

Transportation Awareness Campaign Action Plan (Draft)

September 10, 2018

Goal

Change travel behavior by increasing transportation awareness in the City of Alameda through media, information and public relations campaigns in multiple languages by:

- 1) Focusing on **overcoming barriers** that people have from switching from solo driving;
- 2) Highlighting the **benefits** of taking transit, walking, bicycling and electric vehicles for driving including reduced greenhouse gas emissions and congestion;
- 3) Enhancing **safety** by educating community members about best practices; and
- 4) Promoting a **culture** of community members choosing a variety of transportation options.
- 5) Improving connections and enhancing **sense of community**, place and belonging.

Create an action plan for implementation by identifying:

- Audiences
- Messaging
- Monthly Themes
- Tactics
- Performance Measures
- Next Steps

Audiences

The campaign should reach a majority of Alamedans, and should target people in the various stages of behavior change to address overcoming barriers: pre-contemplation, contemplation, preparation, action and maintenance. The audience will vary depending on the theme and tactic, and would cover the following main groups:

Phase I

- Commuters/drivers, especially to/from Oakland and the bike/ferry commute
- Students/parents
- People walking/bicycling/taking transit

Phase II

- Employees
- Older adults/people with disabilities
- People purchasing vehicles to encourage electric vehicle or hybrid purchases
- Visitors

Messaging

Key points that the campaign could cover are shown in the below bullets, and should be covered in a way that best addresses the key audience. **Examples:**

- o **Branding:** Consider building on the City's "[Love our Island](#)" campaign to help support community cohesion and connections. Create simple, funny, honest and memorable slogans that bring the topics to life and focus on changing travel behavior in Alameda. Examples: "Clo's knit community" (Clover Sonoma) and "Just Do It (Nike). Campaign examples: "Love our Island Commute," "Love our Island Bike Lanes," "Love our Island Car Share" or "Love our Happy Feet."
- o **Carbon:** highlight carbon calculators and a community-wide ticker comparing with other communities for reduced greenhouse gas emissions.
- o **Comparison Cities/Friendly Competitions:** Compete with cities of similar size (65-90k population) such as Livermore, San Leandro, Union City, Pleasanton.
- o **Cost of Cars:** Information on the expense of driving solo is more effective than cost savings emphasis. According to an American Public Transportation Association *Transit Savings Report*, individuals in a two-person household spend more than \$10,000 annually with two cars compared to households with one car. State percent of car-free households and it is growing.
- o **Detours/Emergencies:** Provide ways to receive urgent/emergency alerts. Provide detour routes for AC Transit and motorists. Shelter in place information.
- o **Funding:** Include information on funding sources for transportation.
- o **Health:** Calories burned
- o **Safety:** Six percent of all drivers involved in fatal crashes were reported as distracted at the time of the crash. Download the SaferCar App for [Apple](#) devices.
- o **Transportation Choices:** Information on options by promoting 511.org and other tools:
 - **Bicycling:** Alameda as the 21st safest place to bicycle in the country. State number of bike share trips per day. Promote bike share.
 - **Carpooling:** Promote dynamic (Scoop/Waze) or batching (511.org), especially for San Mateo and Santa Clara County commutes.
 - **Carsharing:** Promote one-way Gig and dedicated space/peer-to-peer Getaround.
 - **Electric Vehicles:** Promote as preferred way to drive and tools - MyGreenCar.
 - **Mode Split:** Promote the number of people not driving alone as peer pressure.
 - **Public Transit:** Information on WETA, AC Transit and BART; Success of Webster Street bus queue jump lane. Promote AC Transit's new real-time bus location.
 - **Walking:** Include other non-motorized or active modes such as skateboarding.
 - **Ridesourcing/Ride-hailing:** encourage ridesplitting that enables separate riders to split a fare using LyftLine or UberPool, which makes the ride about 60 percent cheaper and a carpool so reduced congestion and greenhouse gas emissions.

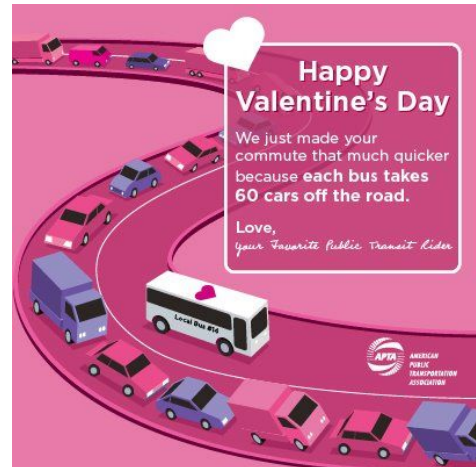


Monthly Themes

Establish preliminary messaging for reoccurring topics throughout the year, and build on it each year using an iterative approach of incremental improvements.

Piggyback on existing City events and international/national appreciation months/days and repeat annually so as to reinforce the messaging to ensure a travel behavior shift. **Examples:**

- o January
 - New Year's Resolutions
- o February
 - Valentine's Day – heart giveaways to bus riders/bike riders
- o March
 - Transit Driver Appreciation Day - <http://transitdriverday.org/>
 - International Day of Happiness - <http://www.dayofhappiness.net>
- o April
 - National Distracted Driving Awareness Month – www.distracted.gov
 - Mother Earth Month
 - National Walking Day
- o May
 - Bike-to-School/Work Day/National Bicycle Safety Month – www.trafficsafetymarketing.gov/BicycleSafety
 - National Youth Traffic Safety Month – www.noys.org
 - City event for potential coordination: Mother's Day Spring Festival on Park Street
- o June
 - World Environment Day
 - National Dump the Pump Day
 - City event for potential coordination: Sand Castle event and the Webster Street Island Jam
- o July
 - International Day of Friendship focus on “#FerryFriend” and piggyback on AC Transit efforts - <http://www.un.org/en/events/friendshipday/>
 - City event for potential coordination: July 4 Mayor's Parade/run and Downtown Alameda Art and Wine Faire
- o August
 - Back to School Safety Month
- o September
 - World Car Free Day - <http://www.worldcarfree.net/wcfd/>



- City event for potential coordination: Bike for the Parks – Community Bike Ride and Webster Street’s Blues, Brews and BBQ
- o October
 - International Walk and Roll to School Day (with AUD and County Safe Routes to School)
 - Share Your Ride Week – focus on casual carpool, dynamic and matching carpool types using Scoop/Waze or 511.org (with Scoop/Gig)
- o November
 - World Tsunami Awareness Day
 - City event for potential coordination: Veterans Day
- o December
 - Older Driver Safety Awareness Week – Dec 3-7
 - International Day of People with Disability – Monday, Dec 3 - <http://www.un.org/en/events/disabilitiesday/>



Tactics

Using an audience/messaging matrix for the above themes, develop creative assets that use a variety of images and data points.

- Breaking news
- City newsletters: Alameda Municipal Power inserts, Alameda Recreation and Park Department's Activity Guide (Deadlines: end of January, third week in June and early October) and Mastick Senior Center newsletter
- Incentives
 - Subsidies on Scoop/Waze, bus, ferry, etc.
 - Provide awards or giveaways to people going above and beyond
 - Incentive types with key branding and messaging
 - Reflective safety arm bands
 - Safety beanie with reflective stripe and key promotional messaging
 - Carabiner key holders
 - Magnets
 - Buttons
 - Bike helmet promotions or gift certificates to local bike shops for people partaking in team bike challenges or in a Ride Report type tracking service
- Monthly themes as shown above
- Postcards or wallet cards
- Press releases/community advisories
- Radio – use local channels
- Social media posts of creative assets with photos/images/video and branding that are interactive – click for more information
 - Twitter
 - Facebook (boost posts)
 - Instagram (post or advertisements)
 - NextDoor
 - Other digital channels
- Tabling at citywide events with branding, incentives and fun facts
- Transit advertisements
- Web site: FAQs, Featured items, specific web page for awareness program

Performance Measures

- Monitor click through rates, video completions, etc. to better understand which messages and visuals resonate most strongly with the target audience.
- Improved safety with fewer collisions that result in injuries or fatalities, especially when compared to other local communities and how Alameda ranks.
- Improved mode split showing fewer drive alone commuters as shown in the graphic.

COMMUTE TO WORK DATA FOR ALAMEDA (2012-2016, workers age 16 and over)

Although 59% of Alameda's commuters drive alone to work...

... a combined 34% use carpools, public transportation or bike/walk to work.



SOURCE: AMERICAN COMMUNITY SURVEY - CENSUS - TRENDS (2005-2016)

- Fewer vehicles per household

	Vehicles Available			
	No Vehicles	1 Vehicle	2 Vehicles	3 or More Vehicles
2016	5.1%	27.4%	43.0%	24.4%
2015	4.2%	31.0%	40.8%	24.1%
2010	4.1%	33.3%	41.9%	20.6%
2005	2.2%	27.5%	45.2%	25.1%

Next Steps

September 2018

- Research other campaigns and use lessons learned: Portland, San Jose, San Francisco.
- Create audience and messaging matrix focusing on addressing barriers.
- Seek a Transportation Commissioner for the Advisory Group representative.
- Prepare and distribute, monitor and revise messaging for World Car Free Day (9/ 22).

October 2018

- Prepare and distribute, monitor and revise messaging for International Walk and Roll to School Day (Oct 10).
- Participate in social marketing training (end of October).
- Revise awareness campaign based on training.

November 2018

- Prepare and distribute, monitor and revise messaging for World Tsunami Awareness Day.
- Request input from an Advisory Group to develop campaigns. Potential representation: CASA, Transportation Commission and Commission on Disabilities members, Krute Singa of Bay Metro, Maria Gallo—community member, John Atkinson of Alameda TMA, business (Chamber/GABA /DABA/Harbor Bay/WABA), AUSD, AC Transit, WETA, College of Alameda and City staff.
- Hire consultant for the creative asset work.

December 2018

- Prepare and distribute, monitor and revise messaging for Older Driver Safety Awareness Week and International Day of People with Disability.
- Survey preliminary campaign effort using OpenGov and prepare a summary of input.

January 2019

- Prepare and distribute, monitor and revise messaging for New Year's resolutions.
- Request input from the advisory group on the draft creative assets.