



Beyond the Brochure: Behavior Change and Transportation

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Traditional Behavioral Campaigns

- Information-intensive
- Provide awareness, not involvement
- Generally less impactful than regulation or engagement



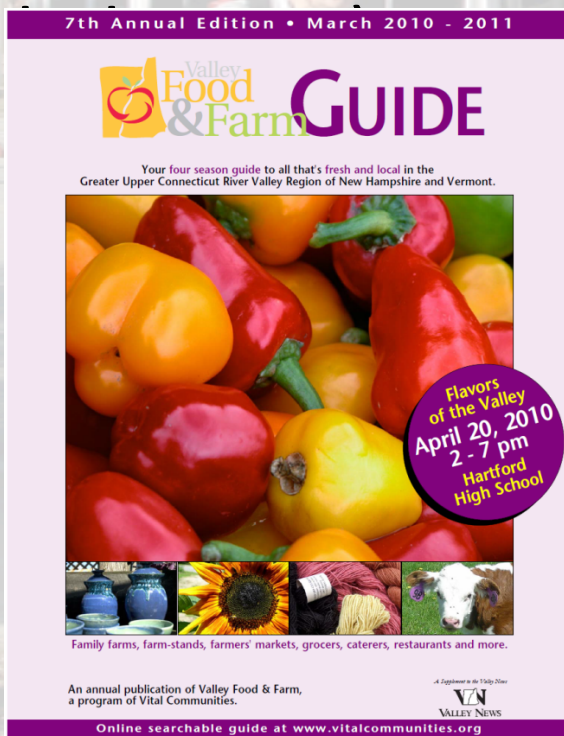
The Truth About Behavior

- Attitude, knowledge \neq behavior
- Complex, specific to individuals and organizations
- Impulsive, associative, not always logical



Outputs vs. Outcomes

- Outputs = tangible products not linked to actual behavior
- Outcomes = indicators of impact (often



Sample Project: Smart Commute Upper Valley



CBSM and Smart Commute

- Research barriers and motivations related to carpooling, transit, etc.
- Outputs must be outcome-driven and often tailored to each worksite
- Verify, verify, verify!

Top Three Carpool Barriers: Vermont Tech

Don't know anyone	62%
Need to run errands	24%
Too much effort	17%

Top Three Carpool Barriers: DHMC

Personal safety	41%
Need to run errands	34%
Don't know anyone	28%

How Does One Do That?



Employer in the Spotlight: Hypertherm

2010 Survey Results

Willing to take the bus: 63%

Bus stops at main worksites in 2010: 0

Already carpooling in 2010: 8%

Main Motivations for Carpooling?

Save Money - 78%

Reduce Emissions - 31%

Reduce Reliance on Foreign Oil -28%

Most Attractive Incentive to Carpool?

Cash Reward - 36%

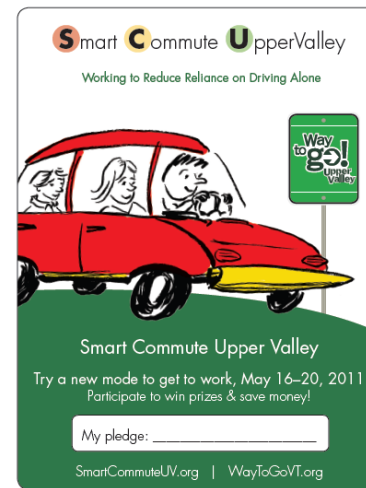
Hypertherm's Transportation Plan

- Get Involved in Transit
 - Got CT River Transit to Extend Route to Facility (10+ riders from Hypertherm now)
 - Advance Transit will begin service in January 2013
- Use Financial Motivations
 - Now offers per diem benefit



Public Outreach

- “Norm” Behavior
- Seek Commitment
- Collect Feedback
- Follow Up

A circular logo with the text "Way to go! Upper Valley" and "CARPOOL • TELECOMMUTE • WALK • BIKE • TAKE THE BUS" around the perimeter.

Commuter Challenge Registration

Sign up for a chance to win great prizes, including Burton Snowboards, iPods, Sugarbush Ski passes, gift certificates & more.

Name: _____
Email: _____
Phone: _____
Home town/origin: _____
Workplace/destination: _____
Daily commute, round-trip in miles: _____

Pledge:

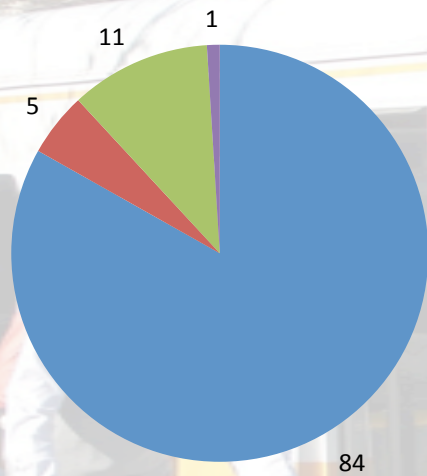
- I pledge to carpool at least one more day than usual during W2Go Commuter Challenge week.
- I pledge to take the bus one more day than usual during W2Go Commuter Challenge week.
- I pledge to bike or walk one more day than usual during W2Go Commuter Challenge week.

“[Way to Go] went splendidly. I now have acquaintances that I look forward to talking to on the bus and at the bus stop, and it's nice not to have to scrape the ice off my car in the morning or walk through the slush in the parking lot.” (Jill K., DHMC)

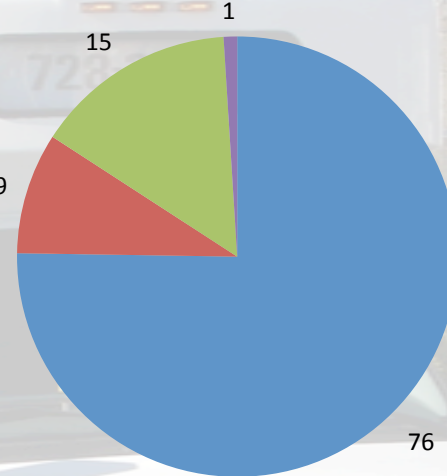
“I thought it was going to be hard getting up early but I actually got used to it and appreciated the time on the bus I spent reading and saving gas.” (Valerie P., Kendal at Hanover)

Regional Results

2010
Mode Choice by % of Population



2011
Mode Choice by % of Population



- Drive Alone
- Transit
- Carpool
- Bike/Walk

Smart Commute Savings at a Glance: Estimated vs. Actual

Metric	Estimated	Actual
Dollars Saved	\$307,320	\$1,300,000
Gasoline Saved	114,140 gallons	312,074 gallons
Carpools Formed	72	154

Thanks!

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