of people playing Frisbee with their kids or pet.
  - o If the indirect benefit is cost savings; a picture with someone or a family laying on a beach in Hawaii.
  - o If the indirect benefit is less stress; use a picture of healthy living.
- Schedule a meeting to customize the campaign strategy and design for employees.
- Market your program in multiple employee-facing ways:
  - o New-hire packets
  - o Payroll stuffers E-mails
  - o Company newsletters
  - o Company meetings
  - o Employee bulletin boards
  - o Social media, tweets, selfie pictures
  - o Testimonials from program participants
  - o Company benefits, health and safety or environmental fairs
  - o Communication from upper management supporting the program.
  - o Develop a commute program information page on your company intranet and provide the link in your communications.

### [SAMPLE generic and seasonal emails links](#)

#### 511 OFFERS FREE SERVICES AND TOOLS FOR EMPLOYERS

Want to help your employees find more efficient and economical ways to get to work? 511 offers a variety of services and tools to help you assemble a successful Transportation Demand Management (TDM) program at your worksite. This service is provided at no cost to your organization by the Metropolitan Transportation Commission. Services include:

#### ONLINE RIDEMATCHING

With just a few clicks on 511.org, the RideMatch Service instantly matches your employees with other people making a similar commute.

#### VANPOOL FORMATION AND SUPPORT

Vanpooling may be an option at your worksite, and we can help you set up vanpools from start to finish.

#### COMMUTE INCENTIVES

Employees who use commute alternatives to driving alone can benefit from a variety of incentives, including commuter tax breaks, free bridge tolls, carpool lanes and other financial incentives.

#### WORK SITE EVENTS

511's representatives will participate in select events to promote carpooling and vanpooling at your worksite.

